Shopper Mode
Shopper Marketing - from a shopper perspective

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Abstract

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The thesis purpose:
The purpose of this research is to contribute to a greater understanding and new knowledge in the conceptual area of Shopper marketing from a shopper’s perspective. Today, there is not much available research of the shoppers’ perspective of Shopper marketing. By accessing insights from the shopper's point of view of the retail situation this knowledge can be used when developing strategies for how to get shoppers to turn to more positive perceptions and an increased shopper experience.

Methodology:
This research is designed in two steps where we firstly want to explore the shopping situation at the Swedish pharmacy market. Through a quantitative interview session of 100 persons inside the case company’s facilities. The second session is based on 10 qualitative research interviews were we strive to fully understand the shopper and to create shopper insights which are important to highlight as they contribute to the answer of the research question. This dual approach makes us chose an abductive course of action in the processing of the research findings and theory frame.

Theoretical perspective:
The main theories that are used in Shopper Mode are shopper marketing theories and retail marketing theories.

Empirical data:
The empirical data is gathered through 100 shorter interviews and 10 in depth interviews; with this we have reached both a width and depth in the insights of the shopping situation. Apoteket Hjärtat is used as a case company for the study

Conclusion:
We can conclude that that Alexander’s (2008) different shopping categories can be used as interpreter of the retail situation within Shopper marketing Strategies. This together with the visualization of the 360° approach of the shopper can be useful in extern marketing strategies. It can also be useful in intern marketing as a pedagogic tool to visualize the picture of the most valuable shopper to the staff in a business organization. By this a clearer and more consistent message from the business/ brand/ shop will most likely be experienced by the shopper. We also can conclude that Shopper marketing can be seen as a new dialect of already existing marketing approaches. However, dialects do affect us and the way we say things can often affect the result. In this view Shopper marketing can be thought of as a new tool in the tool box or a new color in the crayon box. Thus, Shopper marketing is promoted and branded as a whole new knowledge but we see it more as old wine in a new bottle, and just like with other new things it arouse our curiosity.
# Table of Content

1. Introduction ..................................................................................................................... 5
   1.1 Background .................................................................................................................. 5
   1.2 Problem area ............................................................................................................... 7
   1.3 Purpose ...................................................................................................................... 8
   1.4 Research question ..................................................................................................... 8
   1.5 Limitations ............................................................................................................... 9
   1.6 Expected knowledge contribution ............................................................................ 9
   1.7 Disposition .............................................................................................................. 9

2. Theory .......................................................................................................................... 10
   2.1 Defining the concepts ............................................................................................. 10
   2.2 Positioning Shopper Marketing within Retail Marketing ......................................... 11
      2.2.1 Clarifying nuances ......................................................................................... 13
   2.3 Shopper marketing .................................................................................................. 14
      2.3.1 Inside the store ............................................................................................... 14
      2.3.2 Out of store .................................................................................................... 17
      2.3.3 The role of the shopper .................................................................................. 19
   2.4 True shopper insight .............................................................................................. 21
      2.4.1 Trends spotting .............................................................................................. 22
      2.4.2 360° ................................................................................................................ 23
   2.5 Short theory sum up ............................................................................................... 24

3. Method .......................................................................................................................... 26
   3.1 Research design ....................................................................................................... 26
   3.2 Data gathering ......................................................................................................... 27
   3.3 Interviews ............................................................................................................... 28
   3.4 Interview method .................................................................................................... 28
      3.4.1 Numerous short interviews ............................................................................ 29
      3.4.2 In depth interviews ........................................................................................ 31
   3.5 Differences between the two interview techniques .................................................. 33
   3.6 Generalizability and self-criticism .......................................................................... 33
   3.7 Case company ......................................................................................................... 34
   3.8 Adjusted information behind the data gathering .................................................... 35
      3.8.1 Collection of empirical material – numerous short interviews ......................... 35
      3.8.2 Collection of empirical material – in depth interviews ................................... 36

4. Empirical findings and reflections ................................................................................. 37
4.1 The shopping situation at Apoteket Hjärtat .......................................................... 37
4.2 The findings from the deep interviews ........................................................................ 40
  4.2.1 In store experiences .............................................................................................. 40
4.2.2 Out of store experiences ....................................................................................... 43
4.2.3 The shopper experience ......................................................................................... 44
5. Analysis through the theoretical framework ................................................................. 49
  5.1 In store activities ....................................................................................................... 49
    5.1.1 Unseen is unsold ................................................................................................. 49
    5.1.2 Quick reeds ......................................................................................................... 50
    5.1.3 Retailtainment ..................................................................................................... 51
    5.1.4 The shelf, the shopper, the store and the calendar ............................................. 52
  5.2 Out of store activities ............................................................................................... 53
    5.2.1 Cutting through the clutter .................................................................................. 54
    5.2.2 Tailing the shopper ............................................................................................. 54
  5.3 The role of the shopper ............................................................................................ 56
    5.3.1 Shopping cycle .................................................................................................... 56
    5.3.2 Sneaky shoppers ................................................................................................. 57
    5.3.3 Abstract goals ..................................................................................................... 58
    5.3.4 Winning situation? ............................................................................................. 58
    5.3.5 True shopper insight ........................................................................................... 59
    5.3.6 Trends .................................................................................................................. 61
    5.3.7 The holistic 360° perspective .............................................................................. 62
6 Discussion & Conclusion ................................................................................................ 65
  6.1 Discussion .................................................................................................................. 65
  6.2 Conclusion .................................................................................................................. 67
  6.3 Research contribution ............................................................................................... 68
  6.4 Further research suggestions .................................................................................... 68
7. References ..................................................................................................................... 70
Appendix 1 ...................................................................................................................... 75
Appendix 2 ...................................................................................................................... 77
Appendix 3 ...................................................................................................................... 78
Appendix 4 ...................................................................................................................... 79
Appendix 5 ...................................................................................................................... 80
Appendix 6 ...................................................................................................................... 82
Appendix 7 ...................................................................................................................... 83
Appendix 8 ...................................................................................................................... 85
Appendix 9 ...................................................................................................................... 87
Appendix 10 .................................................................................................................... 91
Appendix 11

95
1. Introduction

A company can manage to grow much more than its competitors, by listening more to the shoppers and use the insights to create an offer that is unbeatable (Gallagher, 2008). The following quote conveys the message of the success of the strategy. Deloitte's shopper marketing practice leader, Rob Holston says;

"Companies who are embracing shopper marketing and executing against a core set of principles are growing 50% faster than the categories in which they participate," (Gallagher, 2008)

1.1 Background

This research paper aims to develop the theory about Shopper marketing, which is a marketing niche within retail marketing (Harris 2012). Shopper marketing is a relatively new concept within retail marketing and the amount of retailers working active with this approach is increasing. According to researchers, the possible value of shopper marketing activities is overwhelming (Shankar, 2011, Stahlberg 2012). Shopper marketing is defined in broader terms as "the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase, and recommendation" (Shankar: Shankar. V et. al. 2011:29) A more narrow definition is conducted by Deloitte Developments (2007:1) as "the employment of any marketing stimuli, developed, based on a deep understanding of shopper behaviour, designed to build brand equity, engage the shopper (i.e. an individual in "shopping mode"), and lead him/her to make a purchase". Furthermore, shopper marketing is highlighting the positive experience for all three parts in the retail chain namely the manufacturers, the retailers and the shoppers. Wyner (2011) calls this phenomenon a triple win. The triple win is attained by manufacturers and retailers, enhancing the experience for shoppers (Wyner, 2011). The approach to shopper marketing in this thesis is focusing on Wyners (2011) triple win situation. However, during the process of this research we have found that previous researchers often focus on how the retailer and merchandiser act to create their winning situations. Thus, we notice a lack of insights in shopper marketing from the shopper’s perspective. This lack of previous research enables us to fill a theoretical gap in the understanding of shopper marketing, from the shoppers’ perspective. Thus, we define shopper marketing as the "win" experience that the shoppers can be able to witness in the shopping situation, based on in store activities, out of store activities and adapted to the shoppers preferences and shopper mode.
Shopper Mode

Due to the fact that the existing literature mostly is written to match the merchandiser and the retailer’s angle of the phenomenon, we use literature written from another perspective in order to explore, clarify and analyze our findings. Thus, we aim to understand and interpret our findings from the shopper’s perspective of the situation even though we use literature from a business perspective.

To navigate the reader in the research field we start with Kotler’s & Keller’s (2009:45) definition of Marketing which is to “creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”. This is as we see it a rather wide description of marketing. In order to narrow the research area down, we funnel the research field to derive retail marketing. The scoop of retail marketing is defined by Mc Goldrick (2002) to be marketing activities that reaches the end consumer and which are based on the consumer’s perceptions and motivations to deliver a coordinated response to these opportunities and challenges at a suitable rate of return.

By further narrowing down retail marketing to shopper marketing we put the focus on the shoppers’ experience of the situation. Kapferer (2008) points out that there is a difference between the consumer and the shopper. We use this difference and combine it with a focus on Wyners (2011) “shopper- win experience” in order to examine the shoppers experience in the retail situation.

Caption, Picture 1; The author’s illustration of where the research report is positioned relative to marketing management on an overall level.
This report examines shopper marketing as a concept and the pharmacy industry and Apoteket Hjärtat will work as a case company for the thesis empirical studies. Since 2009, private pharmacies are allowed in Sweden (Läkemedelsverket, 2012). The deregulation has brought both new opportunities and challenges. Sweden was one of the last countries in the world with a state monopoly on the pharmacy market. The deregulation was expected to lead to more community pharmacies, better service and more generous opening hours for customers. Another expected result was price pressure, leading to lower prices for drugs (Läkemedelsverket, 2012). The pharmacy industry has grown rapidly (Dagenshandel, 2012). In addition to this, medicals without prescriptions nowadays can be bought in average food stores. This means that a person easy and efficient can refill their supplies of milk, toothpaste and aspirin during the same purchasing.

Shankar (2011) claims that the new environment in the marketplace has forced retailers to use Shopper Marketing as a new marketing strategy directed towards the shoppers. The new environment is influenced by the increased globalization, new technologies, economic restrictions, and government regulation or deregulation. These factors have made the marketplace harder to penetrate with traditional marketing towards consumers (Shankar, 2011). The result is a whole new variant of marketing strategy, with a sharp focus on the shopper (Wyner, 2011).

1.2 Problem area
The problem area within the frame of this research is dealing with the concept of shopper marketing. In order to clarify shopper marketing as a concept we want to contribute with insights from the shopper’s perspective as previous research most often has taken retailers and merchandisers angle of the situation.

An increase in the understanding of shopper marketing can be useful, when trying to attract potential shoppers to enter the store. Inside the store is “the first moment of truth” (Lofgren, 2005; Shankar et. al, 2011) and Shopper marketing theories shows that a high degree of the purchase decision making is made at that moment (Deloitte, 2007). Since Shankar points out deregulation as one of the roots to the need for shopper marketing we think it is interesting to examine the shopping situation at the Swedish pharmacy market less than three years after deregulation. Firstly we want to clarify where the shopping decisions are made for those who shop at Apoteket Hjärtat in order to understand the market characteristics. This we did with a quantitative study at Apoteket Hjärtat. Secondly, there is rather little research done in shopper
marketing from a qualitative perspective (Shankar et al. 2011). As we want to contribute to the understanding of the shoppers and how Shopper marketing activities affect them in shopper mode, in the retail situation, we highlight the need for knowledge in what Shopper Marketing can be and how shoppers can experience it.

The retailers are supposed to deliver a customer experience that matches and satisfies shoppers, in order to create a win-win-win situation for the merchandiser, retailer and the shopper (Wyner, 2011). Earlier research is concentrated on the retailers’ and merchandisers’ situation and the focus of this research is limited to the shoppers’ experiences. In order to highlight the importance of the shoppers, we present the following quote from Dina Howell, former shopper marketing chief at Procter & Gamble. (Deloitte Developments, 2007:7)

“It doesn’t really matter what we think; it only matters what the shopper thinks.”

So, what is shopper marketing and how about the shoppers winning experience?

1.3 Purpose
The purpose of this research is to clarify the concept of shopper marketing by using the shopper perspective. By this purpose we want to contribute to a greater understanding in the conceptual area of shopper marketing from a shopper's perspective, and how shopper marketing can make difference to the shopper.

By looking into a new market situation that opens up for both possibilities and challenges for the companies, and a whole new choice situation for the shoppers, we aim to facilitate the understanding for what shopper marketing can be and how shopper marketing can be used, in order to satisfy and create positive experiences. Today, there is not much available research of the shopper’s perspective and their shopper marketing experiences. By accessing insights of the shopper’s point of view of the retail situation, within shopper marketing, the knowledge can be used by retail companies when developing strategies for how to give shoppers an increased shopper experience, and thereby more positive perceptions.

1.4 Research question
The research question for this thesis is a two-in-one-question, strictly focusing on how shopper mode is affected by shopper marketing activities. We want to get answers to the questions of what shopper marketing can be and how it can be experienced by shoppers?
1.5 Limitations
The research site, for the empirical material of this study is in the southern part of Sweden, namely the Lund-region. The main focus of the thesis is on what it is that creates shopping experiences for a person when in shopper mode. What happens after the shopping sessions is beyond the scope of this thesis. Nevertheless, the different parts of a shopping cycle are interrelated to each other, and thereby, we will touch upon it.

In the big picture, shopper marketing enables a win-win-win situation, as mentioned in the problem area. However, we will concentrate on the relation between shoppers and retailers in this research, which will be done from the shopper’s viewpoint. Thereby we leave the merchandiser out of this research. In addition, we will not investigate the retailer’s point of view, since there already is research from that perspective.

1.6 Expected knowledge contribution
This thesis aims to work as a concept clarifier of Shopper Marketing by trying existing theories on a case company. We intend to contribute with a clarifying perspective and greater understanding in what Shopper Marketing can be and also how a shoppers experience can be, by seeing it from the shoppers perceive. In addition to this, we expect to contribute to previous research by investigating how Shopper marketing theories fits into the Swedish market of retail industry. Insights in this area can be helpful when developing and adjusting already accessible knowledge by clarifying shopper marketing as a marketing area and increasing the general understanding of shopper marketing.

1.7 Disposition
The thesis disposition is constructed according to Backman (2008) suggestion. Chapter one consists of introduction, problem area, research question and purpose. Furthermore chapter one consists of descriptions of our delimitations, expected knowledge contribution and disposition specifications. Chapter two is about different theories that will be used as tools in the thesis and it is followed by chapter three presenting the methodology. The Methodology chapter is working as the intermediary between the previously existing knowledge in shopper marketing and our new findings within this research. Our research findings are presented in chapter four and later on processed in the analysis chapter, which is chapter five. Finally in chapter six, we present a short discussion, which then will lead us forward to the conclusion, contributions and suggestions for further research. In the last chapter the thesis references are gathered, after that there is some additional information in the appendix.
2. Theory

In this chapter we present the theories that are important for the understanding of Shopper marketing, some retail marketing theories are also presented as they are interesting to shed light on in this context. We start off with some definitions of important concepts that are central for the understanding of shopper marketing and shopping patterns in average. After that, we present shopper marketing in broader terms and then moves on to making a distinction between traditional marketing and shopper marketing, to highlight the different focuses. The final part deals with the various parts of shopper marketing and present how to acquire shopping insights, in addition to that we discuss some selected trends. This is to show the need to be aware for what might affect the shopper in the future.

2.1 Defining the concepts

A few key words and concepts are used throughout the thesis. In order to make it easier to assimilate the presented theories and information we clarify the key words here.

Consumer

A consumer is an end user and not necessarily the purchaser, in the distribution chain of a good or service (Businessdictionary, 2012).

In store marketing

Sales promotion at a retailer's location, with bundled offers, expert advice, product demonstrations, product samples, special discounts, etc. This is also called in-store promotion. (Businessdictionary, 2012)

Retail marketing

Retail is the sale of goods and services from individuals or businesses to the end user (Wikipedia, 2012). The scoop of retail marketing is defined by Mc Goldrick (2002) to be marketing activities that reaches the consumer and which are based on the consumer’s perceptions and motivations to deliver a coordinated response to these opportunities and challenges at a suitable rate of return.

Shopper

One who visits stores in search of merchandise or bargains (Thefreedictionary, 2012).

Shopper marketing

Shankar (2011) defines Shopper marketing in a broad sense as the planning and execution of all
marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase, and recommendation. A more narrow definition is conducted by Deloitte Research (2007), "the employment of any marketing stimuli, developed, based on a deep understanding of shopper behavior, designed to build brand equity, engage the shopper (i.e. an individual in "shopping mode"), and lead him/her to make a purchase". (Shankar. V et al. 2011:29)

Wyner (2011) claims that shopper marketing strives to provide merchandiser, retailer and shoppers with a winning experience. In this report we concentrate shopper marketing to be a strategy to deliver winning experiences for the shopper.

