

A STRATEGY FOR
CHANGING CONSUMERS

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CHANGING LIFE STYLES

WOMEN WORKING

ONE PARENT HOUSEHOLDS

SINGLE PERSON HOUSEHOLDS

DELAYED MARRIAGE

LOWER BIRTH RATE

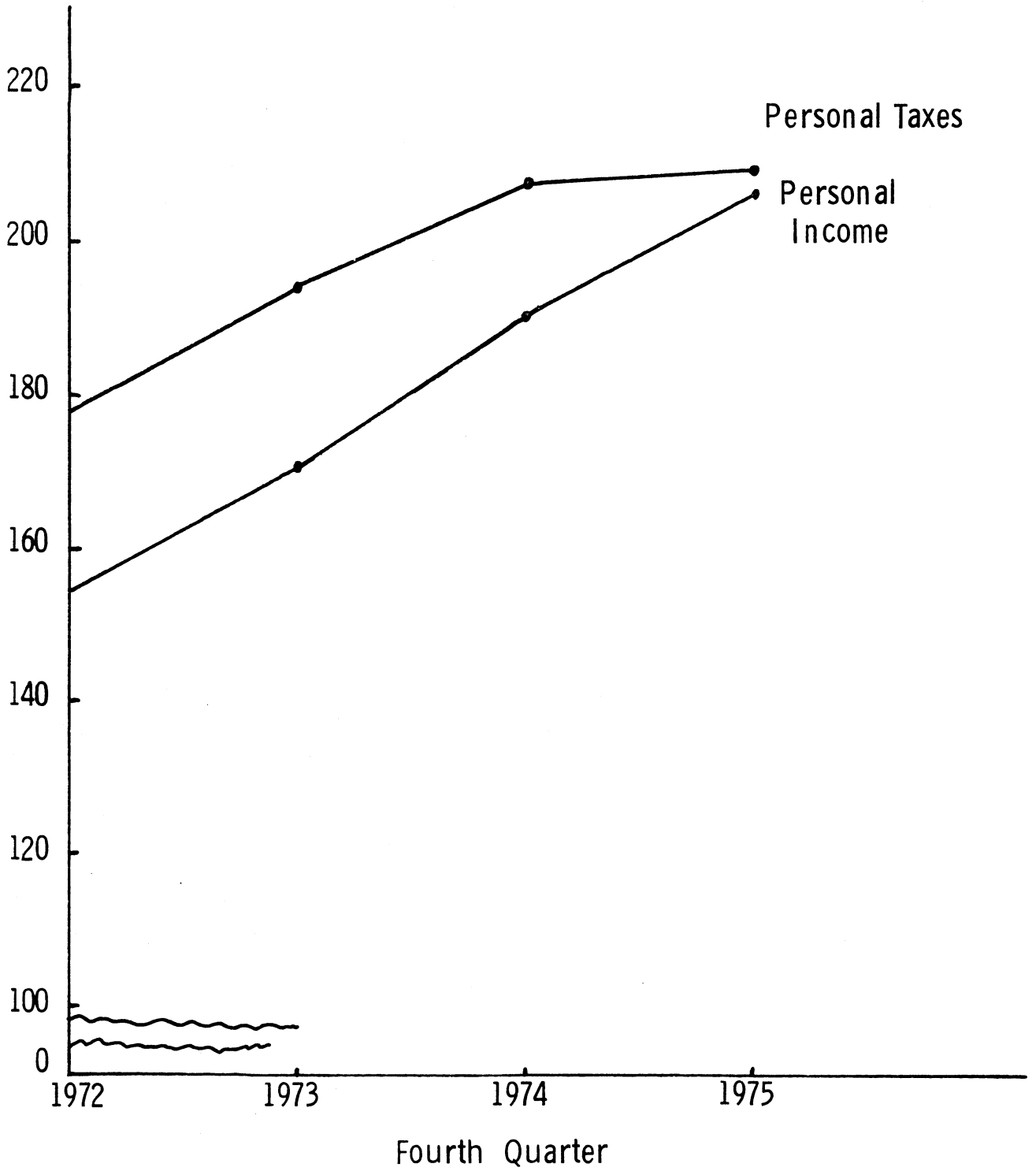
LONGER LIFE SPAN

INFORMAL LIVING

HIGHER EDUCATION LEVEL

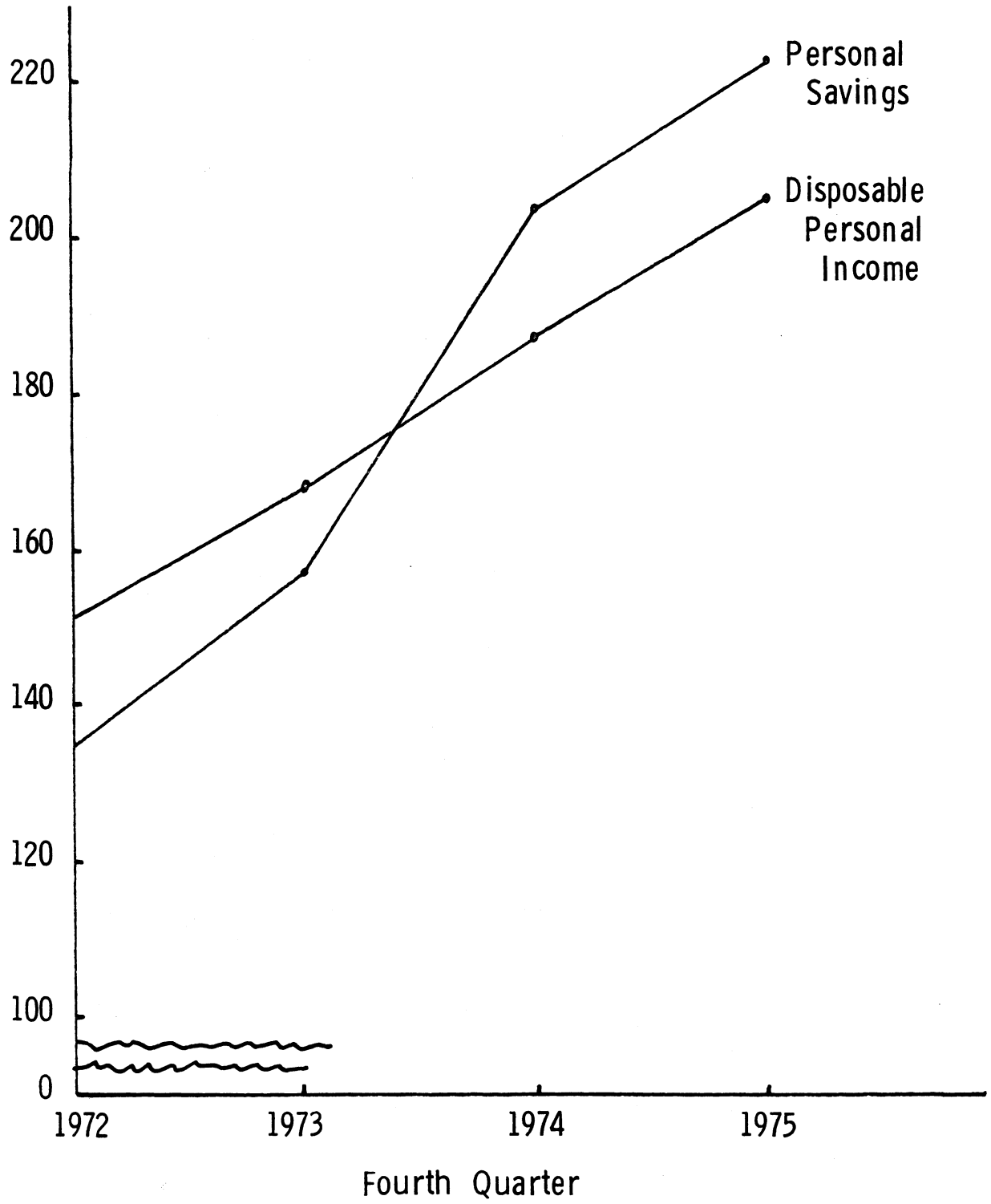
INCOME AND TAXES

