



SCHOOL OF ECONOMICS  
AND MANAGEMENT  
Lund University

Master Thesis  
Spring 2007

# **Effect of TV displays on impulse purchase**

*A study of behavioral differences between male and female grocery consumers*

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## Abstract

**Title:** Effect of TV promotional display on impulse purchase: A study of behavioural differences between male and female grocery consumers

**Date of Seminar:** May 29<sup>th</sup>, 2007

**Course:** BUS 809 - Master Thesis in International Marketing

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**Keywords:** Consumer Behaviour, TV promotional display, Impulse purchase, In-store marketing, Gender differences

**Thesis Purpose:** The purpose of this paper is to investigate and compare how promotional TV display influence male and female's behaviours for impulse shopping.

**Methodology:** The methodological approach of the study is positivistic in its nature. The ontology of the study is close to objectivistic since it assumes consumer behaviour to be external "facts" existing outside the influence of the researcher. A total of 60 (30 for male, 30 for female) structured quantitative interviews and observations conducted in a two Swedish grocery stores in order to observe the behaviours of male and female consumers.

**Theoretical Perspective:** Three theoretical perspectives have been combined to create the theoretical framework of this thesis. The first perspective, in-store marketing, concerns theories regarding the in/store stimuli and visual effects in the store. The second theoretical perspective, purchasing process, focuses more on impulse purchase process and impulsive buying behaviour, and concerns the behaviour of consumers in stores as well as theory regarding in-store stimuli which affects consumers for impulse purchase. Third theoretical area, gender differences, explains how male and female consumers are different in their psychological facets.

**Empirical Foundation:** The data was collected through interview and observations in two grocery stores; ICA (Mobilia), ICA (Limham) in Malmö (Sweden). In order to get some basic information about consumers' shopping habits, data was collected by conducting interviews. Furthermore, during the observations, the occurrence of specific variables were measured and the results were analyzed statistically to determine differences in behaviours. The purpose of this paper is to investigate and compare; how promotional TV display influence male and female's behaviour for impulse shopping.

**Conclusion:** This study has contributed to the existing knowledge by showing how behavioural variables occur and influence on each other and affect the impulsive buying decision of male and female shoppers towards TV promotional display screen. Theoretically, this study contributes to the existing knowledge base in in-store environment on consumer perceptions and behaviours. Practically, this study suggests several implications for industry to help marketing manager in finding suitable marketing strategies in order to motivate impulse purchase in the store.

## **Acknowledgments**

We would like to thank our supervisors Ulf Johansson and Karin Alm, who patiently guided and helped us through our process of writing our the master thesis.

We also want to thank Mr. Leif Liljebrunn - Vice president of Zeta Display. From his instruction, we have an in-depth understanding about TV promotional display and how it works in the store.

Further, we owe many thanks to store managers Jerry Rosenberg from ICA store (Mobilia) and Sven Turberg from ICA (Limham), who allowed us to conduct interview and observation in the store in order to have a successful data collection process.

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## Chapter 1- INTRODUCTION

The introduction chapter attempts to bring an interest to the subject of the study by starting with a discussion on background information. The significance of the study in relation to previous research is also discussed. The purpose of the study is also presented in this chapter. Finally, the disposition is also presented to give the reader an overview of the thesis.

### 1.1 Background

Grocery shopping is an inevitable part of every day life. It is considered a major source of relaxation as well as a household chore. According Robert East et al. (1993) shopping habits are consistent in consumer behaviour. For example people have habits about what they purchase, i.e. brand loyalty and where they purchase it, i.e. store loyalty etc (Ibid).

At present, gender role for a men and women is changing rapidly in Europe. Social changes for example a dramatic increase in the proportion of women waged work, modern woman is playing a important role in decisions making regarding traditional male purchases i.e. more than 60 percent of cars buyer are female. While male's life style is also changing allowing freedom of expression in clothing choice, hobbies like cooking and household activities like grocery shopping (Solomon et al., 2002). Due to male involvement in grocery shopping, the grocery retailers are seeking the ways which could attract both genders. Now, marketing activities have moved from mass marketing to target marketing. Accordingly, marketers and retailers are seeking the characteristics that can be used to differentiate consumers streamline segmentation strategies (Coley & Burgess, 2003).

In Sweden shopping hours has been reduced because of busy life. At present, male and female both are involved in household shopping due to working family concept As a result, people try to plan their activities and shopping time so they can manage their work and leisure time (Erdener, 2005). This concept of planned shopping in order to manage and save the time has made consumer responsive to marketing innovations. In Denmark more and more companies (even kindergartens), offer to do the shopping and other daily chore for busy families during working hours (Solomon et al., 2002). The concept of time saving shopping not only influence the marketing activities out side the stores but it also improve the in-store promotion strategies and tactics. So retailers are striving to implement innovative design and lay outs in their stores (McGoldrick, 2003).

At present a good design and atmosphere of the grocery store is considered a strong competitive advantage. An eye-catching store design and layout encourages the customers to purchase the product which is not even in their shopping list. Recent research finds out that 65 % of all supermarket purchase decisions were made in-store with over 50% of these being unplanned (Abratt & Goodey, 1990) and 70% of all grocery items are purchased abruptly (Coley & Burgess, 2003). This indicates that most of the consumers make shopping decisions in the store. This encourages the unplanned purchase. However, generally people have a standard listing grocery items in their minds if they don't have a proper shopping list. As people are used to of purchasing more or less same products and brands for their household (Underhill, 2000)

***A Twist in In-Store Marketing:*** Since the last two decades there has been much emphasis upon store design and layout, as these are used as weapon in the quest to achieve image differentiation. 1970s was the beginning of self service retailing which changed the overall picture of store's layout and shopping experience (Merrilees Bill, Miller Dale, 2005). The main objectives of design and store layout are; the impulse or unplanned purchasing, customer convenience, utilization of space and good product assortment (McGoldrick, 2002).

Now, retailers are restructuring themselves as an 'experience stage' as people have great appetite for experimental shopping'. Interactivity between store layout and self service should be identical as 'the silent sales person' (the merchandise display) and different aspects of store design (hot spots, lighting, music, color, shape) encourage the customer to stay longer (McGoldrick, 453:2002). The longer a customer stays, the more money will likely be spent by that customer (Ibid).

Retailers are searching new strategies and in-store marketing tactics for in-store promotion so they can stand out from the crowd in order to generate extra profits. Markin et al. (1976) was the earliest researchers who focused upon the social psychology of store environments. He concluded:

*'The retail store is bundle of cue, messages and suggestions which communicate to the shoppers. Retail store designer and planners affect and shapes customer behaviour. The retail store is not an exact parallel to a Skinner box but it does create mood, activate intention and generally affect customer reaction'. (p47)*

Recently, the use of TV promotional screens in the in-store promotional activities brings a twist in grocery in-stores marketing. Currently, smart retailers are using promotional display screens in their stores to enhance their customer service and distinguish themselves from their competitors These display screens are being used at 'hot spots' to grab customers' attention.. Retailers are using these screens for multi purpose promotional activities (Wendy Toth, 2006). For example; the customer can see detailed information about the products on these display screens, special offers, discount news and when proceed to the cashier, some store have big screens where customers can see current news while waiting in the queue. These screens look more affective and eye catching than ordinary display notes and posters because of their sophistication and eye catching visual effects. Moving image is a great way to attract the interest of store traffic. Retailers are also using these multimedia promotional displays particularly during the seasonal offers and for promotion of new brand and products. Since it is seems to be attractive to grab the attention of passers-by who are otherwise aimlessly wondering in the store.\*<sup>1</sup> In the article of an anonymous author, he quoted that, David McEvoy, a marketing director of JC Decaux which sells space on Tesco TV, says: "The screens offer advertisers a captive audience,... "According to Hoyer/MacInnis (2002) the feelings generated by advertisement can have a direct impact on product attributes. A TV advertisement can evoke a wide range of emotional responses from disgust to happiness. That is the reason why nowadays, marketers rely heavily on visual elements in-store environment. Information about product is communicated on visual channel through products' size, styling and distinctiveness (Solomon et al. , 2002). Colors are rich in symbolic values and cultural meanings. In advertisement, a good

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\*<sup>1</sup> Leif Liljebrunn (VICE PRESIDENT) Zeta Display, 17-04-2007

combination of colors and voice can grab the attention of the audiences. As visual effect by advertisement in store display can be used to infer the hidden dimension of product from observable point of view. As these visible product signals communicate some underlying qualities (Ibid).



## 1.2 Problem Formulation

When we talk about promotions for grocery products we should also take into account the major customers of groceries. Grocery shopping is strictly associated with women all over the world. For that reason, temporary price cuts and promotional activities are traditionally directed towards women because they are believed to be the primary supermarket shoppers for most household products (Lindquist et al., 2004). Now when men do involve in household shopping, retailers are trying to improve shopping environment and design in a way which could be attractive for both genders (Corrigan, 1997).

Presently, we have many products that are of 'sex type' (they take masculine or feminine attributes) like perfumes, shaving items, cosmetics etc. Even in the case of grocery shopping, men and women have different behaviours during shopping time due to gender differences. Women prefer to buy healthier stuff while men prefer taste instead of health (Solomon et al, 2002). Consequently, considering the gender differences during market research is very important to identify the different behaviours of males and females towards consumption patterns when referring to the psychological facet of genders. As a result, it is important for retailers to consider gender aspects in the store marketing.

Many studies have been done on consumer behaviour and impulse purchase (Rook, 1987). For example, Rook (1987) in their early work explored the underlying nature of impulse buying and later focused on the normative influences affecting it. Rook and Gardner ref examined and discussed the influence on impulse purchasing. Recently, impulse buying has been treated as different individual variables, which are likely to influence on individuals across situations (Weun et al.: 1998). Previous research on impulsive buying only described impulse-buying as a psychological trait. However there is a lack of knowledge about comparison of male and female behaviors for impulse purchasing in grocery stores.

According to Abratt & Goodey (1990), previous research discussed about the promotional techniques employed to increase impulse buying in supermarket such as in-store sitting, on-shelf position, price-off promotions, sampling, point-of-purchase displays, coupons and in-store demonstrations. TV promotional display is quite a new technology in grocery shopping since there is a lack of knowledge about such kind of promotional activity. The retailers can use the findings of this study to improve their merchandise assortment and perk up the shopping environment including store displays to trigger impulse purchases for both genders especially in the case when they are targeting a specific group of customers. Thus, the findings of the study offer important research, and managerial implications for retailer and consumer goods manufacturers.

Hence, it would be interesting for retailers to know why male and female purchase products abruptly during grocery shopping when they are influenced by the TV promotional displays and what are the behavioural differences between male and female during impulse purchase?

### **1.3 Purpose**

Thus, the purpose of this paper is to investigate and compare; how promotional TV display influence male and female's behavior for impulse shopping.

This study will enhance the understanding of how different variables (for more detail about these variables, see section 3.5), such as total time spend in the store, shopping list, time spend in front of the TV display influence male and female consumers on impulse purchase due to TV displays.

## **1.4 Disposition of the Thesis**

### Chapter 1- Introduction

The introduction chapter strives to bring an interest to the subject of the study by starting with a discussion on background information. The significance of the study in relation to previous research is also discussed. The definition of the research problem and the purpose of the study are also presented. Finally, the disposition is presented to give the reader an overview of the thesis.

### Chapter 2- Methodology

This chapter begins with a brief discussion about the research philosophy. The theoretical approach is also presented with a discussion on the choice of theories and limitations. It is then followed by the research strategy as well as data collection sources and the way in which the relevant literature was located. This chapter also presents the research design as well as research limitations. The second part of this chapter concerns the research methods used in this thesis, structure interview and observations, the process of data collection is also presented. Finally, the validity and reliability of methods used are also discussed and evaluated.

### Chapter 3- Theoretical Framework

In this chapter, the theoretical framework of our thesis will be presented. The chapter starts with the introduction about in-store environment. There is also a discussion about store layout and display at the point of purchase. Later on, the consumer behavior concerning the physiological condition, time, retail search strategy as well as purchasing process is also discussed. The next part of this chapter concerns impulse purchase and starts with the general definition of impulsive buying. It is followed by impulse buying behavior, display and in-store stimuli, and finally impulse buyers and shopping. In this chapter, we also discuss about gender aspect and how gender influences impulsive purchase. Finally, our model with hypothesis will be presented.

### Chapter 4- Results

In this chapter, the empirical results from the quantitative interview and observations will be presented. The chapter presents a detail comparison of male and female behavioural variable, when they are influenced by the TV displays and impulse purchase during shopping. The data was also analysed with a correlation analysis and the results from these are presented. At the very end of the chapter, a summary table of all the results for the specific variables can be found.

### Chapter 5- Analysis

In this chapter we will discuss about the data analysis results with the help of theoretical framework and empirical data. The discussion starts by analysing each variable separately and give possible explanations for the results. By the end of the chapter there will be a combined analysis of all the variables together.

## Chapter 6- Conclusions

This final chapter will provide a conclusion of this research and an attempt to fulfil the purpose of the study. Furthermore, the theoretical and practical contributions of the study will also be discussed. Finally, the chapter ends with suggestions for further research.

## **Chapter 2- METHODOLOGY**

This chapter begins with a brief discussion about the research philosophy. The theoretical approach is also presented with a discussion on the choice of theories and limitations. It is then followed by the research strategy as well as data collection sources and the way in which the relevant literature was located. This chapter also presents the research design as well as research limitations. The second part of this chapter concerns the research methods used in this thesis, structure interview and observations, the process of data collection is also presented. Finally, the validity and reliability of methods used are also discussed and evaluated.

### **2.1 Methodological Approach**

According to Easterby-Smith et al. (2002), understanding the philosophical issues of research is very useful because it makes the research design clear and knowledge about philosophy can help the researcher to identify which design would be more suitable for research. Philosophical knowledge can also help the researcher draw a research design. Therefore it is important for researchers to identify their philosophical position within terms before doing research (Esterby-Smith et al, 2002). In this part the researcher will focus on underlying assumptions of the overall research approach regarding the social world. The epistemological assumptions show what the research believes can be knowledge gathered on the social world (Ibid), and the ontological assumptions concerns whether the social world can be regarded as external or constructed by social actors (Bryman and Bell, 2003). The theoretical approach is also discussed since the role of theory has an impact on how data is gathered (Ibid).

