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In-store retail environment

*A study if the placement of ecological products has an impact
on sales and attitude towards buying*

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Preface

This thesis is written in cooperation with the retail chain ICA and the experiments have been made in two ICA stores in the south of Sweden, ICA Kvantum Eslöv respectively ICA Kvantum Vellinge. During the ten weeks that we have been working with the thesis we have had the opportunity to interview a large amount of customers' present at ICA in Eslöv and in Vellinge as well as cooperating with staff working at the two stores. To be able to implement the study in a real retail environment gave us a good foundation for how retail marketing works in practice and therefore we would like to thank the people that have helped us during the work with this thesis. Without you this would not have been possible.

First of all we would like to thank Karin Alm and Ulf Johansson, who have been our supervisors during this thesis, for all the feedback and positive words during the work. We would also like to thank Johan Anselmsson for all help with SPSS.

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Moreover, Jonas Jarnhus, Store manager at ICA Kvantum Eslöv, respectively Roland Nilsson, Store manager at ICA Kvantum Vellinge, gave us the opportunity to be able to implement our experiment in their stores and with help from Paul Ek in Eslöv and Anderas Wiking in Vellinge we could complete the experiment.

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Lund the 27th of May

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Abstract

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| Title: | In-store retail environment – <i>A study if placement of ecological products has an impact sales and attitude towards buying</i> |
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| Authors: | Anna Lundvall & Hanna Sandberg |
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| Keywords: | Ecological products, placement, display, attitude and unplanned purchases. |
| Thesis purpose: | The purpose of this thesis is to investigate <i>whether placement, using a special display, of ecological products, will have an effect on consumer buying behaviour and thereby sales of these products</i> . When talking about sales we refer to the amount of ecological products that are being bought, habitual and unplanned, as a response due to the placement of the products in-store. To further elucidate the purpose, the thesis will focus on if the placement of the products itself will have an impact on the customers' attitude towards buying ecological products. |
| Methodology: | A deductive approach was applied where we did a quantitative study using triangulation to receive data to reveal if the placement of ecological products had any effect on the sales of these products. |
| Theoretical perspective: | The S-O-R model worked as the foundation for other theories in our framework. The stimuli part (S) consists of theories concerning <i>atmosphere, placement and display</i> . The emotional part (O) consists of theories built on how the environment can affect the customers' feelings and emotions within the store environment. Also theories on different factors that influence purchase decisions are described where the factors like <i>attitude towards a specific behaviour, influence of others and factors that ease the final purchase</i> are discussed. In the final part of the S-O-R model, the response part (R) consists of theories on what the customers actually <i>perceive</i> in the store environment and how a decision process is made within a grocery store, especially <i>unplanned purchases</i> and <i>habitual purchases</i> . |
| Empirical data: | We did a quantitative study, using triangulation where we received data from quantitative questionnaires, observations and sales data from selected ICA Kvantum stores. |
| Conclusion: | Placement of ecological products in-store has an impact on sales on these products; however we can not confirm that this is completely due to the placement, since the observations and the questionnaires shows that the customers' attitude towards buying them has nothing to do with the placement in a bigger extent. |

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Introduction

The retail environment is something that a customer comes across several times during a shopping trip, looking different depending on which kind of store it is and what kind of products the store displays. Even though this is not a phenomenon that many people reflect upon, the retail environment is much more than just a store displaying products. In fact, it is about creating experiences according to Nordfält (2007) and looking at retailing, many atmospheric cues like smell, sound and layout, among others, can be used to construct an attractive environment in-store in order to affect sales of certain products and influence shopping and assortment experiences. In the retail environment there also a lot of decisions take part, both habitual and unplanned (e.g. Nordfält, 2007; Solomon et al, 2006) and the customers' are often familiar with the environment, especially when it comes to grocery stores where many people are doing their daily and weekly shopping. By reason of above mentioned assertion, it is sometimes not enough that the grocery store holds a wide range of products or that they are of an exceptional quality in order for them to be sold, since the customers' do not tend to buy them due to accustomed behaviour in-store (Nordfält, 2007). This is somewhat the problem among the ecological products in grocery stores today (svd.se, 2007) and even though every second customer in Sweden tend to buy ecological products more often than they did about a year ago (Färggren & Valculik, 2007), sales of ecological products seem to fail when it comes to the connection between attitude and behaviour (svd.se, 2007).

According to Mainieri and Barnett (1997) it is important to acknowledge behaviour as a function of both personal and situational characteristics. Any of these factors can, in some circumstances, influence behaviour either directly or indirectly, by interaction with other factors. The personal characteristics that can influence behaviour are knowledge, motivation or attitudes and the situational characteristics are social norms, other attractive choices or economic constraints. Putting the behavioural aspect in the ecological grocery perspective, one of the most common reasons for choosing ecological alternatives is the human health and the motive for buying ecological products is often environmental or health related (ACNielsen, 2005; Ekelund, 2003). Previous works that have been done in the area show that consumers connect to ecological products because of the fact that they are free from pesticides (*Ibid*). At the same time people tend to be very price sensitive when it comes to buying green (Mainieri & Barnett, 1997). Having this in mind, one still could think that the sales of the ecological products probably will be high due to today's environmental consciousness, but in an investigation made by the Scandinavian retail-chain Coop, looking at consumers consumption habits when it comes to ecological products, the results discovered that many were positive towards ecological products due to the causes mentioned above, but the sales remain low (svd.se, 2007). Different suggestions concerning these results have been revealed, and some say that the production of ecological products is insufficient today and that the customers do not have the opportunity to choose among as many products as in an ordinary assortments, while others state that when the merchant knows that the demand for these products is low and therefore it is hard to be motivated to sell the products (*Ibid*).

As one can see there is somewhat a gap between attitude and behaviour in this case, and a well debated topic among previous work is the fact that the higher price is what separates them from each other (ACNielsen, 2005; Ekelund, 2003). A research made by Björkman

(1994) shows that when reducing the prices on certain products the sales increased. Though, he came to the conclusion that this mostly depended on how the products were arranged in-store, for example having the ecological products separately did not increase sales, but having them mixed with the ordinary assortment gave the customers' a chance to compare prices and when they found out that the price were lower on the ecological products than the conventional products the ecological products were bought. In short, much depends on the store and how well the disposals of the products are in order to generate sales (Magnusson et al, 2001; Björkman, 1994). On the other hand, more recent findings reveal that the perceived benefit which customers' receive when buying ecological products is of greater importance than price (Becker et al, 2005). Magnusson et al (2001) looking at different criterions that affect the consumer behaviour and as Becker et al (2005), they do not see price as a main factor when choosing a certain kind of products, but instead taste and health ranked before price.

Past research does not only focus on the price effect on ecological food and products, but even buying habits is a topic that has been investigated (Johansson, 2006; Ruste et al, 2001; Barmark, 2000). In the research by Ruste et al (2001) the customers said that grocery shopping is habitual and therefore they do not consciously think of trying new products when they are in the store. In Barmark's (2000) study, which looks at consumers' buying milk, this is confirmed and it reveals that buying milk is very regulated by habit, although customers' that were positive towards ecological products did not see it as a problem to change a habit. Johansson (2006) also comes to the conclusion that habits has the biggest influence on shopping in general and, as Magnusson et al (2001), she investigates different criterions of importance when it comes to buying groceries, and in her specific case, ecological groceries. As Magnusson et al, even Johansson mentions taste and price, but she also comes to the conclusion that freshness, quality and origin are strongly connected to ecological products. To conclude not only price is mentioned as a main factor, but also already implemented buying habits is a main reason why customers' do not tend to buy ecological products (Drott et al 2007; Johansson, 2006).

In seven of the studies, done during 1991-2002, availability constitutes parts of the findings (Ekelund, 2003). When talking about availability the researchers referred to when the consumers' were in-store and they concluded that in order for the ecological products to be noticed it was not enough to lower the price, but even signs were necessary to attract the customers' attention (*Ibid*). Today, the majority of the consumers' are not regular buyers of ecological products, but among the ones who feel content with the placement of the products in-store and believe that they are easy to find (Lindqvist & Rosén, 2001). On the other hand, when it comes to the supply of ecological products only a few thought that the assortment was satisfying and the fact that the packages are smaller than conventional products makes consumers' question the use of them and in order to increase sales and to get a stronger connection between attitude and behaviour the assortment needs to be better and cheaper (Carlsson-Kanyama et al, 2001; Ruste et al, 2001).

Further, Drott et al (2007) state the importance of that the customers' feel involvement in their purchases when it comes to ecological groceries. They mean that lack of knowledge about the ecological products is one reason to why the sales are low and that this loss of information also will affect customers' knowledge about the difference of ecological and conventional products when it comes to the environment. This could be connected to the fact that we are living in a world where it is politically correct to care for the environment (svd.se, 2007). According to Bertil Törestad, Phd. in Social Psychology at the University of Stockholm,

people today do not say that ecological food is something bad, even though they think so, because we are too socialized through media to think in a certain way and one do not want to separate from the mass (svd.se, 2007).

As we can see in the previous research presented above consumers tend to think that ecological products are of greater interest and even favourable when it comes to environmental causes, although they do not buy them in that extent. Moreover, when it comes to the area of ecological products in-store, we see a gap between attitude and behaviour, and also that previous research somewhat have failed to find a reason to why this connection is missing. The speculations are many and the causes towards a similar problem have come to different answers. Also the fact that previous studies lacks of the use of observations to find out how customers behave in-store (Ekelund, 2003) and that layout, design and placement, as atmospheric stimulus, not have been examined in a broader extent (e.g. Nordfält, 2007; Turley & Milliman, 2000) make us see a gap in theory and a spot where we can combine the missing sections and contribute with new knowledge. Therefore the question if the consumer behaviour in-store, when it comes to purchase of ecological products (sales), can be changed due to placement and display is an interesting subject to further investigate in this thesis. This discussion leads us to our research question;

Does placement, using a special display, of ecological products in-store have an impact on sales of these products?

1.1 Purpose

The purpose of this thesis is to investigate *whether placement, using a special display, of ecological products, will have an effect on consumer buying behaviour and thereby sales of these products*. When talking about sales we refer to the amount of ecological products that are being bought, habitual and unplanned, as a response due to the placement of the products in-store. To further elucidate the purpose, the thesis will focus on *if the placement of the products itself will have an impact on the customers' attitude towards buying ecological products*.

1.2 Outline of the paper

The following chapter constitutes of the theory section where we start out by introducing the S-O-R paradigm which form the foundation of development of hypotheses. In the third chapter our methodological considerations and research design will be argued for and an explanation on how we are going to answer our hypotheses will be given. The fourth chapter, analysis and results, aims at answer our hypothesis through the results from our findings, as well as a discussion will be held in accordance with the chosen theories. The thesis ends with a conclusion, where we present the final concluding remarks and implications for further development and research.

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Theory

With the starting position in our introduction chapter, we will continue to present our theoretical framework and the development of hypotheses in this section. The chapter will build on the previous research mentioned in the first section and theories will be chosen in accordance with what we aim to investigate. This section starts by introducing the model that will constitute the foundation for the development of hypothesis. Further, a general description of the separate parts of the model will be described, with the purpose to more closely describe the parts of interest. The theory section and the hypotheses will be integrated throughout this chapter and the section ends with a compilation of the hypotheses and the model.

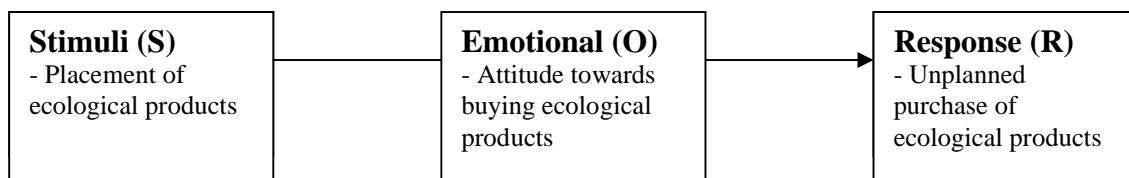
In accordance with our purpose, presented in the introduction part, the S-O-R paradigm by Houston and Rothschild (1977) will work as a foundation for our theoretical framework and the model examines three degrees of involvement in a purchase; *external* (S), *internal* (O) and *response* (R). As our purpose, this model consists of three parts, where each one of the parts represents a piece in our purpose. Although, the classical framework examines more characteristics within the actual products and what we aim to investigate is the retail environment where the products are displayed (Arora, 1982). Therefore, we will use a different interpretation of the model, done by Bagozzi (1986) who suggest that the *stimuli* (S) factors can be associated with a pending decision and therefore the stimulus consist of both marketing mix variables and other environmental inputs, for example what brand the consumer wants to purchase, and in this case this constitutes by the ecological products. The model also suggests that the stimulus is the store atmosphere as it affects the mood of the consumer while shopping (Sherman et al, 1997). According to Baker (1986) three categories affect the consumer while shopping in the store; *social*, other people present in the store, *design*, layout, colour etc and *ambient*, non-visual like smell etc. We will, in this thesis, focus on the design and moreover the placement of the ecological products in-store and *whether the placement can have an impact on consumer behaviour in terms of sales*.

The second part presented in the article by Sherman et al (1997) explains O as the internal processes between the external stimuli and the final actions or responses. In other words, one looks at the consumers' *emotional state* which consists of two fields; *pleasure* versus *displeasure* and *arousal* versus *non-arousal*, and how the store atmosphere affects the emotions of the consumer, which in turn have an impact on consumer behaviour (Sherman et al, 1997). This second part aims to focus on the elucidated part of the purpose, which not intends to pay attention to the direct connection between placement and sales. Our interpretation of this section is whether the placement of the ecological products will *have an impact on the consumers' emotional state*. In other words, if the placement will generate pleasure and arousal within the customers' that will create a positive attitude towards buying the products and, in turn, change the consumer buying behaviour, which will increase the unplanned purchases of ecological products among customers'.

Finally the response (R) is the outcome and final action, for example the number of items purchased, time spent in the store, money spent and if the consumer appreciated the store environment. The emotional states pleasure and arousal positively influence these outcomes (Sherman et al, 1997). This is in accordance with the classical framework (Arora, 1982). In

summary, one can see it as that in-store atmospherics in the retail environment have the ability for changing the consumers' emotions (Babin & Darden, 1995). The changes in emotions modify the consumers' moods, affecting both shopping behaviour and evaluations of the shopping experience (*Ibid*). Further, the emotions evoked by the retail environment may also affect shopping performance (Nordfält, 2007) and can contribute to unplanned purchase decisions (Rook, 1987).

This way of using the model suits our purpose well and it is in accordance with what we aim to investigate. Since we want to see if the placement of the ecological products will have an impact on sales of ecological products, the S-O-R paradigm will work as a framework where complementing theories, suitable to each part, will be described and moreover constitute the foundation for our hypotheses.



2.1 Stimuli (S)

In the explanation of the S-O-R paradigm above, the stimuli part mentions three categories; social, design and ambient factors, that affect the customer while shopping (Sherman et al, 1997). These three categories are somewhat in conformity with what the theory call atmospheric factors (Turley & Milliman, 2000). In an article by Turley and Milliman (2000) they use Breman and Evans (1995) four categories of atmospheric stimuli; *external, general interior, layout and design* and *point-of-purchase and decoration*, to illustrate the way the store atmosphere affect consumer shopping. As a contribution to these four categories, Turley and Milliman (2000) also add a fifth category called *human* variables to the already existing four.

For our experiment the *external* variables are not of a greater interest since the observation will take place indoor and the external variables tend to focus on the outdoor factors, like parking and building architecture (Turley & Milliman, 2000), instead the other four variables will play a more central role in the study. The *general interior* variables include factors like floor, lightning, scents, sounds cleanliness among others (Turley & Milliman, 2000), which for this experiment are somewhat difficult for us to influence. Though, parts of this belong to the category of *ambient* factors mentioned in the S-O-R paradigm and therefore will be observed, but not measured in that extent (Sherman et al, 1997). Although, according to Turley and Milliman (2000) the general interior variables will have a big impact on consumer behaviour and they will in some way affect the approach and avoidance, time spent in the store and sales which in the S-O-R paradigm constitute the response part. Looking at the *human* variables, the same situation will occur as with the general interior variables. The variables can be placed into the *social* category in the S-O-R paradigm and naturally affect the consumer behaviour, but we do not have the intention to try to influence it in our observation. This section includes factors like customer crowding in store and how the employees are dressed, among others (Turley & Milliman, 2000).

2.1.1 In-store atmosphere

As the overall store design and atmosphere effects have an impact on consumer behaviour, *layout* is more direct approaches on how to maximize sales through the arrangement of the store environment and with a careful *design* the retailer could manipulate traffic flow to maximize exposure to merchandise (McGoldrick, 2002). Due to this statement, what actually will be of a greater interest and what will constitute the stimuli of investigation in our study is therefore *the layout and design variables*. These are common to the design category in the S-O-R paradigm and most attention will be paid to how to allocate the ecological products in-store, how to adjust to the traffic flow at different departments in the store and which products that should be allocated together (Turley & Milliman, 2000; Sherman et al, 1997). Theory says that the store design can reinforce or expand upon the values associated with a specific brand name, for example ecological products (Gottdiener, 1998).

In order to achieve a positive in-store environment, retailers need to make the most productive use of space since the customers' do not appreciate an in-store environment which will hold up their shopping activity (McGoldrick, 2002). Therefore, it is important that the layout of the store is designed to ease circulation so that crowding does not appear at the same time as it should be easy to find products. In fact, a nice in-store design can make the customers' care less about waiting in line or other efforts related to the purchase (Nordfält, 2007). Scholosser (1998) has confirmed this and says that the overall in-store atmosphere will affect the overall evaluation of the merchandise that is being displayed in the store and, in turn, this will have an impact on the complete store image. In other words, to have displays blocking aisles or different product categories spread out in the store or often change locations of products therefore may lead to confusion among the customers' (Baker et al, 2002). Even the S-O-R theory, mentioned above, also suggests that a poorly designed store environment may reduce shopping pleasure and lead to the deterioration of customers' moods (Spies et al, 1997). Hence, it is still important to display the products in attractive spots so that the customers' attention is drawn towards them (McGoldrick, 2002). On the other hand, Nordfält (2007) assumes that sometimes the messier store the more consumers' tend to buy, though, an organized environment helps the customer to see and pay attention to the environment in general, in-store communication and assortment, which are somewhat what we want to achieve with the ecological products. Therefore we will try to avoid a messy environment. Having this in mind it is therefore important, when locating the ecological products, to respect the store atmosphere so that the display of products do not interfere with the design of the store and by that creates a bad impression of the overall store image. Besides, the shoppers might get influenced to buy the products due to the layout itself (Farley & Winston Ring, 1965).

