Understanding college student experiences with a new supermarket opening on campus
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INTRODUCTION
Many college campus areas are food deserts, with limited access to healthy foods. In the Fall of 2018, the University of North Carolina Greensboro (UNCG) opened a mixed-use development area that included a full-service grocery store. Little research has focused on the impact of supermarket openings as part of a mixed-use environment. Our team conducted an evaluation of this natural experiment, which included a qualitative study, aiming to understand the impact of this environmental change. Methods: Six focus groups were conducted with students by a moderator, using open-ended questions and probes. Participants were recruited from the quasi-experimental intervention arm of this study and were at least 18 years old, English-speaking, and a UNCG student living in Spartan Village. Focus groups were audio-recorded, transcribed verbatim, and thematically analyzed. Results: Overall students viewed the mixed-use residence as a positive influence on dietary intake, with convenience, small store footprint, ability to use FLEX card, visible produce, and friendly service perceived as facilitators of healthy eating and shopping. Identified barriers included poor food quality, small item sizes, limited variety, high stock outs, and lack of cooking equipment/food. Price was viewed as both a facilitator and barrier, as high prices decreased staple food purchases, but also deterred snack food item purchases. Conclusion: These findings suggest the shopping convenience of mixed-use residential developments with supermarkets may positively impact the dietary behaviors of college students. Consideration of student needs plays a key role in the use of facilities as promoters of healthy eating and shopping.

OBJECTIVE & METHODS
Objective: Understand the impact of the opening of a supermarket on food shopping experiences and dietary behaviors of college students using focus groups.

Methods:
- Six focus groups conducted with UNCG students
- Recruitment from the quasi-experimental intervention arm of this study
- Inclusion criteria: 18 years old or older, English speaking, a UNCG student living in Spartan Village

Open-ended questions and probes were asked to assess:
- Facilitators and barriers to obtaining food before and after supermarket opening
- Opinions on food offerings
- Recommendations for future efforts to promote healthier eating habits

Focus groups were audio-recorded, transcribed verbatim, and thematically analyzed, using inductive and deductive methods.

RESULTS
Overall, students viewed the mixed-use development with full-service grocery store as a positive influence on dietary intake and shopping behavior.

Facilitators & Barriers of Healthy Eating and Shopping

<table>
<thead>
<tr>
<th>Facilitators</th>
<th>Barriers</th>
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<tbody>
<tr>
<td>Convenience</td>
<td>Poor food quality</td>
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<tr>
<td>Small store</td>
<td>Small item sizes</td>
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<tr>
<td>footprint</td>
<td>Limited variety</td>
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<tr>
<td>Ability to use</td>
<td>High stock outs</td>
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<tr>
<td>FLEX card</td>
<td>Lack of cooking</td>
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<tr>
<td>Visible produce</td>
<td>equipment and tools</td>
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High prices decreased staple food purchases, but also deterred snack food purchases.

CONCLUSION
These findings suggest:
- Convenience of mixed-use residential development, including a full-service grocery store, may positively impact dietary behaviors of college students
- Mixed-use residence provides students with greater access to fresh foods and capacity to cook more at home

Consideration of student needs plays a key role in the use of mixed-used facilities as promoters of healthy eating and shopping.

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