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Shopper Marketing Nutrition Interventions

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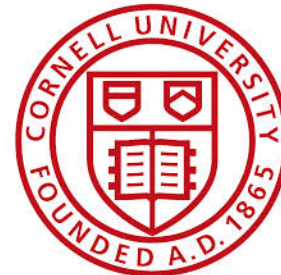
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Shopper Marketing Nutrition Interventions

**Collin R. Payne, PhD
New Mexico State University
Department of Marketing**

Rural Grocery Summit



Behavioral Economic Approaches to Grocery Store Health Interventions



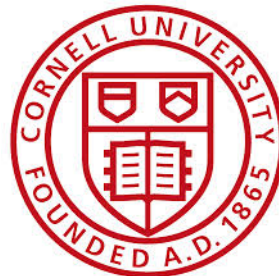
Mihai Niculescu, PhD
New Mexico State University
Marketing



David Just, PhD
Cornell University
Applied Economics



Michael P Kelly, PhD
Chief Grant Officer
Paso del Norte Health Foundation



Who Are We?

**NMSU Consumer Behavior Lab
(<http://cobelab.nmsu.edu/>)**

- **Multidisciplinary Perspectives on Consumer Health**
- **Collaborators from Health, Psychology, Anthropology, Management, Economics, Agriculture, Neuroscience**
- **Understand How Marketing Can Help both Business & Consumer Health**



The Whole Presentation in 1 Slide



- **1. What is Shopper Marketing?**
- **2. Improve Nutrition**
- **3. Keep constant shopper budgets**
- **4. Increase store profitability**
- **5. What's next?**

What is Shopper Marketing?



Shopper Marketing Nutrition Interventions



1. Improve Nutrition (60% all food purchases)
2. Keep constant shoppers' budget
3. Increase store profitability



Fresh Fruits and Vegetables

1. Improve Nutrition



Fresh Fruits and Vegetables

Dramatically below recommended purchase and intake
(Volpe and Okrent, 2012)