2.1.2 Placement of products

During the years, different contribution to theory have suggested approaches on how to place products in order to increase the customers' intention to purchase more, but still there is somewhat a *gap* in science when it comes to layout and how to organize the visible retail environment (Nordfält, 2007). Having previous section in mind, layout is an example of a design cue that may influence customers' expectations of their efficient movement through a store (Titus and Everett 1995). Therefore, discussing where to locate the products, how the customers move within the store is somewhat factors that needs to be considered. The typical customer is assumed to travel up and down the aisles of the store, stopping at various category locations, deliberating about her consideration set, choosing the best option, and then continuing in a similar manner until the path is complete (Larson et al, 2005). Though, in general, few customers walk up and down the aisles and therefore, according to Sorensen

(2003), a prominent display would be to place the products on the *outer sections* of the shelves, since many customer do not walk all the way to the central sections. Products that are placed this way tend to be recalled more often than products placed centrally in the aisles (Nordfält, 2007). Thinking of the ecological products, in the stores of investigation, they are placed with the ordinary assortment often in the central section in the aisles. In other words, not in conformity with theory on how customers' tend to move, to make the purchase of the products raise.

Moreover, it is important to locate the products in places where the customers' actually *consider as central* since customers tend to skip parts of the store that they feel is too far away (Nordfält, 2007). In a study, made in a typical supermarket, Progressive Grocer (1975) came to the result that 95 percent of the shoppers' usually passes through the *first aisle* in the store and most of them also make a purchase. It also showed that the visiting in the middle sections tended to go down, while it rose again in the end of the store, near to the *checkouts*. Theory even says that the front third of the store, in other words the sections nearest the entrance, has three more times the selling power than the back third of the store and, the front areas are also often used to create an impression of the store (McGoldrick, 2002). Dyer (1980) have looked at effectiveness of different display locations and confirmed that to place products in front of checkouts increases normal sales with 262 percent and entrance display raise normal sales by 363 percent. Due to above mentioned arguments', to display the products near the entrance and at the checkouts, seems to have a positive influence on sales and leads us to the hypothesis;

H1a: *Having the ecological products displayed at the entrance will, rather than having them displayed at the checkout, positively have an impact on sales.*

On the other hand, Underhill (2000) argues for that the front of the store is the last place in a retail environment that one should want to place products. According to him, people tend to not notice merchandise placed just inside the store, because they are too busy with taking in other stimuli, like smell, sound, temperature among others. He also points out that people are moving too fast in the beginning of the store to be able to notice anything and therefore will ignore products placed in the front area or entrance sections. Alternatively, products could be placed at the front of the store if they are placed in a way where they could be seen from the main entrance so that the customers' are able to perceive the products from a distant, before they actually have entered (Underhill, 2000). Hence, there is still a way to successfully place the products near the entrance and due to the fact that there is a possible way for the customers' to calm down before rushing in the store, they probably have taken in the other stimuli and can walk themselves towards the ecological products. In addition, as it seems, both places are proven effective, though sometimes according to Underhill (2000) the checkouts make some products sell better than the entrance due to the fact that customers' need to buy something else in order to realize that they are in need of a special product. This gives us the reason to believe that;

H1b: *Having the ecological products displayed at the checkout will, rather than having them displayed at the entrance, positively have an impact on sales.*

2.1.3 Display techniques

When mentioning the overall atmosphere, placement of products and how customers move in-store are not the only factors to include, but even how to actually present the products will matter. According to theory a prominent display can influence sales (Turley & Milliman,

2000). In addition, supermarkets get a considerable percentage of their total sales through display and the fact is that consumers tend to buy from a display a product that they had no previous intention of buying (Chevalier, 1975). In general one can separate between two kinds of display techniques, *normal* “shelf” display and *special* “off-shelf” display (McGoldrick, 2002). A normal display include what is visible to the customers while a special display is put up to create consumer demand by attracting their attention in order to increase sales, for example remind customers of products required with low frequency (Fader & Lodish, 1990). Moreover, one can say that a special display is communicating by varying size, placement and appearance of the products at the same time as it uses it with different product combinations, which in most cases are proven more effective than using a normal display and can raise sales with up to 250-300 percent (Nordfält, 2007). For the retailer, displays create in-store excitement and increases the average amount purchased (Chevalier, 1975). This is a way to catch the customers’ attention by not letting the products compete with other products in the same manner (Underhill, 2000). On the other hand, when using a special display, focus can only be on a few products at the time, which might not be suitable in all cases (Nordfält, 2007). Looking at the sales of ecological products, the problem is that the connection between attitude and behaviour seems to be missing according to the previous research mentioned in the introduction chapter. We believe that this, among other factors, depend on that the customers’ do not notice the products when they are displayed together with the ordinary assortment, since it is quite recently that the stores themselves have tried to attract the consumers’ to buy the ecological products. Therefore a special display might catch the customers’ attention so that they get used to see the ecological products and get to know the assortment and which products that it offers. In accordance to this, Nordfält (2007) says that the display of products can affect the selection of products that the customers’ perceive. Also, what was mentioned in the introduction chapter is that consumers’ tend to be price sensitive when it comes to buying environmentally friendly products (Mainieri & Barnett, 1997). By using a special display sales can increase even at normal prices and for some products, this display can move the item into the consideration set of the shoppers and possibly reduce price sensitivity for the promoted item (McGoldrick, 2002). So, instead of focusing on prices, there is a possibility that a display, using sales-stand to display the ecological products “off-shelf” will catch the consumers’ attention and make them care less about the price. This would then result in a positive attitude towards buying the ecological products due to the special display.

H2a: *The use of a special display will increase the sales of ecological products.*

Two studies that have investigated the use of sale-stands are Gagon and Osterhaus (1985) and Chevalier (1975) and in opposite to the theory mentioned above, they did not see a difference between using sale-stands and using a normal “shelf” display. According to them, it is not enough just to expose the products to the customers’ by displaying them in a different place in-store, but something else needs to be done as well, for example reduce the price. Underhill (2000) agree with Chevalier (1975), Gagon and Osterhaus (1985), and he means that if products should be placed in the front section the offer should be of that character that people have to stop because it is too good to say no to. Progressive Grocer (1965; 1960) could draw the conclusions that when combining special display with advertising or price reduction sales could raise between 400-800 percent. On the other hand the results of Gagon and Osterhaus (1985) and Chevalier (1975) showed that to place the products near *high traffic areas* like the checkouts increased sales more than if they were displayed in their normal places and that a special display was more suitable for a bigger store. Though, not a lot of research has been done in the area of investigation the effectiveness and use of sale-stands (Nordfält, 2007).

To further show the backsides of special display, a study made by Areni et al (1999) found that a special display also can decrease sales if the display makes the customers' relate to the wrong things. They wanted to increase sales for a wine from Texas, but when displaying that wine "off-shelf" customers realized that they wanted wine from California and purchased that instead. The investigators thought that this depended on the customers' geographical preferences and by being exposed to Texas made them think of what they prefer instead of the actual product. Looking at the ecological products, therefore a special display might remind the customers' of their need for the products displayed there, but not that they should purchase the ecological alternatives. This leads us therefore to the hypothesis;

H2b: *The use of a special display will negatively have an impact on the sales of ecological products.*

The next consideration to make, when it comes to display of ecological products, is whether to *bring them together* or to have them *separated* with the ordinary assortment. Today, the products are mixed with the ordinary assortment and sales remain low as stated in the introduction chapter. Therefore, the use of a special display might not be enough, but to use different kinds of special display may have a positive impact on sales and also increase attention and buying behaviour. According to theory the different techniques will affect sales in diverse ways and Rosenbloom (1981), talks about an *open* display, which aims to create involvement among shoppers by surrounding them with merchandise. Theory says that the shopper is more likely to stop and touch the products and the tendency to purchase will increase by displaying the products this way (McGoldrick, 2002). The intention by using this display is moreover to make the customer curious and make them want to stop and touch the products. However, Nordfält (2007) sees a gap in science here because we know too little about open displays and it has not been any investigation made in this particular area.

Secondly, in combination with having the products placed more openly in the store, the use of a prominent combination of merchandise can also help to present the products in their best context. A *coordinated* display is therefore to display products that can be used together at the same place and according to theory, this approach tends to reassure the customers' to purchase the products and even stimulate sales of the related items (Underhill, 2000). Though, this kind of automatic comparison will only take place between objects that can be perceived at the same time, due to that people connect things to certain occasions (Nordfält, 2007). For example, customers' may think of popcorn as a connection to the movie and potato chips when having a night at home, therefore, these two products are called *typical* for a certain situation. On the other hand, Coca Cola can be suitable for both these occasions and, in turn, a product that customers' associate to both of these situations, which makes Coca Cola a *general* product. Another product that can be similar to Coca Cola and therefore go under the name general product is *coffee*. When displaying ecological coffee with ecological baking ingredients and pre-made cookies what might come to mind are coffee-break and a possible way of affecting customers' intention to buy ecological coffee and moreover also associated products (Nordfält, 2007). Marks & Spencer managed to improve sales of sandwiches and other snacks by 30 percent, by bringing them together, closer to the entrance (McGoldrick, 2002). What they did were actually to both use the front section (entrance), which is proven to be more effective when it comes to raise sale, and even to bring similar products together. This gives us the reason to believe that placing the ecological products together that also can be used together will increase unplanned purchase among the customers' .

H3: *The use of a coordinated display will positively influence sales of all ecological products displayed at the sales-stand.*

2.2 Emotional (O)

As mentioned in the beginning of this chapter, the emotional section constitutes the consumers' *attitudes towards buying ecological* food products. Moreover, this is the part where the customers' feelings and satisfaction of the overall in-store environment will have an impact on their actual decision to buy (Babin & Darden, 1995). A given store environment can create emotional states within the customers' which will lead to a certain behaviour (Baker et al, 1992). Although, it is not just the retail environment that will affect the customers' intentions to purchasing ecological products, but also if they feel that it positively will affect *pleasure* and *arousal* among them and even how others in their surroundings feel about them buying the products (Nordfält, 2007; Babin & Darden, 1995). In conformity, Groeppel-Klein (2005) says that the atmosphere must evoke physic arousal reactions to attract the consumers', in this case due to how the in-store environment is built up and if the placements of ecological products are favourable among the shoppers. Shoppers experiencing relatively high pleasure and arousal generally spend more time in a store and are more willing to make a purchase than displeased or un-aroused customers' (Groeppel-Klein, 2005; Babin & Darden, 1995). Dawson et al (1990) goes on by saying that if the pleasure is relatively high, even satisfaction tend to be that way.

On the other hand Nordfält (2007) means that the connection between buying behaviour and arousal is much more complex than the connection between buying behaviour and pleasure. According to him, arousal seems to be more connected to time spent in-store, which sometimes has been proven to have a negative effect. Moreover, Donovan and Rossiter (1982) saw arousal as strengtheners of the positive or negative feelings. A positive atmosphere will affect arousal to strengthen pleasure (van Kenhove & Desrumaux, 1997), which also is our intention with the ecological products at ICA. Though, as mentioned in the stimuli section above, in order to achieve a positive in-store environment, retailers need to make the most productive use of space since the customers' do not appreciate an in-store environment which will hold up their shopping activity (McGoldrick, 2002) and it is therefore important that the layout of the store is designed to ease circulation so that crowding does not appear at the same time as it should be easy to find products. As stated, the S–O–R paradigm suggests that a poorly designed store environment may reduce shopping pleasure and lead to the deterioration of customers' moods (Spies et al, 1997). We believe that by rearranging the ecological products to places where they easily can be noticed, at the entrance respectively the checkout, will make the customers' more content with the in-store environment when it comes to be able to locate the ecological products. This gives us the reason to believe that the placement of the products will have a positive impact on pleasure and arousal among the customers'.

H4: *Among the customers' that have noticed the sales-stand most of them will experience the in-store environment as positive.*

2.2.1 Factors affecting attitude towards buying

To strengthen the link between the stimuli, the emotional part and the response section showed in the drawn model in the beginning of this chapter, Aizen's *Theory of Planned Behaviour* (TPB) will be used. We believe this is an appropriate model to make use of when investigating customers' *attitude* towards the ecological products since it constitutes of three

parts that are connected to different factors affecting the final *behaviour*, which in this thesis constitutes of an unplanned purchase. This model has been applied in several studies, both investigating the behaviour according purchase of ecological products (e.g. Vermeir and Verbeke, 2008; Becker et al, 2005; Tarkianinen and Sundqvist, 2005) but also on other attitude-behaviour gaps, for example gender differences in single-occasion drinking (Hassan & Shui 2006), customer returns (Tamira et al, 2008) and consumer values and behaviour on online shopping (Hansen, 2008). According to Montano et al, (1997) this model has been proven to provide an excellent framework for measuring and empirically identifying factors that determine behaviour and behavioural intentions.

TPB consist of three considerations; *behavioural beliefs*, *normative beliefs* and *control beliefs* (Aizen, 1991). These three considerations will in turn lead to three different predictors, building on the consideration made. According to Aizen (1991) each predictor; *attitude towards the behaviour*, *subjective norm* and *perception of behavioural control*, are weighted for its importance in relation to the behaviour and population of interest, and constitutes the foundation for the intention. The more favourable the attitude and the subjective norm are, and the greater the perceived control is, the stronger should the person's intention to perform the behaviour be, in this case to actually purchase ecological products. The theory says that intention captures the motivational factors that influence behaviour, which further is an indication of a person's willingness to perform a given behaviour and it is considered to be the immediate antecedent of behaviour (Aizen, 1991). A study made by Robinson and Smith (2002) showed that attitudes, perceived behavioural control and subjective norms independently predicted purchase intentions of sustainable products. Below the three will be described more closely.

Attitude research focusing on the relation between attitude and behaviour when it comes to ecological products, is to a large extent inspired by Fishbein and Aizen's theory of reasoned action (Solér, 1993), the forerunner to the TPB model (Sparks & Shepherd, 1992). In the TPB model *behavioural beliefs* consist of beliefs about the likely outcomes and evaluations of these outcomes of the behaviour (Aizen, 1991). In turn, this consideration will lead to a certain predictor, in this case an *attitude towards the behaviour*, and depending on the behavioural beliefs, this attitude can be positively or negatively valued (Ibid). In conformity with this, a more *positive* attitude towards buying ecological food products lead to *higher* intention to actually buy ecological food (Bui, 2005; Tarkianinen & Sundqvist, 2005). Theory has proved that those individuals, who mostly value ecological products, have a higher environmental behaviour (Fraj & Martinez, 2006). On the other hand, most people tend to care about the environment, or see themselves as environmentally conscious, but still fail to behave accordingly (Solér, 1993). In a majority of the results revealed in former studies done on ecological products, declare that most of the customers have a preference for and an interest in ecological products, but yet, the amount of consumers who purchase ecological products is low (Magnusson et al, 2001). Moreover, according to theory, environmentally conscious behaviour is not expected in cases where the attitude (environmental concern) refers to a general level, while the behaviour in terms of ecologically friendly buying, refers to a specific product (Solér, 1993). Attitudes towards ecological products, based on personal experiences, are more likely to show a consistency with a following behaviour (Ibid). We therefore believe that the customers' attitudes towards the ecological products have an impact on in which extent they use to buy them.

H5: Customers' with a positive attitude towards ecological products also usually buy the ecological products, rather than the ones having a positive attitude but do not buy.

Secondly, the TPB model examines the *normative beliefs*, which are the normative expectations of others and motivation to comply with these (Aizen, 1991). In other words, it refers to what people in a persons' referent group think, in this study about purchasing ecological food products, and how important their opinion are to the consumer (Childers & Rao, 1992). In conformity with the latter, the study by Tarkiainen and Sundqvist (2005) show that those who think positively about buying ecological food, inventively has a greater influence on the attitude formation of others. Further, there is a fear among customers' of separating from the mass when it comes to the intention to buy ecological food products, and in some cases it is stated that media affects people to think in a certain way when it comes to ecological products and the environment (svd.se, 2007). Moreover, the normative beliefs will result in a *subjective norm*, which means the perceived social pressure to commit to the behaviour or not (Aizen, 1991). The study by Tarkiainen and Sundqvist (2005) shows that the relationship between subjective norm and attitude is significant, in other words, they affect each other when it comes to intentions. Individuals who comply with these norms can expect to create a good impression or receive praise for their actions, whereas those who do not can expect negative verbal or visual expressions of disappointment (Fisher & Ackerman, 1998). When it comes to the ecological products, we therefore believe that media and other people in the consumers' reference groups will influence their attitude towards the products and, in turn, have an impact their decision to buy the ecological products.

H6: Opinions on ecological products will influence the customers' attitude towards buying ecological products.