**Shopper mode**

According to GMA/Deloitte Consulting LLP (2007) a person is in shopping mode when he/she is contemplating buying a product or service whether the person is in-store or outside the store. For example, a person is in shopping mode when he/she is making a shopping list, driving to a store, researching information online, or browsing the aisle in a store. A typical thought process of an individual in shopping mode may include: "Do I need this? Where should I buy? How much should I pay? What are the choices?" (Deloitte Developments, 2007:8)

### 2.2 Positioning Shopper Marketing within Retail Marketing

Shopper marketing is an acknowledgement of the need to understand, activate and engage with consumers when they are in a role of a shopper (Shankar. V et al. 2011:31). Shopper marketing has evolved from retail marketing in the recent past. Scientists do not believe that shopper marketing is a new fad rather that it is a part of the promotional activities that because of changed conditions in society has had to evolve and adapt. The evolution in retail marketing is illustrated by Harris (2012) as the big waves in retail marketing management. (Harris, 2012)
We consider that the picture above shows (picture 2) that Shopper Marketing springs out of retail marketing with a sharper and more clearly designated approach towards the shopper actions. The industry has changed since the mid-1970's, which shows on an evolution in marketing that has lead towards the development of shopper marketing (Harris, 2012). Harris (2012) claims it to be the continual search for a competitive advantage that is the core of shopper marketing. This is due to the fact that insights in shopping patterns and behaviour will give companies the opportunity to capitalize more on the new approach to shoppers. Stahlberg (2012) clarifies that Shopper marketing is about effecting shopper behaviour in order to generate purchase decisions. (Stahlberg 2012)

Lucas (2012) highlights that shopper marketing can be understood as both a discipline, because of the generation of insights and understanding of shoppers, and as an approach, due to the allowance to act on the understandings of the shoppers preferences. In addition to this, as 70% of brand selections are made in stores, and 68% of buying decisions are unplanned (Deloitte developments, 2007) there is a great possibility to affect the shopper in a direction where the retailer has the control (Stahlberg, 2012). Furthermore, only 5% (Deloitte developments, 2007) of the shoppers are loyal to the brand of one product group, and practitioners believe that effective shopper marketing is increasingly important for success in the marketplace (Stahlberg, 2012). Shopper marketing is highlighting the positive experience for all three parts in the retail chain namely the manufacturers, the retailers and the shoppers. Wyner (2011) calls this phenomenon a triple win. The triple win is attained by manufacturers and retailers, enhancing
the experience for shoppers. (Wyner, 2011) However, this research paper we will only focus on
the shopper’s winning experience.

2.2.1 Clarifying nuances

Retail marketing is defined by Mc Goldrick (2002) to be marketing activities that reaches the consumer and which are based on the consumer's perceptions and motivations to deliver a coordinated response to these opportunities and challenges at a suitable rate of return. Thus, retail marketing is activities that are based on the consumer's perceptions in order to encourage purchases. Thus, retail marketing activities reaches the consumer and the customer in store and out of store.

Shopper marketing is defined by Shankar (2011) as the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase, and recommendation. A more narrow definition is conducted by Deloitte Research (2007), "the employment of any marketing stimuli, developed, based on a deep understanding of shopper behaviour, designed to build brand equity, engage the shopper and lead him/her to make a purchase". (Shankar. V et al. 2011:29).

Wyner (2011) claims that shopper marketing strives to provide merchandiser, retailer and shoppers with a winning experience. In this report we concentrate shopper marketing to be a strategy to deliver winning experiences for the shopper. Thus, all shopper marketing activities are focusing on the shoppers experiences both in store and out of store.

In store marketing are sales promotion at a retailer's location, with bundled offers, expert advice, product demonstrations, product samples, special discounts and this is also called in-store promotion (Businessdictionary, 2012). Thus in store marketing activities are, as one can understand from the name, located inside the store and focusing on the person who is shopping when she or he is inside the store.

In large extent Retail marketing, In store marketing and Shopper marketing are trying to capture value on a rather similar way. By comparing the nuances of the definitions we consider that there is a difference in the chosen aspect of the different marketing approaches. Retail marketing puts the
pronounced focus on the consumer in the shopping situation, and by this we do not intend to say that retail marketing neglects the shopper, but the perspective is wider and includes both the shopper, the consumer and the whole retail situation.

"The consumer and the shopper are very different, like two faces of the same coin."  
(Kapferer, 2008:145)

There is a distinction between a shopper and a consumer (Shankar, et. al. 2011) as they can have different objectives and criterions (Kapferer, 2008). One can say that the shopper is the “chooser”, and that the end consumer is the “user”, that is, the consumer using the product is not always the person making the purchase (Deloitte Developments, 2007). This has been known since earlier but historically, there has been a limited interest in the shopper (Kapferer, 2008) however, there has been a renewed interest in understanding the actual consumer action of buying in recent years (Wyner, 2011). Wyner (2011) argues that one explanation is that the traditional marketing approach is broken, that it has become too separated from the actual consumer who makes the decisions to buy. Marketing must engage more with the shopper to fix the model (Wyner, 2011). Shopper marketing is then more clearly pronouncing the shopper as the main focus of the marketing activities. Just like in retail marketing is shopper marketing activities based on the shoppers’ preferences (Mc Goldrick, 2002, Shankar, et. al. 2011) but the focus is narrowed down to consider the shoppers perception of the purchase situation (Wyner, 2011). Shopper marketing is engaging the shoppers both inside the store and out of store which make the marketing approach differ from regular in store marketing which only takes place inside a store. By this clarifying text about the nuances of these marketing concepts we want to guide the reader towards a better understanding of the concept of shopper marketing and its context.

2.3 Shopper marketing
This section clarifies shopper marketing in matters that deal with the activities inside the store, out of store and the role of the shopper.

2.3.1 Inside the store
As we have written earlier, a great deal of the shopping decisions is made inside the store. The purchase is the tipping point and Lofgren (2005) calls this situation the first moment of truth and that well-functioning marketing activities inside the store can influence the shopper and be very beneficial for the shopping experience.
**Unseen is unsold**

In earlier studies of in-store marketing and attention, the approach has been that unseen is unsold. Thus, the majority of consumers’ brand choices are being made in the store and the consumers do not choose from the whole assortment. Instead, they only evaluate a small part of all the possible brands and options that they have laid eyes on. The usage of in-store marketing activities can help companies increase the attention towards a certain brand, and to influence the consumer at the point-of-purchase. Even though attention is not equal to choosing a product, it is not likely for a shopper to choose products that haven’t gotten their attention. (Chandon, Pierre, J. et. al. 2009)

The shopping milieu and the image of the store is affected by both tangible and intangible components and thus, formed by a combination of factional and emotional material (McGoldrick, 2002). In addition to this, Verhoef et al (2007) underlines that store attributes, such as store atmosphere and assortment, affect consumer’s perceptions of value, which, subsequently affect a channel’s patronage intentions. By engaging the shopper’s five senses, emotions are developed on an immediate level. All five senses need to be in focus while developing the Shopper marketing milieu. The in store environment are continually developing, which leads to more profound levels of connections with the shopper by using engagement and excitement. Thus, tomorrows shoppers will take a more active role in personalise their own shopping encounters. The shoppers will hereby become co-creators of the shopping milieu, which is based on the shoppers’ own needs, desires, preferences and emotions. (Morrison & Mundel, 2012)

In addition, Chandon, Pierre, J. et. al. (2009) found out that in-store factors affect the attention very much and that this attention, in turn, conveys into small but still reliable effects on brand evaluation.

**Quick reeds**

The time aspect can affect a person’s shopper mode, as it is considered to be one of with the cost of shopping (Kotler & Keller, 2009). In addition to this, hopper marketing in store activities strives to provide and deliver a quick overview of the goods and environment if the busy shoppers shall see them. A deal must be simple enough to clearly be identified by the shopper and creative enough to catch the eye. Shoppers should be able to see what the core of the store is and how long a typical tour inside would take, in order to get lured in to the purchase situation (Underhill 2012). In addition, shopper marketers strive to find the assortments that matters the most to the best shoppers, in order to focus on its accessibility (Nitzberg, 2012). Thus,
identification of the preferred choice of many shoppers is an important task. The key point of the purchase task is to make the shoppers preferred choose as accessible as possible. Throughout that work, attributes such as price, product, packaging and location in store, is of interest to form easily understood messages to the shoppers. Packages are effective as they are distinctive and instantly recognisable. By understanding a brands iconography, packaging and point of sales material it is possible to extend and connect brands out of store communication, to the store shelf. An alternative strategy is to work with shopper disruption. This task is often about financial incentives like “buy one and get one for free” and in store activity that attracts and highlights the products benefits. (Pincott, 2012)

**Retailtainment**

According to Pincott (2012) another key when dealing with the in-store strategy, is to increase the enticement to visit the shop, via store layout and presentation of goods. By design and lightening in shops are shoppers encouraged to spend more time there, looking at things they didn’t think of before entering the shop. This strategy goes well with what Kapferer (2008) calls Retailtainment, where the shopper is amusing him or herself by shopping. The communication at the point of purchase and building a presence in the store that matches the shopper’s vision, are key activities in shopper marketing. Pincott (2012) argues that the mind-set and motivation of the persons in the shop differs from the mind-set of the person at home, despite TV commercials and post flier messages. Pincott (2012) draws a conclusion that the presence built in store must be matched with the messages out of store to make a consistent and trustworthy message.

**The shelf, the shopper, the store and the calendar**

Lucas (2012) suggests that the overall process of shopper marketing activities in store is to consider when defining the issue and objective of the shelf, shopper and store. In addition, Lucas (2012) emphasize the natural shoppers need to go to market shopping for seasonal and calendar needs.

In this case, the shelf is referred to as the store, the product department and the actual shelf. Thus, how the goods are on display in the shop. The challenge with the shelves is to help establish the behavioural objective of the shoppers and set the strategic directions, leading deeper in the shopping experience. These challenges are often dealing with the store traffic and how to get shoppers to visit the store. The total amount of purchases made in the store are also of importance, as the positions on shelves can increase or decrease sales. Furthermore, it deals
with inquiries on how to get shoppers to visit a specific aisle, category department or category sales. Also, it aims to create better engagement at the shelf or better inspiration, education and navigation. (Lucas, 2012)

Furthermore, Lucas (2012) highlights that the sales conversation is important in this issue and that shopper’s act differently depending on if it are a high involvement or a low involvement product that are to be bought. High involvement products are often involved with more pre search before making a decision than low involvement products are, the sale of these products benefits from an education and inspiration approach. Low involvement products often require easier navigation and a better shopping experience. (Lucas, 2012)

The shopper provides the retailer with the best sources of insights. Harris (2012) points out that the new technologies with Internet and smart phones give retailers a possibility to gain insights in shopper’s habits and shopping patterns. The new technology gives the ability to reach shoppers with targeted communication at the point of purchase. The store works as a medium, just like other media, while the shoppers are the audience and the shopping experience is the editorial content. (Harris, 2012)

Different shops must have different approaches and today a store is a brand (Lucas, 2012). This standpoint is central according to Deloitte Developments report (2007) as they claim that the retail store is an important and critical touch point for reaching and influencing consumers. Furthermore, The Deloitte report (2007) underlines that brand strategies and positioning is what should serve as the starting point for a company, when deciding how to work with shopper marketing. This should be the base in companies’ in-store and out-of-store tactics, in order to reach the most effective results. In addition to this, Lucas (2012) points out that different season during the year are affecting the shopping procedure and by using the calendar insights when developing each event, the shopping experience will be supported on an overall level.

2.3.2 Out of store
Although unplanned buying results from exposure to in-store stimuli Bel et al. (2011) argue that it also depends on conditions established before the shopper enters the store, some of which are under the retailer’s control. Shankar (2011) supports this, as he argues that the usage of shopper marketing activities should start reaching the shopper, long before the shopper enters the store. Marketers need to find creative ways to influence people at key points in the whole shopping cycle and develop relevant metrics for monitoring behaviour in an integrated way, both in store and out of store (Wyner, 2011).
Cutting through the clutter
These days, new technology has made it possible for consumers to easily do some research on Internet before deciding on a purchase. This market channel has given customers a greater power, resulting in the information-based relation towards retailers. At the same time it enables retailers to implement shopper marketing out of store. (Verhoef et al. 2007)

However, perception is a bottleneck in information processing, as people only can process the information that they have been stimulated by. A consequence related to the fact that our perceptual process makes use of existing memories, is that they can trigger automatic affective reactions. For example, if we see a familiar product on the supermarket shelf, we know immediately if we like it or not. We live in a world that is cluttered with visual information. Since our attention capacity is limited we can only process a few of the objects we encounter during a typical day. (Scholderer, 2010)

Tailing the shoppers
By tailing the shoppers, and by following the target customers and their behaviour patterns, a retailer can design retail concepts that better match the shoppers' daily activities. These can be, commuting, drive family, managing household and running errands etc. As a result, the shopping-situation can be much less disturbing and smoother for the shopper. In turn, the shopping becomes much less disruptive and more like a routine every day. (Turano, 2012)

Pincott (2012) state that shoppers visit stores with already set preferences and opinions concerning price, quality etc. Therefore, shopper marketing must work with the predispositions people bring with them to the store. The predispositions of the shoppers are the framework for effectiveness, as the retailer must find the consumers mood and use it in a positive way. (Pincott, 2012).

The individualization approach to each shopper is important in shopper marketing as the shopper marketing paradigm is based on personal and true shopper insights. Thus, the feeling of being met on an individual level and with a true personal message is the key to get engaged and excited shoppers by shopper marketing out of store. (Nitzberg, 2012)

Levy (2012) points out that 77 % of the shoppers have a list of what to buy, that is written out of store and that it is crucial for products to be on that list before the shopper enters the store.
Furthermore the out of store activities and promotion is measured in how well the promotion engaged the shoppers on long and short terms. As a result, the shopper marketing perspective gives a rich and full understanding in what way the promotion affected the shopper. The rich information is important, as it makes it possible to understand shopper behavior and shopping patterns. These two factors are essential to be aware of in shopper marketing activities, as this knowledge is the source of all the experiences that the shopper will meet. (Nitzberg, 2012)

2.3.3 The role of the shopper

Shopping mode evolves by triggers in the shopping situation, both in store and out of store. And according to Shankar, et. al. (2011) the key trigger points exists throughout the whole shopping cycle and he underlines that this is crucial to consider when developing a well-functioning Shopper marketing program. The main reason is that these triggers have a major impact on the shoppers’ attitude and behaviour (Shankar, et. al. 2011). When asking shoppers why they do purchases and not just what, when and how much, it is discovered that the need is beyond craft materials and also includes inspiration and fun (Retail Publication, 2009). When a person is in shopper mode, they are active and ready to make decisions. This can be called the shopper journey and at this time the shopper can change several times, just before entering the store, when standing by a certain shelf or even at the checkout counter. The shopper is searching for products that will help them to meet their needs, they are exploring. It is important for companies to target people while they are in shopper mode, since they are most likely to get influenced at those times. Later on, when the people are home again they have transferred to “consumer-mode”, which is a more passive state of mind. At this point, the consumers is trying out the product, and evaluating their experience at the store. Furthermore, they are making comparisons between what the store promised and what it delivered. (Interbrand, 2011)

The shopping cycle

The shopping cycle is the actions that are taken by a shopper in a purchase situation and it consists of some pre-determined steps. The steps in the shopping cycle are; motivation to shop, search, evaluation, category or brand or item choice, store choice, store navigation, purchase, repurchase and post purchase actions together with recommendation considerations. (Shankar et. al 2011)

Sneaky Shoppers

According to Sansolo (2012) shoppers are complex, illogical, increasingly and frequently contradictory, driven by four key triggers. These triggers are concerns in time, money, family
and personal matters. The time aspect have arisen due to pressure, since most adults work long
days and then stresses home in the evenings to find time for hobbies, working out, making
dinner, helping the kids with their homework etc. Money and budget restrictions are concerns
families always are dealing with, as well as the fact that the shopper isn't always the consumer
and when making a purchase, several interests are to be considered. The personal matters
involve what the shopper does for him or herself. All these triggers are to be balanced, while the
different trigger moods can change in an unpredictable way. (Sansolo, 2012)

According to Alexander (2008) consumers adopt one of five shopping modes when shopping in
physical stores. An understanding of this behaviour can help companies and retailers in
consumer packaged goods industries to maintain their share in today’s turbulent
economy. Consumers fall into one of the following shopping categories: indifferent autopilot,
blinker autopilot, browsing, buzz-activated or bargain-activated. A person who is in the mode
of Indifferent autopilot is low in attachment to the brand, and if the object isn’t available, the
shopper will buy another good. Products in this mode are for example, bar soap and cotton
swabs. Another mode, based on habitual behaviour, is blinkered autopilot. In this mode,
consumers know what they want and won’t easily settle for an alternative. Such products
include feminine care and deodorant. Products that fall into the browsing mode include
shampoos and conditioners, toothbrushes, body wash and toothpaste. In this mode, shoppers
are up for experimenting, so marketers need to have a wide assortment and innovative
packaging. Marketers of buzz-activated categories— which include hand and body lotions, baby
toiletries and blades and razors— must generate excitement through ads, launches and
innovative packaging. Bargain-activated shoppers are looking for price discounts and
promotions. Some examples of products in this mode are liquid hand soap and facial tissue.
(Alexander, 2008)

Abstract goals
Wyner (2011) has found that as shoppers’ overall shopping goals become more abstract\(^1\), the
shoppers make more unplanned purchases. Similarly, unplanned buying increases when
shoppers are choosing a store for its low prices or its attractive promotions. Wyner (2011)
found that a store’s assortment and service had no effect on unplanned purchases. Thus, the
bottom line is that all retail formats benefit when a shoppers’ goals are abstract. All stores can