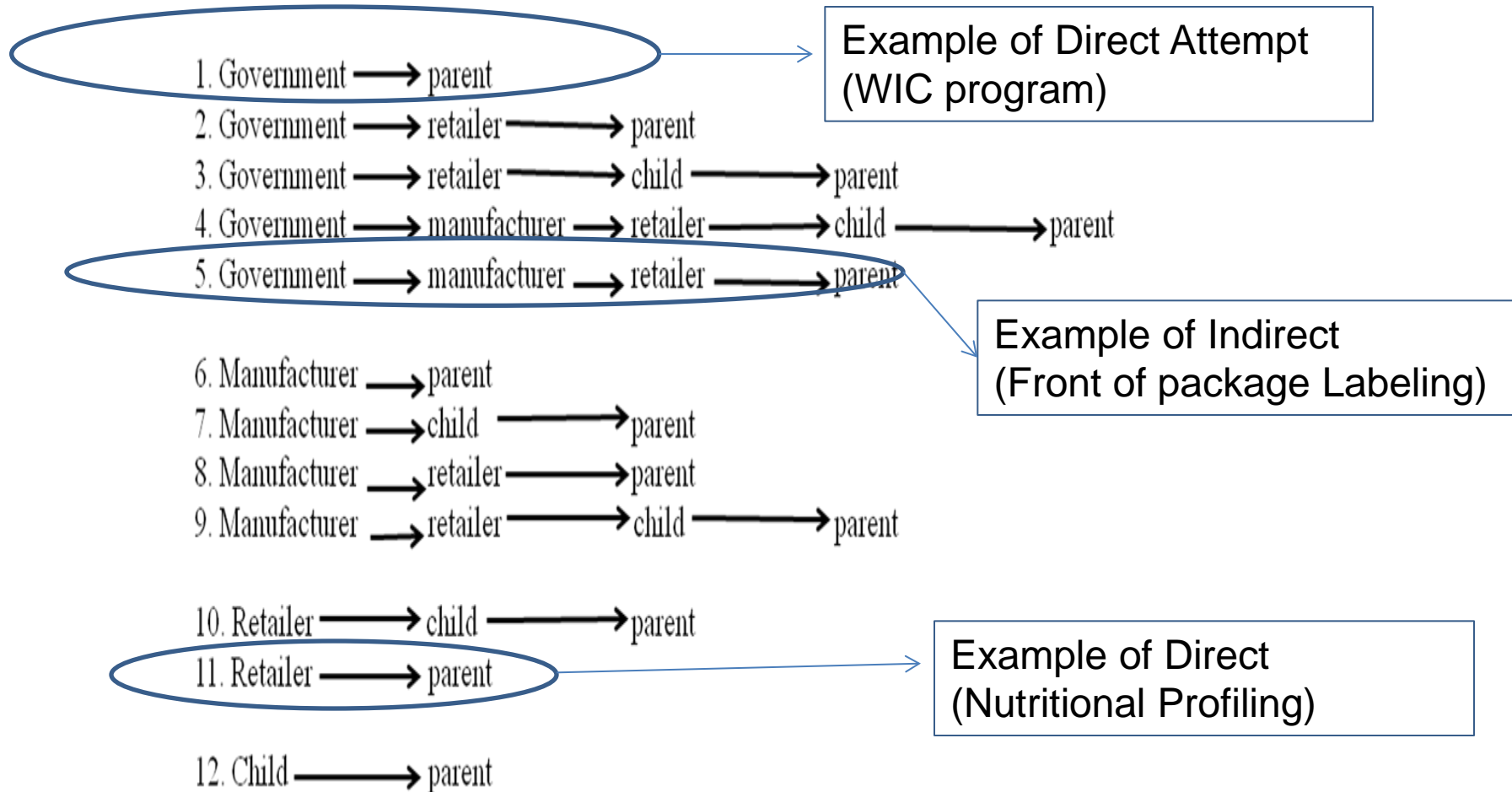
**Captain
Obvious**



to the rescue!

1. Improve Nutrition:

Direct and Indirect Attempts



1. Improve Nutrition:

Direct and Indirect Attempts

1. Government → parent
2. Government → retailer → parent
3. Government → retailer → child → parent
4. Government → manufacturer → retailer → child → parent
5. Government → manufacturer → retailer → parent

6. Manufacturer → parent
7. Manufacturer → child → parent
8. Manufacturer → retailer → parent
9. Manufacturer → retailer → child → parent

10. Retailer → child → parent
11. Retailer → parent

12. Child → parent

Example of Indirect
(Front of package Labeling)

1. Improve Nutrition:

Direct and Indirect Attempts Crucial Events for FOP

- FDA and FTC worried public not getting nutritional information to make healthy choices.



- Nutrition Labeling and Education ACT 1990 (1993)-"Nutrition Facts Panel (NFP)"

Nutrition Facts			
Serving Size 1 slice (40g)			
Servings per Container 20			
Amount per Serving			
Calories 90		Calories from Fat 5	
		% Daily Value*	
Total Fat 0.5g			1%
Saturated Fat	0g		0%
Cholesterol 0mg			0%
Sodium 150mg			6%
Total Carbohydrate 18g			6%
Dietary Fiber	2g		8%
Sugars	5g		
Protein 4g			
Vitamin A 0%	•	Vitamin C 0%	
Calcium 4%	•	Iron 6%	
* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Fiber		25g	30g
Calories per gram: Fat 9 • Carbohydrates 4 • Protein 4			

1. Improve Nutrition:

Direct and Indirect Attempts

Crucial Events for FOP

3. Commercial firms' natural response to NFP:

- Engage in federally protected commercial speech
- Within guidelines, emphasize food's relative health benefit downplaying nutritional detriments.

Examples...

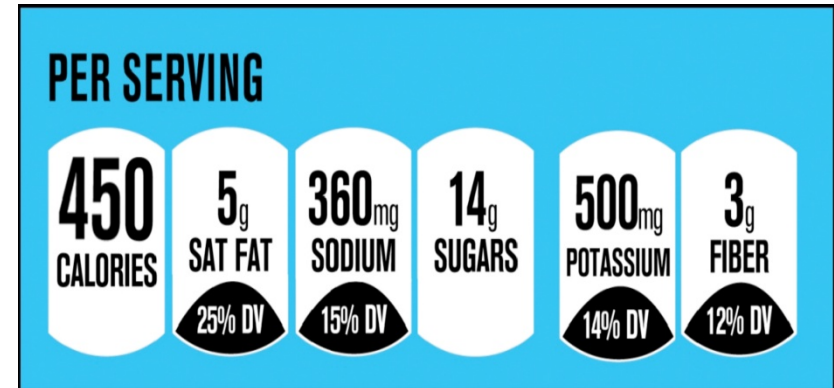
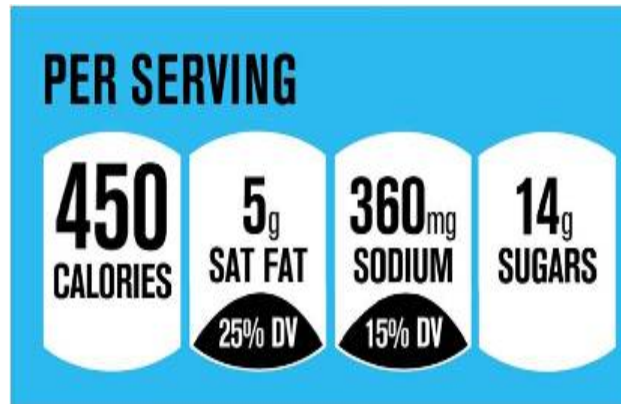


