



Linnæus University

Sweden

Bachelor Thesis

Buy 2 for the price of 1

- *A multiple case study of how grocery stores influence consumers impulse buying behavior online*



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Abstract

There has been a significant increase in e-commerce over the past years and to which extent consumers use it. During the past year, when the Covid-19 pandemic has ravaged among us, food consumption has also become a fact. Grocery stores have had the opportunity to develop their e-commerce and offer their customers a chance to purchase products at any time suitable.

As the market is evolving, the concept of consumer behavior and impulse buying behavior has become more relevant and exciting in research. Still, little research has been done regarding how grocery stores influence consumers' impulse buying behavior when shopping for groceries online.

The purpose of this research, from a business perspective, is to investigate how grocery companies influence consumers' impulse buying behavior online and to identify if there are any contributing factors to influencing this behavior. The aim is to develop a more profound knowledge within this topic due to the lack of previous research on impulse buying behavior when shopping for groceries online.

The conclusion of this thesis shows that impulse purchases increase the additional sales to the store and that there are clear strategies for how the grocery stores do to influence the impulse buying behavior in the physical store. However, the study showed that grocery stores do not actively work to influence consumers' impulse buying behavior when shopping for groceries online as they do not have the power to implement them. This is because the head offices control their e-commerce.

Keywords

Impulse buying, Online impulse buying, Consumer behavior, Online grocery shopping, Grocery shopping, E-commerce, Grocery stores

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1 Introduction

In the introductory chapter, the authors will introduce the background to the chosen area of this thesis, which is then followed by a problem discussion. After the problem discussion, the chapter will be continued with the research question, the purpose, and finally what delimitations that will be applied.

1.1 Background

Today more Swedes are choosing to make their grocery purchases in the digital sphere (Svensk digital handel, 2018). A topic that is frequently discussed in ordinary daily life through media and businesses is e-commerce and grocery shopping. In this thesis, the research area is focused on the Swedish grocery trade. According to Svensk digital handel (2018) almost every third consumer shopped for groceries online in 2017. Recent research on grocery sales online has shown that by 2022 it is most likely that 10 percent of all food sales will take place online (Saunders, 2018). When consumers begin to see the benefits of shopping for groceries online, it encourages industry players to develop their offerings to live up to customer requirements by creating a good frictionless shopping experience (Svensk digital handel, 2018).

Nowadays, most large grocery chains run multichannel stores with both offline stores and online stores (Campo & Breugelmans, 2015). As online shopping for groceries has increased a lot over the years, grocery trading companies have had to expand their service levels by using multi-channels, which has been much appreciated by the grocery companies' customers (ibid). According to Campo and Breugelmans (2015) the majority of customers who buy groceries online are so-called multichannel shoppers as they combine both online and offline shopping. The online grocery trade in Sweden has increased, and the year 2021 began with continued high pressure where sales growth amounted to 137.8 percent, home delivery increased by 75 percent and in-store pickup by 252 percent (Svensk dagligvaruhandel, 2021). What was also stated is that the e-commerce share in the grocery trade in January was the highest share measured in the Grocery Index (ibid).

One of the main focuses in this thesis is impulsive buying, and this concept is identified as one of the core aspects of increased sales due to the fact that impulse purchases can account for up to 60 percent of all purchases in-store (Amos, Holmes & Keneson, 2014). More consumers are seeing the benefits of shopping for groceries online, and special offers and cheaper deliveries are the factors that attract new customers. Online shoppers want to save time and simplify their everyday lives, and



they assume that they make fewer impulse purchases when shopping for groceries online (Svensk digital handel, 2018).

To influence consumer's impulse buying behavior, companies put much focus on the environmental attributes that are designed to attract consumers' attention in terms of color and layout are called atmospheric clues (Sarah et al. 2020). In an online environment, these atmospheric clues are divided into three main categories, e-store content, e-store design, and e-store navigation (ibid). According to Sarah et al. (2020) E-store content includes all communicated material available on a website, such as product auctions, price offers, return policies, and contact information. It is also explained that the e-store content is very important for increasing visitor traffic and the use of a website (ibid). E-store design is defined as the extent to which a person believes that the e-store is aesthetically pleasing in the form of the overall layout of the website and the colors used (ibid). E-store navigation, which is the third and final category, is described by Sarah et al. (2020) as the organization and hierarchical layout of the content and pages of an online store. These include directions, menus, sitemaps, and colors that help users run the website.

According to Sarah et al. (2020) growth in e-commerce and technological development is a major contributing factor to the increase in impulse purchases online. Online impulse buying is defined as “a sudden and immediate online purchase with no pre-shopping intentions” (Chan, Cheung & Lee, 2017). Related to this, some researchers suggest that consumers who shop online are more impulsive than traditional shoppers who shop in-store (Sarah et al. 2020). This can be supported by Chan, Cheung and Lee (2017) as the online shopping environment is considered to be more liberating for consumers as the restrictions are not as great as in the offline environment. These limitations can, for example be, inconvenient store locations, limited opening hours, and social pressures from staff and other consumers (Chan, Cheung & Lee, 2017). Previous research conducted in the field of online impulse buying behavior shows that approximately 40 percent of all online consumer spending can be attributed to impulse buying (ibid). A consumer makes unplanned purchases when they are exposed to stimulation cues that are associated with a strong need and desire (Wu, Chiu & Chen, 2020).

In a study done by Campo and Breugelmans (2015), customers' buying behavior tends to vary depending on whether they buy their groceries in-store or online. An example of this is that a product's intangible performance may have a relatively low level of online entry as many customers prefer to be able to physically examine the products before buying them (ibid). According to Campo and Breugelmans (2015) previous research has also shown that households tend to be more brand loyal and size loyal, but less price-sensitive in online grocery shopping, and it has also been proven that the



categories that tend to sell best in the online store are the major and most popular categories.

Glanz, Bader, and Iyer (2012) explain different trends within the retail grocery stores which continue to dominate the food sales. Store brands or private labels have increased in sales due to that the consumer's priorities quality, taste, and price (ibid). Although the demand for loyalty cards and coupons and that planned purchase and price awareness remains important, consumers report that impulsive choices often get triggered by end-of-aisle and by other in-store promotions (ibid). Liao, Shen and Chu (2009) believe that impulse purchases are an important part for companies in the retail trade, due to the fact that impulse purchases can account for over 80 percent of total sales in certain product categories such as candy and magazines. Retailers are interested in the impulse buying behavior concept due to the fact that they want to influence their customers to make these impulse purchases to generate more sales (Amos, Holmes & Keneson, 2014). According to Sverigesradio (2013) the total purchases increase by 10 percent if the customer gets influenced in the entrance of the store, with products that the customer had not intended to buy, therefore it is often gender-neutral products that everyone probably needs. Another factor that is important for influencing a customer to make an impulse purchase is the placement of the products in the store because it is proven that good product placement can be decisive for whether a customer will buy the product or not (Företagsforumet, 2021). If the product placement is good, it can lead to the customer making an impulse purchase, a purchase that was not planned to make (ibid).

This leads to a discussion of the problem that has been identified, where the authors of this thesis clearly can see that less research has been studied previously about how grocery stores influence their customers' impulse buying behavior when shopping for groceries online. The problem discussion will be discussed more deeply in the part below.

1.2 Problem Discussion

1.2.1 Theoretical research

Impulsivity, or impulsive behavior, is broadly defined as actions that are done without thinking first (Salters-Pedneault, 2020). The actions are often poorly conceived and may be inappropriate to the situation (ibid). The human need to adapt to the ever-changing market in the world where the human gets influenced to purchase goods (Thaler, 1999). As stated by Thaler (1999) humans are most likely not always acting or thinking rationally, and that impulses certainly is the most animalistic side of us.



Impulse buying behavior is described as unplanned and complex purchasing behavior, and it defines any unplanned purchase that was not an intended shopping goal in the first place (Chan, Cheung & Lee, 2017). Over 50 years ago Clover (1950) marked impulsive buying behavior as a significant concept and discovered its important role in consumer's daily decision-making processes, and ever since its recognition retailers and researchers have drawn the benefits of it and attracted attention to the complexity found within impulsive buying behavior. The more modern definition of impulsive buying formed by Rook (1987) is that the behavior is a buyer action which is a persuasive, distinctive, and captivating aspect but yet extraordinary and simultaneously exciting.

Previous studies on impulse buying have mainly been done in brick-and-mortar stores, and these studies have shown that the longer a customer stays in the store, the more they tend to spend (Sundström, Hjelm-Lidholm & Radon, 2019). Sundström, Hjelm-Lidholm and Radon (2019) explain that consumers spend less time visiting online stores and that it then makes it more difficult to influence the customer to buy more on impulse. But due to the great technological development that has taken place in society, the growth of e-commerce has increased, which has resulted in consumers spending more time in online stores as well (ibid).

As previously mentioned in the background, impulse purchases increase the sales of grocery companies' additional sales (Amos, Holmes & Keneson, 2014). What is now worth putting more focus into through this research is how grocery stores are influencing consumers impulse buying behavior to increase additional sales in e-commerce. Due to the growing market in the online grocery trade in Sweden (Svensk dagligvaruhandel, 2021), the interest to study more about impulse buying behavior in an online grocery context has increased. It is an interesting aspect to investigate in how this type of behavior could be influenced in this way of purchasing groceries. Previous research about impulse purchases focuses more on consumers' perspectives, and various reasons behind impulse purchases are investigated (Liao, Shen & Chu, 2009) while the intention of this thesis is to research from the company's perspective of how grocery stores influence their consumer's impulse buying behavior when they are shopping groceries online. What the authors of this thesis can state is that much research has already been done on impulse buying behavior in physical grocery stores, which concerns how products are placed in stores to influence impulse purchase behavior (Cohen & Babey, 2012).