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1967 = 100



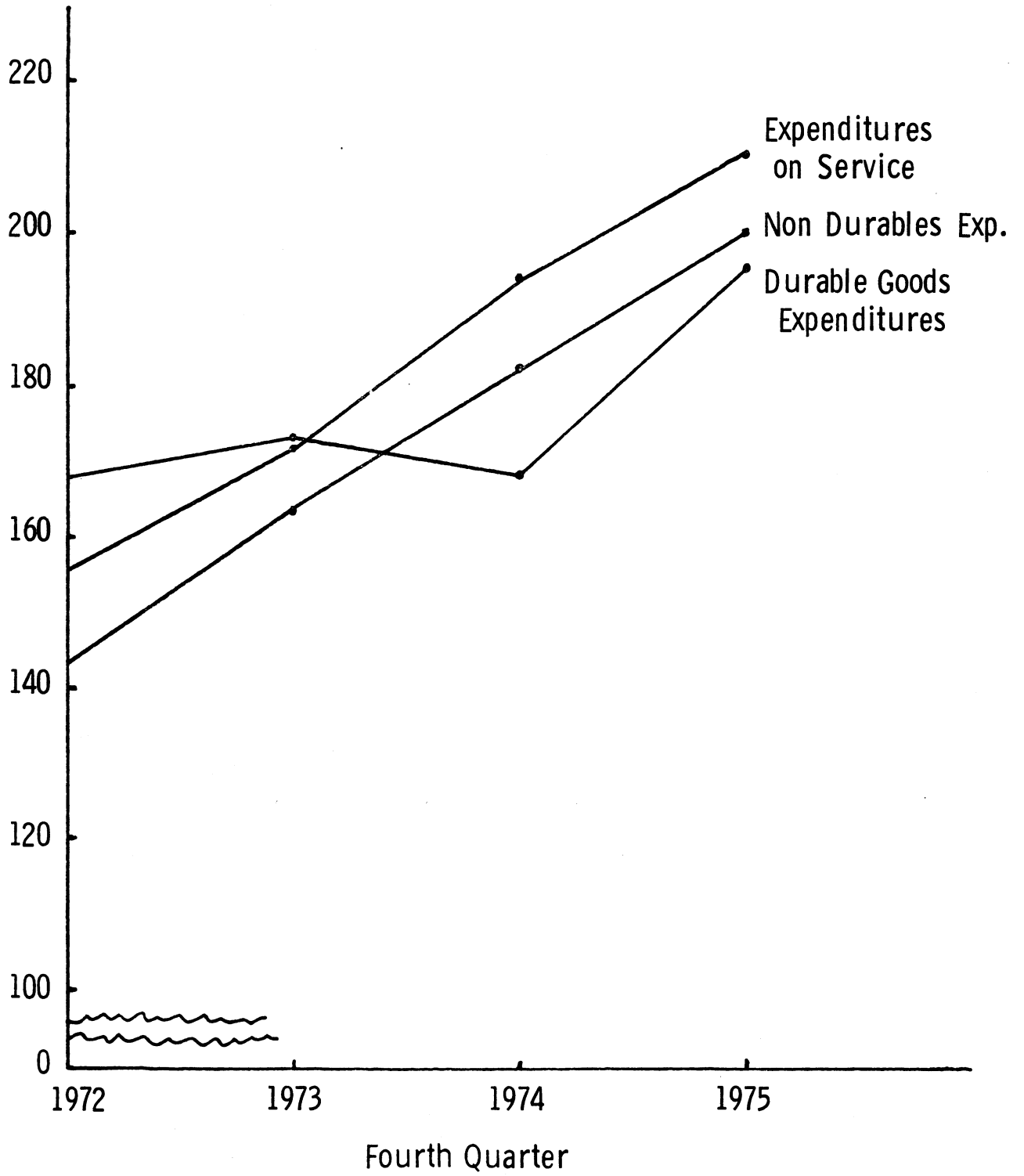
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INCOME AND SAVINGS

