

STUDY TOOL - IN-STORE(SUPERMARKET) MARKETING ASSESSMENT

PROJECT TITLE: Measuring the Healthiness of Ghanaian Children's Food Environments to Prevent Obesity and Non-Communicable Diseases

Instructions

Remember to enter the supermarket from the side marked as "Entrance" on either the left or right side and go around the perimeter of the store. Fill in the instrument below starting from the "Entrance" area of the store and pay attention to the details of all audiovisual advertisements that you see/hear.

Variable	Choices				
1. General information:					
Name of data collector				
Date of data collection	--/ --/ ----/				
2. Information about the store					
Supermarket Name				
Location of supermarket (Community Name)				
District				
3. Description of specific areas					
Exit/ entrance area					
<p>3.1 For the following variety of products found at the exit /entrance area, record the number of shelves occupied by these food categories in relation to the shelves level. The Level reference are: Level 1: 0-100 cm, Level 2: 100-150 cm, Level 3: 150-190 cm, Level 4: 190 cm or more. Recognize the levels in relation to your height and observe in the direction of the floor to the ceiling. Take shelf 1 as the closest to the entrance.</p>					
Food categories	Level/ Number of shelves				
	<table border="1"> <tr> <td>Level 1</td> <td>Level 2</td> <td>Level 3</td> <td>Level 4</td> </tr> </table>	Level 1	Level 2	Level 3	Level 4
Level 1	Level 2	Level 3	Level 4		
Whole grain cereals (eg. Whole grain bread, whole grain breakfast cereal, local brown rice)					

Refined grains and refined grain products (eg. White bread, white rice, oat, noodles, cornflakes,)				
Legumes, oilseeds and nuts (eg. Peanut, tigernut, cashew nut, Soybean)				
Fresh meat, fish, chicken				
Processed Meat, Fish and Poultry (eg. Sausage)				
Milk product (e.g. Cheese)				
Fresh milk, yoghurt, sugar free milk				
Eggs				
Fresh fruits (eg. Orange, tangerine, watermelon, mango, pawpaw, pineapple, banana)				
Fresh fruit juice/unsweetened canned Fruits (eg. Coconut juice, blue skies)				
Canned fruits juice with added sugar (eg. Don Simon Fruit juice)				
Fresh Vegetables and unsalted canned vegetables (eg. Cucumber, carrot, onion, spinach, lettuce, cabbage)				

Canned vegetables with added salt				
Fats/oil product (eg. margarine, butter)				
Water				
Alcoholic beverages (eg. Beer, wine, spirit)				
Sweetened coffee/tea				
Regular soft drinks (eg. Soda drink, Coca cola, Fanta)				
Other sugar sweetened beverages (eg. brukina drink, sobolo)				
Milk drink with sugar				
Energy/Sports drink (eg. Lucozade energy drink, rush energy drink)				
Cake, biscuit, cookies (eg. Sweet pie, doughnut, pancake)				
Sweet foods (added sugars) eg. Toffee, chocolate, sugar, sweets, jam				
Ready to eat cereals				
Salted snack (eg. Fried plantain, fried sweet potato, chips, crisps salted popcorn)				
Unprocessed staples (eg. Yam, Plantain)				
Other(s)				

3.2 Types of promotional strategies found at the exit /entrance area			
Type of strategy	Yes	If yes what food group(s) does this strategy applies to?	No
Entertainers/animators			
Discounts Magazine			
Discount coupons for activities (e.g., cinema)			
Price reductions			
Price comparisons with other stores			
Discount (% , 3x2, among others)			
Additional gifts (toys, utensils, among others)			
Promotion on packaging (characters, cartoons, celebrities, athletes, events, among others...)			
Promoters (with tasting)			
Promoters(without tasting)			
Special exhibitions on shelf			
Block display			
Others, specify			

3.3 Check-outs Area

3.2.1 Number of cash registers in-store	-----
3.2.2 Is there a section of islands?	1. Yes 2. No
3.2.2.1 How many islands are there in the check-outs area?	-----
3.2.3 Is there a 'dump' section?	1. Yes 2. No
3.2.3.1 How many 'dump sections' are there in the check-outs area?	-----
3.2.4 Is there a section of rapid cash register (i.e. less than 10 items)?	1. Yes 2. No

3.4 Record the types of promotional strategies found in the check-outs area			
Type of strategy	Yes	If yes what food groups does this strategy applies to	No
Entertainers/animators			
Magazine of discounts when entering the store			
Discount coupons for activities (e.g., cinema)			
Price reductions			
Price comparisons with other stores			
Discount (% , 3x2, among others)			
Additional gifts (toys, utensils, among others)			
Promotion on packaging (characters, cartoons, celebrities, athletes, events, among others...)			
Promoters (with tasting)			
Promoters (without tasting)			
Special exhibitions on the shelf			
Block display			
Others, specify			
4 Audiovisual strategies			
So far have you heard any kind of promotion inside or outside the store? Specify			
3.4.1 Radio advertisements	Yes, Please specify No		
3.4.2 Music	Yes, Please specify No		
3.4.3 Videos on a screen	Yes, Please specify No		
3.4.4 Other	Yes, Please specify No		
5. Spatial distribution and product placement			
Mark with an X the <u>departments</u> that are in the supermarket			
a) Fresh produce			
b) Ready meals			
c) Babies			
d) Snacks			

e) Meat, fish and seafood	
f) Beers, wines, liqueurs	
g) Frozen products	
h) Sweets	
i) Pharmacy	
j) Fruits and vegetables	
l) Personal hygiene and beauty	
m) Juices and beverages	
n) Toys	
o) Dairy products	
p) Cleaning products	
q) Bread and bakery products	
r) Sausages and cheeses	
s) Regular soft drinks/ drinks with gas	
4.2 Others (describe the name of the departments):	A: _____ B: _____ C: _____

6. Aisle breakdown

The following apply to each aisle of the store displaying food and non-alcoholic beverages.

Photo inventory of products in aisle 1

6.1 Take photos of food and non-alcoholic beverage products found on shelves facing aisle 1

Photo inventory of posters in aisle 1

6.2 Take photos of all posters in Aisle 1:

Final comments