

# Supermarket Psychology

## HOW TO AVOID SPENDING MORE AT THE SUPERMARKET

1

**MUSIC:** Studies have shown that slow music can make you take your time and spend more money. Classical music encourages you to buy more expensive items.

2

**BULK SALES:** These deals are just another trick to get you to spend more. If you see a "10 for \$10" sign, you're likely to buy 30-100% more than you normally would.

3

**STORE LAYOUT:** The dairy department, fruits and vegetables, fresh meat and whole grains are usually in the back or on the sides of supermarkets. This makes you walk through the entire store to get what you need.

4

**PRODUCT PLACEMENT:** The most expensive items are placed at eye level. For example, brand-name cereals are typically placed on middle shelves. Healthier cereals could be on the upper shelves and the cheaper cereals on the bottom shelf.

5

**CHECKOUT:** The supermarket makes the most money in this area. They place candy bars, gum, chips and magazines at the checkout... hoping you will add a last-minute item or two to your cart.

6

**FREE SAMPLES:** Samples are there to get you to buy something you normally wouldn't.

9

**EYE CANDY:** Candy and children's cereal are purposely placed at a child's eye level, causing plenty of temper tantrums (that can only be cured with a purchase).

10

**FLOWERS UP FRONT:** Flowers and plants are placed near the front to give you a nice scent as you enter the store.

8

**SHOPPING CART:** This handy invention, designed in 1938, has increased in size, encouraging you to buy more.

7

**INTENTIONALLY PLACED FOOD:** Supermarkets place the bakery, food vendors, coffee vendors and popcorn near the entrance hoping the delicious smells will increase your appetite and lead you to buy.

CHECKOUT →

FRESH BAKE

