



SUPERMARKET PSYCHOLOGY

- ✓ Students reflect upon why and how supermarkets are organized the way they are.
- ✓ The goal is to focus on the form and function of physical space in a commercial context.
- ✓ Level should be intermediate and above.
- ✓ Teacher explains that students will reflect on the organization of a public space, namely a supermarket.
- ✓ The class discusses there are different kinds of supermarkets in the learner's home country and what kinds of products they sell.
- ✓ Teacher distributes the worksheet from below:
 - You redecorate your supermarket. What color do you choose, and why?
 - Where in your supermarket do you put flowers, vegetables and fruit?
 - Where do you put food that people buy regularly, like tea, coffee, bread, etc.?
 - Do you put items at low-cost (such as tins) in narrow or wide aisles?
 - Do you put products with a high profit margins (e.g. plasma screen TVs) in narrow or wide aisles?
 - At what height do you place items that you really want to sell?
 - Where do you put items that are near their sell-by date, or those that are slightly damaged?

- Where do you put sweets?
- Where do you put magazines?
- What can you do to make your supermarket really attractive to shoppers?
- ✓ Students work in pairs to design their supermarket based on the worksheet. When they're finished, they share their decisions with the rest of the class. The other students say if they agree or disagree with their decision and why.
- ✓ Teacher leads a discussion about a school shop (or another shop the students are familiar with) guided by these questions:
 - Are products piled high or is there a lot of space?
 - Is the decoration elaborate or simple?
 - How are the products grouped in the retail space? How does the shopper navigate the products?
 - Is customer service available? Are the assistants friendly, knowledgeable, insistent?
 - How does the customer pay for the products?
 - Does the shop contain a seating area, café or restaurant?
 - Is the shopping experience designed to be friendly, relaxed and a pleasant experience – or is it simply a chore?
- ✓ As homework, teacher asks the students to visit a local supermarket in pairs. While they are there, they should complete the worksheet with the following points:
 - Name of supermarket: _____ Date and time of visit: _____
 - Opening hours of the supermarket: _____
 - What color is the supermarket painted? _____

- What kind of products are positioned furthest from the entrance?
- What kind of products are placed at eye level?
- What can you find at the checkout tills?

Spend some time observing customers and their behavior, too. Describe the shoppers and discuss their interactions (if any).