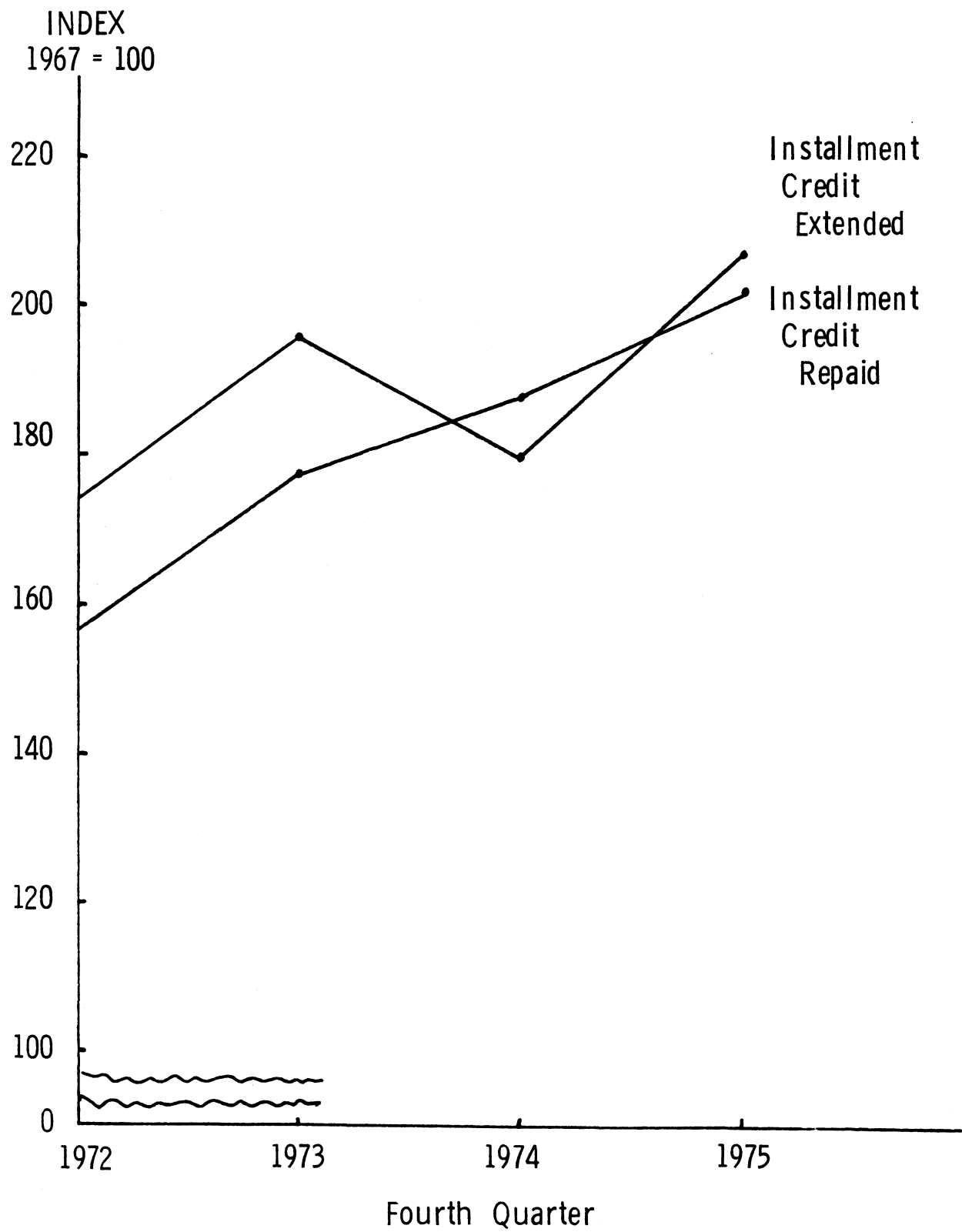


SPENDING

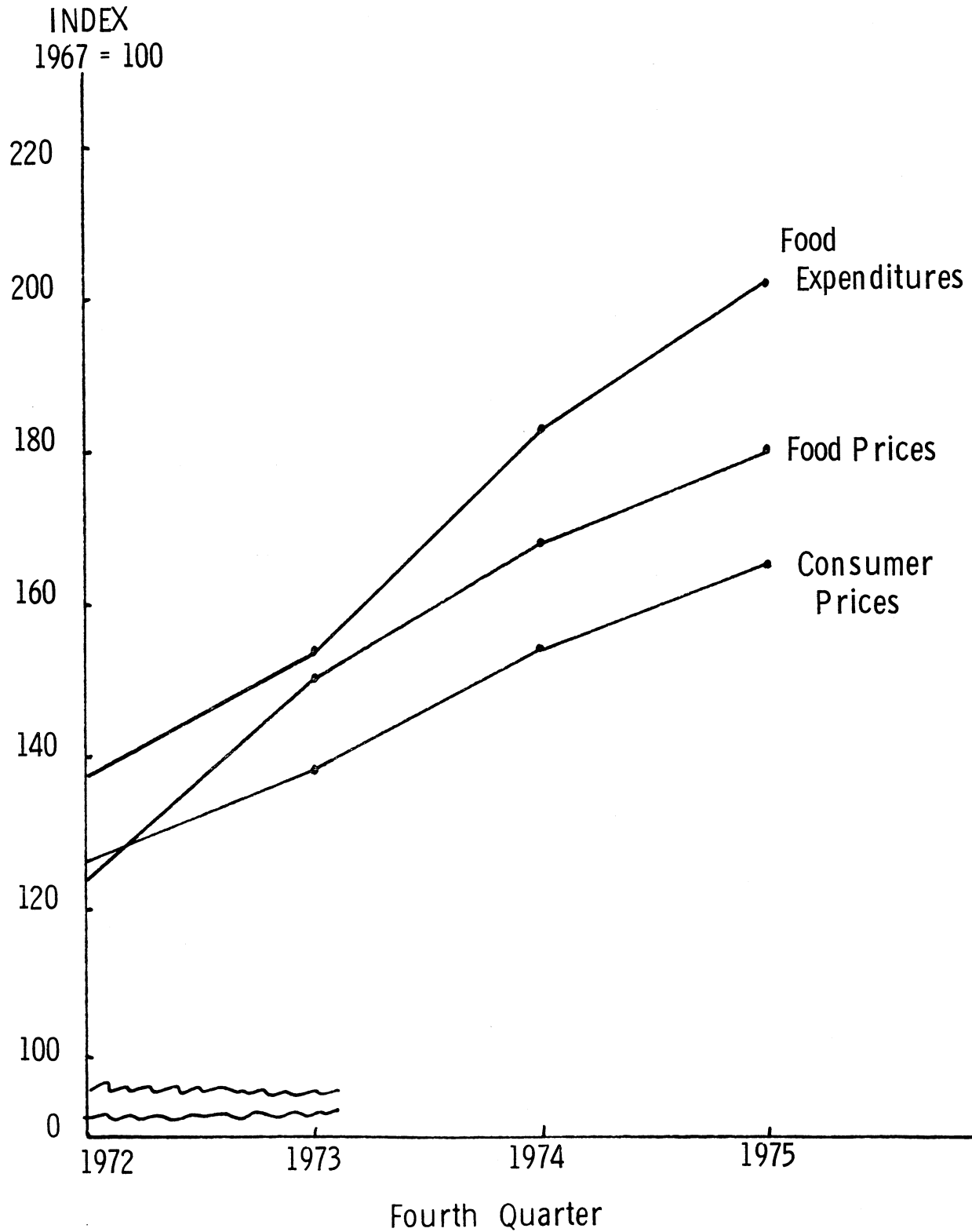
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1967 = 100



CONSUMER DEBT



FOOD PRICES & SPENDING



WHO SHOPS AND HOW OFTEN?

LARGER FAMILIES

WORK AWAY FROM HOME

AVERAGE INCOMES

ONCE A WEEK OR MORE

● **WHY SHOP CONVENIENCE STORES?**

QUICK SERVICE

HOURS OPEN

LOCATION

PRODUCT AVAILABILITY

PARKING

CLEANLINESS

FRIENDLY ATMOSPHERE

WHY NOT SHOP

CONVENIENCE STORES?

HIGH PRICES

LIMITED SELECTION

NO FRESH MEAT

POOR PRODUCE

HOW TO GET THE NON-SHOPPER?

KNOW THE AREA

INCOME

EMPLOYMENT

LIFE STYLE

KNOW THE COMPETITION

SUPERMARKETS

SMALL STORES

OTHER CONVENIENCE STORES

ROADSIDE MARKETS

FAST FOOD PLACES

BE DIFFERENT!

BUT NOT TOO