Despite the growth of online grocery shopping as described by Anesbury et al. (2015), the authors of this thesis can state that less research has been done on how people shop their groceries online and how impulse buying behavior occurs in the online grocery trade. With the knowledge of previous research that shows that over 50 percent of online



shopping are classified as impulse purchases according to Liu, Li, and Hu, (2013), it is therefore of interest to study the online grocery market because most of the previous impulse purchase research has been focusing on physical grocery stores (Liu, Li, & Hu, 2013). It is also of interest to research about online impulse buying behavior regarding the Swedish grocery trade, and therefore the research area for this thesis will be contained within Sweden.

1.2.2 Managerial research

According to Bellini, Grazia-Cardinali and Grandi (2017) grocery retailers are aware of what they need to do to influence customers to make unplanned purchases in the offline environment by investing a lot of resources in in-store marketing. Although there have been changes in consumer behavior due to new technical shopping tools that make it easier for consumers to search for product and price information which leads to the customer being more prepared than before when they go into the store to shop to limit the risk for unplanned purchases, the grocery trading companies are aware of which marketing activities they should use to drive customers to make impulse purchases (Bellini, Grazia-Cardinali & Grandi, 2017).

Recent research by Davydenko and Peetz (2020) explain that purchasing groceries online is not as receptive to unplanned purchases as if a customer goes to a physical grocery store and purchases groceries. In previous research that has been done, it is suggested that the delay between ordering groceries online and until they are delivered to the customer reduces the impulsive purchases when purchasing groceries online (ibid). What the authors can state through this research above is that grocery stores are aware that there are difficulties in influencing consumers' impulse buying behavior in the same way online as in-store. Much research has been done on how companies influence consumers to make impulse purchases in physical grocery stores, as many supermarkets are designed to encourage such purchases (Hultén & Vanyushyn, 2011).

The focus of the research in this thesis is relevant in business because by getting an understanding of how grocery stores influence their consumers to make impulse purchases while shopping groceries online, the author's belief is that it will contribute to a deeper knowledge within this area for grocery stores to make use of in their marketing strategies. The purpose of this study is to gain a better understanding of how grocery stores in Sweden influence their customers' decision-making process to make impulse purchases in the online environment. The aim is to clarify how grocery stores in Sweden use the knowledge about this type of consumer behavior to contribute to the company's profit growth within the online department.

The authors have an intention that this research can be helpful for already existing grocery stores and future companies in the grocery industry to develop their marketing



strategies and use the knowledge of how to influence consumers' impulse buying behavior in order to contribute to increasing the economic profitability for the company's online department and the store itself.

1.2.3 Research Gap

The conclusion that can be stated through the problem discussion written above is that there is a lack of research on how grocery stores are influencing their consumers' impulse buying behavior when shopping for groceries online. Therefore, there is an identified research gap in this research area. What will be investigated and clarified is which strategies grocery stores use to stimulate this impulsive buying behavior.

1.3 Research question

- How do grocery stores influence consumer's impulse buying behavior when shopping for groceries online?

1.4 Purpose

The aim of this research is to create a more profound knowledge of how grocery stores act to influence their consumers to make impulse purchases when shopping for groceries online, which in turn can contribute to increased additional sales for the stores.

1.5 Delimitations

To delimit this thesis, the authors will limit their research to the online grocery trade within Sweden as the number of Swedish citizens who use online services for ordering groceries is considerably large, especially now after the outbreak of Covid-19 (Gunnilstam, 2020). The target group that the authors have chosen to limit themselves to in this thesis are the people who purchase groceries online. This target group is considered most relevant as it would have been difficult for the companies that are to be interviewed to describe how they influence impulse buying behavior in different target groups and age groups who purchase groceries online. Instead, it is considered more relevant that the delimitation is made to everyone who purchases groceries online as the authors believe that it will provide the most concrete answers. This thesis is focused on the B2C market and will be written from the companies' perspective and how they work to affect consumers' impulse buying behavior in e-commerce. Therefore, the delimitation to only research in this area within the Swedish grocery trade feels reasonable for this research study.



2 Literature Review

In the theoretical chapter, the authors will present a literature review on which this thesis is based. This chapter begins by explaining the most essential concepts of impulsive buying both in-store and online according to existing literature, divided into relevant categories, followed by concepts and frameworks for developing a conceptual framework for this particular study.

2.1 Impulsive buying

According to Rock (1987) impulse buying is a concept about how humans tend to vary their impulsiveness and how they handle the urges that come upon them, and how likely one is to do an impulse purchase. The tendency of impulsive buying or, as conceptualized by Rook (1987) “individual underlying proclivity” is considered as a character or personality trait. Furthermore, a scale developed to measure this personality trait was formed to identify low, medium, and high-impulse consumers based on how consumers stand regarding materialism, risk aversion, recreational shopping, acquisitiveness, and sensation seeking (ibid).

According to Chan, Cheung and Lee (2017) there are four types of impulse buying patterns: Pure impulse, Reminder impulse, Suggestion impulse, and Planned impulse. Pure impulse buying occurs when a consumer makes an unexpected purchase that breaks the usual pattern. Reminder impulse buying is the second pattern that occurs when a customer gets warned that the product is low in stock or recalls an advertisement and remembers a previous feeling to buy. Suggestion impulse buying is the third pattern which is when a consumer first sees a product and then expresses a need for it. Planned impulse buying happens when a consumer for example has a prepared shopping list but at the same time an intention to make other purchases than required on the list, based on for example discount (Chan, Cheung & Lee, 2017).

Aruna and Santhi (2015) have done a more recent study where they state impulse buying as a personal trait for yourself. People who attend to buy more in impulse tend to be more social and concerned about status and image, and therefore most likely have acted with an impulse and bought something that looks good from others’ perspectives rather than from their own. Another tendency of impulse buyers stated by Aruna and Santhi (2015) is that they tend to feel more anxiety, which most likely will lead to them having a hard time resisting certain urges and feelings that lead to impulse purchases. Aruna and Santhi (2015) explains the third tendency of impulse buyers which is that they use overconsumption to feel more happiness and to improve their mood.

The “shopping momentum effect” formed by Dhar, Huber and Khan (2007) explain that if a consumer makes one impulse purchase, the chances of making a second one will



increase and furthermore decrease such negative emotions that are connected to impulsive behavior. Also, the possibility of making an additional purchase on impulse increases to, for example, complement a particular dish (Dhar, Huber & Khan, 2007).

2.2 Online impulsive buying

According to Chan, Cheung and Lee (2017) online shopping increases the chance of impulse purchases more than physical stores because of the convenience and easy access when shopping online.

Wells, Parboteeah and Valachich (2011) reveal studies of physical characteristics that can influence customers to make more impulsive purchases online. The “Environmental” characteristics describe the importance of a high-quality website and how appealing a website is for the consumer to make an impulsive purchase, examples of such cues can be website pleasantness, navigability, the experience of security, and visual appearance. According to Chan, Cheung and Lee (2017) consumers with a high degree of impulsiveness get more influenced by a website with high quality and get less influenced by a website with low quality. Therefore, the quality of websites is an essential factor for impulsive consumers (Wells, Parboteeah & Valachich, 2011).

Wu, Chiu and Chen (2020) define a spontaneous and impulsive shopping process with three important issues: perceived risk, online store design, and the psychological state of the online consumer. The study proposes a model with these three considerations and a link of the three defined issues to examine the components of online impulse buying. Consumers make unplanned purchases when exposed to stimulation cues associated with a strong need and desire. In the same study it is also explained that the measurements of the e-commerce design’s performance are based on the interaction of the consumers and are done with an expectation-confirmation model. Wu, Chiu and Chen (2020) stated that e-commerce companies focus more on online experience than on impulse shopping behavior. A consumer's psychological state is a response to the products and flow theory in the e-commerce site. Wu, Chiu and Chen (2020) recognize that a consumer perceives more of a risk of shopping online than in a physical store and a perceived risk may have a negative effect on satisfaction and perceived usefulness of online shopping, therefore it is important with a risk reduction that can shift the consumers’ perception and satisfaction of online shopping, and that can be done with a skilled browsing technique, or the flow state, which are an important factor for raising the change of impulsive behavior (Wu, Chiu & Chen, 2020).

The design and development of a virtual layout are important to ensure easy navigation for the customer within the online environment (Lin & Lo, 2016). The virtual layout is an important factor for stimulating consumers' emotional responses, which in turn can affect their impulse buying behavior (ibid). The virtual layout of a web page guides the



consumer and shows what the store has to offer and provides the consumer with the information needed with minimal effort for the customer (ibid).

2.3 Factors of impulsive buying

2.3.1 Nudging

Factors of impulsive buying decisions most likely is an effect of nudging, according to Keller, Markert and Bucher (2015), as they explain the facts of rearranging the environment of food choices in a grocery store which has been discussed in the context of nudging. “Nudging is defined as changing the presentation of choice options in a way that makes the desired choice the easy, automatic and default option” (ibid). A study on natural preferences in-store was done with soft drinks on shelves, and the result shows that consumers tend to choose options positioned in the middle since participants chose the smaller-sized drinks positioned in the middle shelf, more than the bigger-sized drink placed on the left (Keller, Markert & Bucher, 2015).

Weinmann, Schneider and Brocke (2016) describe digital nudging as the term of the design elements which guide consumers into behavior and decision-making in a digital choice environment. User interfaces such as websites and mobile apps are digital choice environments that frequently influence consumers to make decisions or judgments. According to the same study consumers make decisions every day in the online environment according to available options or rational deliberations, but most likely influenced by the design of the presented information, or as called “Choice environment”, and this will most likely lead to a subconscious outcome. Furthermore, the choice of the consumer depends on how the choice is presented, as for example a modification in the choice environment where there are presented different options, may “nudge” the consumer into behaving in a specific way and make a subconscious choice (Weinmann, Schneider & Brocke, 2016). As stated by Weinmann, Schneider and Brocke (2016) the digital nudge in a choice environment with a nudge design influences consumers to make unintended choices, therefore it is important that designers and businesses understand the effect of the design, if they want to influence nudges consciously or if they want the nudges to reduce certain choices.