\(^1\) Abstract goals can be for instance to “live better,” which focuses on abstract shopping
benefits, and are likely to generate increased unplanned spending (Wyner, 2011)
work on their understanding of what happens before a shopper sets foot in the store, affects the amount of unplanned buying they do when they get there. (Wyner, 2011)

The role of shopping
One of the great pleasures, and sometimes frustrations, is the activity of shopping which Corrigan (1997) points out. It has become a cultural practice that takes a lot of time in the rich parts of the world. In addition to this McGoldrick (2002) highlights that shopping can be an activity for self-gratification and an antidote against boredom and loneliness. Kapferer (2008) agrees on this and means that shopping is one of the top three amusement activities. Another pleasure of shopping is the pleasure of bargaining. (Mc Goldrick, 2002)

This is supported by Kapferer (2008), who claims that shopping has become a activity were one practices ones talent in getting more for less (Kapferer, 2008). Shopping is sometimes an activity that is about shopping for someone else than yourself. For instance, in a family, one of the parents can shop clothes to the child, instead of letting an infant go shopping for him or herself. This is to be thought of as more practical matters than anything else and Biel et al. (Ekström et al, 2010) consider these situations to be some kind of coordination of both the shopper's (parent) and the consumer's (child) priorities and values. Furthermore, the situation where one person is shopping to satisfy the needs of several others often integrates a conflict avoidance strategy\(^2\) by both the shopper and the consumer. Previous research claim this conflict avoidance is to be sighted in shared preferences and identifying the lowest common denominator between the persons involved. Furthermore, sometimes partners divide the decisions between each other, often in classical female or male tasks. (Ekström et al, 2010)

2.4 True shopper insight
Shopper insights are important to get in order to be able to create and develop effective shopper marketing strategies and tactics. Investments in consumer research such as consumer behaviour, usage, and consumption patterns don’t provide companies with adequate information, (Deloitte Developments, 2007) since the shopper and consumer might have different criterions and motives (Kapferer, 2008). The shopper is a consumer in shopper mode and shopper insights includes the behaviour both in-store and out of store, occasions for shopping, shopper need-states and reaction patterns to different stimuli in-store and out of store

\(^2\) Conflict avoidance strategy - Conflict avoidance strategy is referred to an effort to avoid the conflict or difference of opinion. It is due to the absence of the action being taken by the superiors in the organization. It results in the situation becoming bad over a period of time. Although at times the conflicts are easy to resolve depending upon the situation. Resolving the problem is not an end to the conflict but a timely respite as there are various other important issues to be looked after. (indiastudychannel.com, 2009)
Furthermore, the collection of shopper insights is a way to help retailers increase customer satisfaction in-store, additional sales and the size of the shopping basket. The effectiveness approach within shopper marketing strives to find out how to best understand what the shoppers want and give only that to them instead of simplifying and standardize effectiveness and savings. This approach makes true shopper insights fundamental in the retail situation. (Nitzbergs, 2012)

2.4.1 Trends spotting

Trends and fluctuations in the market are affecting the shopping patterns (pwc, 2011). Here, we present three trends that likely can affect the pharmacy market, as well as the marketplace in general. There are of course more trends that are affecting the shopper and in this report we limit ourselves to present three trends and underline that these trends are examples for trend influences. We are aware that the presented are secondary data and not proper theory; nevertheless, we find it suitable to present them in this chapter as trends have an impact on people when they shop. (Tauber, 1972)

As we see it, trends are trends because they change and every retailer should find out what trends that are the most important to their shoppers and then form their offers to satisfy the shoppers. The trends we present are the ego trend, the authenticity trend and the organic trend. The ego-trend is a trend that makes you very important on an individual level and it can be seen in several places in the society. For instance, for a long time shops has used celebrity endorsement as a marketing strategy to increase their brand equity among shoppers and consumers. Nowadays the individualistic trend develop this further and starts to use individuals as trademarks deliverers. One example is the American Eagle Outfitters, where you can go into the store and buy something then show your receipt and be photographed. The picture appears out on the big board in Times Square under the slogan "Leave Your Mark - Get your 15 seconds of fame". It becomes a kind of symbiosis between the brand and the customer. This trend is considered to be global; therefore, it will most likely appear in Sweden as well. The shopper needs the brand to confirm who he or she is, at the same time; the brand needs the shopper for their confirmation. (Trender, 2011)

The authenticity trend is dealing with the shopper’s cravings for the good old days, the genuine and true things. Nowadays, a lot of consumer goods get a look of old or antique products in order to tempt the shopper. (Trendspotting, 2011). Honest, transparency and authenticity aren’t mere labels; it has to be lived each and every day. Consumers now expect, or rather, demand
authenticity from brands. Brands are either demonstrating this as their truth, or adapting their model to become relevant (Fentonstephens, 2011). The ecological trend is the increased consumer demand in order to know the origin of the goods. The interest in ecology and the products impact on the environment is expected to increase, which means that in the future is not possible for companies to skip the CSR issues. (Svd, 2010)

2.4.2 360°

Shankar et. al (2011) argues that the changes in the global economy and the affects it has had on the households disposable income, together with technological developments significantly has influenced many shoppers. Today, a lot of shoppers search, buy and devote themselves to post-purchase activities across a variety of channels and retailers. In shopper marketing the focus is to get a 360° (degree) view of the shopper and thereby get a more holistic\(^\text{3}\) perspective of the shopper behaviour. When done successfully, this can lead to more adequate marketing decisions. The execution of the 360° focus requires commitment to the task (Deloitte developments, 2007 Shankar et. al, 2011) and a deeper understanding of the whole shopping behaviour across the different channels. This means that the retailer needs to look beyond specific product categories as well as how the shopper behaviour is in a particular store (Shankar, et. al. 2011). Marketers need to develop relevant metrics for monitoring behaviour in an integrated way (Wyner, 2011). According to Shankar et. al. (2011) there is several ways to get the 360° view. This is to be done through behavioural data from loyalty programs and panel data combined with other efforts such as periodical surveys with representative shoppers. Only behavioural data is not enough as the focus is on just one retailer and specific product categories, therefore, other types of data collection can serve as a complement for a more nuanced vision. Furthermore, the retailer can team up with credit card companies for an extra perspicuous view of shoppers purchasing patterns. Thus, this type of data collection comes with some restrictions concerning legislation's, privacy policies etc. (Shankar, et. al. 2011)

However, Deloitte developments (2007) argue that companies should include shopper marketing into the overall spectrum of marketing activities to perform holistic 360° marketing in a successful matter. (Deloitte Developments, 2007)

\(^{3}\) Holistic - Emphasizing the importance of the whole and the interdependence of its parts. To be concerned with wholes rather than analysis or separation into parts. (Thefreedictionary, 2012)
2.5 Short theory sum up

This chapter has processed a range of retail marketing theories and shopper marketing theories. In the start we position shopper marketing within the retail-marketing category to clarify the nuances between them. After that we present the theories about the in store activities dealing with different concepts like unseen is unsold (Chandon, Pierre, J. et. al. 2009), the need for quick reeds (Underhill 2012) and Kapferers (2008) concept of Retailtainment. Furthermore the in store activities are highlighting the meaning of the shelf, the shopper, the store and the calendar (Lucas, 2012). These theories and concepts are chosen to give a rich understanding of the in store retail situation.

The theory that is describing the out of store activities is about the need for marketing activities to stand out, in order to be noticed in the loud promotion clutter, (Scholderer, 2010) as well as the need for tailing the shopper, (Pincott, 2012, Nitzberg, 2012, Levy 2012) in order to deliver a superior and well matched offer to the shopper. These theories and concepts are chosen to give a rich understanding of the out of store retail situation, as shopper marketing reaches for shoppers already when they are at home or elsewhere outside the shop.

The role of the shopper is complex and theories of the shopping cycle (Shankar et. al 2011) strive to clarify the predetermined steps the shopper takes during the purchase process. Furthermore, Sansolo (2012) claims that shoppers are complex, illogical, increasingly and frequently contradictory, driven by four key triggers. These triggers are concerns in time, money, family and personal matters (Sansolo, 2012). However, Alexander (2008) categorizes different shopper types as the indifferent autopilot, the blinkered autopilot, the browsing activated, the buzz activated or the bargain-activated type. In addition to this, Wyner (2008) underlines that an abstract goal with the shopping trip facilitates for unplanned purchases and stimulus from the environment. The role of shopping is also depending on different factors that can affect the outcome of the purchase (Mc Goldrick, 2002, Kapferer, 2008). Knowledge about true shopper insights and what the shopper reacts to is crucial according to Deloitte Developments (2007), Kapferer (2008) and Nitzberg (2012). We understand this knowledge as fundamental in shopper marketing. Furthermore, knowledge about on-going trends and how they can affect shopping patterns are of interest in shopper marketing (pwc, 2011, Tauber 1972). The chapter is rounded off with the need of a holistic perspective of the shopper behaviour. The execution of the 360° focus requires commitment to the task and a deep
understanding of the whole shopping behaviour of the current market (Deloitte developments, 2007; Shankar et. al, 2011).

These theories and concepts serve as a foundation to a deep understanding of the complex shopping situation and as a theoretical frame to the research. We have separated the Shopper marketing activities into three fields which are concerning the in store activities, the out of store activities and the shoppers. In all three fields we look for Wyner’s (2008) win- experience for the shopper.
3. Method

Chapter three is presenting the method decisions of this report. The choice of method is very important as it can be thought of as the path to knowledge (Svensson, 2012). Furthermore, there is no clear and simple scheme over how the method should be like; rather, it is something created to fit the present research question (Bryman & Bell, 2011). Hence, this method chapter describes how we framed the study and what we consider to be the most suitable ways for us to fulfil the purpose of this study.

3.1 Research design

When a study is based on the collection of data, it is taking on an inductive approach. The opposite of induction is deduction, which is when the study is based on theory and has a preliminary hypothesis from the beginning. Therefore, we have decided to use an abductive approach, which is a mixture of the two main scientific approaches presented above. This gives us more space to move between the theory and the empirics. We find the abductive approach to be the most suitable for us and for the purpose of our thesis, as it will allow our understanding to emerge gradually, in a continuous process. (Alvesson and Sköldberg, 1994)

The abductive approach is reflected in the research design throughout the two data gathering sessions. Thus, the research is designed in two steps where we first want to explore the shopping situation at the Swedish pharmacy market. This part of the study is managed with a quantitative research where we used a short questionnaire with three questions added with a more open question. The result aims to clarify the market situation and strengthen the connection with the chosen market and the need for shopper marketing activities. This part has more of an inductive approach and we think it helps our research with collection of data, which makes us confident concerning the theories we chose to use.

The second session is based on qualitative research questions were we strive to fully understand the shopper and to create shopper insights that are important to highlight, as they contribute to the answer of the research question. The second part has more of a deductive approach and we sum up our chosen theories to work as a preliminary hypothesis about what will be useful to analyse. This dual approach makes the abductive course of action a good method to fulfil our purpose.
3.2 Data gathering
This is a case study with an exploratory intention, which means that the case is there to help us explain and investigate (Backman, 2008). This is suitable since we want to test the phenomenon in a real world context (Backman, 2008). The case company is to be presented later in this chapter.

By the part with the qualitative standpoint, in the second session, we strive to collect insights in how shoppers act and get affected by different kinds of stimuli. The choice of using a qualitative approach is supported by Shankar et. al. (2011), whom predicts that shopper marketing teams will incorporate qualitative consumer insights with existing quantitative insights in the future. To collect our primary data and accommodate a qualitative and quantitative understanding of shopper marketing, we intend to combine many shorter interviews with a number of in depth interviews. We combine these interview methods as we consider them to support each other, as well as widen and deepen the insights of the shopping situation. The short interviews are intended to clarify if the shopper really bought a pre-decided product or were affected by in store efforts that in turn, created an amplified shopping mode. The in depth interviews are meant to provide us with insights of what the respondents have perceived as positive shopping experiences, as we think of these experiences as they can work as triggers for shopper mode to occur. Furthermore, we put the questions to get answers to the shoppers’ experience of the in store activities, the out of store activities and the overall shopping experience as the selected theory in the theory chapter is based upon the same areas.

We are applying a hermeneutic scientific point of view when looking at the subject (Alvesson and Sköldberg, 1994). This fits well, since we collect our empirical data in different stages, both through short and in depth interviews, at the same time as we use already existing theories. These various types of information is then interpreted and analysed in relation to each other. Through this hermeneutic spiral process, the interpretation grows when submitting prior understanding to the exposure of new experiences. Furthermore, this leads to new understanding that will serve as pre-understanding in the future interpretative approaches. This means that the whole picture only can be comprehended by a deeper understanding of the different parts and that the different parts only can be understood from the broader picture. Since our primary data will be based on human behaviour, there is no absolute truth, which also is a part of the hermeneutic scientific point of view. (Alvesson and Sköldberg, 1994)
3.3 Interviews

In order to gain useful insights in shopper experiences, we created an interview guide. Bryman and Bell (2011) means that an interview guide should be built up around the research question the study want to find answers to. Thus, the purpose of this research report, lead us to the different areas within shopper marketing that we need to investigate. The areas for investigation are then to be phrased in to interview questions (see appendix 4 and 5). The language in the interview questions must be comprehensible and relevant to the people we interview, and the questions should not be asked in a leading way. (Bryman & Bell, 2011)

We are native Swedes and the interviews will be conducted in Lund, Sweden, in Swedish, as it is more comfortable to most people in the area. For the interview questions in Swedish, see appendix 8.6 and 8.7. Furthermore, the questions will be phrased in a spoken language because it is easier and more accessible to most respondents, than academic language are.

3.4 Interview method

We have chosen a qualitative and a quantitative research method in order to understand what happens to the shoppers in a retail situation. Bryman and Bell (2011) describes the qualitative method as a technique that stresses the understanding of the social world, and as this research is striving to understand shopper behaviour, hence we consider the method suitable. Furthermore, Shankar (2011) supports a qualitative research method and argues that there has been too little qualitative research within the Shopper marketing area. The reason for a more qualitative research is the fact that it is important to create comprehension and understanding in the Shopper Marketing area. (Shankar, 2011)

The qualitative interview is normally much less structured than a quantitative interview, in order to reach the respondents own perspectives and point of view (Bryman & Bell, 2011). In order to receive both depth and width of data sources, we choose to implement two different kinds of interviews, one brief interview that reach many customers and one longer interview with a fewer number of respondents, with the possibility of a more profound and nuanced response. With the decision to apply two different methods by using both multiple choice interviews and less structured interviews, we mix two approaches. We do this in order to acquire an increased understanding of the phenomenon we are investigating. (Seymour, 1992)

The quantitative data (from the multiple choice questions) will serve as a basis, and then the qualitative data from the in depth interviews will help us to interpret the data on a multifaceted
level. The qualitative in depth interviews is there to help us understand how and why (Seymour, 1992). This approach will help us to see things from different perspectives and thereby increase the credibility and reliability of our thesis (Seymour, 1992).

3.4.1 Numerous short interviews

The brief interview, we consider to be a semi-structured interview as we have a short list of questions that we want to get answers to (Bryman & Bell, 2011, Easterby et al, 2011). Even though there is a structure on the questionnaire, we aim to be flexible in the process to gain a genuine understanding of the shopping patterns. We chose this approach as we have a quite clear focus on what we want to research in this part of the exploration. (Bryman & Bell, 2011)

The data collection is performed in order to understand where the purchase is decided, by doing so we will acquire a deeper understanding of the shoppers’ process. We conduct short interviews in direct connection to Apoteket Hjärtat. To make this procedure as smooth and trustworthy as possible we will ask the management at Apoteket Hjärtat for permission to conduct the interviews there as we intend to let the interviews take place inside the pharmacy facilities. By doing so, we will meet shoppers when they are in shopper mode. This will in turn, increase the credibility and internal validity as we find the social context suitable for this part of our data gathering. Especially since there can be a difference between what a shopper says that they do and what they actually do. Hence, here we meet them and ask a few questions about what they actually have done and why. We execute these interviews together and we will interview on as many weekdays as we need, and in addition one Saturday, to receive enough answers during the time of morning, lunch, afternoon and evening. Also, we want to see if there are any significant differences during the weekdays versus the weekend. As we see it, asking the same questions at different times makes the empirical findings trustworthy. Furthermore, we intend to spread the possibility to reach different shoppers, in order to get more reliable results.

The amount of respondents will be 100 persons, interviewed inside the Apoteket Hjärtat, at the transit hall, as we do not stand in the way of the entrance and exit there. Furthermore, in the transit hall we don’t stand too close to the department of prescription drugs, which we consider to be more intimate and people might get more easily disturbed or feel that we are being intrusive. This is based on our assumption that shoppers waiting for prescription drugs more likely are not feeling very well and therefore they can be more tired and less interested in being disturbed by us.
Bryman and Bell (2011) discuss the sampling strategy, arguing that the choice depends on what kind of questions the research is focusing on. In order to strive for validity and reliability (Bryman & Bell, 2011) we have decided that the respondents in this research shall consist of randomly chosen customer types in an interval of every fifth shopper leaving the store. In choosing respondents we consider the shoppers different group affiliations, sex, ethnicity and age to be of interest in this study. Therefore these factors have no importance in our selection of respondents as all kind of people sometimes visit a pharmacy store. Furthermore, as the main criticisms towards qualitative methods are their lack of replicating abilities, have problems with generalization, transparency and are too subjective (Bryman and Bell, 2011) we strive to counter this by interviewing every fifth customer, regardless of their group affiliation.

