

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 items¹



Sample stations are often placed in

Crowded Areas

which forces shoppers to slowly maneuver around them

The "Decompression Zone"²

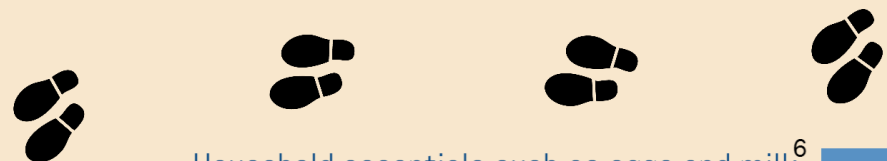
Shoppers become immersed into the store through floral displays, baked goods, seasonal items, and coffee shops³



Center aisles contain mostly canned and packaged items on shelves that are specifically placed to grab shopper's attention⁵



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 temptations⁶



Tips for Success



Plan ahead; make a list and stick to it²

- reduce impulse buys
- save time in the store

Don't shop while hungry; eat a healthy snack before leaving the house⁶



Shop mainly the perimeter of the store to avoid processed, unhealthy foods⁵

1. Soukup R. 20 Supermarket traps to avoid. Living Well Spending Less. <http://www.livingwellspendingless.com/2016/03/18/20-supermarket-traps-to-avoid/>. Published March 18, 2016. Accessed October 22, 2016. 2. Good Living Warehouse. Grocery store layouts: the psychology of profit. Good Living Warehouse. <http://www.goodlivingwarehouse.com/grocery-store-layouts-the-psychology-of-profit/>. Published 2016. Accessed October 22, 2016. 3. Demers O. The Psychology of Colors. Peachpit. <http://www.peachpit.com/articles/article.aspx?p=22782>. Published August 13, 2001. Accessed February 6, 2017. 4. Footsteps by b farias. 5. Pagan, Camille N. Grocery cart makeover. Prevention 00328006. 2007;59(8):156-163. 6. Department of Public Health. Grocery shopping tips. Health and Human Services. <http://www.mass.gov/eohhs/gov/departments/dph/programs/community-health/mass-in-motion/kids-health/eat-better/grocery-shopping.html>. Accessed October 22, 2016.