The third parameter of the TPB model constitutes of the *control beliefs*, which include beliefs about the presence of factors that may facilitate or obstruct performance of the behaviour and the perceived power of these factors (Aizen, 1991). In turn, these controlled beliefs will lead to *perceived behavioural control*, which create an intention to purchase the products if the factors that facilitate performance are present (Ibid). Roberts (1996) mean that a high perceived behavioural control is necessary to motivate consumers to express their positive attitudes towards sustainable products in actual consumption. What therefore needs to be done in the area, is to ease the ability for the consumers' to locate and purchase the products in-store, so that perceived behavioural control will occur and, in turn, will lead to a positive attitude towards purchasing the ecological products. Factors that may facilitate performance of the behaviour can be the availability of ecological products in-store, that the ecological products are sold to reasonable prices, the disposal of the products at favourable spots in-store and that the store creates attention around the products in the store environment. The most frequent reason to why people tend to buy ecological products is healthiness (ACNielsen, 2005; Ekelund, 2003), but health consciousness *did not* explain the general attitude towards ecological food in the study by Tarkiainen and Sundqvist (2005). Further, neither the price nor availability of ecological products seem to matter when it comes to the Finnish consumers' intention to buy the products, which according to previous Swedish work is shown as the reason to why the sales of ecological items remain low (e.g. Mainieri & Barnett, 1997). Though, to conclude, according to Tarkiainen and Sundqvist (2005) there is a positive relationship between intentions to buy and the behaviour of buying. Since theories on ecological products are not consistent, and that there are few existing theories on placement in this case (e.g. Nordfält, 2007), we believe that, place in fact could be a factor that helps to

facilitate the performance and also contribute to a positive attitude towards buying the products. Though, as mentioned in the stimuli part, both the entrance and the checkout seem to be places that have an impact on sales (e.g. McGoldrick, 2002; Underhill, 2000) but interesting would be to see if any of the places can create a more positive attitude towards buying the products. Therefore we state that;

H7a: *When the ecological products are displayed at the checkout, the attitude to buy ecological products will be higher if they were displayed at the entrance.*

H7b: *When the ecological products are displayed at the entrance, the attitude to buy ecological products will be higher if they were displayed at the checkout.*

2.3 Response (R)

The final part of the drawn model in the beginning of this chapter constitutes of the response part, where a possible purchase shall take place. The previous sections that we have gone through positively or negatively influence this final part and what matters here is what the customers' actually see while passing in the store and how that is connected to the decision to buy and unplanned buying. This will possibly lead to that money is being spent and unplanned purchases are being made.

2.3.1 Perception and Decision making

Not only will the right atmosphere or a positive attitude have an impact on what decision the customers' actually make, but also what they perceive while shopping. In their daily shopping activities consumers are often exposed to far more information than they are willing to, or capable of processing and according to Solomon et al (2006) consumers are very selective about what they pay attention to because of that the brain's capacity is limited to process all the information surrounding them. People's brains' seems to categorize their memory into different subcategories which often only consist of five elements, where some of the memories will come out spontaneously but other memories need some help to be remembered (Nordfält, 2007). Moreover, past experiences seem to determine which information consumers' decide to process (Solomon et al, 2006). As stated in the introduction chapter the loss of information around ecological products was mentioned as one reason to why sales remain low (Drott et al, 2007). Therefore, our intention with displaying the ecological products at places where they easily can be perceived is to help the customers be reminded of them and possibly make a decision to buy them, even though it was not planned before entering the store.

Further, Solomon et al (2006) refers to something called *perceptual selectivity*, which means that consumers attend to only focus on a small amount of stimuli to which they are exposed. They also mention two important aspects of perceptual selectivity related to consumer behaviour; *exposure* and *attention*, where *exposure* aims to explain to which degree consumers notice a stimulus within the range of their sensory receptors (Solomon et al, 2006). In other words, consumers tend to concentrate on a certain stimuli and are unaware of others, which lead to that these stimuli are being ignored (*Ibid*). Further, the retailer needs to attract attention and inspire to new choices by exposing the products in a way that differs from the usual (Nordfält, 2007). In addition, *attention*, refers to the degree to which consumers focus on stimuli within their range of exposure and when there is a situation where many stimuli compete with each other; attention will be drawn towards the one that differs from those around (Solomon et al, 2006). We therefore believe that to focus on central places as

mentioned in section 2.1.2 and using special display mentioned in section 2.1.3 is a potential way of attract the customers' attention and expose the ecological products in a way that make the customers' focus on the sales-stand, instead of other stimuli, in the chosen areas at the entrance respectively the checkout.

H8a: *Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout also pay attention to the sales-stand.*

On the other hand, when talking about exposure and attention, *perceptual vigilance* relates to that consumers' are more aware of stimuli that relate to a current need which both can be conscious or unconscious, for example, when a consumer wants to buy ecological products, they tend to look at ads showing these products (Nordfält, 2007). Nordfält (2007) even mentions a concept called *perceptual threshold* which he refers to as a second step where one has a protection against objects that one do not want to see. Therefore it is important to catch the attention from the customers by inspire the eye and then to keep this attention from these thresholds (Nordfält, 2007). In addition we feel that exposing the ecological products at places the customers' do not expect that we can attract the customers' attention. In order to create unplanned purchases we need to remind the customers about the ecological products by helping them notice the products by the placement at the entrance respectively the checkouts. Though, the customers might intellectually want a product and the product can be exposed right in front of the customer's eye, but the customers' do not buy it (Nordfält, 2007), which we feel to be the problem with ecological products. As it seems, it is therefore not always enough to only expose something in order to get the customers' to buy the products, but also the thoughts of the customers' affect how they see the products in-store (Nordfält, 2007). We therefore believe that even though we choose unpredictable places for the ecological products, the customers' are so used to find them in their ordinary spots in-store, that they miss them at the entrance respectively at the checkout and even though they have passed by, they are not aware of that they have perceived the ecological products.

H8b: *Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout will not notice it.*

Further, why a product is not being bought, does not always have to do with what the customers' perceive, but decision making itself also plays an important part. The traditional decision making process involve several steps before the product is being bought. Though, decisions made on grocery shopping is characterised by simple decision making rules and Solomon et al (2006) refer this kind of behaviour to *limited problem solving*. These decisions involves low risk and low involvement and consumers do not devote time to search external information or evaluation of the alternatives, since the alternatives are perceived as basically similar and instead purchase intention and choice remain unchanged (Solomon et al, 2006; Uusitalo et al, 2004) and, in turn, result in limited motivation to evaluate the alternatives before actually buying the products (Nordfält, 2007). This can be seen as *habitual decision-making*, which demands little or no effort since it is a behaviour based on routine and this kind of shopping allows the customers' to minimize the time and energy spent on ordinary purchase decisions (Solomon et al, 2006). A study made by Hoyer (1984) showed that 95 percent of the customers did not make an evaluation, but rather that the choices were made on previous decisions. This is somewhat a problem since it is hard to change consumers' buying habits (Solomon et al, 2006) and according to Nordfält (2007) many customers do not have the energy to evaluate if they might need the products. For a product to be purchased customers need to think of the products when they are standing in the stores and there is often

not only one gap of needs, but many, and it is up to the retailer to remind the customer about these needs and inspire them to new solutions (Nordfält, 2007). Though, grocery shopping is often made in a self-service environment where the shopping time is limited and where the choices are influenced by the store display (Solomon et al, 2006) and may therefore be hard to affect. In addition, retailers must compete with the ordinary (habitual) purchases by giving the customers' new information, in this case about the ecological alternatives, which also should be easy for the customers to comprehend (Nordfält, 2007). The habitual shopping is one of the constituted factors that negatively affect the sales of ecological products, since many customers' do not think and only buy their usually grocers (Johansson, 2006). Therefore we like to affect the habitual shopping pattern when it comes to ecological products and by the display of the products make the customers' curious of them and in a possible second stage make them try them so that they, in turn, make it a habit to purchase ecological products instead.

Looking more closely at the ecological products, Bui (2005) state, as mentioned in section 2.2.1, that consumers' must have the *intention* to buy ecological products before actually buying them. Though, the intention of buying ecological products do not necessarily lead to action, even if people's stated intentions of paying a premium price for the products (Bui, 2005). According to Uusitalo et al (2004), purchase and consumption of ecological products require a large amount of effort to be put in acquiring information and decision making, on the contrary to habitual grocery shopping. As it seems consumers may conduct more complicated choice processes when buying ecological food for the first time, which may engage in an extended problem solving decision (Uusitalo et al, 2004). Though, the decision to buy ecological food products may lead to a satisfaction which can reinforce intentions and strengthen the likelihood of continued response (*Ibid*). This gives us the reason to believe that among the customers' that actually buy the ecological products today the buying decision is already a habit.

H9a: *The customers' that usually buy ecological products are also the ones that have planned to buy them, rather than the ones that make unplanned purchases.*

2.3.2 Unplanned purchases

Talking about habitual shopping decisions in the previous part, this will be dedicated to the opposite. Solomon et al (2006) refers impulse purchasing to an unplanned purchase where the consumer did not have the intention to buy the product before coming to the store. One can separate from three different levels of purchases; the first one is *planned purchases* where the consumer already have decided on what product and brand to purchase before entering the store. The second is *partly planned purchases* where the customer have decided on what product category to buy but not the brand and the last one is *unplanned purchases*, which refers to the rest of the purchases that does not involve any planning before purchase (Nordfält, 2007). Moreover, Stern, (1962) mentions four different classifications of impulse purchasing; *pure impulse* where the normal buying pattern is changed, *reminder impulse buying* is when a consumer sees a product that is out of stock at home or when the consumer recall information about a previous decision to buy, *suggestion impulse* refers to the consumers sees the product for the first time and visualize a need for it. The last one, *planned impulse*, is when the consumer has some purchases in mind but have the intention to buy other products than on the shopping list (McGoldrick, 2002). There are also four forces that may lead to unplanned purchases; *first*, that one forgets a product which lead to a purchase of another (unplanned) product, *second*, a postponed decision where the customer makes the decision within the store where there is more information, *third* that the customer does the

ordinary round in the store and recall that he/she needs a product, and *last*, unplanned purchases are something that one can not avoid, for example when buying clothes (Bayley & Nancarrow 1998). In summary, the four forces that lead to impulse purchases are; that the decision is made earlier than planned, a purchase for compensation or as a reward, something that the customer did not planned at first, but then became a fan of, and then the last one is that the customer just needed to have that special product straight away (Nordfält, 2007; Bayley & Nancarrow, 1998).

Reading section 2.3.1, it seems to be a long process behind buying ecological products and habitual shopping appear to dominate in a grocery shopping environment since it does not require any evaluation. In addition, while some purchases are planned and some are not, a major objective in designing and arranging the retail environment is to maximise the extent of *impulse* or *unplanned purchasing* within the store (Solomon et al, 2006). What actually plays an important part for unplanned behaviour to occur is in fact arousal, which is mentioned in section 2.2 as an emotional state evoked by the store atmosphere, among others (Babin & Darden, 1995; Rook, 1987). This is why we feel it is important to rearrange the ecological products in-store, so that consumer behaviour towards buying the ecological products can be changed and we have therefore chosen places in the store where unplanned purchases have the chance to occur since both the entrance and the checkout are stated as high traffic areas mentioned in 2.1.2 (e.g. Dyer, 1980) and also make it easier for the customers to locate the products which may help to create pleasure, arousal and satisfaction of the store environment when it comes to ecological products.

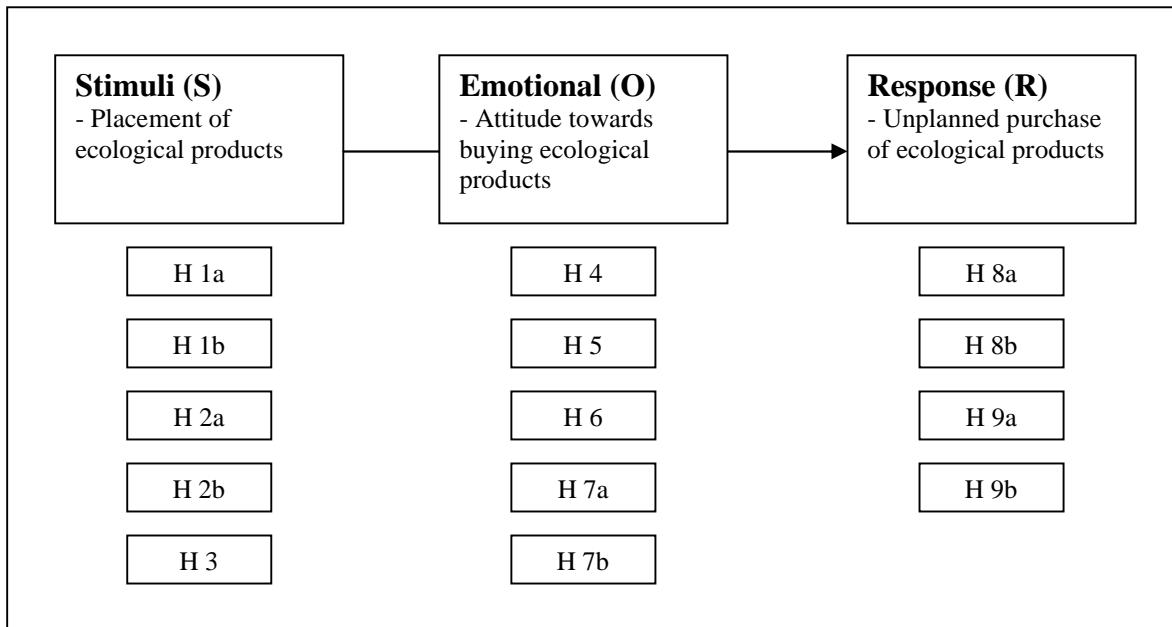
As much theory state that a purchase needs to be evaluated, Hoyer (1984) argues that customers' do not analyze the products on the shelf before they make their decisions. In accordance, Olhavsky and Granbois (1980) concluded that many purchase decision processes never occur, not even for the first purchase. In fact, the most common reason for unplanned buying to happen is for the customer to be able to touch the products (Underhill, 2000). Therefore, it is important that the in-store environment is designed so that the shoppers' gets the opportunity to actually *stop* and *touch* the ecological products, which we believe also will affect an eventual unplanned purchase. As mentioned above, display is a way to attract consumers' *attention*, and according to Rozdobudko (2005) it is also a way to stimulate unplanned purchases.

In the attitude model (TBP) described in the emotional section above, the last (fourth) consideration concerns a direct link from the presence of factors that facilitate performance to the actual behaviour (Aizen, 1991). This is the phenomenon to which a person has the competence, resources, and other prerequisites needed to perform a given behaviour (*Ibid*). In our investigation this means to look at the actual behaviour of the customers, when they not only look, touch upon or pass the ecological products, but the moment when they also essentially buy the products and money are being spent. Though, it is not always needed to create a favourable intention to buy ecological products, but rather making it easier for customers to find and locate the ecological products in-store. By doing so, the desired behaviour can occur spontaneously, as an unplanned purchase (Aizen, 1991). This is why we, by using a special display if the ecological products, hope to stimulate more unplanned purchases of ecological products and we believe that if the customers' actually notice the products the chance that they get interested, stop and touch the ecological products is more likely to occur. Also, in most cases customers' do not like to wait in line, and to make it less boring a disposal of products near the checkouts may attract the consumers attention and keep them satisfied while waiting and the chance of impulse buying to occur increases (Underhill,

2000). What we aim to do is therefore to ease the decision making process for the customers' by exposing the ecological products in places where they easily can be perceived and touched and hopefully increase the number of unplanned purchases. This gives us the reason to believe that;

H9b: *Unplanned purchases of ecological products are in most cases caused by the placement of the ecological products.*

2.4 Hypotheses integration model



-3-

Method

This chapter aims to make it easier for the reader to follow the research process and even to gain a deeper understanding of the theoretical parts. We believe that this chapter is an important part of the thesis in order to enhance the understanding and quality of our final results. With the theoretical part in mind, this chapter will constitute our methodological considerations, an explanation of the objects of study and the research design for the experiment will be explained.

3.1 Methodological approach and Considerations

Looking at our main area in this research, *placement* and *display* of ecological products when it comes to an in-store retail environment, this is not an area that has been investigated in a bigger extent in previous research (e.g. Nordfält, 2007; Turley & Milliman, 2000), although, promising contributions have been made in the study of atmospherics (e.g. Nordfält, 2007; McGoldrick, 2002). The S-O-R model have worked as the foundation for our other theories presented in the framework and by placing the products at a special display, at the entrance and the checkouts, we aimed to create higher pleasure among the customers since the products probably would be easier to find and that the customers also should notice the products in a broader extent than before. We believed that this would lead to that more customers' stopped and looked at the products and, in turn, maybe their habitual shopping pattern could be changed. Moreover, we also wanted to see if other people's opinions on ecological products had any influence on the customers' attitude towards buying ecological products, since ecological products have been well debated in media these days and also stated in the theories as a reason to why people may not purchase the ecological products (e.g. svd.se, 2007; Tarkiainen & Sundqvist, 2005). In addition, we believed that by making it easier for the customers' to locate the ecological products in store, the chances for a more positive behaviour, when it comes to purchasing the ecological products, would arise and unplanned purchases would be one outcome.

Theories that concerned *atmosphere*, *placement* and *display* were brought up in connection to the *stimuli* part of the S-O-R model to reinforce the discussion for having the products placed at the entrance respectively at the checkouts, as well as which display technique that should be used. Hypotheses were created in accordance with these theories so that we could measure the connection between the stimuli (placement of products) and the response (sales) of ecological products. This part was mostly measured by the sales data so that we could see if the placements of the ecological products have had any direct effects on sales.

Furthermore, the *emotional* part presented in the theoretical framework, was aimed to focus on how the customers' mood and emotions were affected by the stimuli (placement of the products), and even how other factors present (attitude towards the products in general, others' opinions on ecological products, and factors that facilitate for the purchase to occur) would have an impact on the customers' attitude towards buying them. Theories were selected in conformity with *how the environment could affect the customers' feelings and emotions* in relation to if the environment creates pleasure and arousal, as well as, theories concerning *different factors that could influence for a purchase to occur*. We chose the latter theories in order to receive information on if the customers' attitude towards buying the ecological

products depended on other factors than the placement. Hypotheses around this theory were measured through the answers from the questionnaires while the observations worked as a complement where it was needed to strengthen the analysis or make clarity to the discussion.

Finally, to the *response* section, theories that essentially concerned what the customers' *perceived* in store and *habitual* versus *unplanned decision making* processes were selected. We chose these in order to be able to evaluate to which degree the placement, at the entrance and at the checkouts, affected unplanned purchases, since the sales of ecological products are low (e.g. Drott et al, 2007; svd.se, 2007) and we wanted to increase the amount of ecological products bought. We aimed to measure this by answers from the questionnaires, as well as the observations, since we by observing the customers' actually saw how they behaved around the display of ecological products.

