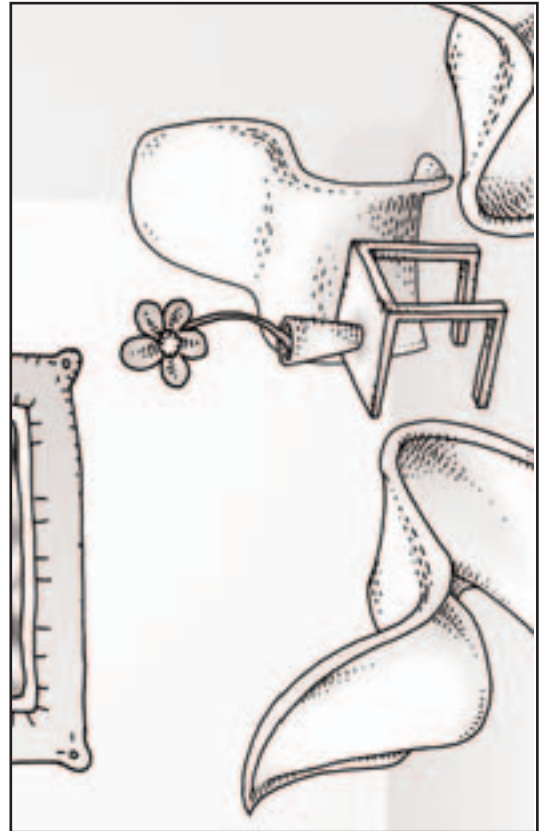
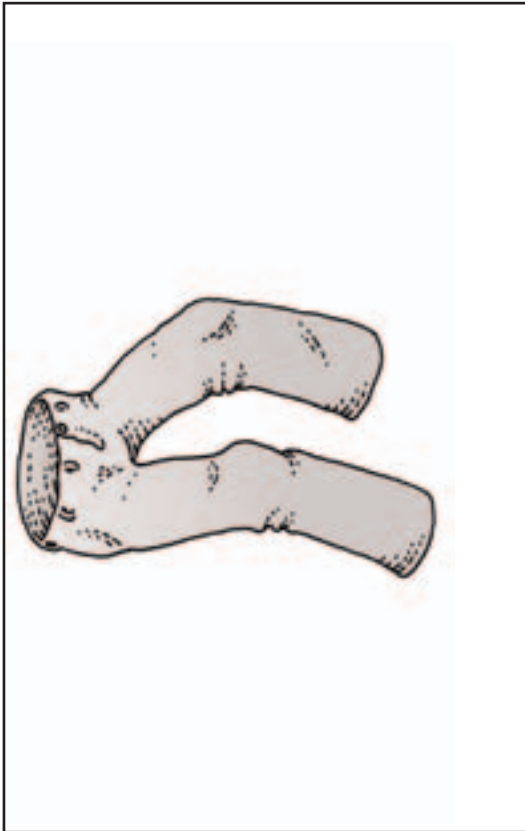
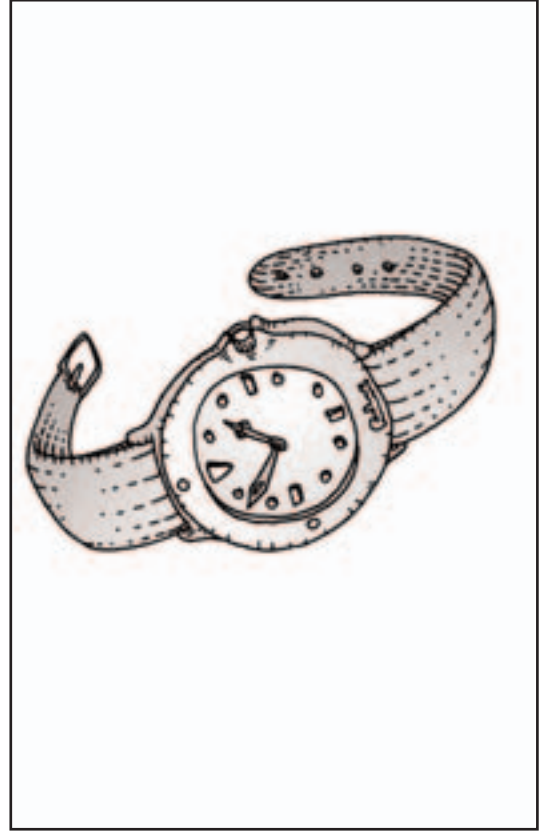




