“The future is getting older so be prepared”

- A study of older consumers’ needs, preferences and grocery shopping behaviour in a typical supermarket

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SUMMARY

In what atmosphere do people feel welcomed and comfortable? What are their needs, preferences, expectations and how do these affect their shopping behaviour? The proportion of older persons in the population is constantly growing so in the new future there will be more and more older shoppers in the stores. This study has from a management perspective tried to find a suitable store design and atmosphere that would be appreciated by the older shoppers segment.

The research question of the study was: What store atmosphere and store design lead the growing target group - the elderly towards a sales increasing shopping behaviour? In attempt of answering the research question the main purpose was to understand the needs and preferences of older consumers and their shopping behaviour related to the issues of food shopping in a supermarket and to be able to discover underlying mechanisms in order to suggest a store atmosphere and store design adapted to the older consumers; and thus an increasing sales strategy for the store.

In order to form a theoretical frame various secondary sources have been used that were found to be suitable for the research area. The retail anthropologist Paco Underhill has been a great inspiration for many theories in the study. Two qualitative methods have been used: structural observations and semi-structural interviews. The qualitative method is well chosen and makes it possible to fulfil the purpose of the study. Seven individuals were first observed in a store while shopping and later interviewed about their shopping experience.

In the analysis the empirical data was analysed with some references drawn to the theoretical frame. Similar behavioural patterns were identified among the participants that formed the concepts: morning shoppers, one stop store, personal atmosphere, brand unawareness and finally service access. In conclusions a store strategy, based on older consumers needs and preferences, was proposed that would make the older consumers of the study feel more welcomed in the store and hence hopefully shop more. The strategy contained features like: more staff members in the morning, more efficient use of the in-store kitchen, development of “We Care” strategy and others. Researcher’s own reflections and suggestions as well as the veracity conclude this bachelor thesis.
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1. INTRODUCTION

What is this study about and what is its purpose? Does store atmosphere and design have anything to do with sales? Why are older consumers of interest? Continue reading and find out...

1.1 Introduction to problem

Today we are living in a consumer society where we are showered with different kinds of products. The situation was different twenty, thirty years ago when the demand of products was much higher than its supply. Now we find ourselves in a time of a very competitive market where it is no longer enough to produce a product, one has to design a special strategy in order to launch it on the market and get the best result – sell the product. This is done with the help of marketing, a term with many definitions and just to take one where marketing is defined as: “The process of repeatedly moving people closer to making a decision to purchase”

The marketing strategy usually consists of the four Ps: price, promotion, product and place, some people add personnel as the fifth element.

According to the “science of marketing” in order to launch a product on the market, first the market has to be analyzed to see what strategy is better to use. Herbert Baum, managing director of Hasbro Inc., once said “market analysis is decisive for the marketing of a company. In most cases no decisions can be made any in marketing without some kind of market analysis, doing that would result in a lot of waste of time and money”

Usually all companies perform some kind of SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) – that “involves monitoring the marketing environment internal and external to the company” – that “involves monitoring the marketing environment internal and external to the company”

Since the fact that nowadays the majority of all major companies perform a SWOT-analysis, in some way it looses the great value it had before. It is still necessary to perform one, but it is not such as competitive advantage-giving analysis that it once used to be. Thus marketers study consumer behavior, “the study of how people buy, what they buy, when they buy and why they buy” among other things, in order to increase their market-share by understanding the decision making process of the customers.

Studying the consumer decision making process is a way of getting to know your customer and to understand the “thinking” behind the behaviour that leads to a purchase. If a company starts to understand its customers, it will be in a much better position when they prepare suitable channels, offers, data and assets. But is that enough? Since the world is in constant change so is marketing. Some of the marketing techniques weaken with time thus there is a need for more recent and newly developed ones. “The standard tools of marketing work, they just don’t work anywhere near as well as they used to”. So marketers have to rethink and find other ways to increase the company’s sales. Different kinds of advertising and publicity can make the customer remember the product and make the trip to the store in order to buy it.

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1 http://en.wikipedia.org/wiki/Marketing#Definitions, (07.11.06; 12:35)
2 Kotler Philip, Kotlers marknadsföringsguide från A till Ö, (Sundbyberg: Pagina Förlags AB/Optimal Förlag, 2003), p. 107
3 Ibid., p. 98
4 http://en.wikipedia.org/wiki/SWOT, (07.11.06; 13:44)
5 http://en.wikipedia.org/wiki/Consumer_behaviour (05.11.06; 11:22)
6 Kotler Philip, Kotlers marknadsföringsguide från A till Ö, p. 81
7 Underhill Paco, Why We Buy – the science of shopping (New York: Simon and Schuster Paperbacks, 2000), p. 32
INTRODUCTION

But already in the store there is another factor - the environment of the store itself that has an influence on the purchase decision. In retail trade goods are sold directly to the end consumer usually in a store. The structure of the retail trade industry in Sweden has changed considerably during the last decades and a strong tendency towards larger; high volume – low prices supermarkets has evolved. The final decision to buy or not to buy is made in the store itself, if we would now exclude internet-shopping and TV-shop. So often, no matter how convinced you are to buy something, the store design and its atmosphere can easily change your decision. “With the exception of some airlines, restaurants, department stores, and professional businesses, it is fair to say that atmospherics has been a relatively neglected tool in the marketing mix of most firms”. The retail manager has to analyse its customers and adapt the store design and atmospherics after his target group.

How can any company increase sales and profits? There are a lot of strategies to do so, for instance reduce employee turnover, set up customer rewards program and the most basic one but not necessarily the most effective ‘cut the costs’. One of many effective ways which is often used by retailers is the placement of the product in the store. Many retailers use a strategy that is based on how often certain products are bought by consumers like for example milk. Milk is often placed in the middle of the store so that the customer has to walk through the whole store before he or she reaches the milk and hopefully make some impulse purchases on the way. Large in-store spaces offer a great variety of products but it also means that consumers have to walk more. Product shelf placement may make some products less “noticeable” to the consumer when placed too low or too high up on the shelves.

The management of the store can base their store design on the assumptions that are made from registered data from different kinds of loyalty cards. This can give an overall view of what consumers buy at the end of the shopping trip, but it does not give us an answer on how many buyers; wanted to buy something but left the store without it – changing his or hers intentions. The manager never gets to know that unless he start to analyse all aspects of the in-store characteristics that a shopper may meet during the shopping experience; what problems and obstacles do a shopper meet in the store environment on his or hers way towards a purchase. What issues do change the consumer’s behaviour and overall shopping experience? The science of shopping can provide information that can improve the retailer’s edge and cut the costs of making a wrong decision when planning the store’s design. If there is a desire to increase sales and profits, as in most cases there is, the store manager has to analyse his or hers customers, and see if the in-store atmosphere and in-store design are suited for them.

“The Swedish population is distinguished by a growing proportion of elderly people and a decreased proportion of young people”. There are a lot of general anatomical and physical factors that are common for all people, but as one gets older there are some typical health issues that one faces, even if the pensioners today are healthier than ever before. “There is no doubt that there is a displacement of consumption upwards the ages and a reduction in the youth generation”. With market research marketers can find consumers that have some

10 Kotler, Philip Atmospherics as a Marketing Tool Journal of Retailing; Winter73/74, Vol. 49 Issue 4, p. 16
11 Underhill Paco, Why We Buy – the science of shopping, p. 34
12 Ibid., p. 239
characteristics in common and this makes a target group. Even if the older consumer target is very heterogeneous, usually older consumers share some characteristics that have to do with age. Since there is a growing proportion of the elderly it is necessary for retailers to better understand this segment in order to target them in a more efficient way in the near future.

1.2 Research problem

The proportion of older persons in the population is constantly growing\textsuperscript{15}, which has a great effect on retail, representing a big target group. In what atmosphere do older people feel welcomed and comfortable? What are their needs and expectations? The more comfortable and important a consumer feels the greater chance is that he or she will come back and purchase more\textsuperscript{16}. The store design and atmospherics should affect the consumers in the best way; where they feel that the time is flying and the shopping experience meet their expectations thus they are more eager to spend more money. This leads to the research question of the study:

*How should a store be designed in order to increase older consumers’ purchases?*

1.3 Main purpose

The purpose of this study is to understand the needs and preferences of older consumers and their shopping behaviour related to the issues of food shopping in a supermarket and to be able to discover underlying mechanisms in order to suggest a store atmosphere and store design adapted to the older consumers; and thus an increasing sales strategy for the store.

1.4 Demarcations

It is difficult to define a specific age for the target group – older consumers. Nevertheless in this study by older consumers is meant persons over 65 years old. Individuals over 65 years old, for the most part are in pension. The pension ages differ between countries and since this investigation is performed in Sweden it seemed reasonable to use the pension age drawn by the Swedish society. This demarcation is made in order to limit the research area. The target group of older consumers is very complex, often seen to be more complex that others\textsuperscript{17}. As a result this is a very heterogeneous group and due to the circumstances of time and resource shortages it is unfortunately not possible to make a broader study. Only Swedish participants were included in the study. Behaviour differs depending on what culture the individual comes from consequently this would affect the outcomes and results of the study if other nationalities were to be included.

One single supermarket is chosen for the investigation, a kind of case study. The large supermarket is to be seen as a typical supermarket of its kind. A store with large vending areas, that keeps it prices low by the means of economies of scale, high volume. The low prices are also maintained with lower number of staff. By “typical” is meant a supermarket

\textsuperscript{15} http://www.scb.se/Grupp/Allmant/_dokument/A05ST0202_05.pdf (23.11.2006; 19:20)


\textsuperscript{17} Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers. Journal of Consumer Marketing; 2005, Vol. 22 Issue 6, p. 307
that is of a great size around 3000 square metres. Further explanation one finds in the third chapter – the store.

This study does not intend to investigate the entire consumer decision making process, but only the consumption situation in the point of purchase; in this case the supermarket. “A consumption situation is defined by factors beyond characteristics of the person and of the product that influence the buying and/or using of products and services”18. This is done in order to make a deeper analysis of the influence a supermarket has on a consumer, instead of covering the entire decision making process. These demarcations did affect and influence the study since the depth and broadness could be more developed if for example the aspect of culture was included. Only one supermarket is included and this can of course have its effects. But researchers often perform case studies where they study only one company or organisation. In this case this is done in order to have a deeper analysis where more stores would limit that.

1.5 Outline of the study

Chapter 2 This chapter intends to tell more about the choice of the subject, preconceptions and the researcher’s point of views concerning scientific ideals and scientific approach; where a model of action is presented. Information search and the criticism of it conclude the chapter. Chapter two is to be seen as an outline for the study setting the perspective of the researcher.

Chapter 3 Is the chapter where relevant theories concerning the store are presented. The chapter aims at putting the reader in the store connection which involves; the changing society and retail, placement of the store and products, and store design and atmosphere.

Chapter 4 Consumer and his or hers characteristics is the key issue in the process of searching for the “right” atmosphere and design. This chapter covers the relevant theories concerning the consumers in general with the focus on older consumers. The chapter finishes with a summary of the theoretical frame and important issues and characteristics that will be investigated further in this study.

Chapter 5 intends to describe the chosen qualitative methods; observations and interviews. The reader should be able to understand how observation sheet and the interview scheme were compiled. In the end the processing of the gathered data is discussed in order to enable the reader to understand the procedure: from data gathering to interpretation.

Chapter 6 In this chapter all the results are presented and analysed. Each individual is presented separately. First the results of the observation are presented in a scheme and then the interview. This makes it easier for the reader to understand each consumer first so that he or she is prepared for the general analysis that follows in the next chapter.

Chapter 7 presents the general analysis of the study where the empirical data is analysed with references drawn to the theoretical frame. The chapter is divided in subparts where each part covers several issues that were found to be related by the empirical research.

18 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 342
Chapter 8 Conclusions are drawn in this chapter and findings that are the research question are presented. The researcher’s reflections and suggestions for further research are proposed. The chapter is concluded with a discussion of the veracity of the study and this study.
2. THEORETICAL INITIAL POSITION

Why is this subject interesting? What scientific ideals and approaches are used in study? How was information searched and collected? Continue reading and find out...

2.1 Choice of subject

Marketing was an easy choice for this study from the researcher’s point of view, since all kinds of marketing are found to be fascinating. Product development, advertising, marketing research, etc. After various marketing courses at different Universities in Europe the interest for marketing has been growing. By reading marketing books in the spare time, not only have theoretical skills been developed but also a really inspiring book has been found. “Why we buy – the science of shopping” by Paco Underhill is a book written by retail anthropologist that observes shopping behaviour. The book was very inspiring and has influenced the study in various ways.

What can one learn from the elderly consumers’ in-store behaviour in order to simplify their shopping process and thus influence and increase sales? It is interesting to examine and better understand the shopping behaviour of elderly consumers, since they are a constantly growing group of consumers and it is exciting to see if the market is prepared for them. This subject is fruitful to explore because the ideas of observing all customer for sales increment are rather new and not so frequently used by all retails yet, thus the subject is really interesting to study since it is of current interest. By choosing this subject the hope is to develop analysing skills and build on a knowledge base about consumer behaviour that hopefully will be useful in the future career.

2.2 Preconceptions

As a researcher one has to realise that different parts of the study will in some ways be influenced by one’s own preconceptions. In order to reach a high reliability in this study one must acknowledge that it is impossible to be absolutely objective whatever scientific ideal you choose. Thus it is important to realise that in some way we all are influenced by our previous knowledge and experience. Older consumers’ characteristics have changed a lot in the last decades were the elderly nowadays are much more active, having better health and believed to be better off economically. One may be unaware of the preconceptions but they still affect the direction of our research. They later decide what aspects we choose to investigate in the research problem. So instead of objectivity, the research is always influenced by previous knowledge and experiences and is subjective. Globalisation is believed to play an important role in retail. There are more and more greater stores opening and greater competition seems to have lowered the overall prices in the area.

When it comes to previously gathered knowledge: various marketing courses have been studied at three universities in Europe: Sweden, Italy and France. This may have influenced and characterized the choice of theories in this study, the observation sheet, the questions asked in the interviews and therefore the results. The information searched that is presented in theoretical chapters may be a bit subjective because of the researcher’s belief that older consumers may face certain problems when shopping in this store. Through working

Ödman Per-Johan, *Tolkning förståelse vetande – hermeneutik i teori och praktik* (Stockholm: Almqvist and Wiksell förlag AB, 1988) p. 81
experience at a supermarket for five years a better understanding for customers and their needs has been developed. Working at the disk of the information in the store gave a better understanding of what customers perceived as problematic areas. This as useful source of information for this study since a five year old experience gives a better comprehension of consumers needs in general. The fact that this working experience ended a year ago is seen as an advantage where it gives a sort of distance to the study object and diminishes the error of being too used to the in-store structure, “home-blindness”, and the possibility of missing important information while investigating. This working experience has also built a belief in the efficiency of product placement and store design and that this issue is often underestimated by managers. Some product exposure strategies are used in the store but the store design is not well thought through.

2.3 Perspectives

Nowadays people often talk about the economical burden of the future. There are fewer children born and even if the number is increasing it’s still unavoidable that Sweden will face an uneven population in the future; with a greater part older individuals relative to today. The proportion of the elderly in the population is expected to rise and Sweden has already now the highest proportion of 80-years old and elder, 5.4 percent of the population at the end of 2004. The economical burden of the future grows already from the middle of year 2010 and further where there will be fewer persons in the ages 16-64 relative to every older person or more precise a retired person. There will be an increasing number of older customers in the future; therefore it is necessary to investigate their needs and preferences so that a suitable store environment can be developed to fulfil their needs as customers. Store managers should take these facts into account when setting strategic goals and objectives for the future. This study is performed from the manager’s perspective, where it is investigated how the store can be adjusted in the future or already today to meet older customers’ requirements. Older customers have a significant role in this investigation since they are the ones that has to express their opinion and it is through their eyes the supermarket is seen. Managers’ perspective seems to be a natural way to go since managers are the ones that decide the “appearance” of the store.

This study can have been performed from different kinds of perspectives that would provide different approach and different results. As it was mentioned before different segment have different needs and preferences therefore if the study would instead investigate parents with children there would most probably be different preferences for the store atmosphere and design.

2.4 Scientific ideals

When one generally talks about scientific ideals as a rule one intends the researcher’s understanding of reality and view on knowledge. The purpose of this study is to understand the needs and preferences of older consumers related to the issues of food shopping in a supermarket. Retailers today rely heavily on all kinds of statistical information and figures. Monthly and annually all kind of calculations are made by the retail management to see if the

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20 http://www.scb.se/templates/Publikation____84393.asp (23.11.2006; 20:48)
21 http://www.fhi.se/templates/page____7706.aspx (23.11.2006; 20:54)
22 http://www.scb.se/Grupp/Allmant/_dokument/A05ST0202_05.pdf (23.11.2006; 19:20)
23 Johansson-Lindfors, M-B. Att utveckla kunskap - Om metodologiska och andra vägval vid samhälls vetenskaplig kunskapsbildning (Lund: Studentlitteratur, 1993), p. 10
store has made any profits and how the sales in general are going up. One epistemological approach that shares that has great confidence in statistics is positivism. Positivism has a natural scientific base there statistics represents the structure in the most social scientific examinations. According to the positivistic approach interpretation and comprehension are not valid to be seen and categorized as knowledge. The basic condition to reach the general knowledge is to disregard the specifics and particularities of a certain phenomenon so in this case retailers in order to raise their profits should work with for example prices and the economies of scale model. One can raise the prices on products or let some staff go, like many retailers are doing these days.

The requirement on impartiality is probably the most important criteria on science in the positivistic approach. Thus, investigating, the researcher must strive after being as impartial as possible. If the goal of this study was to investigate sales only based on figures – a positivistic approach would be better suited with the demand on being impartial as a researcher. Studying consumer or shopping behaviour requires interpretation and understanding and thus the researcher cannot be objective. The information in this study will still be filtered through the preconceptions and values of the researcher. On the contrary the researcher according to the hermeneutical approach cannot set himself to zero if he or she wants to understand something of what he is studying. An epistemological approach that is more adapted to this study is hermeneutic. Hermeneutics do not strive for universality but for interpretation and overall understanding. A hermeneutic researcher cannot place himself “outside” his own research when observing, investigating and studying the reality. The reality is constructed by social actors. In the store the shoppers are “creating” their own reality and atmosphere by the help of some physical attributes like store shelves; cash registers; etc. The interpretation in hermeneutic is often based on some profound studies or cases and thus is not suited for generalisation like positivistic studies are. The researcher wants to find if there is some kind of relationship between different variables. This study intends to get a deeper understanding of older consumers’ in-store behaviour. The study includes an interpretation of what affect the in-store environment and atmospherics has on the older target group of shoppers and if this lead to sales. The hermeneutic approach gives all required tools for this investigation.

Consumers are people that behave differently depending on what environment they find themselves in. The environment and atmospherics of a store have different kind of affects on consumers, where some things are physical and thus visible while others are present but on a psychological level. In-store music for example is affecting the consumers in an indirect way. In order to understand which atmospherics/environment methods work and which do not, there is a need of direct interpretation of consumers’ behaviour from the researcher. This need for understanding and interpreting would be impossible with a positivistic approach.

2.5 Scientific approach

There exist various kinds of scientific approaches. In order to solve the problem of this study:

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24 Andersson Sten, *Positivism kontra hermeneutik* (Göteborg; Bokförlaget Korpen, 1979), p. 15
25 Ibid., p. 39
26 Ibid., p. 79
27 Ibid., p. 83
28 Johansson-Lindfors, M-B. *Att utveckla kunskap*, p. 47
29 Ödman Per-Johan, *Tolkning förförståelse vetande – hermeneutik i teori och praktik*, p. 10
30 Johansson-Lindfors, M-B. *Att utveckla kunskap*, p. 46
“How should a store be designed in order to increase older consumers’ purchases?” one has to investigate what scientific approach may be suitable. Generally since the scientific ideal chosen for this study is hermeneutic and thus subjective, the scientific approach is going to be inductive. Deduction as a rule is connected to the objective reality approach and the induction with the subjective one. Different approaches could be possible in this study depending on the research problem. Today combinations of different research methods has got more common and is more often pointed our as something desirable. Usually if the chosen approach is deduction; the researcher starts with the certain theories and tests them empirically, in the induction is the other way around. The intention of an inductive approach is to start with examining the “real world” in order to then generate theories. In this study the purpose is to better understand the needs and preferences of older consumers in a typical supermarket studying the participants in their natural environment and discover and better understand their purchase behaviour.

The scientific approach in this study is the golden mean; meaning that the researcher goes back and forward between theory and empirics. This golden mean approach is still based on scientific ideals of the researcher; in this case hermeneutic. The hermeneutic starting point is the theoretic frame that works as a focus of interest from which the approach to the empirical reality is done. In this study it is really important for the researcher to stay open and let the empirical observations fill or reformulate the theoretical perspective. Seeing that the base of this investigation is hermeneutic; the preconceptions are very important. The experience gained working in the supermarket helped the researcher in a better way to analyze the store environment and it gives better understanding and interpretation of the structure of the store. Another important issue in the hermeneutic approach is to reach theoretical saturation; thus this study strives after fulfilling this requirement. The model below summarizes the scientific approach of this study:

1. First of all a theoretical base was gathered as a preparation for the empirical study.
2. Then the empirical data was collected with the help of two methods; observation and interview. An observational sheet was used during the observations and the technique of semi-structure interview was used after each observation. Both methods included a “free” part that was not prepared on beforehand; this to enable the researcher to gather data more freely and not be too directed by certain theories.
3. After that, an empirical analysis was performed with references drawn to the theoretical frame.
4. At last conclusions were drawn and new possible theories were elaborated from performed research.

Figure 1 Scientific Approach

31 Johansson-Lindfors, M-B. Att utveckla kunskap, p. 55
33 Johansson-Lindfors, M-B. Att utveckla kunskap, p. 60
34 Ibid., p. 58
2.6 Collection of secondary sources

The starting point for the idea for this investigation was initiated by reading the fascinating book “Why We Buy – the science of shopping” written by the “retail anthropologist” Paco Underhill. This sought-after book has received good reviews as for instance by New York Times: “At last, here is a book that gives this underrated skill the respect it deserves.” This study makes use of numerous theoretical and practical concepts from this book. An information search was performed on diverse internet sites in order to get a better picture of the author and the book as well as get an overall picture of the subject. As a researcher it is very important strive after getting an overall overview of the subject and related literature and not to miss important relative areas. A difficulty with today’s social sciences is that no subject field is an independent problem area, but all are connected to each other. Thus it becomes a dilemma to know when the theoretical frame is “saturated” and when to stop the collection of secondary sources. Due to time constraint; the information search had to end at some point thus a deeper study would give a broader theoretical frame.