#### **2.1.1 Epistemology and Ontology Considerations**

In this research we believe that positivism approach would be the most suitable philosophical approach to grasp the problem. The key idea of positivism pointed out by Esterby-Smith et al, (2002) is that the social world exists externally and social phenomenon should be measured through objective rather than subjective methods.

A positivistic research approach makes several assumptions on how research can be conducted. According to Easterby-Smith et al. (2002) First, positivistic researcher assumes independently from what is being observed and hence sees it possible to not impose his or her own values on the research subject. Second, positivistic research also assumes that complex concepts (such as consumer behaviour) can be operationalized which enables it to be quantitatively measured (Easterby-Smith et al. 2002.).

Epistemology within positivism is that the external world exists without us and it is possible to explore external reality by developing hypothesis and test them in attempt to explain the phenomenon in reality (Ibid). The ontology of this study corresponds to what Bryman and Bell (2003) define, as objectivistic since it assumes consumer behaviour to be external facts existing outside the influence of the researcher and thereby can be observed objectively. In this research the researchers take on a role as an external observer who attempts to measure the world objectively through observations, rather than by subjective methods that attempt to capture the inner thoughts

of the subject as made in social constructionist research (Ibid). However, the researchers of this study can not claim that their presence do not have any influence on the behaviour of the consumers being observed. It is very possible that the consumers might change their behaviour when they realize that they are being monitored. In consideration of Easterby-Smith et al. (2002)'s idea of reductionism; the whole is better understood when reduced to its elements. Thus, in this study, the in-store impulse buying behaviour of male and female looked upon, is broken down to a set of variables (time spend, shopping list, impulse purchase, price sign, TV display, location of displays) and is measured to understand the shopping habits.

## **2.1.2 Theoretical Approach**

According to Bryman and Bell (2003) the link between theory and research is not pretty straight forward. There are two most important issues related to the choice of theory which are First, what form of theory one is talking about? Second, is the data collected for testing existing theories or is it collected for building new theories?

The Inductive approach: According to Fisher (2004) in inductive approach, a conclusion is drawn from the past experience or experimentation. It is based upon observations from reality, from where a researcher is creating his own model and theory (Alvesson & Sköldbberg, 1994).

The deductive approach: This approach aims at developing new models and theories. In this approach a researcher stretches from the already existing empirical evidence to develop new ideas and frames. The researcher then formulates hypotheses based on the existing theories and then tests these hypotheses (Kothari,1998). Fisher (2004: 76) argues that the strength of inductive arguments is often weaker than that of deduction.

In this study, a deductive approach has been used since the variables in the study have been developed from existing theory. The analysis might involve some construction of new theory because the area of consumer behaviour in grocery stores is still so unexplored. We can't claim our approach a pure deductive. Accordingly we have used what Bryman and Bell (2003) define as an iterative approach to theory, which implies that the research moves back and forth between the theory and the data.

That is to say, the authors will attempt to work in-between empirical interviews, observations and theories. In this study, variables have been developed from existing theory and the analysis might engage some construction of new aspect about impulse purchase, gender and TV promotional screen in the grocery store.

### **2.1.2.1 Choice of Theory and Limitations**

This part of the chapter provides the readers with some explanations for our choice of theory and the limitations. A detailed description and discussion of those theories are provided in the theoretical framework chapter.

There are many theories about in-store promotion and impulse purchase, what is the role of in-store environment in a purchasing process, how consumers make an impulse purchase and so on (Solomon et al., 2002; Underhill, 2000; Hoyer et al., 2001; McGodrick, 2003). In this research we

have focused on the theory that has included male and female consumer's response to TV promotional displays and their purchasing decision. Furthermore, as the TV promotional display screen is quite a new concept in the in-store promotional activities and not much has been written and investigated on this topic. The information about TV promotional display concept/role in in-store marketing has been gathered from a TV promotional screen company (Zetadisplay). So the researchers could better understand; what is the exact role of these displays in in-store marketing. In order to limit the biased effects of the information we have to some extent used some research articles to back up the main arguments made by Zetadisplay ([www.zetadisplay.com](http://www.zetadisplay.com)).

We have found that theory of affective and cognitive psychological processes (Colley & Burgess, 2003:283, adapted from Youn, 2000) are of value because it is relevant to impulse purchasing in stores. We also found that theory about store atmosphere (McGoldrick, 2003; Hoyer/MacInnis, 2001) is also important regarding consumer purchasing decisions as it explains how stimuli in the environment affect the intended consumers' behaviour by affecting consumers' emotions (i.e. pleasure and arousal). Theory of consumers' planned purchasing decision and impulse purchasing decisions (Solomon et al., 2002) are also discussed in the theoretical framework chapter. These are the main theories used in the theoretical framework chapter. There are of course other theories of consumer behaviour have been used for the theoretical framework of this study (discussed in detailed in chapter 3). However, these theories pose limitations on the data collection method used since these theories imply more of a qualitative study approach. Since we aim at understanding different behavioural patterns of male and female consumers when responding to the environment stimuli, so we think psychological approach is better suited for this study.

In the theoretical framework chapter, we also present a more general theory about purchasing decision (Solomon et al, 2002; Hoyer/MacInnis, 2001). This model can be seen as an attempt to understand all possible elements and influences on buying behaviour and therefore provides a good overview of the complexities of consumer behaviour. However, providing a full description of this model is not feasible since it goes beyond the purpose of the thesis. Therefore, our focus is only on some elements of decision making process.

### **2.1.3 Research Strategy**

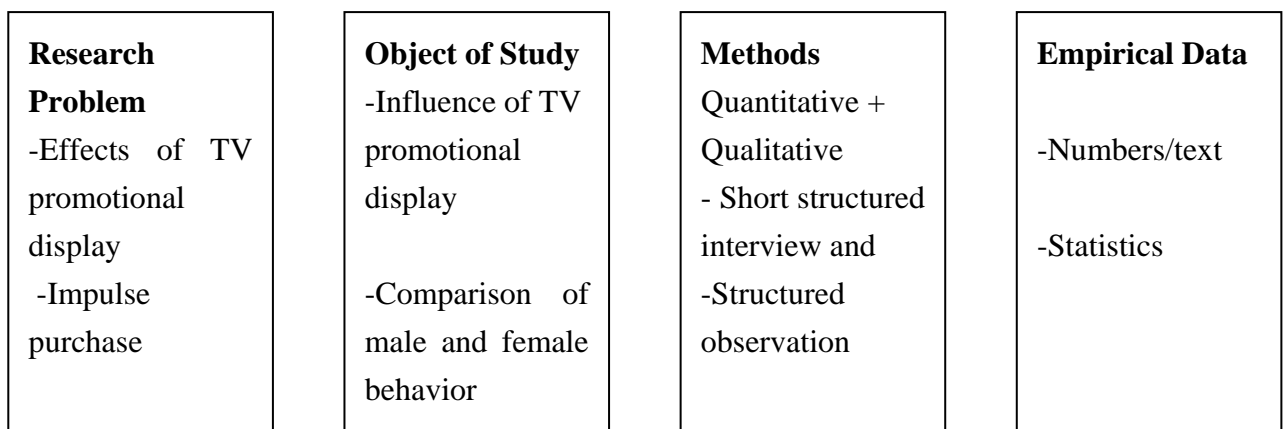
According to Bryman and Bell (2003) a research strategy gives a direction to conduct a business research. According to Thieart (2001), quantitative research normally requires a well developed theoretical background be available. It provides the researcher an opportunity to choose which ever aspect to study. Quantitative strategy could be a possible option for this research and it may sound logical after claiming to have a positivism philosophy based on the way to gain knowledge and to explore the external reality by measuring it unrelated to interpretations of the researcher.

Quantitative approach is used for collecting a numerical data and exhibiting view of a relationship between a theory and research as deductive (Ibid). Quantitative research also involves a sequential data collection where every object of study needs to be examined

Qualitative data, on the other hand, is rather based on words than on figures, i.e. generally comprises mainly non-numerical data. There are several research techniques for researcher to choose, but in order to select the most suitable one, researchers must take some factors into consideration such as the type of the research problem, available theories, the purpose of the study,

the ambition of the researcher and the methods available (Halbauer, 1996).

In spite of this common distinction, it is possible to combine the two data types in one research process, for instance by delivering a qualitative analysis of nominal/quantitative variables in the same way, in the same order (Easterby-Smith, 2002). In this study, the combination of quantitative and qualitative strategies has been chosen. On one hand we used quantitative method as the way to gain information and explore the external reality by measuring it unrelated to interpretations of the researcher. On the other hand, authors used qualitative approach to analyze the data in order to have more in-depth understanding about impulse purchase. We have also limited the sample size because intensive studies of the consumer behaviour within given time frame seem impractical to achieve.



**Figure 2.1. Overview of main issues regarding research design.**

## 2.2 Research Design

This design of this research design is conclusive research design (Malhotra and Birks : 2003). In this type of research design, the research aims at measuring a specific phenomenon and to test existing theories to find out what relationship exists within the variables of study. This is in line with the positivistic epistemology and the objectivistic ontology of the study since a conclusive research design implies that the researcher can assume independence from the research subject (i.e. male and female consumers) and that the reality of, for example, consumer behaviour can be observed objectively. The conclusive research design is also in line with the deductive approach to theory in this study since we aim at testing existing and previously studied variables on the specific behaviour of consumers who buy on impulse after being stimulated by the TV displays. Hence, existing theories are applied to a new case. However, the study is not merely descriptive since the theoretical framework will be used to explain the results and also give some explanations to possible differences in behaviour. Therefore, by measuring the occurrence of the specific behavioural variables looked upon during this research, we can draw conclusions regarding how male and female consumers are influenced by the TV promotional display for impulse purchase in a grocery store environment. For this specific purpose to get information about detailed consumer



behaviour we need a data collection method that can allow the behaviour to be measured objectively and independently. For this study, we created structured short questionnaires and structured observations to be the most suitable data collection method (for more discussion on this see section 2.3). The general information about consumer's behaviour will be collected through questionnaires and detailed information about specific behaviour will be collected in the grocery store. The actual process of executing interview and observation will be discussed in detail in section (2.3.2).

### **2.2.1 Research Limitations**

We have decided to limit our study focus by choosing five TV promotional displays and selected stores. The motives behind our choices and implications of this will now be discussed. When deciding on the criteria of a good store due to the quantitative nature of the study, a store with a high consumer flow and several TV promotional displays was necessary. Since the TV promotional display is a very new idea in a store marketing activities, we found few large stores (Åhus, Malmö) are using this technology for the in-store marketing. So we chose a store with several TV screens where we can observe the consumer behaviour. The choice fell on two ICA stores (Malmborgs Mobilia, Malmborgs Limham) because they are larger stores format allowed for these criteria to be fulfilled.

On the contrary, the size of the store also posed some limitations on the study. First, some of the TV promotional displays were located quite far back in the store, which may have inhibited the consumer flow to these TV promotional displays. Another issue is that a larger store format might have posed some limitations on the variety of consumers that shop there, since in the large store people might have a planned shopping. Consequently, consumers may have had more planned shopping in this store.

## **2.3 Data Collection**

Yin (2003:83) mentioned that there are several sources of evidence for researchers to rely on when collecting data. He points out documentation, archival records, interviews, direct observations, participant observation and physical artifacts as six important sources. He further mentions that no single source of evidence has a complete advantage over the others; instead they complement each other with their individual strengths and weaknesses.

### **2.3.1 Primary Data**

We believe a combination of observation and interviews should be carried out for this research, for a more profound analysis of the research in order to give a valid and reliable outcome. Since surveys have the potential to capture the reasons for a specific behaviour and hence the emotional aspect of the behaviour can at least be measured to some extent. However, survey techniques, at least by its own, have the risk of only measuring intended behaviour. So survey techniques was used in order to get some relevant information about consumers shopping habits (see appendix B). Intended and actual behaviour is not necessarily the same all the times (Bryman

and Bell, 2003). Therefore, observations were also used to measure the actual behaviour of male and female consumers in the in-store environment. However this method to some extent neglects the emotional aspect of the consumer.

### 2.3.1.1 Structured Interview

Interview has been included as a source of primary data as well. Yin (2003) argued that interviews are sources of evidence. Hence helpful as guidance when one wants to explore a certain behaviors. There are several ways of performing an interview.

For this study, using structure interviewed will be our choice. The reason for choosing this method is that it promotes standardization of both asking for questions and recording the answers (Bryman and Bell, 2003). The questions for structure interview are called close question, usually offer the interviewee a fixed range of answers with limited choice of possible answer. The structure interview is considered as the typical form of interview in social survey research. By conducting survey, we can increase the sample in order to get a higher validity and generalizability, and then it is possible to detect patterns and generalize on a larger population. Bryman and Bell (2003) noted that structured questions can help to reduce potential source of error and it is much easier to facilitate the processing of data. While with other type of question such as open or open-ended question, interviewers might not possible to write down everything said or might misinterpret what is said. Further, the answers of open, open-ended question need to be sifted and coded in order to analyze the quantitative data.

Even though, the survey techniques could have been a potentially useful method since they have the potential to capture the reasons for a specific behaviour, and give author an easier way to analyze the quantitative data (Ibid).

### 2.3.1.2 Structured Observations

According to Malhotra and Briks (2003) structured observation entail systematic recording of specific behavioral patterns of the phenomena of investigation. An observational data collection method seemed like the most appropriate choice even though this method to some extent neglects the emotion and feeling of the consumer. According to McCall (1984:277); 'Observation is more accurate and economical reconstructions of large scale social episodes'.

During devising schedule for recording the observation we clearly focused on 'who' (male, female consumer) and 'what' (consumer's response to TV promotional display) should be observed. It should also be clear to the observer in which part of the setting studied that the observed behaviour should be recorded (Ibid). There are different ways of conceptualizing how behavior should be recorded. We used the strategy what Brymand and Bell (2003) described as 'incident'. This means we wait for something to happen (i.e how male and female react in front of Tv screens) and then recording what following from it (i.e. do they pick an item or just look/not look at the TV screens). Structured data was collected by using the two records, *chronology record*; nature and duration of activity pattern was noted, *contact record*; male and female response and place of activity was also noted down during the observation (Brymand and Bell : 2003).