Module 3



Symbols of merchandise





Electric appliances (comparison)

Dish washer

type of appliance	product information	consumption of water	consumption of electricity	intensity of noise in dezibel	price

Assignments for supermarket inquiry

1. Inquire which different materials are used for packaging the products sold in supermarkets:

- Which products are packaged in which way?
- Can you find "cheating" packaging?
- Which products have "cheating" packaging?
- To what extent is packaging used for publicity?
- Reason the pros and contras of the examined kinds of packaging with regard to the contained products
- Can you find a correlation between products and the colours used for packaging?
- Find examples of packaging which in your opinion show sex-specific characteristics

2. Search for biologic products (not only food).

- Which symbols convey the impression „nature“?
- Which products advertise with the terms "biological", or "natural", or other emotive words?
- Watch out for correct labelling when shopping for food; are legal terms complied with?
- How do prices of a similar, non-bio product compare?

3. Special offers lure clients into the supermarket

- How are special offers pushed?
- Where are they placed?
- What kind of products are presented as special offers?
- Which kind of products are placed next to special offers?

4. Compare 10 branded articles with "no name – merchandise" of different groups of products

- regarding price
- regarding composition
- regarding packaging
- regarding product-information

5. Examine advertisement strategies of the chosen supermarket

- Where are fresh articles placed?
- How is the space of the supermarket organised?
- Which articles are placed in zones which can only be reached by stretching/ bending; which are within easy reach; which are placed at sight?
- What does the area around the cash-register look like?
- Look at the public. Which are the principal age-groups?
- Which music is played?
- What do the shopping-carts look like?
- Note down the time you took to visit the supermarket.



Examples of conflicts created by buying-decisions

1. Mr. Mayer wants to buy a car. He really would like to buy a car of prestige, but at the same time he cares much for questions of security. Which decision will Mister Mayer take?

2. Mrs. Mayer buys coffee: she likes the brands A, B, C, and D. But on closer consideration Mrs. Mayer likes brand A because of the packaging, brand B because it is a bio-product, brand C because she already drank it when she was an adolescent, and brand D because it is new and she would like to try it. Which motives will be decisive?

3. Christian, 19, wants to buy a new snowboard. He saw the snowboard-WM 2003 and was very pleased with the board XY of the World Champion. But although it would be a hit to have it, he can not really afford the price of this branded board. Should he buy it, or should he not? Other boards which are of a similar construction cost half the price. What would his friends say if he decides to buy a no-name model?

4. Andi tries to be conscientious and is rather thrifty. But today he must treat himself to something special! He strolls through town, has a look at the shopping windows, and does not really know what he would like to get, or what he really needs. Time passes, it is getting late, and he has not bought anything. All of a sudden, there's a shopping window which draws his attention. Should I, should I not? He enters the store as if directed by remote control. Immediately, a friendly salesman asks him for his desires. How will Andi respond?

Solutions (see example 1) should be found and discussed

The conflicting thoughts of Mr. Mayer can trigger different modes of conduct: a substitute product may be bought on impulse (thus neither A nor B), the purchase is delayed in order to gain time for searching additional information, or he decides to be satisfied with less and returns to well-tried options.