After that the research problem for this study was chosen, a period of collection of the relevant information was performed. Before starting with the scientific method there was a need for consideration of relevant theoretical aspects that were to be identified and included in the study. Once these aspects were found, gathering of secondary sources was initiated by search in the University database ALBUM. There were several general books found: for instance books about retail, marketing and consumer behaviour. The information found in these books was both general and specific and gave this study a good theoretical base. LIBRIS database was used for some books that were ordered from other libraries in Sweden. There was a difficulty to find studies that covered the same area of research – the science of shopping. Previous studies of the subject usually covered “consumer behaviour” in general or specific cases of “consumer decision making process”. An attempt was made to find other studies in shopping behaviour besides Paco Underhill’s studies – without any success. This fact can of course depend on misdirection of search technique, and affect the results in the study which becomes very influenced by Paco Underhill’s ideals of the science of shopping.

Business Source Premier (BSP) was frequently used in search of scientific articles that were related to the topic. There were several difficulties with finding usable scientific articles. In some areas of the subject there were too many search results and one had to limit the search in various ways and thus maybe miss some relevant information. Searches like “CONSUMER BEHAVIOUR” had to be limited by “MARKETING”; “RETAIL TRADE”; “POINT OF PURCHASE” etc. Many different combinations were performed – but many of them were not very relevant. Other search words used were: “RETAIL MIX”; “PHYSICAL DESIGN”; “ATMOSPHERICS”; “OLDER CONSUMERS”; “PHYSICAL DISTRIBUTION OF GOODS”; “IN-STORE PRODUCT PLACEMENT”; “POINT OF PURCHASE”; “IN-STORE EXPERIENCE”; “RETIRED SHOPPERS”; “DECISION MAKING PROCESS”; “PSYCHOLOGY”; “ANTHROPOLOGY”; “RETAIL MIX”; “SWEDEN”. Articles about older consumers/shoppers were difficult to find. In some cases there were found but the problem discussed was so distant to this study’s problem area, that they were not used. The articles used in this study are of different origins like for example USA and Australia. An attempt was made to search for books used as references by the scientific articles writers,

36 Underhill Paco, Why We Buy – the science of shopping, front cover
37 Johansson-Lindfors, M-B. Att utveckla kunskap, p. 87
the relevant articles were found. One must say that there is a great theoretical base and a
lot of literature written on various aspects of this subject. Unfortunately these books are not
available in Sweden, as a consistent search has been made at the LIBRIS database. Finally it
can be added that the information search and collection of secondary sources was a constantly
ongoing process.

2.7 Criticism of secondary sources

It is important to have a generally critical approach when gathering second source
information. As a researcher it is important to investigate origin, the empirical base and if the
source is topical\(^{38}\). These criteria were used as the standard tool for investigation of the
sources in this study. Kotler and Solomon are two basic marketing books that are used in
teaching. Sometimes there are to be seen as collections of many different theories made by
other people that the authors. An attempt has been made to find the prime sources for the
models used in this study. Using secondary sources can lead to wide distortions of the original
author’s standpoint\(^{39}\). The primary source books, by the original author were unavailable so
Kotler and Solomon are used as secondary sources when it comes to models.

A lot of sources used in this study are not primary shaped after the problem of the study, what
can give biased results. In some cases, specific parts have been selected from scientific
articles. To decrease the probability of missing something important, all used articles has been
read carefully. As mentioned before there have been some problems with finding scientific
articles that suited the subject of the research for this study. One article was written in 1979
which by many can be considered as too old. This article was chosen on purpose and
compared with recent studies made in shopping behaviour in order to see if there have been
any changes. In cases where scientific articles included an experiment the method used was
considered. A researcher should strive after using newly performed research in the subject
area. Some general theories used in this study are dated some time back, but since they are
rather general this is not seen as a problem. Sometimes there are new versions of certain
theories but often they are only supplements of the older ones and not newly found theories.

Information gathered from different internet sites has always to be met with a critical
approach. Wikipedia has been used in some general cases for definitions. There are different
opinions on Wikipedia being a reliable source of information, but since it was only used in
some cases for some general information it is not seen as a great problem. In most cases
official sites were used for information gathered from the internet like for example
Universities. The amount of newspaper articles used in this study has been minimal compared
to scientific articles and this was done in order to raise the reliability of this study. Journalists
can often exaggerate or slant the article content to attract attention and sell newspaper.

“Statistics Sweden is a central government authority for official statistics and other
government statistics and in this capacity also has the responsibility for coordinating and
supporting the Swedish system for official statistics”\(^{40}\). SCB’s statistics is usually seen as
reliable source of information. In all cases one must always critically analyze all statistical
information. There have been an aware choice of including the date and time on the internet
sources since some internet sites may be updated rather often.

\(^{38}\) Johansson-Lindfors, M-B. *Att utveckla kunskap*, p. 88
\(^{39}\) Ibid., p. 88
\(^{40}\) http://www.scb.se/templates/Listning1___44032.asp (15.12.2006; 19:25)
As there were no scientific articles found about shopping behaviour in Sweden one may question the relevance of chosen theories and articles. This can have an affect on the study since the empirical data is gathered in a Swedish supermarket and the articles are based on research done in USA and Australia. The theories covered in the articles are to an extent examined in this study during the empirical collection of the data. Of course all information has to be critically filtered in order to see if it fits Swedish consumers. Due to globalisation and the changing structure of Swedish retail general theories are found to be valid even for Sweden, even if they still have to be evaluated when applied.
3. THEORETICAL FRAME PART 1 - THE STORE

What effects have been brought by globalization? What are the characteristics of this study’s supermarket? How can a store be designed and how do you create the right atmosphere? Continue reading and find out...

3.1 Overview of the theoretical frame parts 1 and 2

The theoretical frame is divided into two parts; the store in chapter three and the consumer in chapter four. This division is done in order to simplify the reading and understanding for the reader. Chapter three is supposed to give the overall picture of the background information, the environment, the importance of store design, the placement of products, etc. Theories for this section are collected from internet, textbooks and scientific articles. Theories were often chosen after its closeness to the research area and the thought was to give a rich presentation of the store and the consumer. Therefore theories included in these chapters are supposed to cover most of the aspects that are connected to grocery shopping and that can have an influence on shopping behaviour. Issues concerning culture and to some extent economical state of the individuals have been excluded. People act differently depending on their culture. Culture is a very complicated issue to investigate and needs a bit another approach of the study. The idea behind this study was to identify some major characteristics of the older consumers and observe their shopping behaviour in general, thus only Swedish culture is investigated since the study is performed in Sweden. The great diversity of the older consumer group means that the economical state of these persons does vary a lot. A person’s economy does affect his or her behaviour, but is not evaluated further in this study. In a broader study these variables may be included. The function of chosen theories is to reflect change in retail and its structure, mainly brought by globalisation and give a rather fair description of older consumers changing characteristics. This study has “the golden mean” approach that is based on scientific ideals of the researcher; in this case hermeneutic. In the preconceptions it was stated that it seems to be a lot of changes in retail and the older consumers’ characteristics due to globalisation thus the search and choice of certain theories have been based on the researcher’s preconceptions. The idea of this study is that consumers’ shopping behaviour is affected by the point of purchase. Therefore the store environment and store design must be investigated before one can investigate the consumer, in this case the older consumer.

Figure 2 Overview

The fourth chapter examines the consumer and its behaviour. The thought is to examine and better understand the older consumer and its characteristics. Now the reader is closer to the research question “How should a store be designed in order to increase older consumers’ purchases?”, because if one wants to find the right store atmosphere it is important to analyze who your shoppers are. Chapter four provides some important characteristics for older consumers as well as previous research on the subject. A person’s characteristics affect its behaviour, for example if a person is stressed he tends to move faster and so on.
The theoretical overview model is supposed to function as a summary of the theoretical chapters three and four. The darker area is chapter three with its four main parts: globalisation, retail, store design and store atmosphere. The lighter square is representing chapter four – the consumer where it with four different parts here as well: consumer characteristics’, consumers in change, older consumers and decision making process. Both chapters are supposed to function as a theoretical base for the research area. Thus the goal of the chapters is to provide enough information for the empirical study.

3.2 Globalisation’s various effects on Retail

In marketing and overall economics there has been much discussion about the power of the globalisation. “Globalisation means that countries, companies and people in the world get more dependent with each other. The word ‘global’ itself means something that concerns the whole world”\textsuperscript{41}. The globalisation has decreased the power of the state and state borders and increased the power of big companies. Things that were unique locally and were sold on the national market are now distributed and sold over the world. One can buy sushi, tacos and other food that has its origins in one specific country in the local supermarket. One result of the globalisation is that whenever people talk of different things they use the term ‘international’ instead of ‘national’. Internationalisation is one of the aspects of the globalisation and is a process that leads to phenomena that previously were national, today are raised to the international level. Internationalisation may concern politics, economics and culture\textsuperscript{42}.

The internationalisation has resulted in big companies now operating on international basis. This creates a great diversity in terms of regulatory and shopping environments, service standards and store format and layout\textsuperscript{43}. Ronan De Kervenoael and his colleges write in their article that there “is continuing decline in the numbers of independent food and grocery retailers over the last decade”\textsuperscript{44}. More and more retailers are getting organized and act as a part of retailing giants. In the US, Wal-Mart is the giant of retail trade that by its economy of scale (among other things) is increasing the competition on the market. The increased competition has resulted in that local stores in the US have been driven out of business\textsuperscript{45}. The structure of the retail trade internationally and the grown influence of economies of scale has affected Sweden as well. There is an increasing competition and Sweden is under a so called ‘low price trend’ where the major giants like Ica; Coop and Axfood\textsuperscript{46} has taken shares from the smaller local stores. This has a high relevancy for this study since this development may cause worse shopping conditions for different groups of individuals, including the elderly. The politician Lena Sandlin-Hedman among others has identified the problematic of this store localisation development; where a greater part of the retail trade is transferring to external areas outside the city centre. In her parliamentary bill she explains that there will be several negative consequences from this development. The range of services in the city centre will diminish because of the larger competitiveness from the supermarkets with longer opening

\textsuperscript{41} http://www.ne.se/jsp/search/article.jsp?i_art_id=735170andi_word=globalisering (21.11.06; 13:11)
\textsuperscript{42} http://www.ne.se/jsp/search/article.jsp?i_art_id=212474andi_word=internationalisering (21.11.2006; 13:13)
\textsuperscript{43} Freathy Paul, The retailing book: Principles and Applications, p. 5
\textsuperscript{44} De Kervenoael Ronan, Hallsworth Alan, Clarke Ian, Macro-level change and micro level effects: A twenty-year perspective on changing grocery shopping behaviour in Britain. Journal of Retailing and Consumer Services; Nov2006, Vol. 13 Issue 6, ch. 3
\textsuperscript{46} http://www.e24.se/dynamiskt/konsumentvaror/did_14151302.asp (05.12.2006; 10:55)
hours, less staff and lower cost of rent. In this case people that lack a car will be offered much worse range of services. What society groups do not have an access to a car? Some affected groups are individuals under the age of 18, people with low disposable income, a part of elderly or other groups that has chosen not to own a car for various reasons. There is almost always some kind of discussion present in the Swedish society dealing with the elderly and traffic safety. Some politicians suggest that there should be health controls from a certain age or there is a proposal to special driving licence with a finite legitimacy to drive for example only during day light. “The number of owners of a driving licences 65 years and older amount to approximately 20 % and the share is increasing. At the same time this group represents approximately 33 % of all killed car drivers.” If the development of shopping and supermarket location places will proceed in the same direction, the elderly, especially the older part, will face serious obstacles in the future dealing with the range of services offered.

### 3.3 Store classification

“Retailing is a huge part of many economies. Perhaps 25 per cent of all enterprises in the European Union (EU) are involved in retailing, engaging about 12 per cent of the total working population.” Retailers can learn a lot by observing their consumers hence increase their profits, according to Paco Underhill. Marketers are starting more and more to recognize that the store environment has a strong influence on many purchases. “Retailing is traditionally defined as the sales of articles, either individually or in small numbers, directly to the consumer”. Everyone needs food and water in order to survive and this can be identified as the first level in Maslow’s hierarchy of needs. But in reality there are different kinds of retails, what sell different kind of items, and it is easier to distinguish them if one classifies them into four different groups. The grouping depends on what services the retailers are offering their customers. Tiffany’s is a chain of exclusive stores that give a high value of personal selling and has a narrow breath of products. Sunglass on the other hand is an online retailer that sells a narrow range of designer sunglasses. The lower part of the model is of no interest to this study as well as Bloomingdale’s which offer a broad product line together with a high value added. In this case close attention is paid to the service in the store; where the consumers are getting assisted by the salespeople in order to make a decision. This is a high cost retailing, in contrast to Wal-Mart, a retail giant, that concentrates on keeping the price low as their prime target, where on average it offers products at prices 14 percent below its competitors. Wal-Mart does not offer the extra service where you easily can find a salesperson to ask. This lack of service is compensated by the high volume that keeps the prices low. A Wal-mart store is a so-called combination store that sells general merchandise and often has a drug store near by. The strategy is a one store strategy based on pure convenience. When it comes to food a great part of the market is covered by supermarkets or superstores similar to Wal-Mart. “Supermarket is large, low-cost, low-margin, high-volume,
self service store designed to meet total needs for food and household products. Ica, Coop and Axfood can be placed here from the Swedish market.

The supermarket in this study is chosen after the supermarket requirements mentioned previously.

Of course there can be some kind of differences when theories and models are compared with reality but in general it can be said that the model is highly relevant and useful in this study since it describes what kind of store is utilized in this study; the Wal-Mart type.

3.4 Store space and store design

“The structure of the retail trade industry in Sweden has changed considerably during the last decades. There has been a strong tendency towards larger stores, which can be seen in the figure 4. The average selling space in new grocery stores has tripled during the last two decades with some changes in 2004”, when ‘smaller’ stores were opened.

Figure 4 Average sales space for New Build Grocery stores in Sweden 1975-2004

“Today’s consumer expects a retail experience that attracts their attention and entertains them”. A lot of retailers have already identified the necessity to develop a store design for their consumers and indirectly affect their behaviour. “Many elements of store design can be cleverly controlled to attract customers and produce desired effects on consumers”. Christy Michaud presents in her article a “pizza slice” model which says that each sub department in a store is a slice of pizza and should be designed like a collection of related products.

56 Ibid., p 505
58 Michaud Christy, Slice Up the Showroom. Dealernews; Jul2006, Vol. 42 Issue 8, p. 44
59 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 357
“Everywhere I turn, and regardless of whether I look left or right, I see another piece of the pie. I should be able to see, from the walkway all the way to the wall system, a "slice of pie" that carries related or adjacent products. In this way customers that have a special interest—let’s say in fishing—can find the needed products in one of these slices and in a way be reminded of some fishing products that they did not intend to buy in a first place. What store design that is preferred by older consumers is still left to investigate.

Malls represent a controlled, secure environment for the elderly. In a recent (2005) study “The three “big issues” for older supermarket shoppers” the researchers found the following issues to be important: adequate access to and within the store, food quality, in-store amenities, home delivery, discounts, and the discomfort associated with queuing. The two most pressing issues however appeared to be: the courtesy and efficiency of supermarket staff and convenient product location. A very important issue here dealing with store design is the adequate access within the store. The participants of the study who were older consumers felt that often they experienced difficulties reaching the products because of their placements. For older consumers this is clearly a problem that can be adjusted by the supermarket in order to increase the access on the shelves and the image of the store. The store image becomes more of a competitive advantage since the products in the retail are more and more homogenous especially when it comes to supermarkets or other food stores. “Consumers often evaluate stores using a general evaluation, and this overall feeling may have more to do with intangibles such as interior design and the types of people one finds in the store than with aspects such as return policies or credit availability”.

3.5 Atmospherics

“In some cases, the place, or more specifically the atmosphere of the place, is more influential than the product itself in the purchase decision.” Kotler in this scientific article describes atmospherics as how one can design the store spaces in order to influence the buyer emotionally to enhance the purchase probability. Further he identifies the main sensory channels to atmosphere: sight, sound, scent and touch. Solomon argues that “the unique sensory quality of a product can play an important role in helping it to stand out from the competition”, so logically the same thing can be valid for a store. One study showed that brighter in-store lighting influenced people to examine and handle more merchandise.

In the retail environment atmospherics can be of crucial importance for store owners. This is partly because food is a necessity good that everyone has to buy and most importantly that many experiments show that there is significant statistical relationship between atmospherics and shopping behaviour, and this in result effects sales and profits. Consumers have usually a lot of choices when it comes to retail trade. Thus “Atmospherics is a highly relevant marketing tool for retailers.” In “The three “big issues” for older supermarket shoppers”

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60 Michaud Christy, Slice Up the Showroom, p. 44
61 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 351
62 Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers, p. 308
63 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 355
64 Kotler Philip, Atmospherics as a Marketing Tool, p. 48
65 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 49
66 Ibid., p. 357
68 Kotler Philip, Atmospherics as a Marketing Tool, p. 52
for example several focus group participants referred to supermarkets that feel cold and impersonal due to preoccupied staff members who appear reluctant to engage customers in meaningful interactions”\textsuperscript{69}. This is of course very bad for a store that its customers feels that way, so in order to keeps its customers and raise profits the store managers have to rethink their strategies.

In order to survive on the market often there is a struggle of price, offered services and product ranges that play an important role for supermarkets, as mentioned above. But since the giants in retail are increasing their power by opening big supermarkets that fit a great products range and keep the prices low by their economies of scale strategies, one could say that these supermarkets are getting more and more alike. Supermarkets are getting more equal especially when it comes to price differences. For that reason atmospherics as a marketing tool is a very pressing issue and an important competitive advantage for retailing. “A store’s atmosphere in turn affects purchasing behaviour – one recent study reported that the extent of pleasure reported by shoppers five minutes after entering a store was predictive of the amount of time spent in the store as well as the level of spending there”\textsuperscript{70}.

![Diagram of the Causal Chain Connecting Atmosphere and Purchase Probability](image)

Figure 5 The Causal Chain Connecting Atmosphere and Purchase Probability

One can more easily recognize the importance of a certain atmosphere if you take psychiatric office as an example were there is a certain atmosphere that almost everyone who enters expect. The room has to be a calm and relaxing place with no strong distinguishing characteristics. The goal of the room and its atmospherics is to make the patient feel calm,

\textsuperscript{69} Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers, p. 308

\textsuperscript{70} Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 356

\textsuperscript{71} Kotler Philip, Atmospherics as a Marketing Tool, p. 54
safe and ready to ‘open’ him in order to reveal his problems. Atmospherics in retail has the same basic idea. For every target group it means different things. The goal of retailers is to find the right atmosphere for the right consumer.

3.6 How can you develop the right atmospherics?

The foundation for creating the right atmosphere is to analyse the target group of the consumers. This is critical for the success of the right environment since all customers have different tastes and needs. Next one has to look at the intentions of the buyers. What do they seek from this shopping experience? There are certain variables that can encourage the buyers’ emotions reactions and beliefs and as a result lead the buyer towards the purchase decision. According to Kotler for a store that has different target audiences there are two major choices in atmospherics design; the first one is to have different design in different parts of the store and the second choice is to have a neutral atmosphere that appeals to ‘everyone’72. Paco Underhill is a great supporter of the first choice that each part of the store has to be analysed and designed in a correct manner in order to make the best environment for the customers. He agrees with Kotler’s argument that “as other marketing tools become neutralised in the competitive battle, atmospherics is likely to play a growing role in the unending search for differential advantage”73. Velitchka D. Kaltcheva and Barton A. Weit have a similar opinion and advice retailers to design each department in such a way as to complement the dominant motivational orientation of the customers shopping there”74.

Even if the management are thinking about atmospherics and the interior design of the store; if there is no research behind it, the atmospherics may not match the effect strived for. Many assumptions are made by retailers but many are just myths or misinterpretations. By consumer research and observation retailers can gather a lot of interesting information of their customers and use it to create the best store environment for their target group. Velitchka D. Kaltcheva and Barton A. Weit gives several recommendations to retailers dealing with consumer behaviour in the store environment. ”After a retailer determines the dominant motivational orientation of its customers, our framework suggests that the retailer should create a high-arousal environment for recreational consumers and a low-arousal environment for task-oriented consumers”75. What group do older consumers belong to is still to be investigated.

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72 Kotler Philip, Atmospherics as a Marketing Tool, p. 61
73 Ibid., p. 64
75 Ibid., p. 115
4. THEORETICAL FRAME PART 2 - THE CONSUMER

What are the characteristics of the older consumer? How are consumers today different from before? Why is time important? Do men and women shop differently? Continue reading and find out...

4.1 Consumer characteristics

A consumer is first of all an individual with different wants and needs. Marketers often categorize consumers into different groups where people in each group share some common characteristics. Some of the most important characteristics are; gender, family structure, social class and income, race and ethnicity, geography and lifestyles. In order to understand consumers in a better way, marketers can investigate how people function, the dynamics and anatomies of their bodies. If a marketer or a retailer wants to avoid making mistakes it is always better to start with the basics – the senses.

4.1.1 The senses

We get a lot of information using our vision. “Marketers rely heavily on visual elements in advertising, store design, and packaging. They communicate meanings on the visual channel through a product’s colour, size and styling.” Our vision does not stay in perfect shape though out life. The vision of a person gets worse when they get older. “The lens becomes more rigid and the muscles holding it weaken, meaning you can’t focus on small type; the cornea yellows, which changes how your perceive colour, and less light reaches your retina, meaning the world looks a little dimmer that it once did.” One may think what this has to do with retailing? The answer is that supermarket sells products that are purchased by customers – who are people that use their vision to take in all kinds of information. The information that is then used in the decision making process. If vision becomes a problem it can affect the decision making process of a buyer in a negative way and thus the probability of a sale decreases. If one cannot see what is written on a box – it becomes a problem. “All the words are too damn small” according to Paco Underhill and this affects the sales for example it has been found that 91 percent of all skin-care buyers buy a product after have read the front label of the box. As we get older, our eyes mature and our vision take on a yellow cast. Colours look duller to older people, so they prefer white and other bright tones, so if producers want to reach the older consumer they have to consider this fact. Paco Underhill predicts that there will be a lot more black, white and red in advertising since blue is more difficult for the aging cornea, the lighting in-store has to be brighter in the future because there will be a greater proportion of older consumers.

As mentioned before the atmospherics of a store has a lot to do with hearing sense and touch. The music plays an important role in creating the right atmosphere in the store and the right mood for the consumers. “Shoppers want to experience merchandise before buying it”. Meaning that a shopper wants to touch to see how merchandise feels, when it comes to

76 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 10
77 Ibid., p. 51
78 Paco Underhill, Why We Buy – the science of shopping, p. 130
79 Ibid., p. 131
80 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 52
81 Paco Underhill, Why We Buy – the science of shopping, p. 133
82 Ibid., p. 168
products like clothes and linen. “Touch has even been shown to be a factor in sales interactions”\(^{83}\). Retailers should not only make it possible but strive to make consumers touch as many things as possible, in order to examine the product characteristics and hopefully but the product. This covers two steps in the decision making process; information search and evaluation of alternatives. The last sense, the taste, can be used in promoting new products by giving consumers a sample. The sense of taste is important but will not be dealt with in this study.