### **2.3.1.3 Sampling**

A probability sampling technique was used when selecting the objects of observation. Thus, each unit of the population has a similar chance of being selected (Bryman and Bell, 2003). Bryman and Bell(2003) argued that absolute and relative size of sample is the most basic consideration for validity point of view and to generalise the results. However large sample can not guarantee precision, so that it is probable to better say that increasing the size of a sample increases the likely precision of a sample. As the sample size climbs from lower figures of 50, 100, 150 and so on upward, the gain in precision is noticeable (pp:101).

For this research, sixty respondents (30 male and 30 female) were selected for interview and observation.10 males and 10 females were interviewed in ICA Limhamn (Malmö) and 20 male and 20 female were interviews in ICA Mobilia (Malmö). The process of sampling and execution of interview was similar in both stores. The sample size was limited because of intensive and time consuming nature of the study as the first authors of the study took the interview and the second author followed the same customer during his/her whole shopping process ( entrance to check out). This process was repeated with each customer.

It took 30 minutes for each customer on average. In was hard to stop the consumer for interview because people was really in hurry and most of them did not want to answer the question because of limited time especially during week days. That's why we only got approximately every tenth customer because of rejection.

### **2.3.2 Execution of the Interview and Observations**

The observation technique used was what Malhotra and Birks (2003) define as personal observations. Thus, the observations were observed and recorded by the researchers themselves, rather than by using monitoring devices to record the behaviour. The observations took place during four days in May, two week days (Thursday, Friday) and weekend ( Saturday, Sunday) in two grocery retail stores( ICA Mobilia, ICA Limhamn). The authors interviewed and observed consumers during weekdays and weekend in different times of the day in order to get as much variety of consumers as possible. The observations were recorded from 09:00 AM to 05:00 PM and a lunch break of 30 minutes was taken each day. Some time there was a break of 3 to 7 minutes to get respondents because of rejection. The observational schedule used was initially tested in a pilot study to confirm that both the observers had the same view on what and where the observations should take place. In the theoretical framework we further discuss the variables of choice and how these were operationalized (see section 3.5).

Consumers were selected as every tenth consumer entering in the store. Consumers were asked to fill a short structured questionnaire before entering the store in order to get some information about their shopping habits i.e. shopping list, planned shopping time (see appendix 6.2). In order to make sure that the same subject is observed, numbers are assigned in questionnaire and observation sheets. As male and female were the subject of the study so we assign odd numbers to male and even numbers to female consumers (in questionnaire and observation sheets) in order to enhance the

reliability and validity. With the intention to increased validity about the same person is being observed who is asked to fill the questionnaires some signs were noted for example colour of jacket and so on. The researchers tried to observe the consumer without any disturbance and without their notice in order to avoid influence consumer behaviour (natural way).

One researcher stood at out side the entrance of the store in order to get the questionnaires filled. The second researcher standing inside the store spotted the consumers filling out the questionnaire and then observed the shopper during whole shopping especially near the TV displays. The shoppers were also asked to give their receipt after check out in order to make sure that respondent have bought the items from the TV promotional point of purchase.

### **2.3.3 Secondary Data**

Secondary data is particular importance in the theoretical parts (Easterby-Smith et al., 2002). Secondary data is data that have been collected by other practitioners and researchers in line with their individual purposes. It includes literature, articles, the internet, reports and research. In this research, secondary data was collected in terms of relevant articles, journals, academic literature and to some extent, the Internet. The main source for secondary data was founded in the number of books and ELIN @ Lund University database. Furthermore, sources from ABM/Inform and Social Sciences Citation Index (SSCI), ISI as well as Internet sources are also used. Initially, this information helped the authors to gain deeper knowledge of previous works related to the field of this research.

## **2. 4 Method evaluation**

For quantitative methods, as in this case, the reliability and validity of the results should be evaluated since these issues has an affect on analysing data and drawing conclusions and generalise the results.

### **2.4.1 Reliability**

For this study we use two kind of data collection method structured interview and observation; to increase the reliability of the research as survey have ability to capture the emotional aspect of the behaviour and observation is useful to know about the actual behaviour (Bryman and Bell, 2003). When we see reliability of structured observations, this method provides us more reliable information about 'event' (purchase decision) and has greater precision regarding their timing and purchase decision (Ibid). According to Bryman and Bell (2003) during observation observant must consider the two issues in relation to reliability; first, observers should also be concern with inter-observer consistency. It means to what extent two or more observer of same behaviour agree in term of their coding of that behaviour on the observation schedule. Related to this issue; it was done through a pilot study and two observers recording was compared to determine possible inconsistencies. Very few inconsistencies were found between the two recordings. Than, we have made a final description of the variables and how and where they were measured. This description can be found at the end of the theoretical framework chapter (section 2.5).

Second, is intra observer consistency; it means consistency of application of the observation schedule over time. Since people behave in a different way during different occasions (Bryman and Bell: 2003). This is of course very hard to assess but to minimize problems several breaks were taken over the day of the observations to observe the consumers during different time of the week days and week end. However, we did find some schedules that had to be discarded due to recording problems. So intra-observer inconsistencies might have occurred.

## **2.4.2 Validity**

Validity is defined by Easterby Smith et al. ( 2002) as “do the measures correspond to the reality” (p. 53). According to Bryman and Bell (2003) measurement validity refers to whether the tool used to measure a concept really measures that concept. Since this study aims at looking upon how consumers behave when influence by the promotional displays while choosing a specific product, we argue that observational research has higher measurement validity. Since it measures actual behaviour rather than intended behaviour, still, we think that measurement validity is fairly high since we have used behavioural variables that have proven to be of relevance for in-store behaviour in previous research. For more discussion and presentation of the variables, see the theoretical framework chapter (section 2.5).

The observations were conducted by the authors themselves and we therefore took precaution by trying to be as invisible as possible to the consumer. Most of the time we tried to stand at the side of the consumer rather than right behind him/her since this makes the observer seem more like just another consumer (Underhill, 2003)) and in order to reduces the impression that the shopper is being observed. Still it might be possible that consumer changed his/her behaviour when noticed that he/she is being observed.

The fact that the observations were conducted in an actual grocery store environment also helped to increase the external validity of the study since the results can, at least to some extent, be generalized beyond the specific research context (Bryman and Bell, 2003). Although sample size was limited in order to generalize the findings. Since a large sample is needed in quantitative research. As previously argued we could not increase the sample size (due to time limitation and resources). However to some extent we can say that results can be generalize because each selected respondent is interviewed and intensively observed during whole shopping process (30 minutes average).

## Chapter 3- THEORETICAL FRAMEWORK

In this chapter, the theoretical framework of our thesis will be presented. The chapter starts with an introduction about the in-store environment. There is also a discussion about store layout and display at the point of purchase. Later on, the consumer behaviour concerning the physiological condition, time, retail search strategy as well as purchasing process is also discussed. The next part of this chapter concerns impulse purchase and starts with the general definition of impulsive buying. It is followed by impulse buying behavior, display and in-store stimuli, and finally impulse buyers and shopping. In this chapter, we also discuss about gender aspect and how gender influences impulsive purchase. Finally, our model with hypothesis will be presented.

### 3.1 The In-Store Environment

In 1974, Lindquist argued that the influence of retail store environments on consumer perceptions and behaviour is a topic that has received little attention. Later on, McGoldrick (2002) mentioned the rapid development of large stores and self service concept drew attention to the need to consider the store selling environment as a whole in order to create a convenient and attractive shopping experience. Further, retailers are increasingly recognizing that the store environment significantly affects sales (Spangenberg, 1996).

According to Underhill (2000) store environment exert a major influence on shopping behavior. Solomon et al. (2002) states: *'Shopping is like a stage performance, with the customer involve either as a member of audiences or as an active participant. The quality of the performance is affected by the other cast members (sales people or other shopper,) as well as by the setting of the play (the image of a particular store and the' feelings' it impart) and props (store fittings and promotional material which try to influence the shopper's decisions)'* (97).

According to Solomon et al. a consumer's physical and social environment can make a big difference in affecting his or her motives for product purchase and usage and also affect how he or she evaluates products. Important cues include the person's physical surroundings, as well as the amount and type of other consumers also present in that situation. Dimensions of the physical environment, such as decor, smells and even temperature can significantly influence consumption.

According to McGoldrick (2002) store design atmosphere and assortment of a retail store is the key element of the retail marketing mix. Therefore, the store selling environment should promise a pleasant shopping experience and convenience for the shoppers. Now, time pressure and discretionary income has reduced the opportunity for detail pre-planned shopping. As spread of self service, increased product assortment and improved point of purchase promotion has boosted the tendency to make buying decision within the store. McGoldrick (2002) states four dimensions (Visual, Aural, Olfactory, and Tactile) of atmosphere which play an important role in consumer's choice of products and encourage the customer to stay longer. As the shopper stays longer more money will be spent by the shopper. So through the changes in the different modes of stimulation in the environment, one can affect the emotional states of consumer and purchasing behaviour. In order to create a better selling environment, support for the use of visual effects like colors, lighting and multimedia technology (TV promotional display: see below) is very important.

### **3.1.1 Layout and Display in Point of Purchase**

Davies & Tilley (2004) stated that within the retail environment, shoppers always make their purchases decisions based on visual influences. Therefore, creating a store layout which can get shopper's impression at the first time is very important. Nowadays, in order to achieve the objective of maximize turnover, retail store designer can plan their ideal store by using a physical store layout together with dedicated computer program. The design of store layout contributes to the image created and can be used to influence traffic flow (McGoldrick, 2002). Further, Vrechopoulos et al. (2004) states that store layout design is not only a critical determinant towards the creation of store image which is an important factor affecting consumer behavior but also a key role in satisfying customers' requirements, influencing their wants and preferences as well. They also emphasize the important of selling floor layouts which are strongly influence in-store traffic patterns, shopping atmosphere, shopping behavior, and operational efficiency. Additionally, according to Park et al (1989), store layout design also influences unplanned buying and brand switching. He pointed out that the level of brand search in familiar stores is higher than in unfamiliar stores because the familiar store knowledge can help to facilitate memory triggers that make the consumers recall their favorite brands. The study also showed that in unfamiliar store environments, the level of unplanned purchase is also higher due to the problems of locating the intended products.

Not only store layout, display also is an important part of the store environment creation in order to assist customer in their decision. Display techniques will consider the way that products are presented in the store and special displays can provide interest, attraction and motivating the sales of the products featured. Furthermore, shelf space has become one of vital importance in retailing: the ultimate movement of stock is associated with shelf space and store managers usually assess their stock assortments in terms of sales per square meter, space per unit, gross margin per unit or time (Davies & Tilley, 2004). Underhill's study (2003) showed that how products are placed in the aisles and on the shelves can also affect buying behavior. He also found that there are tendencies for shoppers to look where they are walking in the store. This therefore has an impact on how much of the goods that are displayed in an aisle that the customers actually see. Additionally, the price sign could increase sales but only if the signed product was on sale. Price sign and additional information about the product (benefit signs) had affected on sales for both regular products and sales products as well (McKinnon et al, 1981). These authors suggested that these benefit sign are the most effective signs for retail use because benefits signs act as further stimulus to the actual buying whereas price sign only differentiate between signed products and unsigned products.

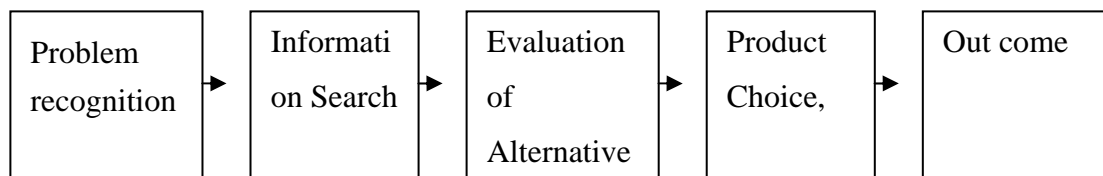
### **3.2 Retail Marketing and Consumer Behavior**

We live in a world that is significantly influenced by the marketers. We are surrounded by marketing stimuli in the form of advertisement, shops and products competing for consumer's attention and cash. Consumer behavior is a subject, which is always interesting and important for retail marketers. As they market and present their products in response to the consumer's behavior (Solomon et al, 2002). Manufactures spend a lot of money in their product promotion and advertisement. However, in-store marketing activities have become an alternative way to create awareness and more money is being spent on promotions in stores. Since promotion at the point of purchase (the store) is considered more effective than other media advertisement (Abratt and Goodey, 1990).

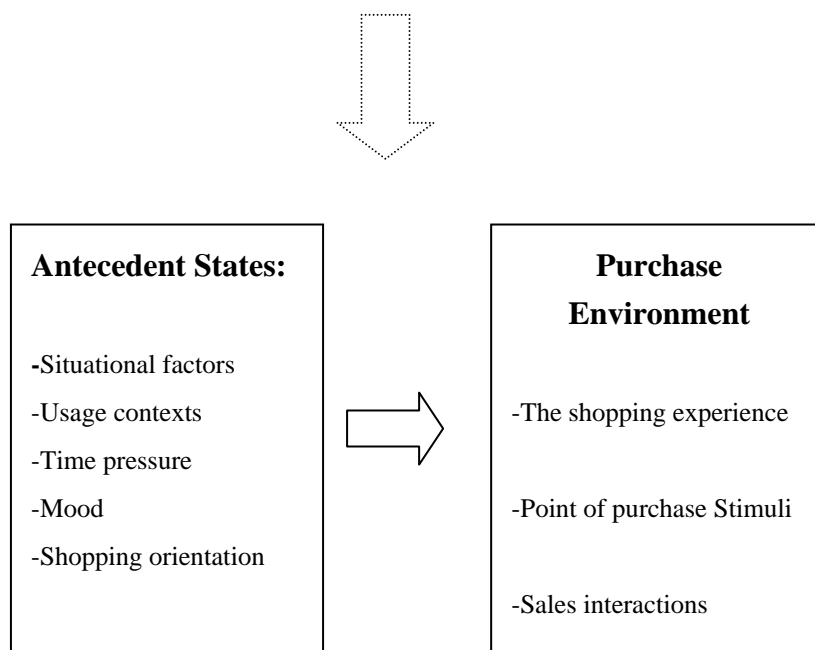
### 3.3 Purchasing Process

According to Michaels Solomon et al purchasing process is not very simple and easy going. It involves consumer's choice affected by many personal factors, such as mood, time pressure, and particular situation and context for which purchase of the product is needed (Solomon et al, 2002).