1. Improve Nutrition:

Direct and Indirect Attempts

Crucial Events for FOP

Trade organization (grocery manufacturer association)
FOPs (January 2011) “Facts Up Front”...



Not as good as heuristic-based traffic light symbols

(Roberto, et. al., American Journal of Preventative Medicine)

1. Improve Nutrition:

Direct and Indirect Attempts

1. Government → parent
2. Government → retailer → parent
3. Government → retailer → child → parent
4. Government → manufacturer → retailer → child → parent
5. Government → manufacturer → retailer → parent

6. Manufacturer → parent
7. Manufacturer → child → parent
8. Manufacturer → retailer → parent
9. Manufacturer → retailer → child → parent

10. Retailer → child → parent

11. Retailer → parent

12. Child → parent

Example of Direct
(Nutritional Profiling)

1. Improve Nutrition:

Direct and Indirect Attempts



The Guiding Stars logo, which includes a blue figure running towards three yellow stars. Below the logo is the text 'Guiding Stars®' and 'Nutritious shopping made simple.®'. To the right, the text 'Shopping with Guiding Stars is as simple as:' is followed by three circular icons on a green hill. The first icon has one star and is labeled 'one' and 'Good'. The second icon has two stars and is labeled 'two' and 'Better'. The third icon has three stars and is labeled 'three' and 'Best'.

Coming Soon...

All NuVal Scores—available at NuVal.com!

Thousands of scores, Search by Name or UPC, Compare products side-by-side

Watch this space for more information!

A red apple next to a blue hexagonal NuVal score of 96. The background of the box features faint blue numbers and hexagons.

1. Improve Nutrition: Direct and Indirect Attempts



Food	Increase?
Fat Free Milk	+1%
Fruit & Vegetables	0%
All "more healthy"	1.4%

Results? (Martin, 2007, New York Times; Sutherland, Kaley, and Fischer 2010):

1. Improve Nutrition:



Other Attempts

Table 1. Direct Attempts Influencing Supermarket Fresh Fruit and Vegetable Purchases

Source	Tool	Sample	Result
	Promotion		
Sutherland et al. (2010)	Nutritional profiling: 3-tier star-coded icons point-of-purchase	Sales data 168 stores	Effect: unclear; no specific data for fruit & veg, but increase of star-coded items over 2 yrs = 1.39%
Curhan (1974)	Display space, price, newspaper advertising, location quality	Sales data 4 stores	Effect: positive; increased display space for all fruit and veg; price for soft fruit; advertising & prime local on hard fruit and cook vegetable; $p \leq .25$ used as criterion
Gittelsohn et al. (2007)	Out-of-store mass-media (radio, newspaper ads, video) and in-store demonstrations/taste tests/shelf labeling	287	Effect: mixed; increase in purchasing of local vegetables; no difference for local fruit or imported vegetables
	Economic		
Anliker et al. (1989)	Fruit & veg coupons	489	Effect: unclear; 79.1% used some coupons 57% used all; don't know base purchasing
Mhurchu et al. (2010)	Fruit & veg price discounts, education, discount + education	1104	Effect: positive; discounts of 12.5% increased fruit and veg by 1.06 lbs/week after 6 months and .62 lbs after 12-months. No effect for education.
Herman et al. (2008)	Fruit & veg vouchers for low-income women	454	Effect: unclear; 90% vouchers redeemed (\$10 value)/week; don't know base purchasing
Herman et al. (2006)	Fruit & veg vouchers for low-income women	602	Effect: unclear; 90% vouchers redeemed (\$10 value)/week; increased self-reported consumption of fruits and veg by about 1 serving; don't know base purchasing
	Information		
Winett et al. (1991)	Interactive kiosk system	77	Effect: none
Anderson et al. (2001)	Interactive kiosk system	296	Effect: none
Rodgers et al. (1994)	Shelf labels, food guides, produce signs, monthly bulletins	Sales data 40 treatment, 40 control stores	Effect: unclear; significant 2.4% increase in market share for fresh produce compared to control, but didn't control for population characteristics & treatment store's sale of salad items.

