

# Floor Covering Media

Your Gateway to the Floor Covering Industry

## Grocery store techniques



If you've recently visited the grocery store for an item or two but returned with bags of groceries, you're not alone. Actually, it's a common occurrence. But how does that happen? Probably because you spent hours walking the aisles; unaware of the time! Shoppers don't merely shop. They are brought into the shopping experience and immersed in it. As a shopper, your buying habits, purchase impulses and personal preferences have all been carefully studied.

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Design elements within grocery stores are subtle; though not imperceptible. Observe how there are few if any windows. Notice there aren't clocks in plain sight. Maybe there is some soothing music. Look for the pleasant personnel. The store floor plans are specifically designed to make shoppers feel relaxed so that they spend more time and money; when they're shopping in the store.



Notice the shopping carts and the floor tiles. Listen to the rolling, almost rhythmic, sound of the shopping cart's



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wheels, as they traverse over the tiles. It seems as though you're moving too fast. You slow down the cart and spend more time; sauntering through the store, at a pedestrian pace, shoppers usually tend to meander and find things they need or want. The goal is to slow you down to a pace where you notice items you didn't realize you needed.



Clever? You bet! Staging strategies guide you to the corners of the building.



Staying within the budget often requires demonstrating a degree of restraint.

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Hungry shoppers find free samples an obstacle to staying within the budget.

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Thirsty shoppers reach for single-serve soft drinks in convenient cold cases.



Spontaneous shoppers find impulse items in narrow checkout lanes tempting.



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Beware of indulgences packaged as enticements that add up to more money.



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## **Flooring Network**

**For those in the market and those that serve it**

Floor Covering Media is  
a social media network.

## **Floor Search**

**Answers to Questions About Flooring**

Retrieve timely, objective news and  
information at <https://www.floorsearch.info>.