According to Michael Solomon et al., a consumer planned purchase is a response to a problem. When a consumer realizes s that he wants to make purchase, he goes to a series of steps in order to make it. The steps are described in the figure 1.1. (Stages in consumer's decision making process). (Ibid)



**Figure 3.1 Stages in consumer decision making process: (Solomon et al., 2002:258)**



**Figure 3.2 Issues related to purchase activities (Solomon et al., 2002:300)**



Solomon et al., (2002:258) define purchasing process “as a response to a problem ” ( Hoyer/MacInnis,2001). He further explained that when a person make a purchas he/she goes through a series of steps (see figure 3.1) in order to make it. When purchased is made the quality of that decision affect the final step in the process (outcome). Through all this process learning occurred about how well the choice worked out.

The problem recognition is the most important step in all this processes for marketer’s point of view. Since most of the time this process of problem recognition/ problem creation is often spurred by marketers through marketing activities. In some cases marketers attempt to create a primary demand, where consumers are encouraged to use a product or service regardless of specific brand. Since they need is created in the early stages of product life cycle. Then consumers further encourages to prefer a specific brand, but this could only be occurs is primary demand already exits. At this point the role of markets is crucial as they must have to convince the consumers that a problem can be best solved by choosing a specific brand over other in the same category Mc Goldrick, 2003).

The issues described in the figure 3.2 influences in the actual purchase situation, as well as the person’s satisfaction with the decision. According to Solomon et al. a consumer’s mood has a strange impact on purchase decision.. He gives two dimensions about situational effects these dimensions describe whether a shopper will react positively or negatively to a store environment: pleasure and arousal.

A person’s mood or psychological condition at the time of purchased can have a major impact on purchasing decisions. For example stress can reduce a consumer’s information processing and problem solving abilities. Mood can be affected by store design, atmosphere and through other in-store promotional activities. A person’s physical surrounding and environment affect his/her mood and motive him/her for selection and purchase of a specific product (Hoyer/MacInnis, 2001).

Ackerman (1989) found that grocery shopping is a “chore” done on a regular basis which makes consumers resort to various shortcuts to achieve shopping efficiency. McGoldrick (2002) states that some people suffer from time scarcity, other has too much discretionary time and for recreational shopper shopping is an activity of filling time. Further Solomon et al., (2002) also argued that time is an economic variable and consumers try to maximize satisfaction by allocating time through prioritizing different tasks. He further argued that time is ‘*pressure cooker*’ consumers who personify this metaphor are usually analytical in their planning. Many consumers believe that they are more pressed for the time than ever before, Solomon et al., called this feeling as *timing poverty*. He further explains that this feeling is due to perception than to fact. People may have several options for spending time and feel pressured by the weight of it all.

According to Titus, Everett (1995) the retail search process may either employ epistemic or hedonic search strategies. Consumers who utilize epistemic search strategies are problem-solvers and are susceptible to “utilitarian” shopping trips. These consumers are concerned with efficiency and would want to complete their shopping trips at the soonest possible time. On the other hand, hedonic search strategies comprise the experimental aspect of the retail search activity. Retailers attempt to enhance the overall quality of the multi sensory shopping experience to satisfy the shopper’s hedonic pursuit of pleasure. Boedeker (1997) found the same attributes about recreational shopper that they have high exploratory tendencies and high preferred arousal levels. Such shopper could use high stimulus retail environment as an escape from work or other pressure.

### 3.4 Impulse/Unplanned Purchase

An impulse purchase involves experiencing a sudden urge to buy something immediately. The time interval between seeing and buying the items is very short and the decision to buy it is made hastily. Jones et al. (2003) noted that an individual is not only making an impulse purchase responds quickly to the urge, a spontaneous decision to buy the item without delay but also not likely to postpone the purchase in order to gather information, comparison and seek advice. Further, impulse purchase is defined base on the basis of unplanned purchases such as “impulse buying is the difference between actually concluded and previously planned purchases”. Also some authors defined impulsive purchases as thoughtless action and they are stimulated by motivation, perception. Therefore, the stimulation has to be strong enough to overcome restraints and then measuring impulse purchase as an unplanned purchase is no longer sufficient (Weinberg & Gottwald, 1982:43).

According to McGoldrick (2002) “A *unplanned purchased buyer’s action undertaken without a buying intention from prior to enter the store*”. Mc Goldrick (2002) pointed out that there are different levels of purchase planning, so it may be more suitable to identify different degrees of impulse purchasing. According to him, impulse purchasing was classified as four types:

*“Pure impulse purchasing: a novelty or escape-type purchase which breaks a normal buying items  
Reminder impulse purchasing: when a shopper sees an item and remembers that the stock at home is low, or recalls an advertisement or other information and a previous decision to buy.*

*Suggestion impulse: when a shopper sees a product for the first time and visualizes a need for it, such purchases can be entirely rational or functional, unlike pure impulse purchases, which are sparked by emotional appeal.*

*Planned impulse: when a shopper enters the store with some specific purchases in mind but with the expectations and intention of making other purchases, depending on price specials, etc.”* (McGoldrick, 2003: 489-490).

Prior to 1982, definitions of impulse buying focused on the product rather than the consumer behavior as the motivator of impulse purchase. According to a latest study conducted by Coley & Burgess (2003) proves that impulsive buying as a function of affect and cognition which influence decision making. Affect refers to feelings, emotions and moods and cognition refers to thinking, understanding and interpreting information. They also pointed out that “*Affective components include irresistible urge to buy, positive buying emotions and mood management. Cognitive components are cognitive deliberation, unplanned buying and disregard for the future*”. (Coley & Burgess, 2003:283).

**Table 3.1: Affective and cognitive psychological processes and related components pertaining to impulse purchasing**

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*Affective process – involves emotions, feeling states, moods:*

Irresistible urge to buy      Desire is instant, persistent and so compelling that it is hard for the consumer to resist

Positive buying emotion      Refers to positive mood states generated from self-gratifying motivations provided by impulse buying

Mood management      Impulse buying is, in part, motivated by the desire to change or manage feelings or moods

*Cognitive process – involves thinking, understanding, interpreting:*

Cognitive deliberation      Refers to a sudden urge to act without deliberation or evaluation of consequences

Unplanned buying      Refers to lack of clear planning

Disregard for the future      The result of choosing an immediate option with lack of concern or consideration about the future

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*Source: Coley & Burgess (2003), pp.283, adapted from Youn (2000)*

### **3.4.1 Impulsive Buying Behavior**

According to Stern (1962) planned buying behavior involves a time-consuming information search together with rational decision making. With unplanned buying, it refers to all purchases made without such advance planning and includes impulse purchasing, which is differentiated with the relative speed in which buying decision occur. After 1982, when researchers began re-focus attention on impulse buying behavior, they began to investigate the behavioral dimensions of impulse buying (Hausman, 2000). Rook (1987) discussed an impulse is not consciously planned but arises immediately upon confrontation with a certain stimulus and the beginning of psychological impulse occurs suddenly and spontaneously. In general way, an impulse encourages immediate action and the urge may be powerful and constant, and impulses sometimes prove irresistible.

Weinberg & Gottwald (1982) views impulsive consumer behavior as a directly stimulus-controlled and therefore reactive behavior. The consumer largely reacts to stimuli in the buying situation and impulsive behavior also depends on the consumer feeling. Rook (1987) argued that the mood or affect in the environment also has been identified as a variable that strongly influences a number of actions including impulse purchasing. According to Beatty & Ferrell (1998), impulse purchasing is also influenced by positive and negative affect. The psychological scholars suggest that when a person is in a good mood, he/she is more likely to engage in approach behavior than avoidance behavior. While laboratory findings suggest that positive moods cause people to reward them more generously, to feel as if they have more freedom to act and will product behaviors aimed at

maintaining a positive mood state (Beatty & Ferrell, 1998). The negative mood has unclear effects on behavior. Sometimes the effects are similar with positive moods' effects, while at other times; negative moods will produce opposite effects (Clark & Isen, 1982). However, most of the researches suggest that the major effect of affect will come from positive dimension rather than its negative (Beatty & Ferrell, 1998).

Some psychologists elaborate on the thinking that impulsive behavior is likely viewed as irrational by associating impulsive with immature behavior (Rook & Fisher, 1995). They explained that the primary mental processes generate impulses that demand immediate satisfaction of basic, pre-socialized needs. Furthermore, impulsive behavior among adults is likely to be evaluated as immature and self-centered. So we can also see the negative views about impulsive behavior such as irrational, immature, wasteful and risky (Rook & Fisher, 1995).

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### 3.4.2 Display and In-store Stimuli

Abratt & Goodey (1990) stated that in-store stimuli are promotional techniques which will increase unplanned purchases, assist in making purchase decisions and offer consumers new ways of satisfying needs. These techniques “ *include in-store sitting, on-shelf positions, price-off promotions, sampling, point-of-purchase displays, coupons, and in-store demonstrations*” ( Abratt & Goodey, 1990: 112). Previous research showed that the relationship between sales of a brand and its shelf space does not exist. There is also a positive relationship between amount of shelf space used for impulse product brand which has high consumer acceptance and total unit sales of that brand. However, the important thing is that the effect of increasing facings on a shelf is likely to vary by product, by category, by brand, by in-store location, by store, however diminishes once a certain number of facings have been achieved.

Furthermore, they also argued that displays can increase the rate of impulse purchase in retail store and it increased the sales of items displayed. Another study from Woodside & Waddle (1975) suggested that in-store signage can help to increase the unit sales of product (Abratt & Goody, 1990). In addition, the authors also pointed out that from the manufacturer's point of view, in order to increase market share and to get trial of the product by non-user, price – off promotions are used.

As the consumer are becoming more sophisticated, different types of displays create an exciting shopping environment for a pleasant shopping experience. A study provides evidence that showing of visual information such as advertising the benefit of product usage near the product shelf and in-store graphics etc. especially the use of life style reflection graphics allows the shopper to mentally immerse themselves in a certain life style (Haiyan and Cynthia, 2006). According to Solomon et al. (2002) music and television screens can affect the mood; this has important consequences for commercials. When consumer hear happy music or watch happy programme, they have more positive reaction to commercial an products, especially when marketing appeals aimed at arousing emotional reaction. That is the reason that grocery stores are also using differ kind of display screens to grab the consumer's attention for product promotions. These stores are using still display screens as well as the screen with a short video message or information about the products. These kind or screen considered good for advertisement because of high quality and stylish display.

### 3.4.3 Impulsive Buyers and Shopping

Rook & Fisher (1995) proved that highly impulsive buyers tend to experience spontaneous buying stimuli; they are more likely to receive sudden, unexpected buying ideas. Their thinking is likely to be affected by physical proximity to desired product, dominated by emotional attraction and absorbed by the promise of immediate gratification. For that reason, impulsive buyers tend to act and respond affirmatively and immediately to their buying impulses. Furthermore, impulsive buyers also tend to experience buying impulses more frequently and strongly than other consumers.

Additionally, the impulsive buying tendency variables “.....will primary influence the felt urge variable rather than directly influencing the impulse purchase” (Beatty & Ferrell, 1998:175). Shopping enjoyment and impulse buying tendency are two individual difference variables which influence the endogenous variables (Beatty & Ferrell, 1998). Shopping enjoyment is defined as “the pleasure one obtains in the shopping process”. Previous researchers found out that those peoples who enjoy shopping will spend more time to shop and shopped longer after making a purchase (Beatty & Ferrell, 1998).

Not only individual difference variables but also situational variables influence a set of endogenous variables as well (Beatty & Ferrell, 1998). Recent research shows that individuals with more available time will browse longer while possessing limited time to shop and this problem will lead to negative reaction to the environment. Beatty & Ferrell (1998) also found that in-store browsing is a central component in the impulse purchase process and shopper who browses longer will tend to encounter stimuli and to increase the likelihood of experiencing impulse purchase urges. They also proved that “the more urges are experienced, the likelihood of engaging in an impulse purchase increases” (Beatty & Ferrell, 1998 : 172). However some contradictory results were also found in a study by Cobb and Hoyer (1986) who found that impulse buying consumers spend very little time searching for and processing information in the store environment.

The second situational variable which is money available, the budget that people willing to spend during that day is likely to positively influence impulse purchasing. Beatty & Ferrell (1998) argued that this factor produce more positive affect. The more available money people has, the higher degree of positive affect, the lower degree of negative affect and the higher likelihood of making impulse purchase.

### 3.4.4 Gender Influences in Impulsive Purchase

Sexual identity is very important component of a consumer’s self-concept. Some societies are highly *dichotomized*; with little tolerance for deviation from gender norms On the other hand some societies give freedom in behavior considering gender differences. In some societies there is a great sharing of power and decision making for male and female. It is not always clear to what extent gender differences are innate rather than culturally shaped. This is a fact that gender differences are certainly evident in many consumption decisions. For example; in market research it is observed, when comparing the food preferences of male and female consumers. Women eat more fruits; men are more likely to eat meat (Solomon et al, 2002:215).

Firat & Dholakia (1998) pointed out that consumption has always been considered as a female

activity, which involved downgraded meaning and seen as unproductive activity. Women are always perceived as the one in family that has the primary responsibility for household tasks and undertakes some so call woman's tasks like childrearing and taking care of their husband. Further, women are assumed the primary responsibility of shopping for their household (Thompson et al, 1994). There are uncountable examples of these stereotyping gender issues that can be drawn out from studies of different researchers.