2.3.2 Product placement

Previous research shows that sales of items that are located on floor screens and are located near cash registers have a greater tendency to capture consumer attention, which leads to quick purchases, which has increased sales of these products (Kerr et al. 2012). These strategic placements can encourage purchasing through attention and interaction with the product, and that it is easy to buy instead of putting energy into finding another item in the store's interior (ibid). The study by Kerr et al. (2012) also explains that well-thought-out product placements can encourage the consumer to make impulse



purchases. This can be supported by Tifferet and Herstein (2012) who explain that measures used to stimulate impulse purchases include strategic product placement and advertising displays.

In a study concerning online product placement Chen, Chiu and Yang (2014) explain that product placement on the internet is about how sellers in online stores place their products over the product listing pages to maximize profits. Product placement online is usually handled in the form of product information sources that are communicated via text and image of the product, and therefore visual stimuli such as color, shape, size, and spatial placement have a significant impact on online shoppers' visual attention, which in turn affects a possible purchase (ibid).

Recent research by Anesbury et al. (2015) has found that the importance for grocery companies to get an understanding of how consumers behave online has grown with the pace of online shopping. In the research, a study was conducted where 40 inexperienced online consumers were recorded when they each went through a grocery shopping "trip" online. The purpose of the study by Anesbury et al. (2015) is to get more knowledge about how consumers shop groceries online, and how online shopping patterns can be compared with their shopping behavior in-store. The study also describes that a consumer's behavior certainly can be affected by how they choose products and navigate thru a website (ibid).

The results from the research (Anesbury et al. 2015) showed that shopping for groceries online is fast and easy, where 20 of the consumers spent around 10 seconds per category. This result was similar to resembling studies that were done in physical stores, and the most commonly bought item was from the first page on the website. (ibid). This can be compared with Chen et al. (2016) who explains that a well-known problem is that websites often have too many products in a product category to be displayed on a single web page, and since consumer attention is a limited resource, most consumers often make their purchases only from the first few web pages "the online storefront" (ibid). Therefore, it is important that online retailers try to maximize the profit of the first pages of the website (ibid). From the study by Anesbury et al. (2015) it could be concluded that online grocery shopping creates a time efficiency for the consumer and that online shopping seems similar to in-store shopping. A consumer has shelves with product categories aligned for them when shopping in-store, which creates the opportunity for using visual recognition, which may differ from the online website, where products are viewed in smaller portions on one page (ibid). A consumer may not wish to take time scrolling through many pages in one category therefore, the importance of knowing the navigation effectiveness and display settings and that items are located so the consumer can encounter many products of a category in a few pages of search (Anesbury et al. 2015).



In the study by Chen et al. (2016) the online product catalog and a shelf in a store have a similar structure to generate demand. Just as in-store customers are affected by various stimuli, online shoppers' visual attention can be affected by visual stimuli such as color, shape, size, and spatial placement of the product image (ibid). According to the study, it is important to keep track of the supply and demand of products and develop the web design accordingly to increase sales (ibid). It is also mentioned that a thorough and effective inventory control not only leads to lower costs and higher business profits but also represents a success factor in the competition within the e-commerce environment.

2.3.3 Up- and cross-selling

A major contributing factor to why consumers make impulse purchases is companies' ways of using up- and cross-selling strategies (Dawson & Kim, 2009). According to Dawson and Kim (2009) a sales strategy is an attempt to upgrade an existing customer's purchase, by trying to sell an even better product than the one the customer already intends to buy. A cross-selling strategy refers to a company's effort to sell even more products to the customer, and these products are often related to the product that the customer intends to buy or that he or she has already bought (ibid). The study describes that up-and cross-sales are important to get successful customer relationship management because they are effective in developing and expanding a relationship with the company's already existing customers (ibid). In an online context, marketers often implement this type of strategy through product recommendations, articles, sales articles, and other offers (ibid). Dawson and Kim (2009) describe in the study that supplements and upgraded items often are bought on impulse and therefore impulse buying online is an important phenomenon for both online marketers and consumers. According to Dawson and Kim (2009) it has been proven that up-and cross-selling strategies have led to increased sales for many online retailers where many companies, among other things, experienced increased order sizes. The study also explains that using cross-selling in the form of promotional offers within product categories can lead to increased sales for the company (ibid).

2.3.4 Hedonic buying behavior

Previous studies by Tifferet & Herstein (2012) describe that a hedonic shopping experience involves several sensory methods such as touch, taste, smell, and sound that will most likely create imaginative thoughts and produce emotional arousal. In previous research on hedonic-driven consumption, impulse buying is characterized as a behavior that occurs when a consumer spontaneously experiences a positive impact on a product or service (Miao, 2011). The study also describes that impulses are difficult to resist as they often involve expected enjoyable experiences. According to Lee and Wu (2017) it is described that hedonic shopping motivation has a high probability that it leads to an unplanned buying behavior. The research also describes that positive emotions such as



pleasure affect consumers when they shop and lead to impulse purchases (ibid). This can be supported by Putri (2020) who explains that impulse buying behavior is influenced by hedonic shopping value. Hedonic shopping value is another word for consumers' potential and emotional value in shopping, as shopping for many people often is seen as fun and can be stress relieving (Putri, 2020). According to the study, consumers are more likely to develop an impulse buying behavior when they are motivated by hedonic needs and desires such as pleasure, fantasy, and social or emotional gratification (ibid). In the study by Lee and Wu (2017) they examine the relationship between utilitarian and hedonic value and satisfaction and unplanned purchase in the online environment. In this study it is clarified that when consumers experience the hedonic values of enjoyment and pleasure by being in an online store, it will develop positive emotions that inspire their imagination about the store's products, which in turn can increase the possibility of unplanned purchases (ibid). It is also stated that consumers who express shopping pleasure have a greater tendency to make impulse purchases (ibid). According to Lin and Lo (2016) the visual hedonic components can be created online by easy navigation in the navigation flow, color, image, and font. How easy it can be to navigate on a web page can be achieved through different visual layouts (ibid). The flow state makes it easy for consumers to collect their desired products and be stimulated to a positive emotional response and make an impulsive purchase, because the safer and secure the consumer feels about shopping online, the more likely they are to enjoy the shopping experience (Wu, Chiu & Chen, 2020).

2.4 Consumer behavior in grocery stores

The typical grocery store trip is based on a customer choosing and buying several products in several quantities (Sreeram, Kesharwani & Desai, 2017). According to Tsiros and Heilman (2005) there are some contributing factors that still make consumers go to the grocery store to shop, and these are full-service delicacies, the ability to buy fresh pastries, premium meats, and detailed product lines. According to the study by Tsiros and Heilman (2005) it is the sales of these perishable products that drive the physical grocery stores. In the same study it is also stated that perishable groceries are one of the most profitable categories and this food category tends to be the department where consumers base their valuation of a store on most of all departments in a grocery store (ibid).

Consumers' buying behavior varies greatly depending on the channel in which they shop (Campo & Breugelmans, 2015). In previous studies, Campo and Breugelmans (2015) state that the vast majority of customers who shop for groceries are what they call multichannel shoppers who keep visiting online grocery stores to combine the convenience advantages of online shopping with the self-service advantages of offline stores. This can be supported by Dawes and Nenycz-Thiel (2013) which indicates that



multichannel shopping is becoming more and more the norm. They suggest that consumers who shop online also have a retailer that they are most loyal to (Dawes & Nenycz-Thiel, 2013). A large reason why many people choose to combine online, and offline shopping is partly that many customers have a need to be able to see and touch the products before they buy it and therefore this type of sensory goods have a relatively low number of purchases in the online environment (Campo & Breugelmans, 2015).

Research conducted by Graeme-Duffett and Foster (2017) describes that consumers who buy groceries in physical stores tend to plan their purchases very carefully before shopping. This is to reduce the cost of food, increase satisfaction with food choices, and get a greater value for the money spent (ibid). According to Graeme-Duffett and Foster (2017) a customer's shopping list is developed by ads, dinner planning, and the use of coupons. In the research it is also stated that shopping for groceries while being hungry and also to plan dinner menus based on special offers should be avoided as you tend to shop for more unplanned groceries.

2.5 Consumer behavior for online grocery shopping

In recent studies, Dawes and Nenycz-Thiel (2013) explain that over the two last decades grocery stores have used their infrastructure and purchasing systems to offer consumers developed online stores. These online grocery stores make it possible for consumers to purchase groceries online and get the groceries delivered home to their doorstep (Dawes & Nenycz-Thiel, 2013). In previous studies by Hansen (2008) it is presented that shopping for groceries online gives the customer more benefits than shopping offline, among other things, it is considered more accessible and more convenient to search for the products that the customer is looking for. What is also described as an advantage of online grocery shopping is that it is easy to compare prices and simply choose a delivery time that suits the customer best (ibid). According to Hansen (2008) positive attitudes have a significant relationship to self-directional values, pleasure values, and self-expression values. The study also showed that the personal value of an online shopping experience could vary between consumers' internet activity (ibid). According to Dawes and Nenycz-Thiel (2013) it is proven that brand loyalty is higher for online purchases than it is in stores. The study also describes that marketing of prices and offerings has stronger effects online than it has in traditional brick-and-mortar stores (ibid). Dawes and Nenycz-Thiel (2013) describe that big brands have a higher loyalty among customers who shop online. They also have a lower price sensitivity and prefer to buy larger packages of different groceries (ibid).

