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Research Activity Worksheets

Worksheet 1

- 1) How much do we buy that we actually had no intention of buying (p. 1)?

- 2) TRUE or FALSE (circle the correct answer) – Shopping store layout is designed to stimulate extra shopping (p. 1).

- 3) a) Where are the flowers sections usually located in supermarkets (p. 1)?

b) Why are the flowers sections located here (p. 1)?

- 4) a) Where are the produce (fruits and veggies) section usually located in supermarkets (p. 2)?

b) Why are the produce sections located here (p. 2)?

- 5) a) Where are the bakery sections usually located (p. 2)?

b) Why are the bakery sections located here (p. 2)?

- 6) a) Where are the grab-and-go items (milk, bottled water, and snacks) usually located (p. 2)?

b) Why are the grab-and-go items located here (p. 2)?

- 7) a) Where is the bank often located (p. 2)?

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b) Why is the bank located here (p. 2)?

8) Now, think about where you go shopping, whether it is Meijer, Walmart, or Kroger. Where are the flower, produce, bakery, grab-and-go, and bank sections? Are they located in the same or different places? If the sections are located in different places, what do you think the placement logic is? Explain.

Worksheet 2

1) How much do we buy that we actually had no intention of buying (p. 1)?

2) TRUE or FALSE (circle the correct answer) – Shopping store layout is designed to stimulate extra shopping (p. 1).

3) a) Where are the endcap display sections usually located in supermarkets (p. 3)?

b) Why are the endcap display sections located here (p. 3)?

4) a) Where are the “retail-tainment” sections usually located in supermarkets (p. 2)?

b) Why are the “retail-tainment” sections located here (p. 3)?

5) a) Where are the deli and coffee bar sections usually located (p. 3)?

b) Why are the deli and coffee bar sections located here (p. 3)?

6) a) Where is the pharmacy usually located (p. 4)?

b) Why are the pharmacies located here (p. 4)?

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7) a) Where is the general merchandise often located (p. 4)?

b) Why is the general merchandise located here (p. 4)?

8) Now, think about where you go shopping, whether it is Meijer, Walmart, or Kroger. Where are the endcap, “retail-tainment,” deli and coffee bar, pharmacy, and general merchandise sections? Are they located in the same or different places? If the sections are located in different places, what do you think the placement logic is? Explain.

GROCERY STORE PLACEMENT RESEARCH ACTIVITY – WORKSHEET THREE

1) How much do we buy that we actually had no intention of buying (p. 1)?

2) TRUE or FALSE (circle the correct answer) – Shopping store layout is designed to stimulate extra shopping (p. 1).

3) a) Where are the impulse buying sections usually located in supermarkets (p. 5)?

b) Why are the impulse buying sections located here (p. 5)?

4) a) What products are typically located on the top shelf of supermarkets (p. 5)?

b) Why are the top shelf products located here (p. 5)?

5) a) What products are placed in the “bull’s-eye zone” (p. 5)?

b) Why are “bull’s-eye zone” products located here (p. 5)?

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6) a) What products are placed in the “kids’ eye-level shelf” area (p. 6)?

b) Why are the “kids’ eye-level” products placed here (p. 6)?

7) a) What products are placed in the “bottom shelf” zone (p. 6)?

b) Why are products placed in the “bottom shelf zone” (p. 6)?

8) Now, think about where you go shopping, whether it is Meijer, Walmart, or Kroger. Where are the impulse buying sections located? Are they located in the same or different places? If the sections are located in different places, what do you think the placement logic is? Explain.