In today's modern society, there is a great improvement of women status. In most developed countries, women enjoy the same right as men. Sweden is an absolute example of a feministic society. In most families, men will share the same household tasks as women. However, in generally speaking, women are still the main consumer and the one who makes the decision to buy in the grocery store.

Tannen (1995) discussed in his study that men and women have different ways of expressing themselves. Women are generally more concerned with others and tend to downplay themselves, while men are more self-confident and tend to display their qualities and skills more openly.

Later on, Underhill (2003) discussed in his famous book "why we buy" that men & women differ in every ways included shopping preference and behavior. Their shopping behavior is also different on many levels as well. Previous research also found that men and women process information differently, buy different items for different reasons and approach the shopping task differently (Coley & Burgess, 2003). According to Underhill (2003), men spend less time looking for the product and if he is ready to buy, he will not joy in the process of finding while women try products on as only part of the consideration process. For example, in fashion industry, market research shows that "65% of male shoppers who tried something on bought it, as opposed to 25% of female shoppers, 86% of women look at price tags when they shops and only 72% of men do" (Underhill, 2003). He also argued that supermarkets are place of high impulse buying; 60-70% decisions of purchase in the store were unplanned.

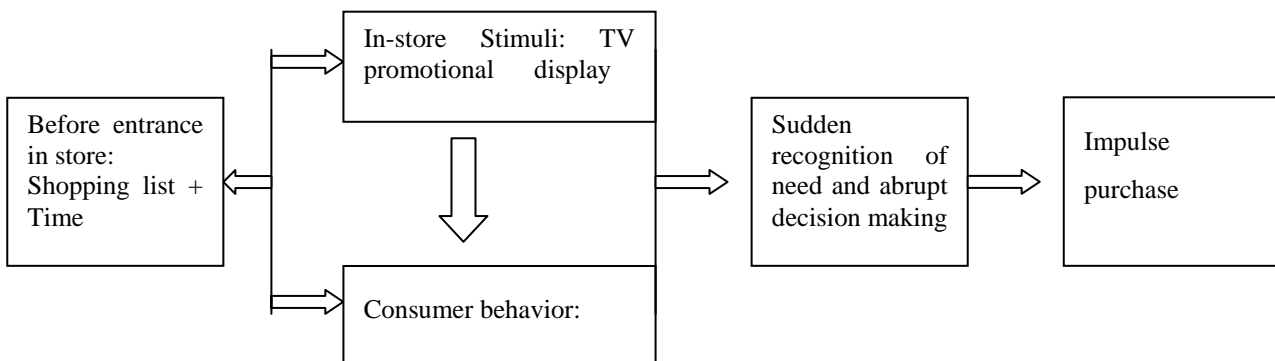
Further more, Dittmar et al. (1996) discussed how gender influences impulsive purchase and they found some gender differences in choosing product. They argued that women will look for more objects of sentimental value, aesthetic products while men will choose functional products and products that related to leisure or finance.

Further, they also mentioned the differences of possessions between men and women. Women concern more about emotional comfort and the relationships with others that they symbolize, on the other side, men concern more on use-related, activity-related and features of the possessions. The reason for these differences can be explained as reflecting male and female gender identity. Shapiro (2007) also proved that the impulse purchase habit of men and women also different, "women like cute, men like cool" (Shapiro, 2007:4). From these different behaviors, Coley & Burgess (2003) determined that women will purchase different types of products on impulse and engage more strongly on affective impulse purchasing compared with men.

### 3.5 Proposed framework model for impulse purchase under the influence of TV promotional display:

As discussed above, Underhill (2003) points out that gender influences on impulse purchase, men and women differ in shopping preferences as well as in criteria in choosing product. Further more, previous researchers also argued that store lay-out and display techniques affect consumer buying behavior. Additionally, according to Abratt & Goodey (1990), there is positive relationship between in-store marketing and impulse purchase as well.

On the basis of above discussion we propose a model which indicates how TV promotional displays stimulate male and female buyers for the impulse purchase. This model also gives an overview of the theoretical framework used in this study.



**Figure 3.2: Framework Model - Effect of TV promotional screen stimulate male and female on Impulse Purchase**

According to this model when a buyer enters in the store he/she has a shopping list or at least some idea about shopping items. After entering the store the buyer is stimulated by in-store promotion and selling environment. For this research we are going to investigate and compare the effect of TV promotional displays on male and female buying behaviour. As consumer behaviour is very broad area for research so we will only focus on time spent, shopping list, retail search strategy, price sign and size and location of TV displays in the store. These variables have been selected because of their proven relevance in previous research as behavioural influencers and due to their observable nature (see theoretical framework).



### **3.5 Operationalization of the Behavioral Variables:**

In this section we will present the variable of consumer's behavior which are studied in this research and also give a brief description about how these variables are operationalized during research.

#### **3.5.1 Time Spent**

This variable is related to in-store stimuli and time available. Since previously argued that in-store stimuli can increase the time spent by the consumer by increasing the browsing. In order to measure time spent, we record the entrance time and check out time of each respondent. Every customer is observed from beginning to end of the shopping. We also noted the time spent in front of different displays in order to know the consumer's interest in such kind of promotional display.

#### **3.5.2 Shopping List**

Shopping list is an indicator of whether the consumer is in the store with a planned shopping intention or not. Common sense suggests that even if a buyer doesn't have a written shopping list then he/she has some idea about their shopping when they enter the store. So we just noted the shopping list of each customer at the entrance of the store. In order to know whether the items promoted by TV promotional display are included in their shopping list or they are paying attention to these items just because of in-store stimuli.

#### **3.5.3 Shopping Orientation**

As previously discussed there are two kind of search strategy; epistemic or hedonic search strategies. Consumers who utilize epistemic search strategies are concerned with efficiency while hedonic search strategy is concerned with recreational shopping. So in this study we want to investigate what kind of strategy is employed by the male and female shoppers because of TV displays. Since some of the displays are located in a very prominent place therefore we want to investigate whether the location of TV displays change the normal shopping route of the male and female consumers. As suggested by Underhill (2003) some consumers did not study the assortment but went straight to hot spot.

#### **3.5.4 Price Signs**

According to Sinha and Uniyal (2005) study of price signs can indicate how important price search is for the consumer and hence, tell whether the consumer is more economising in his or her behaviour. Price sign with TV displays are also observed in order to study the price sensitivity of male and female behaviour since we have studied the five TV screens with low and high price products.

#### **3.5.5 Location and size of TV display**

As previously stated, the placement of a TV display might have an impact on how it is noticed by male and female consumers. Some of the TV displays were located in a very prominent position

like just after the entrance or in the very back of the store near meat sections. Some displays were located in a very congested place between the aisles. Size of the screens and male and female attention is also observed. Since size of the screen is off course important for being noticed by the shoppers.

### **2.5.6 TV promotional displays**

We studied the five TV display screens in two ICA stores (ICA Mobilia, ICA Limhamn Malmo, Sweden). The location and size of these screens were the same in both the stores. Here we will briefly describe the TV screens chosen for the research purpose.

#### **TV Display Screen 1:**

The first screen we studied was the about the promotion of a mouth wash (Listerine). The product price was 55SEK/item. The screen was located just after the vegetable and fruit section at the right side of the aisle to grab the attention of many customers. The interesting point about that screen was that there were three small screens of same sizes (17 inches) in a vertical order showing the same advertisement (message) about the product.

#### **TV Display Screen 2:**

The second screen was for the price promotion of chocolate (choklad Bitar) located near coffee and tea section of the store. A big screen (40 inches) was used for price promotion of chocolates. The product price was 15SEK for three chocolates.

#### **TV Display Screen 3:**

The third screen was for the promotion of vacuum cleaner (Dual Action Wheel) near the meat section at the very back of the store. The screen size was 17 inches. The product price was 249SEK (plus more for accessories).

#### **TV Display screen 4:**

The fourth screen was about the cleaning glove (Flexi Wipe) located near the milk section at the very left side of the store. The product price was 55 SEK/item. The screen size was 17 inches.

#### **TV Display Screen 5:**

The fifth screen promoting another type of cleaning glove (Fäster handske) and located in the cleaning section in between the two display selves. The product price was 49/item and screen size was 17 inches.

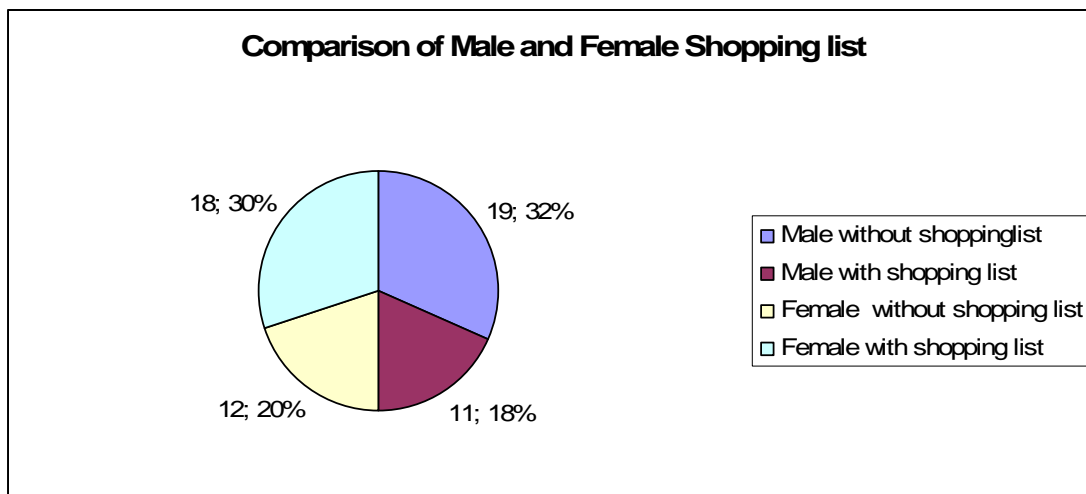
## Chapter 4- EMPIRICAL RESULTS

In this chapter, the empirical results from the quantitative interview and observations will be presented. The chapter presents a detailed comparison of male and female behavioural variables when they are influenced by the TV displays and buy on impulse, during shopping. The data was also analysed with a correlation analysis and the results from these are presented. At the very end of the chapter a summary table of all the results for the specific variables can be found.

### Descriptive Statistics

During four days (2 weekday and a weekend) we observed a total of 60 consumers (30 male and 30 female) paying attention and buying on impulse under the influence of TV displays.

#### 4.1 Comparison of Male and Female Shopping List



**Figure 4.1**

As can be seen from the pie chart only 18 % were men with a shopping list and 30% were women with a shopping list, while 32% were men with no shopping list and 20% were women with no shopping list. So it is clear from the statistics male consumers are less clear about their shopping plan as compared to women.

## 4.2 Shopping Time

### 4.2.1 Planned Shopping Time

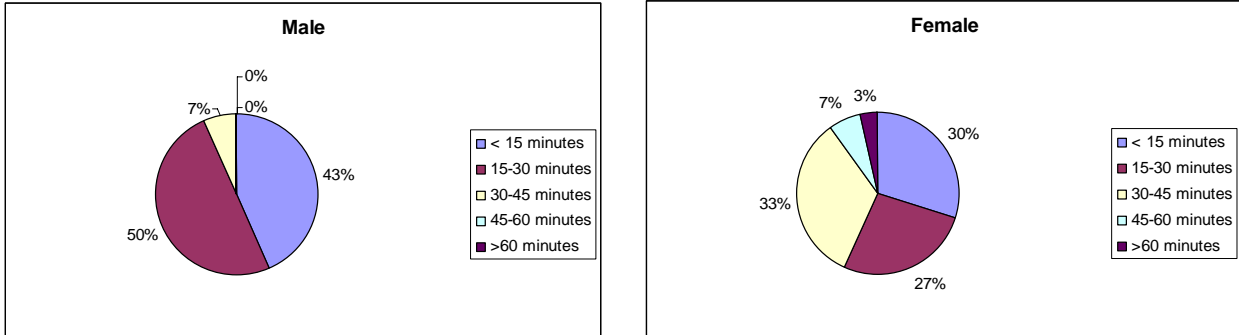


Figure 4.2.1

We have divided the time in five categories in order to know what buyers' planned shopping time is. As can be seen from the pie chart 50% men said they wanted to shop only for <15 minutes while 43% want to 15-30 minutes in shopping. Only 7% male buyers said they are going to shop for 30-45 minutes.

When we see female planned shopping time there was 37% women who have had a plan to spent 30-45 minutes in grocery shopping. On the other hand there was only 3% women who wanted to spent >60 minutes in grocery shopping. When we compare it to male planned shopping time, we can see that most of the male consumers want to spend less time as compare to female buyers.

### 4.2.2 Actual shopping time

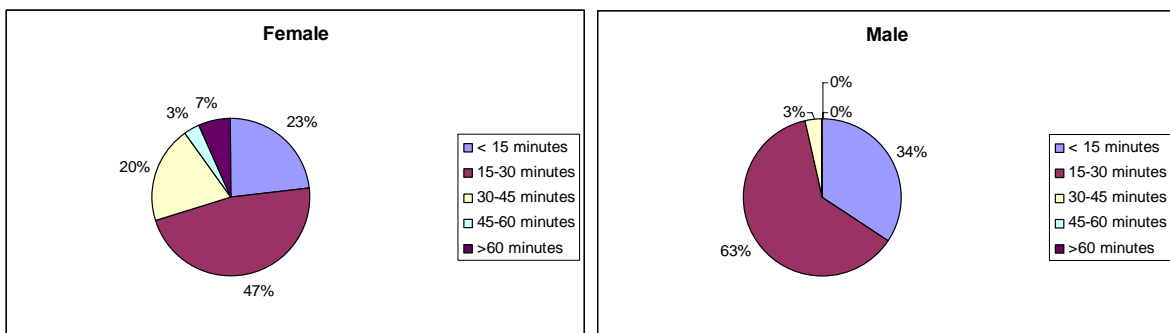


Figure 4.2.2

When we compare actual shopping time of male consumers with the planned shopping time it is clearly seen that that 50 % male shoppers who wanted to spend 15-30 minutes in shopping spent more time i.e. 63%. Though 34 % male were noted with actual time spent <15 minutes.