When consumers shop for groceries online, they are not only looking to gain an economic value in their shopping experience, but they also want access to a large assortment of goods and place great emphasis on being entertained during their online shopping trip (Sreeram, Kesharwani & Desai, 2017). The study points out that the S-O-



R framework model, which means that the environment consists of stimuli in various formats, can lead to changes in individuals' personalities or organisms, which in turn can cause behavioral responses, is widely applied to studies on consumer behavior (ibid). In the context of online grocery shopping, the contributing factors for a consumer's stimuli to be satisfied and later on lead to purchase includes factors such as website features, range of product assortments available, availability of exciting promotional, discount offers, and time pressure (Sreeram, Kesharwani & Desai, 2017). In the study, they describe that innovative technology, visual appeal, product prototype and self-expression have major influences on online buying behavior (ibid). When it comes to online shopping, the product range is an important driving factor as a utilitarian attribute (ibid). Factors such as color, design, or price in the product range have been proven to contribute to increased web browsing for utilitarian purposes (ibid). According to Sreeram, Kesharwani and Desai (2017) the product range on the website encourages consumers' buying behavior which results in grocery retailers being able to gather more information about the product and also about consumers' impulsive buying behavior. In studies presented by Overby and Lee (2006) it is described that customers who shop products online value efficiency very highly when it comes to price savings and convenience with the least possible effort. This can be supported by Hand et al. (2008) who state that convenience is a potentially decisive factor for consumers to see it as an advantage to continue to use online grocery shopping.

One factor that also has a major influence on consumers' buying behavior online is the social influence (Sreeram, Kesharwani & Desai, 2017). According to Sreeram, Kesharwani and Desai (2017) the user base increases when consumers see other consumers using new technology. Then these consumers are affected by the influence of the other users and tend to adopt the new technology (ibid). The study also describes that it is found that social influence is a major contributing factor that motivates consumers in their consumption behavior (Sreeram, Kesharwani & Desai, 2017).

What has also proven to be a contributing factor to what makes consumers buy food online is the economic value (Sreeram, Kesharwani & Desai, 2017). The study (ibid) describes that consumers usually experience excitement, joy, and a sense of privilege when they receive exclusive discounts and then experience a feeling that shopping is both fun and economical. Sreeram, Kesharwani and Desai (2017) also describe that increased use of loyalty points and exclusive coupons increases the effort of online shoppers when looking for special discount coupons every time they plan to shop something online. It makes the customers more involved and sees it as an exciting way to discover more and make the best possible deal (ibid).



2.6 User experience

According to Hassenzahl and Tractinsky (2006) the term user experience is associated with a variety of meanings, ranging from traditional usability, beauty, hedonic, affective, or experiential aspects of a technical user such as a web page. Vermeeren, Roto and Väänänen (2016) explain that design is a part of user experience and that user experience (UX) is how a user interacts or experiences a product, a service or a system online and how the user perceives the efficiency and usefulness about it. The design must be creative and generative for the user experience because UX is striving to affect the user's emotion in a positive way to inspire a good user experience on the website (Vermeeren, Roto and Väänänen, 2016).

Fan and Tsai (2010) explains the digital economy, where companies need to conduct a greater understanding of how they can add value to their consumers through their websites. The Internet has changed consumers' shopping habits, and therefore, companies need to understand their orientation in the market, their consumers' needs and wants, and moreover understand their competitors' strategies (ibid). As explained by Fan and Tsai (2010) a consumer which used to shop at a physical store changes to a virtual website, the completeness of the information provided by the website is very important. A vital factor to attract customers to stay and shop at a website is to provide an excellent user interface, a user interface is a method to facilitate human-computer interaction and this is typically through images and graphic elements (ibid). The interface refers to the environment through the user and the computer and how they exchange information, in order to let the user easily view, search and take in information (Fan & Tsai, 2010). Another factor of website success according to Fan and Tsai (2010) is Internet marketing, which pushes customers to use e-commerce as a tool to collect information and purchase products because internet marketing first attracts the attention of customers and then pushes them to buy, where the importance of factors like website design comes in hand. Furthermore, Fan and Tsai (2010) explain the importance of providing value for the customers to influence the customer to buy, which most likely will be Internet marketing with strategies such as member discounts, convenient ordering options, and secure payments.

2.7 Conceptual framework

The literature review describes how addressed the specific topic is. The particular topics that have been emphasized in the literature review are grocery shopping, consumer behavior, and e-commerce. Consumer behavior has been emphasized in both grocery stores in-store and online to be able to make a perception of the difference between the online and offline presence. Furthermore, impulse buying behavior in the physical grocery store and in the online environment, and factors such as nudging, product placement, up-and cross-selling and hedonic buying behavior can be seen as interesting contributing factors that influence consumers' buying behavior. The literature review



has clarified that much previous research has been done on the subject of impulse buying in physical grocery stores, and research has also emerged on impulse buying behavior in the online environment in other industries, such as the fashion industry. The literature review, therefore, confirms the identified research gap. As Chan, Cheung and Lee (2017) stated, online shopping increases the chance of impulse purchases more than physical stores because of the convenience and easy access when shopping for groceries online. To contribute with knowledge for grocery stores to develop their marketing strategies within e-commerce, this thesis aims to examine how grocery stores influence consumers' impulse buying behavior when they shop for groceries online. The conceptual framework illustrates how research has examined impulse buying behavior both online and offline, consumer behavior in grocery stores and in e-commerce for groceries. The conceptual framework also describes the user experience of how customers experience and interact with products, a service, or an online system. User experience is an important topic related to the questions which were asked in the interviews and especially in the expert interview about website design. The purpose of the conceptual framework is, as mentioned, to describe and organize the overall picture of the topics. However, the importance is to visualise the link between conceptual framework to the operationalisation. There is a connection where the questions are related to the framework model and formulated by the authors according to what has been learned from the literature, and in order to ultimately be able to answer the research question.

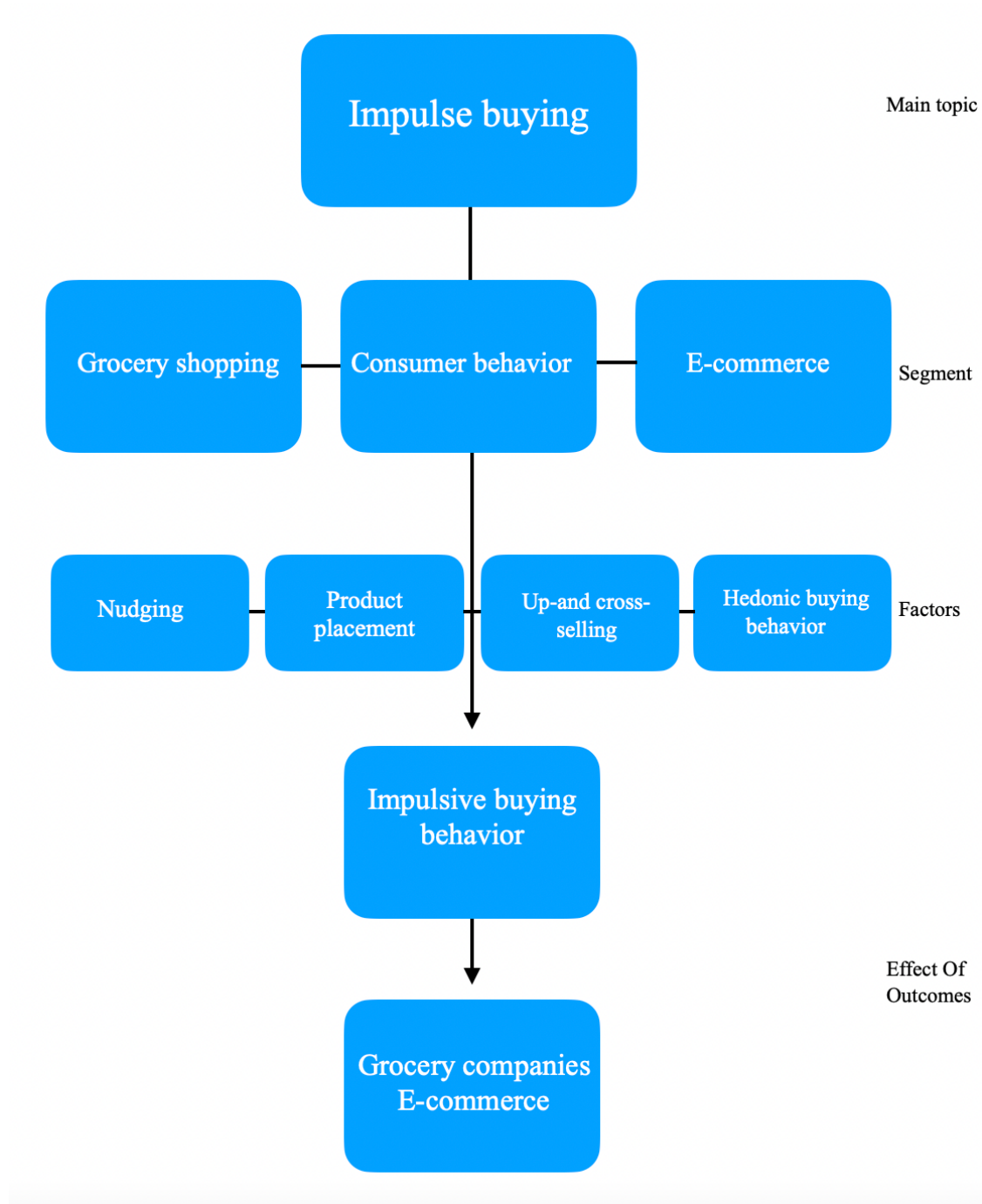


Figure 1, *Description of conceptual framework.*



3 Methodology

In the methodology chapter, the authors will introduce and describe the approaches, strategies, design, type of data and type of methods that will be used for this thesis. The aim is to provide the reader with information that will clarify how the research was managed. It will then be followed by an operationalization, sampling, data analysis, and quality of the research.

3.1 Research approach

According to Saunders, Lewis and Thornhill (2019), it is the extent to which your research is about theory testing or theory-building that raises an important question about how to design a research project. To determine this, there are two established approaches called deductive and inductive (Saunders, Lewis & Thornhill, 2019). The main difference between deductive and inductive is that a deductive approach is based on theories that already exist, and the inductive approach begins with observations and theories that are proposed towards the end of the research process as a result of the observations (Saunders, Lewis & Thornhill, 2019).