The thesis applied on a deductive approach (Bryman & Bell, 2002; Easterby-Smith et al, 2002) where we started out in existing theories, in the area of *atmospherics*, *placement* and *disposal of products* as well as *attitudes* towards performing a certain behaviour when it comes to purchase, *perception* and *purchase decision making*. The theories were chosen to suit the S-O-R paradigm, which constituted the framework for the theoretical chapter as mentioned above, and the intention was to make it complete so that the three parts; *stimuli* (placement of ecological products), *emotions* (attitude towards buying ecological products) and *response* (unplanned purchases of ecological products) could provide us with the answers that we needed to be able to answer our research question and fulfil our purpose. Moreover, these theories constituted the foundation for our hypotheses and, in turn, they have represented the base for the quantitative questionnaires and the observations, described more closely in section 3.3. The hypotheses were tested in reality, in-store, with questionnaires as well as the observations while the sales-data were given to us by the stores for the chosen products of interest. In addition, the purpose with the experiment was to test if the different placements in-store (entrance respectively checkouts), using the same disposal of ecological products had an impact on sales and which one that was the most effective. Although we did not aim to gain deeper understanding of this particular case, but rather achieve a general picture of how the place and display can affect attitude and buying behaviour when it comes to ecological products in a retail environment.

3.2 Objects of Study

3.2.1 Stores

To be able to implement the experiment we needed the environment of retail stores, displaying ecological products, since our intention was to rearrange the in-store environment and by that possibly be able to affect sales of these products. When selecting the stores we felt it was important to choose among stores in the same sort of store format, (e.g. Hypermarket, Supermarket) product assortment and that the stores had a relatively open layout around entrance respectively checkout since that was the place of interest in our study, according to the theories we had gone through. When starting out, ICA had recently launched their new ecological assortment I Love Eco and therefore became an interesting store for our experiment. In addition, ICA has several types of store formats, everything from local stores to hypermarkets, which also was one of the criterions for us to be able to select the store. As we felt that a local store was too small, since most shopping done in smaller stores often are convenience purchases and the customers' often know what to buy before entering the store we felt that the chances for unplanned purchases to occur was too small. In addition, the hypermarket format seemed too big since they display a lot of other products than groceries,

such as electronics, home furnishing that might distract the customers' attention from the special display since there already are a lot of other products displayed off-shelf at different places in-store and one more do not catch the customers' attention. Therefore the supermarket format was chosen since it is completely focused on groceries and the store still is has such broad assortment that unplanned purchases can occur. Moreover, these kinds of stores (supermarkets) are also considered as being suitable for the type of observation that we aimed to do (Nordfält, 2007). Also, as mentioned in the previous section, a quantitative approach was undertaken and therefore a big amount of respondents were needed, which we thought were more possible to gain in supermarkets than in smaller (local) grocery stores. On the other hand, since our intention was to both observe and interview at the same time we needed stores where one could stand behind the checkouts but at the same time being able to observe the entrance and the checkout and therefore the store could not be too big, like the hypermarket. The store format supermarket was therefore chosen which is represented by the ICA Kvantum stores.

In the beginning of this work, we had seven different ICA stores that where in a greater interest for us, but in the end we narrowed it down to the ones that had the most comparable layout at the entrance respectively at the checkouts since they were where our experiment took place. To be able to select the stores and make a decision about which ones that where the most suitable in our experiment we visited them all in advance, taking pictures and making notes, so that we were sure that the correct ones where selected. In the end, two similar grocery stores where chosen for the experiment in order to be comparable when it came to store design and layout, since that was the main area of interest. The grocery stores are situated in the south of Sweden, in Vellinge, ICA Kvantum Vellinge respectively Eslöv, ICA Kvantum Eslöv. Moreover, the selected stores were chosen mostly because they had suitable places for us to place the ecological products, both at the entrance and at the checkouts and they also gave us the opportunity to ask the customers' questions after they had paid for their groceries at the checkouts and at the same time observe the customers' around the sales-stand with ecological products.

3.2.2 Products and Brands

When starting to discuss which ecological brands and products that should be a part of this research, we had some restrictions that we wanted to follow to the extent that it was possible. First of all, since our intention was that the results should be applicable for ecological products in general, more than one product and brand needed to be selected. We also wanted products that could be comparable to conventionally product assortments and in the spite of that they are ecological products could be classified as high frequency products, for example coffee (Fader & Lodish, 1990). This, since the purpose is to see if the placement of the ecological products could have an impact on sales, and if rearranging the ecological products could help to prevent sales to remain low by creating a positive attitude towards the products. What we also wanted to accomplice by selecting ordinary high frequency products was to see if it is not actually the products themselves that are the reason to why people do not tend to buy them, since so many are positive towards environmentally friendly and ecological products due to previous research (e.g. ACNielsen, 2005; Ekelund, 2003), but in fact the placement and disposal of them.

Secondly, media has a strong effect on consumers in most cases and therefore campaigns and special offers of the selected products and brands was something we wanted to avoid as much as possible. Though, when this experiment was done, ICA had put major effort in both commercial and in-store marketing, since it was the release of their new ecological assortment

I Love Eco. We were aware of that this probably could have substantially effects on both the result and on our experiment in general, but since we choose a topic that is well debated today this is one of the disadvantages. On the other hand, seeing as our intention actually was to use I love Eco sale-stands in-store to enhance the effect of the ecological products, this could be seen as part of the investigation and that more in-store information about ecological products were used, than we first planned, which only helped us to enhance the message about the ecological products (Nordfält, 2007). What we instead tried to avoid was that the products chosen was not on special offers, for example “take two pay for one,” or that any of the products were on a discount during the weeks. We therefore gained a flyer with the entire special offers for the two weeks in advance so that we were sure that none of the items selected were on special offers during the weeks for control experiment and actual experiment.

With these limitations in mind, we decided to choose products that could be suitable together and would be prominent in a coordinated open display as well as it should be ordinary products that customers’ often buy in order to gain a trustworthy result. Therefore as a general product and also high frequency product ecological coffee were chosen, one instant coffee and two filter coffees. Moreover, products’ that goes well with coffee are cookies, two different kinds were selected, sugar, both cube and granulated sugar, fruit syrup, strawberry and elderberry, and finally groceries that are connected to baking; flour, cacao powder.

When it came to the brands, we looked at brands that could provide us with ecological alternatives and also were present at ICA. Since ICA recently had launched their new brand I Love Eco they have tried to assemble all of the ecological products under one brand name so therefore the supply was not so broad, but we managed to find a few that were of a greater interest. The brands chosen were; *I Love Eco* by ICA, *Löfbergs Lila*, *Classic* and *Dan Sukker*. These were all brands that provided us with the products that we wanted at the same time as they all offered ecological alternatives.

3.2.3 Placement of Products

Since the purpose of the thesis was to investigate if placement and display of ecological products in-store could change the sales of this assortment, we put together different kinds of ecological brands so that we could gain depth and width at the same time as we tried to choose products that were suitable together. The theory constitutes two places in-store that seemed to increase sales more than the other when combining it with some kind of special “off-shelf” display (e.g. McGoldrick, 2002; Underhill, 2000). Therefore, the entrance and the checkouts were selected, where two equal displays were rigged at different times in order to be comparable between the stores. In accordance with the theories the sales-stand and side table were placed using an open display, which allowed customers to stop, look and touch at the same time as coordinated display were used so that different products that suits together stood together (McGoldrick, 2002; Rosenbloom, 1981). By doing this, we thought that the customers’ should be attracted by the sales-stands and that the chances were bigger that the consumers’ actually stopped and touch the products, and by that the chances for unplanned buying would raise.

We were also very accurate about that the sale-stands should be visible from the entrance at the store so that the customers’ could notice them in an early stage of their shopping trip and also avoid the risk of them missing them due to other atmospheric elements that could interfere (Underhill, 2000), when placing the sale-stand in the front section of the store.

Our disposal consisted of one I Love Eco stand and a side table. We filled the stands with the selected products mentioned above, and placed some of the ecological products at the side table since we wanted to make it easier for the customers who passed by to notice and touch the products. We also believed, that by using this kind of display, we could positively influence sales of all ecological products displayed at the sales-stand and we had in mind that products that can be seen as belonging together in the same place also needs to be able to be perceived at the same time (Nordfält, 2007). This is why we chose to have coffee (as the general product) together with ecological baking ingredients and pre-made cookies and other related items placed together on a side table next to the sales-stand. We did this since, as we mentioned in the theory chapter, if customers have the possibility to touch the products this will lead to a higher level of unplanned purchases (Underhill, 2002). We wanted to change the customers' habitual shopping pattern and to make them try the ecological products, which may, in turn, lead to a new habitual shopping pattern. By placing the ecological products at the side table we also wanted to make them feel welcomed to touch and look and not feel constrained by a whole wall full of products.

3.3 The experimental design

To receive relevant data, to be able to answer our research question and fulfil our purpose, we used a quantitative research design, where we tried to receive as much information about the topic as possible. The main strength with a quantitative method and the positivist paradigm is that they can provide a wide coverage of the range of situations (Easterby-Smith et al, 2002). Though, on the contrary quantitative methods tend to be inflexible and artificial and are not very effective in understanding processes. We did not aim to get a deeper understanding of why consumers behave as they do in the store; we wanted to receive information on how they behave, compared to what they say that they do.

Moreover, we used *triangulation* as it gave us the opportunity to receive multiple sources of data and cross-check findings (Bryman & Bell, 2003). Before doing the experiment, a control (pilot) experiment was made during two days (Tuesday and Wednesday) the week before the experiment. The data for analysis and final results was collected during 2 days (Tuesday and Wednesday) using quantitative questionnaires, observations and sales data from the selected ICA stores. The use of triangulation helped us cancel out limitations of one method by use of another (*Ibid*).

Our investigation consisted of three different conditions (control experiment = no manipulation, entrance and checkout) tested at four days. The control experiment, during week 16, only worked as a pilot study where we tested our questionnaires heading for the manipulation week. This since we did not want to evaluate the difference between the attitudes and behaviour of the customers when no display was present, but rather make the comparisons between entrance and checkout, and only compare sales data with before and after display. *Latin square* experimental design, even called quasi-experimental design (Easterby-Smith et al, 2002), was used in order to reduce the effect of control and experimental groups not being fully matched in accordance with Campbell and Stanley (1963). Latin square, as experimental design, is even recommended for studies in an in store environment (Shadish et al, 2002). Moreover, we used a *pre-test/post-test comparison design* (Easterby-Smith et al, 2002) where the pre-test, our pilot study, started out during week 16 (Tuesday and Wednesday) where we tested our questionnaires on the customers' and got a chance to see which questions that were of a greater interest to keep for the manipulation week. By doing that we also got a picture of how much knowledge and which general attitude the customers' had to ecological products before rearranging anything in-store. Secondly,

during the manipulation week, week 17 (Tuesday and Wednesday), we rearranged the store and rigged the sales-stands at the different places selected (entrance respectively checkout), to see if the placement of the products could have any impact on the attitude towards buying ecological products and if unplanned purchases occurred. Accordingly, three different conditions were tested; *no display* of ecological products, (where the products were placed on their ordinary spots in the store during the control week) display with the chosen ecological products at the *entrance* (where the chosen products were gathered together in the front section of the store during the manipulation week), and display with the chosen ecological products at the *checkouts* (where the chosen products were gathered together in the end of the store during the manipulation week).

Furthermore, different times during the day can have an impact on the results and by using a Latin square experimental design we decreased the risk for this calendar-effects and differences between stores to occur, which lead to higher generalizability for our study (Nordfält, 2007). Latin square is known for having high validity, and since we choose two days that are in the middle of the week and in the middle of the month the validity probably was increased, since day of payment among others are not present. Different grocery shopping is made during different days in the week and due to that cause we choose to do the experiment during a Tuesday and a Wednesday since we had the impression that these days looks the same concerning the products that are bought. For example, many customers buy their food for the whole weekend during Thursdays and buy more expensive food on Fridays than the other days of the week. Below the schedule for both the pre- and the post-test are showed.

| | | Week 16 | | Week 17 | |
|-------------------------|-----------------|-----------------|-----------------|------------------------------|------------------------------|
| | | Tuesday | Wednesday | Tuesday | Wednesday |
| ICA Kvantum Eslöv | Control group | Control group | Control group | Experimental group | Experimental group |
| | No manipulation | No manipulation | No manipulation | Disposal at the checkouts | Disposal at the entrance |
| ICA Kvantum Vellinge | Control group | Control group | Control group | Experimental group | Experimental group |
| | No manipulation | No manipulation | No manipulation | Disposal at the entrance | Disposal at the checkouts |

3.3.1 Observations

Informed decisions about store layout can only be made through direct observations of the current utilization of the store (Larson et al, 2005). Therefore, our observations, as for the investigations made by Dickinson and Sawyer (1990) and Hoyer (1984), took place in the store environment, moreover in the selected ICA stores'. The observations only took place during the manipulation week, since we wanted to study if the placement of the ecological products had any impact on behaviour. In these instant observations we looked at a regular interval and this gave us relevant data about the customers' behaviour around the ecological sales-stands. The main advantage by using observations is that it allows behaviour to be observed directly (Bryman & Bell, 2003). The results from the observations are used as complementary to the results from the questionnaires. This gave us the opportunity to receive answers from both on what the consumers' said that they did and how they actually behaved around the ecological products.

We, as investigators, did not take place in the structured observations (N=729). We were only there to observe and not to influence the participants in any way. As suggested by Underhill (2000) we did not stand too close to the consumers so that they felt observed, though, we were near them and could see the whole situation from where we stood, something that is called *incidental exposure* (Nordfält, 2007). The *reactive effect* (Bryman & Bell, 2003) became small, since we acted like normal customers within the stores. Though, observations can create some ethical issues since if one is observing something and someone sees it and asks, one cannot go on as before since one has been seen (Easterby-Smith et al, 2002). What could be questioned is how much dishonesty that is acceptable in an observation situation in order to provide trustworthy results and not drag any attention to the observation situation going on (*Ibid*). If one gets asked, one should, according to Taylor and Bogdan (1984) be truthful but vague and imprecise. While we were observing some customers naturally came up to us asking what we were doing, in spite of that we acted as normal customers. We felt that it was important to tell the customers the truth, and therefore explained shortly where we came from and that we worked on our master thesis.

An observation schedule/coding scheme was made for us so that we could stay focused on what to be measured, which also helped us when we concluded the received data. The scheme was made to make it easy for us to operate with, concluding not too many options as it could be confusing for us to fill in the right information. The validity became higher since we had the complete understanding of what is being measured by these schemes. When it came to observations, care needs to be taken in the allocation of observation times to ensure that results are not excessively dominated by unrepresentative periods of the day (Easterby-Smith et al, 2002), therefore customers' within the store was selected randomly from 10 a.m. to 5 p.m. We did this to enhance the generalizability as different age groups with different occupations will be visiting the store during different times of the day.

The different behaviours that were studied in this investigation were if the customers just *passed* the disposal with ecological products or if they *stopped and looked, stopped and touched* or if they *bought* the one or more product from the sales-stand. These behaviours were chosen in accordance with for example, what Underhill (2002) talks about that if the customers have the possibility to touch the products that may lead to unplanned purchases. We also wanted to know if the sales-stand and the side table made the customers feel inspired to make new product choices. Further, according to the theories by displaying the products on a special display, compared to a normal display, will lead to a higher degree of attention to the new objects (Nordfält, 2007; Solomon et al, 2006).

By doing these observations we received answers on how the customers' actually behaved in the store environment and around the special displays, at the entrance respectively at the checkouts, since there might be a difference between what customers say they do and what they actually do. Some of the customers that were observed at the display were also asked questions of their behaviour through our questionnaires, since we wanted to know the reason behind their behaviour, more specific if their purchases were planned or unplanned. Moreover, we also wanted to know if the display at the entrance, respectively at the checkouts, attracted their attention so that we could reveal information on if the displays were effective or not. Two hypotheses (8a + b) were answered through our observations in comparison with the results from all the questionnaires concerning question number three and four. These questions in the questionnaire referred to if the customers noticed the sales-stand

and how they acted. Furthermore, the observations will be used for giving a broader picture, as well as complement the answers from the questionnaires on hypotheses 1 (a + b), 3 and 4.

3.3.2 Quantitative questionnaires

For this survey we used questionnaires ($N=361$) for the customers within the selected stores to answer. We made *three different questionnaires*, one for the control experiment ($N=120$), one for the display at the entrance ($N=120$) and the last one for the display at the checkouts ($N=121$). The first questionnaire for the control experiment only worked as a pilot study where we tested the questions heading for the manipulation week, and therefore the results from those questionnaires will not be present in the analysis. These three questionnaires were made to make it easier for the respondents to answer and to relate to so that there would be fewer misunderstandings. Therefore, we used only closed questions since it is more convenient for the respondents to answer, and the study did not aim to receive deeper understanding of the chosen area and reasons why consumers behave as they do. Though an ethical issue that may arise while using questionnaire, is that it is generally the respondent who provides the information directly, via a questionnaire, and the researcher therefore simply has to accept what is provided by the respondent without having much opportunity to question it or correct if something seems wrong (Easterby-Smith et al, 2002). Though we believe that we managed to decrease this risk by conducting the survey as an interview in which we asked the questions and the answers were filled in by us. Doing it this way also helped us to increase the respondent rate, since it seems to be higher than if we let the respondents fill in the answers themselves in accordance with Bryman and Bell (2003).

Moreover, the quantitative questionnaires were used in order to find out consumers' general attitudes towards ecological products and their attitude towards the placement of the ecological products after the rearrangement and how they perceive that other peoples' opinions affect their attitude towards buying ecological products. It also gave us information about if the customers bought more than one product from the sales-stand and/or the side table. The questionnaires were conducted with focus on specific questions that were easy and clear, not too many for the customers to answer, since it was important to receive as many respondents as possible, in a place where little time is spent and where people are in a hurry. A *Likert scale* is the most used on questions measuring attitude, and therefore a seventh grade scale was used at suitable questions. We are aware of that all questions can be subjective to affects, depending on words used in the questions. The framework in which the questions are made can even affect quality judgments. We also kept the language simple and avoided leading questions, since it is difficult to see if the answers are really the attitudes of the respondents or if they are the answers the respondents believe are socially correct. A problem with using quantitative questionnaires is that there is a possible gap between stated and actual behaviour, but we received this additional data by using observations. This could be due to the fact that the in-store environment consists of consumers in a hurry and they are very goal oriented (Kaltchera & Weitz, 2006).