When we compared actual shopping time of female consumers with the planned shopping time it is clearly seen that that 27 % female shoppers who wanted to spend 15-30 minutes in shopping spent more time. When we compare it to male planned and actual shopping time we see that female consumers are more consistent in their habit of shopping time than male consumers.

### 4.3 Comparison of the consumer who noticed or did not notice TV displays

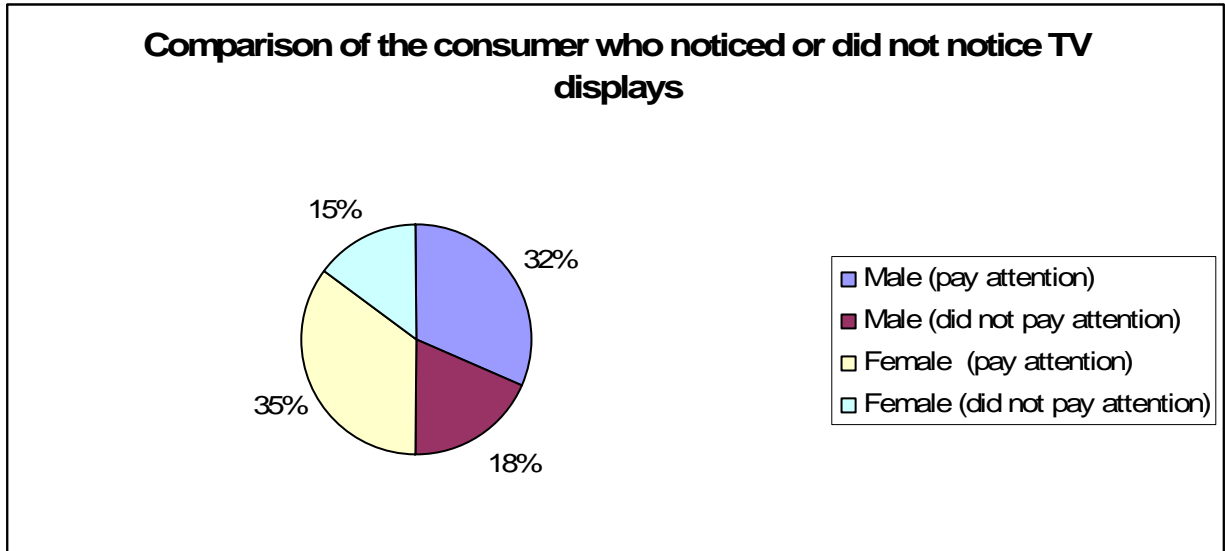


Figure 4.3

In our 60 respondents, there are 40 shoppers who paid attention to the TV screens. When we make a comparison between the consumers who noticed or did not notice the TV display screens, we realized that there are more female paid attention (35%) compared with male (32%). However, the distance between them is not so much; hence, one can say that, TV display screen attracts both male and female shoppers in the store.

#### 4.4 Comparisons of Total time spent in front of TV screens

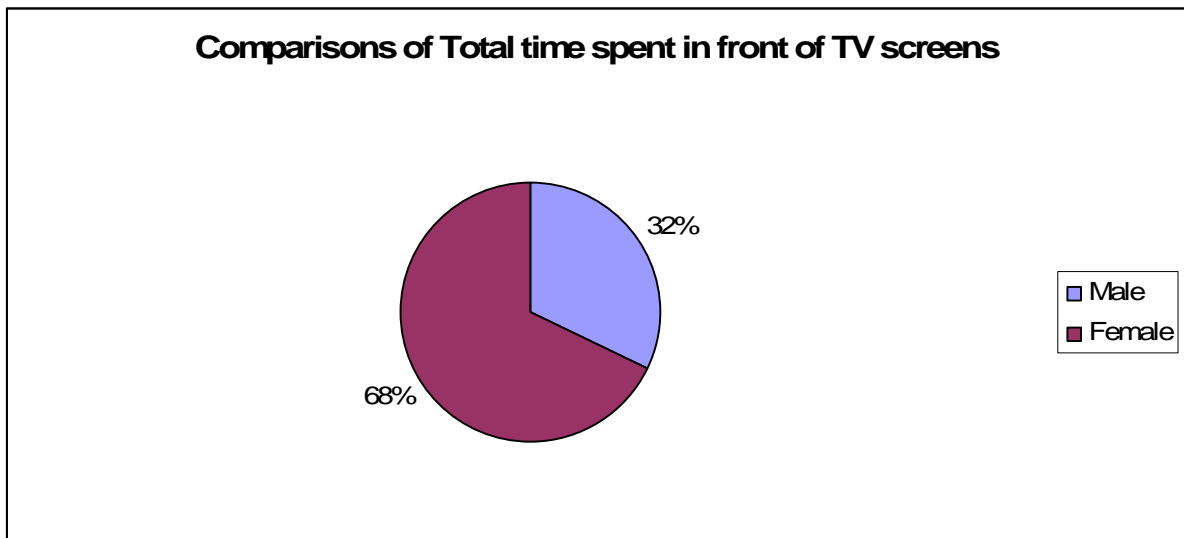


Figure 4.4

This pie chart posed that female spent more time in front of TV screens compared with male (68% compared with 32%). This indicates that men and women process information differently.

#### 4.5 Comparison of Total item purchased by Male and Female consumers

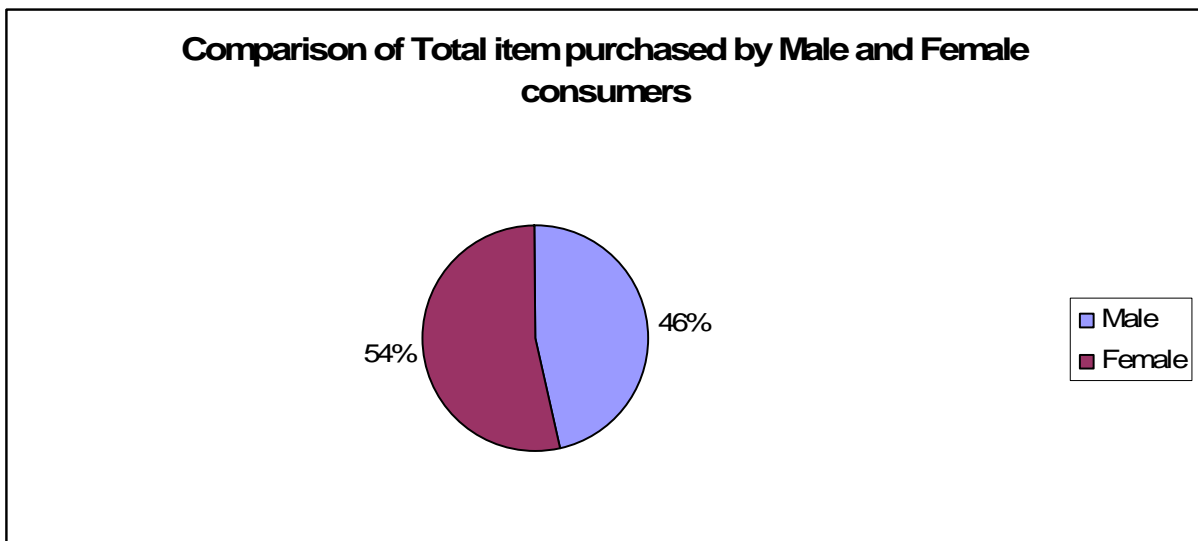
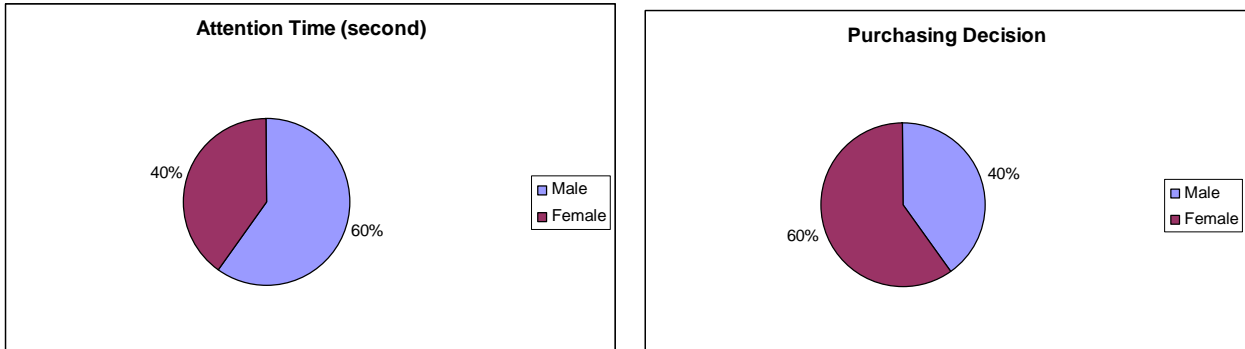


Figure 4.5

Even female shoppers made more impulsive purchases (37 items compared with 32 items), and the result was not much different, while men normally shop without any plan more frequently than women (32% compared with 20% see figure 4.1). This result indicates that men tend to make more

impulsive purchase than women.

**4.6 TV Promotion Screen 1 (Listerine-55SEK/item).**

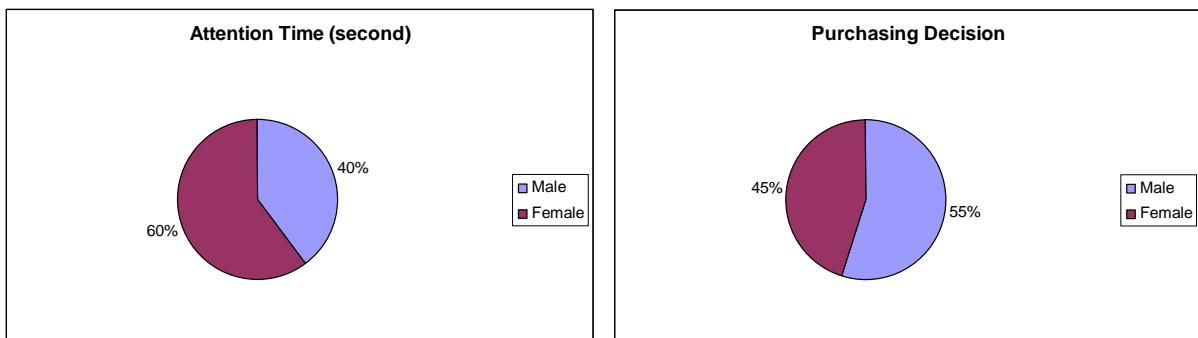


**Figure 4.6**

As can be seen from the table there was 60% male consumers who paid attention to this TV screen as compare to 40% female.

When we see the consumers purchasing decision, 60% female buy that product after stimulating by the TV screens as compare to 40 % male consumers. It can be concluded that female consumers are more stimulated by the TV promotional display and make impulse purchase decision as compare to man.

**4.7 TV Promotion Screen 2 (Choklad Bitar – 15SEK/3)**



**Figure 4.7**

The total attention time in Chocolate product at the TV screen was 493 seconds; women spent 298 seconds to look at the TV screen while men spent only 196 seconds. Shoppers were attracted by this biggest TV screen in the store and that is the reason for increasing attention time of customer.

Along the people that we interviewed and observed, there were 42 products sold (men bought 23 and women bought 19). The chocolate was on sales, the price in this promotion period is cheaper

than normal. This posed that the size of TV promotion screen, location of displaying product and price sign are very important and affect impulse purchase

#### 4.8 TV Promotion Screen 3 (Dual Action Wheel – 249 ++ SEK)

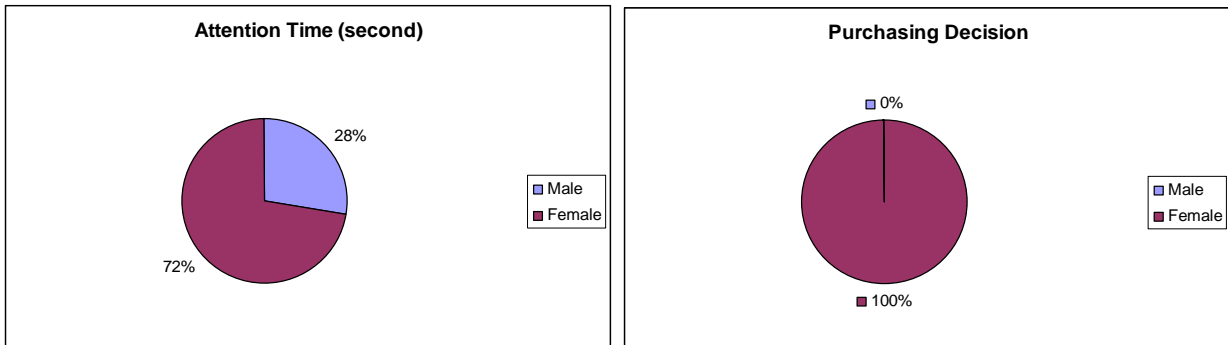


Figure 4.8

This Dual Action Wheel is new product with full of function and advantages showed on the TV promotion Screen. With this characteristic, this TV screen attracted more shoppers’ attention. That explained for 509 seconds of attention time (male: 142s, female: 367s), much more time compared with each others.

Even customer pay more attention at this TV promotion screen, but the product sold was only one and made by woman. This indicates that the purchasing decision was based on product category; price sign influence the purchasing decision.