**4.2 Consumers in change**

**4.2.1 Economical and consumer changes**

The world we live in and the economy is in constant change. The consumer society is a fact and people today buy for a great variety of reasons and not only for the necessity. Some research has shown that one third of unplanned buying is due to the recognition of new needs in the store itself\(^{84}\). In a study performed by Danny N. Bellenger and others, they discuss the complexity of defining impulse purchase, but after performing their study of 1600 consumers they find a rather suitable definition of impulse behaviour that suits this study as well; “For retail-decision making purposes impulse purchasing should be pragmatically defined as purchases resulting from a decision to buy after the shopper entered the store”\(^{85}\). In the consumption society of today consumers buy a lot of things that they do not really need but desire.

“Consumers change and consumer behaviour alters over time”\(^{86}\). Retail have to acknowledge these changes so that they can adjust their stores in the best way after their target consumer. If a consumer feels more comfortable and satisfied in the store the probability is that he or she will spend more time in the store and buy more. Paco Underhill has through his observations of consumers found and proved the relationship between time spent in store and number of purchases. “Our studies prove that the longer a shopper remains in a store, the more he or she will buy. And the amount of time a shopper spends in a store depends on how comfortable and enjoyable the experience is”\(^{87}\).

When it comes to older consumers today they are healthier and more eager to purchase different kind of products and services. The little old lady of 2025 won’t drive a spotless Fort Fairlane, she’ll be buzzing around town in an Alfa-Romeo dressed head to toe in the Nike “Silver” line\(^{88}\). Paul Freathy identifies three major implications for retailers to acknowledge as a result of the consumer changes. First of all there are trends in consumption which influence the product ranges in various ways. For example some societies may be more health concerned or ask for more organic products. It is vital for retailers to adjust themselves after the trend of consumption. Secondly there are new implications with the consumer behaviour. The most obvious one is the growing importance of convenience. People are working long hours and have to have the possibility to buy food and other items at inconvenient working hours. So the stores have to have longer opening hours or 24/7 as it becomes more common.

\(^{83}\) Solomon R. Michael, *Consumer Behaviour – buying, having and being*, p. 57
\(^{84}\) Ibid., p. 359
\(^{85}\) Bellenger Danny, N. Robertson, Dan H., Hirschman, Elizabeth C. *Impulse Buying Varies by Product*. Journal of Advertising Research; Dec78, Vol. 18 Issue 6 p. 17
\(^{87}\) Paco Underhill, *Why We Buy – the science of shopping*, p. 3
\(^{88}\) Ibid., p. 129
This last issue does not affect older consumer to a great extent since they are retired, but they can search the convenience for other reasons. These may be lacking of a car, need for more assistance or more personal service in the store. Retailers have to start to pay attention to store design, ambience and smell as well as the balance of price service and quality. Solomon, on the other hand, says that time poverty of today is a perception. People are overwhelmed with choices so they perceive that time is an article in short supply. In reality we do work less that earlier in the peasant society where the working hours were much longer and the hours of housework were more overwhelming.

4.2.2 Time and loyalty

The issue of time is very important for marketers to understand; “Time is one of consumers’ most precious resources”. There are different kinds of time. A 24 hour period is how we are used to see time. But then there is also a psychological time that consists of various subcategories. The psychological time is the time that is perceived by individuals; for example if a lesson is boring it may feel like it will never end - “time stands still”. Then the psychological time feels much longer than the real time passed. A retailer on the other hand should make the customer feel so satisfied with the purchasing process that the consumer enjoys it and does not think about time or that he or she perceives that the time “flies”. Underhill says that retailers should bend the bad times like queuing and stretch the good times whenever a consumer is shopping. Different target groups may require different kind of store environment and atmospherics as discussed earlier, and perceive time differently.

There are many different factors that can influence store and brand loyalty. Brand loyalty is forming of preferences over a period of time for a certain brand; a commitment to re-buy or re-patronize a preferred product or service. The bond between a satisfied consumer’s preferences for a certain brand is very difficult for competitors to brake. Since the target group – older consumers have had a longer period of a lifetime; it is possible that during that consumption period they have tested different brands and chosen one that worked just for them. It is often more difficult to find new customers and it requires more time and money. “Companies seeking to expand their profits and sales have to spend considerable time and resources searching for new customers”. Thus store owners should strive to keep their present customers and satisfy their needs so that they do not change to another store. Research has shown that older consumers have greater levels of store loyalty and thus it is critical for store owners to try to keep this segment of their consumers instead of losing them. Many companies calculate customer lifetime value (CLV) in order to better understand and measure how much each customer is worth. “Technical Assistance Research Programs Institute (TARP) estimated that a loyal supermarket customer is worth $3,800 annually.” So it should be of great interest for store owners to adapt their stores to the target of older consumer – a loyal and profit generating consumer group.

89 Freathy Paul, The retailing book: Principles and Applications, p. 10
90 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 346
91 Ibid., p. 346
92 Ibid., p. 346
93 Paco Underhill, Why We Buy – the science of shopping, p. 189
94 Kotler Philip, Keller Kevin Lane, Marketing Management, p. G 4 glossary
95 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 329
96 Kotler Philip, Keller Kevin Lane, Marketing Management, p. 155
97 Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers, p. 307
98 Kotler Philip, Keller Kevin Lane, Marketing Management p. 150
4.2.3 Older consumer – a planner?

Shoppers can be categorized in different shopping groups depending on how they shop. Solomon identifies three different groups; planners, partial planners and impulse buyers; where the planners plan their purchases beforehand while impulse buyers decide everything in the store itself\(^99\). Older consumers may belong to different groups. Spontaneously one could say that older consumers belong to the first group of planners where they plan their purchases before going to the store, where even the preferred brands of the products they buy are included. “The grocery shopping list is a good example of a powerful external memory aid. When consumers use shopping lists, they buy approximately 80 percent of the items on the list”\(^100\). A consequence is that the grocery shopping list is frequently used by older consumers partly to plan the purchase and partly in order to remember what to buy. But on the other hand it cannot be taken for granted that older consumers plan every purchase. “This pre-planning may influence both time spent in store and grocery expenditure, two factors of importance to supermarket retailers”\(^101\). The majority of retired consumers may have more spare time now compared to before and thus the time spent in store may be longer and in result the proportion of impulse purchases may increase. “Displays can boost impulse purchases as much as 10 percent”\(^102\).

4.3 Older consumers

4.3.1 Men and women

According to a scientific article there are certain things that are especially important for older consumers. “Within the existing literature there is agreement that the physical store environment, the attitudes of service staff, avoiding long queues at checkouts, parking access, receiving value for money, accessibility of products on shelves, and the availability of food products in appropriate (smaller) sizes are particularly important to seniors when grocery shopping”\(^103\). “The complexity of this (elderly) segment indicates that it may be more difficult to successfully target and cater for than other groups of customers”\(^104\). The term consumers cannot be generalised. Consumers consist of different people with different gender and characteristics. Marketers can classify consumers in different ways depending what characteristics they choose, when they are defining their target group for a special product. If one looks at some basic characteristics like gender and age; one possible division is the following:

\(^99\) Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being}, p. 359

\(^100\) Ibid., p. 98

\(^101\) http://www.emeraldinsight.com/Insight/ViewContentServlet?Filename=Published/EmeraldAbstractOnlyArticle/Articles/0890210202.html (17.12.2006; 20:38)

\(^102\) Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being}, p. 359

\(^103\) Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, \textit{The three "big issues" for older supermarket shoppers}, p. 307

\(^104\) Ibid., p. 307
The four groups are: younger woman; older woman; younger man; older man. All these groups are different in the way they behave and shop. This study concentrates on older consumers, thus the ones of interest are older women and older men. The society has changed, and today “More women are in paid employment than before and many have much greater economical power and freedom”\textsuperscript{105}. These changes change the home structure and the division of the house chores between the man and the woman in the household. For older consumers today these changes maybe not as relevant as for future older consumers. Women still like to shop and use shopping as a social activity that can be carried out with friends giving each other advices on what to buy or what not to buy. But since the life of women has changed their attitude and the way they shop is changed as well. Retailers must acknowledge that the routine shopping trip is no longer the “great escape from home but something that has to be crammed into the tight spaces between job and commune and home life and sleep”\textsuperscript{106}. The process of buying food should be an easy process where the psychological time flies.

Underhill says that “women can go into a kind of reverie when they shop – they become absorbed by in the ritual of seeking and comparing, of imagining and envisioning merchandise in use”\textsuperscript{107}. This kind of women shopping behaviour, use to drive some men out of their mind. All this comparing requires time and since men shop differently it seems logical that they get irritated. If you would like to compare two products in what environment would you like to do it; in the one where people pass you by all the time or a more “private” place. Underhill gives the advice to retailers after having observed countless consumers in action: “Retailers should walk every foot of selling place asking this question: Can I stand here without being jostled from behind? Anyplace where the answer is no, is no place for merchandise that requires a careful look”\textsuperscript{108}.

Men and women shop in a different way. “Men move faster than women, spend less time looking and it’s hard to get them to look at anything they hadn’t intended to buy. If a man can’t find the section he’s looking for he will wheel about once or twice, then give up and leave the store without ever asking for help”\textsuperscript{109}. For men the shopping process especially when it comes to grocery shopping has to go quickly. They do not read the price tags as frequently as women. Just to show the difference in shopping behaviour of men and women Underhill make use of the following example: a dad was carrying his daughter on his shoulders during a shopping trip in a supermarket. In the snack aisle the girl pointed on the animal crackers. The dad took the box of animal crackers, opened it and reached it to the little girl. It would be difficult to imagine mom doing the same thing. There can be many aspects

\textsuperscript{105} Freathy Paul, The retailing book: Principles and Applications, p. 8
\textsuperscript{106} Paco Underhill, Why We Buy – the science of shopping, p. 115
\textsuperscript{107} Ibid., p. 116
\textsuperscript{108} Ibid., p. 119
\textsuperscript{109} Ibid., p. 99
investigated here, like the impulse purchase where men are more suggestible to purchase under the pressure from children. The father does not take the time to evaluate the healthier choices of crackers – this will make his daughter happy and save the time, so he gives it to her. “Any wife who’s watching the family budget knows better than to send her husband to the supermarket without a grocery shopping list.” Research of older men and women in general has identified several characteristics: decreased price sensitivity, greater levels of store loyalty, a tendency to make joint buying decisions, simplicity in products and convenience. Some of these issues are covered in this study and will be investigated later on.

4.3.2 Any development?

In a scientific article written by J. Barry Mason and William O. Bearden, dated back to 1979 a study was performed that dealt with elderly consumers, 65 years old and older, the same as in this study. One can ask why an article that old should be included in this study – there is an ulterior motive. This study intends to investigate the shopping behaviour of older consumers today and discover the problematic the shopping experience. After have read this article one gets the idea that not so many things have changed and thus the further text is an attempt to compare the shopping difficulties of the study of Barry Mason and William O. Bearden from 1979 and Paco Underhill’s findings of the shopping difficulties of today.

Already back then it was shown that older consumers face certain difficulties when shopping. These are; reading handicaps that restrict the acquisition of need information about prices and product components, warnings and sizes; then there are the problematic of large family-sized packages – where in a lot of cases it is a waste of products since the older consumers do not need such big packages. It is interesting to notice that Paco Underhill also talks about this phenomenon of small text during his research made in year 2000. Underhill states that all texts should be larger for consumers to be able to read, as it is now the market is not adapted for older consumers.

Other factors mentioned earlier are that some products can be heavy and difficult to “shop” for older consumers. ”In supermarkets products stored too low or too high are virtually off-limits to the older shopper”. Big packages, for example family sized ones, like flour and soft drinks becomes a great difficulty for older consumers to purchase. If an older consumer faces a budget limitation family sized packages can be a problem for them. This meaning that family sized packages are relatively cheap if one thinks about the quantity given for the price. But older consumers may not need as big packages and then they are faced with the dilemma: purchasing a family sized package that is “relatively” cheap and throw away food or buy the smaller size that because its small size is relatively more expensive. According to Mason’s study the elderly are the last ones to try new products. Instead they stick with what they know and rely heavily on the information from the extended family members. This seems to have changed and the older consumers nowadays are not that “dependent” on family members and have a more active lifestyle.

110 Paco Underhill, Why We Buy – the science of shopping, p. 100
111 Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers, p. 307
113 Ibid., p. 362
114 Paco Underhill, Why We Buy – the science of shopping, p. 135
“One of the most important in-store factors is the salesperson”\textsuperscript{115}. Mason and Bearden write that when dealing with store personnel it was found that older consumers should get the extra help when needed. “If you can make people feel important, they are going to come back”\textsuperscript{116}. When it comes to the store environment approximately “69 percent of the respondents indicated that the elderly need a place to sit and rest when shopping in the grocery store”\textsuperscript{117}. Underhill agrees that people will be from people that care, meaning two things; a clerk to talk to and sitting. “In majority of stores throughout the world, sales would instantly be increased by the addition of one chair”\textsuperscript{118}. People in general need a place to rest after been walking in a supermarket or any store for that matter. This issue is of course of great importance for older consumers since putting a chair in the supermarket equals saying “We care”. A lot of supermarkets try to save money by cutting labour, so the least they can do is to put out some chairs giving people a possibility to take a pause while shopping. “Retailers try to maintain service while cutting labour, which is usually impossible to do”\textsuperscript{119}. The problem of finding a clerk in a supermarket is affecting all people but especially older people because if they need some kind of help like reaching for a product that is placed to high up, there is no one to ask – so they do not buy or even worse to another store were the service is better.

If a consumer do not have a car it becomes more complex to reach the supermarkets that as mentioned earlier becomes more common with time, as big supermarkets placement is outside the city centre. In Mason and Bearden’s investigation elderly complain on bad communication from the city centre and bad buss connections. Then there is also a problem with lessened mobility due to age that makes it difficult to patronize the supermarkets which are more suited for a vigorous majority\textsuperscript{120}. Here the greater store space of supermarkets can be a problem for older consumers. That is why when they finally arrive to the store they should have a pleasant shopping experience where they feel that the management cares about their needs and wants.

4.4 Decision making process

There are five steps in the consumer decision making process; problem recognition, information search, evaluation of alternatives, product choice and outcomes\textsuperscript{121}. The process can be initiated at different times and be going on for different time periods. The relevant part of the decision making process for this study is the one made and initiated in the store where it is investigated what influence store design and store atmospherics have on the older consumer. Are there any problems that consumers phase during their shopping experience in the supermarket and in what way are these problems connected to this specific target group – the elderly?

There can be many factors that can motivate the consumer to make the trip to the point-of-purchase where the consumption situation takes place. “A consumption situation is defined by factors beyond characteristics of the person and of the product that influence the buying and/or using of products and services”\textsuperscript{122}. This meaning that before entering a supermarket a

\textsuperscript{115} Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being}, p. 361
\textsuperscript{116} Ibid., p. 352
\textsuperscript{117} Mason, J. Barry, Bearden O. William, \textit{Satisfaction/Dissatisfaction with Food Shopping Among Elderly Consumers}, p. 364
\textsuperscript{118} Paco Underhill, \textit{Why We Buy – the science of shopping}, p. 88
\textsuperscript{119} Ibid., p. 186
\textsuperscript{120} Mason, J. Barry, Bearden O. William, \textit{Satisfaction/Dissatisfaction with Food Shopping Among Elderly Consumers}, p. 365
\textsuperscript{121} Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being}, p. 305
\textsuperscript{122} Ibid., p. 342
consumer has already made up some attitudes and preconceptions about products but the investigated motivation in this study handles the motivating factors created in the supermarket itself.

There may be different motivational factors that drive consumers towards a purchase. Michael R. Solomon gives the definition of motivation in the following way: an internal state that activates goal-oriented behaviour. Velitchka D. Kaltcheva and Barton A. Weit identifies different types of motivation orientation and constructs the following diagram:

![Figure 7 Motivation Orientation](image)

“The framework proposes that environmental characteristics affect consumer arousal, which in turn affects pleasantness and (through pleasantness) consumer shopping behaviours. In their research study they differentiate between two different motivational factors; the “task-oriented motivational orientation” and “recreational motivational orientation”. Task-oriented motivation is connected with the situation were the purchase is a necessity to obtain needed product rather than get satisfaction from the shopping activity itself. The arousal type used in the study is the subjective one that is defined as the subjective experience of energy mobilization. The pleasantness is describes as an affective response to a stimulus where the stimuli that facilitate goal achievement are experienced as pleasant, whereas stimuli that impede goal achievement are experienced as unpleasant.

As we proposed, task-oriented consumers view shopping primarily as a means for obtaining a needed outcome (product, service, or information) and wish to complete their shopping as efficiently as possible; therefore, task-oriented consumers find high-arousal retail environments to be unpleasant. Conversely, recreational consumers derive inherent satisfaction from the shopping activity itself and therefore like high arousal retail environments that create rich shopping experiences.

The motivator factors are important in this study since it is essential to know if older consumers are task–oriented or recreational consumers in order to tell how the environment in the store should be designed.

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123 Solomon R. Michael, *Consumer Behaviour – buying, having and being*, p. 626
125 Ibid., p. 108
126 Ibid., p. 109
127 Ibid., p. 115
4.5 Summary of the theoretical frame parts 1 and 2

This section intends to summarise the theoretical frame so that the transition to the empirical work is more logical. The observation sheet and the interview guide are composed and tied with the theoretical frame. Once again the theoretical overview model is used and each step is evaluated.

There are different facts that can affect a consumer. First of all the globalization has increased the competition and with that increased competition smaller businesses and stores are closing down and are replaced by larger supermarkets. In retail, supermarkets can compete since they keep their prices low by the help of economies of scale, they are larger and often places outside the city centre affecting the services offered to certain consumer groups. Older consumers are in many cases affected when they lack a car. Supermarkets can be categorized as large, low-cost, low-margin, high-volume, self service store designed to meet total needs for food and household products. The store chosen for this study should meet these characteristics. Store design is many times crucial in decision making process and a complicated store design may lead to less purchases. Two types of store design are presented; a more neutral store design or “pizza slice” design where the products are places by category. What is the best suited store design for older consumers? According to previous research older consumers require convenient product location, personal service, and adequate access to and within the store, queuing and discounts. A very important issue connected with the store design is the design of the shelves and the placement of products. Previous studies have identified problems faced by older consumers concerning the issue of product placed inconveniently, for example to high up or to low down. Store atmosphere is a competitive advantage that can be used by managers in older to increase selling of products and thus profits. If a store is managed in the right way it can affect the consumer behaviour towards a purchase. In order to be able to push consumer’s intentions in the purchasing direction it is important to examine what is the right atmosphere for older consumers; do they require a neutral or a more exiting store environment.

Consumers are all different and thus one has to study them closely in order to find out their wants and needs. Our perception to a great extent is based on our senses. Our senses changes with age. All consumer characteristics are different and thus even the older consumers’ target group is very heterogeneous. The vision changes and one cannot focus on small type; the perception of colour is dimmer; the touch is important when buying; pleasant music may make one stay longer in the store and if a consumer tastes products he or she will get a better

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128 Kotler Philip, Keller Kevin Lane, *Marketing Management*, p. 505
idea of it. As the society and the store structure changes it affects the consumers as well. Older consumers are also changed compared to earlier, they are more active and healthier that ever before. In a decision making process there can be different motivator factors that drive a consumer towards a purchase. The goal is to analyse if the older consumers are task oriented or recreational oriented since the store atmosphere is appreciated in different ways depending on what type of consumers they are. With research one can identify certain patterns that may be helpful for managers when planning their store and aiming at increasing the profits. The summary of these issues are listed below, where this list is used in the analytical part of the study as well.

- Studies show that as time within a store increase so does the number of purchases and the amount of time a shopper spends in a store depends on how comfortable the consumer feels.
- There is a growing importance of convenience.
- The issue of time and its perception is very important.
- Research has shown that older consumers have greater levels of store loyalty\(^\text{129}\) .
- When consumers use a shopping list he or she tends to buy almost all items on the list.
- Women and men shop differently where; women seek and compare more while men are more task oriented and tend not to ask for help.
- There have to be “private places” in the store so no one is jostled from behind.
- "In supermarkets products stored too low or too high are virtually off-limits to the older shopper"\(^\text{130}\).
- What is a better design – pizza slice or ordinary?
- One of the most important in-store factors is the salesperson.
- Sitting places can influence sales.
- Communication in the form of busses is important for older consumers and store space affect older consumers because of their lessened mobility.

\(^{129}\) Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three "big issues" for older supermarket shoppers, p. 307

\(^{130}\) Paco Underhill, Why We Buy – the science of shopping, p. 135
5. COURSE OF ACTION

How was this study conducted and what techniques were used to gather data? What are an observational sheet and a semi-structured interview? When and were was the data collected and how was it processed? Continue reading and find out...

5.1 A complex segment

One must acknowledge that the older population in Sweden is different from other countries. All cultures and societies differ in their characteristics, with different habits and all sorts of differences, for example lifetime. The average lifetime in Sweden differ considerably from other countries like for example Russia where the average lifetime is 74 years old for women and 61 years old for men compared with Sweden’s 82, 11 for women and 77, 73 for men (2002). These facts and other factors that have to do with different lifestyles and overall differences between countries have a great influence on this study. As mentioned earlier the older share of the population and its habits is in constant change; where the elderly are becoming more and more "healthy" oriented and are having an active lifestyle, which in result affects the process of getting old. The participants in this study are Swedish men and Swedish women. This is done in order to exclude the analysis of different shopping behaviour when it comes to culture, since different behaviour is tightly connected with different cultures. In a greater study one could include the culture variable and thus get a richer data set and a better transferability including older shoppers from other countries that actually shop in the supermarket as well.

The aspect of the main purpose of this study is to understand the needs and preferences of older consumers and their shopping behaviour. This segment is rather complex and different. A 65 years old person differs a lot from a 75 or 85 years old person. But even if there are a lot of differences there are certain characteristics that often are related with the fact of getting older, as mentioned earlier; the senses, the mobility, and all kinds of illnesses and so on. These characteristics may affect different persons at different age which complicates the selection of the participants that will be a typical mix of Swedish older shoppers. When choosing participants for the study the main criterion is that the researcher believes that the future participants can provide important and relevant information for the study parting from the study’s problem. To raise the credibility of the selection of the participants, certain criteria were prepared when choosing the respondents.

