

SUPERMARKET

SELF-DEFENSE



Financial Literacy Competencies
for Adult Learners



Education and Culture DG
Lifelong Learning Programme

This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Thinking about clever budgeting and saving money, average people have to fight more enemies than they would ever imagine. Sales marketing experts belong to them, as they represent the highly expert discipline of manipulating the customer towards highest possible spendings while shopping. This poster is symbolically called the Supermarket Self-Defense. It certainly does not cover everything you should know about the marketing tricks. However, at least it provides an insight. If you are interested in more information concerning this kind of marketing, have a look in the internet. You will find lots of interesting text and resources.

"Studies show that consumers are attracted to the first items they see, so retailers place merchandise with the highest profit margins near the front of the store," says Notarantonio. Ignore those up-front racks and tables laden with expensive stuff and go to the back of the store first, which is where you'll likely find merchandise with the lowest profit margins, as well as clearance items marked down by as much as 70 percent. If you tune out the pricey, featured merchandise when you first walk in, you might just decide to pass it up altogether.

In fruit and vegetables department, supermarkets often use UV light as it makes the green goods look more fresh and tasty. If you have your doubts, take your salad out of the shelf and step aside. Sometimes, the difference is quite surprising.

Try to recall the mindmap of your favourite supermarket. When searching for the bakery or dairy products, do you have to pass along the kitchen equipment and all sorts of goods that are definitely not for the everyday use? Bingo. That's the strategy. Before they let you buy your baguette, you have to go through the isle of temptation. How many do you think pass without any purse injury...

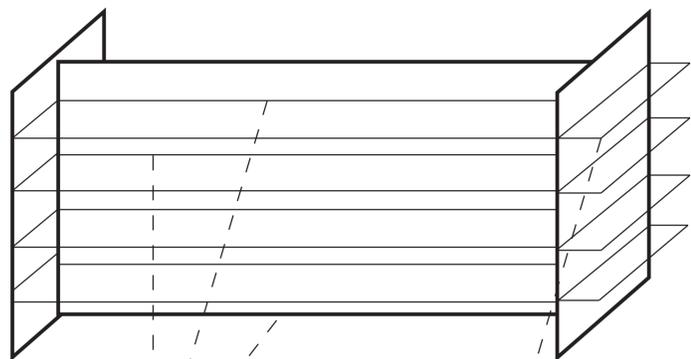
These usually are the areas with baked goods, meat and cheese products and dairy products. You need them almost everyday, but almost always they are situated in the very back of the supermarket. What can you do? Walk straight through the isle of nonsense and get what you really want. Not what the marketing experts make you think you wanted.

There is always at least one cash machine in case you like to hold cash in your hand and don't like paying with your credit or debit card. They make you feel like there was always an option to withdraw more money in case you desperately need to buy that particular pair of shoes, that special premium offer on that bottle of wine or extra large size package of your favourite chocolate.

Usually it is not easy to find a shortcut in a supermarket. If you want to get 2-3 things and then skip all the other departments, often it is not really possible. Except for few small aisles, which you have to know in order to find them, you have to pass through the entire area. Why? The more you look around, the higher the probability that you buy goods you would not have considered without walking by.

The checkout counter is the last point where the marketing experts can address you before you pay and leave their shopping „paradise“. Therefore there always are shelves along the conveyor belt. These goods usually target children, as they easily become nervous when waiting in the long cue at the counter. What can you do? Eat before you go shopping and think about other distracting activities for the children, such as counting of the people, shopping carts, word games. etc.

Have you ever noticed the music background in a supermarket? Usually it is a nice relaxing music, slow and calming. If you think it is just a coincidence, we must disappoint you. There is a whole strategy and marketing research behind the use of music in shopping areas. Marketing experts play relaxing music for you to feel well and stay longer. On the opposite, the music at fastfood restaurants tends to be fast and dynamic, saying: „Order, pay, eat and go away quickly, so that the next 100 can come to eat here.“ What can you do? Be aware of that and don't get easily distracted from your original plan. And if you cannot help yourself listening, take your own music.



When choosing goods from a shelf, always check complementary offers. Look up and down. The most expensive products are usually situated on the level of your eyes, so that you spot them, want them, get them. Looking on the top shelf or on the one in the bottom, you often find similar products or similar or better quality and lower price.

Try not to buy products from side shelves that are located at the end of a long shelf. The same goes for extra shelves that are located in an entirely different department (snacks in shoe department). They might be labeled as „special offer“ or „extra premium price“, but they usually are more expensive. However you don't recognize it, as there are no other product of a similar kind around. Side shelves are something like a bear trap in the forest.

SUMMARY :

- Give yourself a time limit.
- Eat before you go shopping. You will not be driven by empty stomach.
- If you need only a few items, grab a basket instead of a cart.
- Don't get sidetracked by extra super special offers.
- Buy chips in the snack aisle, shampoo in the personal-care aisle, never other way round.
- Don't assume bulk = bargain. Check complementary offer
- Start shopping according to your list - from the back of the shop forward.
- Look high and low on the shelves, that's where the cheaper products are.
- Skip the bells and whistles like deluxe, premium plus. It's just a trick.