The respondents will be asked to help our research by answering a few questions. In this phase we show a standard ethical protocol including our names, telephone-number and the purpose of the research, made by us as master-students at University of Lund (see appendix 2). If the respondents wish to keep the letter with information after the interview, they may do it. By providing this information to all respondents, and by letting those who want, to take the information with them, we aim to increase the feeling of safety and give them the opportunity to come back to us if they would have any questions. A part from this, we will also wear nameplates on our shirts, with the information of our names and that we come from The University of Lund. Bryman and Bell (2011) describes the ethic aspects of interviewing and that the participants should not should take any harm of the situation. By providing the information about ourselves, we strive to minimize the participants’ stress caused by us as unknown interviewers.

The questions in the questionnaire are presented in appendix 4 and the focus is to find out when in the shopping process the shoppers made their decisions: at home (before entering the store) or inside the store. Furthermore, the questions are structured in a multiple-choice manner, combined with one question with a more open answer, as the interview time should be as short and smooth for the shopper as possible. Despite the quite structured way to interview, as multiple choice questions are, we think of ourselves as flexible in a sense that the research methods requires (Bryman & Bell, 2011). As interviewers, we will fill in the answers in the questionnaire, together with the respondents; due to the short time we are given. The collection and compiling of the interview answers will give us an indication on what the shoppers intentions were when entering the pharmacy.
3.4.2 In depth interviews

The other part of our data gathering is the in depth interviews, we are to conduct 10 deep interviews. They will complement the many short interviews, as the short interviews created a width and then the deep interviews will provide us with deeper insights. This phase comes after the short interview phase and the questions here are in a certain extent connected to our earlier findings in the research. The questions are presented in appendix 5 and the answers are at first recorded and then transcribed. This method is supported by Bryman & Bell (2011) and Easterby et al. (2011) as it allows a more thorough examination of the participants answers, in addition it makes the data available to unwrap for other researchers who can evaluate the analysis (Bryman & Bell, 2011, Easterby et al, 2011). The interview guide contains several types of questions: introducing, follow-up, probing, direct and indirect and also some interpreting questions. The interview guide is a combination between a semi-structured and a more open interview, with different topics and questions. If necessary, additional follow-up questions will be asked to get the most out of every respondent. (Kvale, 1996)

Also, the interviewees will get a Standard ethical protocol (see appendix 4) so that they can feel secure. In this letter we assure them confidentiality, which, according to Kvale (1996) is how you should do if this is something you promise the participants.

In this phase, we want to find out what shoppers really think of Apoteket (by that we mean all pharmacies, for example Apoteket Hjärts) and what their key triggers is when in shopping mode. The chosen method here is an unstructured interview technique as the respondents are allowed to talk freely about the subject (Bryman and Bell, 2011). The interviewers' role is to encourage and activate the respondents to think, talk and associate freely about their relation to Apoteket. In order to inspire the interviewees, we will for example show some products from the assortment when we talk about the pharmacies private label products (see appendix 8). Furthermore, we will ask open questions about what the shopper thinks about it, and why. We strive for the deep interview sessions to reveal what influence and involve people on their shopping trip in this kind of retail store. The deep interviews are supposed to take about 30 minutes each and the respondents are spread across age and gender with equal proportion of each age group, men and woman. In this element, we want to stretch the interview guide's base as much as possible, as shopper experiences can be different for different people. In this way, we will come across a variety of deep insights. Furthermore, we work separately in these interviews, one student interviews one respondent at a time, in order to avoid asymmetry and
uncomfortable situations for the respondent. The interviews will take place in a safe and calm environment, in order to get the respondent to increase the feeling of safety and to persuade the respondent to concentrate as much as possible in giving accurate and nuanced answers.

We chose the range of respondents in order to be a spread cohort both in terms of age and gender. As we concluded that almost all people sometimes visit a pharmacy we thought of this as a good selection. The occupation of the respondents is of vary ranges. We think this reflect the society in Lund on an overall level. We have no close relation to the respondents, as we want to avoid the risk to get answers that are affected with pre assumptions about our study and us. When selecting the participants we started off by deciding that we wanted 50% men and 50% women as pharmacies serves the whole society. The age distribution was the second decision point and we decided that we wanted a well spread age distribution between the ages of >20 to <70 as this was the ages of the respondent cohort during the short interviews. The occupation is perhaps not crucial to how a shopper perceives the situation at Apoteket Hjärtat but we wanted the respondents to have different backgrounds in order to get an un-biased result. Niclas was our first respondent, as he is a student and we started off at the facilities of Lund University, then he suggested that we should interview his friend Marcus too. Down town Lund we came in contact with Emilia at her café. Emilia suggested that we should interview her father, Thomas, which we did later on. When we had established contact with Thomas at the bank he works in, we met Agneta and Gun in the bank facilities and interviewed them each at a time. We came in contact with Mohammad during a bus trip between Malmö and Lund and he recommended us to interview Johan, who is a salesman at Mohammad’s company. Johan suggested that we should interview his older sister Jenny, who is a nurse at the University Hospital in Lund. The last respondent was Semira and she were picked to be a respondent as we thought we needed one fairly young and low educated woman to complete the respondent cohort.

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Age</th>
<th>gender</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niclas</td>
<td>23</td>
<td>male</td>
<td>Student</td>
</tr>
<tr>
<td>Marcus</td>
<td>24</td>
<td>male</td>
<td>Student</td>
</tr>
<tr>
<td>Emilia</td>
<td>22</td>
<td>female</td>
<td>Waitress</td>
</tr>
<tr>
<td>Samira</td>
<td>28</td>
<td>female</td>
<td>Retail clerk at H&amp;M</td>
</tr>
<tr>
<td>Jenny</td>
<td>39</td>
<td>female</td>
<td>Nurse</td>
</tr>
<tr>
<td>Johan</td>
<td>37</td>
<td>male</td>
<td>Salesman</td>
</tr>
<tr>
<td>Mohammad</td>
<td>41</td>
<td>male</td>
<td>Engineer</td>
</tr>
</tbody>
</table>
3.5 Differences between the two interview techniques

As we see it, the main difference between the different interview approaches is considering the time and permitted time taken during the interview. The shorter interviews are made in a more stressful place and therefore held shorter. We also aim to get a broad range of respondents in this session and must be able to handle the big amount of answers in a rational way, this is why we in this method ask only a three multiple choice questions and one open question, when the study started one more open question were added (See appendix 4 question 5).

However, the in depth interviews are conducted during a longer timeframe and we can generate more nuanced and deeper results here. This is why we confine ourselves to only interview 10 persons in this way, while we are to carry out 100 shorter interviews. In both parts of our empirical search we want to have both female and male participants from all age groups since we think that the pharmacies has the whole population as a target group.

3.6 Generalizability and self-criticism

Bryman and Bell (2011) points out that trustworthiness consists of four criteria; credibility, transferability, dependability and conformability. Earlier in the study, we have chosen a method that enables us to deal with these aspects during the interviews. However, these factors are also very important to consider during the analysis and compilation. Credibility parallels internal validity and it is dealing with the significance in the research, which means that it highlights the importance of choosing the right context and account for the study, as there are many aspects of the social reality. (Bryman& Bell, 2011)

This research is focusing on shopper marketing in a retail context. To obtain credibility in this research we use Apoteket Hjärtat as a case study in the retail market as The Swedish pharmacies recently have been exposed to new competition thanks to the state deregulation. We think this

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Age</th>
<th>gender</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thomas</td>
<td>52</td>
<td>male</td>
<td>Bank officer</td>
</tr>
<tr>
<td>Agneta</td>
<td>63</td>
<td>female</td>
<td>Teacher</td>
</tr>
<tr>
<td>Gun</td>
<td>67</td>
<td>female</td>
<td>Retired</td>
</tr>
</tbody>
</table>

Caption: compilation of the respondents’ in-depth interviews.
makes the context of the research method fit the theory in a satisfying way. Despite this fit the research results can be difficult to apply in other markets because of their specific attributes.

According to Bryman and Bell (2011) transferability is the ability to carry out the research several times and get the same result. The report needs a rich description of the situation in order to make it possible for other researchers to make judgements of the transferability (Bryman & Bell, 2011). By providing a detailed interview guide, we strive to make this research transferable. Yet, as we see it, there can be some factors in the research process that are important but unexplored. Therefore, we have a humble approach while interpreting and analysing our results. Dependability is according to Bryman and Bell (2011) the way to make a result trustworthy through ensuring that the records of the whole research process are complete and accessible. Dependability parallels reliability and it can be hard to accomplish (Bryman and Bell, 2011) as the researcher should adopt an auditing approach. We attempt to collect all material this research has led us to. However, we are aware that there can be some missing information due to the risks of the human factor (Gray, 2005). Conformability is concerned with ensuring that the researcher has no hidden agenda in the research process. The researcher must be shown to have acted in good faith and not by personal values or theoretical inclinations that sway the result. (Bryman & Bell, 2011, 398)

In this research we strive to achieve conformability by being as transparent with the process and our goals. In addition to this, we attach all additional material in the appendix as we think this information can be valuable for the trustworthiness and generalizability.

### 3.7 Case company

A case study can be based on one or several cases according to Bryman & Bell (2011). What’s most suitable depends on how complex the study is (Burawoy, 2002). To fulfil the purpose of the thesis, we have chosen the pharmacy industry, previously named Apoteket in Sweden, for our case study. Apoteket is the former concept of the regulated drug stores in Sweden. Since 1 July 2009, private pharmacies are allowed in Sweden (Läkemedelsverket, 2012). Sweden was one of the last countries in the world with a state monopoly on the pharmacy market. Earlier, when Apoteket was a monopoly, we consider the whole market were their target group. Because of the new market situation the shoppers have been put in whole a new choice situation. The new law in Sweden concerning the deregulation of Apoteket also allows private companies to establish new drug stores. For each pharmacy license the Medical Products Agency is required for an
approval. (Läkemedelsverket, 2012). The result is an entirely new market situation and today there are quite a few players in the market. When the deregulation was put into practice the Government sold out 466 pharmacies to four private companies: Medstop, Apoteket Hjärtat, Kronans Droghandel and Vårdapoteket AB. The Swedish government has through Apoteket AB retained 330 pharmacies and is thereby still the largest actor in the industry. Since the deregulation has 313 new pharmacies opened (+34%), and 26 players vying for market. (Sydsvenskan, 2012)

We found the new situation for pharmacies in Sweden to be an interesting and suitable market for our investigation, since it’s new. For a more detailed description of our case company, see appendix 1. As one part of our methods for data gathering is short interviews with shoppers in shopper mode, we chose to gather that data on at the pharmacy chain Apoteket Hjärtat. They are the largest independent pharmacy chain in Sweden, with more than 270 pharmacies and over 2000 employees. Apoteket Hjärtat aims to provide each client with better health and wellbeing through more personal service, wider product range and expanded services (Apoteket Hjärtat, 2012).

3.8 Adjusted information behind the data gathering

In order to be as transparent and be credible as possible as scientists, we will present how the interviews were conducted and how we acquired the empirical findings. Thus, below, we describe the interview sessions after they were conducted. Our planned methods have been modified a bit, even though most part went as we planned originally.

3.8.1 Collection of empirical material – numerous short interviews

The short semi structured interviews took place during daytime, Wednesday the 24 of April and Saturday the 27 of April. We interviewed 100 persons, but in order to reach this amount of answers we asked about 140 persons if they would like to participate in the study. Most people were positive to participate as we clearly told that we are students from the University of Lund. However, those who refrained from participating were 30 persons short of time, three were too ill to answer, six persons did not want to participate and one could not participate due to language complications.

We had decided to ask every fifth shopper leaving the store but as there were a quite calm milieu at Apoteket Hjärtat and a lower level of shoppers than we first thought, we decided to ask every other shopper leaving the store instead. When we had conducted eight interviews, we noticed
that the participants freely liked to develop their answers. This led us to add a fifth question (see appendix 4 question 5) in order to improve our interview guide, and thus, the quality of our data. We consider the first 8 interviews as a pilot study; however, we have chosen to include the answers in the summary of our empirical material and the tables in appendix 10. We do not think it gives a false or less trustworthy picture of our data since we carried out as many as 100 short interviews. Moreover, the majority of the first 8 participants answer to the added question indirectly through their answers to the other questions.

3.8.2 Collection of empirical material – in depth interviews

The distribution between age and gender between the participants was quite spread, in order to give us a variety of insights and thereby a more generalised material. Furthermore, the exact distribution is presented in appendix 11. The deep interviews lasted about 30 minutes. This can be seen as too little time per interview but we learned that it was enough, as we got a lot of informative data during these sessions.
4. Empirical findings and reflections

The empirical finding chapter attempts to give the picture of the data we collected in order to discover the shoppers view of the situation and some general facts of the drugstore market in Sweden. First we present the findings from the short interviews, conducted with shoppers in store and in shopper mode. Secondly, we present the result of the deep interviews. In this chapter we also reflect over our findings and in chapter five we analyse them according to the selected theories.

4.1 The shopping situation at Apoteket Hjärtat

The shopping situation at Apoteket Hjärtat is affected by the fact that the shopper has a predetermined and quite concrete purchase decision in mind when entering the store. In diagram 1 and 2 we illustrate the shopping decision pattern at Apoteket Hjärtat which is opposite to how Deloitte (2007) describes other retail situations. Deloitte (2007) points out that as much as 70% of brand selections are made in stores, and 68% of buying decisions are unplanned. In our research situation 85-90% of the shoppers had a clear goal with the visit and 55-87% of the visitors had decided what to buy on a product and brand level before entering the store. We think that the difference in shopping behaviour between the Wednesday session and the Saturday session depends on that most visitors had less time restrictions when they shopped on a free day compared to a working day. This feeling of freedom is possible the reason to that only 55% of the respondents had a clear product or brand goal.

![Caption, Diagram 1: Shoppers (men and women) from the Wednesday session. Notice the overwhelming part of purchases that were decided out of store.](image1)

![Caption, Diagram 2: Shoppers (men and women) from the Saturday session. Notice the overwhelming part of purchases that were decided out of store, but also the decrease in the same when comparing to the Wednesday session.](image2)
We interpret this differentiation between Deloitte’s (2007) research and our research to confirm Shankar et al (2009) when they claim that regulation and deregulation of a market makes the need for the marketing activities to evolve like for instance in the case with the shopper marketing approach.

By looking at the gender distribution among Apoteket Hjärtats visitors we conclude that the majority is women, this is captured in diagram 3 and 4 below. The phenomenon with the comprehensive proportion of women who shop at Apoteket Hjärtat can be based on many things, for instance on a conflict avoidance strategy, where females is considered to be more familiar to shop at a pharmacy while the men is doing other errands. We speculate in these terms as we associate care and treatment with traditional women's work from the past.

The age distribution of the research cohort during the investigation periods is quite well spread which is illustrated in diagram 5 and 6. We think that this also is consistent with how we perceive the situation and it seems that all ages at some point may need to visit a pharmacy. The difference in the sessions of the two days is mainly that there were no visitors over the age of 61 on the Saturday session. This is possible depending on that a lot of this cohort is retired from work and therefor can go shopping during weekdays. The noticeable is the large part of 21-30 years old shoppers during daytime on a weekday compared to the amount of the same age group on the Saturday. We consider this to be a normal phenomenon since Lund is a student city and most of the clientele have irregular schedules that make it possible to run errands during day time at

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4 Women take care, men take charge. Research report that points out that men and women act different through tradition. (Catalyst.org, 2005)
weekdays. Furthermore, we can see that shoppers in the age of 31-40 are more likely to shop at Apoteket Hjärtat on a Saturday.

**Caption, Diagram 5:** Shoppers divided into age groups in the Wednesday session, visiting Apoteket Hjärtat in Lund during mid-day time. Thus 32% of the shoppers were young adults (21-30) presumed to be students, and 23% were over 61 years old. Notice also the 10% large group of persons in the age of 31-40.

**Caption, Diagram 6:** Shoppers divided into age groups in the Saturday session, visiting Apoteket Hjärtat in Lund during mid-day time. Thus 20% of the shoppers were young adults (21-30) presumed to be students, and 0% were over 61 years old. Notice also the 30% large group of persons in the age of 31-40.

When looking at the differences in men and women’s shopping actions we find that women on an overall level is more willing of buying as a reaction by a stimuli or an impulse from the surroundings in the shopping situation. This is illustrated in diagram 7 and 8 below.

**Caption, Diagram 7:** Diagram over the men and the women from the Wednesday session. The lined parts are those who already knew what to buy on a brand level, when entering the store, and who also bought what they had intended. Notice that 15% of the men have a less concrete goal with the visit than in the Saturday session.

**Caption, Diagram 8:** Diagram over the men and the women from the Saturday session. The lined parts are those who already knew what to buy on a brand level, when entering the store, and who also bought what they had intended. Notice that 100% of all men visiting Apoteket Hjärtat on the Saturday session did this, when only 40% of the females did. Thus 60% of the females have a less concrete goal with their visit in the store.
4.2 The findings from the deep interviews

The findings from the deep interviews are presented under the three headlines below.