3.1.1 Deductive

According to Bryman, Bell and Harley (2019), a deductive approach is the most common approach to use when viewing the relationship between theory and research. Since the relationship between theory and research is considered to be the most common approach, that is the reason why the authors have chosen to use a deductive approach in this thesis. The research in this thesis is based on the deductive research approach because the already existing theory has been conducted to be able to collect empirical data to answer our research question. See figure (2) to take part in the layout of the deductive approach that the authors have chosen to use. A deductive approach is about developing hypotheses based on the theory that already exists on the subject (Saunders, Lewis & Thornhill, 2019). Then a research strategy is designed to investigate the hypothesis (ibid). According to Bryman, Bell and Harley (2019), a deductive approach is more often used in a quantitative research strategy and an inductive approach is more common to use in a qualitative research strategy. Despite this, a deductive approach will be used in this thesis as the hypothesis is replaced and the deductive approach is formed with the help of a research question instead.

For an analysis of the empirical result to be possible, it is necessary to describe in a deductive approach how the theoretical or conceptual framework will be operationalized (Bryman, Bell & Harley, 2019). In this thesis, a conceptual framework has been provided to create a better understanding of the research area. The conceptual framework is also aimed for the authors to be able to see patterns in the empirical findings.

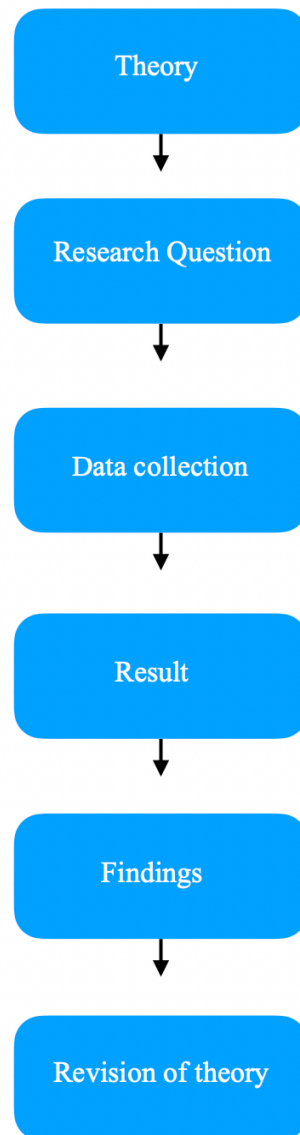


Figure 2, Adapted from; Figure 2.1 *The process of deduction* (Bryman, Bell & Harley, 2019, P22).

3.2 Research strategy

Bryman, Bell and Harley (2019) explain the two main research strategies in business research which are qualitative and quantitative strategies. The differences between the two strategies are that quantitative research is a strategy that emphasizes quantification in the analysis of data by using numerical data, while the qualitative research strategy indicates emphasis on testing theories and non-numeric data (ibid). Furthermore, qualitative research emphasizes words, images and a non-numerical data technique



when data is being collected, and a purpose of bringing a deeper meaning of a specific context (Bryman, Bell & Harley, 2019).

In this thesis, a qualitative strategy will be implemented due to the fact that the research aims at companies' perspectives, and therefore, interviews will be more appropriate. Qualitative research is more unstructured because the purpose is to research in a specific context through interpreting the meaning of the participants (Bryman, Bell & Harley, 2019). Moreover, in qualitative research, spontaneity is higher as the researcher has the chance to adapt to the situation when interviewing the participants (ibid). However, the researcher must always consider the nature of the research question before deciding on which strategy to use when conducting research and as argued by Bryman, Bell and Harley (2019) many researchers want to differ quantitative and qualitative methods apart to easily conduct research. But after all their differences are vague because both strategies can be used on each other's terms, and more commonly they can be used as a mixed-method research strategy (ibid).

3.3 Research design

Saunders, Lewis and Thornhill (2019) state that research design is a general overall plan that will guide the researcher on how to collect information and answer the research question and that it is a useful design when the goal is to investigate an area where less knowledge exists and want a comprehensive view. The most appropriate research design for this research was a case study design. A case study is an in-depth inquiry into a topic that focuses on a real-life setting, and the "case" refers to a single person, a group, a location or an organization and as well more types of case subjects, and it is preferable when conducting research to answering *how* and *why* questions (Saunders, Lewis & Thornhill, 2019). Furthermore, a case study exists to understand the dynamics of the topic that are being researched and it could as well include multiple cases, that is more than one case, which is relevant for this research (ibid).

3.3.1 Multiple case study

According to Saunders, Lewis and Thornhill (2019) a multiple case study design focuses on whether findings can be implemented across cases. They also describe that the cases will be carefully chosen on the facts that similar related results and outcomes are predicted to be announced from each case study. By gaining in-depth information and comparing the different cases to see if the findings are related, there is a possibility to collect the most logical options and data to be able to generalize from the findings (Saunders, Lewis & Thornhill, 2019). However, these properties are in line with our research, due to the fact that different grocery stores will be examined, which makes it suitable to follow the multiple case study design.



3.4 Type of data

For this thesis, primary data sources were used for the purpose of this thesis. Primary data are collected through interviews, observations, surveys and through focus groups (Saunders, Lewis & Thornhill, 2019). No secondary data was needed due to that all data was conducted by the authors themselves. Primary data was collected by using semi-structured interviews. An interview is a “face-to-face” purposeful conversation between two or more people, which takes place while an interviewer asks questions while listening to the participant of the interview (Saunders, Lewis & Thornhill, 2019).

3.5 Research method

In the research method, the goal is to use technology to collect and produce relevant data that can support the research (Saunders, Lewis & Thornhill, 2019). In order to collect reliable and correct data, it is important for the authors to choose a specific research method that best suits the research. According to Bryman, Bell and Harley (2019) qualitative research methods are used to collect richer and more detailed data while quantitative research methods tend to show more generalizing data. As this thesis will provide a qualitative research method, the most relevant data collection method will be interviews. The intention is to interview at least four grocery stores that provide e-commerce services where the aim is to interview individuals that have leading positions within the company. One aim is to also get at least one expert interview with an individual who works with creating websites to get their perspective on how a website should be structured to sell as well as possible. For this research, the authors have chosen to use semi-structured interviews, which means that the interviewer has a list of specific topics that he or she wants to achieve during the interview (Saunders, Lewis & Thornhill, 2019). Of the two non-standardized interview methods available for qualitative research, the authors of this thesis consider that semi-structured interviews are most appropriate.

3.5.1 Semi-structured interviews

Semi-structured interviews are used to gain deeper insight from the participants' perspectives (Bryman, Bell & Harley, 2019). This type of interview is seen as a more relaxed approach due to the fact that the interviewer follows an interview guide with a list of themes but can also be able to improvise and change the order of the questions to get more eloquent and relevant answers (Bryman, Bell & Harley, 2019). In this type of interview, it can even be encouraged to deviate from the structure of follow-up questions and to create new questions during the interview as it is considered to create more flexibility (Bryman, Bell & Harley, 2019). What is specific about semi-structured interviews is that they are made up of specific topics and even if this form is considered more flexible, the results of the interviews conducted will be in comparison with completely unstructured interviews (Bryman, Bell & Harley, 2019). For this thesis, a semi-structured interview method is considered to be most relevant as the interview



questions are decided in advance and will follow a list of main questions that are structured to cover the overall purpose of the essay.

3.5.2 Expert interviews

According to Kolb (2008) an expert interview is conducted to gather factual information about a problem from someone with a specific product, consumer or industry knowledge. According to Bogner, Litting and Menz (2009) conducting expert interviews is seen as a more efficient and concentrated method of gathering data and this type of interview can serve to shorten time-consuming data collection processes. Bogner, Litting and Menz (2009) also explain that expert interviews are suitable in types of situations where it may be difficult or even impossible to gain access to a particular area. In this thesis one of the five interviews that were conducted was an expert interview. To create a greater understanding of how websites are built in order to increase sales, it was considered relevant to interview an expert in the field of web design and UX. This was considered relevant in order to later on in the empirical findings and analysis be able to compare the expert's answers about website structure with what the interviewees in the various grocery stores had to say about the structure of their e-commerce.

3.6 Operationalisation

When the literature review and the conceptual framework were accomplished, an interview guide was created with questions based on the conceptual framework. The structure of the interview guide has been supported by the research question and will act as a helping hand for the interviewers to orientate themselves through the specific topics that are important for the research. The interview guide was mainly consisted of open questions to get as detailed answers from the interviewee as possible. Table 1 and 2 consist of the layout for the interview questions in this thesis. Two interview guides were created due to the fact that the questions for the expert interview needed to be adjusted so the answers from the expert in the specific knowledge area would be as relevant as possible. The questions asked during the interviews that were not scripted in the interview guide were asked according to a semi-structured method. The interview questions were compiled in Swedish and were also presented in Swedish with the interviewees. The interviews were later translated into English. The reason why the questions were compiled in Swedish and why the interviews were also conducted in Swedish was because both parties are Swedish-speaking, and it was therefore established that this was the easiest way to conduct the interviews.



Concepts	Interview questions	Reasoning
About the respondent and the company	3-4	These questions were asked to get general information about the respondent's position in the company, and also to get an understanding about that specific stores' e-commerce.
Consumer behavior	5-8	In order to get an understanding about how the grocery stores work with influencing consumer behavior these questions were asked. According to Campo and Breugelmans (2015) customers' buying behavior tends to vary depending on whether they buy their groceries in-store or online.
E-commerce	9-12	These questions were asked to get the interviewees' insight into how the company works with their e-commerce and also to get their opinions on how the e-commerce should be structured to sell more. According to Sarah et al. (2020) growth in e-commerce and technological development is a major contributing factor to the increase in impulse purchases online.
Impulse buying	13-15	To get an understanding about how the grocery stores work to influence impulse buying behavior and to get there input on what is important to do for influencing this behavior these questions were asked. Liao, Shen and Chu (2009) believe that impulse purchases are an important part for companies in the retail trade, due to the fact that impulse purchases can account for a larger share of companies' total sales.
Others	1-2, 16	In order for the interviewee to feel comfortable and to follow the ethical values, these general questions were asked.

