Top Shopper Marketing Tricks for Supermarket Dietitians

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Top Shopper Marketing Tricks for Supermarket Dietitians

Big Thank You!!

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The Whole Presentation in 1 Slide

• 1. What is Shopper Marketing?
  – Shopper Marketing For Dieticians

• 2. How we Shop

• 3. How do we Know What and How Much to Buy?

• 4. Top Shopper Marketing Tricks for Supermarket Dietitians

• 5. Future Shopper Marketing Nutrition Interventions
Pop Quiz!!

• What is shopper marketing?

• What percentage of your grocery shopping is unplanned?

• How much fruit and vegetables is appropriate for you to buy?
What is Shopper Marketing?

Understanding the psychology of “shoppers” and the behavior of “shopping”

- Fundamentally different approach
- Fastest growing sector of manufacturer and retail marketing
- New way to increase economic sustainability

Toby Desforges
Mike Anthony

Markus Stahlberg
Shopper Marketing for Dieticians

1. Improve Nutrition (60% all food purchases)
2. Keep constant (or decrease) shoppers’ budget
3. Keep constant (or increase) store profitability

Fresh Fruits and Vegetables
Shopper Marketing for Dieticians

1. Improve Nutrition

Fresh Fruits and Vegetables
2. Keep constant (or decrease) shoppers’ budget

Fresh Fruits and Vegetables!!

- Budgets are generally fixed by the time reach the store. SM shifts purchases in existing budget
Shopper Marketing for Dieticians

3. Keep constant (or increase) store profitability

Fresh Fruits and Vegetables!!

• Fresh F&V generally higher margin (~30%).
How We Shop

Financial Resources

Grocery Store Expenditures

Follow green arrow for a healthy weight.
How We Shop

- Planned purchases deliberative and committed—50% of purchases
How We Shop

50% of all purchases unplanned purchases

- Forgotten Needs & Unplanned wants

Grocery Store Expenditures
How We Shop

- Government benefit inefficiencies (e.g., 21% of F&V WIC benefit unused)
How We Shop

We focus our Shopper Marketing Efforts here

• Forgotten Needs & Unplanned wants (easiest to change)
How Do We Know What (and how much) to Buy?

This is what shoppers face!

And this!!!

Can people use nutrition facts panels, profiling, and “facts up front?”
How Do We Know What (and how much) to Buy?

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
How Do We Know What (and how much) to Buy?

Grocery Stores Set Normative Purchasing Behavior

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

3 Examples of Top Shopper Marketing Tricks
Top Shopper Marketing Tricks
Example #1
Example #1

The Half Cart

1. Salient
2. Easy to Interpret
3. Easy to Compare Against Current Behavior
Example #1
The Half Cart

Total Purchases
No Difference

Produce
76%

F&V
102%

Everything Else
11%

Sweet & Salty Snack
27%

No Difference
Example #2
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
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

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Example #3: Grocery Cart Placards

In Esta Tienda, La Mayoría de la Gente Elige al Menos 5 Frutas y Verduras
Los más Populares: Plátanos, Limones, Aguacates, Maíz, Naranjas, Tomates, Jalepeño, Pimientos Verdes, Cebollas, y Duraznos
In This Store, Most People Choose at Least 5 Produce Items
Most Popular: Bananas, Limes, Avocados, Corn, Oranges, Tomatoes, Jalapeño, Long Green Peppers, Onions, and Peaches

Produce
10%

Total Purchases
No Difference
How Did We Do?

Shopper Marketing for Dieticians

1. Improve Nutrition

2. Keep constant (or decrease) shoppers’ budget

3. Keep constant (or increase) store profitability
A Look into Future Research

Mirrors in Shopping Carts

Traffic Signs in Grocery Store

Create Contrast in Produce Isle
Create Contrast Effects in Produce Aisle
Create Contrast Effects in Produce Aisle

What?
Change price perceptions in the produce section.

Why?
Individuals will evaluate F&V prices more favorably in comparison to competing alternatives (i.e., substitutable goods)

How?
Add (comparison) signage in the produce isle. Advertise expensive (substitutable) items in proximity.
Traffic Control in the Grocery Store

What?
Use authority-related norms to change behaviors.

Why?
Traffic signs are easily recognizable rules that individuals obey in daily life without questioning.

How?
Add signs to create and direct traffic in the produce isle. Create game-like environment.
Nudged to the Produce Isle by a Look in the Mirror

What?
Increase self-awareness of own physical appearance at POP.

Why?
Individuals will integrate relevant information in decision-making

How?
Add mirrors in grocery cart/ produce section/ store entrance
- Mirrors can vary in size/accuracy
Thank you!

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