4.2.1 In store experiences

When we investigated how the shopper is affected by in store stimulus we found that the signs in the store are very important for the shoppers to enable them to navigate according to 6 of the respondents. In addition to this, approximately half of the short interviews respondents’ cohort used the headline signs over each shelf in order to speed up the shopping process and find what they needed. The quotes below are from some of the shoppers who visited Apoteket Hjärtat during lunchtime Wednesday the 24 of April:

“I checked for the sign, fetched the product and walked to where I would pay, then I was done” (Man, 21-30)

“I took prescription patch, stood in line, looked at the headlines on the shelves, got curious and a bit inspired, and bought additional products” (Woman, 41-50)

Thus, the signs have a contributory promotional effect, operating primarily in the short term because they facilitate immediate product orientation and purchase of the products that the shopper had decided to buy before entering the store. Also, the signs helps the shoppers to minimise their time in the store and thereby make it a more efficient visit (as the shoppers wish for) since the shoppers instantly can see where to head in the store. At the same time, the shopper might miss out on shopping experiences since they move straight to the goal. However, the signs at the shelves are probably not what an average person calls promotion. Rather the regular advertisement is what we presume most people think of when experiencing promotion. The conscious impact of advertising from Apoteket Hjärtat is rather small, not to say unsighted, which is captured in the quote from a deep interview:

“Advertisements and promotion signs are not so noticeable just at the pharmacy, advertising in the stores is not loud, you see.” (Woman, 21-30)

This quote we find interesting as we actually saw a great deal of promotion posters all over Apoteket Hjärtat, and most of them were in colourful configuration and with a text that were
easy to read. As we see it, Apoteket Hjärtat doesn’t have a consistency in the different messages that the shopper is exposed to which can be the reason that the advertising remains unnoticed. In addition to this there is a possibility that the shoppers mind not are open to the promotions, due to the fact that the shopping goal already is set outside the store. If this is the case, the shopper is facing the promotions too late to adapt the message.

When we asked how the shoppers acts in the shopping situation at Apoteket Hjärtat we found that 9 out of 10 of our respondents claims that they don't allow themselves to get interrupted by amusements when in a pharmacy store and that they act different in other stores. This phenomenon is captured in the quote from a deep interview:

“In general, it is quite fun to go shopping ... a small leisure...
.....but at the pharmacy just ... I fairly shop there if I don’t have explicit needs. At the pharmacy I buy necessary things. There is a difference between a shop and a pharmacy. I don't stroll around at the pharmacy!” (Woman, 31-40)

In addition to this the same shopper coiled out that:

“...It’s not the worst cart anyway....” (Woman, 31-40)

But, if it was a small leisure to go shopping at Apoteket Hjärtat, and if it was a big cart that was in mind of the shopper, we understand that there would be a huge value to go shopping. Thus, the situation at Apoteket Hjärtat would benefit from shopper marketing in the short term if the shoppers were more likely to decide what to buy in store. As the shoppers then can be stimulated to buy a bigger basket of products, and then perceive a more entertaining and stimulating situation in the shopping session. This quote also confirms the shoppers needs of inspiration and fun that is highlighted in Retail Publication (2009).

Despite this, half of the respondents in the deep interviews claimed that they were affected by promotions to senses stimulus in store, primarily by their vision. Contradictionary to this the advertisement is not visible, because it’s not what the shoppers are looking for, thus, there are no quick read in the promotion environment in order to get the busy shoppers to see it.
Apoteket Hjärtat has introduced an own private label brand. Photos of these are attached in appendix 8. During the interviews we learned from all our respondents (10 of 10) that shoppers actually have no awareness about these products, and that other, earlier established brands had an advantage in their positioning. This is symbolized with the following quote from a deep interview:

"Apoteket Hjärtats own label... is nothing I have reflected on, I do not go to the pharmacy to buy such things, only to buy medication. I do not know if they are good or bad, as I buy body lotion and such things at for example the Body Shop or in any other ordinary shop. If I were to buy them, I want to know that they are good or better than the other established brands like L’oreal" (Man, 21-30)

When we investigated the shoppers experience about how long time a normal shopping session at Apoteket Hjärtat could take, we got many different suggestions; all of them assume that no matter how carefully you figure to know how long the visit will take, you don’t know as it depends on so many different factors. For example, it depends on whether the shopper has a prescription drug to fetch or if there are many other customers in the store. This phenomenon is quoted from a deep interview:

"As little time as possible ... Fairly fun. .. If I have prescriptions to retrieve it’s taking more than a half hour, perhaps 45 minutes, otherwise it will get pretty fast. It is hard to say as it depends on so much" (Woman, 31-40)

Thus, the waiting time at the prescription counter was considered to be hard to predict. Sometimes it could take more than half an hour and sometimes it could go much faster than that. Perhaps this is a phenomenon that is hard to avoid because the waiting time depends on, and varies, due to natural causes. However, the experience of the time that shoppers wait for their turn will get shorter and more enjoyable if the shoppers were exposed to attractive offers that match and tempt the shoppers' preferences. Most of us remember our childhood frustration when we experienced a fun hour, with much play, as much shorter than a boring hour with nothing but obligations. This reasoning is moving time perspective slightly towards the idea that it is not the actual time spent in the store that is determinative, but the experience of the time and how stimulating it is for shoppers to be there. In the deep interviews we found that most
shoppers (8 of 10) think that there is a difference in the product categories that they buy in **different seasons**. Mostly, it is about to buy sunscreen products and mosquito repellents in summertime and not in wintertime but there are also some other examples of seasonal differences, which are captured in the quote below:

“There will be some seasonal products, peppermint oil for Christmas and sunscreen for the summer... Ha, ha!...Last time at the pharmacy, I was including sunscreen to my grandchildren. It was with Bamse on, as they like” (Woman, over 61)

However, two of the respondents had not reflected over the fact that there is a different assortment during the seasons. Both of these respondents were younger men, who mainly used the pharmacy as a medication provider with the need for the same products all year around.

### 4.2.2 Out of store experiences

When we investigated how the shoppers experienced Apoteket Hjärtats marketing approach in **out of store activities**, we found a quite general and not at all personal based communication. The products were in the best cases perceived by the shoppers as a general medication supply. In worst cases they were perceived as totally irrelevant and totally unnecessary products on a personal level. This reasoning also applies to advertisements that are perceived to be either non-existent or misdirected, which is captured in the quote from a deep interview:

“Yes, well... hmmm... after all we are faced by some advertising.... But I do not remember the pharmacy ... hm ... have probably not seen or noticed it. Well, one about stomach ache that was fun, but I really have no problem with that...I didn’t connect it with me and my needs...” (Woman, 31-40)

In our study, more than half of the respondents (6 of 10) wanted the shopping experience to be easy to grasp and to be easily accessible and none of the respondents had the experience of being targeted by any pharmacy since the need for pharmacies was considered to come from shoppers’ need of medication. In addition to this, most of the shoppers did not recall any advertising nor felt targeted by the advertising. However, during the one hundred short interviews we found that two of one hundred persons had received a gift card that was sent home from Apoteket Hjärtat when they reached sixty years. The case involved two sixty year old
women who took the time to collect their gift when being on their shopping spree. The quote is from one of them:

“I bought nothing else; I had received a gift card sent home by the pharmacy because I turned sixty, so I got a gift from them” (Woman, over 61)

Hence, there is some kind of out of store activity-targeting from Apoteket Hjärtat that is experienced by some of the shoppers. Taking a closer look at this, we assume that this information had not come up if we had not had such a broad collection of shoppers that prevailed during the hundred short interviews. We see it as Apoteket Hjärtat is targeting their market with shopper marketing activities in this area, even though it is sparsely experienced by the shoppers. In addition to this, two of the ten participants in the deep interviews admitted that they used to go for the coupon flyers that were sent home as direct mail. These persons were women over sixty, and they were the only participants in this age category during the deep interview sessions. We believe that in certain age groups and gender the promotion that reaches the shopper at home has a greater impact on shopping behaviour than promotion in store if it is a match between the shoppers need and the offer. Even though most of the shopping decisions are made out of store, the coupons are not the trigger for the younger shoppers.

4.2.3 The shopper experience

When we asked what the respondents associated Apoteket Hjärtat with we found some negative thoughts which is captured in the quote from a deep interview:

“Ugh, I associate pharmacy so much with illness. I do not know if it is through my association or if just knowing that all the sick people and their germs are there... I just want to get out as fast as I can!” (Woman, over 61)

All the respondents (10 of 10) association about visiting Apoteket Hjärtat and other pharmacies were dealing with terms of sickness, lost health and necessary but bad tasting medication. Furthermore, all the respondents thought of their own illness and the products they and their family need to get rid of the illness. Nobody associated any of the pharmacies with a branded store with valuable offers for winning and sustaining health. Thus, the shoppers at Apoteket Hjärtat seemed to focus on the loss of health, and project their own negative situation on the shopping experience. On the other hand, the value in visiting Apoteket Hjärtat and the goal with
the visit were to all respondents (10 of 10) the need for prescript medications, the non-prescription products and the knowledge and advices provided by the pharmacists. This approach to value was equal both between men and women, and the different age groups. Initially, we presumed that we would find a tendency of the younger respondents to not be seeking health information by staff in the shop, and that those over 50 should to be more likely to do so. This presumption, from our side, were based on that we perceive the Internet to be used more frequently by youngsters, in the information search processes. However, this was not the case and all ages appreciated the information and advices provided by the pharmacy staff. This is captured in a quote from a young man during a deep interview:

"It is a good selection and many different medications. You can always ask for advice there. Good selection and you can get some service. Service and supply, I would say is the most valuable to me."

(Man, 21-30)

Furthermore, prescription drugs are only available to get over the counter in a pharmacy or in a special shop with delivery rights. Thus, this only occurs in sparsely built areas on the countryside. This restricted situation is beneficial to Apoteket Hjärtat as they only compete with other pharmacies in the area of prescript drugs. When it comes to all the products were no prescription is needed, Apoteket really compete with all retailers within food and cosmetics for the product examples of easier painkillers, nasal sprays, skin care, hair care, cosmetics and more. However, as one of the respondents expressed it:

"I see the pharmacy as a liquor store but for medicines. They have everything in one place. All types of drugs. If I were to buy drugs I go there and not for example to Konsum or ICA. Although I only want have Alvedon there is much more to choose from if you want to buy something else. I prefer to go where they have the most and the best selection."

(Man 21-30)

This quote tells us that there is a value in the situation for Apoteket Hjärtat, which should not be neglected in the value capturing process. Furthermore we learned that trustworthiness is crucial the need for visiting Apoteket Hjärtat and that all respondents (10 of 10), no matter age or gender, finds value in getting a personal advice or recommendation about how to best take
care of their health. Yet, some of the shoppers (2 of 10) had noticed a decrease in trustworthiness since the monopoly days, which has made them a little more reluctant to trust the staff. This is captured in the quote from a woman who has noticed that the once well-educated pharmacist staffs have been replaced by ordinary checkout staff:

“Well...I think partly of how it was before deregulation, and then I think of what is now,... and as it is now, I would rather not go! I don’t trust them as much as I used to do. They seem to no longer know what things are good for and you cannot get an as trustworthy advice as you could before. I think the people who work there have been exchanged to ordinary store staff and they do not seem to be trained in medicine.” (Woman, over 61)

However, on an overall level is the trustworthiness both high and highly valued and the new market situation for retailers within the pharmacy market clearly faces both challenges and opportunities. When we investigated in how the shoppers select between the different pharmacy chains we found that most of the participants (8 of 10) in our deep interviews are indifferent towards the diverse pharmacies, they do not care about which of the pharmacy chains they visits as they are perceived in the same manner. All the different pharmacies are perceived as very homogeneous stores and the shoppers don't bother to keep them apart, as they feel that they offer the same which is captured in a shoppers quote below:

“I do not choose, I just go the one that is closest. It's weird now that I think about it because you think it's the same company, even though it is not” (Woman, 31-40)

In the situations where there are several pharmacy chains within a small geographic area, some shoppers even quickly check out where the queue is shortest, and then chooses that store in order to save time. This is captured in the quote from a man during the short interviews in the store of Apoteket Hjärtat during the Wednesday session.

“There are too many pharmacies nowadays, I work at Triangeln in Malmö and there are four different pharmacy's right next to each other. For me, it doesn't matter which drugstore chain I visit, they are all the same... well, sometimes I see if there is little queue, and that makes it” (Man, 51-60)
However, when we had scratched a little deeper into the respondents’ perception, we learned that 4 of 10 of the respondents, all in the ages 21-30, thinks Doc Morris is perceived as less serious, more messy, and less trustworthy in comparison to the other pharmacies. These attributes, we learned, are crucial to pharmacy business and we will go deeper in this area later on in the paper. However, the feeling of messiness and low trust is captured in the quote below.

“For example at Doc Morris, I thought it was messy, I didn’t even know where the checkout counter was. There were several of them, one of them was closed, and then another opened and then closed and so on. For me it’s important that the pharmacy is easy to visit. I want it to go quickly and smoothly, I just want to get my medicine. I want to know where the shelf is. Good structure on the store, which can lead to a rapid process.” (Woman, 21-30)

Thus, there are already some perceived differences among the shoppers’ perceptions of the different pharmacy chains, even though they are discrete. It’s not something shoppers think about spontaneously. In addition, all of the respondents (10 of 10) visits a pharmacy store occasionally and shop their products as they have an explicit need for it. Thus, we can state that everybody needs to visit a pharmacy occasionally, but almost no one cares which pharmacy chain they visit.

An interesting finding during the research were that it could be perceived as more okay to buy things from the pharmacy than to buy things from other stores as pharmacies normally sells “useful stuff” that are easy to convince the shoppers to buy and that gives less bad confidence than other not so necessary purchases do. Furthermore, half of the respondents cohort were underlining that they shopped both to other persons in the family and to themselves when they visited the pharmacy. All of the respondents who bought for others were over the age of 31 and lived in a family situation in some matter. A respondent in a deep interview states that he used to look for things to shop, that would be useful to the other members of his family, when he is at the pharmacy anyway.

“Sometimes I buy more things because I see products that I realize that me and my family need, so I buy them when I’m at the place anyway....”

(Man, 41-50)
All the respondents that were under the age of 30 did not buy anything to others, only to themselves on a regular basis. Their family situations were not complex and they only had themselves to take care of. The issue of shopping for other persons that will be the users was therefore a non-issue for these shoppers. Based on this we conclude that the market situation in pharmacies usually need to be adapted for both user and chooser as shoppers frequently make purchases at Apoteket Hjärtat, both for themselves and for others.
5. Analysis through the theoretical framework

The purpose of this report is to contribute to a greater understanding of shopper marketing from a shopper perspective. Thus, the report seeks to achieve a reliable, deepened and extended picture of Shopper Marketing at large, and of Shopper Marketing in the angle of the shoppers’ view, since this is the purpose with this report. We analyse and present our empirical findings with the general accepted theories of Shopper Marketing that is presented earlier. The chapter consists of three parts which are: in store activities, out of store activities and the role of the shopper.

5.1 In store activities

Previous research (Deloitte, 2007) claim that a great deal of the shopping decisions is made inside the store but our findings showed the opposite. Thus, our findings are better supported by Levy (2012) who points out that 77% of the shoppers have a list of what to buy, and that the list is written out of store. The shoppers at Apoteket Hjärtat had very often decided what to buy outside the store. By this we can draw the conclusion that the purchase or the in store activities not is the tipping point or the first moment of truth (Lofgren, 2011). In this perspective the moment of truth occurs out of store. In this section we analyse how the shopper experience can be understood according to shopper marketing theories.

5.1.1 Unseen is unsold

In earlier studies of in-store marketing and attention, the approach has been that unseen is unsold (Chandon, Pierre, J. et. al. 2009). The pharmacies have a lot of advertising in store, which can be seen on the photos in appendix 9. Despite this, 5 of 10 respondents do not notice the advertising efforts in store.

We think that this is a very interesting phenomenon as Apoteket Hjärtat have got a lot of in store promotions, but the shoppers seem to not perceive it. We think that this phenomenon is largely depending on the shopper’s predetermined objectives of the visit, and that the promotion held in the store are presented too late to be able to influence most shopping decisions. In this situation, the shoppers do not choose from the whole assortment. Instead they only evaluate a small part of all the possible brands and options, which they have laid eyes on. (Chandon, Pierre, J. et. al. 2009)
Also, in this matter the shopper’s decisions are delimited by the signs in the store, which is narrowing down the shoppers range to choose from. However, a shopper cannot choose something without at the same time deselect something. In this way, the effect of the signs is a quick visit. Thus, they might not give the best result since some products that would be considered is not sighted, and thereby not selected. Perhaps these products would have raised shopping experience if they were in the shopper’s sight, but as it is now, they are not visible at all to the shopper. In addition to this, the shoppers are co-creators of the shopping milieu (Morrison & Mundel, 2012) and as all the respondents associated Apoteket Hjärtat with sickness and feeling ill this is reflected in the in store shopping milieu.