5.2 The selection of participants

An important criteria that has to be fulfiled in qualitative research, is to give a fair picture of the views and opinions of the chosen target group. This study seeks to do so by choosing the participants by certain common characteristic in order to get as fair mix of persons as possible. The selection of the participants is subjective and based on convenience; meaning

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131 http://www.swedishtrade.se/ryssland/?objectID=916 (03.01.2007; 22:29)
132 http://www.scb.se/templates/Publikation___47431.asp (03.01.2007; 22:40)
134 Repstad Pål, Närhet och distans – kvalitativa metoder i samhällsvetenskap (Lund : Studentlitteratur, 1999) p. 67
135 Bryman Alan, Bell Emma, Företagsekonomiska forskningsmetoder (Malmö: Liber Ekonomi AB, 2005), p. 309
that the persons chosen for this study in theory should be easily accessible. In a subjective approach it is up to the researcher himself to choose the participants. Actually one of the greatest problems of this study was the selection of the participants for various reasons. The selection is subjective and based on different kinds of criteria. The criteria were that the sample should include both males and females (gender variable); the individuals should be over 65 years old (age variable); they should be Swedes by origin, meaning that they should have Swedish origins and act accordingly to the Swedish culture (cultural variable); they should shop in the chosen store at regularly basis and know something about the store design of the chosen store (habit variable); they should be of various health conditions (health variable); they should be available for the time chosen for the observation (availability variable). This last criterion had to be used several times since the time for the observation was after the Christmas period and some of the chosen individuals that were well suited for the investigation were not able to take part in it.

The convenience approach was used because of the difficulty of finding participants because of the sensibility of the study. The fact that individuals over 64 years old generally do not work complicated the search for participants. The choice of measure method was observation and interview directly after the shopping trip. Not many people want to be observed by strangers and even less so invite them to their homes for a follow-up interview. Walking out to total strangers in the store, felt a bit like intruding the peoples’ privacy. Participants were found through contact with researcher’s circle of friends that were first presented the criteria and then were asked to look around for suitable participants. Each “candidate” was then called up by the researcher and was “evaluated” after the chosen criteria above and finally seven participants were chosen that were believed to provide important and relevant information for the study. In general qualitative researchers are often accused of being too subjective in their research. The convenience selection affects the study which makes it impossible for certain individuals to participate but following of the criteria helps to identify the “typical” older shopper. The goal is to understand and interpret their behaviour in known store environment and find out what mechanisms that underlie that shopping behaviour and explanations of it on the search for a suited store atmosphere and design.

5.3 Qualitative method

In quantitative research the issue of generalisation is very important, thus the sample has to be representative and chosen at random, but in a case study like this one it is impossible to generalise. One cannot generalize after only seven participants. Instead this study being a qualitative one, intends to get a greater understanding of older consumers’ supermarket behaviour. The results cannot be generalised but the chosen method can be used in similar studies that intend to analyze older consumer behaviour. Parting from having hermeneutics as a scientific ideal the qualitative method feels a natural way to go; closeness of the researcher; rich, deep and detailed data, natural environment and a few participating individuals makes qualitative method a natural choice of this study. With the qualitative approach the study intends to analyze older consumers shopping behaviour in the natural environment.

The chosen method is twofold; an observation followed by a deeper interview. Observation is probably the most central qualitative method. A structured observation was used, meaning

136 Johansson-Lindfors, M-B. *Att utveckla kunskap*, p. 95
137 Bryman Alan, Bell Emma, *Företagsekonomiska forskningsmetoder*, p. 318
138 Ibid., p. 322
139 Repstad Pål, *Närhet och distans – kvalitative metoder i samhällsvetenskap* p. 9
that this technique is based on a certain fixed rules while registering the behaviour\textsuperscript{140}. The observational method was used because it is a really good way of collecting behavioural data. “Just like in other regions, what is said is very often different from what is actually done - for a variety of reasons”\textsuperscript{141}. Some researchers claim that participants observations; in the hermeneutic point of view; are the ideal when the goal of the study is to understand a certain phenomenon\textsuperscript{142}. The goal is to go into the real life and find out what is out there, thus one of the chosen methods is the direct observation that brings in the reality\textsuperscript{143}. The supermarket chosen for the study can be seen as a typical store of its kind, as earlier discussed the “Wal-Mart” type. The second part of this investigation is a semi – structured deeper interview. A good interview demands a thorough planning of the themes to be discussed\textsuperscript{144}. The thought behind the interview is to get a deeper understanding of the thoughts and feeling of the studied individuals.

5.3.1 Observation

A deeper analysis requires observational research and by this research you get to the heart of matter while capturing customers in their natural environments\textsuperscript{145}. There are different types of observations for example planned and unplanned ones or structured and unstructured. A simple structural observation with a free unstructured part has been used in this study where the researcher has been passive without trying to influence the observed situation\textsuperscript{146}. The goal is just to observe the older consumer’s behaviour in the natural environment of shopping and fill in prepared observational sheet as well as stay open-minded to other possible relevant information. “The great advantage of observational techniques is that we can observe directly the behaviour of customers, rather than self reported behaviour”\textsuperscript{147}. The greatest advantage with unstructured observations is that you observe the entire situation and pick up things that were not previously programmed as well as there is a smaller chance that the individual will adapt and change its behaviour knowing that he or she is being observed\textsuperscript{148}. This is little more of an inductive approach there you study the environment and afterwards generate theories. Paco Underhill uses this kind of observation method in his studies. Often the choice of making the observation structural is based on attempt of decreasing the grade of researcher’s subjectivity\textsuperscript{149}, which was done in this study. An observation sheet was conducted on beforehand with connections to the theoretic base earlier collected. The observation sheet structures the observation as well as simplifies the compilation of the material later\textsuperscript{150}. The observation sheet consists of 5 parts and 31 numbered questions see appendix 1.

Part 1

date/time/location/number of the observation/short description of the context → is included in order to be able to organize the observations better. The time of the day is connected with the fact of how many people are shopping at the moment. Some times are busier than other and that can affect the store environment. The individual were given the freedom of being able to

\textsuperscript{140} Bryman Alan, Bell Emma, \textit{Företagsekonomiska forskningsmetoder}, p. 197

\textsuperscript{141} http://www.orientpacific.com/observational-techniques.htm (17.12.2006; 12:33)

\textsuperscript{142} Johansson-Lindfors, M-B. \textit{Att utveckla kunskap}, p. 126

\textsuperscript{143} http://forum.gfk.ru/texts/behavior/article0620.pdf (17.12.2006; 13.12)

\textsuperscript{144} Repstad Pål, \textit{Närhet och distans – kvalitativa metoder i samhällsvetenskap}, p. 65

\textsuperscript{145} http://forum.gfk.ru/texts/behavior/article0620.pdf (17.12.2006; 13.14)

\textsuperscript{146} Bryman Alan, Bell Emma, \textit{Företagsekonomiska forskningsmetoder}, p. 197

\textsuperscript{147} http://www.orientpacific.com/observational-techniques.htm (17.12.2006; 12:27)

\textsuperscript{148} Bryman Alan, Bell Emma, \textit{Företagsekonomiska forskningsmetoder}, p. 339

\textsuperscript{149} Kylén Jan-Axel, \textit{Att få svar – intervju, enkät, observation} (Stockholm: Bonnier Utbildning AB, 2004), p. 99

\textsuperscript{150} Ibid., p. 107
choose the time of the observation themselves. Location was included to complete the form, but the location was always the same. “Each form of the observation demands training”\textsuperscript{151}. The number of the observation has the significance that after several observations the researcher gets more knowledge and gets more used to the situation; with more training the observer obtains more observational skills and improves of getting and seeing “the right things” as well as not losing the overall attention. Short description of the context is often needed in qualitative research. Some behaviour that seems unreasonable or strange can be understood if the researcher also interprets the environment and surroundings that the person found himself or herself in\textsuperscript{152}. The rest of part 1 deals with store atmosphere and store design. These facts are observed because of their relevance to the theoretical base and the facts described there that; store atmospherics and store design can influence shopping behaviour.

Part 2

The observed variables numbered 1-11 are describing the studied individual. If a shopper is hurried it will affect the overall shopping experience. The use of shopping basket contra shopping cart can be interpreted in several ways depending on the overall observation. The variables chosen in this part all make up small parts of an overall picture. Because of the store placement there is a need of some kind of transport to get there; thus it may have some affect on the shopping experience if the studied individual does not have a car. The rest of the variables are all used to observe the shopping behaviour of the consumer so that there may be some conclusion with the number 12; if the consumer is a task oriented or a recreational oriented consumer. According to the theoretical base there may be some connection by this and the retail environment proffered by consumers.

Part 3

In the third part; 13-15 continue to investigate consumer behaviour and store design. Number 13 may reflect the economical situation of the studied individual as well as the physical one. Family sized packages are often known to be heavier that “normal” packages and as mentioned in the theoretical base, some older consumers find it difficult to finish them before the date expires. The product placement in number 14 will observe if the lower and higher shelves are considered in the buying process and if there are any problematic for older consumers reaching them. Number 15 observes if the consumers do shop products on the aisles. Often products that stimulate impulse purchases are placed on the aisles. Then when the consumers’ passes and wants to enter a certain section he or she passes the aisles with other kinds of products that do not certainly has to be a characteristic product of the nearby sections. This variable is investigated and the goal is to see if the aisle products are purchased and if consumers do stop in order to check them out. Numbers 16-19 on the observation sheet investigates if older consumers are brand and price aware and if they are loyal to certain brands. This is done in order to see what factors play the most important role in the decision making process; is there a difference depending on the product? Number 18 investigates if consumers compare prices and base their choices and behaviour on the price variable then shopping. 20-23 deal with the senses of the older consumers, discussed in the theoretical base. Number 24 wants to see if the saying is true that older people use a lot of coupons as well as see how these products are placed by the store managers. 25-26 studies if older people need assistance when shopping and if it is a recurring pattern through the observations.

\textsuperscript{151} Kylén Jan-Axel, \textit{Att få svar – intervju, enkät, observation}, p. 110
\textsuperscript{152} Bryman Alan, Bell Emma, \textit{Företagsekonomiska forskningsmetoder}, p. 314
Part 4 and Part 5
The fourth part covers the issue of time; time queuing, in the store and is included partly to observe the shoppers behaviour while waiting in the line and partly to give a better overall picture of time spent in the store; numbers of purchases and the shopping experience in general. The last, fifth, part is a concluding part that will be done after the observation in order to get a better understanding and analysis. This part may also be seen as the “free observational part” that was mentioned earlier with the target of collecting any other information on beforehand not foreseen.

5.3.2 Interview
The goal of the interviewer is to examine what attitudes, norms, valuations and opinions a respondent has. This can be done through different kinds of interviews. In this study a semi-structured interview was used. This because there should be space for freedom to include questions directly at the time of the interview in order to get a more completed picture of the problem area researched. The semi-structured interview includes a list of specific themes that will be discussed but the questions do not have to be placed in a specific order. Almost all interviews were performed in the homes of the participants and all done in Swedish. The interview guide includes six main themes; after purchase reflections; background information; senses and store adaptation; atmospherics and store design and products, see appendix 2. These themes are closely related to previously performed observation.

The goal with a qualitative interview is not only to describe but also to find explanations for certain behaviour and answers. This is the reason behind using the question “why” so often in qualitative research. Others claim that one should not use “why” because it seems like the researcher is questioning what is being said. In the interview guide many questions have a following up question; “why”. This is made in order to easier find explanations for certain answers. Since the interview is a semi-structured one, the questions will not always be made using those exact words. The “why” may be replaced by other combinations that will suit the situation and the respondent in a better way. In a good interview the questions and answers are connected with each other and the interview is developed while going on. The interview guide is important since some areas are desirable to cover, but in general the questions are open with a lot of possible answer alternatives. The open questions have nevertheless a leading part since it would be too open to ask “So, what are we going to talk about today”? In order to increase the validity some summarizing questions were used in order to make sure that the researcher understands and interpret the same thing that the respondent intended to say. This raises some ethical questions as well. All data collected in this study concerning both observation and the interview; intends to be treated with high level of confidentiality. This is made mainly in order to make the participants feel comfortable with the situation and being able to “open-up” without being afraid that the data will be treated unserious or not confidential. One has to make the respondent feel secure and comfortable about the situation, thus leaving data confidential is one step in the direction of doing so.

153 Bryman Alan, Bell Emma, Företagsekonomiska forskningsmetoder, p. 135
154 Ibid., p. 363
155 Ibid., p. 313
156 Kylén Jan-Axel, Att få svar – intervju, enkät, observation, p. 33
158 Ibid., p. 99
159 Ibid., p. 129
5.4 Collection of data

It was not easy to find participants for this study. This specific target group was not well represented in the researcher’s circle of acquaintance; and given that the period chosen for the observation was just after the Christmas and New Years Eve holidays did not improve the situation. It may be a coincidence but many of possible participants were not in town or going away. These facts made it much more difficult to find suitable individuals for the study. Due to tradition many families are gathered at the homes of their grandparents, who are the target group of this study. Thus the grandparents do a lot of shopping before Christmas and after Christmas they have a lot of food left. When the participant’s were contacted many of they expressed exactly this reason for shopping less. If this study would have been conducted during another period this fact would not have been so disturbing and there would be the opportunity of observing the participants during a longer time in the store.

Before observations and interviews were performed the store itself was analysed according to Paco Underhill’s advices of just standing in the store itself and observing. “After five minutes you’ll see things you missed after one minute, and after ten minutes you’ll see things you missed after five”\(^{160}\). Thus two days an interval of one hour each, the store was observed and field notes were written down. These were later put together for an overall analysis of the store atmospherics and store design in the next chapter. Generally it can be said that the observations were performed in the chosen store that is of “Wal-Mart” type. The name of the supermarket is not mentioned because in reality it does not have a great importance as well ethically it is better to treat the supermarket as anonymous as possible.

5.4.1 Observation

In the store the following tools were used: an observation sheet, a pen and a stopwatch for taking time. Some issues were graded on a scale from 1-10 in order to facilitate the understanding, where number 1 stands for does not correspond and 10 for the fully corresponds to the mentioned characteristic. During the observation the observer followed the participants trying to be as invisible as possible. If there was a couple, a choice was made to concentrate on one of them preferably the individual that was the “head” shopper. After each observation the observation sheet was revised and completed with some added information from field notes that were not included in the observation sheet but still are relevant for the research problem. Since the observations and interviews were performed in the same day for each individual, important information loss was decreased since the transcription and interpretation were made later during the same day. As an observer it is good to write down the environment and the researcher’s own reactions and reflections\(^{161}\). Some days several observations and interviews were performed. Finally all the observations were numbered and fictive names were used in order to raise the level of confidentiality.

5.4.2 Interview

When it comes to an interview as mentioned earlier the context is very important; thus a short version of each interview and its interpretations are presented before each interview in the next chapter. All the interviews were done directly after the observation, preferably in calm and quiet places. This was done in order to create a cozy atmosphere were the individuals felt

\(^{160}\) Underhill Paco, *Why We Buy – the science of shopping*, p. 224
\(^{161}\) Bryman Alan, Bell Emma, *Företagsekonomiska forskningsmetoder*, p. 355
secure and relaxed. When the interviews were done in the homes of the participant’s it was always the best solution. The individuals had just bought food and it was only natural that they wanted to put it in the refrigerator. Having done that, the participants were more relaxed and during the interview more talkative. If registration was not possible everything was written down during the interview to be revised and completed afterwards.

5.5 Processing of the gathered data

A new observation sheet was used each time when an observation was performed. The observational part of the study resulted in seven filled out observation sheets. First of all each observation was analysed together with the interview in order to get the best overall picture of the individual. Processing of all data was first analysed separately, but afterwards put together for a general analysis.

The observation, as mentioned earlier, gives the chance of studying the individual’s behaviour in the natural environment. The interpretations of the observation sheets were made with references and connections drawn to the literature and to the interviews. For example it was written in the theoretical base that previous research has shown that older consumers have greater levels of store loyalty; thus the observational part intends to see how the person seems to be acting in the store itself – does he or she know the place or not, having problems of finding needed products, etc. The interview parts gave the chance of examining what a participant thought and felt in a given moment and environment\textsuperscript{162}.

Almost all of the interviews were first recorded and then written down to enable and simplify the analysing process. The second interview with Berit and Bertil was not recorded because of lack of electronic socket. The interview sheet was rewritten directly after the interview in order to avoid forgetting important information. Then, each interview was reread and important words; phrases and issues of importance underlined. First each interview and corresponding observation were analysed together, in order to get an overall picture of each individual. Once that was done; the interviews were analysed altogether divided by the six themes mentioned earlier: after purchase reflections; background information; senses and store adaptation; atmospherics and store design and product. This way all empirical data was gathered and underlying behavioural mechanisms hopefully were to be identified and developed.

\textsuperscript{162}Repstad Pål, \textit{Närhet och distans – kvalitativa metoder i samhällsvetenskap}, p. 80
6. RESULTS OF THE EMPIRICAL STUDY

What are the results of this study? What did the individuals do and what did they say? In what contexts were the observations and the interviews performed? Continue reading and find out…

6.1 Observations and Interviews

In this section each observation and interview are analysed separately. First the results of the observation are shown in table so that the reader can see and get his or hers own picture of the observation. The reason for including the tables in the study is that it is a way of structure the observation and thus diminishing the subjectivity of the researcher. The observed variables are numbered as before from 1-31 so one can just follow the observation sheet from the appendix 1 section. Some variables are easier to observe than others where there are given two possible options like for example number five “if the observed individual has used a car or not to get to the store”. Other variables; have been interpreted and valued on a scale from 1-10, where number 1 stands for does not correspond and 10 for the fully corresponds to the mentioned characteristic. This being a hermeneutic approach the interpretation is one of the main characteristics and is done by the researcher. These valuations were made mainly from the preconceptions. A researcher cannot observe or investigate being out of his or hers research when studying the reality. Thus the valuation from 1-10 has been given first while observing and later compared with other individuals observed and corrected so that a fair picture is presented. In the observation scheme instead of writing “No” the sign “-“is used, this enables the reader to easier notice the relevant information and deletes the unnecessary text. “W. k” stands for what kind and “pr.” for problems. The interviews are not presented in the same way as the observations, using a scheme. Instead the interviews are presented in a general form and are divided into six themes with some quotations. The interviews are to be seen an aid in creating a better understanding for the consumer’s behaviour. For example if a person likes to do grocery shopping he or she will behave in a different matter, as well as the behaviour may change if the consumer knows the store and makes his or hers weekly shopping there. Interviews are necessary to get this type of information. The answers are presented in the same order as the interview guide for enable the reader to follow the questions and themes order if necessary.

6.1.1 Anna - OBSERVATION 1

The first observation was conducted early on a Tuesday at 9:10. The old lady, let us say her name was Anna, was picked up at her house and driven to the supermarket. At this hour the store was practically empty with only some few well spread shoppers walking around. The music played in the background was of instrumental type played at a low volume. In the beginning the woman seems to be a bit uncomfortable having another person following her but after some time she did not look behind her any longer. The observation was performed without any interruptions.

163 Ödman Per-Johan, Tolkning förståelse vetande – hermeneutik i teori och praktik, p. 10
RESULTS OF THE EMPIRICAL STUDY

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 1 Anna 65 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>Yes</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Shoes, dairy, toys, fruits, etc.</td>
</tr>
<tr>
<td>10</td>
<td>Moving “fast” across sec. (1-10)</td>
<td>Rather fast, (7)</td>
</tr>
<tr>
<td>11</td>
<td>Tastes products if possible</td>
<td>- Not possible</td>
</tr>
<tr>
<td>12</td>
<td>Task/recreation oriented</td>
<td>Task oriented</td>
</tr>
<tr>
<td>13</td>
<td>Products sh. Small/family/best buy</td>
<td>Fam. (1) bread Best. (2) yoghurt</td>
</tr>
<tr>
<td>14</td>
<td>Product placement L/M/T</td>
<td>L (2); M (1) ; T (1)</td>
</tr>
<tr>
<td>15</td>
<td>Products sh. aisles nr. W. k</td>
<td>(1) cookies</td>
</tr>
<tr>
<td>16</td>
<td>Seeks/comp. prod. Yes/No W. k</td>
<td>Yes (2) Toys, yoghurt</td>
</tr>
<tr>
<td>17</td>
<td>Seeks/comp. brands Yes/No W. k</td>
<td>Yes (1) Store brand vs. other</td>
</tr>
<tr>
<td>18</td>
<td>Compares prices Yes/No W. k</td>
<td>Yes (1) yoghurt</td>
</tr>
<tr>
<td>19</td>
<td>W.k bought without comp.</td>
<td>Milk</td>
</tr>
<tr>
<td>20</td>
<td>Reads signs Yes/No Pr.</td>
<td>Yes (3) without problems</td>
</tr>
<tr>
<td>21</td>
<td>Reads con. label Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>22</td>
<td>Examines for fresh.d Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>23</td>
<td>“Touch” products Yes/No Pr.</td>
<td>Yes (1) clothes –</td>
</tr>
<tr>
<td>24</td>
<td>Use coupons Yes/No</td>
<td>-</td>
</tr>
<tr>
<td>25</td>
<td>Ask anyone for help Yes/No</td>
<td>-</td>
</tr>
<tr>
<td>26</td>
<td>How many salesclerks seen</td>
<td>7</td>
</tr>
<tr>
<td>27</td>
<td>Number of persons on av. in queue</td>
<td>0</td>
</tr>
<tr>
<td>28</td>
<td>Which nr q.; amount cas. reg. open</td>
<td>1; 2 open</td>
</tr>
<tr>
<td>29</td>
<td>Time spent queuing</td>
<td>1 minute</td>
</tr>
<tr>
<td>30</td>
<td>What does the sh. do while waiting</td>
<td>Looks around; prepares cards for payment</td>
</tr>
<tr>
<td>31</td>
<td>Time spent in the store</td>
<td>13 minutes</td>
</tr>
<tr>
<td></td>
<td>Money spent</td>
<td>137:50 kronor</td>
</tr>
<tr>
<td></td>
<td>Nr. of items off the sh. list</td>
<td>-</td>
</tr>
</tbody>
</table>

Number 10 is probably to some extent affected by the fact that the observer is carrying a heavy shopping basket. The conclusion that the individual is task oriented is drawn from the fact that Anna almost strictly went to the sections where products that she needed were to be found. Number 14 investigates what products are shopped on different shelves levels. Bread and toothpaste are shopped on lower level; cookies on middle shelf (aisle) and Yoghurt on the top shelf. Anna stood on its toes to get the Yoghurt she wanted. Generally it can be said that Anna did observe and look around herself a lot. The toothpaste purchased was of the cheaper kind and was placed almost next to the floor. It looked like it caused some trouble for Anna bending down in order to get it.
Anna – INTERVIEW 1

The first interview was performed at the participant’s home. Anna had to put her groceries into the fridge. The interview was done over a cup of coffee in the kitchen where the overall atmosphere was friendly. The tape recorder worked well but after it was turned off, Anna continued to talk and even showed her refrigerator with her usually bought products. Nevertheless this was the first interview done in this study and this fact influenced how smoothly it proceeded. There were questions that needed to be asked in between and sometimes Anna answered with only short answers. When she gave a short answer, she was asked to evaluate more. Still the interview had to be rather open and not to leading, thus some pauses were encouraged. The interview lasted for approximately 30 minutes which can be seen as a bit short.

