

# Identifying and Understanding the Factors that can Transform the Retail Environment to Enable Healthier Purchasing by Consumers

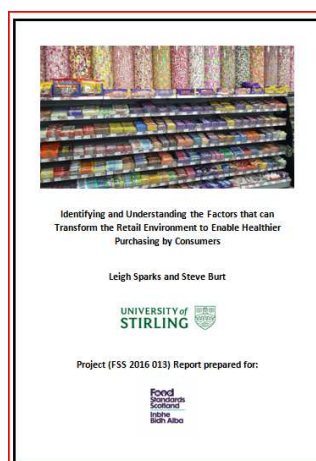
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## The Report

- Global and national challenge – obesity, health and diet
- Relationship between consumer behaviour and consumption – the drivers
- Small scale experimentation/interventions



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## Background

- Scottish Diet and Health
- Interventions
  - Alcohol/tobacco, healthy living, Healthcare Retail Standard, Sugar Drinks Industry Levy
- Context and Choice Architecture
  - What consumers see



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## In-store Focus

- Products – information, size/scale, understanding
- Placement – aisle ends, hot spots, checkouts
- Price – reference/relative, adjacencies, discounts
- Promotions – BOGOF/multibuys etc, visuals, balance



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# Actions, Rationale, Impact and Barriers

- A range of possibilities
  - Product, placement, price and promotion
- What would have the biggest actual impact on consumers?
- Practicalities?
- Differential impacts on retailers (and others)

Table 3.1 Action, Rationale, Impact and Barriers

TOPIC	POSSIBLE ACTIONS	RATIONALE	POTENTIAL IMPACT	POTENTIAL BARRIERS
Product Information	Labels on the amount of salt and saturated fats in the same way as sugar could be introduced and the SCL extended. Changes to information for consumers e.g. sugar sweetener traffic light, cholesterol information may also be added to the information.	The level of salt, sugar and saturated fats in products with high amounts has been shown to be a significant risk factor for cardiovascular disease. The SCL, in addition to other measures, could help to reduce the proportion of intake in the population. The 'traffic light' scheme, however, which has no direct effect on the amount of salt, sugar or saturated fats in products, is not likely to be enough to produce change.	The introduction of the SCL, if accompanied by information and more education, could increase the proportion of 'low' sugar, 'low' salt and 'low' saturated fat products. This could lead to a reduction in the proportion of intake in the population. However, the SCL, in addition to other measures, could help to reduce the proportion of intake in the population. The 'traffic light' scheme, however, which has no direct effect on the amount of salt, sugar or saturated fats in products, is not likely to be enough to produce change.	There will be stronger and more widespread access to these labels. However, the proportion of products that are 'low' sugar, 'low' salt and 'low' saturated fat may not be as high as expected. This could lead to a reduction in the proportion of intake in the population. However, the SCL, in addition to other measures, could help to reduce the proportion of intake in the population. The 'traffic light' scheme, however, which has no direct effect on the amount of salt, sugar or saturated fats in products, is not likely to be enough to produce change.
Price/Value/Quality	For certain products, the SCL could be used to define standard price, which would be set according to the SCL.	The SCL could be used to define standard price, which would be set according to the SCL.	The SCL could be used to define standard price, which would be set according to the SCL.	Manufacturers and retailers would need to ensure that they are able to meet the SCL requirements for price and packaging.

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# Interventions – Macro issues

- Individual vs societal concerns
- Retailing vs other consumption sites
- Sector vs company vs store
- “Real” vs “Virtual” retailing



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## What Works Best?

- Consumers unawareness – products, nudging
- Better information
- Balance of activities



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## Conclusions

- Current situation is unsustainable
- Individual responsibility in an unfair context
- Complexity reduction and rebalancing
- Voluntary has not worked
- Too little evidence on specific of what works

**LUCOZADE ENERGY IS CHANGING**

Lucozade Energy's formula is changing from April 2017. This applies to all flavours. Check nutritional label for information.

NUTRITIONAL INFORMATION		Per 100ml	Per 250ml
Energy	1000kJ	1000kJ	2500kJ
Carbohydrate	35g	87.5g	
Sugar	35g	87.5g	
Contains negligible amounts of Fat, Saturates and Protein			

Contains 0.5g glucose based carbohydrates per 100ml and 12.5g per 250ml bottle.

Reference intake of an average adult (8400kJ/2000kcal)

Please note that Ribena (Squash and Ready to Drink) and Orangina will also be reducing in sugar during 2017. Please check nutritional label for information.

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## Recommendations

- SDIL lessons need to be applied more widely
- Information needs standardisation and enhancement
- Full blown test of options
- Food Retail Standard (scope?)
- Retailing should not be considered in isolation



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**“Retailing is only part of the problem, as well as only a part of the solution”**

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