

Université du Sud Toulon Var
Faculté des Lettres et des Sciences Humaines

Semestre : Sem 1 session 1

Département : LEA Anglais (Sabanies)

Matière : Expression/ Compréhension

Durée : 1h30

Date : 15 janvier 2010

Enseignant : A. Baudry

1. What is this article about? 2pts
2. Match the following headings with the various sections of the article. 1pt

1 Known Value Items	Section A	<input type="checkbox"/>
2 Abundance Sells	Section B	<input type="checkbox"/>
3 Sunday Trading	Section C	<input type="checkbox"/>
4 Research Methods	Section D	<input type="checkbox"/>
5 Product Specific Tactics	Section E	<input type="checkbox"/>
6 Own Label Products	Section F	<input type="checkbox"/>
7 Store Layout	Section G	<input type="checkbox"/>
8 Convenience Products	Section H	<input type="checkbox"/>
3. A number of sales tactics are mentioned in the text. List them out (using your own words). 4pts
4. Find the following sentences in the text and answer the questions about the words and expressions in italics? 3pts
 - 1 'In-store cameras *backed up* by discreet human surveillance ...' Does this mean that cameras are not the only means of watching people?
 - 2 'Everything *is geared to* increased sales and profits, ...' Are increased sales and profits a priority?
 - 3 '... the eye reads left to right and will *spot* the store's brand first.' Why is the store's own label displayed to the left of other brands?
 - 4 'Second, *dot* the KVIs *around* the store, ...' Are the KVIs all likely to be grouped together?
 - 5 '... so customers will have to *hunt them out* ...' Are they likely to be easy or difficult to find?
 - 6 'It is kept soft in the wine section to encourage *browsing*, ...' Are shoppers likely to spend more or less time in the wine section?
 - 7 'They also try to *bounce you back and forth across* the aisle ...' Are things arranged so they are easy to find?

5. Why do you think supermarkets do not like talking openly about sales tactics?
(5 lines minimum) 5pts

6. Do you think that if you are aware of the various tactics used to encourage you to spend, these tactics are less likely to work? (10 lines) 5pts

How hidden persuasion makes shoppers spend

Counter culture: James Erlichman looks at the subtle psychology gearing soft sell to big profits.

A

ENTERING a supermarket is like taking a seat in the psychiatrist's chair – the food shopper's deepest desires will be laid open and explored. In-store cameras backed up by discreet human surveillance measure when and where we are tempted to pause and drop that unnecessary little luxury into the trolley. The laser beam at the check-out records whether more mozzarella cheese is being sold after it was moved to an eye-catching display or featured in the supermarket's latest TV advertisement. Everything is geared to increased sales and profits, which means getting consumers to buy things they don't really need, but cannot resist.

B

Supermarkets don't like talking openly about tactics. They wish to appear the friendly grocer who helps wash our salads, not our brains. However, it is hard to disguise that virtually every new superstore has its primary doors on the left so the shopping is done clockwise, to the right. "Nine out of ten people are right handed and they prefer turning to the right," said Wendy Godfrey, a spokeswoman for Sainsbury's, one major supermarket chain.

C

Profits from the store's own label products are normally higher than those from the big manufacturers. So own label baked beans are usually placed to the left of the Heinz display because the eye reads left to right and will spot the store's brand first. The big manufacturers can rectify this by paying a premium for better display. How much they pay – especially when they may well be making the own brand version for the supermarket – is a closely guarded secret.

D

Of the 16,000 items of food which a superstore displays, only about 200 are KVIs – known value items – essentials such as tea, butter and coffee, the price of which will be known by most customers. Two rules apply here. Firstly, keep the cost competitive, which means halving gross profit margins to 15 per cent. Second, dot the KVIs

around the store, so customers will have to hunt them out and walk past the frozen black forest gâteau, or mangetout peas – items they do not really need.

E

Can a store be too big, threatening and confusing for the customer? Current thinking is that abundance sells. A well-stocked 20-foot display of tomato ketchup sells more sauce than a depleted shelf 15 feet long. "I don't think there is a maximum size unless it is how fast the average customer can get round without the frozen food defrosting," said John Davidson, a lecturer in retail marketing at the University of Surrey.

F

"Lighting influences the customer," he said. "It is kept soft in the wine section to encourage browsing, but it is sharp and bright at the cosmetics counter to suggest cleanliness." Width of aisles is also a factor. "If they move too fast they are missing buying opportunities," said Andy Mitchell, research officer with the Institute of Grocery Distribution. "They also try to bounce you back and forth across the aisle by putting the best-selling digestive biscuit on one side and the most popular chocolate one on the other."

G

Convenience and cost are also behind Sunday trading. Round-the-clock running of freezer and chill cabinets means supermarkets cost a lot to operate after closing. Many perishables thrown away on Saturday afternoon could be sold on Sunday. Just as important, however, is the psychology of leisure shopping. International studies show that people buy more expensive, discretionary items when they are relaxed and browsing.

H

It is not only how much one buys, but what one buys. A supermarket makes more profit from its own brand, microwave cooked-chill chicken kiev than it does from the ingredients needed to make it at home. Many consumers appear willing to pay almost any price to avoid preparing food. Grated carrots wrapped in a nice plastic bag sell briskly for £1.18 a pound at Sainsbury's. Whole carrots, a few feet away, cost just 19p a pound.