Anna was overall satisfied with the shopping trip “It went fast and there were little amount of people” and said that these shopping trip proceeded as it always does, the only difference was that this time she did not buy so much, since there are still so much food left from Christmas. She did not spend so much money since “it is always very economic to shop in this store”. She was affected by having an observer following her all the time: “I felt like a celebrity followed by a bodyguard”.

She visits the store once a week where she buys food that last the entire week. She does not like to buy food so much and prefers doing other things but when she goes to the store most of the time she goes by herself. “Then, one does not have to hurry all the time because of the husband’s complaints”. She prefers to be able to walk in a calm atmosphere and visit the sub department that she wants. Anna never uses a grocery shopping list, “I know what to buy”, she says. She feels that she is influenced by direct marketing magazines that she receives by the store; it does affect her shopping behaviour. Impulse shopping is something that she recognizes and every shopping trip there are products that she did not intended to buy that are placed in the shopping cart; almost always candy and cookies of some kind, but other products as well.

Anna wears glasses and is short-sighted so she uses her glasses all the time. She feels that she perceives colours in the same way as before. She does her shopping always in the morning when there are not much people in the store. Usually it takes about one hour every week and when she is in the store “It feels good” since she has to be there it is better to make the best of it and not hurry. She does not like to stand in a queue but she feels that there is no problem with this issue since she always shops in the morning. She does not feel that she “uses” the opening hours but it is good that people have access to the store when they want.

“I like this store” you always find what you seek if they do not move around the products to new places. Anna thinks that is important to have larger spaces in a store like this, since there are many people that shop here. She feels that she does not need any assistance, possibly if the product does not have a price. She solves the problem by taking the product to the cash registers and ask the staff there. The overall atmosphere pleases her but she does not notice the music “did they play music?” she asks. She describes the atmosphere as being neutral and feels like an
ordinary supermarket. Anna does not feel that she needs chairs in the store herself but it is good for other people that maybe feel the need.

“I don’t like the in-store brands, they taste differently” says Anna and prefers not to buy these. In general she does not seem to be brand aware and the most important characteristics of a product are that is cheap but tastes good. She does not buy family sized packages because it is a waste of food. There are only two in the family and thus they do not need that much food. The store in general fulfils Anna’s needs because “It has everything”.

6.1.2 Berit and Bertil - OBSERVATION 2

The observation was performed on a Tuesday at 11:05. The store was now more crowded compared with the previous observation. One can say that the majority were older people walking in a slow pace, alone or in couples. The music almost not heard at all , and was of the same instrumental type with no commercial interruptions. The chairs in the entrance were all taken by older people and an old lady was just calling after a taxi. The participants a man and a woman came smiling and seemed to be in a good mood. The woman was chosen to be concentrated on. The atmosphere and the personal chemistry seemed good and some small talk occurred before starting the observation.

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 2 Berit and (Bertil) 73 and 75 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Major shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>15</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>No</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Flower, fruits, dairy</td>
</tr>
<tr>
<td>10</td>
<td>Moving “fast” across sec. (1-10)</td>
<td>Looking around (4)</td>
</tr>
<tr>
<td>11</td>
<td>Tastes products if possible</td>
<td>- Not possible</td>
</tr>
<tr>
<td>12</td>
<td>Task/recreation oriented</td>
<td>Recreation oriented</td>
</tr>
<tr>
<td>13</td>
<td>Products sh. Small/family/best buy</td>
<td>Fam. (3) Best. (2)</td>
</tr>
<tr>
<td>14</td>
<td>Product placement L/M/T</td>
<td>L (6) ; M (5) ; T (4)</td>
</tr>
<tr>
<td>15</td>
<td>Products sh. aisles nr. W. k</td>
<td>(1) cookies</td>
</tr>
<tr>
<td>16</td>
<td>Seeks/comp. prod. Yes/No W. k</td>
<td>Yes (3) shampoo, meat</td>
</tr>
<tr>
<td>17</td>
<td>Seeks/comp. brands Yes/No W. k</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Compares prices Yes/No W. k</td>
<td>Yes (1) apples</td>
</tr>
<tr>
<td>19</td>
<td>W.k bought without comp.</td>
<td>Lamps, certain fruits, yoghurt</td>
</tr>
<tr>
<td>20</td>
<td>Reads signs Yes/No Pr.</td>
<td>Yes (5) without problems</td>
</tr>
<tr>
<td>21</td>
<td>Reads con. label Yes/No Pr.</td>
<td>Yes (4) without problems</td>
</tr>
<tr>
<td>22</td>
<td>Examines for fresh.d Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>23</td>
<td>“Touch” products Yes/No Pr.</td>
<td>Yes (5) shampoo, fruits, sausages</td>
</tr>
<tr>
<td>24</td>
<td>Use coupons Yes/No</td>
<td>-</td>
</tr>
<tr>
<td>25</td>
<td>Ask anyone for help Yes/No</td>
<td>-</td>
</tr>
<tr>
<td>26</td>
<td>How many salesclerks seen</td>
<td>8</td>
</tr>
<tr>
<td>27</td>
<td>Number of persons on av. in queue</td>
<td>40</td>
</tr>
</tbody>
</table>
RESULTS OF THE EMPIRICAL STUDY

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Which nr q.; amount cas.reg.open</td>
<td>5; open</td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>Time spent queuing</td>
<td>7 minutes</td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>What does the sh. do while waiting</td>
<td>Watches and picks up newspapers</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>Time spent in the store</td>
<td>47 minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Money spent</td>
<td>896 SEK</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nr. of items off the sh. list</td>
<td>Many</td>
<td></td>
</tr>
</tbody>
</table>

This observation was a bit more complex since there were two persons to observe. But as mentioned before the woman was chosen for a more careful observation. One can easily see that these two are used to shop together since at several times they go by themselves to different shelves and products areas to pick a product. This is done without them talking to each other first, so one can describe them as a well welded team that is used to cooperation. Touch is very important for certain products like fruits and vegetables where several are touched before bought. For more “important” decisions like meat; fish; bread the two shoppers talk to each other and evaluate the products together whereas for the most part the products are just laid down in the shopping cart without consultation with the other partner. Berit observes and looks around a lot. Her head is constantly moving like during a ping-pong game left-right-left-right. Bertil does not do that, instead he steers the shopping cart ahead of himself and watches straight ahead of himself.

**Berit and Bertil - INTERVIEW 2**

This interview has held at a coffee shop beside the supermarket. Unfortunately there was no possibility from the participant’s side to go to another place for the interview so left without any other options the interview was held in the coffee shop without a registration. There was no electric socket anywhere. The interview was written down and the participants did their best of talking slowly to enable the registration. Of course some information and details are affected by this because of the simple fact of forgetfulness. Notes were taken during the interview and an attempt to reduce the problematic of forgetting things was to write down all the details remembered directly after the interview. The atmosphere in the coffee shop was cozy and made it possible to talk without disturbance. The man and the woman were very talkative and gladly told about their shopping habits and about their views on the atmosphere and their needs as a shopper. This interview was really ”giving” and a lot of questions were answered before the questions were posed the interview went smoothly and this made 45 minutes of the interview pass in a moment. The interesting part was that the man was talking a great deal and it was discovered that he was actually the cook in the family that was interested in cooking and shopping food.

This shopping trip felt like an ordinary shopping trip for Bertil and Berit, besides the fact that it usually takes twice as long time. They did not feel that they were affected by being observed. Bertil and Berit are used to shop together and thus they do not have problems to know who is going to choose what products. They always shop together and always in this store. The reason for this is that they for the major part find everything they seek. One thing that lacks is “over the counter” departments. Bertil says “I always buy meat in another shop because they have “over the counter” service” where there is more choice and one gets exactly the wanted amount. Bertil and Berit prefer going and shopping in the morning when it is not so crowded and in fact a lot of
their friends shop for food at the same time and thus it is nice to meet them. Berit always writes a grocery shopping list before going to the store. This list is very detailed and is written in the order the products are placed in the store. The direct marketing magazines sent home does not affect them “since we know want we want to buy, the products presented there for the most part do not correspond to our needs”. The grocery shopping list prevents them from purchasing impulse products.

Both use glasses but do not seem to need them especially in the store but at every day basis everywhere since they are short-sighted. The colours and their perception of them has not changed according to the participants. The time and the perception of it has changed. Before they always shopped after work and shopped more frequently. Nowdays as mentioned earlier they always shop in the morning and never around twelve o’clock since there are a lot of people shopping on their lunch. When they shop they take it easy and often talk with friend that they meet there. They do not have any problems with queuing since they always shop in the morning and see the opening hours as an advantage for the store. But even a greater advantage is that the pharmacy and “Systembolaget” are placed beside the store. “There is always less people here that in the city centre thus we come here instead”.

“The first time we came into the store it was horrible and felt very big and unorganized, now we find things easily, if they do not move around them to new places”. Berit and Bertil likes this store and says that it is well organised. They do not feel that the placement of products is a problem and if some product is placed to high up, Bertil helps Berit with it. This store is always full of staff during their shopping hours, if they would not find anything they would not hesitate to ask the staff. “The staff in this store is always helpful and follows you in order to show the placement of the product.” The atmosphere feels like in every other larger supermarket, very neutral. They do not see the need of chairs placed in the store since it would only take place and function as a gathering place and thus stop the consumer traffic. Their perfect supermarket would have many “over the counter” disks and would have a cafeteria in the store in a cosy environment. Bertil mentions a supermarket that he visited in Germany where one could drink a beer while shopping for food.

The store’s own brand products are bought only in some cases. What brand a product has does not play an important role for Bertil and Berit. The most important characteristic is what the product tastes like and that it is economical. Family sized packages are only bought in cases when the products can be frozen in smaller sizes, but they prefer to buy fresh food. Thus for major shopping this store fulfils their consumer needs but some products like meat and cheese are bought elsewhere.
6.1.3 Casper - OBSERVATION 3

At 15.05 on Wednesday afternoon the store was rather crowded. Until now this was on of the
crowdiest occasion when an observation was performed. The meeting point was inside the store
as usual. The man Casper, who was observed, had to buy some lotteries at the information desk
before entering the “product area”. He seemed a bit stressed but friendly. At the information
desk it was more crowded that in other areas of the store, thus not the best starting point of the
shopping experience and the mood of the consumer. If fact Casper seemed to be a bit
influenced of this fact and did check the time.

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 3 Casper 66 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Fruit, dairy</td>
</tr>
<tr>
<td>10</td>
<td>Moving “fast” across sec. (1-10)</td>
<td>Looking around (7)</td>
</tr>
<tr>
<td>11</td>
<td>Tastes products if possible</td>
<td>- Not possible</td>
</tr>
<tr>
<td>12</td>
<td>Task/recreation oriented</td>
<td>Task oriented</td>
</tr>
<tr>
<td>13</td>
<td>Products sh. Small/family/best buy</td>
<td>Small (3)</td>
</tr>
<tr>
<td>14</td>
<td>Product placement L/M/T</td>
<td>L (2) ; M (1)</td>
</tr>
<tr>
<td>15</td>
<td>Products sh. aisles nr. W. k</td>
<td>(1) Candy</td>
</tr>
<tr>
<td>16</td>
<td>Seeks/comp. prod. Yes/No W. k</td>
<td>Yes (1) magazines</td>
</tr>
<tr>
<td>17</td>
<td>Seeks/comp. brands Yes/No W. k</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Compares prices Yes/No W. k</td>
<td>Yes (1) carrots</td>
</tr>
<tr>
<td>19</td>
<td>W.k bought without comp.</td>
<td>Bread, walnuts</td>
</tr>
<tr>
<td>20</td>
<td>Reads signs Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>21</td>
<td>Reads con. label Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>22</td>
<td>Examines for fresh.d Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>23</td>
<td>“Touch” products Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>24</td>
<td>Use coupons Yes/No</td>
<td>-</td>
</tr>
<tr>
<td>25</td>
<td>Ask anyone for help Yes/No</td>
<td>Yes (2)</td>
</tr>
<tr>
<td>26</td>
<td>How many salesclerks seen</td>
<td>3</td>
</tr>
<tr>
<td>27</td>
<td>Number of persons on av. in queue</td>
<td>3</td>
</tr>
<tr>
<td>28</td>
<td>Which nr q.; amount cas.reg.open</td>
<td>3; 3 open</td>
</tr>
<tr>
<td>29</td>
<td>Time spent queuing</td>
<td>4 minutes</td>
</tr>
<tr>
<td>30</td>
<td>What does the sh. do while waiting</td>
<td>Talks to the observer</td>
</tr>
<tr>
<td>31</td>
<td>Time spent in the store</td>
<td>15 minutes</td>
</tr>
<tr>
<td></td>
<td>Money spent</td>
<td>400 SEK</td>
</tr>
<tr>
<td></td>
<td>Nr. of items off the sh. list</td>
<td>1</td>
</tr>
</tbody>
</table>

This observation did not last for so long, only 15 minutes as seen above. Casper was stressed and
walked around in the supermarket in a rather fast pace. The prices of the products did not seem to
interest him since he never glanced at them. Casper just walked straight to the needed product,
took the desired amount and left the area towards another product sighed on the grocery shopping
list. Casper did not seem to enjoy the shopping experience too much. In order to finish the
shopping experience as quickly as possible Casper asked the staff on two occasions after the placements of products.

Casper - INTERVIEW 3

This shopping trip went calmer that usually because usually “I am more stressed when I shop and during a normal shopping trip I shop more”. The reason for shopping so little was that Casper had bought moose meat from a hunter friend and was cooking dishes with it as the main ingredient. Consequently they (Casper and his wife) need only complements and do not buy so much. He did not feel that he was affected by the fact that he was being observed. Casper did not spend more money than intended. He does not do that usually, “Only if I am hungry when I enter the store I may shop something that I hadn’t intended to in the first place”. Regularly I do not shop alone but with my wife and when the shopping is done together, more products are bought. Casper does not like to shop for food; it is boring and “often one buys more things than necessary”. He never reads the direct marketing magazines “I often get only irritated and think that they should stop with wasting their resources on these things and just lower the prices in general”. Casper often shops with a grocery shopping list that is prepared at home, often by his wife.

Casper uses glasses but does not feel that he needs them more when he shops and colours are perceived in the same way as before. The issue of time has changed since now they can spend it more freely. Casper prefers to shop when there are less people in the store. In this store he feels that there are usually no problems with queuing and “they have become really good at opening more cash registers if needed”. Perfect opening hours in this store.

“I like the structure of the store” and it is quite easy to find what you are searching for. The space is needed since this store is big and there are a lot of people that shop here. Casper says that he needs help when he shops since they like to try new kinds of food so he does not know the placement of some products. Casper does not think about the shelf placement of products. He has strong opinions about the atmosphere “these kind of supermarkets do feel impersonal, no one knows you”. The atmosphere is neutral like in all similar shops. There are usually no problems to find staff to ask for help. The perfect store has to have personal service and “over the counter”
service. “I would like to have a more personal atmosphere, for me personal service is the soul of a store”.

Casper is no great supporter of in-store brands. He prefers heterogeneity in products and hence no in-store brands. Family size packages are not encouraged in general even if he would prefer to buy spices in larger packages since they always run out of them. The most important characteristic when choosing products a product is the quality. The store does in general satisfy Casper’s needs even if he would prefer much more personal atmosphere and personal service at a greater extent.

6.1.4 Diana - OBSERVATION 4

This observation was performed at Thursday at 9:00 o’clock. The store was almost empty filled not with consumers but with staff filling the shelves with products. The music was instrumental but a bit more intense and “happier” than earlier. The music was louder but this probably depends on the lack of people shopping. Diana announced at the beginning that she had to buy some things for her neighbour as well, and this fact may have influenced her behaviour in some way. The path pattern of Diana may be changed and this may partly increase the impulse buying and the need of assistance in order to find products that are not usually bought. Diana seemed in general to be in a good mood and ready to be observed.

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 4 Diana 70 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>8</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Fruits, Kitchen</td>
</tr>
<tr>
<td>10</td>
<td>Moving “fast” across sec. (1-10)</td>
<td>(7)</td>
</tr>
<tr>
<td>11</td>
<td>Tastes products if possible</td>
<td>- Not possible</td>
</tr>
<tr>
<td>12</td>
<td>Task/recreation oriented</td>
<td>Task oriented</td>
</tr>
<tr>
<td>13</td>
<td>Products sh. Small/family/best buy</td>
<td>Small (5)</td>
</tr>
<tr>
<td>14</td>
<td>Product placement L/M/T</td>
<td>L (3) ; M (2) ; T (2)</td>
</tr>
<tr>
<td>15</td>
<td>Products sh. aisles nr. W. k</td>
<td>-</td>
</tr>
<tr>
<td>16</td>
<td>Seeks/comp. prod. Yes/No W. k</td>
<td>Yes (2) candles, frozen food</td>
</tr>
<tr>
<td>17</td>
<td>Seeks/comp. brands Yes/No W. k</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Compares prices Yes/No W. k</td>
<td>Yes (1) apples</td>
</tr>
<tr>
<td>19</td>
<td>W. k bought without comp.</td>
<td>Many</td>
</tr>
<tr>
<td>20</td>
<td>Reads signs Yes/No Pr.</td>
<td>Yes (1) without problems</td>
</tr>
<tr>
<td>21</td>
<td>Reads con. label Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>22</td>
<td>Examines for fresh. d Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>23</td>
<td>“Touch” products Yes/No Pr.</td>
<td>-</td>
</tr>
<tr>
<td>24</td>
<td>Use coupons Yes/No</td>
<td>Yes</td>
</tr>
<tr>
<td>25</td>
<td>Ask anyone for help Yes/No</td>
<td>(1)</td>
</tr>
<tr>
<td>26</td>
<td>How many salesclerks seen</td>
<td>8</td>
</tr>
<tr>
<td>27</td>
<td>Number of persons on av. in queue</td>
<td>1</td>
</tr>
</tbody>
</table>
RESULTS OF THE EMPIRICAL STUDY

<table>
<thead>
<tr>
<th></th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td>Which nr q.; amount cas.reg.open</td>
<td>1; 2 open</td>
</tr>
<tr>
<td>29</td>
<td>Time spent queuing</td>
<td>3 minutes</td>
</tr>
<tr>
<td>30</td>
<td>What does the sh. do while waiting</td>
<td>Does not wait</td>
</tr>
<tr>
<td>31</td>
<td>Time spent in the store</td>
<td>25 minutes</td>
</tr>
<tr>
<td></td>
<td>Money spent</td>
<td>230 SEK</td>
</tr>
<tr>
<td></td>
<td>Nr. of items off the sh. list</td>
<td>(1)</td>
</tr>
</tbody>
</table>

Diana walked very fast. It was actually a challenge to follow and observe her at the same time. Diana walked fast and did seem to know exactly were she was going. She followed her grocery shopping list at a great extent. She did not look around much only some times when she already had picked what she needed she looked around at the signs to see if some products had special offers. She seemed to know the store environment and did only ask for help once.

Diana - INTERVIEW 4

Diana preferred to perform the interview directly in the supermarket since she had to go to the city centre later on. This time the situation was foreseen and a electronic socket was found and with the help of a previously prepared longer flex the interview could be taped. One could think that the interview environment would be full of interruption given being in a supermarket. Instead the interview went smoothly, there were still almost no consumers in the store; the in-store cafeteria had just opened so no one besides the interviewer and the respondent were present. Diana was an incredibly interesting person to interview. She actually did the entire job, giving well structured, long and detail answers. The interview lasted for approximately 50 minutes but felt like 5.

This shopping trip was over unusually fast where in general it takes more time for Diana to shop even if it is minor shopping. The shopping trip was a bit different because there not so many staff carts filled with products in Diana’s way. She did not spend more money that planned “there were not any good offers”. Diana always shops in this store because it is the nearest store to her house and she shops here once a week. She likes to shop food and now when she is older she likes to do it more than before. She lives alone and thus always shops by herself. “I always read the magazines sent by the store and search for special offers”. She always writes a grocery shopping list and writes it in the order and structure of the store to simplify the shopping.

Diana wears glasses but still feels that it is often difficult to read the text on products that are placed on the lower shelves. She does not feel that she perceives colours differently. Nowadays one can go and buy food whenever it fits. “For me it takes about one hour to shop food, if I shop clothes it takes more time”. The opening hours of the store does not affect her so much since she is retired and shops only in the morning.

Diana likes this store but feels that it is sometimes difficult to find products. “Some products are placed in strange places” and she would prefer to have them more thematically placed. “If I am going to bake I would like to find everything that has to do with it in the same place”. Often products that are placed high up is a problem for Diana. If she needs help she goes and finds a salesclerk, usually by the in-store kitchen area. The atmosphere feels neutral and impersonal. It would be nice with sitting places for people that cannot walk for a long time. The perfect store
RESULTS OF THE EMPIRICAL STUDY

has to have more space “in the clothing area it is very difficult to pass with a shopping cart”, not to place the products so high up that the consumers cannot reach them and more personal service.

“I usually buy in-store brands, because they are cheaper than others”. Diana has brand preferences when it comes to certain personal hygiene products but in general she thinks more about where the product is produced when she chooses a product. The most important characteristic is if the product is produced in Sweden. Especially fruits and vegetables have to be Swedish since they taste better according to Diana. Family size packages are bought only if it is possible to freeze them in smaller packages after the purchase.

6.1.5 Erika - OBSERVATION 5

The observation was performed at 11:15 on a Thursday. Erika was a woman with a very outgoing personality. Erika did not own a car and thus she had to be picked up and driven back and forth to the supermarket. Already in the car the conversation started where the “rules of the game” were explained to the participant. These “rules” were the same for all observations. The observer followed the participant and tried to be as invisible as possible. This meant that no conversation took part or helping the participant with finding or lifting different products. It may seem bad not to help people when they need it but the idea was to observe them in their natural environment without interference from the observer. Until this observation this issue was not really a problem. But Erika had some difficulty to stick to the “rules”. She turned back several times to smile toward the observer and gave some explanation to her behaviour. She asked for help lifting some large packages of toilet paper. This made the observation differ from the rest, but it clearly pointed out some problems for Erika related with food shopping; like lifting heavy packages and finding certain products.

