

# Features in Grocery Stores that Motivate Shoppers to Buy Healthier Foods

ConsumerStyles 2014



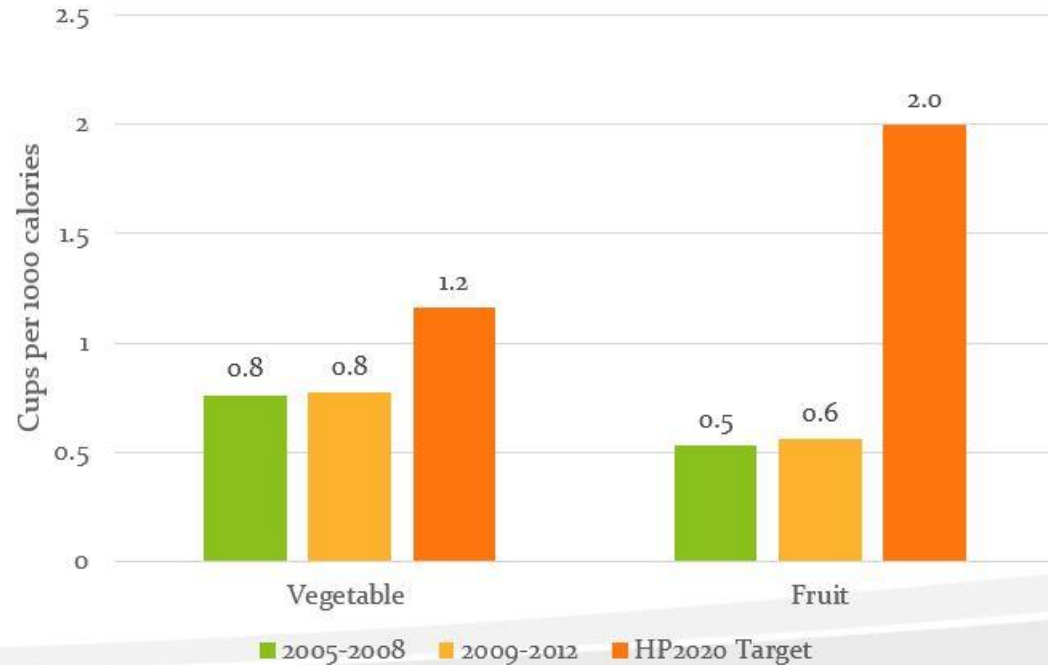
# Diet, Health, and Food Sources

Diet consistently poor and related chronic diseases are common, costly, and preventable

~ 1/2 food dollars spent on food eaten at home (~\$670 billion)

~ 80% spent at supermarkets, supercenters, and warehouse clubs

Mean daily intake of vegetables and fruit among the U.S. Population  $\geq 2$  years



# What's offered in supermarkets?



- Supermarkets often designed to encourage impulse purchases
- Majority of foods promoted energy-dense and nutrient poor and may result in up to 39 % of purchases
- Over 40,000 foods and beverages offered so identifying healthy choices may be difficult and overwhelming



## Study Objective

- Compiled a list of common supermarket practices using 4 P's of marketing framework (product, placement, price and promotion)
- Surveyed consumers about, which, if any, of the practices motivated them to purchase more healthful foods in the past month
  - Examined responses by selected demographics



# Methods



## Data - ConsumerStyles

- 2014 web-based health attitudes and behaviors survey conducted by Porter Novelli
- Fielded from June to July in 2014
- 6,713 adults ages 18 and older
- Participants part of market research consumer panel



# Survey Question

- ‘Did any of the following at your primary food store motivate you to buy more healthful foods in the past month?’
- 9 response options related to 4 Ps
  - Product
    - (1) availability of convenient, ready-to-eat more healthful foods and (2) product labels or advertising on packages
  - Placement
    - (3) attention-grabbing more healthful food displays and (4) check-out lanes with only more healthful foods
  - Promotion
    - (5) labels or signs on shelves that highlighted more healthful foods, (6) in-store tastings and recipe demonstrations, and (7) in-store nutrition education
  - Price
    - (8) instore coupons or specials and (9) mobile apps with digital coupons or recipes
  - OR select none of the above OR none of the above offered.



