



# Why do marketers ...?

by Star Carey

From a marketing perspective, have you ever wondered about some of the things you have seen organizations do? Some of the oddities are basic such as: Why do they call it “telemarketing” when it is really teleselling? That is easy to explain since one sounds better while the other is the truth.

Now, how about some others that are not as intuitive. This is a listing of marketing activities you have observed – and perhaps wondered about – and the reasons for them.

*Why are Campbell’s Tomato and Chicken Noodle soups nearly always on the grocers’ bottom shelf?* Because these flavors are the most popular types and customers will go to the extra effort to seek them. Meanwhile, at eye level, and hoping to attract a precipitous purchase, are soups such as Nacho Cheese.

*Why are there mirrors near elevators in high rise buildings?* Because of vanity. It is boring waiting for an elevator but if we have a chance to see how good we look today then the wait is not as noticeable. Folks don’t get as upset with a delay if they are looking at themselves.

*Why do airport terminals (such as Austin’s) that are long and narrow not have moving walkways to hasten the trip to distant gates?* Because then passengers would ride right past the shops. The

airport needs the income from those stores and wants to encourage patronage. People who are forced to walk by merchants are more likely to stop in and buy.

*Why do airlines encourage passengers on overseas trips to put down the window curtain?* The airlines say it cuts the ambient glare which makes it easier for people to view movies. The truth is a dark cabin makes passengers both more docile and also less likely to make frequent requests of flight attendants.

*Why are competitors located so close to each other?* Because it has been discovered that for some categories, customers are drawn to an area and then more likely to purchase. Car dealers are neighbors; CVS is across the street from Walgreen’s and restaurants are in a row. For example, a person in search of a new car is able to comparison shop easier if competitors are nearby. That allows the buyer to make the decision quicker. We have found that often the closer an attractive alternative, the more likely the decision will be made to buy.

*Why is the bread at one end of the grocery store and the milk at the other end?* You don’t need someone with a PhD to explain what you have already noticed. The store wants you to make an impulse purchase while walking between the two major line items you came to buy.

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