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 5 Erika 74 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>-</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Fruits</td>
</tr>
<tr>
<td>10</td>
<td>Moving “fast” across sec. (1-10)</td>
<td>(3)</td>
</tr>
<tr>
<td>11</td>
<td>Tastes products if possible</td>
<td>- Not possible</td>
</tr>
<tr>
<td>12</td>
<td>Task/recreation oriented</td>
<td>Recreation oriented</td>
</tr>
<tr>
<td>13</td>
<td>Products sh. Small/family/best buy</td>
<td>Small (3)</td>
</tr>
<tr>
<td>14</td>
<td>Product placement L/M/T</td>
<td>L (2)</td>
</tr>
<tr>
<td>15</td>
<td>Products sh. aisles nr. W. k</td>
<td>-</td>
</tr>
<tr>
<td>16</td>
<td>Seeks/comp. prod. Yes/No W. k</td>
<td>Yes (2) toilet paper</td>
</tr>
<tr>
<td>17</td>
<td>Seeks/comp. brands Yes/No W. k</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Compares prices Yes/No W. k</td>
<td>Yes (4) fruits, toilet paper</td>
</tr>
<tr>
<td>19</td>
<td>W.k bought without comp.</td>
<td>Milk, bananas</td>
</tr>
<tr>
<td>20</td>
<td>Reads signs Yes/No Pr.</td>
<td>Yes (2) without problems</td>
</tr>
<tr>
<td>21</td>
<td>Reads con. label Yes/No Pr.</td>
<td>(1) Yes, does not seen</td>
</tr>
</tbody>
</table>
RESULTS OF THE EMPIRICAL STUDY

<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examines for fresh.</td>
<td>Yes/No Pr.</td>
</tr>
<tr>
<td>“Touch” products</td>
<td>Yes (3) fruits</td>
</tr>
<tr>
<td>Use coupons</td>
<td>Yes/No</td>
</tr>
<tr>
<td>Ask anyone for help</td>
<td>(4) bread, toilet paper</td>
</tr>
<tr>
<td>How many salesclerks seen</td>
<td>4</td>
</tr>
<tr>
<td>Number of persons on av. in queue</td>
<td>3</td>
</tr>
<tr>
<td>Which nr q.; amount cas.reg.open</td>
<td>3; 4 open</td>
</tr>
<tr>
<td>Time spent queuing</td>
<td>3 minutes</td>
</tr>
<tr>
<td>What does the sh. do while waiting</td>
<td>Talk to people she knows</td>
</tr>
<tr>
<td>Time spent in the store</td>
<td>22 minutes</td>
</tr>
<tr>
<td>Money spent</td>
<td>179 SEK</td>
</tr>
<tr>
<td>Nr. of items off the sh. list</td>
<td>-</td>
</tr>
</tbody>
</table>

Touch is very important especially when fruits are bought. Every fruit bought was first examined and then bought. Erika walked really slowly; it took her 22 minutes to buy a few things. If she would do major shopping in the same pace it would take a long time. She is kind of short so she asked the observer to help her lift down things and when it came to lower shelves – she asked to help her lifting the toilet paper and placing it in the shopping cart. When she was paying she did not see the price and thus asked the observer what it was written and how much she had to pay. She was very nice and seemed to be in a good mood during the whole shopping experience.

**Erika - INTERVIEW 5**

The fifth interview was made in cosy atmosphere at Erika’s home, where before the interview was begun Erika made some coffee and offered cookies. She wanted to know more about the study and about the University. So a half an hour later the actual interview was started. The small talk from the beginning made the participant very talkative and helpful during the entire interview. The interview lasted for 40-45 minutes. During the interview more coffee was offered but this did not at all disturb it since the Erika continued talking. This interviewing experience gave the opportunity of meeting a really nice woman what even after the interview gave the invitation to her house other times. So definitely it was both interesting and rewarding to be given the opportunity to interview Erika. It seemed like the interview was pleasant for both the participant and the interviewer.

Erika thought that this shopping experience felt like a normal shopping trip. Erika shops two to three times a week but not in this store. This store Erika visits once every two weeks for major shopping. She spent more money than she planned “I only wanted to buy two or three things but at the end shopped more”. She likes to shop for food since she loves to cook. She never goes alone and prefers to go with her daughter or her granddaughter. The reason for this is that sometimes there are many new products and she does not really understand what they are for, it feels “safer” to shop in company since her daughter can explain and help her when needed. Erika planes her purchases and writes a grocery shopping list before going to the store “if I don’t do that, I can forget to buy some products”. She reads the direct marketing magazines and searches for products on special offer.

Erika wears glasses and feels that she needs them when she goes shopping but does perceive colours in the same way as before. She does not like to stress and she prefers to shop in the
morning. She does not like to shop when there are too many people in the store and she does not like to go out late. “More or less it takes me one hour to shop” and in this time she walks calmly and do not hurry. “I always choose the shortest queue” when I go shopping, but during the holidays it is unpleasant with long queues. Erika always goes shopping in the morning so she does not “use” the opening hours of this store to its fullest potential.

“This store has everything” and Erika feels that the structure is good and it is rather easy to find things in the store. There is a lot of space which is good, but the product placement is a problem. “I am very short and I can’t reach them when they are placed to high up”. Also when the products are low down it is somewhat a problem to lift them into the shopping cart. Erika feels no problem with asking staff for help, and if there is no one near by she goes and searches for them. The lighting is good “I see well”, low music does not affect Erika. Sitting places is a good idea, when she shops by herself she needs to call for a taxi and thus while waiting she would need a bench: “The one that they have is always occupied”. Erika would like to have a larger cafeteria with a lot of seating places in her perfect store and with a lot of staff there so the queues would be shorter than in the already existing one.

Erika thinks that the in-store brands products takes good. She does not care about brands but only take the products that taste good and are economical. “I always buy toilet paper in family size packages” but not so many other products are bought in family sizes by Erika. “A product has to be fresh, it is the most important thing”. In general the needs of Erika are satisfied by store because she complements her shopping in other stores more conveniently placed.

6.1.6 Felicia - OBSERVATION 6

The observation did go rather well. It was performed at 18:30 on a Friday. The major problem was all the people shopping at this time. As an observer it was difficult to stand somewhere and not being in some else’s way. The amount of people seemed to create problems for Felicia as well since she had to move some shopping carts on her way in order to pass. Other times she had to wait behind another customer for her turn to pick fruits or other products because she could not pass and there were no place beside that customer. The observation was made at half past six and the place was crowded, probably a nine out of ten, where ten is very crowdy. Felicia was picked up at home and driven to the store and back. At some time during the observation she met some friend of hers that she talked to and the observer had to “say hello” to them as well. After that interruption the observation went back to normal.

<table>
<thead>
<tr>
<th>Number</th>
<th>Options</th>
<th>Consumer 6 Felicia 65 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hurried/Unhurried (1-10)</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>Using a shopping list</td>
<td>Yes</td>
</tr>
<tr>
<td>7</td>
<td>Numbers of items on the sh. List</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>Following the sh. List</td>
<td>Yes</td>
</tr>
<tr>
<td>9</td>
<td>Which sections does the sh. visit</td>
<td>Fruit, dairy, etc.</td>
</tr>
</tbody>
</table>
Felicia seemed to know the place well and she knew where to find the needed products. She was very much organised and strictly followed the grocery shopping list. She used a pen and she struck the products off the list after have placed them in the shopping cart. She looked around for products but because of the large amount of people there was a great need of looking straight ahead to avoid collides with some other consumers shopping cart. She does not compare the products much and seems to know what she is searching for. Thus the amount of impulse buying is not high, in fact only three items off the shopping list are purchased.

**Felicia - INTERVIEW 6**

The interview was taped in the cosy environment of Felicia’s home. There were no interruptions. The interview was taped and lasted for 35 minutes. After that the tape recorder was stopped the interview lasted for 5-10 minutes. The participant was a little bit short in her answers and was often told to try to evaluate her answers. This did not lead to much success because Felicia did not know what to evaluate and the interviews was shorter than most of the others.

The shopping trip felt as usual but the best part according to Felicia was to be picked up and driven to the door by the observer. She did not spend more money that planned “I wrote everything down a list and calculated more or less how much it would cost me”. She always shops in this store, once a week. Felicia likes to shop and prefers shop by herself “one can go whenever one wants without distraction”. The direct marketing magazines are very encouraged and Felicia always reads them in search for special offers. Impulse products are purchased every
time; Felicia is especially weak towards candy. The grocery shopping list is very detailed and she often starts to write it days before going to the store.

The perceptions of colours has not changed and the glasses are not needed when shopping according to Felicia. Nowadays she feels calmer and can go shopping almost whenever she feels like it. She helps out her son with his children often and thus sometimes has to stay at home with her grandchildren. Felicia prefers to go and shop in the morning and it can take everything from one hour to one and a half. “I write a list with all the things I have to buy and thus go directly to the department”. There are almost always long queues when one shops on Thursday or Friday evening but in the morning there are no such problems. Sometimes Felicia feels that she need to go to the store late “if I have forgot to buy something, it happens that I go to the store around nine”.

“I am used to shop in the store and usually find all the things I am searching for”. She likes the way the store is organised and feels that there is enough space in all sections. Felicia finds products rather easily and “even if there is a new product I know more or less when it is placed” Products placed high up is a problem because one does not notice them directly “I thought that they were out of pickles, but they had only placed them high up”. Often Felicia has to ask staff or other customers for help to take down certain products. The atmosphere is rather cosy; the lighting is good and the music was good. In the music department they were playing Johnny Cash songs that caught Felicia’s attention. Felicia shops in the store often and thus she feels “at home” in the store. The perfect store would have “packing help” during weekends.

Felicia does not shop so many products that are of in-store brand. It does not taste good according to Felicia. The only time she thinks about brands is when she buys coffee, it has to taste good. Products have to be economical and taste good at the same time. She does not buy family size packages since she does not have storage space. Felicia likes the store and has always shopped here.

6.1.7 Henrik - OBSERVATION 7

The observation went well as it was performed in a less crowded context than the previous one. The observation was done at 14 o’clock on a Sunday afternoon. Henrik did not seem to be disturbed by the observer’s presence since he never turned back during the whole observation and no conversation to the observer took place during the entire observation which was good. Until now the majority of participant’s including Henrik had only made some minor shopping. This may influence the study and a possible reason for this is that Christmas and New Years Eve holidays had just passed.

<table>
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<th>Number</th>
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<th>Consumer 7 Henrik 77 years old</th>
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<tr>
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<td>Hurried/Unhurried (1-10)</td>
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<tr>
<td>2</td>
<td>Major/minor shopping (250 SEK)</td>
<td>Minor shopping</td>
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<tr>
<td>3</td>
<td>Using a shopping basket yes/no</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Using a shopping cart</td>
<td>Yes</td>
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<tr>
<td>5</td>
<td>Drove a car to get to the store</td>
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<tr>
<td>6</td>
<td>Using a shopping list</td>
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<td>7</td>
<td>Numbers of items on the sh. List</td>
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Henrik did visit the fruits section like all others and touched the fruits before placing them in the shopping cart. In general he did not look around much but did not seem to be unhappy about being in the store. Henrik did compare neither brand nor products but prices were important. He compared prices and bought three best buy offers. He seemed to be used to shop in this store because walked in a calm manner without asking for help or returning back to get some “forgotten” products.

**Henrik - INTERVIEW 7**

The interview was performed at the home at the consumer. Being the seventh interview, by now the interviewer was more secure and confident. The interview went good but Henrik did not develop his answers so much. Nevertheless he gave his own view and opinion about the store. He did shop in the store frequently but was really irritated about the fact that products were often moved around to new places. The interview lasted around 40 minutes and was started directly. The consumer were unpacking the products and answering the first part of the questions at the same time. This could have influenced the results of the interview since at times it seemed like Henrik was a bit stressed and wanted to get it over with. However the interview was giving and broadened the data collection and gave another person’s perspective, as every added interview does.
RESULTS OF THE EMPIRICAL STUDY

The shopping trip felt good it was rather calm in the store and it was an ordinary shopping trip besides that he shopped less that he uses to. Henrik did not spend more money that he intended to. He always shops in this store and tries to shop only once a week. Sometimes it is necessary to shop more often depending on the circumstances. For Henrik food shopping is “ok” it is not that fun but it is necessary. Henrik lives by himself so he shops alone or sometimes with his children. He plans what he has to buy before going to the store “I tend to forget things if I don’t write them down”. Henrik is not influenced by the direct marketing magazines sent to him; he does not read them often. “I don’t buy on impulse so often but it happens” says Henrik.

He wears glasses and feels that he has to have them in the store to read signs etc; and he does not know if the perception of colours has changed. “I am retired and I have all the time in the world” says Henrik and therefore in general Henrik goes shopping whenever he wants but he prefers doing so in the morning. The time in the store depends on how much he has to shop, but it can take everything from 40 minutes to one hour. There are no queues when he goes shopping and the opening hours fits him well.

“I only have to visit one store and I have everything”. Henrik likes the store because it is rather easy to find things, because it is big and one meets friends there. Henrik does not need any help or assistance when he shops but he feels that there would be no problem to ask anyone from the staff if he would need it. The atmosphere feels neutral and “it is good when they offer you to taste something from the kitchen”. It is good that there are some sitting places in the store. For the most part one does not need them but there should always be seats present. The perfect store is where one can buy everything that one needs according to Henrik.

The in-store brands are purchased in some occasions, but “I stick with what I know tastes good” for the most part says Henrik. Overall Henrik does not seem to care about brands. He does not buy family sized packages because he lives alone and does not need so much food. The most important characteristic is that the product is fresh. This store does fill Henrik needs as a consumer.
7. ANALYSIS OF THE STUDY

How was the analyses performed? Are there any relationships between different factors, how is it all connected and what does it mean? What are the needs and preferences of older consumers in this study? Can there be any underlying mechanisms identified? Continue reading and find out...

7.1 Analysis and Interpretation

Since two methods were used to collect empirical data there is a need for an explanation how the analysis and interpretation were performed. As mentioned earlier in chapter five, each individual was looked at separately with both observation and the interview. This was done in order to try to find explanations for the participants’ behaviour as well as form a general picture of the individual investigated. Then a general analysis sheet was used, see appendix 3, where all the observations were compared with each other on the search for common patterns and relationships. The same procedure was performed with the interviews. By doing this one could see if the participants felt similarly on certain issues and better identify mechanisms that are the reason for older consumers shopping behaviour. Observational method is a big tricky since the researcher has a much more vivid picture of what actually happened compared to the observation sheets. This fact is not only problematic in this particular study but is a common issue. Hopefully the reader can follow the discussion of this chapter using the observation sheets in the previous chapter or the general analysis sheet. The starting point for the analysis has been the empirical data of this study. References to the theoretical frame have been drawn to compare if previous theories are supported by the results of this study, but most of the focus lies on trying to identify underling mechanisms. Parting from the empirical data some factors showed to have more in common than the others, therefore they have been analysed and interpreted together, as for example “time and money” or “planning and shopping orientation”. Common patterns of behaviour were in some cases identified and marked with bold letters in order to simplify for the reader to more easily find them when needed.

7.2 Time and Money

The amount of time a shopper spends in a store depends on how comfortable and enjoyable the experience is. If one finds the time pleasant it is more probable that that person will stay for longer and spend more money. If a person does not like to shop food he or she will try to spend only the needed time that is necessary to purchase the food. Berit and Erika both spend relatively much money and time in the store and had the longest queuing time of all individuals. If one looks at the lowest time spent in store and the highest one, this does make sense. Anna spent 13 minutes in the store and purchased only 137:50 SEK, instead Berit and Bertil spent 47 minutes and bought for 896 SEK. If one looks at the time it seems logical that in 13 minutes usually there will be spent less money than during 47 seven minutes if the goal of the shopping trip is the same that showed to be the case in this study.

164 Paco Underhill, *Why We Buy – the science of shopping*, p. 3
The figures above show a tendency that for women there can be a relationship between the time spent and the expenditures. The more time women spent in the supermarket the more money they spent. Paco Underhill has through his observations of consumers found and proved the relationship between time spent in store and number of purchases\textsuperscript{165}. For men the shopping process especially when it comes to grocery shopping has to go quickly and they do not read the price tags as frequently as women\textsuperscript{166}. The reason that men’s results have been presented apart is that otherwise it would have been more difficult to see the tendency among women. Casper behaviour do actually reflect earlier stated theory that men are faster and less price concerned in their shopping. Henrik on the other hand does not have the same characteristics where he is very price concerned and actually buys a lot of products of “best buy” character. This may be explained by the fact that Henrik is a single household and is responsible for his grocery shopping, while Casper brings a grocery shopping list prepared by his wife. Having only two men in the study makes it difficult to draw any kind of general conclusions when it comes to time and money issue, because in this case it all can depend more on what Casper and Henrik bought that on the relationship between these factors.

Is there a relation between time and money? Women like to seek and compare products\textsuperscript{167}. If they find themselves in a store for a longer time period there is more possibility to catch sight of more products and more opportunity to seek and compare. Erika spent more money than she planned “I only wanted to buy two or three things but at the end shopped more”. The more she walked around the more products ended up in the shopping cart.

The issue of time and its perception is very important. “Time is one of consumers’ most precious resources”\textsuperscript{168}. Anna was satisfied with the trip because ”It went fast”, Berit and Bertil said that it usually takes twice as long time for them to shop and Diana agrees with that statement. Women in the study do not seem to have anything against grocery shopping. If they would have more time in the store they would probably buy more as well. Women tend to plan ahead more when it comes to grocery shopping, which will be evaluated in the next part. There can be a relation between planning and spending as well as it is between time and spending. Women in this study planned their purchases even in the case of Casper where he had a grocery shopping list from his wife with him. Women are often responsible for grocery shopping in families, which is considered to be true in most cases. Thus they may not consider this shopping trip be totally unrelated to the next one. It is difficult to plan everything in advance; therefore when they find themselves in the store they use the time to seek for potential meal components that were

\textsuperscript{165}Paco Underhill, \textit{Why We Buy – the science of shopping}, p. 3

\textsuperscript{166}Ibid., p. 100

\textsuperscript{167}Ibid., p. 99

\textsuperscript{168}Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being} p. 346
ANALYSIS OF THE STUDY

forgotten in the planning stage. Recreational participants, that were both women, did observe much more compared to the rest in the store environment, this was seen during the observations. This is meant to be seen as an observation and not a general generalisation. The shopping grocery trip can many times be a source of inspiration that can simplify the planning and the head responsibility that many times (not always) is in the hands of the woman. If a person likes to cook then grocery shopping is seen to be enjoyable. This issue was identified where Erika and Bertil both liked to do grocery shopping and therefore found the shopping trip and the time spent in the store not to be a negative experience. Overall it can be said that all observations were quite short. The participants told that they usually shop more and spend more time when shopping. As earlier mentioned explanation for the short observations is that the Christmas period just passed and the consumers did not need to buy so much. Another explanation is that some of the participants felt affected by being observed. Anna said “I felt like a celebrity followed by a bodyguard” while others did not seem to care. Anyway being observed can affect the behaviour of the participants and make them behave in an unnatural manner and this can have had an influence on the length of the observations and time spent in the store.

In general it is more economical to buy family sized packages. The idea before the empirical work was that older consumers may not need family sized packages since it is a waste of food. Older consumers usually do not have their children living with them. The household often consists of one or two persons. The size of a household and the amount of money put on food are related. Anna and Henrik give a direct response when saying that family sized packages for them is too much food. Berit and Bertil and Diana only buy family sized packages if it is possible to freeze them in smaller parts. Indirectly answered but still meaning the same thing is that they actually do not need that much food and has to divide the package into smaller parts and freeze them in before the product expires. In previous research it was found that in a lot of cases the family-sized packages are seen as a waste of products since the older consumers do not need such big packages. What was not considered in the theoretical frame but showed to be an important issue was the freshness of a product. “A product has to be fresh, it is the most important thing” said Erika, Berit and Bertil and Henrik agreed. A product that has been in the freezer is no longer fresh. Older consumers have a greater level of freedom since they usually have more free time. Being one or two persons in the household provides the opportunity to spend more time cooking and varying the meals at a greater extent. The taste of the products showed to be an important characteristic as well as the product also had to be economical, according to among others Felicia when she reflected about coffee. This can be closely related to the fact that participants had a rather low brand awareness, which will be discussed later in the chapter. Since the economical situation of the participants has not been included in the study it is difficult to evaluate if the reason behind a product’s price is that the participants have a low retirement pension or if they choose to put more money on something else instead of food. Older consumers in this study did not show a need for family sized packages and instead they preferred the products to be fresh but still economical. The best choice for the elderly consumers would be to avoid family size packages and buy smaller once. The problem that occurs instead is that smaller packages are relatively expensive and the observations showed that most of the participants were price concerned.

169 Mason, J. Barry, Bearden O. William, Satisfaction/Dissatisfaction with Food Shopping Among Elderly Consumers, p. 362
7.3 Planning and Shopping orientation

If the individual chooses a shopping cart or a shopping basket, it tells a bit about his or hers intentions in the store. Choosing a shopping basket can mean that the consumer does not intend to buy much, while the choice of a shopping cart may both mean wanting to shop much as well as the convenience of not having to carry a heavy basket. “When consumers use shopping lists, they buy approximately 80 percent of the items on the list”\(^{170}\). All on beforehand planned purchases written down on the grocery shopping list were bought in all cases. The issue of planning is important for participants where they plan their purchases on beforehand. Anna was the only one not planning her purchases “I know what to buy”. The lists are very detailed and are often written in the order of product placement in the store. Participants are used to shop in this supermarket since they can remember the store design from home in order to write a detailed grocery shopping list. Some lists are really detailed and the consumers did follow them during the entire shopping experience. Only Berit did not follow hers but when she came to the cash registers she had to run back because she forgot to buy, believe it or not, milk. Grocery shopping lists enables the participants not to forget to buy products. “if I don’t do that, I can forget to buy some product” says Erika and Henrik agrees “I tend to forget things if I don’t write them down”. “The grocery shopping list is a good example of a powerful external memory aid”\(^{171}\). It may be a way of relaxing in the store itself since one does not have to concentrate and keep all the needed products in the mind during the entire shopping experience - a way of increasing the level of recreational orientation?