2. Keep constant shoppers' budget

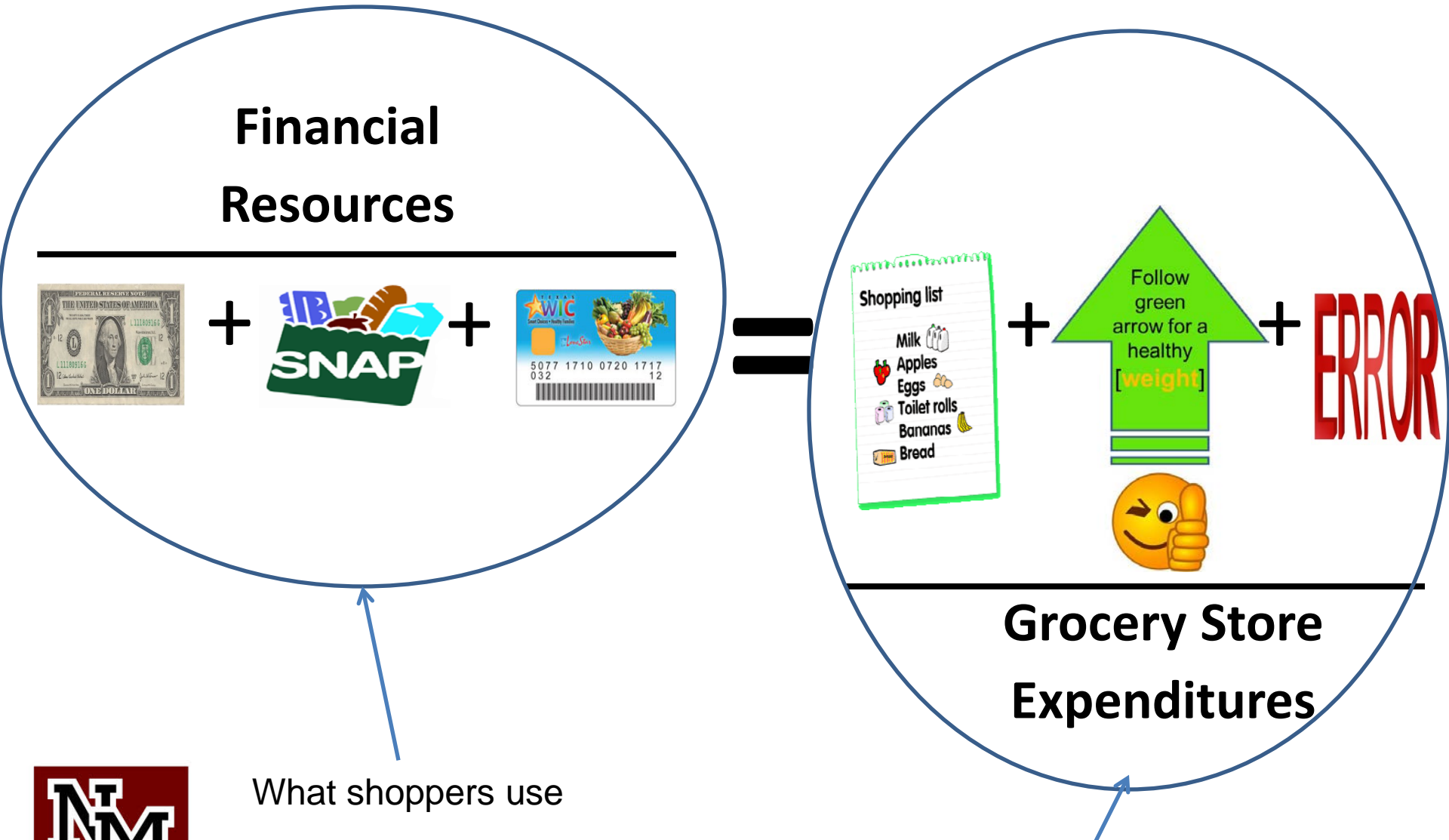


Fresh Fruits and Vegetables!!