# Analyses

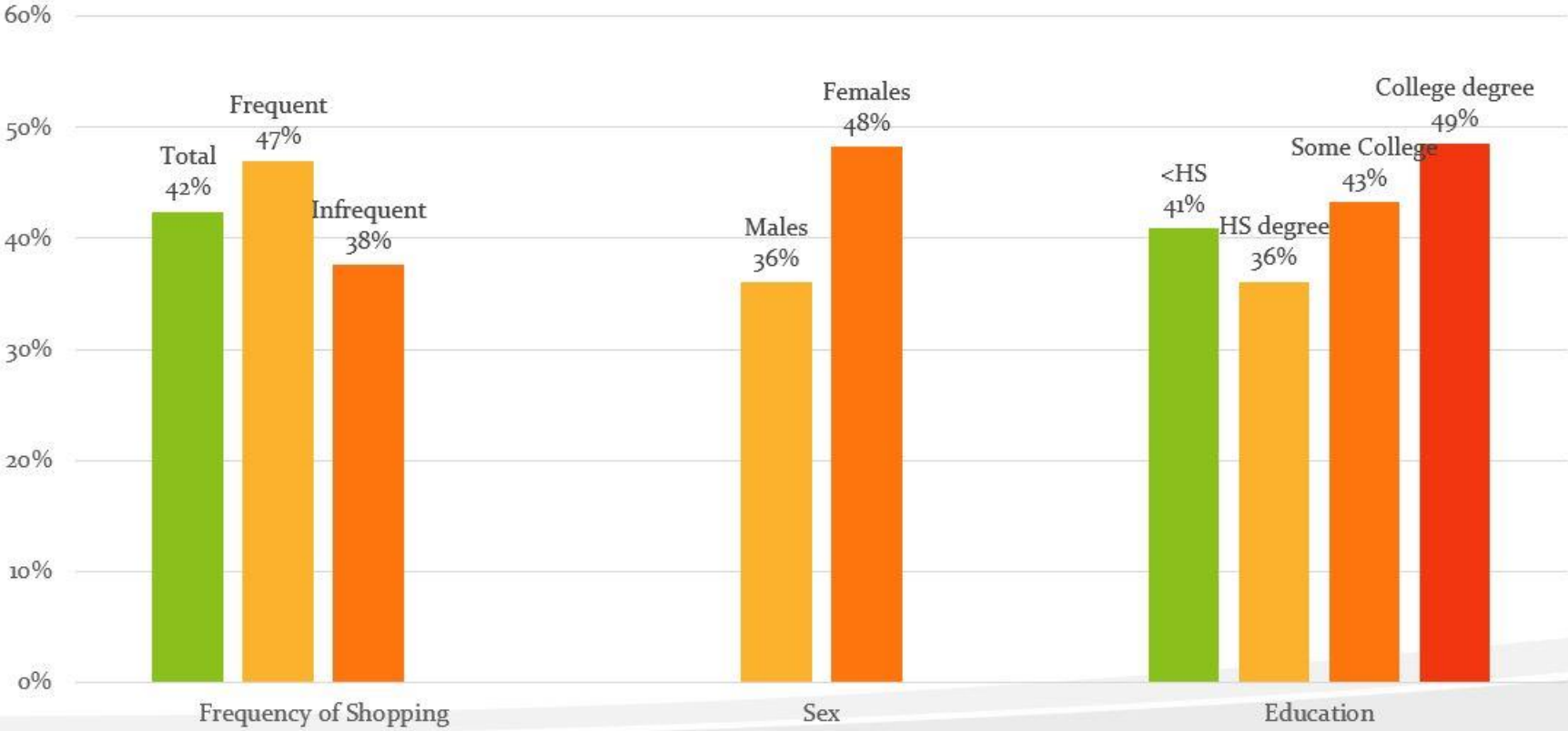
- Percentage of participants selecting each feature assessed overall and by:
  - Reported frequency of primary food shopping at supermarkets
    - Frequent (once per week or more)
    - Infrequent (2–3 times per month or less)
  - Selected demographics
    - Age
    - Sex
    - Race/ethnicity
    - Education
    - Annual household income
  - Weighted to U.S. population