5.1.2 Quick reeds

Kotler and Keller (2009) points out that the time aspect can affect a person’s shopper mode, as time is considered to be one of the cost of shopping. According to the time aspects when visiting Apoteket Hjärtat we understand that time restrictions is important in the pharmacy. Apoteket Hjärtat should really take the time aspects in consideration when structuring the shopping system. One example of wasting time experience is from the shopper who complained over the double queues, in which she had spent some time. She thought it was annoying to wait at the prescription counter first and at the checkout counter after that. The total amount of waiting time was then too long. When considering these dull waiting times, that in a way is constructed by an inefficient shopping system, it is tempting to recommend Apoteket Hjärtat to review the shoppers’ experience of wasted time in the shop.

Underhill (2012) argues that the environment must provide and deliver quick reads of the goods and environment if the busy shoppers shall see them. The deal must also be simple enough to be clearly identified by the shopper and creative enough to catch the eye (Underhill, 2012). The goal for many of the visitors (from our short interviews) at Apoteket Hjärtat was to get the medication. All of the participants in the deep interviews had the same thoughts and they only visited the pharmacy in order to fetch medication to recover or to get a free advice. Thus, the presumption of what Apoteket Hjärtat, and other pharmacies, can offer the shoppers are medication, and that is also what the shoppers have their sights set on in the pharmacy. All other messages seemed to get overlooked. The advertisement is not visible, because it’s not what the shoppers are looking for, thus, there are no quick read in the promotion environment in order to get the busy shoppers to see it. Supported by Underhill’s (2012) statement about the importance of creativity in the environment we think this is necessary in order to stand out and deliver an
interesting and quick read to the shopper. We feel fairly confident that Apoteket Hjärtat has great potential to increase their creative approach when it comes to communicating to their shoppers. As Apoteket Hjärtat faces hard competition from other health and beauty care retailers with well-established names within body lotion and lighter healthcare products, Apoteket Hjärtat really have to create a creative approach in order to create awareness about their own products. As it seems now, Apoteket Hjärtat is competing with the same old marketing tricks that have been around ever since. We think that the lack of creativity is one of the reasons to why shoppers prefer the already well established brands as Clinique and The Body Shop.

On the other hand, some messages are read by shoppers, as the shoppers more or less unconsciously looking for them. The signs in the store are frequently used for the shoppers to navigate, which six out of ten of the respondents in the deep interviews claimed, as mentioned earlier. In addition to this, approximately half of the respondents in the short interviews used the signs over each shelf in order to speed up the shopping process and find what they needed.

5.1.3 Retailtainment

Pincott (2012) claims that a key in-store strategy is to increase enticement to shop via store layout and presentation of goods. This strategy goes well with Kapferer’s (2008) concept of retailtainment, where the shopper is amused by shopping. While doing the short interviews at Apoteket Hjärtat we learned that the shoppers most often have different approaches to shopping in various shops. This shift in shopping patterns is not any advantage for pharmacies at the moment, as pharmacies are presumed to deal with shoppers when an explicit and pronounced, specific need of a specific product is in the shoppers focus. Hence, nobody connect a shopping trip at Apoteket Hjärtat with amusement and buying for fun.

On the other hand, as it seems like all people are visiting the pharmacy occasionally and that we presume that everybody cares about their health; we see a huge value to be captured by the pharmacies. An interesting finding during the research were that it could be perceived as more okay to buy things from the pharmacy than to buy things from other stores as pharmacies normally sells “useful stuff” that are easy to convince the shoppers to buy and that gives less bad confidence than other not so necessary purchases do. We play with the idea that it is easier to have a clear conscience if you have shopped unnecessary things at the pharmacy, than it is if you have done a similar thing in another store. We believe that the health aspect should be used in a
higher extent as being one of the most valuable things we have. With this approach, perhaps it is okay for shoppers to spend money on health products.

We just learned that the waiting time at the prescription counter was considered to be hard to predict. Many of the respondents were waiting in the prescription line for some time, some of the shoppers looked around in the shop while waiting as a way to amuse themselves or to kill time, when they were stuck in the queue anyway. In this situation the shoppers were not often stimulated to make an extra purchase as they didn’t think that they had a consumer need for any other product. Hence, we argue that this waiting time gives a fantastic opportunity for drugstores to entertain the shopper with well-targeted shopper marketing activities, as the shoppers are acting like an audience in a theatre while waiting for their turn. In that way the pharmacies would live up to Kapferer’s (2008) retailtainment and possibly increase the shoppers over all positive shopping experience. For example, by design and lighting shoppers are encouraged to spend more time and looking at things they didn’t think of before entering the shop (Pincott, 2012). Today, it seems like Apoteket Hjärtat is more decorated in order to offer the shoppers a quick visit, given the straight commodity aisles and well-structured signs in the store. We see this as a relic from the monopoly days when pharmacies did not have to compete by giving superior value.

5.1.4 The shelf, the shopper, the store and the calendar

The challenge with the shelves is to help establish the behavioural objective of the shoppers and set the strategic direction that leads deeper in the shopping experience. Lucas (2012) points out that these challenges often are dealing with the store traffic and how to get shoppers to visit the store. Most of the participants in the deep interviews (8 of 10) are indifferent towards the different pharmacies, thus, they do not care about which of the pharmacy chains they visit. The different pharmacies are perceived as very homogeneous. According to Kapferer’s (2008) arguments about the entertainment aspect in the shelf function we see a possibility to differentiate the impressions that the shopper may get, through the usage of the shelves. As it works now, the design is very functional and there are not at all any emotional messages that meet the shopper. Now days, just like in the good old days, all products in the same category stands in the same category shelf. We consider that this product placements make it harder for certain selected products to stand out in an attractive manner. If the shopper not is at the right shelf, they will simply not be tempted to buy. Instead, the drugstore should place the products that are considered as the most important and valuable to the shoppers in a way that increases association opportunities and positive purchase experiences. Thus, Apoteket Hjärtat and other
pharmacies should think about its visitors both as shoppers and as an audience seeking stimulation.

The shopper, however, provides the retailer with the best sources of insights and he or she works as a unifier to the retailer and manufacturer, as they have the same goal by satisfying shopper needs (Lucas, 2012). Earlier in this report we pointed out that all ages are represented among the shoppers, which is illustrated in diagram 5 and 6 and in appendix 10. In addition, most shoppers are women, which are illustrated in diagram 3 and 4, and in appendix 10. These insights are rather general and Apoteket Hjärtat needs to get a deeper understanding of what the different groups of customers and shoppers want. As we have already noted, all ages appreciate the advice provided by a pharmacist. By accumulating these insights and many more, the pharmacy will be able to fine-tune their offerings to please the most valuable shopper. Furthermore, Lucas (2012) highlight that the store works as a medium and that the shoppers is the audience and the shopping experience is the editorial content. Different shops must have different approaches and today's store is a brand (Lucas, 2012). The different pharmacy chains are experienced as one pharmacy supplier as most of the participants (8 of 10) pointed out that. Thus, Lucas's approach with seeing a store as a brand gives an additional argument for Apoteket Hjärtat to differentiate them in a value creating way. What we consider to be important here is that all these three sections about the shelf, the shopper and the store must be linked together and be based on the same value creating concept in order to create a trustworthy and unified experience for the shopper at Apoteket Hjärtat.

Lucas (2012) highlights the natural shopper need to go shopping for seasonal and calendar needs. In the deep interviews we found that most shoppers (8 of 10) think that there is a difference in the product categories that they buy in different seasons. Mostly, it is about to buy sunscreen products and mosquito repellents in summertime and not in wintertime. However, two of the respondents had not reflected over the fact that there is a different assortment during the seasons. Both of these respondents were younger men, who mainly used the pharmacy as a medication provider with the need for the same products all year around.

5.2 Out of store activities

Although unplanned buying results from exposure to in-store stimuli, Bel et al. (2011) argue that it also depends on conditions established before the shopper enters the store, some of which are within the retailer's control. Shankar (2011) supports this, as he argues that the usage of
Shopper marketing activities should start reaching the shopper long before the shopper enters the store. The findings from our research points out that most of the purchase decisions are made out of store, which can be seen in diagram one and two.

5.2.1 Cutting through the clutter

Bell et al. (2011) argue that shoppers are affected by conditions established before the shopper enters the store, some of which are within the retailer's control. This is supported by Shankar (2011) who argues that shopper marketing activities should start long before the shopper enters the store. In the deep interviews seven of the ten participants did not even know if Apoteket Hjärtat had any advertisement or activities out of store at all. However, three out of ten says that price related advertising like coupons or special price offerings for goods they need anyway are appealing to some of the respondents. When looking a bit deeper in the answers we find that there is a difference in the age groups and that the younger segment (aged 21-30) does not know that the advertising exists at all. By this we conclude that the out of store advertising activities have failed totally. This is too bad since the largest part of the shoppers (85-90%) have a clear goal with the visit at Apoteket Hjärtat that is decided out of store. This makes it clear that Apoteket Hjärtat not is present where the decisions are made since the out of store activities are too vague to experience and connect to. In addition to this most women and almost all men and men have decided what to buy before entering the store, which makes the out of store activities important. This is shown in diagram 7 and 8, and in appendix 10. In addition, Scholderer (2010) highlights that perception is a bottleneck in information processing, as people only can process the information that they have been stimulated by. This is can be an explanation to why most shoppers are unaware of the out of store marketing efforts, as they don’t have the need for processing the information due to the fact that they already know what to buy.

5.2.2 Tailing the shopper

By tailing the shoppers, the shopping-situation can be much less disturbing, smoother and less disruptive says Turano (2012). As we see it, pharmacies and for example Apoteket Hjärtat, is still acting as if there were a monopoly, when every person in Sweden were the target audience and there were no need for tailing the shoppers as they would come anyway. This is however not the case now a days. Levy (2012) points out that 77% of the shoppers have a list of what to buy, and that the list is written out of store. To a certain extent, this is consistent with our findings seen in diagram 1 and 2, appendix 10. This raises the need for an increase in tailing the shopper for collecting insights about the shoppers' experiences in order to get on the shopping list.
While looking at the general public at the pharmacy we have already concluded that over 70% of the respondents, hence, the shoppers, were females which are illustrated in diagram 3 and 4 in this paper. Hence, we assume that more women than men are in the target for the pharmacy market, due to the female tradition of taking care and nurture the family as we have discussed earlier. By looking at the different age groups that were represented during both sessions in Apoteket Hjärtat we find a quite well spread diversity over ages, which can be seen in diagram 5 and 6. These diagrams tell us that people in all ages visits Apoteket Hjärtat, hence, the age distribution were quite well spread during the day. Furthermore, during our deep interviews nobody felt like being in the targeted market area for Apoteket Hjärtat, and only two out of ten were admitting that they perceived one of the pharmacies to be poorer in comparison. The by far biggest stimulus for go shopping, were concerning the shoppers own need for a product or advice. In addition to this, and as we already have stated, the shoppers don’t diverse on the pharmacy chains. Thus, none of the respondents had the experience of being targeted by any pharmacy since the need for pharmacies was considered to come from shoppers’ need of medication. In addition to this, most of the shoppers did not recall any advertising or even felt targeted by the advertising. However, during the one hundred short interviews we found that two of one hundred persons had received a gift card that was sent home from Apoteket Hjärtat when they reached sixty years. The case involved two sixty year old women who took the time to collect their gift when being on their shopping spree.

Nitzberg (2012) claims that the individualization approach to each shopper is important in shopper marketing as the shopper marketing paradigm are based on personal and true shopper insights. Thus, the feeling of being met on an individual level and with a true personal message is the key to get engaged and excited shoppers by shopper marketing (Nitzberg, 2012). Hence, there is some kind of targeting from Apoteket Hjärtat that is experienced by some of the shoppers. Taking a closer look at this, we assume that this information had not come up if we had not had such a broad collection of shoppers that prevailed during the hundred short interviews. We see it as Apoteket Hjärtat is targeting their market with shopper marketing activities in this area, even though it is sparsely experienced by the shoppers.

The out of store activities are important to integrate with other marketing activities and Pincotts (2012) argues that the presence built in store must be matched with the messages out of store to make a consistent and trustworthy message. As written earlier, the conscious impact of advertising from Apoteket Hjärtat is rather small, not to say unsighted. This we find interesting as we actually saw a great deal of promotion posters all over Apoteket Hjärtat, and most of them
were in colourful configuration and with a text that were easy to read. As we see it, Apoteket Hjärtat doesn’t have a consistency in the different messages that the shopper is exposed to which can be the reason that the advertising remains unnoticed. In addition to this there is a possibility that the shoppers mind not are open to the promotions, due to the fact that the shopping goal already is set outside the store. If this is the case, the shopper is facing the promotions too late to adapt the message.

However, two of the ten participants in the deep interviews admitted that they used to go for the coupon flyers that were sent home as direct mail. Both of these persons were women over sixty, and they were the only participants in this age category during the deep interview sessions. We believe that in certain age groups and gender the promotion that reaches the shopper at home has a greater impact on shopping behaviour than promotion in store, if it is a match between the shoppers need and the offer. Even though most of the shopping decisions are made out of store, the coupons are not the trigger for the younger shoppers and the out of store activities are too un-seen.

5.3 The role of the shopper

The shopper has great impact on the shopping situation and this part analyses the complexity of the shoppers.

5.3.1 Shopping cycle

The steps in the shopping cycle are: motivation to shop, search, evaluation, category- or brand- or item- choice, store choice, store navigation, purchase, repurchase and post purchase actions (Shankar et. al 2011). This cycle is rather consistent with how the shopper told us that they moved and acted in the store. The largest part of the shoppers (85-90%) had a clear goal with the visit at Apoteket Hjärtat, as we have pointed out earlier and which can be sighted in diagram 1 and 2, and in appendix 10. In the case with Apoteket Hjärtat the motivation to shop primarily springs out of a need for an explicit product. The category brand for the products being bought is to 55-87% decided out of store, and the store choice (in this case Apoteket Hjärtat) fell on the one closest by. The navigation in the store followed the same pattern but the pre-purchase and post purchase is however not studied in this research and we leave it to be a future research suggestion.
5.3.2 Sneaky shoppers

Sansolo (2012) claims that shoppers are complex, illogical, increasingly and frequently contradictory and we believe this approach to shoppers can depend on a lack in the understanding of the shoppers. By analyzing the shopper from Alexander’s (2008) shopping categories of indifferent autopilot, blinkered autopilot, browsing, buzz-activated or bargain-activated shoppers the situation becomes clearer. As we see it the shoppers at Apoteket Hjärtat is mostly matching the mode of Indifferent autopilot as the shoppers are low in attachment to the store brand, and if the object isn’t available, shoppers will buy from another shop. This is clear to us as most of the participants in the deep interview (8 of 10) are indifferent towards the different pharmacies, they do not care about which of the pharmacy chains they visits.

The shopper category of blinkered autopilot, is however also to be considered when it comes to an average pharmacy shopper, as 85-90% of the shoppers had a clear goal that was decided before entering the doors. This is illustrated in diagram 1 and 2, and in appendix 10. In this mode, consumers know what they want and won't easily settle for an alternative (Alexander, 2008). However, we think that Apoteket Hjärtat is wishing for the shoppers that are in a browsing mode or buzz activated categories to enter the store as those shoppers are likely to experiment and try out different shampoos and conditioners, toothbrushes, body wash and toothpaste (Alexander, 2008). In order to reach these shoppers, Apoteket Hjärtat and pharmacies must innovate packaging and product assortments, based on valuable shopper insights from the most valuable and targeted shoppers. Even then it is uncertain whether these shoppers are reaching for Apoteket Hjärtat. Most shoppers namely claim that they have a different behaviour when they shop at pharmacies compared to other stores.

The advertising and promotion that Apoteket Hjärtat uses focus most on discounts and price reductions which attract the bargain-activated shoppers who are looking for price discounts and promotions. In our research we found that it is important for the shopper at Apoteket Hjärtat that the visit is efficient and that the products and advices are trustworthy. This shopper style matches Alexander’s (2008) indifferent autopilot and blinkered autopilot as the shoppers know what to buy from the start and choses products that they are used to buy. While looking at it in this way Apoteket Hjärtat, seems to want to attract bargain activated shoppers with discounts when the shoppers are more like the indifferent autopilot category and blinkered autopilot category and want reliability and quick help instead. In addition, Apoteket Hjärtat misses out on making an offer for a lucrative shopping group, consisting of browsing mode shoppers or buzz activated shoppers. These groups can be stimulated by offering nice packages and products that
tempts the shopper with its looks. By looking at Apoteket Hjärtats shopper situation through Alexanders (2008) theoretical goggles it becomes clear that Apoteket Hjärtat are appealing to one shopper cohort but are trying to reach another with promotions that is attractive to a third shopper cohort.

5.3.3 Abstract goals

When a person is in shopper mode, they are active and ready to make decisions (Interbrand, 2011). The area of shopper mode is analysed in the text below. Wyner (2011) has found that as shoppers’ overall shopping goals became more abstract, the shoppers made more unplanned purchases. Similarly, unplanned buying increased when shoppers choose a store for its low prices or its attractive promotions. In the case with the shoppers at Apoteket Hjärtat, we found that the shopping goal was clearly un-abstract due to the fact that the largest part of the shoppers (85-90%) had a clear goal with the visit at Apoteket Hjärtat, decided out of store, which can be sighted in diagram 1 and 2, and in appendix 10.