#### 4.9 TV Promotion Screen 4 (Flexi Wipe)

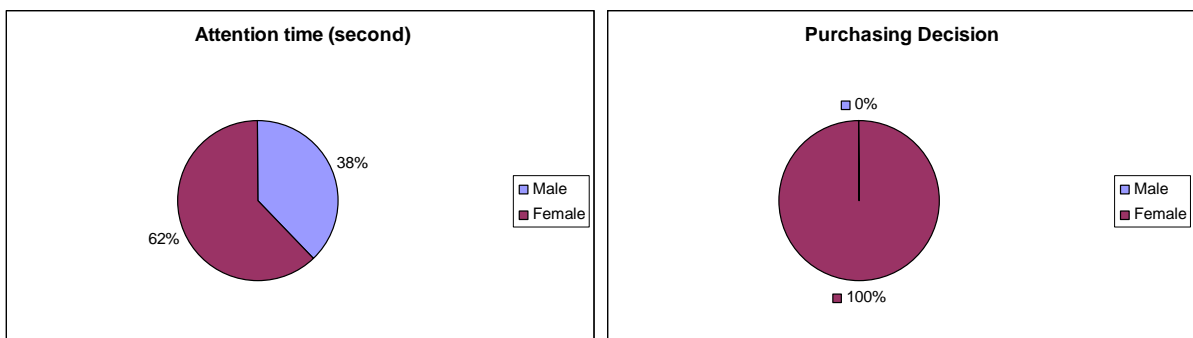


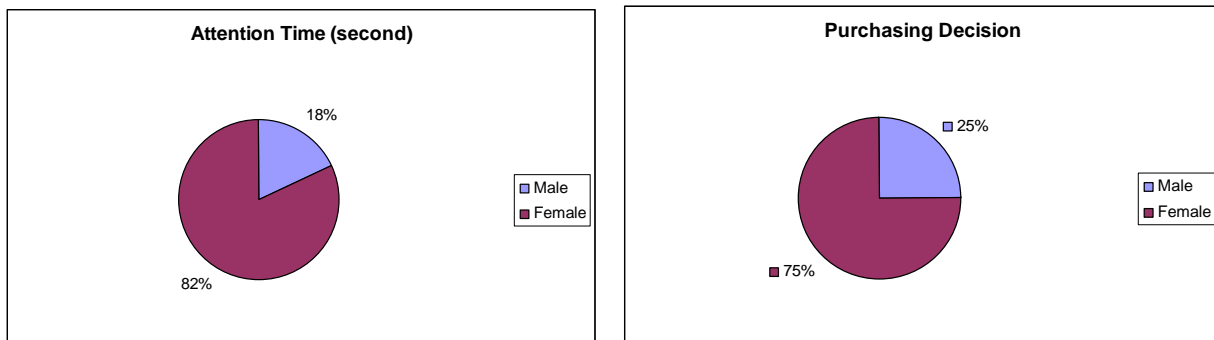
Figure 4.9

At TV promotion Screen 2 with Flexi Wipe product, the total attention time of customer during 4 days was 222 second (Male: 84s and Female: 138s). This table indicates that there is significant difference between product categories in the store and attention time is affected by gender aspect.



Total product sales in 4 days for this product were only 2 pieces and 100% of impulse purchase decision made by female. This indicates that women tend to care more about household products.

#### 4.10 TV Promotion Screen 5 (Fäster Handkse) 49 SEK)



**Figure 4.10**

This pie chart one more time demonstrated the different between male and female shopping behavior (female care more about household product).

Even though, in three products sold, there was one purchased by a man. This indicates that nowadays, men and women are more and more equally. Men also concern more with housework.

## 4.11 Correlation Analysis

A bivariate correlation analysis was conducted on the some variables to see how these variables are related to one another. Correlation is used to summarize the strengths of the association between two variables. It also indication that to what degree the variation in one variable is related to the variation in the other variable (Bryman and Bell:2003). Correlation coefficient vary between +1 and -1 which shows total positive and negative relationship respectively and mid point zero indicate no relationship(Easterby Smith et al.). A positive coefficient means that a high value on one variable will lead to a high value on the other variable. On the other hand a negative coefficient shows that a high number on one variable will lead to a low number on the other variable. (Malhotra and Birks, 2003). Although correlation demonstrates relationship between variable however it not necessary that it shows causality between the relationships (Easterby Smith et al.).

For the purpose of this study, we found it to be of importance that we could distinguish the behavioural patterns of male and female consumers. Thus we could see whether there exist any different connections between these variables.

In the following two tables, the correlation of the five variables of both genders is presented.

### 4.11.1 Correlations (Male consumers)

	Shopping list	Total shopping Time	Time spend in front of TV displays	Impulse Purchase Item
Shopping list	1	-0.087	0.311	0.441
Total shopping Time	-0.087	1	0.224	-0.074
Time spend in front of TV displays	0.311	0.224	1	0.946
Impulse Purchase Item	0.144	-0.074	0.946	1

As can be seen in table, there are several variables that are significantly correlated in male consumer behaviour. Most of the correlations are strong and therefore indicate that there is a high linear association between these variables. For example, 'time spends in front of TV display' and impulse purchase have a very strong relation which indicate a very high linear association. A strong relation can also be seen in 'total shopping time' and 'time spend in front of the 'TV displays'.

'Impulse purchase item' and 'shopping list' also shows a positive relation with one another. On the other hand, when we see the relation of 'shopping list' and 'shopping time', it has a very weak relation. This is also true for 'impulse purchase item' and 'total shopping time'.

#### 4.11.2 Correlation (Female consumers)

	Shopping list	Total shopping Time	Time spend in front of TV displays	Impulse Purchase Item
Shopping list	1	-0.139	-0.224	-0.112
Total shopping Time	-0.139	1	0.177	0.156
Time spend in front of TV displays	-0.224	0.177	1	0.984
Impulse Purchase Item	-0.112	0.156	0.984	1

When we see the correlation analysis for female consumers, it is quite different as compared to male consumers. As here correlations are weaker than male behavioural correlation. However, correlation between 'impulse purchase item' and 'time spend in front of TV display' is very strong and slightly higher than male correlation.

There is also a correlation between 'total shopping time' and 'time spend in front of TV display' but it is not strong. Correlations with other variables are weaker and most of the variables have negative correlation with one another.

## Chapter 5- ANALYSIS

In this chapter, we will analyse the results from empirical data collected with the help of the theoretical framework. The discussion starts by analysing different variables with possible explanation for the results. There is also a general discussion about the over all results.

### 5.1 Variables Analysis

#### 5.1.1 Total Shopping Time and Shopping Orientation

The data analysis results show that there is a significant difference in male and female total shopping time. Female consumers are noted to spend more time for grocery shopping as compare to male consumers. Female consumers spend more time even if they have a planned shopping trip. The store browsing is a vital component in the impulse purchase process and shopper who browses longer will tend to encounter stimuli and to increase the likelihood of experiencing impulse purchase urges (Beatty & Ferrell, 1998). It means that female consumers have more tendencies to buy on impulse as they have long browsing activity as compare to male consumers. It is also discussed in the theoretical framework chapter, that there are two types of consumers. Who suffer from time scarcity, other has too much discretionary time for recreational shopping and shopping is an activity for them of filling time (McGoldrick, 2002). After analyzing the data male consumers are considered as 'problem solver', who spend less time in shopping and utilize epistemic search strategies. They utilize their time to get full benefit from their shopping trip in a short period. These consumers are concerned with efficiency of shopping and would want to complete their shopping trips at the soonest possible time. On the other hand, female consumers utilize the hedonic search strategies. It means they are experimental in their shopping approach and take shopping as recreational activity (Titus and Everett, 1995).

When we compare the total time spent with the time spent in front of the TV displays. We can clearly see that time spent in front of the TV screens have a minor effect on the total time duration in case of especially male consumers (as only 11 minutes in total are spent by male consumers in front of displays) While in case of female it is double as compare to male consumer (23 minutes in total) but still minor effect on total shopping time.

The results from our correlation analysis show that there is not a very strong relation between total time spent and time spent in front of the TV screens in case of both genders. Though, this relation is slightly high in case of female consumers as compare to male consumer. While when we compare total time spent with impulse purchases. We can see that male consumers spent less time as compare to female consumers but make more impulse purchases. Therefore, one can argue that planned buying behavior involves a time-consuming information search together with rational decision making (Stern, 1962). It means impulse purchase decisions involve with the speed in which buying decision occur, and we can conclude that an impulse encourages immediate action (Rook, 1987).

### 5.1.2 Shopping List

A shopping list is a list of item to be purchased and considered as an indicator of whether the choice of product was planned or is it results of impulse purchase. If the choice of product is planned then it should lead to less browsing and evaluation of alternatives (Beatty and Ferrel, 1998).

According to our research most of the female have a shopping list especially if they were doing weekly shopping (as per observation) as compare to male consumers (see figure 4.1). When we compare a planned shopping (shop with shopping list, 11 males have a shopping list as compared to 18 females) with the decision of impulse purchase the results show that the male consumers buy on impulse more than female consumers as most of the male consumers don't have any shopping list and they buy on impulse 32 items in total (see figure 4.1, 4.5). Same thing can be seen that 37 items were purchased by female consumers without any plan though most of the women have a shopping list with them. So the male as compare to female consumers are considered as highly impulsive buyers as they have high tendency to experience spontaneous buying stimuli and more likely to receive unexpected buying ideas (Rook & Fisher: 1995).

Our correlation analysis shopping also strengthen our argument that as it shows negative relation with impulse purchase in case of female consumers. It means female are less stimulated by the TV displays if they have pre-defined shopping list as compare to male consumers. While it shows positive relation in case of male consumers. It means male consumers purchase more on impulse.

### 5.1.3 Study TV Display

We observe 5 TV display in ICA stores. The most of the products promoted by these displays was not of daily use and not of the part of daily and weekly shopping for example cleaning gloves, cleaning machine, vacuum cleaner).

#### 5.1.3.1 Location and Screen Size

As previous study stated that most of the time shoppers make their purchases decision based on visual influences within the store (Davies & Tilley, 2004), that's why getting a first good impression is important in order to grab the attention of customers. In the two stores where the observation was conducted, the screens sizes and locations were same. First we will start discussion with our first screen i.e. mouth wash (Listerine). This TV display screen was located just after the vegetable and fruit section at the right side near the entrance of the store (see appendix D location map of screens). The display of this screen was interesting and eye catching because, there three screens of same sizes (17 inches) were placed in a vertical order with the same advertisement about the product to grab the attention of most of the shopper. This product was interesting for male and female both consumers. Many of them looked at the screens for a long time as compare to other screens (see fig 4.6) Although female consumers spend less time than male consumers in front of this screen but they bought more items (see fig4.6) on impulse as compare to male consumers.

The second promotional screen was about the promotion of chocolate (price promotion 3/15SEK). It was located near the coffee and cornflakes section with a very big screen (40 inches) (see

appendix D) to catch the attention of most of consumers. The screen size was bigger than other screens (17 inches) in order to provide customers interest and more visibility due to large screen size and location. Its' location was outstanding as it was placed at the the main/middel aisle of the store in the center. There was also a short cut to go to the other main section (milk section ) near this screen. It leads to motivate the sales of the products featured (Davies & Tilley, 2004). Here male gave less attention than female but they consumer bought more on impulse as compare to female consumers (see fig 4.7)

Listerine and chocolates are not functional products as well as not new products launched; they are well known and familiar with consumers because of daily use However, customers still spent more time in front of these two TV screen (15.48 minutes) and made a lot of impulse purchase decision (62 out of total 69 products sold on impulse). So one can argue that good location and interesting screens formats can help the TV display screen to be more effective tool in the in-store promotion .

Furthermore, we observed an interesting trend that one of these displays promoting cleaning products were fixed near the dairy product section and near the meat section (see appendix D). Apparently there is no connection between these milk product and cleaning products. But it seems a good idea to promote cleaning product near the daily use products, as most of the shopper did not go to the cleaning section. Some of the consumers took notice of this display just because they were there to buy milk and they did not do toward cleaning section. Because one of the display was fixed near the cleaning item section of the store but most of the consumers. Especially the male consumers did not pay attention these cleaning displays (see Fig 4.8, 4.9 and 4.10) as compare to women.

The fourth screen was about the promotion of a innovative vacuum cleaner (Dual Action Wheel) at the very back of the store. Only one item is bought by a female consumer. But male and female both show interest in this screen.

Our last screen (Fäster handske) was located in the cleaning section (see appendix D) in the last part of store jut before the freeze products section and checkout. Additionally, this TV screen was placed between the smaller aisles in the store with normal screen size (17 inches), hence fewer customer paid attention at the screen and only 4 products sold on impulse out of total 69.

This discussion shows that there are two most important consideration when product is displayed by TV screen; *Location, Visibility and Screen size*. Since the screen which was more visible because of size or location was seem more interesting and eye-catching for male and female both consumers. Even most of the consumers did not bought any thing after seeing the product information but they show their interest by looking at those screens (Abratt & Goodey , 1990). It also proved that, the use of TV screen (as visual effect in the store environment), can affect the mood. Since the consumer show positive reaction to the commercials and products which were promoted by these commercials ( Solomon et al., 2002).

### 5.1.3.2 Price Sign

The ICA store was selling the Chocolate product (Choklad Bitar) at promotional price, 15 SEK for 3, while normal price is 5.9 SEK/ 1 chocolate. That's why most of male and female consumers picked three chocolates instead of one. As we can see from the result, 42 products were sold among 60 customers during four observation days. On the other hand, there was only one Dual Wheel Action product was sold. It is difficult to make a comparison of sales between these two different product categories (because of high and low price) with different characteristics. Dual Wheel Action was a new, functional product with renovate technology and the price is high (249++ SEK) whereas Chocolate is consider as daily product and purchased more on habit. However, the results showed that the price sign could increase sales for product on sale (Mc Kinnon et al, 1981). Even though, previous research also pointed out that price sign and additional information about the product as further stimulus to the actual buying had affected on sales. This conclusion seems not really worked effectively in case of Dual Wheel Action product since only one item sold out. In general, we can conclude that low as well as high price product can grab the attention of consumers through TV display because of visual effects. However consumers might purchase low price (as compare to high price products) on impulse because of low risk (Hoyer/MacInnis, 2002).

### 5.1.3.3 Total Time spend in front of TV display and purchase decision

When we compare consumer 'who pay attention to screens' with those consumers 'who did not pay any attention to screens' we can clearly see that most of the consumers took notice as compared to those consumer who did not notice. There were only 20 consumers who did not notice the TV displays (see appendix A). We see that there were only eleven male (out of thirty) and nine female out of thirty who did not paid any attention to TV screens. Those male and female who did not purchased any item promoted by these displays. So when we compare these male and female consumers with the consumer who paid attention to TV displays, there was more number of male and female consumers who paid attention to the screens. It means that these displays have some effects on the shopping behaviour of male and female consumers and stimulate them to be noticed.

