

### **Grocery Store Questions for Discussion**

1. What is the purpose of background music in the store?
2. Explain which is cheaper for the consumer – to bag their own groceries or to have them bagged?
3. How do displays help to sell food?
4. When samples are given out, how does it affect sales?
5. When you are in a store and food samples are given out; do you eat what you can, refuse the food, purchase the product or walk away?
6. In what ways does the store strategically place items throughout the store to attract small children?
7. Explain the pros and cons to using coupons while shopping.
8. Explain how ad specials from newspapers bring people into the store to buy other items as well as the sale ones?
9. What are some of the ways, that the store arranges and places food items throughout the store to attract the consumer to buy more? (milk, eggs, bread)
10. What are the advantages to having an in-store bakery?

11. Why are stores offering other services to the consumer besides selling groceries?
12. Are bulk sales increasing or decreasing in popularity? What are some problems with selling products by the bulk?
13. Explain the advantages and disadvantages of having the meat department cut their own cuts of meat from the beef carcass or, using prepackaged meats cut from a central warehouse and delivered wrapped and ready to sell.
14. What are the advantages of selling seafood in the meat department as well as beef and poultry?
15. Is there an advantage to having an in-store deli?
16. Explain how the consumer benefits from stores having a salad, soup, and sandwich bar.
17. When is the best time during the day for a person to shop and why?
18. What day during the week is the best for a person to shop and why?
19. What is your opinion about having the store shop and deliver your groceries to your door?