Every fifth customer that passed through the checkouts was given the chance to answer the questionnaires. We did this to get as random selection as possible, where we did not have the chance to select special customers, but to receive a general view on the questions. We believed that this lead to higher reliability and validity. Also the fact that we wanted time to conclude and reflect upon the answers and prepare for the next interview, so that we did not seem stressed or behaved in a peculiar way, every fifth was chosen. Though, if we observed someone that did something else than just passed by the sales-stand, it naturally were of a greater interest to question that person, in order to see if the customer's attitude and behaviour

matched. The reason why we stood behind the checkouts was that we did not want to influence the consumers' behaviour in any way by mentioning ecological products before entering the stores, since this can change the consumers' attitudes and might change their behaviour in-store. A problem with asking questions after the purchases, mentioned by Nordfält (2007) is that customers' might exaggerate the share of planned purchases to avoid being seen as too impulsive or having a bad memory. The questionnaires at the control experiment had almost the same questions as the other two, used at the actual experiment, except from questions about the placement of the two sales-stands that only where used in the experimental groups.

3.3.2.1 Variables during control and experimental weeks

The parts below aims to provide the reader with a closer motivation to the chosen variables that we used during the control and experimental weeks. Three questionnaires were made where we wanted to gain the customers' attitude when it comes to buying ecological products in general, how they perceived their buying behaviour and how they experienced the placement of the ecological products in-store. In the discussion below we will use the variables from the control week (pilot study) as a base, and discuss which variables we kept and which we rejected for the manipulation week.

Placement of ecological products (S)

Variables that had to do with placement of the products were used since they are the stimuli of investigation and this variable was measured by two questions in the pilot study, concerning placement. The first was a basic *yes/no* question where the customers had to answer whether they knew where the ecological products were displayed or not in the selected store. Our intention was to get a general feeling of how many of the customers' that was aware of how to find the products in-store, which followed with the question *how they felt it was to locate the products in-store*, using a seventh grade Likert scale where the customer should choose between "difficult" (1) and "easy" (7). Though, when evaluating the pilot study, we came to the conclusion that these questions did not make any sense to our study, since we did not have the intention to measure the difference between if the customers' knew where to find the products today in comparison with when rearranging the ecological products in-store, but just to measure the difference between entrance and checkout. Neither did we have the intention to study if they thought it was easy to locate the products, at the entrance respectively at the checkout, given that we found it self-explanatory that they knew where to find them if they noticed the special display.

For the manipulation week questions to this part concerning stimuli (placement of the ecological products at the entrance and the checkouts) were added. The first question was related to if the customers *noticed the ecological products at the entrance respectively checkout*, depending on where the display was placed. They could answer either *yes* or *no* and the question was given, so that we knew to what extent the customers' had noticed the sales-stands. If the answer *yes* was given, more questions concerning behaviour and placement of the products were asked. Also a question concerning if the customers' had bought more than one ecological product from the sales-stand was questioned, and the answers to choose among were *yes* and *no*, as previous question concerning placement. This question related to the theory of coordinated display (that products that can be used together also should be displayed together as a way to increase sales of related items (Underhill, 2000).

General attitude towards ecological products (O)

The variable general attitude towards ecological products (emotional) was chosen in order to see if the customers had any interest in these products, since the sales of them remain low (e.g. svd.se, 2007). To measure the attitude, four questions in the questionnaire handled this aspect in the pilot study and at all of them a seven grade Likert scale was used. For the first question the customers' had to determine whether they had a positive or negative attitude towards the products, where 1 represented "negative" and 7 "positive". This question we thought made a proper introduction and gave us a good impression of how the customers' felt about ecological products in general, in other words, if they may have a positive attitude to purchase them.

In addition, we asked them what they felt important when buying ecological products and how much they gave priority to health and environment. The statements "not important" (1) and "important" (7) was what the customers' had to select between and we thought that the question played an important part since environment and health was stated as important factors to why people had a positive attitude towards purchasing ecological products (ACNielsen, 2005; Ekelund, 2003). Though, when evaluating the pilot study, this question seemed somewhat meaningless since it generated answers that were of a greater interest when it comes to their attitude towards buying the products in comparison to placement and display of the products in-store. This might be able to be as Törestad (svd.se, 2007) mentioned that people tend to get influenced by media and the society and therefore are socialized to think a certain way, which, in turn, made them give us answers that they felt obvious. Therefore we decided to remove this question in the questionnaire for the manipulation week.

Having previous question in mind, influences from media, like TV-commercials and newspapers was mentioned as a possible cause to why people have a certain attitude towards ecological products (svd.se, 2007). What was of greater interest here was to see if this statement was something that the customers' felt affected them in their attitude towards buying ecological products, and in order to find out whether they had been influenced by others to have a certain attitude or if it was their own opinion that made them choose the ecological products or not. We thought this was central to measure, mostly due to the fact that the ecological products' has been given a lot of attention in media these days but also if media was a contributor to give them a general attitude towards the ecological products, which can be negative and therefore be a possible reason to why people do not buy them. Also previous research and theories have stated that others' opinion in fact can affect people attitude towards buying ecological products (e.g. svd.se, 2007; Tarkiainen & Sundqvist, 2005). Therefore, we kept this question for the final questionnaires.

Finally, the question *if the customers' believed that they would buy more ecological products if they were displayed near the entrance or near the checkouts was asked*, in order to see if their attitudes towards buying the ecological products would be higher in those places than when they were displayed together with the ordinary assortment. For the questionnaire used during the manipulation week, we basically changed the questions to if they thought that they would purchase more products if they were displayed at the checkouts, when having them placed near the entrance and vice versa, in order to be able to compare if the customers' believed that any of the places could increase their attitude towards buying the ecological products. Here, as for most of the questions, a Likert scale with seven grades were used and

the customers' should determine whether they "not agreed" (1) or "agreed" (7) with this statement.

In short, for the questionnaires used during manipulation week we decided to keep the attitude questions *attitude towards ecological products* and *influence of others* as well as the question *if the customers' believed that they would buy more ecological products if they were displayed near the entrance or at the checkouts*, but as stated above we removed the question concerning health and environment when it comes to ecological products and the question *if the placement of ecological products would have an impact on the customers' overall perception of the in-store environment and if that, in turn, was positively or negatively valued among the customers'* was added. This question was asked in order to see if their attitude towards buying ecological products would be affected by their experience of the in-store environment, using the sales-stands. We used Likert scale on this questions to get a mean-value, were "negative" was given (1) and "positive" was given (7). This question was asked in accordance with theory concerning overall store atmosphere and how that can have an impact on, for example evaluation of the products (Scholosser, 1998), the ease of circulation when using the sales-stands (Nordfält, 2007) and the creation of an effective shopping space when using the sales-stands (McGoldrick, 2002).

Buying habits when it comes to ecological products (R)

Last, since attitude towards buying ecological products and buying behaviour when it comes to ecological products does not match, the final variable of interest was naturally behaviour and three questions were dedicated to this variable in the pilot study. The question, *to which extent do you usually buy ecological products*, was asked in order to get a broad picture of how often people tended to estimate that they usually bought the products. At this question, as many of the others', a seven grade Likert scale was used, and our intention by making the customers' reflect over this phenomenon was to be able to compare the customers' answer in this question with their answers in the first attitude question, *general attitude towards ecological products*, mentioned in previous section. This since we wanted to see if most of the customers' that had a positive attitude towards ecological products also where the ones that usually bought them, rather than the ones that has a positive attitude but never buy.

Further, we asked what they believed affected their behaviour the most when it came to actually bought the products or not, and here the customers' could choose among five different answers, where they were ordered to choose the one that suited them the best. *Placement, availability, unplanned-purchase, price* and *frequent buyer* were the statements to choose among. This question could also have been using a Likert scale for each and every alternative, but we did not aim to measure different opinions towards each and every alternative, but rather which one of the different alternatives that had the biggest impact on the consumers' buying behaviour and here focus was to be held to if *placement* played the bigger part when it comes to unplanned purchases. In addition, to gain a mean-value was not a part of interest in this question.

Following question considered if the customer had bought any products that day, and if so, if it was a *planned purchase*, an *unplanned-purchase*, if *the product the customer use to buy was out of stock* or if the customer *not had bought any products that day*. The last alternative was put up for customers' that in the latter question had answered that they were a frequent buyer, but not had bought any products that day. The same motivation as the former question was used, moreover we were interested in why people actually buy the products and if the

purchase made that day was the result of an unplanned purchase due to the placement and the display of the products or to see if a planned purchase was the result of a frequent buyer and connected to more habitual decision making.

For the manipulation week the behaviour question, *what you did do*, was added and was asked in order for us to know how many of the customers' that would state that they had noticed the sales-stands at the entrance respectively at the checkout. The answers to chose among were; *passed, stopped and looked, stopped and touched* and *bought* and the question was asked in order to receive information about the consumers' behaviour to be able to compare with the observations made within the store when it comes to which ones that have done something else than just pass the sales-stands, to be able to see if the buying behaviour among the consumers' matched with what were revealed in the attitude questions.

3.3.3 Sales data

For the evaluation and for answering our research question, if the placement of ecological products in-store had an impact on sales of these products, we received sales data from the selected ICA Kvantic stores. We received sales data from both before the rearrangement of products to compare with sales data from the days when we had the sales-stand and the side table. The sales data during the control week were compared with the results from the manipulation week, when the ecological products were placed at the entrance respectively at the checkout, as well as entrance was compared towards checkouts in order to see which place that was the most effective when it comes to increase of sales. To be able to analyze and compare sales before rearrangement and after the rearrangement, the sales data only covered the products that we used in the experiment; therefore sales of all ecological products at ICA during the time for the experiment were not included.

3.4 SPSS

All the data collected from the observations and quantitative questionnaires have been analyzed with the analytical tool SPSS. We have mostly been using frequencies in order to gain mean values and also cross-tabulations to be able to compare two variables with each other. A significance level of 5 percent has been accepted through the measures.

3.5 Reliability and Validity

During this chapter have we continuously discussed *reliability* and *validity* and both of these expressions constitute the trustworthiness in the thesis. Generally, reliability is to which extent the results generate the same answer when several independent, though comparable, experiments are made (Bryman & Bell, 2003). In addition, validity is that what aims to be measured, actually are being measured. High reliability is necessary to achieve good validity, but it is not enough just to have high reliability to secure the validity (Ibid). In this section a summary of what we have gone through concerning these two phenomena will be presented.

Starting with our experimental design, our study was conducted during three different conditions, (control experiment = no manipulation, manipulation at the entrance and at the checkout) in the two selected stores, which gave us the opportunity to receive answers that were comparable to each other, which in turn, could lead to higher validity and reliability for our study (Nordfält, 2007). Moreover, by using Latin- square and implementing the study during two days in the middle of the week and in the middle of the month, the validity tends to be higher. Both the internal, if the experiment is consistent with reality, and the external, to

which extent the result can be generalized, validity probably increased, than if we had done the study during a weekend or a day of payment (Nordfält, 2007; Bryman & Bell, 2003). This, among others, due to the fact that different type of grocery shopping is done during different days in the week and we wanted to use as comparable days as possible to avoid a distorted result. The use of triangulation throughout the experiment made the reliability higher and as we observed customers' behaviour we could check if their attitude were consistent with their behaviour and, in turn, the sales data filled in the gaps of how the sales actually turned out, in case if we missed out on something.

The fact that the experiment took place in a natural store environment with an unintended exposure tends to increase the ecological validity (Shadish et al, 2002). A high ecological validity affects the external validity positively and we therefore believe that the experiment achieved high external validity. Though, the generalizability can only be stated for the selected products and brands that are comparable to the ones in the experiment. We aimed to have as equal conditions within the stores as possible to minimize the risk of haphazard effects, though we can not ignore that the store environment is dynamic and unpredictable in comparison with an artificial created environment.

We tried to hold a random selection of customers (age, gender, wealth etc.) by chose every fifth that passed the checkouts, during different times of the day, in order to decrease the risk of an oblique position and receive a more general view, than if we had selected the customers' ourselves. We also wanted time to reflect over the interview, as well as we wanted to concentrate and prepare for next interview so that the customers' would not react on that we were doing interviews. Though, if someone that made something other than passed the sales stand were observed, we asked that person to participate in the questionnaire, even though it was not the fifth person that passed.

The sales data was collected during the stores total opening hours and the observations and questionnaires were only made during 10 a.m. to 5 p.m. This could lead to that we missed customers that behaved in a certain way or had an attitude that could have an impact on the result, though we do not think that this is, but we kept this information in mind during the study.

Focusing on the questionnaire, the pre-test of the questionnaires during the control week gave us the opportunity to test our questions and prepare for how to ask them and which questions to use during manipulation week. To increase reliability we asked questions after the customers had visit the store and made their purchases and, in turn, validity rose due to that we asked the questions ourselves, as well as we had control over what was being measured due to the observation schemes. Though, it can sometimes be questioned if the customers' answer truthfully when asking them of unplanned purchases, since they can either forget that their purchases were unplanned or that they would not admit that they made an unplanned purchase (Nordfält, 2007). Moreover the questionnaires where held as short as possible in order to generate higher amounts of participants in a stressful environment where the customers' often are in a rush (Kaltcheva & Weitz, 2006). All our results from the questionnaires and observations, except from one, are statistically correct, significant through a t-test or correlation made in SPSS.

Analysis and Results

In this chapter the analysis and the results of the study will be revealed. A discussion will be made in accordance with what the purpose aims to investigate and how theory and method, as well as the observations, questionnaires and sales data have contributed to the findings in this thesis. The hypotheses will be gone through one by one and all hypotheses concerning each part of the S-O-R paradigm will end with a concluding discussion of how they connect and what they revealed.

4.1 Stimuli (S)

4.1.1 Hypothesis 1

The first hypothesis (a + b) concerns if the placement of the ecological products (entrance versus checkout) had any direct effect on sales, without taking the customers' attitudes or behaviour into account. In other words, we aimed to compare which one of the places chosen in-store that seemed to be most effective in terms of sales. Though, while observing, we noticed that the customers' behaved in a certain way, when entering or leaving the stores, which we thought could have had an effect on sales, and therefore we have chosen to comment on it. Though, in general, the result to answer our first hypothesis came from the sales data from the selected stores, ICA Kvantum Eslöv and ICA Kvantum Vellinge. We only received sales data from the selected products, mentioned in 3.2.2, which made it easier for us to see if the display had any impact on the sales of these products. Below the results from the manipulation week in terms of sales from the two stores are revealed;

| | Entrance | | Checkouts |
|------|--------------------------|--|--------------------------|
| 22/4 | 9 products (Vellinge) | | 10 products (Eslöv) |
| 23/4 | 34 products (Eslöv) | | 3 products (Vellinge) |

Table 4:1. Comparison between products sold at entrance versus checkouts during manipulation week

According to the theories both of the places are proven to be effective when it comes to increase sales. Though, the figure shows that by having the ecological products displayed at the entrance (a), rather than having them displayed at the checkouts, had a more positive impact on sales and we could say that the entrance is a more effective place when it comes to increase the sales of ecological products in this case. When we had the display at the entrance, thirty more products, (77 percent), were sold than when we had the display at the checkouts (b). This is in accordance with some of the studies mentioned in the theory chapter; Progressive Grocer (1975) mention that 95 percent of the shoppers' usually passes through the first aisle in the store and that most of them also make a purchase. Also McGoldrick (2002) mentions that the front third of the store has three times more the selling power than the back third of the store which our study also can confirm. On the other hand, Underhill (2000) criticize the placement of ecological products at the entrance, since he believes that people are too busy with taking in other stimuli and do not notice the products in the first section of the store. While observing in the stores we noticed that the customers first focus when entering the stores was to collect a basket or a trolley. In Eslöv this might have had an impact on sales of the ecological products since the baskets were placed on the opposite side

of our sales-stand. In Vellinge the baskets and trolleys were placed outside the entering gates and the customers had already collected them when they passed by the display. Though, this did not seem to have any effect in our study, since the sales were bigger in Eslöv than in Vellinge.

H1a: *Having the ecological products displayed at the entrance will, rather than having them displayed at the checkout, positively have an impact on sales.*

ACCEPTED

H1b: *Having the ecological products displayed at the checkout will, rather than having them displayed at the entrance, positively have an impact on sales.*

REJECTED

4.1.2 Hypothesis 2

As the first hypothesis aims to see which place that is most effective, this one (a + b) focus on if the placement of the ecological products have an impact on sales, by comparing display to no display. In other words, sales data from the control week have been compared to sales data from the manipulation week. The sales of ecological products are low compared to the positive attitude among customers' towards these products (e.g. svd.se, 2007) and as we stated earlier in this thesis, we believe that this, among other factors, depend on that the customers' do not notice the products when they are displayed together with the ordinary assortment (placed next to the conventional alternative). We therefore wanted to see if placement using a special display of the ecological products at the entrance, respectively at the checkout, had any impact on sales compared to its normal shelf display with the conventional assortment.

| | No Display (15+16/4) | Display (22+23/4) |
|----------|-----------------------------|--------------------------|
| Vellinge | 6 products | 12 products |
| Eslöv | 18 products | 44 products |

Table 4.2. Comparison between products sold during control week versus manipulation week

The use of a special display did increase the sales of ecological products in both of the selected stores (a). In Vellinge the sales of the chosen ecological products doubled, while those in Eslöv more than doubled (60 percent) while having them placed at a special display. According to the theories, customers' tend to buy products from special displays which they had no earlier intention of buying and a special display is used to attract attention to products with low frequency (e.g. Fader & Lodish, 1990; Chevalier, 1975). Our intentions with placing the ecological products at special displays, at the entrance respectively at the checkouts, were therefore in order for above mentioned to happen, and we could also see that sales rose with the special display even in this case. Our study is also in accordance with what Nordfält (2007) mentions, that a special display can raise the sales compared to a normal display, which in our case mean that the ecological products is placed right next to the conventional products.

Although, Gagon and Osterhaus (1985) and Chevalier (1975) go against what is previously mentioned and mean that it is not enough just to expose the products to the customers' by displaying them in a different place within the store, but something else needs to be done as well. Underhill (2000) discuss that if the products should be placed in the front section of the store it should be combined with an offer that is too good to say no to. We did not change the price on the selected ecological products or used any special offers, since we only wanted to know if the placement of the products had an impact on sales, and according to our findings we did not need to combine the special display with anything in order to increase sales.