When we make a total comparison of item purchased under the influence of TV display it is clear that there is a slight difference between male and female consumers as male consumers purchased 32 items while female consumer purchased 37 items. When we compare it with the total time spend in front of TV display there is a significant difference between male and female time spent in front of TV displays as males spend only 11 minutes and female spend 23 minutes which is almost double the male time. It means that female consumers are less stimulated by TV displays as there spend more time to make a decision for a products promoted by this technology as compared to male consumers. It is also concluded that they process information in more time than male consumer.

After analyzing these variables, one can say that in-store marketing has a very significant importance in impulse purchase (Beatty & Ferrell, 1998) especially visual effect. The results of TV promotional displays study indicate that TV promotional display screen will influence the rate of impulse purchases in grocery store. However, the high or low level of influencing rely upon a lot of elements such as the location, the size of the TV screen as well as the price sign of the promoted products. Although some of these aspects are studied in this research paper but there can be more

aspect related to TV promotional screens.

## 5.2 General Discussion

As in previous section, we have presented our model of impulse purchasing. Our model postulates that TV promotional screen can effects male and female shopping behaviour and can increase impulse purchase. The model predicts that variables such as time spent, shopping list, TV promotional screen, price signs and location of the TV screen and gender differences influence impulsive buying in grocery store.

The finding from our analyses indicates that TV promotional screen will influence the rate of impulse purchase in grocery store. This was supported with, for example, there were 69 items purchased on impulse and customers spent 33.61 minutes in front of the TV promotional screen during four observation days. The results also indicate that TV screen is very important communicational and promotional tool for product promotion in an in-store environment. As it is a new marketing strategy and new technology in grocery retailing, it can provide a competitive advantage to the grocery retailers in term of consumer interest at the point of purchase. Use of TV promotional screen not only encourages impulse purchase within the store but also stop the customers for few moments to take notice of the product being displayed by the TV. Further, the importance of the screen's location, screen size, visibility, display (height, location in aisle etc) and product's price sign was also noticed in the empirical results. With the help of these factors, TV promotional display system could work more effective in the grocery store.

However, as Cobb & Hoyer (1986) argued that impulse buying shoppers spend little time for searching and processing information about products in the store. Therefore, authors suggest that displays and other attention getting advices needs to be highly noticeable and short to process. They also found that impulsive buyer value quality as much as the planned buyer, that is the reason why promotions in the store should be based on quality, if the store manager wants to capture the impulsive shopper's attention. Additionally, as Haiyan and Cynthia (2006) stated that consumers are becoming more sophisticated, hence different types of attractive displays can help to create a better shopping experience. As the results of this study provide evidence that showing of visual information i.e. benefit of product usage, through TV display is a new interesting way of catching the consumer's attention at the point of purchase and encourages impulse buying. In broader view, these results also indicate that visual environment of the store significantly affects sales (Spangenberg, 1996).

Our results also show that there are significant differences between men and women shopping (Underhill, 2000) including shopping preference and behaviour towards TV promotional screen. Female spent longer time to shop in the store as well as notice the TV display screen longer as compared to male (see appendix A). This result supports the literature stating that men and women process information differently (Coley & Burgess, 2003), and men spend less time looking for the product and if they are ready to buy product, they will not enjoy browsing for while they shop (Underhill, 2003). Further, for the same Chocolate product (Choklad Bitar) TV screen, we can see clearly that even though men made more impulse purchase decision but they spent less time (Underhill, 2003) to pay attention than female did. However, in general result, it appears that women are more likely to participate in impulse purchase than men and often buy items without prior shopping list. The number of unplanned purchased items of female is higher than male in total.



Women purchased more related product categories than men, including Flexi Wipe, Fäster handske and Dual Wheel Action as compare to men. An explanation for this difference is that women concern more about household products where stronger gender identity was concern. As men bought products which are more use-related. These findings also support Dittmar et al (1995) arguments about differences in gender identity in case of TV promotional display screen.

## Chapter 6 – CONCLUSIONS AND RECOMMENDATIONS

This final chapter will provide a conclusion of this research and an attempt to fulfil the purpose of the study. Furthermore, the theoretical and practical contributions of the study will also be discussed. Finally, the chapter ends with suggestions for further research.

### 6.1 Conclusions

In the introduction part, the authors have specified the purpose of this research study as “*to investigate and compare how promotional TV display influence male and female’s behaviour for impulse shopping*”. According to this study male and female consumers showed different behaviour, during shopping while choosing products promoted by TV displays. A variety of products were impulsively purchased by male and female consumers including: Listerine, Chocolate, Flexi Wipe, Fåster handske and Dual Action Wheel. There was some differences between male and female consumers when we evaluated the different variables of the study (time, display, location etc). Additionally, we not only found that TV display is vital important component of in-store marketing and influences the rate of impulsive purchase in male and female consumers, but also found that the TV screen size, location and the price signs of promoted products are very important in order to encourage impulsive purchase in grocery store.

In summary, the differences between men and women behaviours for impulse shopping are combined:

**Summary of results:**

	Male consumers	Female Consumers
Shopping list	Male consumers have less tendency to shop with shopping list.	Most of the female consumers shop with a proper shopping list as compare to male consumers
Total shopping time	Spend less time during shopping trip Problem solver Less browsing activity Efficiency of shopping	Spend more time, have longer browsing activity. Recreational shopper. Have more tendencies to buy on impulse Experimental shopping
Customer who did not pay attention to TV display	Most of them paid attention to the Tv screens	Most of them paid attention during shopping trip
Time spend in front of TV display	Show less interest as compared to women and spend less time	Show more interest and spend double time as compared to male consumers
Impulse Purchase decision	Less items However, total result shows that men tend to make more impulsive purchase than women.	More items

As discussed in the problem discussion, during last two decades, store design, layout and environment are used as weapon in the quest to achieve image differentiation. Bill & Dale (2005) stated that the overall picture of store layout and shopping experience was changes by the beginning of self service retailing. The main objective of design and store layout is encourage impulse or unplanned purchase and encouraging customer to stay longer because the longer customers stay, the more money will likely spent (McGoldrick, 2002). There are many studies focused on consumer behaviour and nature of impulse purchase (Rook, 1987). Also, previous research discussed the promotional techniques such as in-store sitting, price-off promotion, sampling employed to increase impulse purchase (Abratt&Goodey, 1990). However, there was no study focused on comparison of male and female behaviour for impulse buying in grocery store with a special focus on TV promotional display system. This study will contribute to the existing knowledge by investigating how behavioural variables such as research strategy, time spent, TV display screen, location screen size and price sign of promoted products influences male and female consumers during shopping and how TV displays effect the impulsive buying decision of male and female shoppers. Therefore, this knowledge is useful in a theoretical aspect because this shows how men and women can be influenced by TV display screen in impulse purchase and what are the differences between their behaviour while choosing products and processing information.

This study also contributes to existing knowledge base on in-store environment on consumer perceptions and behaviour (Lindquist, 1974). Based on the differences between men and women behaviour towards TV display screen in the store, we have suggested some knowledge on possible ways to create more impulse purchase decision.

Our results suggest several implications for industry, as previous discussion; TV screen will attract shoppers to stay longer in the store and it influences the rate of impulse purchase. As the result, retailers should constantly work on creating an exciting shopping environment, and store atmosphere is the key in attracting and keeping the consumer inspiration about shopping experience. TV promotional screen combine with attractive décor, creative merchandising, and appropriate lighting etc. will enhance mood and emotion, which may cause of affective tendencies leading to impulsive behaviour (Coley & Burgess, 2003). These elements can be used to motivate customers to decide for impulsive buying as a way manage or prolong mood, especially effective in influencing women since they concern more about emotional comfort. So while implementing various marketing strategies should be considered related to promotion of products such as well designed displays with the help of TV display screen in order to provide signage and advertising that address the cognitive process of impulse purchasing (Coley & Burgess, 2003).

Finally, from our results, we can see some products were impulsively purchased with more frequency such as Listerine, Chocolate, than others. So retailers should also identify and profile their target market regularly, when they decide about, what kind of product could be more appealing, when displayed by TV screens. Consequently they can present merchandize items in a way that creates the impulsive desire.

## 6.2 Suggestions for Further Research

In spite of all efforts the knowledge gained from this study has several limitations, some of these stem from the methodological approach of the study. Although we have combine the observation and short interviews and argued several advantages of our choice of data collection method but there was also some disadvantages. For example, even though detailed observations have enabled us to see actual behaviour rather than intended behaviour, and helped us in understanding of why consumers behave the way they do. However, observations only show behaviour, it does not explain behaviour. Therefore, we recommend further studies to include responses from the consumers at spot (near display screens) in order to increase the understanding of why consumers chose a products promoted by display screens. For example, the observations could be combined with at the spot interviews to gather information on why the consumer behaved the way they did and why they choose a specific product. So researcher could get more detail information about what kind of impulse purchase is made by the consumers after stimulating by the TV promotional display(‘*Pure impulse purchasing, Reminder impulse purchasing, Suggestion impulse ,Planned impulse*’ for more detail see section 3.4).

Another limitation, related to the methodology of the study, is that the observations in this study were conducted in big stores. As discussed in the methodology chapter, the specific store was chosen because it fulfilled the criteria of a having TV promotional displays and a high consumer flow. However, we believe that the store might have somewhat limited in the variety of consumers who shop there for a planned weekly shopping than smaller stores. Thus, the results from this study should not be generalized to other store formats. Therefore, we recommend that it would be interesting to conduct the same study in different stores formats in a more extensive study. So the generalisation of the results could be increased.

Finally, as the results of this study indicate that female consumers take more interest in TV promotional display and purchase more on impulse as compare to male consumers in general. But for some TV display screen for example chocolate and mouth wash, male consumers also showed their interest by spending more time in front of screens as compare to female. So it could also be studied that what kind of product should be display with promotional screens, which could be attractive for male consumers to target the male grocery consumers. The knowledge gather from this study will be helpful for those grocery retailers who are especially interested to target specific grocery shoppers.

During this research we only focus on the stores with TV promotional screens. An interesting suggestion for future research might be the comparison of consumers shopping behaviour in a store without TV display and with TV promotional display. So it could be investigated how important TV displays are as an in-store stimuli, for impulse purchase.

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## APPENDICES

### Appendix A

#### Summary of results

Shopping List			Total	Male	Female
		Yes	29 or 48.33%	11 or 18 %	18 or 30%
		No	31 or 51.66%	19 or 32 %	12 or 20%
Time spend according to plan			40 people or 66.66%	19 people or 31.66%	21 people or 35%
Time spend more than planned time			9 people or 15%	5 people or 8.33%	4 people or 6.66%
Time spend less than planned time			11 people or 18.33%	6 people or 10%	5 people or 8.33%
Who did not pay attention			20 people or 33.33%	11 people or 18.33%	9 people or 15%
People Who paid attention			40 people or 66.66%	19 people or 31.66%	21 people or 35%
TV1 (Listerine)  55SEK/item.	Planned Purchase		0	0	0
	Unplanned purchase	Purchase	20 items	8 items	12 item
		Attention Time	435 sec or 7.25 minutes	265 sec or 4.41 minutes	170sec or 2.83 minutes
TV2 (choklad Bitar)  15SEK/3	Planned purchase		0	0	0
	Unplanned Purchase	Purchase	42 items	23 items	19 items
		Attention Time	494 seconds or 8.23 minutes	196 seconds or 3.26 minutes	298 seconds or 4.96 minutes

TV3 (Dual Action Wheel) 249SEK (+ for accessories).	Planned purchase	0	0	0	0
	Unplanned purchase	Purchase	1 items	0 items	1 items
		Attention Time	509 seconds or 8.48 minutes	142 seconds or 2.36 minutes	367 seconds or 6.11 minutes
TV4 (Flexi Wipe) 55 SEK/item.	Planned purchase	0	0	0	0
	Unplanned purchase	Purchase	2 items	0 items	2
		Attention Time	222 seconds or 3.7 minutes	84 seconds or 1.40 minutes	138 seconds or 2.30 minutes
TV5 (Fäster handske) 49/item	Planned purchase	0	0	0	0
	Unplanned purchase	Purchase	4 items	1 items	3 items
		Attention Time	348 seconds or 5.80 minutes	63 seconds or 1.05 minutes	285 seconds or 4.75 minutes

	Total time in front of TV display	Numbers of Unplanned purchased items
Male	664 sec or 11.06 min	32
Female	1353 sec or 22.55min	37
	2217 sec or 33.61 min	69

## Appendix B

### INTERVIEW

Hi, we are International Marketing student from University of Lund would like to conduct an interview regarding unplanned purchase for our final thesis.

Appreciate your help to answer the following questions. This will only takes few minutes of your precious time to complete the interview.

Thanks for your kind attention.

#### *Information*

Age: \_\_\_\_\_ Gender: Female Male

1. Do you have any shopping list (or the list that you have in your mind) while you shop?  
Yes. If yes, please specify: \_\_\_\_\_

1		9	
2		10	
3		11	
4		12	
5		13	
6		14	
7		15	
8		16	

No

2. Do you often purchase grocery products without any plan?

Yes

No

3. How long you spend during grocery shopping normally?

Less than 15 minutes

15-30 minutes

30-45 minutes

45-60 minutes

More than 60 minutes

4. Can we have your shopping receipt when you check out (if you don't mind)?

Yes

No

## Appendix C

### Observation Schedule

Entrance time----- Check out time-----

TV display	Male	Female
<i>TV1 (Listerine) 55SEK/item.</i>	Take notice:  Price sign:  Attention time:  Pick a item or not:  Screen size and location:	Take notice:  Price sign:  Attention time:  Pick a item or not:  Screen size and location:
<i>TV2 (choklad Bitar)  15SEK/3</i>		-
<i>TV3(Dual Action Wheel) 249SEK(+for accessories).</i>	-	-
<i>TV4 (Flexi Wipe) 55 SEK/item.</i>  <i>TV5 (Fäster handske) 49/item</i>	-  -	-  -

## Appendix D

**Location map of TV displays:**