5.3.4 Winning situation?

Shopper marketing is highlighting the positive experience for all three parts in the retail chain namely the manufacturers, the retailers and the shoppers. Wyner (2011) calls this phenomenon a triple win, and it is attained by manufacturers and retailers enhancing the experience for shoppers. As our focus is on the shoppers’ perspective, we have only studied whether the shoppers experience a winning situation when they visit Apoteket Hjärtat. The need to implement shopper marketing becomes evident when we understand that the average shoppers view of Apoteket Hjärtat and the other pharmacies are quite negative as they associate the pharmacy with their own and others illness. All the respondents (10 of 10) association about visiting Apoteket Hjärtat and other pharmacies were dealing with terms of sickness, lost health and necessary but bad tasting medication. Furthermore, all the respondents thought of their own illness and the products they and their family need to get rid of the illness. Nobody associated any of the pharmacies with a branded store with valuable offers for winning and sustaining health. Thus, the shoppers at Apoteket Hjärtat seemed to focus on the loss of health, and project their own negative situation on the shopping experience. In this light it becomes obvious that the shopper does not share Wyners (2011) triple win situation. Instead there seems to be a win, win, loose-situation from the shoppers’ perspective. If this is the case, it is also worth to discuss if the win situation for retailers is at its optimum. We think perhaps it is not, as the shoppers not in general are eager to return to the shop for more and frequenter purchases. This question is interesting to research in from a retailer perspective, but as this
report focuses on the shopper, we think of this question as lying beyond this report’s delimitation.

5.3.5 True shopper insight

During this section, we analyse the true shopper insight that we have reached during our investigation and due to some trends that we think is important to the average shopper. Knowledge about true shopper insights and what the shopper react to is crucial according to Deloitte Developments (2007), Kapferer (2008), and Nitzberg (2012). We understand this knowledge as fundamental in shopper marketing. What we noticed during our interview sessions is that most shoppers perceive all pharmacy chains in more or less the same way and that shoppers are visiting the one closest, for simplicity. We think this confirms both Harris (2012) and Shankar et al. (2011) theories about the need of shopper marketing to evolve in order to engage the shopper through true shopper insights. Moreover, Harris (2012) claims that shopper marketing has evolved from the continual search for success and differentiation. The new market situation for retailers within the pharmacy market clearly faces both challenges and opportunities. One challenge is for the pharmacy to stand out in a unique and appealing manner since the shoppers have got increased power in choosing between the stores. The new and increased competitive situation demands a clearer, more personal and appealing business. This is to make a distinction and create a desirable demand from the shoppers to visit the store in question. One true shopper insight in the pharmacy business is that most of the participants (8 of 10) in our deep interviews are indifferent towards the diverse pharmacies, they do not care about which of the pharmacy chains they visits as they are perceived in the same manner. All the different pharmacies are perceived as very homogeneous stores and the shoppers don’t bother to keep them apart, as they feel that they offer the same range. In the situations where there are several pharmacy chains within a small geographic area, some shoppers actually quickly check out where the queue is shortest, and then chooses that store in order to save time. However, when we had scratched a little deeper into the respondents’ perception, we learned that 4 of 10 of the respondents, all in the ages 21-30, thinks Doc Morris is perceived as less serious, more messy, and less trustworthy in comparison to the other pharmacies. These attributes, we learned, are crucial to pharmacy business. Thus, there are already some perceived differences among the shoppers’ perceptions of the different pharmacy chains, even though they are discrete. It’s not something shoppers think about spontaneously. Unfortunately the differentiation in this example is negative, which makes it even clearer that there is a need to differentiate in a positive way. This can be done through shopper marketing, as it focuses on delivering the most value to the most important shoppers. It is, however, also possible to reach a good result with other
marketing activities but shopper marketing can be used as it puts the true shopper insights on the map.

Stahlberg (2012) clarifies that Shopper marketing is about affecting the shoppers' behaviour in order to generate purchase decisions. In this research, all the respondents were united in their perceptions of value that a visit at Apoteket Hjärtat gives. The drivers for the shopper to visit the pharmacy were the need of prescripted medications, the non-prescript products and the knowledge and advices provided by the pharmacists. This approach to value was equal both between men and women, and the different age groups. Initially, we presumed that we would find a tendency of the younger respondents to not be seeking health information by staff in the shop, and that those over 50 should to be more likely to do so. This presumption, from our side, were based on that we perceive the Internet to be used more frequently by youngsters, in the information search processes. However, this was not the case and all ages appreciated the information and advices provided by the pharmacy staff.

Furthermore, prescription drugs are only available to get over the counter in a pharmacy or in a special shop with delivery rights. This restricted situation is beneficial to Apoteket Hjärtat as they only compete with other pharmacies in the area of prescript drugs. When it comes to all the products were no prescription is needed, Apoteket really compete with all retailers within food and cosmetics for the product examples of easier painkillers, nasal sprays, skin care, hair care, cosmetics and more. However, the highly appreciated health advices from the pharmacy staff tell us that there is a value in the situation for Apoteket Hjärtat, which should not be neglected in the value capturing process.

The diagrams from our research shows that as much as 90% of the shoppers already had a clear goal with the visit at Apoteket Hjärtat during the Wednesday. In addition, 87% of the shoppers knew what to buy before entering the store. If we compare the figures from Deloitte, where 70% of the shoppers made the brand selections in store, with our findings at Apoteket hjärtat, where 87% made their brand selection out of store, there is a huge differentiation. The figures from the Saturday session are somewhat different but still clearly different to Deloitte’s figures. Here, 55% had decided on a product brand level what to buy, before entering the store. By comparing Deloitte’s figures and our results, together with insights from the interviews, we draw the conclusion that shoppers act different in various stores and that this fact affect the shopping patterns. This conclusion is based on the facts that 9 out of 10 of our respondents claims that they don’t allow themselves to get interrupted when in a pharmacy store and that they act
different in other stores. Moreover, the respondents didn’t think of a shopping trip to the pharmacy as a leisure or amusement, and they normally didn’t buy a big cart of products at the pharmacy. But, if it was leisure to go shopping at Apoteket Hjärtat, and if it was a big cart that was in mind of the shopper, we understand that there would be a huge value to go shopping. Thus, the situation at Apoteket Hjärtat would benefit from shopper marketing in the short term if the shoppers were more likely to decide what to buy in store. As the shoppers then can be stimulated to buy a bigger basket of products, and then perceive a more entertaining and stimulating situation in the shopping session.

5.3.6 Trends

Trends and fluctuations in the market are affecting the shopping pattern (pwc, 2011, Tauber, 1972). The ego-trend is a trend that makes you very important on an individual level and it can be seen in several places in the society (Trender, 2011). This trend gives the pharmacies great opportunities to create a good match and offering since they already provide personal health care advices to the shopper who asks for it. A pharmacy that exploiting this resource perhaps has a chance to become the shoppers top of mind pharmacy. By providing unique personal advices in a trustworthy way, for example Apoteket Hjärtat would create a good lead. That’s also well timed due to what the trend says that shoppers want. However, the idea with being photographed after a purchase of medication is questionable because we assume that sick persons dislike “to show off in 15 seconds of fame” with a snotty-nose, headaches or other ailments. However, the pharmacies use their credibility, created by sharing their knowledge and advice on a personal level, with the shoppers in order to attractive and give and extended offer.

The individualistic trend at the pharmacy could be developed further and start to use individuals as trademarks deliverers in other product ranges like skin care products, vitamins and cotton pads. The effect of combining the pharmacy’s credibility enhanced with a friend’s warranty of a product on for instance a TV screen in the shop or in direct mail can be useful and well-timed according to this trend. This is also a way to get the shoppers to feel more like the target group, and that they belong among Apoteket Hjärtats visitors and shoppers.

Furthermore, as we wrote about the authenticity trend in the theory chapter, it is a trend about honesty, transparency and authenticity and not mere labels. It has to be lived each and every day. Consumers now expect, or rather, demand authenticity from brands. Brands are either demonstrating this as their truth, or adapting their model to become relevant. (Fentonstephens, 2011)
Also when it comes to this matter, Apoteket Hjärtat has a great chance to deliver according to the trend and its adherents. As drugstores has been around for several hundred years in Europe, and medication even longer than that, there is a lot of tradition in the area. That tradition can be exposed, in order to increase the positive shopping experience. Classic, old-fashioned packaging in glass, reminiscent of that time romance, but with modern products inside, might seem attractive to shoppers who are followers of this trend. Furthermore, drugstore products are already equipped with tables of contents that exhibit transparency.

The interest in ecology and the products impact on the environment is expected to increase and this means it is not going to be possible for companies to skip the CSR issues in the future (Svd, 2010). One example of how we perceived this was during the short interviews; An elderly woman told us about her shopping experiences and what happened to her as she craved for an organic and mild shampoo and went to the hair care shelf. There she saw a shampoo that matched her preferences and she grabbed one bottle. When turning around for the checkout counter she laid her eyes on a table with other arranged organic shampoo bottles, that in addition gave volume and shine to flat and fine hair. The shopper happened to be concerned over her flat and thin hair and used to think of it as a problem. Furthermore, the brand on the shampoo was the same as she once had tried, during a trip to the United States. Moreover, the product was on a "take two pay for one" campaign and she became excited and very pleased with her purchase, and encouraged us to try the shampoo.

**5.3.7 The holistic 360° perspective**

In shopper marketing the focus is to get a 360° view of the shopper and thereby get a more holistic perspective of the shopper behaviour. This means that the retailer needs to look beyond specific product categories as well as on how the shopper behaviour is in a particular store. (Shankar, et. al. 2011)

All parts in this research report is somehow contributing to the 360° approach of the shopper and our synopsis is that the general shopper at the pharmacy could be like the woman in picture 3, below. We have based our statements on the general findings from the shoppers and we want to point out that this is an example of how Apoteket Hjärtats view in a 360° level could look like.
Furthermore, Deloitte (2007) argues that companies should include shopper marketing into the overall spectrum of marketing activities to perform holistic 360° marketing in a successful matter. This argument is accurate to what we wrote earlier in the report about the need to create a unified and consistent message to the shopper. We claim that the strength in Shopper marketing is that the 360° approach towards the shopper captures important phenomena that are experienced by the shopper as central in the shopping situation. By putting the most valuable shopper in the center of the 360° circle it becomes clear where the focus should be in order to capture satisfaction and value. This tool can then be used to create unbeatable offers that are based on shopper presumptions and preferences. The 360° approach is clearly pronouncing the need to satisfy the shopper to the business staff, thus it can be used as an intern marketing tool as well. By having a unified picture of the valuable shopper, the various staff in a whole business organisation easily gets a common goal that are clearly defined and by that more reachable. The different shopper
preferences in the 360° tool can be exchanged and updated individually as the shopper changes preferences and the trends goes by. This makes the tool flexible and ductile which is necessary as getting to know the shopper is an ongoing process that never ends.

This way that Shopper marketing is positioning the shopper in the center is different than other retail marketing strategies. We recognise retail marketing to put the whole retail situation, the customer and the consumer in the centre of the overall picture. In store marketing puts the in store activities in focus and shopper marketing puts the shopper in focus. In a large extent a satisfactory shopping experience can be reached with many marketing strategies, but the exact aspects that will be handled varies according to the different strategies filtering.
6 Discussion & Conclusion

In chapter six we discuss our key findings and reach a conclusion from our research. We will start by presenting our purpose again, followed by a discussion. The focus of the discussion is on the main features of our analysis and our empirical findings. Finally, we present our research contribution and suggestions for future research.

6.1 Discussion

The purpose of this thesis is to contribute to a greater understanding and new knowledge in the conceptual area of shopper marketing from a shopper's perspective. By looking at the case company in its new market situation, we aim to facilitate the understanding for what shopper marketing can be and how it can be used in order to satisfy and create positive shopper experiences. This research is accessing insights from the shopper's point of view of the retail situation.

During the analytical process it has become clear that some general conclusions and insights can be pointed out. Theories claim that great deals of the shopping decisions are made inside the store, but our findings showed the opposite. The shoppers at Apoteket Hjärtat had very often decided what to buy outside the store. By this we can draw the conclusion that the purchase or the in-store activities not is the tipping point or the first moment of truth in all businesses. And in this research perspective the moment of truth occurs out of store which possibly has to do with Shankar’s (2011) theories of the shift in the market due to deregulations etc. However it can also depend on other things and the marketplace is a place for slow changes towards greater marketization in the shopper experience level. This process will much likely take some time and as we found there are some tendencies that reveal that the process has started. Examples of this are the increase in competition, the increase in promotions and price off signs and the extended product assortments on the shelves. The marketization and the winning aspects of the shopper experience is most likely just lagging, which we consider as normal as the roles in the new marketplace just started to emerge.

Furthermore, the approach that unseen is unsold (Chandon, Pierre, J. et. al. 2009) and the fact that Apoteket Hjärtat has a lot of advertising in store which half of the respondents did not notice we think of as good examples of this. The out of store activities are important to integrate with other marketing activities and Pincotts (2012) argues that the presence built in store must be matched with the messages out of store to make a consistent and trustworthy message. We don’t consider Apoteket Hjärtat to have a consistency in the different messages that the shopper
is exposed to which can be the reason that the advertising remains unnoticed. In addition to this there is a possibility that the shopper’s mind is not open to the promotions, due to the fact that the shopping goal already is set outside the store. If this is the case, the shopper is facing the promotions too late to adapt the message.

We recognise retail marketing to put the whole retail situation, the customer and the consumer in focus in their overall picture. In store marketing puts the in store activities in focus and shopper marketing puts the shopper in focus. In a large extent a satisfactory shopping experience surely can be reached with different marketing strategies, but the exact aspects that will be handled vary according to the different strategies filtering. These marketing approaches may be perceived as different accents of the same language which can be used as a metaphor in this case. However, accents do affect us, and the way we say things can often affect the result. In this case it can also be possible that different people or businesses have preferences that better matches either Retail marketing, In store marketing or Shopper marketing. If so, we can say that satisfied customers who feel that they are winners in the retail situation can be achieved in many ways. In this view Shopper marketing can be thought of as a new tool in the tool box or a new colour in the crayon box. Since all people, shoppers, retailers and merchandisers are different it can be useful with Shopper marketing as a marketing complement that makes it easier to reach the exact nuance in the offer that is preferred.

By this research we have also reached insights in that Alexander’s (2008) different shopping categories can be used as interpreter of the retail situation. In this way they work as a good model that clarifies which shopper you attract, which shopper you want to attract and which shopper who are not prioritized. This model helps the retailer to create efficient offers that increases the winning situation for the shopper. This research in Shopper marketing has also clarified and visualized the concept of having a 360° approach to the shopper. This can be useful in both extern marketing strategy and in intern marketing as a pedagogic tool to visualize the picture of the most valuable shopper to the staff in a business organization. By this a clearer and more consistent message from the business/brand/shop most likely will be send.

However there are some reasons to have a sceptic approach to Shopper marketing. During this research process we have been struck by the thought of shopper marketing strategy as being too good to be true, and we wonder if this really is the case. Certainly it is good to listen to the shoppers, but do they say what they really mean? We believe that there may be a difference between what shoppers think and how they act. Therefore, we believe that these methods must
be handled with the utmost thoughtfulness so that a reliable result is reached. Furthermore, we question if Shopper's experience not has been satisfied in previous marketing strategies. We think they have and that Shopper marketing only is contributing to point out the shopper's experience further. This should mean that a responsive retailer can achieve the same results without knowing that it is shopper marketing that is done, but just common sense and a willingness to sell through an unmatched offer that appeal to the shoppers. Thus, feelings of great satisfaction in the shopping session can also be reached without an active approach through shopper marketing. Shopper marketing just makes it easier by clarifying the shopper's position in the retail situation and that shopper insights are crucial for delivering a stable and reliable positive shopping experiences.

6.2 Conclusion

This thesis is written with an abductive approach which means that the process will lead towards theoretical generation, which is presented in the conclusion (Alvesson and Sköldberg, 1994). As the research question of this research is what shopper marketing can be and how it can be experienced by shoppers, we firstly conclude that Shopper marketing can be seen as a new accent of already existing marketing approaches. However, accents do affect us and the way we say things can often affect the result. In this view, Shopper marketing can be thought of as a new tool in the tool box or a new colour in the crayon box. Thus, Shopper marketing is promoted and branded as a whole new knowledge but we see it more as old wine in a new bottle, and just like with other new things it arouse our curiosity. Thus, the theoretical generation is that Shopper marketing is more of an accent to already existing retail marketing activities than a whole new marketing approach.

Secondly, we can conclude that that Alexander's (2008) different shopping categories can be used as interpreter of the retail situation within Shopper marketing Strategies. This together with the visualization of the 360° approach of the shopper can be useful in extern marketing strategies. It can also be useful in intern marketing as a pedagogic tool to visualize the picture of the most valuable shopper to the staff in a business organization. This can possibly make the shopping experience clearer and give a more consistent message from the business/brand/shop to the shopper. Thus, Shopper marketing can create a winning situation to the shopper and its strength is that it focuses on the shopper in all marketing activities, both in store, out of store and on an overall level. Thus, the theoretical generation is that Shopper marketing is a creative, clear and apparently visible way to catch the shopper in the value process.
6.3 Research contribution

The report is working as a concept clarifier of shopper marketing, and how it is experienced from the shopper’s perspective. The research has also contributed to previous research by visualising the 360° approach to the shopper, which has made shopper marketing as a tool more clear and easy to apply. The report is also contributing to previous research by successfully using shopper marketing as an analytical tool in the Swedish market place. The findings can be applied in industries where the shopper most often enters the store with a clear goal and there are several stores near each other that are perceived as quite similar by the shoppers.