Areni et al (1999) found that a special display also could decrease sales (b) if the display makes the customers' relate to the wrong things. Our concern with this was that if the special display should remind the customers' of their need for the products displayed at the special display, but at they in the end would buy the conventional alternative. However, we did not make an evaluation on if the sales of the conventional alternatives of the products displayed increased, so this is left for future studies. On the contrary, the special display did increase the sales of the ecological products in both of the places (entrance and checkout).

H2a: *The use of a special display will increase the sales of ecological products.*

ACCEPTED

H2b: *The use of a special display will negatively have an impact on the sales of ecological products.*

REJECTED

4.1.3 Hypothesis 3

The last hypothesis in the stimuli section (S) concerns how a special display can be even more effective, when using a certain kind of display technique, since theory reveals that a special display might not always be enough (e.g. McGoldrick, 2002). To use a different kind of special display may have a positive impact on sales and also create attention to change a habitual buying behaviour and stimulate unplanned purchases (e.g. Nordfält, 2007; McGoldrick, 2002; Rosenbloom, 1981). Theory mentions coordinated display as a way to combine products that are suitable together in the same display, in order to increase sales of related items (Underhill, 2000) and we therefore believed, that using this kind of display technique, we could positively influence sales of all ecological products displayed at the sales-stand. It is important, to have in mind, that products that can be seen as belonging together in the same place also needs to be able to be perceived at the same time (Nordfält, 2007) and that is why we chose to have coffee as the general product together with ecological baking ingredients and pre-made cookies placed together on a side table next to the sales-stand. The hypothesis aims to be answered with the quantitative questionnaires, since we are unable to gain this information from the sales data, as it only shows total amount of ecological products that has been sold and not how many products each customer bought. Neither could the observations provide us with a reliable answer to this hypothesis, since we did not have the chance to notice or ask everyone that had bought more than one product from the sales-stand. Therefore, the result will only be built on the people that have answered the question if more than one product was bought from the sales-stand, though, the results from the observations will be discussed.

As both place and special display were shown to increase sales as in the discussion mentioned above, this result from the findings was not in accordance with what we believed and what previous theories have shown, and due to this, this hypothesis is rejected. Among the observed respondents ($N=729$) we could see that only 7 percent of the customers actually bought any products from the sales-stands at the entrance and at the checkouts, but not how many products each person bought. Although it is important to take into account that this result only builds on what we have been able to observe, and as stated above, we might have missed out on someone that bought any ecological products. When it comes to the respondents from the questionnaire ($N=91$), only 2 percent could agree on that they had bought more than one product from the sales-stands. Though, in this question only the ones that replied that they had noticed the sales-stands were asked to participate, and therefore the rest (62 percent when $N=241$) that did not notice the sales-stands have not participated in this question. Due to the low amount of respondents the result could not be proven statistically correct and we therefore refrain to make any statements on whether a coordinated display of ecological products will increase sales of related items.

H3: *The use of a coordinated display will positively influence sales of all ecological products displayed at the sales-stand.*

REJECTED

4.1.4 Compilation of hypothesis 1-3

These hypotheses discuss the placement of the products which is the stimuli part from the theory chapter, described in S-O-R paradigm, and the purpose was to see if the *placement*, (entrance versus checkouts, special- and coordinated display) of ecological products had any impact on sales. As we can see from the results, the display at the entrance had a more positive impact on sales than the display at the checkouts, even though both of the displays, entrance and checkouts, had a positive impact on the sales during the manipulation week, in comparison to the week where no display was applied (control week). Though, the coordinated display did not positively influence sales of all ecological products displayed at the sales-stand in our study.

4.2 Emotional (O)

4.2.1 Hypothesis 4

When it comes to the emotional section, which is mentioned in the S-O-R paradigm, as the customers' attitudes depending on the stimuli (placement) (Babin & Darden, 1995), the first thing we questioned was if the placement of the ecological products could have any impact on the customers' *attitudes* towards buying them. The observations will work as a complement to try to give a more reliable picture of how many that actually has noticed the sales-stands at the entrance and at the checkouts, while the answers from the questionnaires will provide us with the answer to this hypothesis. Only the once that has noticed the sales-stands, have been asked to reply the question.

As theory stated, a given store environment can create emotional states within the customers' which, in turn, will lead to a certain behaviour (Baker et al, 1992), and in conformity, the customers' were asked to state whether they experienced the in-store environment positively or negatively when the ecological products were displayed at the entrance respectively at the

checkout. Moreover, the placement of products, as a part of the in-store environment, can affect pleasure and arousal among the customers which may will, if these two emotional states are experienced as high among the customers', increase the willingness to make a purchase and spend time in the store (Nordfält, 2007; Groeppel-Klein, 2005; van Kenhove and Desrumaux, 1997; Babin & Darden, 1995; Donovan and Rossiter, 1982). But in order for this to happen, it is important to employ the most productive use of space and that the layout of the store is designed to ease circulation so that crowding does not appear at the same time as it should be easy to find products in-store (McGoldrick, 2002). Otherwise the in-store environment may reduce shopping pleasure and lead to deterioration of customers' moods (Spies et al 1997).

Due to what theory had to say, we believed that by placing the ecological products near the entrance respectively near the checkout the chances to find the products would increase and therefore time loss, arising while searching for the products in-store, would decrease and thereby the customers' would experience higher pleasure. In addition, since both of the ICA stores in Eslöv respectively Vellinge had proper amount of space in the area around the entrance and around the checkouts we did not believe that the placement of the ecological products there would aggravate the ease of circulation, and therefore not reduce pleasure among the customers', but rather increase it since the products would be easier to find.

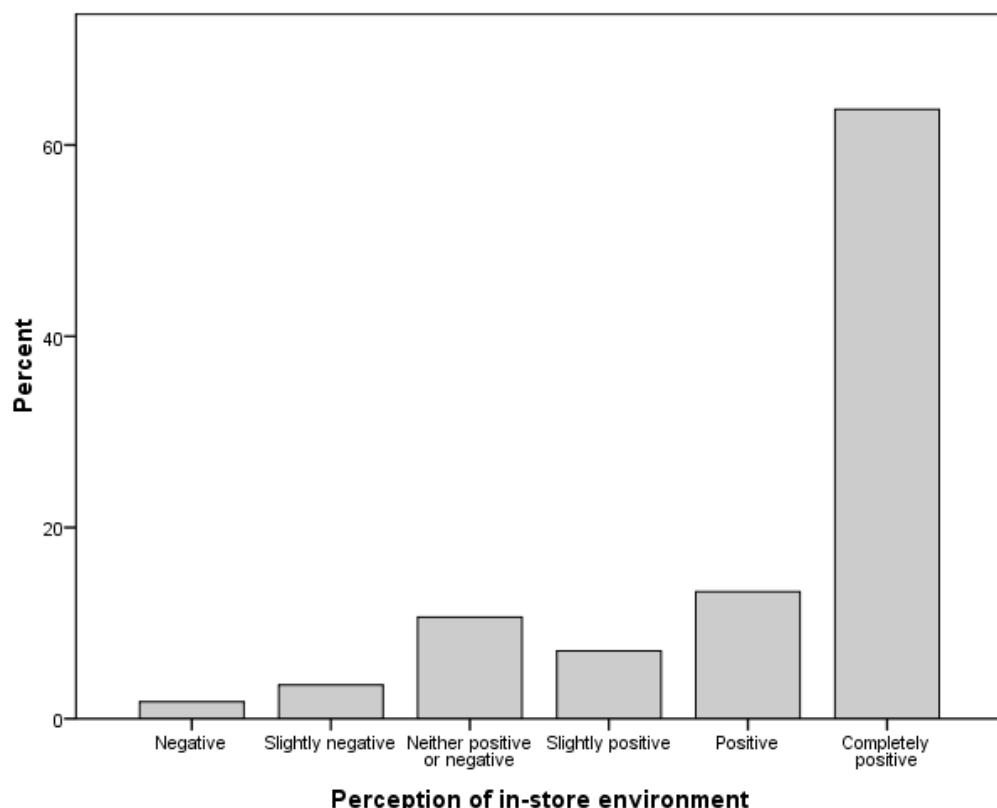


Figure 4:1. The customers' attitude towards the in-store environment, when using display

Among the customers' that were questioned, the results revealed that, the placement of ecological products at the entrance was noticed in a bigger extent than at the checkout, although only 47 percent of the total amount of respondents ($N=241$) had noticed the placement of the ecological products both at the entrance and at the checkouts. Looking at all the ones that were observed ($N=729$) it reveals that only 27 percent during both days stopped

and looked at the sales-stands. However, when it comes to the perception of the in-store environment 64 percent of the customers' that had noticed the placement of the ecological products ($N=113$) had a completely positive attitude towards the in-store environment which confirms hypothesis 4. The result was significant with a level of $< 0, 05$ using independent samples test and the findings are therefore statistically correct.

H4: Among the customers' that have noticed the sales-stand most of them will experience the in-store environment as positive.

ACCEPTED

4.2.2 Hypothesis 5

The fifth hypothesis focused on the first part in the TPB-model and is aimed to be answered with the quantitative questionnaires. As stated in chapter 2, this part concerns that a certain attitude will lead to the behaviour, and depending on the behavioural beliefs, this attitude can be positively or negatively valued (Aizen, 1991). Theories have revealed that a more positive attitude towards buying ecological food products lead to higher intention to actually buy ecological products (Bui, 2005; Tarkiainen & Sundqvist, 2005), as well as that people tend to have a positive attitude but do not buy them (Magnusson et al, 2001; Solér, 1993). Moreover, what caught our interest here were if the customers' that had a more positive attitude towards the ecological products in general, also resulted in that they were more frequent buyers of the products, rather than that customers' that has a positive attitude towards ecological products rarely purchase them.

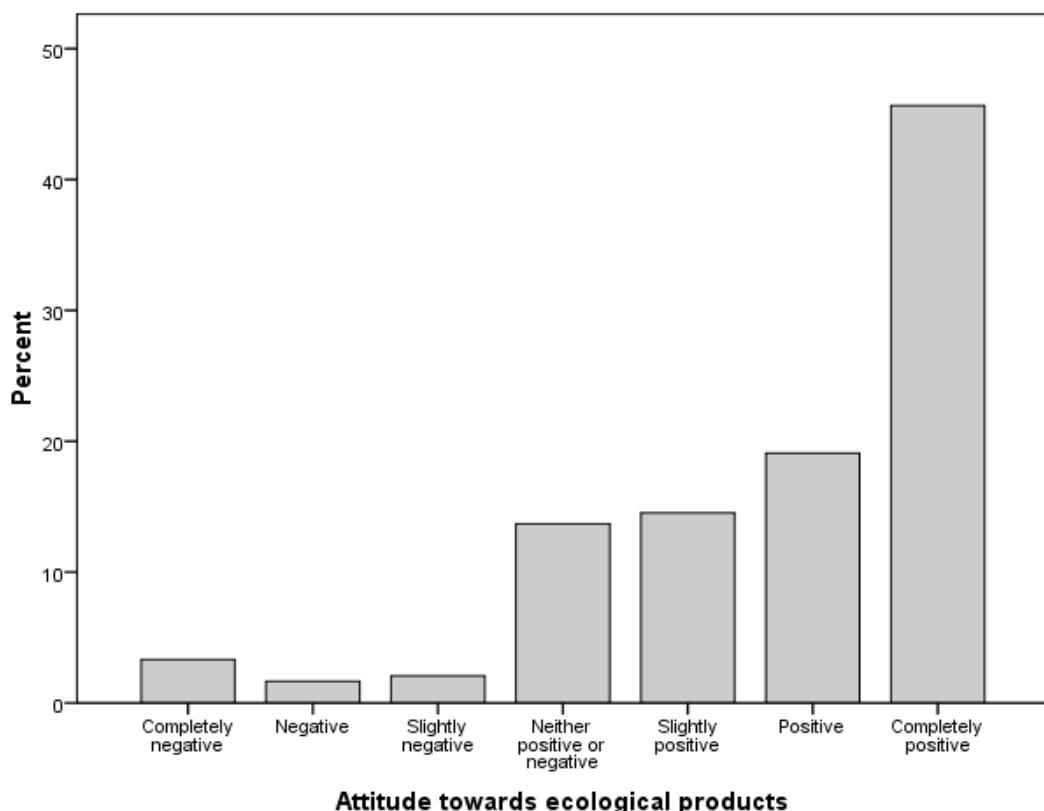


Figure 4:2. The customers' attitude towards ecological products

When not looking at the attitude in combination with use to buy, but only at the total amount of respondents of the questionnaire (N=241), when it comes to attitude towards ecological products, the majority of the customers' have a completely positive attitude towards them. Though, when comparing attitude towards ecological products with how often they use to buy them, we could state that between 15-16 percent of the customers that have a completely positive attitude towards ecological products, more often, frequently or always buy them. In addition it is only between 0-3 percent that never buys the products that also has a positive or completely positive attitude towards them. As we can see the attitude towards ecological products are very positive, but the buying frequency is rather low. Though these results shows us that people that have a positive attitude seems to buy them, rather than the ones that have a positive attitude and do not buy them.

With these results we can confirm hypothesis 5 and as previous hypothesis this one is statistically correct with a significance level of 0,000 using a correlation analysis.

H5: Customers' with a positive attitude towards ecological products also usually buy the ecological products, rather than the ones having a positive attitude but do not buy.

ACCEPTED

4.2.3 Hypothesis 6

Further, the second chapter examines if the thoughts and opinions of people in a person's referent group are important to the consumer when it comes to the ecological products, and the respondents had to answer whether they perceived that e.g. media and other people present in their surroundings had an impact on their attitude towards buying ecological products. In addition the quantitative questionnaires constitute the foundation for this hypothesis. The hypothesis is represented in accordance with the TPB model (Aizen, 1991), and therefore aims to gain understanding of if the customers' attitude towards buying ecological products has to do with what other people think. Moreover theory has revealed that those who think positively about buying ecological products, inventively has a greater influence on the attitude creation of others (Tarkiainen & Sundqvist, 2005), as well as people in many situations fear to separate from the mass (svd.se, 2007). This is somewhat confusing in theory, though has previous findings presented that perceived social pressure to commit to the behaviour or not (buying ecological products) and attitude is significant and therefore affect each other when it comes to attitude towards buying the products (Tarkiainen & Sundqvist, 2005).

Since sales of ecological products is failing today (e.g. svd.se, 2007), we thought it would be of a greater interest to see whether others' opinions are the reason to why sales remain low and, in turn, influence the customers' attitudes towards buying ecological products. Though, our results based on the findings in Eslöv and Vellinge (N=241) shows that 50 percent of the respondents did not perceive that their attitude towards buying ecological products was influenced of others' (e.g. media, other people present in the persons surrounding) at all, and only between 2-8 percent experienced that others' opinions had more or big influence on them, which is not in accordance with what theory has stated. This result surprised us, as we thought that others opinions, mostly media, would have had a much bigger influence on the customers' attitude towards buying ecological products, since they are so well debated in media these days and that ICA recently have launched their new ecological assortment I Love

Eco. Though, we could not confirm hypothesis 6 and in this case cannot state that influence of others' works as a cause to the low sale of ecological products, since peoples' attitudes towards buying them are not affected by others thoughts and opinions. Still, the answer has a significance level of 0, 000 and is therefore statistically correct.

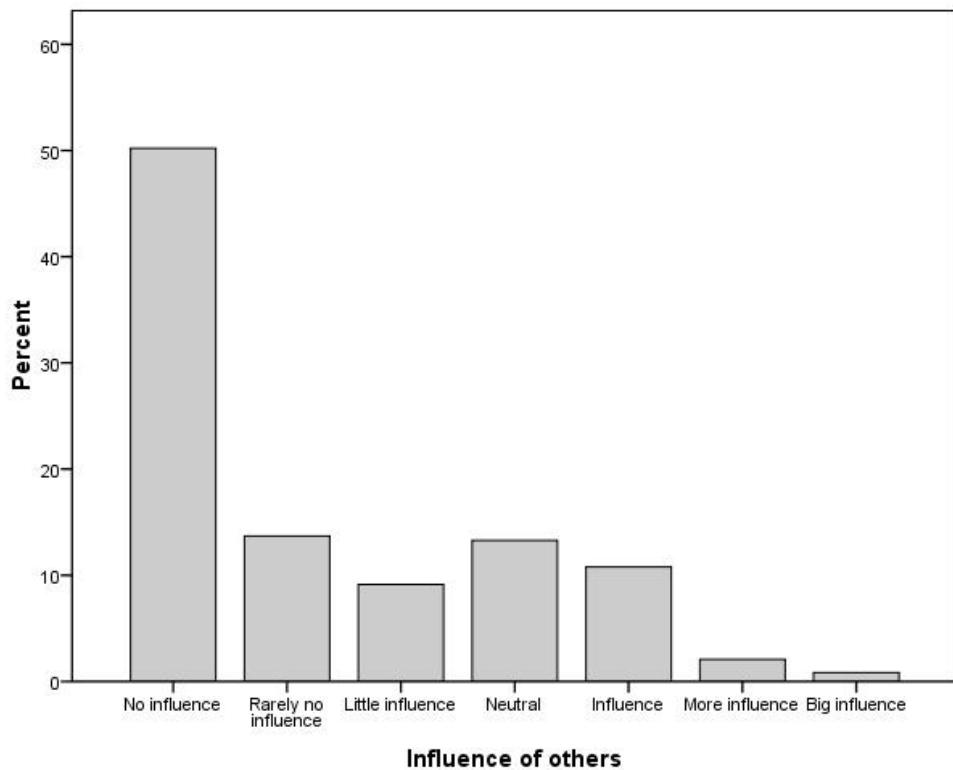


Figure 4:3. If others' opinions influence attitude towards buying ecological products

H6: Opinions on ecological products will influence the customers' attitude towards buying ecological products.

REJECTED

4.2.4 Hypothesis 7

The last hypothesis (a + b) in the emotional part concerns the final step in the TPB model aims to be measured with the quantitative questionnaires. The question, if the attitude towards buying ecological products would be higher if the products had the opposite place against to what it had, were asked. In other words, when the ecological products where displayed at the entrance the customers' were asked if they thought that their attitude towards buying ecological products will be higher if they are placed at the checkouts and vice versa.

