

Supermarket Psychology

Supermarkets use many strategies, such as advertising or special offers, to encourage consumer spending. Displays are also important. It is generally thought that shoppers are more attracted to products displayed at eye level, so supermarkets place more-expensive items at that height. Consumer analyst Siemon Scamell-Katz, however, believes this is a mistake. He tracked the movement of shoppers' eyes and found they looked more at shelves between waist and chest level. When expensive products were moved to that level, sales of those products increased.

Placing staple foods such as bread and milk at the back of the store may also be an error. Supermarkets often do this in the hope that shoppers will pick up additional items as they walk through the store. But new studies show this strategy annoys shoppers, so they buy fewer special and luxury goods if everyday foods are inconveniently positioned.

Vocabulary

consumer - a person who buys goods or uses services
staple - basic and important in people's everyday lives

Comprehension Questions

1. What did Siemon Scamell-Katz discover about supermarkets?
2. What have new studies shown?

You can see the whole lesson from your teacher, please ask them to send it to you before the class.

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