6.4 Further research suggestions

As shopper marketing is still relatively new, we want to stress that there are several possible areas for future research which will be presented below.

1. What about a shopper’s choice and loyalty

Through our research, we found out that shoppers’ doesn’t make an active choice between the different pharmacies when going there to shop. It doesn’t matter for them if they for example go to Apoteket Hjärtat, Apoteksgroupen or Medstop, etc. At the same time the pharmacies are located very closely to each other (see appendix 1, Case Company). Furthermore, the shoppers expressed that they usually go to the one closest. Thereby, we consider this to be a relevant and important to research further since shopper marketing efforts might lead to a higher degree of customer satisfaction and eventually customer loyalty. Can shopper marketing efforts serve as the determining factor? What shopper marketing efforts can differentiate the shops and thereby make the stores so attractive that the shopper makes an active choice? Another possible subject for future research is how to increase shopper loyalty by the usage of shopper marketing? When shopper marketing is done successfully it strengthens a brand’s position, increases share, and enhances ROI and saves marketing/trade money — all the while making life easier for the customer. (Retail Publication, 2009)

2. Why let the follower just be a follower

When conducting our short interviews at Apoteket Hjärtat, we noticed that several visitors in the store, where followers. Their goal with the visit was to follow their friend or family member. We see this as an area for future research since the follower already is located in the store, accompanied by a shopper in shopper mode. Is it possible to affect a follower through shopper

Shopper Mode
marketing efforts and get them in shopper mode? Furthermore, if possible, how and through which shopper marketing efforts? Furthermore, how many of the followers actually becomes shoppers? Most probably this is different in different types of retail situations with for example a follower in a pharmacy versus a follower at a car dealer. Thus, we first and foremost talk about retailers where the shopper is a part of the target market and the product assortment is within the follower’s preferences.

3. Take a closer look at the repurchase and post purchase phases in the shopping cycle

Due to the limitations of our research, we haven't explored the whole shopping cycle. The steps in the shopping cycle are: motivation to shop, search, evaluation, category or brand or item choice, store choice, store navigation, purchase, repurchase and post purchase actions together with recommendation considerations (Shankar et. al 2011). The steps connected to repurchase and post purchase is a third suggestion for further research, as we have excluded these parts from our research.
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Lecture
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Appendix 1

Case company: Apoteket - the former concept of the regulated drugstores in Sweden

Since 1 July 2009, private pharmacies are allowed in Sweden. Sweden was one of the last countries in the world with a state monopoly on the pharmacy market. The revised regulation is expected to lead to more community pharmacies, better service and more generous opening hours for customers. Another expected result is price pressure leads to lower prices for drugs. (Läkemedelsverket, 2012) The new law also allows private companies to establish new pharmacies. For each pharmacy license the Medical Products Agency is required. The condition ensures compliance with the requirements governing the ownership, pharmaceutical expertise, facilities, staffing, etc. with licensing and inspection of the Medical Products Agency. (Läkemedelsverket, 2012) State Apoteket AB sold out 466 pharmacies to four private companies: Medstop, Apoteket Hjärtat, Kronans Droghandel and Vårdapoteket AB. Apoteket AB retained the 330 pharmacies and is still the largest. Since the deregulation has 313 new pharmacies opened (+34 percent), and 26 players vying for market.

One result of the deregulation is that the opening hours on average have increased, from 43 to 53 hours a week. Another result is that it was 10 000 inhabitants per pharmacy, and the second worst in Europe where there was/is an average of 4 000 inhabitants per pharmacy. At the end of 2011 were the Swedish average 7635 inhabitants / pharmacy. A pharmacy went bankrupt in 2011 in Lulea. Docchain Morris announced closing of 16 pharmacies. The trade association predicts that competition will result in fewer operators and lower growth rate this year. (Sydsvenskan, 2012)

The major chains are Apoteket, with 365 locations, Apoteket Hjärtat has 270 locations and Kronans - Droghandel has 209 locations (Sydsvenskan, 2012). Medical Products Agency is responsible for reviewing applications and issuing permits for any community pharmacy and it also has oversight of all pharmacies in Sweden. The new law on medicinal products (SFS 2009:366) gives anyone the right to own a pharmacy, except for producers of pharmaceuticals, Market Authorisation Holder and prescribers of drugs (doctors, dentists, veterinarians). (Läkemedelsverket, 2012)

Since the 27 of April 2012 it is Apoteket AB is prohibited to open more stores due to the fact that they already have turnover of 36% in the drugstore market. Apoteket AB is already up in the market is allowed to have. The number of pharmacies has increased by 35 percent since deregulation but turnover in the industry is basically the same. Sweden has received very many pharmacies for a short time and establishment rate will stagnate. Nine pharmacy chains and a plurality of individual
pharmaceutical owner have arrived in recent years. It is not entirely unreasonable that some pharmacies have to close down, when sales are not growing. (GP, 2012)

In Sweden there is a cost ceiling on prescribed medication, which means you pay a maximum of 2200 SEK a year, for medications that are included in the reimbursement system. The county council pays for excess costs. Medicine that is included is the vast majority of medicines on prescription, supplies at the stoma, supplies needed to bring the body the medicine and supplies needed for self-monitoring of medication. (apoteket, 2012) This support and regulation of the medical business by the Swedish government makes the retail situation somewhat different than retail situations in other businesses, who are fully competitive and pricing prevails.
Appendix 2

Standard Ethical protocol (English)

Hi,

Our names are Caroline Lundström Ek and Charlotte Borgeke Nilsson. We are master students researching on a project in the field of shopper marketing theory.

The project is sponsored by the Department of Business Administration (School of Economics and Management), Lund University. We may be contacted at phone number 0046 (0) 735 39 33 85 if you should have any questions.

We are grateful for your willingness to participate in this research project. Your participation is very much appreciated. We would like to reassure you that as a participant in this project you have several very definite rights. First, your participation is entirely voluntary. Second, your participation is anonymous. Excerpts of this survey may be made a part of the final research report, thus, under no circumstances will your name or identifying characteristics be included in this report.

Thank you for your participation

/ Caroline Lundström Ek and Charlotte Borgeke Nilsson
Hej.


Projektet stöds av Företagsekonomiska institutionen (Ekonomihögskolan) vid Lunds Universitet. Vid eventuella frågor eller funderingar kring enkäten nås vi på telefon 0735 39 33 85.


Tack så mycket för din medverkan

/ Caroline Lundström Ek & Charlotte Borgeke Nilsson
Appendix 4
Questionnaire, short interviews (English)

Man          Female

under 20    20-30    30-40    40-50    50-60    over 60

1. Did you have a clear goal with this visit?
   ○ Yes
   ○ No
   ○ Partly

2. Did you know what you wanted to buy before entering the store?
   ○ Yes
   ○ No
   ○ Partly

3. Did you buy what you intended to buy?
   ○ Yes
   ○ No
   ○ Partly

4. Did you but something else? (open question)
   ○ Why?________________________________________________________
   ○ Why not?_____________________________________________________

5. How was your movement patterns in the store?
Appendix 5
Interview guide – In depth Interviews (English)

Gender:
Age:

Questions

1) What’s your first thoughts when I say Apoteket? 
2) How do you look at Apoteket as it is (works) today?
3) What is your perception of what makes Apoteket worth visiting?

4) What would you like Apoteket to do for you?
5) Are you choosing between the various pharmacy chains?
   a. Why?
   b. Why not?
6) What are your goals when you visit Apoteket?
   a. Would you visit Apoteket if your goal was different?
   b. Why/why not?
   c. Does it happen to you that you buy more than you first intended when you go to Apoteket?
7) What is your perception of the different pharmacies own private label brands?
   (We showed pictures of the products, see appendix 8)

8) How do you act when you are in/at Apoteket?
9) How are you affected by your senses in the store?
10) How is your visit to Apoteket affected by the advertising and messages that you

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5 In this questionnaire, by “Apoteket” we mean all drugstores in Sweden; Kronans Droghandel, Apoteket Hjärtat, Doc Morris, Apoteket, Medstop, Apoteksgruppen, Cura apotek, etc.
encounter outside the store?

11) How often do you return to Apoteket?
   - What would make you come back more often?

12) What are your motives for shopping?
   - Do you refrain sometimes? Why / why not?

13) What makes you shop/ what can be a trigger point for you?

14) What can make you choose a product?

15) How long is usually a visit to Apoteket for you? (How much time do you think “is okey”?)

16) Do you have any preconceived ideas about Apoteket?
   - Why/ why not?
   - If yes – What?

17) Does it happen that you get interrupted in your thoughts?
   - If so, has this led you to buy other things or more things than you had intended?

18) Do you buy different goods at different seasons? - Elaborate!
   - Does this affect your view of / degree of visits at Apoteket?

19) What more do you want to say in this question?
Appendix 6
Questionnaire, short interviews (Swedish)

Man     Kvinna
under 20  20-30  30-40  40-50  50-60  över 60

1. Hade du ett klart mål med detta besök?
   o Ja
   o Nej
   o Delvis

2. Visste du vad du ville köpa innan du kom in i butiken?
   o Ja
   o Nej
   o Delvis

3. Köpte du det du avsåg att köpa?
   o Ja
   o Nej
   o Delvis

4. Köpte du något annat?? (öppen fråga)
   o Varför?__________________________________________
   o Varför inte?_____________________________________

5. Hur rörde du dig i butiken?
## Appendix 7

**Interview guide – In depth Interviews (Swedish)**

**Kön:**

**Ålder:**

<table>
<thead>
<tr>
<th>1.) Vad tänker du när jag säger Apoteket*?</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.) Hur ser du på apoteket så som det är idag?</td>
</tr>
<tr>
<td>3.) Vilken är din uppfattning om vad som gör apoteket värt att besöka?</td>
</tr>
<tr>
<td>4.) Vad skulle du vilja att apoteket gör för dig?</td>
</tr>
<tr>
<td>5.) Väljer du mellan de olika apotekskedjorna?</td>
</tr>
<tr>
<td>a. Varför?</td>
</tr>
<tr>
<td>b. Varför inte?</td>
</tr>
<tr>
<td>6.) Vad är ditt mål när du besöker apoteket?</td>
</tr>
<tr>
<td>a. Skulle du besöka apoteket om ditt mål var annorlunda?</td>
</tr>
<tr>
<td>b. Varför/ varför inte?</td>
</tr>
<tr>
<td>c. Händer det att du köper mer än du har haft för avsikt när du först kommer till apoteket?</td>
</tr>
<tr>
<td>7.) Vad är din uppfattning om Apotekens egna varumärken?</td>
</tr>
<tr>
<td>(visade bilder se appendix 8)</td>
</tr>
<tr>
<td>8.) Hur agerar du när du är i Apoteket?</td>
</tr>
<tr>
<td>9.) Hur påverkas du genom sina sinnesförnimmelser i butik?</td>
</tr>
<tr>
<td>10.) Hur påverkas dina Apoteksbesök av reklam och budskap om apoteket som du möter utanför butik?</td>
</tr>
<tr>
<td>11.) Hur ofta återvänder du till Apoteket? - - Vad skulle få dig att återvåna oftare?</td>
</tr>
<tr>
<td>12.) Vad/vilka är ditt/dina motiv till att shoppa?</td>
</tr>
<tr>
<td>- Avstår du ibland? Varför/varför inte?</td>
</tr>
<tr>
<td>13.) Vad får dig att shoppa? – trigger points?</td>
</tr>
<tr>
<td>14.) Vad får dig att välja en produkt?</td>
</tr>
<tr>
<td>15.) Hur lång tid brukar ett besök I Apoteket ta för dig? (Hur lång tid får det ta?)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>---</td>
</tr>
</tbody>
</table>
| **16)** Har du någon förutfattad mening om Apoteket?  
- Vilken/vad? |   |
| **17)** Händer det att du blir avbruten i dina tankar?  
- om ja, har det lett till att du köpt mer än du hade för avsikt? |   |
| **18)** Handlar du olika varor vid olika årstider?  
- Utveckla! |   |
| **19)** Vad mer skulle du vilja säga i frågan? |   |
Appendix 8
Pictures of Apoteket Hjärtats private label brands (Used at in depth interviews)

Source: beautybytanci.blogg (2010)

Source: apotekethjartat.se, 2012
Source: apotekethjartat.se, 2012
Appendix 9
Advertising within an Apoteket Hjärtat pharmacy

Within the pharmacies, there are a lot of advertising, thus, the participants in the in-depth interviews said that they had not seen any promotion. The pictures are taken at Apoteket Hjärtat in Lund, in order to show how the in-store promotion efforts in a pharmacy can appear.

Caption: Inside Apoteket Hjärtat, The promotion invites the shopper to take three products and pay for only two of them. Source: Authors own photo, taken at Apoteket Hjärtat, 2
Caption: Inside Apoteket Hjärtat, The promotion hints the shopper that there are currently 20% off. Source: Authors own photo, taken at ApoteketHjärtat, 2012
**Caption:** Inside Apoteket Hjärtat, The promotion hints the shopper that there are currently 20% off the diet drink. *Source: Authors own photo, taken at ApoteketHjärtat, 2012*

**Caption:** Inside Apoteket Hjärtat, The promotion hints the shopper that one can have three but only pay for two of the sun protection crèmes for kids. *Source: Authors own photo, taken at ApoteketHjärtat, 2012*
Appendix 10

Diagram

**Diagram 3, caption:** Shoppers divided into men and women from the session. Thus 70% of the respondents were women, a number which reflects the gender division of the shoppers during that day.

**Diagram 4, caption:** Shoppers divided into men and women from the Saturday session. Thus 67% of the respondents were women, a number which reflects the gender division of the shoppers during that day.
Diagram 5, caption: Shoppers divided into age groups in the Wednesday session, visiting Apoteket Hjärtat in Lund during mid-day time. Thus 32% of the shoppers were young adults (21-30) presumed to be students, and 23% were over 60 years old. Notice also the 10% large group of persons in the age of 31-40.

Diagram 6, caption: Shoppers divided into age groups in the Saturday session, visiting Apoteket Hjärtat in Lund during mid-day time. Thus 20% of the shoppers were young adults (21-30) presumed to be students, and 0% were over 60 years old. Notice also the 30% large group of persons in the age of 31-40.
Diagram 1, caption: Shoppers (men and women) from the Wednesday session.

Diagram 2, caption: Shoppers (men and women) from the Saturday session.
**Diagram 7, caption:** Diagram over the men and the women from the Wednesday session. The lined parts are those who already knew what to buy on a brand level, when entering the store, and who also bought what they had intended. Notice that 15% of the men have a less concrete goal with the visit than in the Saturday session.

**Diagram 8, caption:** Diagram over the men and the women from the Saturday session. The lined parts are those who already knew what to buy on a brand level, when entering the store, and who also bought what they had intended. Notice that 100% of all men visiting Apoteket Hjärtat on the Saturday session did this, when only 40% of the females did. Thus 60% of the females have a less concrete goal with their visit in the store.
Appendix 11
Distribution of respondents in depth interviews

20-30 - 4 persons (2 women, 2 men)

31-40 - 2 persons (1 woman, 1 man)

41-50 - 1 person (man)

51-60 - 1 person (man)

60< - 2 persons (2 women)

<table>
<thead>
<tr>
<th>Respondent</th>
<th>Age</th>
<th>gender</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niclas</td>
<td>23</td>
<td>male</td>
<td>Student</td>
</tr>
<tr>
<td>Marcus</td>
<td>24</td>
<td>male</td>
<td>Student</td>
</tr>
<tr>
<td>Emilia</td>
<td>22</td>
<td>female</td>
<td>Waitress</td>
</tr>
<tr>
<td>Samira</td>
<td>28</td>
<td>female</td>
<td>Retail clerk at H&amp;M</td>
</tr>
<tr>
<td>Jenny</td>
<td>39</td>
<td>female</td>
<td>Nurse</td>
</tr>
<tr>
<td>Johan</td>
<td>37</td>
<td>male</td>
<td>Salesman</td>
</tr>
<tr>
<td>Mohammad</td>
<td>41</td>
<td>male</td>
<td>Engineer</td>
</tr>
<tr>
<td>Thomas</td>
<td>52</td>
<td>male</td>
<td>Bank officer</td>
</tr>
<tr>
<td>Agnetta</td>
<td>63</td>
<td>female</td>
<td>Teacher</td>
</tr>
<tr>
<td>Gun</td>
<td>67</td>
<td>female</td>
<td>Retired</td>
</tr>
</tbody>
</table>

Caption: compilation of the respondents’ in-depth interviews

We chose the range of respondents in order to be a well spread cohort both in age and gender differentness. As we concluded that almost all people sometimes visit a pharmacy we thought of this as a good selection. The occupation of the respondents is of various ranges. These we think reflect the society in Lund on an overall level. We have no close relation to the respondents as we want to avoid the risk get answers that are affected with pre assumptions about us and our study.