Is it so that grocery shopping is not something that is pleasant for the participants? Well, Casper does not like to shop for food and Henrik thinks that food shopping is “ok”. According to Paco Underhill for men the shopping process especially when it comes to grocery shopping has to go quickly\(^{172}\). This fact would definitely explain Casper’s behaviour, where he spent only 15 minutes in the store walking fast between the sections (faster than anyone else). Casper usually shops with his wife and it seems that she is the one “responsible” for the grocery shopping in the household, as she prepares his grocery shopping list. “Any wife who’s watching the family budget knows better than to send her husband to the supermarket without a grocery shopping list”\(^{173}\). The interpretation of his moving pattern, where he just approached the needed products and moved on, just support the fact that he is not there for recreation. Casper did not look at prices at all which distinguished him from all other participants. Can this be a male tendency? Henrik that lives by himself has to do his own shopping and thus has not much choice but moving more calmly and planning his own purchases but when being in the store he moved calmer and looked around for products and prices much more that Casper did. As mentioned earlier the presence of only two men in the study limits the possibility to make any deep analysis and identify male tendencies. It has to be added that during the observations women that were more task oriented moved faster that the recreational ones. All the women in the study are retired but and the grocery shopping does not have to be “something that has to be crammed into the tight spaces between job and commune and home life and sleep”\(^{174}\) any longer. Diana and Felicia

\(^{170}\) Solomon R. Michael, Consumer Behaviour – buying, having and being., p. 98
\(^{171}\) Ibid., p. 98
\(^{172}\) Paco Underhill, Why We Buy – the science of shopping, p. 99
\(^{173}\) Ibid., p. 100
\(^{174}\) Ibid., p. 115
walked faster than the other participants, where Anna points out that she was satisfied with the shopping trip because: ”It went fast and there were little amount of people”. The two older women Erika and Berit are both recreational shoppers. Can this be interpreted as a pattern that older women are more recreationally oriented? Maybe as more time passes, the more women can relax and stress down when doing their grocery shopping. Diana says that now when she is older she likes to do grocery shopping more than before. Erika and Berit both have to wait the longest time in queue, but they did not seem to mind or get stressed and used the time to read magazines while waiting. The reason behind Erika’s and Berit’s behaviour can be that both of them are used to shop in company. Berit always shops with her husband and Erika never shops alone and prefers to go with her daughter or her granddaughter. When people shop together they are “busy” interacting with each other and thus it takes more time to shop. Berit and Bertil for example take their time and consult with each other when certain products are bought. It can be nice to give each other advices on what to buy or what not to buy. Consultation can be an anti-stress factor being able to talk with another person while doing grocery shopping and lead to recreational orientation. Shopping in company provides a relaxed and “safe” (according to Erika) shopping atmosphere and can be the set up to a high arousal retail environment.

Impulse products are often seen an unplanned item that results from a decision to buy after the shopper entered the store. One can conclude from the interview results all the participants shop impulse products even if some do not realize that like Berit and Bertil. They claimed that the grocery shopping list prevents them from purchasing impulse products, but during the observation they purchased 6-7 impulse purchases. Of course these purchases do not have to be of impulse kind and may be interpreted incorrectly. Having the hermeneutic approach the researcher has to make interpretations that are often based more on feelings and the certain situation feels like at the moment. The impulse purchases of Berit and Bertil were often purchased in the following scenario; Berit was walking in her pace (2) towards some shelves where her “planned” product was placed; passing the aisle she glanced over the products. Then she backed, looked at the product, looked at the price, picked the product up and after some seconds of thinking placed the item in the shopping cart. The products were often cookies or chocolate and were often on a special offer. After observing several “incidents” it was rather clear that the items bought were not pre planned. The others admitted being the “victims” of impulse behaviour, Diana says: “I only wanted to buy two or three things but at the end shopped more”. Anna and Felicia admitted to be weak towards candy “almost always candy and cookies of some kind, but other products as well” said Anna and Felicia is especially weak towards candy as well. Casper says “Only if I am hungry when I enter the store I may shop something that I hadn’t intended to” and Henrik agrees “I don’t buy on impulse so often but it happens”. In summary it can be said that these participants for the most part plan their purchases and occasionally buy impulse products, which for many women often consist of cookies or candy when it comes to food. The reason for planning is not to forget to buy something when going shopping, which showed to be a common reason among the participants. The impulse products were for the major part purchased on the aisles, a transition phase between sections that does not belong to either of them. The consumer is on the way to the “needed” product and there is a stop

175 Paco Underhill, *Why We Buy – the science of shopping*, p. 115
177 Bellenger Danny, N. Robertson, Dan H., Hirschman, Elizabeth C. *Impulse Buying Varies by Product*, p. 17
effect placed in the transition phase; an item that has a stand out characteristic that catches the consumer attention. The statement that “women can go into a kind of reverie when they shop – they become absorbed by in the ritual of seeking and comparing, of imagining and envisioning merchandise in use”\(^{178}\) is clearly a true statement. During the observations women did compare a lot. The extreme case was with Berit turning her head all the time not wanting to miss potential offers or products.

Is the older consumer then found to be a planner? Participants that are recreationally oriented are found to be planners to a greater extent compared to the rest. When recreationally oriented consumer shops in company they spend more time and consequently more money in the supermarket. They are more relaxed, observe and compare more and tend to be more recreationally oriented. It depends of course in what kind of company and if the company is really an aid or not. Felicia prefers to shop alone since “one can go whenever one wants without distraction” or “then, one does not have to hurry all the time because of the husband’s complaints”, according to Anna. The men in the study seemed to be doing their grocery shopping unwillingly because they did not like it like Casper or where Henrik thought of the shopping experience to be just “ok”. Being task oriented participants view shopping primarily as a means for obtaining a needed outcome and wish to complete their shopping as efficiently as possible\(^{179}\).

In general it can be noted that there is a possible relationship between grocery shopping, shopping orientation and planning. “I wrote everything down a list and calculated more or less how much it would cost me” said Felicia. Older consumers in the study shop differently depending on their shopping orientation, therefore would probably appreciate different kind of store design and atmosphere. All participants admit to be influenced by impulse purchasing on regularly basis because of a variety of reasons. All the participants admitted that they tend to buy products not planned on beforehand, which was seen in some cases during the observations and supported by the interviews. For women of the study the impulse purchases did often consist of some kind of sweets.

### 7.4 Store design and Staff

Many elements of store design can be cleverly controlled to attract customers and produce desired effects on consumers\(^{180}\). A typical supermarket is a “large, low-cost, low-margin, high-volume, self service store designed to meet total needs for food and household products”\(^{181}\). Large in-store spaces is one characteristic for this store, so there is enough of space. Casper feels that the space is needed since this store is big and there are a lot of people that shop here. There has been a strong tendency towards larger stores\(^{182}\). This is a low price – high volume store and thus it is important that clients buy many products to make it profitable. In order to make customers shop much there has to be a great range of products gathered at the same place hence the size. The shopping trip has to be a one-stop experience hence the cluster of shops with a

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\(^{178}\) Paco Underhill, *Why We Buy – the science of shopping*, p. 116

\(^{179}\) Kaltcheva, Velitchka D., Weitz, Barton A., *When Should a Retailer Create an Exciting Store Environment?*, p. 115

\(^{180}\) Solomon R. Michael, *Consumer Behaviour – buying, having and being*, p. 357

\(^{181}\) Kotler Philip, Keller Kevin Lane, *Marketing Management*, p. 505

pharmacy near by. The strategy is a one store strategy based on pure convenience\textsuperscript{183}. How can one keep the prices low? Well first of all the store is placed outside the city centre – thus the rent is relatively low. In order to make it profitable the store has to attract a lot of people. An important element of placement of the store outside the city centre is that using a car one buys more. The store is organised in many sub department like; fruit department; home department; dairy department etc. The participants find the structure to be appealing. “I am used to shop in the store and find usually all the things I am searching for” says Felicia. The placement of products is an issue that does not have an easy answer. Casper says “I like the structure of the store” and it feels quite easy for him to find what he is searching for. While Berit and Bertil agree with him other customers like Diana does not agree “Some products are placed in strange places” and she would prefer to have them more thematically placed. There are large paths that allow many customers to shop at the same time and thus the shopping experience is more convenient.

There are two main paths that are interconnected with a lot of smaller ones. In the morning some of the paths are blocked by staff with their own carts filling the shelves with products. But since there is a lack of people this does not raise any greater space problems. The in-store lighting is good, on a scale from 1-10 most probably an eight, since all department and products are well lit. The use of colours is moderate, where one major colour dominates – red. The are no “private places” besides possibly the diapers corner where there are only diapers in a “U” designed corner. Otherwise the lack of “private places” is compensated by wide paths. By private places is meant; places like the diapers area that the consumer actually has to “enter” and not be examining a product with all the other consumers using the area as a passage. To clarify the issue of “private area” on can think about such a product as condoms. This product is many times connected with some kind of embarrassment when purchased and thus should not be placed at the main path section where everyone passes. The stores identical shelves are placed in rows with the same forms and shapes. The only department that stands out a bit is the fruit department where there has been made an attempt in using different colours and design for the disks. Instead of the usual shelves and disks made of steal; in the fruit section wood material is used. This creates a differentiated design and a warmer atmosphere.

What is a better design for older consumers – pizza slice or ordinary\textsuperscript{184}? Diana further argues that it would be nice to have everything for baking in one “slice” so that one could get new ideas and inspiration. Diana is a task oriented consumer that maybe still does not find the store design appealing, and thus contradicting the theory of task oriented consumers finding the high-arousal environment unpleasant. Maybe she is “forced” to be task oriented since the store design does not invite for recreation? Berit and Bertil says that The first time we came into the store it was horrible and felt very big and unorganized, now we find things easily, if they do not move around them to new places”. Here two issues are to be stressed; first the consumer that does visit the store for the first time, find it unorganised and thus it must be the question of adaptation to the store environment with time. Felicia said that she is used to shop in the store and thus find it pleasant. Does the store design require store loyalty before a customer can feel “at home”? When a consumer is used to a certain store he or she walks the same path as the previous time shopping,

\textsuperscript{183} Leszczyc, Peter, T.L. Popkowski, Timmermans Harry, Experimental choice analysis of shopping strategies, p. 495

\textsuperscript{184} Michaud Christy, Slice Up the Showroom, p. 44
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hence diminishing the frequency of impulse shopping. Paco Underhill stated that the economy would collapse if customers would stop buying impulse products\textsuperscript{185}. Thus managers often change the placement of products, which is perceived very negatively by the researched individuals. Many of the individuals did express their negative attitude towards the changing placement of products. Maybe if the managers should redesign the store following the Pizza slice model\textsuperscript{186} they would create another way of increasing buying of impulse products. It could tempt the customers to buy other products in the same area of interest, while shopping for the needed item. Then the consumers would not have to “know” the store for figuring out the exact placement of the product, instead they could think more logically and simply follow the structure of the store.

"In supermarkets products stored too low or too high are virtually off-limits to the older shopper\textsuperscript{187}." This theory is partly supported by the results of the study. "I thought that they were out of pickles, but they had only placed them high up" says Felicia. Diana and Erika faces this problem; "I am very short and I can’t reach them when they are placed to high up" says Erika and Diana despite the fact that she is rather tall agrees. Convenient product location is an important issue for older consumers\textsuperscript{188}. In cases where they cannot reach the products they have to go and ask for assistance, there is a need for good service access. The alternatives are either to ask a customer like Felicia does, shop in company like Berit and Bertil do or to ask a staff member. The role of staff is very important in this case. "One of the most important in-store factors is the salesperson\textsuperscript{189}." During the observations one could identify a pattern; that in the morning there were a lot of salesclerks in the store. The earliest observation was done at 9:00 and the numbers of salesclerks seen during the shopping trip were 8. This is a large number compared with the evenings 18:30 – 1 salesclerk.

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</tbody>
</table>

There is definitely a pattern where the number of salesclerks diminishes with time. The cashier register personnel is of course not included in the counting. There can be a possibility that in the evening due to the great amount of people shopping it is more difficult to see staff. Usually in the morning the staff has to fill the shelves with products that were sold out the day before and now had left empty spots in the shelves. Actually Diana feels that there is a minor problem with all the staff carts, which are in her way then shopping. Most of the individuals would not hesitate to ask for help when needed and the staff of this store gets credit "The staff in this store is always helpful and follows you in order to show the placement of the product." says Bertil. Anna feels that she does not need any assistance, only if the product lacks a price tag. In the theoretical frame it was stated that men usually never ask for help\textsuperscript{189}. The assistance mostly regard the placement of a product or the assistance of “taking it down” from a high shelf. Men in the study do not think about the placement of products on the shelves, and it seems to be a greater problem for women. This can be explained by women in general being shorter than men. Or can it be so that men do not want to ask for help?

\textsuperscript{185}http://www.gp.se/gp/jsp/Crosslink.jsp?d=763anda=271141 (01.02.2007; 16:47)
\textsuperscript{186}Paco Underhill, \textit{Why We Buy – the science of shopping}, p. 135
\textsuperscript{187}Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, \textit{The three "big issues" for older supermarket shoppers}, p. 308
\textsuperscript{188}Solomon R. Michael, \textit{Consumer Behaviour – buying, having and being}, p. 361
\textsuperscript{189}Ibid., p. 99
ANALYSIS OF THE STUDY

The reason for choosing doing grocery shopping in the morning can be explained also by more presence of salesclerks. Because of it size and other issues it can be difficult for consumers to find what they are searching and therefore should be compensated by staff personnel. In the morning there is a lot of staff filling the shelves with products and the service access is greater. The probability to meet a salesclerk in case of need for assistance is higher in the morning. Casper, Diana and Erika all ask for help concerning product placement in the store or on the shelves. Erika’s case is a bit special since she asked the help from the observer. But in the interview she said that if she needs help she goes and finds a salesclerk, usually by the in-store kitchen area. Thus is can be concluded that in the absence of an observer she would ask for help from the staff.

Last but not least the sitting places are rather few in this store relative to its size. “In majority of stores throughout the world, sales would instantly be increased by the addition of one chair”\(^{190}\). There are two small benches by the entrance and a cafeteria with chairs and tables but of course you have to buy something to sit there. Otherwise there are three chairs by the kitchen department and some chairs that one can “flip out” and sit down spread out in the store. The sign over these kinds of seats says something like: “Are your legs tired? Take a break”. This shows that the store has made an attempt to solve the issue of people getting tired during the shopping experience. A good idea but in practise it is not performed very well. One of these “flip out” chairs is for example placed in the frozen food area in the middle of a pathway. This means that if one would like to sit and rest there: first of all the person would be very cold; secondly people would pass this person on both sides and his shopping cart would be in the way. More wisely the chair could have been places two meters ahead where the cosier pillow section area is found that is not that frequently visited. This kind of management behaviour shows that they wanted to take care of the problem (thus they have identified it in some way which is good) but they have not taken the time to sit there themselves in order to evaluate how it would feel for the consumer.

No great need of chairs was discovered. The participants did not feel having the need themselves but thought that it was a good idea to have them in the store for other people. Only Erika felt that she needed more sitting places when calling for taxi “The one that they have is always occupied”. Erika was the oldest woman in the study and she was the one that was walking very slowly. Judging from the observation she was the one among all of the other participants that would benefit from a chair. This interpretation is made by watching Erika walk; she was rather slow and did not walk “more that she needed”, in comparison to other individuals that were all very active and did not seem to have any need of sitting places. If the included participants would be older; there would probably be different results, these participants are not “old enough” to feel the need of chairs. Therefore there is probably a relation between age and the need for chairs. The reason of not putting chairs may be that they require place and can be the cause of crowding. A possible solution could be to use the fact that older consumers shop in the morning and adapt the store design depending on the time of the day.

The opening hours of the store are from 8-22. Good opening hours but often they are not used to their fullest potential, since older shoppers usually are morning shoppers. Only “if I have forgot to buy something, it happens that I go to the store around nine” said Felicia. For this target group

\(^{190}\) Paco Underhill, *Why We Buy – the science of shopping*, p. 88
the opening hours are not that important because all of the participants are retired and can more freely use their time: “I am retired and I have all the time in the world” said Henrik.

7.5 Atmosphere and Senses

The participants describe the atmosphere as being something neutral and impersonal. The reason that they give for the atmosphere being neutral is that it is similar to all other supermarkets. This shows that the tool of atmospheres has either not been used in this store or used inefficiently so that consumers do not perceive this store as being different from other supermarkets. “Atmospherics is a highly relevant marketing tool for retailers”191. The personal atmosphere can be connected to the staff that works in the store. In a store if this size it is difficult to make a consumer to feel welcomed by knowing his or hers name - there are just to many customers. Casper cries for a more personal atmosphere: “these kind of supermarkets do feel impersonal, no one knows you”. Malls in general represent a controlled, secure environment for the elderly192. Felicia does feel “at home” because of the fact that she is used to shop in this store. She felt that the atmosphere was rather cosy, and this can be influenced by the music that was played in the Music and DVD section of the store. It showed to be her favourite singer Johnny Cash.

The causal chain mentioned in chapter three in the theoretical frame binds together the atmospherics and the purchase probability193. The supermarket atmosphere is closely connected to consumers’ senses and should be designed in order to lead consumers towards purchase decisions. There is significant statistical relationship between atmospherics and shopping behaviour194. When a consumer enters the supermarket he or she perceives certain of these sensors. Anna for example did not hear the music played even if she was shopping in the morning when the music seemed to be a bit louder than during other observations, “did they play music?” Not all sensors are perceived by all consumers. The music did affect the consumers differently and where some participants noticed it while other did not. It is difficult to put a music that everyone likes in the store. But seen that older consumers are morning shoppers - the music could be adapted to this target group and be more “personal” than the instrumental music that was on during the observations. In this way the background music could become an enjoyable characteristics of the store and probably the elderly consumers would remember it as it was the case with Felicia.

During the observation week it was not possible to taste anything in the store which was unfortunate. Henrik expressed his point of view “it is good when they offer you to taste something from the kitchen”. The in-store kitchen has the function of offering the possibility for customers to taste something and hopefully try it at home, thus purchase the ingredients in the supermarket. If the atmospherics was to be seen as a tool, the in-store kitchen would be open the same hours as the store, 8-22. Given that people come to the supermarket to buy food, the smell of food would create a cosier atmosphere in general and the senses of taste and smell would be

191 Kotler Philip, Atmospherics as a Marketing Tool, p. 52
192 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 351
193 Kotler Philip, Atmospherics as a Marketing Tool, p. 54
194 Michon, Richard, Chebat, Jean-charles, Turley, L. W., Mall atmospherics: the interaction effects of the mall environment on shopping behaviour, p. 576
more tempted. The modification of indirectly added information to the sensors would hopefully move the buyer in the purchasing direction.

One study showed that brighter in-store lighting influenced people to examine and handle more merchandise. Lighting in-store has to be brighter in the future because there will be a greater proportion of older consumers. The in-store lighting was good and was perceived to be “enough”, but it was difficult to see if it had an affect on the participants. The sight of the observed individuals was also difficult to analyse; how can you tell if a person does not see a text? For a skilled observer this may not be difficult to notice. All the participants wore glasses but most of them did not express any difficulties when reading different text on different products. Erika was the only one that asked once what she had to pay at the end since she did not see it on the screen in front of her. “I see well” was referring to objects placed far away – short sigh. “The lens becomes more rigid and the muscles holding it weaken, meaning you can’t focus on small type” but the participants did not perceive that to be a problem during the observations. Diana thought that it is often difficult to read the text on products that are placed on the lower shelves. “All the words are too damn small” according to Paco Underhill and this affects the sales. For example it has been found that 91 percent of all skin-care buyers buy a product after have read the front label of the box. Skin-care products or not, the text on the packages is really small and is not adapted to the older segment. Retailers do not design the packages but a way of helping older consumers to go around that potential problem would be to place a magnifying glass in the needed department and by that increasing the level of “We Care” image of the supermarket. The age range of chosen consumers in this study is from 65 to 77 years old and thus not as complete as it could be. Senses change differently for different people, and still if the persons included in this study would have been older the results and the importance of the senses would be more significant. The perception of colours showed to be a difficult question to answer and many participants did not understand it. It is difficult to measure colour perception since they have not anything to compare it with.

“Touch has even been shown to be a factor in sales interactions”. Touch when it comes to grocery shopping is a sense that is very important especially when it comes to products like clothes and food. These products were evaluated by the older consumers before laid into the shopping cart/basket. “Shoppers want to experience merchandise before buying it” Thus products that needs quality evaluation should be and are touched during the decision making process of the consumer. An important feature of clothes is how they feel against your skin. For fruits an important element it is ripe or not that can easily be investigated with touch. It was noticed that fruit and dairy departments were always visited during the shopping trip by all individuals. This does not mean that other departments were not visited. Why these are mentioned is because the shopper passed longer periods of time there comparing to other departments. This can mean that the consumer buys different kind of fruits and dairy products and thus needs more time in these sections. If one looks at the observation variable number 23

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195 Kotler Philip, Atmospherics as a Marketing Tool, p. 54
196 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 357
197 Paco Underhill, Why We Buy – the science of shopping, p. 133
198 Ibid., p. 130
199 Ibid., p. 131
200 Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 57
201 Ibid., p. 168
that shows what products the consumers touches – then one can see that fruits are most often touched before bought. Thus there has to be spent more time in the fruit department since it takes more time to choose the ones that are fresh; ripe, etc. All the consumers did buy something in the dairy department because milk, butter and eggs are needed on every day bases. This can also be related to fruits. Since more time is spent here more effort should be put into designing these departments.

A common wish by the older consumers was to add another feature to the store; an “over the counter disk” for meat and cheese products. This disk would create a more personal atmosphere, by giving higher levels of service and would eliminate the problem that some consumers face having to complement their purchases in other stores. This meaning that this store looses its image as being a store where people like Henrik can say: “I only have to visit one store and I have everything” – one stop store strategy. People have different needs and maybe it is a coincidence but since several of the chosen individuals has expressed that idea, the store management should really investigate if this is a common view shared by many. “Consumers often evaluate stores using a general evaluation, and this overall feeling may have more to do with intangibles such as interior design and the types of people one finds in the store than with aspects such as return policies or credit availability”\textsuperscript{202}. Therefore adding an “over the counter disk” may be a good complement to fulfil the requirements of the one-stop store strategy that seems to be the preference of the older consumers in the study.

### 7.6 Convenience and Loyalty

Transportation, in the form of busses, was stated to be important for older consumers in the theoretical frame. In this study it was not possible to analyze this aspect since all the participants were transported to the store by car. If one wants to make it possible for all consumers to shop in one’s store it is important that people can easily and quickly reach it. People that lack a car are offered much worse range of services\textsuperscript{203}. What is the best time for shopping? There is a strong relationship between older consumers’ preferences to shop in the morning and the reason for this behaviour showed to be the crowd effect. Casper prefers to shop when there are less people in the store and this statement supported by the other participants that all choose to do their grocery shopping in the morning. Older shopper all share the tendency of preferring to do their grocery shopping in the morning and therefore are referred to as morning shoppers in this study. Retired older consumers can go and shop whenever they feel like it since they do not have to respect the working hours. How come they choose to come in the morning? Well, all mentioned the issue of avoiding too much people. When there are many people shopping at the same time and the crowding effect is high the overall atmosphere becomes stressed. Shoppers bump in to each other, there are more people in the way, the access to certain products may lead to that the shopper has to wait for their turn to approach a counter or have to wait for a longer time at the cash registers. In Felicia’s case the observation was performed at 18:30 on a Friday. At this time there were longer queues than during morning observations. Felicia had to move shopping carts of other shoppers in order to pass and wait for her turn to approach various products counters. Whatever reason older people have for shopping in the morning; the fact remains that they do

\textsuperscript{202} Solomon R. Michael, Consumer Behaviour – buying, having and being, p. 355

shop and prefer to do it then. This information provides many opportunities for the management that can customize the atmosphere after the needs of this group. An advantage is also that there are many salesclerks present during the early hours that can provide a greater extent of service for this target group and we have already seen that there is a wish for that. Berit and Bertil mention that they often meet friends at the supermarket and often chit chat with them, something that Henrik shares as well. This fact can support the argument that older shoppers are **morning shoppers**, further assuming that “friends” are of similar age. Erika among others prefers to shop in the morning for the reason that she does not like to go out late. Research has shown that older consumers have greater levels of store loyalty. This statement cannot really be examined any further since the criteria for the selection of the participants was that they had to be frequent shoppers and used to the store design and atmosphere. If the selection would instead have been more random one could easier examine the levels of loyalty.