- Budgets fixed @ store. SM doesn't increase dollar volume it shifts existing dollars to higher margin fruit and vegetables

2. Keep constant shoppers' budget



What shoppers use

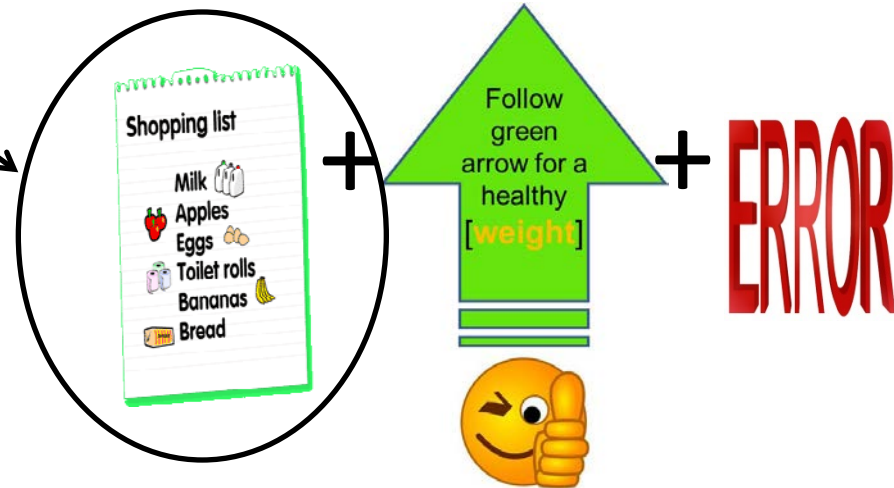
How Shoppers Spend



2. Keep constant shoppers' budget



- Planned purchases deliberative and committed— 50% of purchases

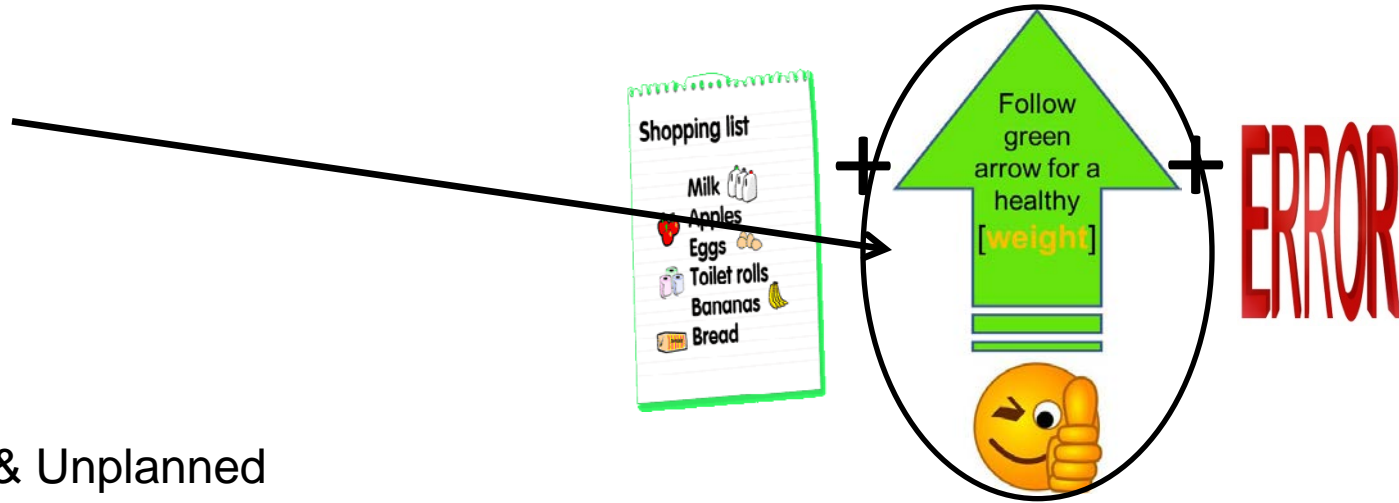


Grocery Store Expenditures

2. Keep constant shoppers' budget



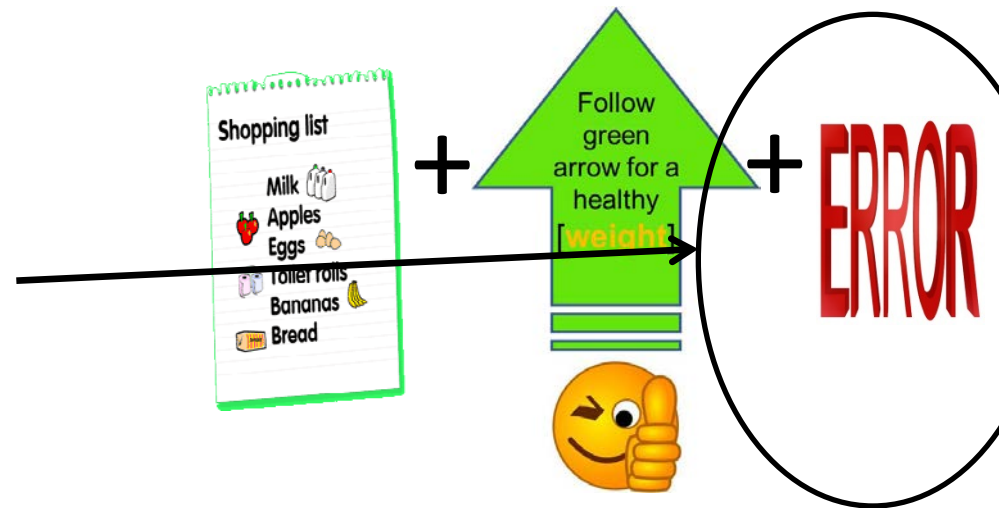
50% of all purchases unplanned purchases



- Forgotten Needs & Unplanned wants
- Consumers report bringing money to the store for this purpose

Grocery Store Expenditures

2. Keep constant shoppers' budget



Grocery Store Expenditures

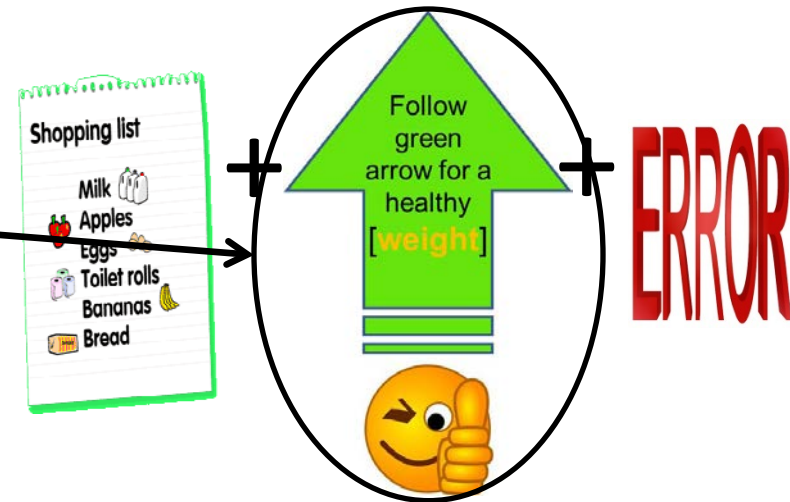
- Government benefit inefficiencies
 - (22% of F&V WIC benefit unused)
 - (only 20% SNAP used for F&V)