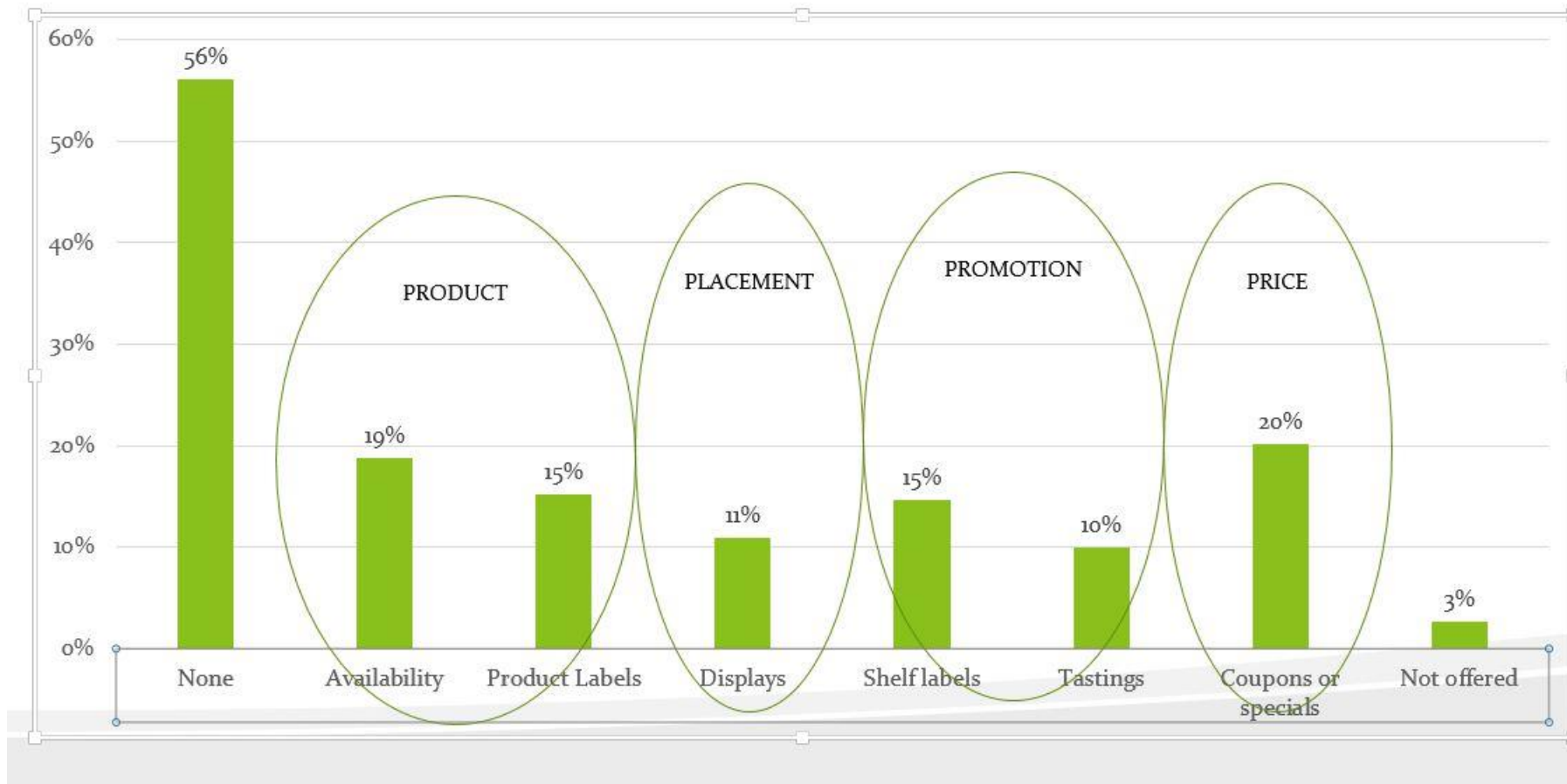


# Results

# Percent reporting one or more features in grocery stores motivated them to make more healthful purchases by selected characteristics, ConsumerStyles 2014



# Selected reported features that motivated more healthful purchases, ConsumerStyles 2014





## Reported features varied by few demographics

- Mobile apps by age
- In-store coupons or specials by income
- In-store nutrition education and checkout lanes by race/ethnicity
- Availability of ready to eat foods and coupons/specials by sex

Feature	Males	Females
Availability of ready to eat foods	14.2%	23.1%
Coupons or specials	16.0%	23.8%
None motivated	62.5%	50.3%



## Key Findings

- In-store marketing strategies such as coupons, availability of more healthful options, and product labeling more likely to motivate purchasing
- Frequent shoppers reported being motivated by in-store marketing strategies to a greater degree
- Most respondents indicated none of the features we included in the survey motivated them



## Study Limitations

- A priori list of features in grocery stores
  - People may not believe or are willing to admit that they can be influenced by external cues or are unaware of the influences
  - Positive reporting bias
- Sample was older, more non-Hispanic white, and more educated than U.S. population
- Not able to distinguish features that were more motivating versus more exposure



## Conclusions

- Public health traditionally focused on food intake and where it's acquired but not how acquired or the decision processes behind food purchases
- Better understand the appropriate public health role in food purchasing decisions to shift persistently poor dietary practices and reduce nutrition related diseases
- Further investigation needed to identify strategies appropriate for larger scale public health intervention

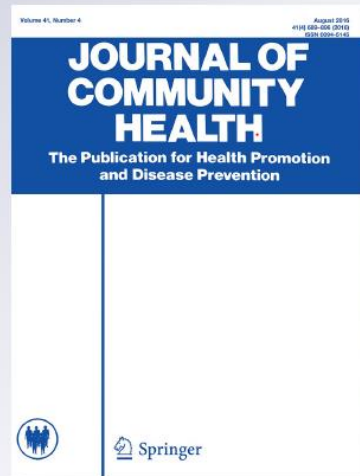
*Features in Grocery Stores that Motivate Shoppers to Buy Healthier Foods, ConsumerStyles 2014*

**Latetia V. Moore, Courtney A. Pinard & Amy L. Yaroch**

**Journal of Community Health**  
The Publication for Health Promotion and Disease Prevention

ISSN 0094-5145  
Volume 41  
Number 4

J Community Health (2016) 41:812-817  
DOI 10.1007/s10900-016-0158-x



 Springer

For more information:

See Moore LV, Pinard CA, Yaroch AL. Features in Grocery Stores that Motivate Shoppers to Buy Healthier Foods, ConsumerStyles 2014. J Community Health (2016) 41:812–817.

Or

Contact LV Moore at  
[lvmoore@cdc.gov](mailto:lvmoore@cdc.gov)