

Six ways grocery stores get you to spend more

Have you ever gone grocery shopping and ended up spending more than you had planned? Here are things to be aware of the next time you go grocery shopping.

1. Store layout

Some of the most often purchased products, such as milk, eggs, margarine and bread, are at the back of the store. Customers have to walk past many other products to get what they came for which increases the chance of buying more items. Keep this in mind and stick to your grocery list.

2. Mellow music

The music in grocery stores is selected with the intent to slow down your pace and have you spend more time in the store. Usually, it will be familiar relaxing music that makes most shoppers feel comfortable, stay longer and buy more.

3. Delicious smells

The smell of fresh baked bread or rotisserie chicken can make shoppers feel hungry making them more likely to spend their money. Enjoy the pleasure but stick to your grocery list!

4. Expensive brands at eye level

Expensive name brand items are always placed at eye level where you are more likely to see them. And products aimed at kids, such as sugary cereals, are placed at children's eye level! Having these products at eye level increases the chance that you will buy them or that your kids will convince you to buy them. Check out the store or generic brands on the top or bottom shelves.

5. Ends of aisle displays

Stores will often put items such as snacks at the ends of aisles along with gigantic price signs. These special locations may make you think the products are on sale. Often they are not really on sale.

6. Checkout lines

Checkout lines are surrounded by displays of tempting chocolate bars, pop and magazines. Try not to add to your cart at the checkout line. And make sure the "deal of the day" that the cashier may ask you about is worthwhile purchasing before you go for the deal.