2. Keep constant shoppers' budget



We focus our Shopper Marketing Efforts here

- Forgotten Needs & Unplanned wants (easiest to change)

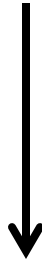


Grocery Store Expenditures

3. Increase store profitability



Fresh Fruits and Vegetables!!



- Fresh F&V generally higher margin (~30%).

3. Increase store profitability



This is what shoppers face!



And this!!!



Can people use nutrition facts panels and “facts up front?”

3. Increase store profitability



Grocery Stores Set Normative Purchasing Behavior

- Which would lead you to buy more?
 - Limit 18/person vs. No Limit/person
 - 4 for \$4.00 vs. 1 for \$1.00

3. Increase store profitability



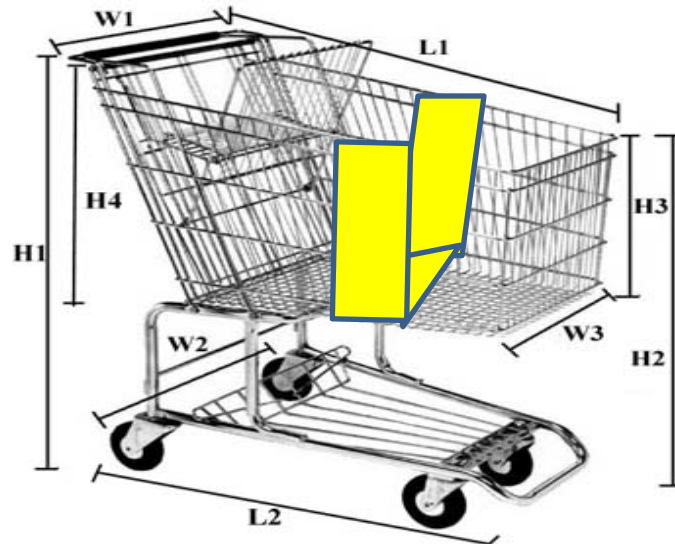
Grocery Stores Set Normative Purchasing Behavior

- What if we set NORMS in the grocery store for more nutritive foods?