Operationalisation Table 1 for Maxi ICA Västervik, Grocery store A, Grocery store B and ICA Supermarket Lindsdal that provides the description of the interview questions that were asked.



Concepts	Interview questions	Reasoning
About the respondent and the company	3	These questions were asked to get general information about the respondent's position in the company, and more detailed information about her role as a UX designer.
E-commerce	4-6	These questions were asked to get the respondent's insight into how she thinks a website should be built to sell well, and also to get the respondent's insight into why grocery companies design their e-commerce as they do. According to Sarah et al. (2020) growth in e-commerce and technological development is a major contributing factor to the increase in impulse purchases online.
User experience	7-9	To gain an understanding of how to use UX to influence consumer behavior, these questions were asked. According to Hassenzahl and Tractinsky (2006) the term user experience is associated with a variety of meanings, for example usability, beauty, hedonic, affective, or experiential aspects of a technical user such as a web page.
Impulse buying	10-11	These questions were asked to get a UX designers' insight into what factors on a website that they believe may influence impulse buying behavior. The virtual layout is an important factor for stimulating consumers' emotional responses, which in turn can affect their impulse buying behavior (Lin & Lo, 2016).
Others	1-2, 12	In order for the interviewee to feel comfortable and to follow the ethical values, these general questions were asked.

Operationalisation Table 2 for Media4you that provides the description of the interview questions that were asked.

3.7 Sampling

A non-probability sampling method is appropriate to generalize findings to answers to our research question. Bryman, Bell and Harley (2019) describe sampling as the segment of the population that gets selected for research. The sample has to provide in-



depth information about the research study and be able to answer the research question.

3.7.1 Purposive sampling

For the purpose of this research, the purposive sample method was chosen. Saunders, Lewis and Thornhill (2019) describe the purposive sampling method as non-randomized where participants are specifically collected to provide the most appropriate information for the research, to be able to answer the research question. Purposive samples are convenient when the focus is on gaining a deeper understanding of specific companies which made the purposive sampling method suitable to this research, due to that the focus of this research is grocery companies (Bryman, Bell & Harley, 2019).

3.8 Data analysis

Bryman, Bell and Harley (2019) describe the meaning of data analysis, which is the application of statistical techniques to data and how the data collection may be managed and analyzed. While this research has a qualitative method, the most commonly used approach for data analysis is grounded theory and thematic analysis. Bryman, Bell and Harley (2019) explain that the thematic method is the most frequently used method in qualitative data analysis, and it does not have a distinctive procedure as most qualitative methods contain some form of identifying themes. There are some difficulties of qualitative research where Bryman, Bell and Harley (2019) explain that it often generates a large complex set of data due to the change of unstructured language in the interview, the transcripts, or documents.

The purpose of thematic analysis is to search for patterns that occur across a data set to clarify the data (Saunders, Lewis & Thornhill, 2019). Therefore, the thematic analysis was used as an approach for this research so that the amount of data was easier to analyze. It was used in order to identify categories of themes to get an understanding of how grocery stores influenced impulsive buying in the online context. It was done by reading and putting the text and sentences into different themes to provide the structure which led to an easier summarizing in the empirical findings chapter.

3.9 Quality of research

According to Bryman, Bell and Harley (2019), the most prominent criteria for the evaluation of business and management research are reliability and validity. Reliability and validity are of large value in quantitative research. In qualitative research, researchers have questioned how relevant the reliability and validity are for this type of research (Saunders, Lewis & Thornhill, 2019).

3.9.1 Reliability

According to Saunders, Lewis and Thornhill (2019), reliability means that the results of



the study can be reproduced by other researchers. If it is possible to recreate the research results, this means that the research result is replicated and consistent and is thus reliable (ibid). According to Gray (2017), reliability is an indication of a consequence between two measures of the same thing. For a research tool to be reliable, one can expect it to give us the same result when something is measured several times (Gray, 2017).

There are different aspects of reliability and validity in relation to qualitative research (Bryman, Bell & Harley, 2019). One aspect is external reliability and refers to the degree to which a study can be replicated (ibid). According to Bryman, Bell and Harley (2019) this is a very difficult criterion to meet in qualitative research because it is impossible to "freeze" a social environment and the circumstances of a first study to make it replicable in the sense that the term usually aims to. However, since the use of reliability and validity is questioned in qualitative research, it is suggested that it is necessary to specify ways of establishing and assessing the quality of qualitative research that provides an alternative to reliability and validity (Bryman, Bell & Harley, 2019). Therefore, an alternative called trustworthiness was presented, which means that in order to determine the reliability of a qualitative study, the authors should give clear instructions for the description of the research (Bryman, Bell & Harley, 2019). This means that the researcher accounts for all the phases included in the thesis (ibid). According to Bryman, Bell and Harley (2019) trustworthiness consists of four criteria, all of which have an equivalent criterion in quantitative research, and these are credibility, transferability, dependability, and confirmability. Bryman, Bell and Harley (2019) state that confirmability is described as the researcher should have an objective view of the research and not having personal opinions that would influence the study. Although it is pointed out that complete objectivity is impossible in business research (ibid).

In this thesis, the authors have given clear instructions and given clear explanations throughout the work. Through clear divisions of chapters and explanations of the different phases, it gives the reader a clear insight into the meaning of this thesis, which increases reliability. The authors also have to a great extent, adhered to an objective view of the work so that it does not affect the results of the study.

3.9.2 Validity

According to Bryman, Bell and Harley (2019) validity is about the integrity of conclusions generated from a study, and this is seen as the most important criterion in the research. In qualitative research, internal and external validity is described through credibility and transferability (ibid). Credibility means that the research is carried out and applied to the social reality. To establish the credibility of the results, it means ensuring that the research is conducted through good practice and is submitted to the



social world that has been studied to confirm that the researchers have understood the social world correctly (Bryman, Bell & Harley, 2019).

According to Saunders, Lewis and Thornhill (2019) transferability means providing a complete description of the research questions, design, context, results, and interpretations where the researcher gives the reader the opportunity to assess the transferability of the study to another environment that the reader finds interesting to research.

During the compilation of this research, the authors have been clear and honest throughout the whole process. In order to fulfill the validity of this thesis by strengthening the credibility and transferability, the authors have throughout the whole research made sure that the participants in the interviews always felt comfortable and that they were always aware of what the research was concerning for no misunderstandings to arise. This approach also gave a possibility for the authors to get an insight into how the participants experienced the thesis reliability. What the authors also strived for in the interview context was to keep a calm and good mood to reduce the likelihood of dishonest and targeted answers.

3.10 Ethical & Sustainable considerations

3.10.1 Ethical considerations

Saunders, Lewis and Thornhill (2019) explain the stages of ethical considerations that might appear throughout the thesis, which can be in the data collection and interpretation of findings. Some ethical issues that according to Saunders, Lewis and Thornhill (2019) are important to consider during the conduct of their research are maintaining integrity, respecting others, following informed consent, not pressuring participants, avoiding harm, ensuring confidentiality and anonymity, and exercising responsibility in analyzing data and reporting results. These ethical issues have been kept in mind by the authors of this thesis throughout the writing of the study. Bryman, Bell and Harley (2019) states five main ethical guidelines which the authors have conducted in the research in an appropriate way by taking them into consideration when collecting the empirical research.

First of all, the interview questions were conducted in a way that did not offend the interviewee or the interviewed employee or owner of the company. The authors of this thesis were very careful with that no harm occurred to the participants should, either physically or mentally. In order to avoid any risk of harm to emotional well-being or social cohesion, the authors avoided appearing intrusive or zealous during the interviews in order not to provoke any form of stress, anxiety, discomfort or conflict (Saunders, Lewis & Thornhill, 2019).



Saunders, Lewis and Thornhill (2019) explain the importance of ensuring transparency in research to avoid plagiarism and copyright issues. The authors guarantee transparency in this work, all text in this thesis is their own and that all references that are used are stated correctly in regard to the Harvard system.

Secondly, all the participants that were going to be interviewed were informed in advance about the purpose of the research, who the authors of the thesis were, and how the data would be concluded and used in the thesis. Thirdly, consent was taken into consideration when the interviews took place as the participants were informed that their participation was completely voluntary and that they could withdraw their contribution. The main principle of informed consent, according to Saunders, Lewis and Thornhill (2019), is that researchers provide adequate information and assurances to participants about the purpose of the interview and also that they have a free decision on whether or not to participate without exerting any pressure or constraint. The fourth ethical guideline that was taken into consideration was that the participants were informed and ensured that their identity and personal information were protected. Saunders, Lewis and Thornhill (2019) state that privacy is a key principle on which most ethical principles are based on to protect the people who participate. At last, the data provided in the study were not formed to provide a different result, meaning it was very true and accurate.

3.10.2 Sustainable considerations

Sustainability is defined as the capacity to maintain or improve the state and availability of desirable materials or conditions over the long term (Harrington, 2016). According to Harrington (2016), sustainability and sustainable development have become important aspects and goals in science and society. In sustainability, there is an aspiration and desire for long-term conditions in geography and other areas (ibid).

It is essential to keep sustainability in mind when writing a research study, but the main focus of this study is not regarding sustainability. However, the three pillars of sustainability are an important concept that the authors will adapt to as much as possible. The three pillars of sustainability consist of social, environmental and economical perspectives (Purvis, Mao & Robinson, 2018). In this thesis, a qualitative research method was used, which means that interviews were conducted. The social perspectives have been practiced as the authors had social contact with the participants of the interviews. Two of the five interviews were conducted face to face and were done in Kalmar, where the authors are located, which led to that no unnecessary car or train journeys had to be made to meet with the interviewees. Due to the Covid-19 restrictions, the data from the three remaining interviews were collected through the digital platform Teams and by telephone.



