

Supermarket Selling Strategies

(Answer Sheet)

Test your ability to identify selling strategies in the supermarket.

Match the strategy in the left column with the product or products being sold to consumers in the right column. Write the letter of the product in the space next to the number of the strategy it best matches.

Supermarket Strategies::	Products to be Sold:
_F__ 1. Smells wafting through store.	A. Lower priced brands, generics, and “simple” foods.
_C__ 2. Placed at eye level for kids in cart seats.	B. More total purchases through “one-stop” shopping (may or may not be the lowest price; increased impulse buying).
_H__ 3. Bunched and clustered at the checkout lane.	C. Toys, storybooks, flavoured and sweetened cereals, candy.
_A__ 4. Placed on the very top or bottom shelves: hard to reach and see.	D. High “valued-added”, impulse, and more expensive products.
_D__ 5. Eye-level, dramatic, colourful displays.	E. You need only one but are tempted to buy the rest; make sure the price of the multiple products really is a special.
_G__ 6. An eye-pleasing display of fresh lettuce with gourmet salad dressing next to it.	F. In-store bakery and deli items; look good and smell even better.
_B__ 7. Grouping many shops and departments under one roof.	G. Impulse purchase of related item.
_E__ 8. Five cans of soup on sale for \$1.99.	H. Last minute items to throw in the cart – snacks, magazines, batteries and the like.

Adapted from: Be a Better Shopper. Cornell Cooperative Extension. Cornell University. Ithaca. New York.