3 Examples

Example #1

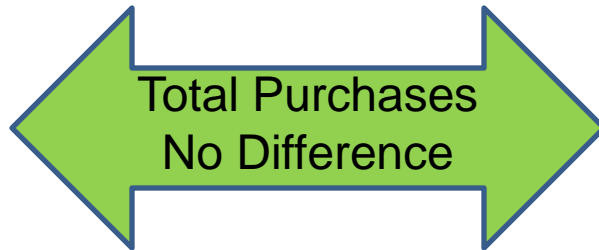
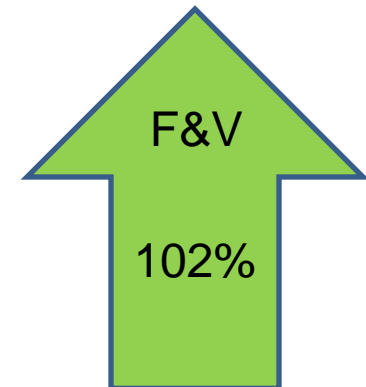
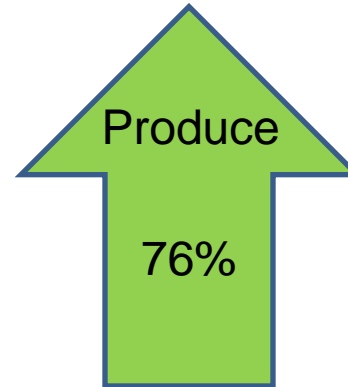
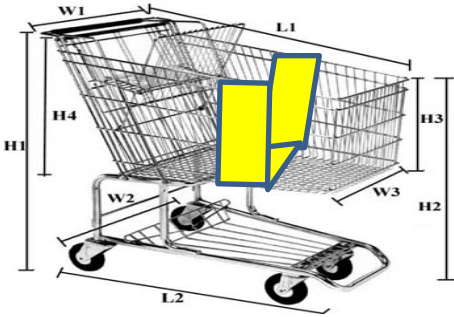
The Half Cart



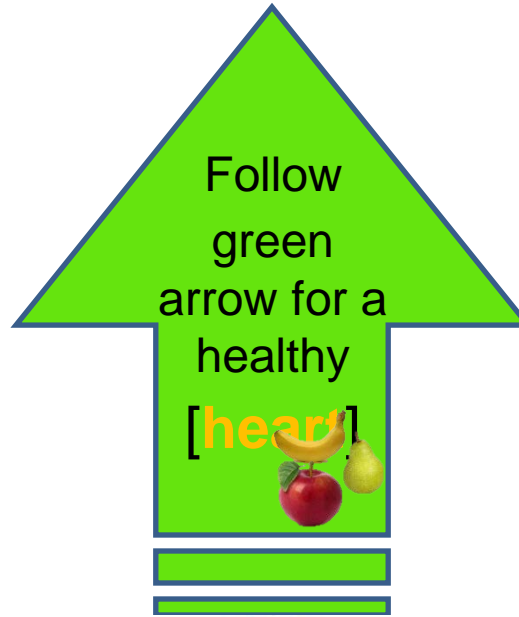
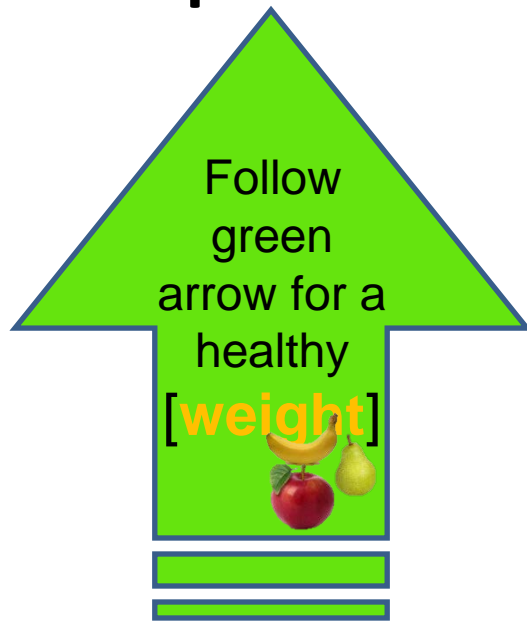
1. Salient
2. Easy to Interpret
3. Easy to Compare Against Current Behavior

Example #1

The Half Cart



Example #2: Floor Stickers(or Mats)

