

# Presentation on the topic: "Marketing in supermarkets"



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# Plan

- ❖ Introduction
- ❖ Pricing, devastating wallets
- ❖ Labyrinths from counters
- ❖ Attractive prices
- ❖ Placement of goods
- ❖ Music

# Introduction

Often there is a situation where a person goes to the store for a loaf of bread and returns with purchases for a hundred dollars. How does this happen?



# Pricing, devastating wallets

It's pretty simple. Before the entrance to the supermarket a huge advertisement is posted that today the store has big discounts, for example, on jelly sweets

Национальная сеть продуктовых магазинов

**20%**  
**НА ВСЕ**

**КАЖДОЕ**  
**воскресенье**  
**СКИДКИ**

**КАЖДУЮ**  
**пятницу и субботу**  
**ПОДАРОК**  
**каждому покупателю**

**ЦЕНЫ РАДУЮТ!**

\* при покупке на сумму от 100 грн.  
розыгрыш проводит ЧП Ткаченко. Под подарком подразумевается покупка за 1 грн.

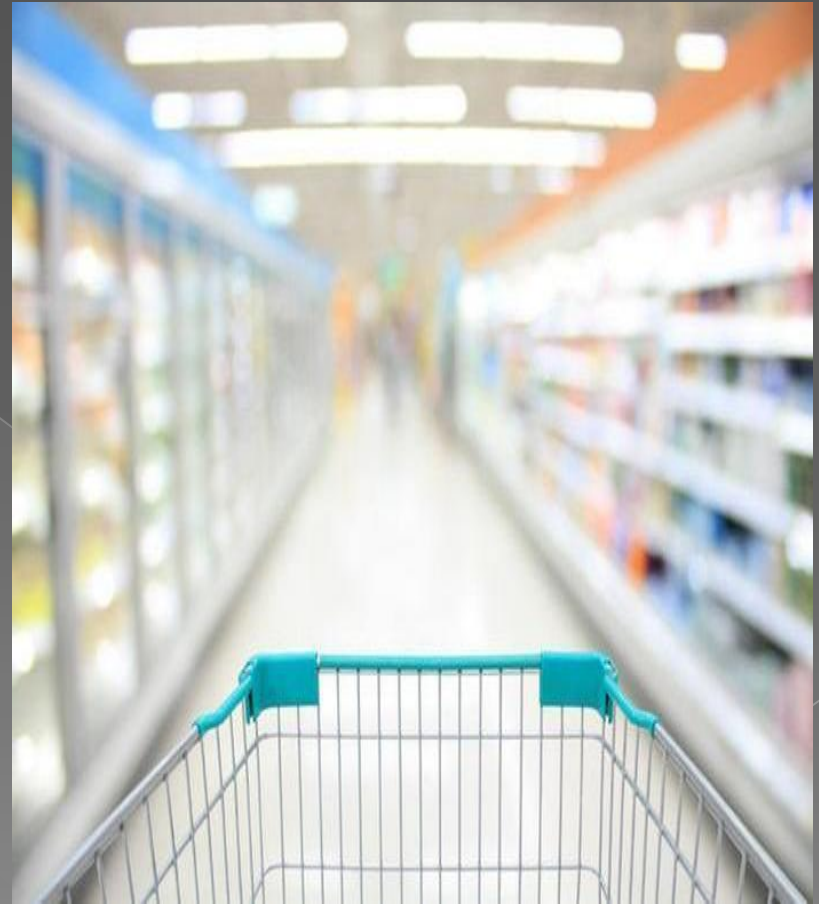
# Pricing, devastating wallets

The person who came for bread did not even intend to buy sweets, but "how can one pass by such a profitable proposal." The meaning is always the same - low prices stimulate spending.



# Labyrinths from counters

Food stores never place goods at random. Psychologists work on how the products will be stored on the shelves. For example, dairy departments and bread are almost always located as far as possible from the entrance. This is one of the most popular products and on the way to them people should see a lot of other "seductive" products.



# Labyrinths from counters

Similarly, the "boomerang effect" acts. The most popular products and brands are located in the middle of the store, so that customers do not pass by other, unnecessary products, no matter from which direction they are going.

# Attractive prices

"Attractive prices" (charm prices) - another proverbial trick of food stores. Whenever a person's product is priced at \$ 49.99 or \$ 45.99, then his brain automatically rounds the price down. This is perceived, not as 50 dollars (as it really is), but as 49 or even more - "40 with a little."





# Placement of goods

Those who want to save money in the store, it is necessary to lower their eyes and look at the lower shelves. Many grocery stores place their most expensive and branded goods at eye level, so that they are noticed first.



# Placement of goods



Interestingly, if you buy some cereal or breakfast cereals, then well-known and expensive brands, on the contrary, will be located on the lower shelves. This is to ensure that they are first noticed by children and asked parents to buy their favorite treat.

# Music

Music playing in supermarkets seems quite harmless, but it's another very effective tool for encouraging customers to spend more money.



**Supermarket shelves**

# Music

The pace of background music can significantly affect both the pace of traffic flows in the store, and the daily gross sales volume.



Thank you for attention!