The environmental perspective of the three pillars of sustainability has been adapted in different ways. One adaptation that was made was that all research was collected and written online to reduce the waste of resources such as paper. The literature that has been used has not been printed on paper but has been read in the form of e-books. This resulted in that unnecessary trips such as train and car journeys that are stressful for the environment were avoided. Throughout the process of this essay, the authors have had sustainability in mind as for most of the process, they were in the same location during the writing of the thesis, which resulted in shorter travel distances where the majority of trips were done by bicycle. The economic aspects of sustainability of the three pillars were taken into considerations while the authors limited the spending of unnecessary financial resources. The spending's that were made for necessary traveling during the writing was divided individually between the authors.

3.11 Work process

During the time of writing this thesis, the work has been equally divided between the two authors. The authors chose to divide the parts in the different chapters equally between each other to create efficiency in the writing as the authors did not always sit together and write. A few times a week during the work, the authors met and went through and discussed what had been written and what should be written to get an adequate structure and quality of the thesis. Every week, the authors also made planning's and set up goals that would be achieved every week so that all parts of the thesis would be managed to be written in time.



4 Empirical Findings

In this chapter, the empirical findings from the semi-structured interviews will be presented. This chapter will be structured in the same order as the operationalization and will follow the order of the created themes to get a clear and informative summary of the empirical data.

4.1 The interviewed companies

In this thesis, there were two companies that wanted to remain anonymous. To respect their desire to be anonymous, the authors have chosen to exchange the companies' names for *Grocery store A* and *Grocery store B*. The two respondents of Grocery store A and Grocery store B also wanted to be completely anonymous and did not want to be mentioned by their real names. To respect their privacy and to make a more fluent text for the reader these interviewees have been assigned the fictitious names *Johan Johansson* and *Karl Karlsson*.

4.1.1 Maxi ICA Stormarknad Västervik

"We like food & people - For us, you as a customer are the most important thing there is, we exist for your sake. It is important to us that you are satisfied with each visit. We strive to be able to deliver everything that you as a visitor expect every day. Here we are constantly working to improve our offer and are happy to listen to you if you have any comments to give us. Welcome to our store!" (Ica, n.d.)

Maxi ICA Västervik wants to simplify customers' everyday life by gathering everything under one roof, to really good prices. Good food, stuff for the home, Maxi kitchen, café, childcare and more. Maxi ICA Västervik provides online services which are always open, it is simple and convenient. The customers can shop for groceries and supplements when it suits them (Ica, n.d.). Katharina Arvidsson is ICA Trader at Maxi ICA Stormarknad Västervik, CEO and chairman of the board. Arvidsson (2021) has owned and run the company for a long time. Earlier the company was ICA Kvantum but relocated and became Maxi ICA Västervik in 2011.

4.1.2 Grocery store A

Grocery store A is a Swedish grocery store with a customer-friendly and fresh shopping place with everything under one roof. At Grocery store A, the customer finds a complete range of food and special items such as household items, clothes, books, toys, media, health and beauty and much more. *"Everything at prices you like"* is their business idea. Grocery Store A also offers online services where customers can buy their groceries online and thereby purchase the entire week's groceries with just a few clicks. Johan Johansson is a loyal employee within this grocery trading company and has worked within the company since 1981. Since 1996, Johansson (2021) has worked as a store manager in four different grocery stores around Sweden, and he has worked



as a store manager at Grocery store A since 2012. As a store manager, the main tasks are to ensure that everything works in the store and to create a pleasant environment for both employees and customers (Careerbuilder, 2021).

4.1.3 Grocery store B

Grocery store B is a grocery store located in Sweden. They have an extensive range of groceries to choose from, and they also sell everything from books, media and things for the garden. In Grocery store B, the customer always finds something that fits, and the customer can trust that the goods are of high quality. Grocery store B offers its customers to buy their groceries online where they provide a wide range of groceries, household supplements, and other things for home and leisure. The respondent that was interviewed at Grocery store B is named Karl Karlsson and he is a store manager at Grocery store B.

4.1.4 ICA Supermarket Lindsdal

ICA Supermarket Lindsdal is a grocery store located just outside Kalmar in Sweden. *"Everyday or party? We have what you need"* is their slogan when visiting their website (Ica, n.d.). In the store, they fill up with new fresh products, fruit and vegetables, dairy products and other goodies every day to light up the customers' everyday food experience (ibid). At ICA Supermarket Lindsdal, the customer can also buy all week's food purchases and lots of other good things in their e-commerce. *"Simple, safe and convenient"* is what ICA Supermarket Lindsdal stands for in their e-commerce (ibid). Tomas Ohlström is 53 years old and has been running ICA Supermarket Lindsdal since 2006, where he is a trader and manager of the entire store. He owns 70 percent of the shares in the company and the other 30 percent his brother owns.

4.1.5 Media4you

Media4you is a digital media agency located in Kalmar. Media4you creates everything within advertising, media and the web. In other words, a full-service media agency. Media4you helps companies participate in the right channels towards the right target group to achieve goals and visions (Media4you, 2021). They help several companies, large and small, and organizations with everything from media strategy, media planning, and media consulting (ibid). Sandra Melms is a creative producer at Media4you and creates graphic design and UX design. She describes her education in digital design, which is a mixture between graphic design, UX design, and programming. The layout and design should look graphically appealing to the user of the website. Melms (2021) describes that UX design is about many things, for example, why a button is placed in a specific way and why the layout looks like it does for the users to clearly see and understand the website to create a good user experience.



4.2 Consumer behavior

4.2.1 Consumer behavior in grocery stores

Arvidsson (2021) describes how important the product placement in the physical store is, both for the customer but also for sales, and how Maxi ICA Västervik manages it. She explains that the layout in a store depends on the format of the store itself, how big it is. The logic of the customer lap around the store is important because if the customer finds what they are looking for, it leads to increased sales for the company. Arvidsson (2021) describes that by building up the store for the customer to pass through the entire assortment during their shopping trip, it leads to a win-win situation because the customer can get what they want, and the company can sell as much as possible. Johansson (2021) thinks about the profitability of product placement in the store. Profitability and efficiency generate around the usual shelves which the consumer often passes and where ordinary goods are sold. He explains that product placement on each end of the store has its purpose. The purpose is to show each department and that the products are affordable. The customer will understand that the store has low prices and good products so that the customer can be influenced to prick certain products at the gables but also continue to buy the rest as well. *“We are the ones who control what the customers should bring home. That's how it works. It is really important how we place the goods, both for the spontaneous purchase and to guide the customer to make sure they shop correctly. We actually control more than the customer thinks.”* (Johansson, 2021).

Karlsson (2021) is the store manager at Grocery store B, and he presents how they work with the product placement in the store. It requires that the customer can find what they are looking for. In this way, the store must make the range and products visible for the customers. Karlsson (2021) thinks that the placement of products can influence the customer to make more spontaneous purchases. The products are placed according to the store's structure and layout, according to the order in which the departments are located, to make it easy for the customer to buy everything they want. Furthermore, Arvidsson (2021) also believes that the product placement can influence the customer to make more impulse purchases in-store. It is a bit different with different products, some products are easier to sell more of, for example, with candy and chocolate that are placed at the checkout line, but if they are placed at the bottom of a shelf, it will not sell as much. According to Arvidsson (2021) some products are easier to increase additional sales with. Arvidsson (2021) tells how they work to create added value for their customers in the store through regular customer offers. Many products are offered at extra-low prices to the most regular customers, and that is to reward the customers who choose to shop at Maxi ICA Västervik, to make them even more loyal, and of course to make them feel welcome.



Johansson (2021) explains how they create added value for the customer to make the customer want to continue shopping at Grocery store A. The basis is to keep the store clean, fresh and with full shelves. The philosophy is that the customer should not have to feel crowded, the customer should be able to enjoy peaceful shopping in wide aisles. Especially during the Covid-19 pandemic, the customer wants to take the time to shop in a fresh environment without feeling crowded. However, in general, to create added value, it is important to be able to offer most things, “everything under one roof” is what Grocery store A used to have as a slogan. Ohlström (2021) explains how they work with their placement of products at Ica Supermarket Lindsdal. To support and influence the customer while they are shopping in the store, the store manages it with planograms where the shelf is drawn up to see how much space each product should have. The product groups are kept together, which makes it easy for the customer to find in the store. He also explains that the profitability of the products is also important. Ohlström (2021) describe that they create added value for their customers in the store by offering a wide range and large assortment of perishable goods, vegetarian assortment, gluten-free and lactose-free assortment for the customer to feel satisfied and find all their wanted products in the store. Ohlström (2021) states that to inspire the customer to shop a little more, they work with targeted marketing to specific customers, by offering recipes and better prices on, for example lactose-free products.