Theory explains that beliefs and presence of factors that may facilitate the performance of the behaviour (buy ecological products) in fact are present the wanted behaviour is more likely to occur (Aizen, 1991). As previous research theories somewhat have fail to decide whether it is health consciousness, price or other factors that keeping the sales low (ACNielsen, 2005; Tarkiainen & Sundqvist, 2005; Ekelund, 2003; Mainieri et al, 1997), we were interested to see if place was a factor that could facilitate for the behaviour to occur, and create a positive

attitude towards buying ecological products, and more closely if any of the places (entrance/checkout) were more favourable among the customers'.

Our findings show that a big majority in both cases strongly disagreed when it comes to if their attitude towards buying ecological products would be higher in any of the places. As much as 55 percent of the respondents (N=121) that where asked if they thought that their attitude towards buying ecological products would be higher if they were displayed at the entrance (a), strongly disagreed. On the contrary, only between 11-15 percent could say that they slightly agreed or agreed on this question. In the opposite situation (N=120), 33 percent strongly disagreed and only between 3-4 percent slightly agreed or agreed that their attitude towards buying ecological products would be higher if the ecological products were displayed at the checkouts (b). Though from these results we could see that the entrance display seemed to be slightly more favourable when it comes to attitude towards buying the products, but as stated, none of the hypotheses could be confirmed. Though both hypotheses reach the significance levels of 0, 000 using two independent samples test and are thereby statistically correct (Kolmogorow Smirnow and Man Witney).

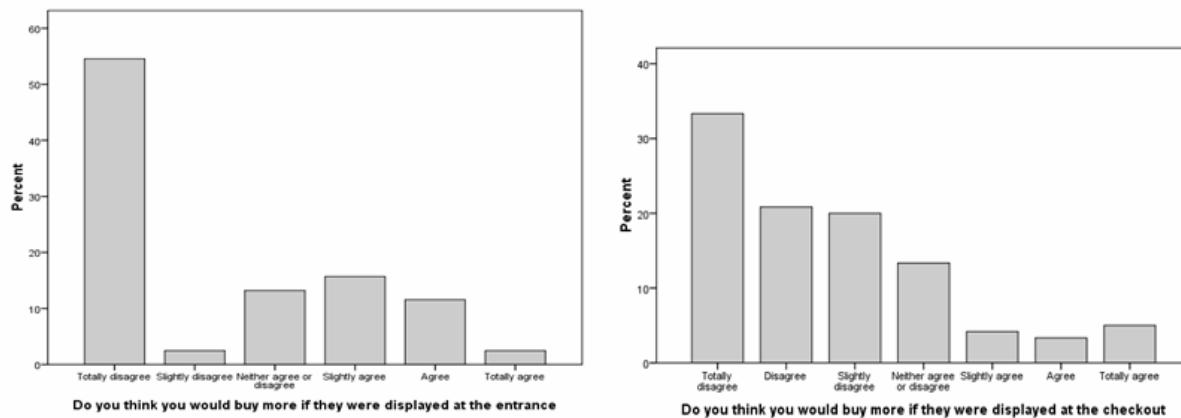


Figure 4:4. The attitude towards' buying the ecological products if they are displayed at the opposite place

H7a: When the ecological products are displayed at the checkout, the attitude to buy ecological products will be higher if they were displayed at the entrance.

REJECTED

H7b: When the ecological products are displayed at the entrance, the attitude to buy ecological products will be higher if they were displayed at the checkout.

REJECTED

4.2.5 Compilation of hypotheses 4-7

As for the emotional part (O) (attitude towards buying ecological products), we could state that most of the customers' with a positive attitude towards ecological products also use to buy them frequently, in comparison to the ones that have a positive attitude but never buys them. Moreover, the customers' did not perceive that their attitude towards buying ecological products had anything to do with what other people think, and we could therefore make the conclusion that this is not a reason to why sales failed in this case. In addition, we could also

state that a big majority strongly disagreed on that their attitude towards buying the ecological products would be higher if the products were displayed in one or another of the chosen places (entrance versus checkout), and therefore neither seemed the place to have any impact on the customers' attitude towards buying the products. On the other hand, the customers that had noticed the sales-stands at the entrance respectively at the checkout, experienced the in-store environment as completely positive, but as mentioned above, their attitude towards buying the products would not be higher due to the placement of the products.

4.3 Response (R)

4.3.1 Hypothesis 8

The response part is the last stage in the S-O-R paradigm, presented in the theoretical chapter, and hypothesis 8 (a + b) constitutes of how many of the customers that have passed the sales-stands at the entrance respectively at the checkout, that actually have noticed it. The observations, as well as the questionnaires will constitute the foundation for the answer and observations can also be comparable with the questionnaires to in which extent the customers' are aware of that they have noticed the sales-stands in accordance what they answered in the questionnaires.

Stated in the theory section consumers' are often exposed to more information than they are willing to, or capable of perceiving, when it comes to daily shopping and in agreement with this, consumers are also very selective about what they pay attention to (Solomon et al, 2006). Some memories will come out spontaneously while others' need help to be remembered and past experiences are one of the memories that customers' tend to use (Nordfält, 2007; Solomon et al, 2006) and in combination with this, consumers attend to only focus on small amount of stimuli to which they are exposed to (Ibid). A reason to why sales of ecological products tend to be low is because of the fact that they are not noticed due to loss of information (Drott et al, 2007), which may relate to the fact that since the display of products today are mixed with the regular assortment, people tend to not notice it, and therefore the ecological products fail when it comes to exposure and attention (Solomon et al, 2006). Moreover, consumers' tend to focus on a certain stimuli and will then be unaware of others, which lead to that certain stimuli are being ignored (ecological products) (Ibid) and therefore the importance of attracting attention and inspiring to new choices by exposing the products in a way that differs from the usual needs to be done (Nordfält, 2007), since attention will be drawn towards the one that differs from those around (Solomon et al, 2006). On the other hand, consumers' tend to be more aware of a stimuli that relate to a current need, for example if one wants to buy ecological products the customers' will naturally look for them and therefore the ones that do not have a positive attitude towards or usually not buy them, may also disregard them, as well as the products can be placed right in front of the customers' but they still not notice them (Nordfält, 2007). Again the importance of exposing the products in a way that drag attention towards them, so that they cannot be ignored, needs to be done concerning the ecological products so that possible perception thresholds can be avoided (Nordfält, 2007). Due to the discussion made above, our main interest here then, was to find out whether the place of ecological products, at the entrance and at the checkout, would in fact help to avoid that the ecological products are being disregarded and in turn if the placement also attract unplanned purchases.

Our results from the observations revealed that, of all the people observed during the manipulation week ($N=729$), only 27 percent of the customers' that passed also stopped and looked at the sales-stands. Therefore hypothesis 8a will be rejected. Though, looking at the

ones we questioned ($N=241$) 56 percent among the ones that said that they had noticed the sales-stands, also had done something more than just passed, in other words, stopped, touched or bought. Though, since our intention here was to measure whether or not the placement of the products could, in a bigger extent, lead to that more people noticed them, we failed.

With this discussion in mind, we therefore can confirm hypothesis 8b, since 68 percent of the passing customers' didn't at all pay attention to the sales-stands at the entrance respectively at the checkouts. Both of the hypotheses are statistically correct with a significance level of 0, 000 for the observations respectively 0, 000 using a correlation analysis on the answers from the questionnaire.

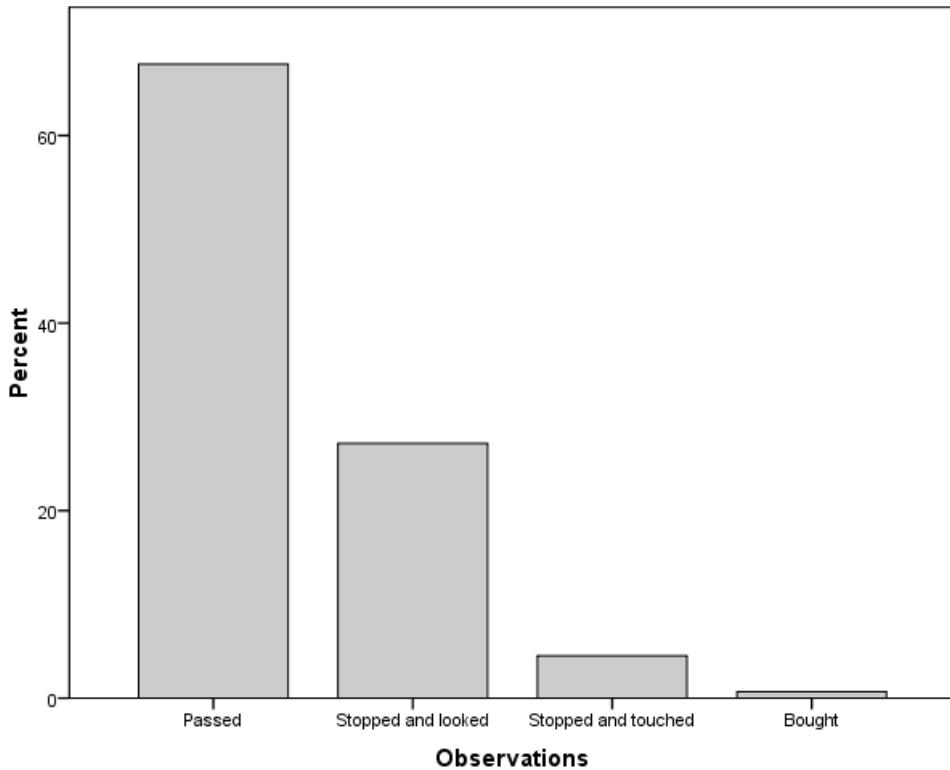


Figure 4:5. How the customers' behaved at the sales-stands at the entrance/checkout

H8a: Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout also pay attention to the sales-stand.

REJECTED

H8b: Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout will not notice it.

ACCEPTED

4.3.2 Hypothesis 9

Hypothesis 9 (a + b) concerns unplanned respectively habitual purchase decisions and the quantitative questionnaires are the foundation for this hypothesis. As an unplanned purchase are characterized by an impulse purchase that the consumer did not have the intention to make before coming to the store (Solomon et al, 2006), in turn, a habitual decision is characterized

by traditional decision making processes and limited problem solving (Nordfält, 2007; Solomon et al, 2006; Uusitalo et al, 2004; Hoyer, 1984; Olhavsky and Granbois, 1980), when it comes to groceries in general (Solomon et al, 2006). Though, it seems that consumers may conduct more complicated choice processes when buying ecological products for the first time, which may engage in an extended problem solving decision (Uusitalo et al, 2004) and therefore we have the intention of ease this part by placing the products more openly, where the chance for unplanned purchases may occur in a bigger extent (Underhill, 2000; Rosenbloom 1981). According to theory, a major objective in designing and arranging the retail environment is to maximise the extent of unplanned purchasing within the store, but a buying habit is somewhat difficult to change (Solomon et al, 2006) and in the discussion of ecological products the retailers must compete with the ordinary (habitual) purchases (Johansson, 2006), by giving the customers' new information about the ecological alternatives (Nordfält, 2007). In addition, the habitual shopping is one of the constituted factors that negatively affect the sales of ecological products, since many customers' do not think, and only buy their usual grocers (Johansson, 2006). We hoped that the placement and display of the products would remind the customers' of their need for coffee or of related items and therefore, since they were exposed to the products they would make a quick decision and buy them right away so that they would not have to search for the products in-store (Aizen, 1991). Moreover, the decision to buy ecological products may lead to a satisfaction which can reinforce intentions and strengthen the likelihood of continued response (Uusitalo et al, 2004). What we thought were of a greater interest here was to see if the customers that usually buy ecological products, also had planned to buy them in advance, more willingly than an unplanned purchase decision. Furthermore, in order to question if it in fact is possible to, by displaying the ecological products at places where unplanned purchases are likely to occur, the unplanned purchases will arise, and in time may become a habit.

In the first part of the hypothesis (a) our findings revealed that when it comes to planned (habitual) purchase decisions, between 87-100 percent of the purchases that were made more often, frequently and always were planned (N=71). In contrast, there was no customers' that made purchases more often or always that was unplanned, and only 13 percent of the purchases that were unplanned was made by frequent buyers. From what we can confirm hypothesis 9a and state that the customers' that usually buy ecological products also are the ones that have planned to buy them, rather than the ones that makes unplanned purchases.

Moreover, if the unplanned purchases mostly depended on the placement of the ecological products (b), was confirmed by 27 percent of the respondents (N=49), who answered that they made unplanned purchases due to the placement. On the other hand as many as 55 percent of the unplanned purchases were purely an impulse, and had nothing to do with the place of the ecological sales-stands. Therefore hypothesis 9b cannot be confirmed due to our findings, and therefore it will be rejected. Both of the hypotheses have significance levels of < 0, 05 (Pearson's R and Spearman correlation) and are therefore statistically correct.

| Use to buy | Planned purchase | Unplanned purchase |
|-------------------|-------------------------|---------------------------|
| More often | 100 % | 0 % |
| Frequently | 87 % | 13 % |
| Always | 100 % | 0 % |

Table 4:3. How many of the planned purchases compared to the unplanned that are done frequently

H9a: *The customers' that usually buy ecological products are also the ones that have planned to buy them, rather than the ones that make unplanned purchases.*

ACCEPTED

H9b: *Unplanned purchases of ecological products are in most cases caused by the placement of the ecological products.*

REJECTED

4.3.3 Compilation of hypotheses 8-9

To conclude the two response (R) hypotheses we could see that most of the people that passed by the sales-stand at the entrance, respectively at the checkout in fact did not pay attention to it, and in conformity neither did the placement of the ecological products cause any unplanned purchases in a bigger extent. Though, what could be confirmed is in fact that if the customers' use to buy the products, they also have planned to buy them in advance, and we assume that they have had time to reflect over their purchase decisions for a longer time and since they use to buy them and it is also a habit. As it seems, we failed to attract the consumers' attention and thereby stimulate unplanned purchases, as Rozdobudko (2005) said would be possible if the right display was used and we could draw the conclusion that the entrance and the checkout, using a coordinated display was not the right way of increasing the amount of unplanned purchases among the customers' when it comes to ecological products.

4.4 Compilation of hypotheses

| | | | | |
|-----|-------------|--|-----------------|-----------------------|
| (S) | H 1a | <i>Having the ecological products displayed at the entrance will, rather than having them displayed at the checkout, positively have an impact on sales.</i> | ACCEPTED | |
| | H 1b | <i>Having the ecological products displayed at the checkout will, rather than having them displayed at the entrance, positively have an impact on sales.</i> | REJECTED | |
| | H 2a | <i>The use of a special display will increase the sales of ecological products</i> | ACCEPTED | |
| | H 2b | <i>The use of a special display will negatively have an impact on the sales of ecological products.</i> | REJECTED | |
| | H 3 | <i>The use of a coordinated display will positively influence sales of all ecological products displayed at the sales-stand.</i> | REJECTED | Not significant |
| (O) | H 4 | <i>Among the customers' that have noticed the sales-stand most of them will experience the in-store environment as positive.</i> | ACCEPTED | Significant < 0,05 |
| | H 5 | <i>Customers' with a positive attitude towards ecological products also usually buy the ecological products, rather than the ones having a positive attitude but do not buy.</i> | ACCEPTED | Significant < 0,00 |

| | | | | |
|-----|-------------|---|-----------------|--------------------|
| | H 6 | <i>Opinions on ecological products will influence the customers' attitude towards buying ecological products.</i> | REJECTED | Significant < 0,00 |
| | H 7a | <i>When the ecological products are displayed at the checkout, the attitude to buy ecological products will be higher if they were displayed at the entrance.</i> | REJECTED | Significant < 0,00 |
| | H 7b | <i>When the ecological products are displayed at the entrance, the attitude to buy ecological products will be higher if they were displayed at the checkout.</i> | REJECTED | Significant < 0,00 |
| (R) | H 8a | <i>Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout also pay attention to the sales-stand.</i> | REJECTED | Significant < 0,00 |
| | H 8b | <i>Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout will not notice it.</i> | ACCEPTED | Significant < 0,00 |
| | H 9a | <i>The customers' that usually buy ecological products are also the ones that have planned to buy them, rather than the ones that make unplanned purchases.</i> | ACCEPTED | Significant < 0,05 |
| | H 9b | <i>Unplanned purchases of ecological products are in most cases caused by the placement of the ecological products.</i> | REJECTED | Significant < 0,05 |

Conclusion

In this final section we aim to present our concluding remarks from the analysis made in previous chapter, as well as implications for further research development. In the conclusion no new information is aimed to be presented, though a summary of our results will be discussed and compared to previous findings where we present our contribution to theory. We will start by discussing the elucidated part of the purpose and then continuing with the main purpose. In the implication part we will go through what we thought could have done the research better and also how future research, on in-store placement and layout, as well as the study of ecological products in accordance with this, could be further investigated.