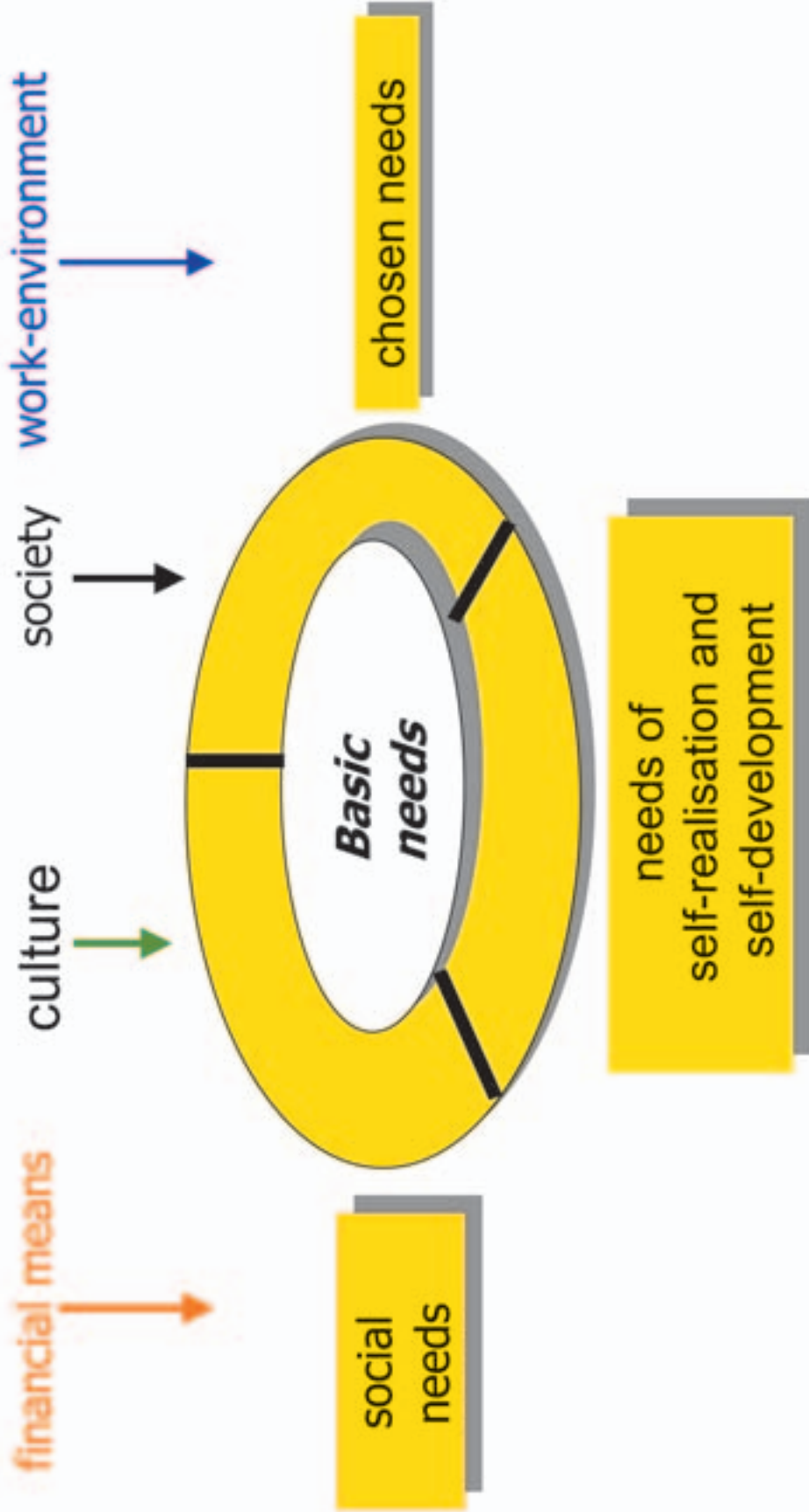
This conflict either leads to an extension of the time which is given to decision-making, or to shopping on impulse.

How consumers act ?

- transfer of preferences
- associate qualities of a specific product with other products
- specific ways of taking in information
- loyalty to brands and trademarks
- sex-specific decisions
- children influence buying-decisions
- more personal contact for purchases which involve a risk



Different kinds of needs





Differences between shopping on impulse and controlled shopping

	shopping on impulse	controlled shopping
publicity	primarily pictures	primarily language
time taken for shopping	short	long
information input from the perspective of the consumer	little	high
intake of information	primarily passive	primarily active
factor of habit	high	little
factor of cost	high	little



Differences between Shopping on Impulse and Controlled Shopping

	shopping on impulse	controlled shopping
contents of publicity	identification by logo, label, trademark	arguments
emotional activity	high	low
control via stimulus	high	low
influence by social environment	low	medium
regard for others	low	high