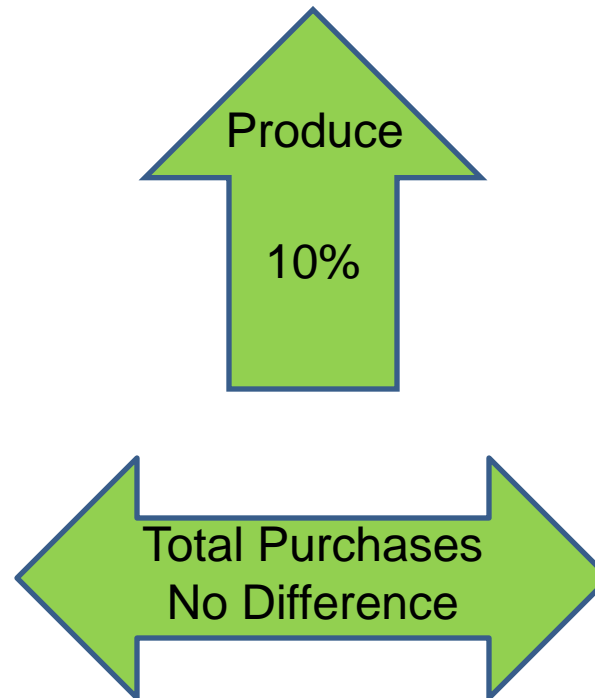


1. Salient
2. Easy to Interpret
3. Easy to Compare Against Current Behavior

Example #2: Floor Stickers(or Mats)



- Collection of 207,633 person grocery store transactions as daily sales reports



Example #3: Grocery Cart Placards

En Esta Tienda, La Mayoría de
la Gente Elige al Menos
5 Frutas y Verduras

*Los más Populares: Plátanos, Limones, Aguacates, Maíz,
Naranjas, Tomates, Jalapeño, Pimientos Verdes, Cebollas, y
Duraznos*



In This Store, Most People Choose at Least **5** Produce Items

*Most Popular: Bananas, Limes, Avocados, Corn, Oranges, Tomatoes,
Jalapeno & Long Green Peppers, Onions, and Peaches*

1. Salient
2. Easy to Interpret
3. Easy to Compare Against Current Behavior

Example #3: Grocery Cart Placards

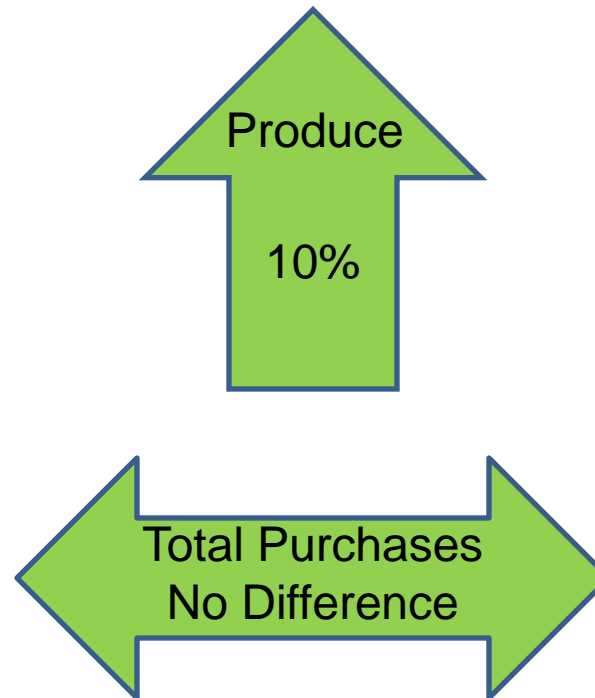
En Esta Tienda, La Mayoría de la Gente Elige al Menos **5** Frutas y Verduras

Los más Populares: Plátanos, Limones, Aguacates, Maíz, Naranjas, Tomates, Jalapeño, Pimientos Verdes, Cebollas, y Duraznos



In This Store, Most People Choose at Least **5** Produce Items

Most Popular: Bananas, Limes, Avocados, Corn, Oranges, Tomatoes, Jalapeno & Long Green Peppers, Onions, and Peaches



How Did We Do?

Shopper Marketing for Dieticians

1. Improve Nutrition
2. Keep constant shoppers' budget
3. Increase store profitability





What's next?

1. Working w/USDA to move SNAP WIC participants to F&V purchases
2. Sales Circular Configuration to boost F&V purchases
3. Traffic control system to boost F&V
4. Mirrors in grocery carts



Thank you!

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