

Direct Observations

Direct observations were conducted in several grocery stores. The observations were conducted during peak shopping hours to capture a diverse range of shoppers. Data was collected on food items that shoppers were purchasing, specific dietary labels that they were looking for, key food groups that they were selecting, food placement in stores, and packaging design of food products. The data collected through the observations revealed several key insights into how shoppers make dietary choices while shopping. Some of the main findings include:

Prioritizing Health: Observations showed that many shoppers prioritize health when making food choices. They tend to select foods that are low in sugar, salt, and fat, and high in fibre, protein, and other nutrients.

Specific Dietary Labels: Many shoppers were found to be looking for specific dietary labels such as gluten-free, low-carb, vegan, or organic. This indicates that people are increasingly interested in dietary labels that cater to their specific needs and preferences.

Key Food Groups: Observations also revealed that shoppers tend to select foods from key food groups such as fruits and vegetables, lean proteins, whole grains, and healthy fats.

Food Placement: The placement of certain foods in stores was found to be an important factor in dietary choices. For example, healthier snack options such as nuts, fruits, and vegetables were placed prominently, indicating a store's focus on healthy eating.

Packaging Design: Packaging design was found to play a crucial role in influencing shopper behaviour. Products marketed as "low-sugar", or "high-protein" tended to be more appealing to health-conscious shoppers.

The results indicate that shoppers are increasingly health-conscious and are prioritizing healthier food options. Specific dietary labels, key food groups, food placement, and packaging design all play a significant role in influencing shopper behaviour.