

JC Consumer Studies – Shopping & Advertising

**Shopping:** is spending money in return for a good/service

**How has shopping changed?**

- Most shops are now self-service
- Many small local shops have closed down – introduction of shopping centres
- Introduction to late night / Sunday shopping
- Online shopping
- Improved technology - checkouts now using bar-codes and scanners
- Self-checkout counters



**Shopping outlet:** is a type/category of shop

Shopping outlet	Description	Examples
1.	Large self-service shops Wide range of food and other products	
2.	Usually sell only one type of product e.g. shoes, jewellery, books, bread.	
3.	Small shops usually family run Usually open late and on Sundays Can be expensive Personal service	
4.	Large self service stores Shops are similar in layout and appearance	
5.	Where an individual shop owner applies to be part of a voluntary chain	
6.	Wide selection of goods e.g. clothes, electrical goods, furniture, kitchen equipment	
7.	Offers goods at reduced prices	

**Shopping techniques:** are features used by shops to encourage people to spend more money. They encourage impulse buying (unplanned purchase: on the spur of the moment). See handout of techniques

**Methods of shopping:**

1. **Counter service:** customer is served over a counter in order to get products E.g: butcher, jewellers
2. **Self-service:** customer can pick out the products they wish to buy themselves E.g: clothes shopping, shoe shopping, grocery shopping  
Advantages of self-service? Quick, time to browse and select, goods are well displayed, wide range to choose from  
Disadvantages of self-service? Less personal, makes shopping more difficult for elderly/disabled, temptation to impulse buy, queuing at checkouts can be long and irritating

**Methods of paying for goods and services:**

Cash	Laser (Debit) card	Credit card	Cheque	Direct debit
Legal tender	Money taken directly out of bank account. <b>No interest</b>	Buy now, pay later. <b>High interest</b>	Written payment	Bills paid at same time each month from bank account

### Key Marketing Terms

- **Unit Pricing:** The price per unit e.g. per kg. Used for loose items e.g. fruit, vegetables, meat, fish
- **Own Brands:** The supermarket usually has a range of products with the supermarket's name on it instead of an advertised brand name. They are cheaper.  
E.g. Centra original blend tea
- **Bulk Buying:** Buying large quantities of a product, usually because it is cheaper. It is useful for stocking up on goods such as kitchen paper, detergents, toilet roll
- **Loss Leader:** Products sold at a loss in order to attract customers to a shop. Once inside, they may buy other goods that are not required.



### Guidelines for shoppers

Make a shopping list and stick to it  
 Avoid impulse buying  
 Keep receipts in case of a fault / problem  
 Bulk buying non perishables e.g: toilet paper, detergents can be more economical  
 Shop around and compare prices and value for money  
 Avoid shopping when tired or hungry  
 Avail of special offers if genuine savings can be made

### Functions of packaging:

- Protects the product
- Advertises the product
- Carries bar codes
- Keeps products (foods) hygienic and fresh
- Provides information
- Makes it easier to store and sell products

### Characteristics of good packaging:

- Strong
- Waterproof
- Light
- Non-toxic
- Hygienic
- Biodegradable
- Easy to open/reseal, if desired

### Why is labelling important?

- Identifies the product
- Advertises the product
- Describes what the goods are made of
- Country of origin
- Carries bar codes



**Advertising:** is a tool used to persuade people to want to buy something

### Functions of advertising:

- To introduce new products onto the market
- To increase sales of a product
- To provide information about a product to consumers
- To increase profits for a business

**Marketing:** is a market that specialises in making products sell E.g. Sales promotions, promotion stands