Supermarket chains such as Walmart. Carrefour and Tesco use an extensive range of pricing and non-pricing strategies to compete. Market research published by Which? (a consumer campaigning organisation in the UK) showed that most shoppers believe supermarkets deliberately try to mislead them by using confusing pricing strategies.

The *Which?* findings showed that supermarkets often use poor labelling and puzzling prices for their products. For instance, a 600g jar of mayonnaise might be priced at £3.49 while a 400g jar of the same brand is priced at £2.35 - so which one offers better value? Similarly, pre-packed fruits and vegetables are found to have very different prices compared with loose varieties of the same produce.

1. Price is one way in which supermarkets compete. Explain three non-pricing strategies that supermarkets use to compete with each other. (6)

Strategy 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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Strategy 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
Strategy 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   
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1. To what extent do supermarkets operate in a competitive market? (6)

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1. Do consumers benefit from the competitive strategies used by supermarkets? Give reasons for your answer. (8)

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