The in-store brands created a mix of opinions. Casper does not support the in-store brands while Diana says; “I usually by in-store brands, because they are cheaper that others”. The question of product’s taste is also divided. Some say that they taste good – others that they taste terribly. A product has to be fresh, taste good and be economic and come from Sweden. The two most stressed factors are taste and price. “I usually by in-store brands, because they are cheaper that others” says Diana but according to Anna they differ in taste “I don’t like the in-store brands, they taste differently”. Older consumers do not seem to care about what brand the product has as long as it fulfils their preferences, showed the empirical evaluation. What brand a product has does not play an important role for Bertil and Berit. Participants usually trust their own judgement when choosing products and do care about other criteria than brands for choosing products, which can be better referred to as **brand unawareness**. A possible explanation may be that when doing grocery shopping in a supermarket a person separate between “standard” products like milk, sugar, flower etc., and more expensive products like meat, fish and cheese. When the price is higher and the product more “exclusive” the importance of picking a product that is fresh and tastes good grows. “A product has to be fresh, it is the most important thing” according to Erika. Therefore picking a certain brand when buying exclusive product may be more important that in the case with the “standard” products. The in-store brands are perceived as a range of economical “standard” products of “good-enough” quality and taste. A way of convincing older consumers that in-store brand products are not only economical but also taste good; is to offer them to taste different products by the help of the in-store kitchen. “I stick with what I know tastes good” for the most part says Henrik. What better way is there of convincing someone to buy a product than to offer them a sample?

The general valuation of this supermarket is that “It has everything”, but an “over the counter disk”. Several of the consumers would like to have a more personalized service and a more personal atmosphere. Summarizing one can say that the main reason for buying in-store brands is often the price; they are actually cheaper that other products. The majority are loyal customers that do most of their shopping in this store. The two main reasons for this are convenience and low prices. The older customers do not really shop in this store because they feel that this place has a recreational atmosphere that is adapted for their needs, they instead accept this atmosphere to be typical of a supermarket.

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204 Pettigrew, Simone, Mizerski, Katherine, Donovan, Robert, The three “big issues” for older supermarket shoppers, p. 307
8. CONCLUSIONS

What are the needs and preferences of older consumers? What are their shopping behaviour, preferred store design and atmosphere? What underlying mechanisms can explain that shopping behaviour? What are the researcher’s own reflections of the study? What is the veracity of the study? Continue reading and find out...

8.1 Summarizing discussion

Figure 8 Concluding Model
Figure 8 summarises the analysis and conclusions of the study. Participants’ major needs and preferences are mentioned in the first box “older consumers’ needs and preferences”. Some of the needs depend on if the consumer is task or recreation oriented while others are found to be common for all individuals. Task orientated and recreational orientated participants showed similar tendencies in this study compared to the earlier performed study mentioned in the theoretical frame. Several other common needs and preferences were identified in this study as for example; need for assistance, price concern, taste and quality when choosing products, depreciation of crowded places and preference to show everything in one store. These needs and preferences aim to explain the participants’ grocery shopping behaviour. In order to understand certain behaviour there it is necessary to also understand what mechanisms that underlies and cause this behaviour, what the first part of the model tries to describe.

The second part of the model consists of different behavioural concepts: morning shoppers, one stop store, personal atmosphere, brand unawareness and service access. These behaviour concepts have been mentioned in the analysis and are based and developed from the first part of the model. The goal is to understand why the participants behaved in this manner by looking on their needs and preferences. These five concepts are found to be common for the major part of the participants in this study. The participants are characterized as morning shoppers because of their preference to shop in less crowded places and the wish of avoiding confusion. A common preference was to find everything in one supermarket hence the concept “one stop store”. The third behaviour concept was found to be “personal atmosphere” where there was a tendency towards a need for a more personalized atmosphere among the participants especially the recreationally oriented ones. Older consumers in the study were found to be price concerned and have relatively low brand awareness therefore the forth behavioural concept was identified. “Service access” was very important because of product placement in the store and on the shelves. Task oriented consumers prefer to shop fast and efficient and wish to find the needed products at once.

After that a better understanding of the underlying mechanisms of the study’s older consumers’ shopping behaviour has been explained by the five behavioural concepts, an attempt is made to suggest a suited store strategy for this store. The last part of the model describes some aspects that the manager can focus on when developing a sales strategy for this segment. A suited store atmosphere for older participants of the study is the one found in the morning. Older consumers’ preference to shop in the morning can be explained by various factors, one of these is the calm and relaxed atmosphere with fewer shoppers in the supermarket. Another factor is that in the morning there is more staff members present in the store. This creates a safe environment where the levels of service are higher; it is easier to find personnel when needed. Given that this supermarket is large the overall inconvenient placement of products, that already in previous research was found to be problematic for elderly, cannot be totally redone in order to fit the participants’ needs and preferences. But the presence of helpful staff can diminish some aspect of the inconvenience. Older consumers in the study say that the overall atmosphere feels neutral and impersonal in this supermarket. A way of creating a more personalized atmosphere can be to encourage some “floor” personnel to great older shoppers. More chairs can be placed in the store from the time that the store opens to the big rush around twelve in order to develop the “we care” strategy and invite older consumers that need them. The music played can be a bit lauder, since for the moment it is almost not heard. A good idea should be to play music that was popular before like classical “oldies”. The music should stimulate the consumers of having a pleasant time and not thinking about the actual time they are spending in the store. By loud music it is not meant a volume that disturbs the older consumers. Older consumers do not have high brand awareness.
and therefore the in-store kitchen could use the opportunity in the morning to offer a sample of various in-store brand products in order to change the perception that in-store brands taste bad hence increase their sales. An effective use of the in-store kitchen can also create a more inspiring atmosphere and appeal to the taste and smell senses of the shoppers. These concepts can then be used by store managers in order to adapt store atmosphere and store design to the growing target group – the elderly.

So, “How should a store be designed in order to increase older consumers’ purchases?” Summarizing it can be said that a more personal service, easier access to products which has to do with good convenient design, good music, taste availability etc, can all make older consumers feel more welcomed in this more personal atmosphere that was highly preferred by the participants. Well, if older consumers feels good in a store he or she will probably like to come back other times, which should be encouraged by store managers by adapting store design and atmosphere of the store after the segment. In this case the consumers that are in a better mood, stay for longer and thus purchase more willingly – a good base for a sales increasing strategy. The store atmosphere and store design should in general be more “inviting”. In the long run in order to complete the “one-stop” shop strategy and personalise the store atmosphere and design even more, this supermarket should investigate the possibility to invest in a delicates “over the counter” service so that shoppers may choose fresh products of the “right” size.

8.2 Own Reflections and Suggestions

This study was very interesting to perform both theoretically and practically. It was exiting to use this set of measurement techniques. First, to observe the individuals in the store environment and later to have the possibility of interviewing them. It should be obligatory to observe then studying marketing, since most of the marketing students will be in direct or indirect contact with customers. It is very useful to observe how consumers act in the point of purchase in order to adapt the company’s products better after consumer needs and hence increase their competitiveness. Companies that have older consumers as one of their target groups; maybe would discover that they have to make the letters on their product packages bigger, after observing the older consumer target group.

There were some problems with finding individuals and there are only two (three with Berit) men that are present in the study. No one over 77 years old was present in the study which makes the findings a bit misleading since the study does not include the rest of ages. In the next study more focus should be on finding representatives from all ages. The fact that the timing was short after the New Years Eve may have changed the results seeing that the major part of the consumers did some minor shopping. Unfortunately because of time limits for the study the observations and the interviews could not be postponed any longer. In conclusion there can be said that in the future more studies should be done about older consumers and their habits and needs, since this group is growing and its complexity requires more studies to be done in order to understand them better and adapt services and products after their needs.

8.3 Veracity of the Study

*Validity* answers the question if the chosen measurement does measure what it is supposed to be measuring\(^{205}\). In qualitative approach it means that the selection of the participants shall be

\(^{205}\) Bryman Alan, Bell Emma, *Företagsekonomiska forskningsmetoder*, p. 203
representative for its group or segment. Are seven observations and interviews enough? One should reach a theoretical saturation by the research method. When it comes to observations in order to reach saturation one has to collect enough data from the representative participants so that theories can be developed from a solid base of empirical data. In this study there was an ulterior motive to use two methods, observations and interviews. The point was to gather richer data and get a deeper understanding of the individuals through using a small amount of individuals. It must be added that the individuals in this study knew on beforehand that they were being observed. Some claimed that they was not affected by having an observer following them, other were affected. In reality it does not matter what the persons say, they can alter their behaviour unconsciously. This is called reactive effect, and is believed to be reduced in effectiveness if the observation last longer. In the case of this study the longest observation lasted for 47 minutes. If all observations would last for longer the participants would relax more and hopefully behave more in their natural way, which may have lead to different observation results.

The reliability of the observation could be much higher if the observer would have received an observer education before performing the observations. There was such a possibility that was unfortunately withdrawn at the last moment. What measuring instruments are used and their systematic is important for the gathering of the empirical data and therefore the qualities that are to be discovered. In this study a solid description has been offered of how the data was collected as well as the context of both observations and interviews. The observations were short thus there were no great problems with observer’s concentration. During the week all energy was directed towards the observations and interviews. The interviews were performed in a calm and cozy atmosphere when possible, where the chance of interruptions was lower. The individuals did not seem to have difficulties with understanding the questions and this higher the validity. The only question that was problematic was the one about the perception of colour, which indeed is difficult to answer. The respondents in general seemed to be comfortable and open about their opinions. The anonymity and confidentiality made the respondent more relaxed and open with their answers. Even if the questions for the most part were not sensitive, the individuals seemed to be pleased with the anonymity and confidentiality issues. Since at times observation as a method is often seen as a subjective method, to reduce the subjectivity there method of structural observation was used. Observation sheet, interview guide and the other relevant information like general analysis sheet are all included in the appendix section with the purpose of letting the reader to form his or hers opinion about the reliability of the study. From the researcher’s point of view systemising the course of action has made the study more reliable but that it still has to be viewed as; an attempt to reach a better understanding of older consumers’ needs, preferences and behaviour and not as proved facts and generalisations.

Transferability stands for being able to transfer the developed theory on other groups and individuals. All the generated theories and interpretation cannot be transferable and this study is to be perceived as just one step one the way of better understanding the older consumers segment. Observations and interviews are two complementing method that are seen to be good choices when trying to understand consumer behaviour.

206 Johansson-Lindfors, M-B. *Att utveckla kunskap*, p. 160
207 Bryman Alan, Bell Emma, *Företagsekonomiska forskningsmetoder*, p. 203
208 Ibid., p. 168
209 Ibid., p. 169
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**Internet sites**


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Image front page - http://www.envirosell.com/
Individual shopper observation recording sheet

Part 1

Date _____________  Time _____________  Location _____________  Number _____________

Short description of context: Crowded Yes______ No_______ Uncertain_______

“In Neutral” store atmosphere Yes__________ No__________

In-store colours…………………………………………………………………………………

“Pizza slice” subparts Yes___________ No__________ What kind_____________________

Colours used in subparts………………………………………………………………………

Music in the store Yes_______ No_________ What kind____________________________

Are there odours Yes_________ No___________ What kind___________________________

What parts of the store do you sense the odours…………………………………………

In-store lighting (1-10)………………………………………………………………………….

Are there any chairs Yes__________ No ___________ How many ________________

Where are these chairs placed? ……………………………………………………………

Are there any “private” places/enough space: Yes_____________ No_____________

Part 2

1. Hurried _____ Unhurried_____ (1-10) ……………………………………………………………

2. Major shopping _____ Minor shopping______ (under/over 250 SEK) …………………

3. Using a shopping basket Yes_________ No_________ Several___________
4. Using a shopping cart Yes__________ No__________ Problems______________________________

5. Drove a car to get to the store Yes______ No_________............................................................

6. Using shopping list Yes____ No______________________________

7. Number of items on the shopping list______________________________

8. Follows the shopping list Yes__________ No______________

9. Which sections does the shopper visit.................................................................

10. Moving “fast” across sections (1-10) Yes ________ No__________

11. Tastes products samples if possible Yes______ No______ What kind_________

12. Task oriented _______ Recreation oriented_____________________________

Part 3

13. A - Products are shopped: Small size packages ________________
    B - Products are shopped: Family size packages_______________________
    C - Products are shopped: “Best buy”______________________________

14. A - Product lower shelf___________________
    B - Product middle shelf___________________
    C - Product top shelf______________________

15. Products are shopped on the aisles: Number_____________ What products_____________________

16. Seeks and compares products: Yes__________ No__________ What products are compared

17. Compares brands: Yes__________ No__________ What products_________________________
In what sections of the store.................................................................................................
........................................................................................................................................
........................................................................................................................................
18. Compares prices: Yes_______ No________ What products are compared..............
........................................................................................................................................
........................................................................................................................................
19. What products are bought without comparison...........................................................
........................................................................................................................................
........................................................................................................................................
20. Reads signs: Yes_______ No_______ Problems _________________________________
21. Reads container label: Yes_______ No_______ Problems __________________________
22. Examines for freshness date: Yes_______ No_______ Problems ____________________
23. “Touch” products: Yes_______ No_______ Problems _____________________________
24. Use coupons: Yes_______ No_______...........................................................................
25. Ask anyone for help: Yes_______ No_______................................................................
26. How many salesclerks seen during the shopping trip: __________________________

Part 4

27. Number of persons on average in queue________________________________________
28. Which number in queue___________ Cash registers open __________________________
29. Time spent queuing _________________________________.................................
30. What does the shopper do while waiting......................................................................
........................................................................................................................................
31. Time spent in the store____________________................................................................

Part 5

Fill in after the observation

32. Money spent _______________________________________________________________
33. Number of items off the shopping list purchased_______________________________
........................................................................................................................................
........................................................................................................................................

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Interview guide

Date _____________ Time _____________ Location____________ Number___________

Short description of context:________________________________________________________________________________
________________________________________________________________________________
________________________________________________________________________________

After-purchase reflections

How did this shopping experience feel and why?

What was good, what was bad, why?

How did the presence of an observer affect you?

Did you spend more money that you intended to spend, why/why not?

Background information

How old are you?

Do you shop in this store often, if so how often?

Would you say that you do most of your shopping in this store, why/why not?

What do you think about grocery shopping, why so?

Tell me about how you usually shop and why (alone, with company)?

How and why do you plan your purchases?

How often do you read the publicity sent out by the store and how does it affect you?

How often do you buy things that you did not intend to buy on beforehand? Why? When? What products?

How often do you use a grocery shopping list? Why/Why not?

Senses and store adaptation

Do you use glasses and how often do you feel the need of using them in the store? Why? For what?

Tell me about how you perceive colours.
**Time**

Can you tell me about how you perceive time now compared with before?

What time during the day do you do your shopping? Why?

How much time do you spend in the store shopping and how does that feel?

What do you think about queuing? How is it in this store?

What do you think about the stores opening hours?

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**Atmospherics & store design**

What do you think of this store?

What do you think about how this store is organized and its design?

What about the in-store space?

Large in-store spaces, a problem or an advantage, why/why not?

How easy/difficult is it to find what you are seeking? Explain…

How do you feel about product placement? (high up, low down)

Do you feel that you need some kind of in-store assistance?

Do you feel that you can get helped if you need it? Tell me about that…

How did you perceive the lighting in the store?

How do you perceive the atmosphere in the store? Music, odours, cold, warm, cosy etc.

What do you feel about sitting/resting places? (is there a need for them)?

What does your perfect store and store atmosphere look like?

---

**Products**

What do you think about the store’s own brands and products? Do you buy them? Why/why not?

Do you have some preferred brands? If so, why these brands?

Do you buy family sized/big packages; what products, why/why not?

What are the most important criteria for you when choosing a product?
## General analysis sheet

<table>
<thead>
<tr>
<th>Consumer 1 Anna 65 years old</th>
<th>Consumer 2 Berit &amp; (Bertil) 73 and 75 years old</th>
<th>Consumer 3 Casper 66 years old</th>
<th>Consumer 4 Diana 70 years old</th>
<th>Consumer 5 Erika 74 years old</th>
<th>Consumer 6 Felicia 65 years old</th>
<th>Consumer 7 Henrik 77 years old</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>4</td>
<td>2</td>
<td>7</td>
<td>6</td>
<td>3</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Minor shopping</td>
<td>Major shopping</td>
<td>Major shopping</td>
<td>Minor shopping</td>
<td>Minor shopping</td>
<td>Minor shopping</td>
</tr>
<tr>
<td>3</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>-</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>5</td>
<td>-</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
</tr>
<tr>
<td>6</td>
<td>-</td>
<td>Yes</td>
<td>Yes</td>
<td>-</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>-</td>
<td>15</td>
<td>7</td>
<td>8</td>
<td>-</td>
<td>10</td>
</tr>
<tr>
<td>8</td>
<td>-</td>
<td>No</td>
<td>Yes</td>
<td>-</td>
<td>Yes</td>
<td>-</td>
</tr>
<tr>
<td>9</td>
<td>Shoes, dairy, toys, fruits, etc.</td>
<td>Flower, fruits, dairy</td>
<td>Fruit, dairy</td>
<td>Fruits</td>
<td>Fruits</td>
<td>Fruit, dairy</td>
</tr>
<tr>
<td>10</td>
<td>Rather fast, (7)</td>
<td>Looking around (4)</td>
<td>Looking around (7)</td>
<td>(7)</td>
<td>(3)</td>
<td>(6)</td>
</tr>
<tr>
<td>11</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>12</td>
<td>Task oriented</td>
<td>Recreation oriented</td>
<td>Task oriented</td>
<td>Task oriented</td>
<td>Recreation oriented</td>
<td>Task oriented</td>
</tr>
<tr>
<td>13</td>
<td>Fam. (1) bread Best. (2) yoghurt</td>
<td>Fam. (3) Best. (2)</td>
<td>Small (3)</td>
<td>Small (5)</td>
<td>Small (3)</td>
<td>Small (4)</td>
</tr>
<tr>
<td></td>
<td>L (2); M (1); T (1)</td>
<td>L (6); M (5); T (4)</td>
<td>L (2); M (1)</td>
<td>L (3); M (2); T (2)</td>
<td>L (2)</td>
<td>L (2); M (3)</td>
</tr>
<tr>
<td>15</td>
<td>(1) cookies</td>
<td>(1) cookies</td>
<td>(1) Candy</td>
<td>-</td>
<td>-</td>
<td>Yes (1) scouring rag</td>
</tr>
<tr>
<td>16</td>
<td>Yes (2) Toys, yoghurt</td>
<td>Yes (3) shampoo, meat</td>
<td>Yes (1) magazines</td>
<td>Yes (2) candles, frozen food</td>
<td>Yes (2) toilet paper</td>
<td>-</td>
</tr>
<tr>
<td>17</td>
<td>Yes (1) Store brand vs. other</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>18</td>
<td>Yes (1) yoghurt</td>
<td>Yes (1) apples</td>
<td>Yes (1) carrots</td>
<td>Yes (1) apples</td>
<td>Yes (4) fruits, toilet paper</td>
<td>Yes (2) bread, ham</td>
</tr>
<tr>
<td>19</td>
<td>Milk</td>
<td>Lamps, certain fruits, yoghurt</td>
<td>Bread, walnuts</td>
<td>Many</td>
<td>Milk, bananas</td>
<td>Milk, personal hygiene products</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Fruit, vegetables</td>
</tr>
<tr>
<td></td>
<td>Yes (3) without problems</td>
<td>Yes (5) without problems</td>
<td>-</td>
<td>Yes (1) without problems</td>
<td>Yes (2) without problems</td>
<td>Yes (1) without problems</td>
</tr>
<tr>
<td>---</td>
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<td>--------------------------</td>
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<td>--------------------------</td>
<td>--------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>20</td>
<td>-</td>
<td>Yes (4) without problems</td>
<td>-</td>
<td>-</td>
<td>(1) Yes, does not seen</td>
<td>(1) -</td>
</tr>
<tr>
<td>21</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>22</td>
<td>Yes (1) clothes –</td>
<td>Yes (5) shampoo, fruits, sausages</td>
<td>-</td>
<td>-</td>
<td>Yes (3) fruits</td>
<td>Yes (2) fruits</td>
</tr>
<tr>
<td>23</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<tr>
<td>24</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Yes</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>25</td>
<td>-</td>
<td>-</td>
<td>Yes (2)</td>
<td>(1)</td>
<td>(4) bread, toilet paper</td>
<td>-</td>
</tr>
<tr>
<td>26</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>8</td>
<td>4</td>
<td>1</td>
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<td>6</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>28</td>
<td>1; 2 open</td>
<td>5; 5 open</td>
<td>3; 3 open</td>
<td>1; 2 open</td>
<td>3; 4 open</td>
<td>4; 11 open</td>
</tr>
<tr>
<td>29</td>
<td>1 minute</td>
<td>4 minutes</td>
<td>3 minutes</td>
<td>3 minutes</td>
<td>8 minutes</td>
<td>4 minutes</td>
</tr>
<tr>
<td>30</td>
<td>Looks around; prepares cards for payment</td>
<td>Watches and picks up newspapers</td>
<td>Talks to the observer</td>
<td>Does not wait</td>
<td>Talk to people she knows</td>
<td>Reads the magazines</td>
</tr>
<tr>
<td>32</td>
<td>13 minutes</td>
<td>47 minutes</td>
<td>15 minutes</td>
<td>25 minutes</td>
<td>22 minutes</td>
<td>27 minutes</td>
</tr>
<tr>
<td>33</td>
<td>137:50 kronor</td>
<td>896 SEK</td>
<td>400 SEK</td>
<td>230 SEK</td>
<td>179 SEK</td>
<td>404:50 SEK</td>
</tr>
<tr>
<td>34</td>
<td>-</td>
<td>6</td>
<td>1</td>
<td>(1)</td>
<td>-</td>
<td>3</td>
</tr>
</tbody>
</table>