5.1 Discussion

The elucidated part of the purpose aimed to investigate whether *placement itself could have an impact on the customers' attitude towards buying ecological products*. This part also considered other factors that could affect the customers' attitude towards buying, that not only held focus to placement. In addition, this part intended to further strengthen the connection between stimuli (placement of ecological products) and response (sales), so that we could evaluate whether placement was the most important factor when it comes to attitude towards buying ecological products or if, in fact, other factors like general attitude towards the products or others' opinions concerning ecological products positively or negatively affected unplanned purchases. In line with this discussion, previous research in the area of the emotional section in the S-O-R paradigm have stated that a certain kind of in-store environment can affect the emotional states pleasure and arousal which, in turn, can contribute to positive buying behaviour in terms of unplanned purchases (Nordfält, 2007; Sherman et al, 1997; Babin & Darden, 1995; Baker et al, 1992; Rook, 1987). Also stated was that when arranging products in-store, the display is not to interfere with the retail atmosphere, since that can contribute to unpleased and non-aroused customers' which, in turn, negatively would influence the behaviour of buying (e.g. McGoldrick, 2002, Spies et al, 1997). This is in accordance with van Kenhove and Desrumaux (1997) who came to the conclusion that a positive atmosphere would affect arousal to strengthen pleasure. Having this discussion in mind we wanted to contribute to science by further investigate if in fact the place of the ecological products at the entrance respectively the checkouts was something that gave the customers' a positive attitude towards the in-store environment. We thought that if the customers' gained a positive feeling when the products were displayed at each place this would also strengthen pleasure and contribute to more unplanned purchases due to the placement and the display. In previous studies on a phenomena close to this, on Finish consumers', it did not seem to matter (Tarkiainen & Sundqvist, 2005) but previous Swedish work has stated that availability in terms of that the products are not being noticed is one of the reasons to that sales remain low (Ekelund, 2003). Moreover, past research in the area of placement and display is nothing that have been studied in a broader extent (e.g. Nordfält, 2007, Turley & Milliman, 2000) and not something that thesis in the area of ecological products have been held focus on (e.g. Ekelund, 2003) and therefore it is a gap in science that one do not know so much about. Our results showed that having the ecological products placed at the entrance respectively at the checkouts was something that the customers' perceived as positive, and some spontaneous comments from the customers' that had noticed the display was that it looked nice and made the environment very pleasant. On the other

hand, our hopes that any of the places (entrance versus checkouts) should create a more positive attitude towards buying the ecological products and that place and display were factors that could ease for the behaviour to occur, in accordance with Aizen (1991), the customers' did not agree and they did not think that either place should have an impact on their attitude towards purchasing more ecological products. As well as the results showed that the customers' that made unplanned purchases did not feel that they occurred due to the placement. Therefore, the customers' attitude, even though they experienced the in-store environment as pleasant, their attitude towards buying the ecological products was not positively influenced due to placement and display.

The gap between attitude and behaviour is studied in several of the works that have been done in the area of ecological products, though no one has come up with an answer that is definite, but rather different suggestions to why they do not match have been revealed. Everything from that the assortment is too small and that it is hard to motivate the merchants to sell products that they know is not being bought, to that habitual shopping patterns hold back the customers' willingness to buy something else (e.g. Johansson, 2006; Ruste et al, 2001; Barmark, 2000; Mainieri & Barnett, 1997; Björkman, 1994). Both Bui (2005) and Tarkianinen and Sundqvist (2005) have exposed that if a more attitude towards buying ecological products is present, the intention to actually buy them in the end is higher. On the other hand, both Solér (1993) and Magnusson et al (2001) have come to the opposite conclusion, that most people have a positive attitude towards the products, but do not buy them. What we had a greater interest in investigating, since none of the studies mentioned above have come to a definite answer, was if the ones with a positive attitude actually bought the products, rather than the ones that had a positive attitude and did not buy them. What we hoped to gain was that if the ones that had a positive attitude towards the products also used to buy them, rather than on the contrary, the chances to influence the customers' by exposing them to the products might help to attract to unplanned purchases due to the placement and display and thereby create a habit. Looking at the attitude towards ecological products in general, the customers' at ICA, in Vellinge and Eslöv, in fact were very positive and in conformity the ones that were positive also seemed to buy ecological products frequently, rather than having a positive attitude towards them and do not buy, which contributes with new knowledge about attitude and behaviour in terms of buying behaviour when it comes to ecological products.

Furthermore, a part that we have dedicated a little extra effort on is, in fact the influence of media since ecological products have been very well debated in media these days and we wanted to see how much the customers' perceived that others' opinions could have any influence on their attitude towards buying ecological products. Previous research state that why the connection seems to be missing between attitude and behaviour depends, among others, of others' opinions on ecological products which, in turn, influence the consumers' to think in a certain way and the fear to separate from the mass controls what to buy and how to think, in this case about the ecological products (e.g. svd.se, 2007; Childers & Rao, 1992). Our results showed that the customers' attitude towards buying ecological products was not affected by others opinions, such as commercial and newspapers. Neither did others' thoughts on ecological products have any impact on attitude towards buying. This was a part that we thought should have had a much bigger impact on the customers' attitude, since ecological products are so well debated in media these days and that ICA recently launched their new ecological assortment I Love Eco.

The attitude part in short have provided us with the, unexpected information, that customers' did not think that others' opinions had any bigger influence on their attitude towards buying ecological products and that the ones with a positive attitude more often buys the products, than having a positive attitude and do not buy. Therefore these two factors did not seem to be any big obstacles and we could conclude that the customers' today have a quite positive attitude and that they do not get affected so easily. Instead if place was a factor that could help to ease for buying behaviour to occur and that the chosen places (entrance versus checkout) were appreciated among the customers' and could lead to unplanned purchases could partly be confirmed. The store environment was experienced as very positive and the customers' felt very pleased, though they did not see place as a factor, even though they felt pleased about it, which could lead to them making more purchases of ecological products. So, we were not able to fulfil the purpose that place itself could have an impact on the customers' attitude towards buying ecological products.

When it comes to the main purpose of the thesis; *whether placement, using a special display, of ecological products, will have an effect on consumer buying behaviour and thereby sales of these products*, the direct connection between placement and sales of ecological products was aimed to be investigated. As the elucidated part held focus to the customers' attitudes, this is dedicated to placement as a stimuli and response as the buying behaviour constituted by unplanned purchases. Looking back at our introduction chapter, previous research concerning design and layout of retail in-store environment is not a well explored subject (Turley & Milliman, 2000). Neither is placement and display, as factors that have an impact on sales of ecological products, something that have been further investigated in a broader extent (e.g. Nordfält, 2007; Ekelund, 2003). Starting out in the area of ecological products, most previous research mentions price as a factor to why sales of them remain low and findings in the area on how to increase sales by lowering the price on ecological products, as well as combining a decrease in price with more information on the products is studies that have proven to be affective when it comes to ecological products (Drott et al, 2007; Magnusson et al, 2001; Björkman, 1994). Moreover, previous results state that how to display and arrange the products in-store plays an important part in combination with price, and their results have revealed that having the ecological products separately does not increase sales, but when having them together with the conventional assortment made sales rise when the possibility to compare prices were present (Björkman, 1994). Though, in this case the prices on ecological products were changed to a lower price than usual. In short, as in our study, previous research has in a small amount focused on display and arrangement of the ecological products in-store, but always in combination with a decrease in price or adding effort to more information campaigns around the ecological products for them to being noticed in a bigger extent. What we wanted to study was therefore if placement, using a special display, itself could help to increase sales of ecological products, without adding any extra information or lowering the price of them. Our results revealed that, looking at the week when the ecological products were displayed with the conventional assortment compared to when having them placed at the entrance respectively at the checkout the sales rose, without decrease in price or any extra information added. On the other hand, what we thought was one of the reasons to why sales of ecological products were low was due to that the customers' did not noticed them when they were displayed with the conventional assortment, but what was revealed in our study was in fact that the majority did not noticed the ecological products using special display either, even though theory and previous research have stated that a special display should contribute to increased attention from the customers' (Fader & Lodish, 1990). As it seemed, even though an open and coordinated display was used, the customers did not stopped and looked or stopped and touched, in any bigger extent, as Underhill (2000) suggested. Neither could it be

confirmed that using coordinated display increased the number of related items bought, displayed together with coffee, when evaluating our quantitative questionnaires and observations, though this was something that former work have experienced as successful (Nordfält, 2007; Underhill, 2000).

Looking at sales in terms of unplanned purchases, previous research has rather stated that grocery shopping is habitual (Ruste et al, 2001), as well as habitual shopping constitutes one of the biggest obstacles towards buying ecological products (Johansson, 2006). As much of the research during the 90's focused on price, buying habits have been revealed as an equal reason to that sales of ecological products is low (Drott et al, 2007; Johansson, 2006). We thought that to be able to contribute with anything to this section, if the place of ecological products lead to any unplanned purchases was interesting to investigate. What we could conclude when looking at our results were that the ones that used to buy the ecological products also had planned to buy them in advanced and, therefore, unplanned purchases were nothing that occurred very often, which was in conformity with what previous research had concluded (e.g. Nordfält, 2007; Hoyer, 1984). Therefore we could not state that a majority of the customers' perceived their purchases as unplanned, neither something that the customers' perceived occurred due to place, which Underhill (2000) had stated as possible if an open display was used.

We can therefore say that when looking at the sales data for the selected products, sales had rose for the week when a special display and placement at the entrance and checkout were used. Though, we did not observe a buying behaviour that showed a larger amount of customers' buying any products from the display. Neither did the answers from the questionnaires indicate that the customers' perceived that they had bought more ecological products due to the placement of them, and therefore the display could not be proven to signify to more unplanned purchases. In comparison to previous research, even though we did not observe or gained a majority of answers that showed us that sales had increased, it did, and therefore placement itself must have had some effect, since we did not change the price or used more information on the products. When it comes to fulfil our purpose, *whether placement, using a special display, of ecological products, will have an effect on consumer buying behaviour and thereby sales of these products*, we can state that placement and special display had an effect on sales of ecological products since sales did increase when having the products displayed at the chosen places using a special display. Though, when looking at the consumer buying behaviour, we can not for sure state that the place and the special display affected their buying behaviour in a particular way, thus a behaviour that indicated that more people bought any products were not observed. We therefore state that our contribution to theory, when talking about placement of ecological products, does matter and it is not necessary to combine place and display with anything else in order for sales to increase.

So, to conclude, does placement of ecological products, using a special display, in-store have an impact on sales of these products? The answer is yes, it has, and in this case the sales of ecological products rise. Though, we cannot confirm that this was completely due to the placement since the observations and the questionnaires showed that the customers' attitude towards buying ecological products had nothing to do with the placement of them, and neither did we observed a behaviour that showed that a majority of the customers' stopped and looked, stopped and touched or bought any ecological products.

5.2 Implications

5.2.1 Critique towards our study

The main part in the thesis and the part we aimed to study in a broader extent was to see if placement of ecological products could have any impact on sales and also if the place positively could influence the customers' attitude towards purchasing the products, as well as the place would lead to more unplanned purchases. In our results we could see that the sales had rose when looking at the sales data, but when comparing to our observations and quantitative questionnaires it did not seem to have had that effect, since most of the customers', answered that they in fact did not noticed the display of ecological products. Therefore the products bought may not have been displayed at the entrance or at the checkouts, but rather did the customers' go to the products usual places and bought them from there. Though, they could have been influenced to purchase the chosen products since the products, when they were displayed at the entrance, were displayed so that the customers' could see them in an early stage of their shopping trip.

What also has to be taken into account is that we did not investigate all ecological products, and probably not even the most common, for example milk, but we choose different products that could be suitable together using a coordinated display. To be able to do this we could not choose products that needed to be held cold in order to stay fresh for example. We are therefore aware of that if other products had been selected, maybe the results would have looked differently.

Moreover, the products were only displayed at the different places (entrance versus checkout) during two days, one day for each display, which we felt was too short in order to see if the place and the display really had the desired effect. As stated sales rose, but as we mentioned we could not fully trust that the sales rose due to the placement, which in fact was what we wanted to see, since the customers' attitude and behaviour towards the display was not in conformity with what the sales data showed. Neither did the customers' perceive that any unplanned purchases were made in a bigger extent, though , one reason to this can might be as Nordfält (2007) said, that customers' might exaggerate the share of planned purchases to avoid being seen as too impulsive or having a bad memory, and therefore the answers may not be completely correct.

Since we were alone when doing the experiment in-store, both observing and interviewing customers', we might have missed out on observing customers' that actually bought products or stopped, looked and touched. Therefore we think it would be more favourable to be two persons at each experiment, one questioning the customers' and one observer so that as many purchases and positive behaviours as possible are being noticed and can contribute to a more reliable answer. When it comes to the interview through the questionnaires, also how we asked the questions, especially when it comes to pitch of voice, could have had an impact on the answers we gained.

5.2.2 Suggestions for further research

Finally, with concluding discussion mentioned above and critique in mind, we thought it would be of greater interest to study the same places in more stores for a longer time, in order to see how that affect customers' attitude, as well as, habitual shopping pattern. Also to try to make a complete section dedicated to ecological products, where all ecological alternatives could be found at the same place, is moreover something that many customers' mentioned as

a way to make them more familiar with the ecological assortment and therefore it would be interesting to further investigate how that should work.

Looking at the ecological products, it would be of a greater interest to see if other ecological products would generate different answers in terms of attitude, since the products we chose may not have been products that attracted the customers' enough to make them stop and touch. In accordance with Underhill (2000), to have a coordinated display where a person also stands at the side table and give the customers tasting samples of or coupons for the selected products, is something that theory says increase the willingness to stop and touch and, in turn, will increase sales. In addition, to combine the places with more information or discounts is also something that could be done in a further investigation.

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Appendix 1 – Quantitative Questionnaire - Entrance

Enkät angående ekologiska produkter

- | | | | | | | | | | | | |
|---|-------------------------|---|---|---|---|---|---|-----------------------------|--|----------------------|--------------------|
| 1. Vad har du för inställning till ekologiska produkter? | Negativ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positiv | | |
| 2. I vilken utsträckning brukar du köpa ekologiska produkter? | Aldrig | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Alltid | | |
| 3. Noterade du de ekologiska produkterna vid entrén? | Ja | | | | | | | Nej | Gå till fråga 7. | | |
| 4. Vad gjorde du? (Välj endast ett alternativ) | Passerade | | | | | | | Stannade och tittade | Stannade och rörde | Lade i korgen | |
| 5. Köpte du med än en produkt från stället? | Ja | | | | | | | Nej | | | |
| 6. Vad påverkar dig att köpa ekologiska produkter? (Välj endast ett alternativ) | Placeringen | | | | | | | Tillgängligheten | Impulsköp | Priset | Brukar köpa |
| 7. Om du har köpt ekologiska produkter idag, berodde det på; (Välj endast ett alternativ) | Ett planerat köp | | | | | | | Ett impulsköp | Produkten du brukar köpa var slut | Köpte ej idag | |
| 8. I vilken utsträckning upplever du att du påverkas av vad andra tycker när det kommer till köp av ekologiska produkter? (Ex, från media, av personer i din omgivning etc.) | Liten | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Stor | | |
| 9. Hur upplever du butiken genom placeringen av de ekologiska produkterna vid entrén? | Negativ | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Positiv | | |
| 10. Tror du att du skulle köpa fler ekologiska produkter om de var placerade vid kassan? | Håller inte med | 1 | 2 | 3 | 4 | 5 | 6 | 7 | Håller helt med | | |

Födelseår: Kön: Kvinna Man

Tack för din medverkan!

Appendix 2 Tables from SPSS

H4: Among the customers' that have noticed the sales-stand most of them will experience the in-store environment as positive.

| Perception of in-store environment | Frequency | Percent |
|------------------------------------|------------|-------------|
| Negative | 2 | 0.8 |
| Slightly negative | 4 | 1.7 |
| Neutral | 12 | 5.0 |
| Slightly positive | 8 | 3.3 |
| Positive | 15 | 6.2 |
| Completely positive | 72 | 29.9 |
| Total | 113 | 46.9 |
| Did not notice | 128 | 53.1 |
| Total | 241 | 100 |

Table 2:1. The customers' attitude towards the in-store environment, when using display

H5: Customers' with a positive attitude towards ecological products also usually buy the ecological products, rather than the ones having a positive attitude but do not buy.

| Attitude towards ecological products | Frequency | Percent |
|--------------------------------------|------------|------------|
| Completely negative | 8 | 3.3 |
| Negative | 4 | 1.7 |
| Slightly negative | 5 | 2.1 |
| Neutral | 33 | 13.7 |
| Slightly positive | 35 | 14.5 |
| Positive | 46 | 19.1 |
| Completely positive | 110 | 45.6 |
| Total | 241 | 100 |

Table 2:2. The customers' attitude towards ecological products

H6: Opinions on ecological products will influence the customers' attitude towards buying ecological products.

| Influence of others | Frequency | Percent |
|---------------------|------------|------------|
| No influence | 121 | 50.2 |
| Rarely no influence | 33 | 13.7 |
| Little influence | 22 | 9.1 |
| Neutral | 32 | 13.3 |
| Influence | 26 | 10.8 |
| More influence | 5 | 2.1 |
| Big influence | 2 | 0.8 |
| Total | 241 | 100 |

Table 2:3. If others' opinions influence attitude towards buying ecological products

H7a: When the ecological products are displayed at the checkout, the attitude to buy ecological products will be higher if they were displayed at the entrance.

| Buy more if they were displayed at the entrance | Frequency | Percent |
|---|------------|------------|
| Totally disagree | 66 | 54.5 |
| Slightly disagree | 3 | 2.5 |
| Neutral | 16 | 13.2 |
| Slightly agree | 19 | 15.7 |
| Agree | 14 | 11.6 |
| Totally agree | 3 | 2.5 |
| Total | 121 | 100 |

Table 2:4. The attitude towards' buying the ecological products if they are displayed at the entrance

H7b: When the ecological products are displayed at the entrance, the attitude to buy ecological products will be higher if they were displayed at the checkout.

| Buy more if they were displayed at the checkouts | Frequency | Percent |
|--|------------|------------|
| Totally disagree | 40 | 33.3 |
| Disagree | 25 | 20.8 |
| Slightly disagree | 24 | 20 |
| Neutral | 16 | 13.3 |
| Slightly agree | 5 | 4.2 |
| Agree | 4 | 3.3 |
| Totally agree | 6 | 5 |
| Total | 120 | 100 |

Table 2:5. The attitude towards' buying the ecological products if they are displayed at the checkouts

H8a: Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout also pay attention to the sales-stand.

H8b: Most of the customers' that pass by the sales-stand at the entrance respectively at the checkout will not notice it.

| Observations | Frequency | Percent |
|---------------------|------------|------------|
| Passed | 493 | 67.6 |
| Stopped and looked | 198 | 27.2 |
| Stopped and touched | 33 | 4.5 |
| Bought | 5 | 0.7 |
| Total | 729 | 100 |

Table 2:6. How the customers' behaved at the sales-stands at the entrance/checkout

H9a: *The customers' that usually buy ecological products are also the ones that have planned to buy them, rather than the ones that make unplanned purchases.*

H9b: *Unplanned purchases of ecological products are in most cases caused by the placement of the ecological products.*

| Use to buy | Planned purchase | Unplanned purchase |
|------------|------------------|--------------------|
| More often | 100 % | 0 % |
| Frequently | 87 % | 13 % |
| Always | 100 % | 0 % |

Table 2:7 How many of the planned purchases compared to the unplanned that are done frequently