THE SNEAKY PSYCHOLOGY OF

Grocery Stores

Direction of shopping

Stores encourage you to shop from right to left and for this reason they put more expensive items on the right hand side of the aisle, so you see them first.

Fruit Juice

The aisle where the fruit juice is located is often painted red. This is because the color red makes people feel warm and secure, so they stay longer. The fruit juice aisle is also proven to be the place where customers take the longest to make a purchase decision.

Aisle ends

The end of the aisle – known in the industry as the 'end cap' - is prime in-store real estate and big brands pay hundreds of thousands of dollars to place their items there.

Meat counter

The meat counter's background is usually a primary color. This makes the fresh meat visually stand out more.

Music

When the store is busy, fast music is played to encourage you to move quickly and relieve congestion in the aisles and checkout area.





Milk, eggs and bread

Everyday essentials are positioned faraway from each other, so you have to go around the whole store to get them – this means you have more opportunities to purchase non-essentials.

Sale signs

Promotional offer signs are often placed in between discount items and non-sale items. This makes you associate full price items with discounted ones.

to a minumun make it more

Empty surfaces here are kept to a minumum. This is to make it more difficult for shoppers to dump any unwanted items when they get to the checkout.

Checkout area

Food samples

These can create a sense of obligation in the customer. When something is given away for free, most people feel a need to reciprocate by buying the item.

Shopping cart Fresh produce

This gives the store a feeling of freshness
Bigger carts encourage you to
buy more. This is because
using a larger cart makes you
feel like you are buying less,
so you add more items.

This gives the store a feeling of freshness
that is more appealing to the shopper. It also
makes you feel healthy when you start your
shop by adding fresh items to your trolley,
so you're more likely to 'treat yourself' by
buying other items later as a reward.

GROCERY STORE Layout Traps

AMBUSH SALES

Products put in unexpected places to prompt customers to make impulse purchases.

UPSELLING

Budget and luxury items placed together to goad customers into "rewarding" themselves.

TOP SELLERS IN MID-AISLE

Forces customers to walk past more products and can increase visibility of less popular products.

MULTI-BUY MIND GAMES

"Buy more, save more" deals and displaying related items together gets customers to buy more.

HIDDEN BARGAINS

Store brand items are displayed on higher or lower shelves, while name brands are at eye-level.

NO EXTERNAL CUES

Like a casino, grocery stores are generally devoid of windows and clocks to get you stay longer.