Grocery Shopping for Your Health

Grocery stores are arranged purposefully to have a psychological impact on customers’ shopping tendencies. To shop healthy, shoppers need to understand the atmosphere and layout of their grocery supermarket.

When produce is placed at the front of the store, shoppers are more likely to reward themselves with junk food for picking healthy items. Sample stations are often placed in crowded areas which forces shoppers to slowly maneuver around them.

The "Decompression Zone" Shoppers become immersed into the store through floral displays, baked goods, seasonal items, and coffee shops.

Center aisles contain mostly canned and packaged items on shelves that are specifically placed to grab shopper’s attention. Manufacturers pay to display their products at eye level, meaning shoppers are more likely to buy them regardless of nutritional value.

Household essentials such as eggs and milk are in the back of the store so shoppers have to pass by many aisles filled with goods, which tests their temptations.

Tips for Success

- Don’t shop while hungry; eat a healthy snack before leaving the house.
- Shop mainly the perimeter of the store to avoid processed, unhealthy foods.
- Plan ahead; make a list and stick to it.
- Reduce impulse buys.
- Save time in the store.

Based on an original article by Colleen Hutchinson in BU Well Volume 2: http://digitalcommons.butter.edu/buwell/