4.2.2 Consumer behavior for online grocery shopping

Johansson (2021) explains that a customer shops in their e-commerce for about 20 minutes, the average figure is usually around 17 minutes. Johansson (2021) believes that the website should be very effective if the customer can purchase their weekly groceries in those minutes. Arvidsson (2021) presents how their customers behave online and which products sell the most. She describes that customers buy a slightly higher grade of staples, dairy products, dry goods such as pasta and rice and a slightly smaller proportion of the deli counter, bakery, patisserie and a little less of charcuterie and delicacies. The reason for this buying behavior online will most likely depend on the website being too bad at showing what products are offered. Arvidsson (2021) believes that the website of Maxi ICA Västervik is not good enough to influence the customer to open their mind to the entire assortment provided. She explains that there is a very good feature where the most common items are displayed, where it is easy to click and buy them online. Karlsson (2021) feels that they are trying to place the products that are primarily on campaign in the best way and hopes and believes that we humans are learning to place the products in an even better way. Karlsson (2021) explains that to create added value for customers who choose to shop their groceries online it is all about customer satisfaction and making the range as clear as possible so that the customer will shop to a greater extent and do not have to supplement elsewhere. To create an interesting and enjoyable experience for the customers online, Arvidsson (2021)



believes that one could offer some form of digital event to inspire customers to try different products. She explains that Maxi ICA Västervik has previously had digital mulled wine tastings to inspire customers to try different products and brands, which makes the customers feel more involved which contributes to an increased added value for the customers. According to Arvidsson (2021), a typical online customer often buys the same kind of products, for example minced meat, sausages and orange. She explains that the most common items that the customer usually purchases are displayed in a simple way which makes it quick and easy to collect the product to the shopping cart. This means that if the customer is to order a certain ham in the delicate counter, it requires a certain amount of time that the customer is not used to spend while shopping online. She states that the customer has not gotten used to that way of shopping yet. Arvidsson (2021) states this about why she believes the customers behave like they do when they are purchasing groceries online. *“I think that a lot is a time factor and that we do not show our products online well enough for the customer all the time”* (Arvidsson, 2021).

Karlsson (2021) states that the average purchase is larger online, and that the online customer tends to purchase more and purchase larger quantities of different groceries. This can be supported by Johansson (2021), who explains that the average purchase, the amount of money that each customer purchases for, is much larger online than it is in the store. Similar patterns can also be seen at ICA Supermarket Lindsdal when Ohlström (2021) explains that the average purchase is much higher online than in stores. He explains that the customers who shop online are what they call “big customers”, due to the fact that the average purchases are about 70 percent higher than in the physical store. Ohlström (2021) also describes that the e-commerce customer almost always purchases the same things. Why the customers tend to purchase the same products has to do with the structure of the websites as the products that customers often buy are saved in a special place on the website and makes it easily accessible for the customer to be able to add the same items to the shopping cart for the next food purchase (ibid). This can be compared to Arvidsson (2021) who describes that Maxi ICA Västervik also has a similar function on their website where the products that the customer usually buys are saved in a special category on the page when they login to the website, and the customer can then easily see for example which type of milk, cat food and toilet paper that they usually purchase, and they can click and purchase those products again. This is very flexible and time-efficient for the customer, and therefore customers often shop the same things when they shop online as it is fast, easy and smooth (ibid). She states in the interview *“This type of grocery shopping is done very fast and there is no chance that it is possible to shop as quickly in the regular store”* (Arvidsson, 2021).



4.3 E-commerce

Johansson (2021) describes that Grocery store A started its e-commerce in the autumn of 2017, and since then, the company's online department has tripled in size and it has been very successful for the store to establish itself in e-commerce. Today, their e-commerce accounts for 10 percent of sales. Johansson (2021) does not believe that their online department is profitable but that they do not lose any money on it either. Karlsson (2021) gave a similar answer as their e-commerce accounts for around 20 percent of the store's sales, but that it is not a large part of profitability as he believes that e-commerce is less profitable than the physical store.

Arvidsson (2021) explains that in 2020 Maxi ICA Västerviks e-commerce consisted of 8 percent of the revenue. She also stated that by the end of 2021 they are expecting online sales to increase to a little over 10 percent.

Ohlström (2021) describes that ICA Supermarket Lindsdal has conducted their e-commerce for about three years and that the big breakthrough for their e-commerce came in connection with the outbreak of the pandemic in the beginning of 2020, and today their online department accounts for about 13 percent of the store's total sales.

4.3.1 Marketing strategies

One of the marketing strategies that ICA Supermarket Lindsdal uses in their e-commerce is to always present the campaign products of the week at the top of the frontpage when the customers first enter the website (Ohlström, 2021). He explains that it should inspire the customer to first buy the products that are on the campaign and then go ahead and buy the other groceries that the customer has planned to purchase. Ohlström (2021) also explains that they work hard to attract the customer to make larger multi-purchases where the customer, for example, receives an offer to buy four products at the price of three. Arvidsson (2021) states that Maxi ICA Västervik also uses various campaign offers within their e-commerce to attract customers to shop more. She describes that Maxi ICA Västervik works a lot according to the season in their e-commerce. They usually post categories that relate to different seasonal items, for example, “everything related to the Easter table” and then the customer can click on that tab and they enter a page where they get various products that are related to Easter. Arvidsson (2021) believes that it is an adequate way to inspire the customer to shop and where it informs the customer that Maxi ICA Västervik has a wide range of products. They also usually send out emails with specific offers that only concern offers within their e-commerce to attract more customers to shop online, but due to the current situation with Covid-19, they have paused the specific offers as the store has had a hard time keeping up with their online business as it has grown tremendously in the previous year (Arvidsson, 2021). She explains in the interview *“During the past year, we have*



not marketed online as much because we have been busy keeping up with customer demand” (Arvidsson, 2021).

But she later explained that they will start with these specific online offers again when the situation has been more stabilized. Meanwhile, Karlsson (2021) explains that Grocery store B works very little with marketing that is aimed directly at the customer. However, he explains that if they see a customer that used to shop online but no longer does, or that they have a customer who has never shopped online before, they can send out more specific marketing directly to that specific customer to entice them to shop for groceries online. He explains that Grocery store B does not work with this type of marketing to a greater extent, but to a certain extent. Karlsson (2021) also gives suggestions on how they could work with more specific marketing in the form of being able to reward the customers who already shop their groceries online with various offers to get them to continue shopping online. However, he expresses that currently, the campaigns that the store usually has are the same both online and in-store.

At Grocery store A, they work a lot with social media to tell and entice customers to come back to purchase their groceries online again after their large expansion of the online department, and also to attract new customers to shop groceries online. Johansson (2021) explains that they have doubled the area and doubled the capacity of the online department and now they work a lot to market and attract customers through social media. Ohlström (2021) explains that ICA Supermarket Lindsdal strives to market itself in the same way through social media. He means that in order to reach the digital customer, you must constantly work digitally with that customer by marketing through social platforms such as Facebook, Twitter and Instagram to influence the customer to shop more.

4.3.2 Website structure & user experience

According to Johansson (2021) the basic idea with the structure of e-commerce is simplicity and that it should be possible for the customer to shop their groceries quickly. This can be supported by Ohlström (2021), who believes that e-commerce should be simple and easy to understand and that it should be structured for the customer to quickly find the products that he or she wants and then easily pay for them. This can be compared with what Melms (2021) explained when she was asked about how important she considers it to be that a website is easy to navigate and well-structured. She believes that it is very important to have an easy-to-navigate website as it should be easy for the customer to understand it to make them want to stay on the website. Melms (2021) describes that many customers do not want to stay on a website that is difficult to navigate as most people today are very stressed and do not have the patience to navigate on a website that is slow or when something on the page is unclear. To clarify, Melms (2021) believes that it is important to have an easy-to-navigate website that has a clear



structure for shopping to be quick and easy. ICA Supermarket Lindsdal also works to make it easy to navigate the site when customers shop for groceries online (Ohlström, 2021). *“It must be quick, simple and easy to find”* Ohlström (2021) explains in the interview when discussing the structure of websites in order to sell well. Something that Melms (2021) also believes is important for a website to sell well is to make the products visible and put what is most important at the top of the page to clarify and strengthen the value of those products. In the interview, Melms (2021) describes that *“What is most important should always be at the top of the website and what is the most interesting to the customer”*.

Johansson (2021) describes that Grocery store A is controlled more centrally by the head office and that they can't control how the products are set up on the website, but he explains that his view of it is that the placement of a product is of great importance where it is shown in the flow in order for it to sell a lot. He explains that the products that are placed on the first page at the top of the page get a much better hit than the products that lay under subcategories on any of the other pages that the customers have to search for. However, Johansson (2021) explains that they currently do not work individually as a store with their e-commerce and therefore, they do not actively work with the product placement on their own website, but that in the autumn of 2021 they will have a new platform that they will have more control over and will then be able to make them more “store unique”. When the new platform launches, they will then need to change their thinking about how to get customers to shop more online because they have not had the need to think about that at the moment. The idea with the new platform is that Grocery store A should be able to get more into the mindset that they have in-store in their e-commerce as well (Johansson, 2021). Arvidsson (2021) explains that Maxi ICA Västervik does not have any major control over the structure of their e-commerce, but that it is more centrally controlled by the ICA Group. She does clarify that they are working to develop a new tool for this as she clarifies that the search engine, they use today is not very adequate to search freely for products and that this is what they want to develop.

Karlsson (2021) describes that Grocery store B e-commerce is also controlled more centrally and not directly by them. His beliefs of why the central head office chooses to place the products on their website like they do are that they primarily want to place the products that are on campaign in the best way, which usually is on the first page. He also expresses that he believes that there are even better ways to place the products to make them more visible and that they are learning these new ways now. Arvidsson (2021) explains that it is very important with the website's structure and various factors on the website that contribute to increased sales. Among other things, she points out that it is incredibly important to have an adequate search engine that makes it easy and smooth to search for products and to also have clear categorizations that make it easy



for the customer to find the products. When discussing the structure of e-commerce, this is what Arvidsson (2021) stated about her hopes for the development of search engines:

“However, it is harder to get the customer to think "oh, I might have a tray with delicacy on Friday night" in the same way as we do in the physical store. Hopefully when all search engines become more intelligent with more information, then maybe some kind of algorithm could inspire the customer with information for example recipes or products that goes well with other products, and we are not quite there yet” (Arvidsson, 2021).

When customers are going to buy groceries online, they want it to go quickly and smoothly and therefore it is important that it should be easy to search for the products that the customer is looking for (Arvidsson, 2021). In the interview, Arvidsson (2021) explains that they could work even more with marketing that concerns e-commerce to remind them of how easy and flexible it is to purchase groceries online. This can be supported by Melms (2021), who explains that it is important to have a clear search field to make it easy for the customer to find what they are looking for in a smooth way. Melms (2021) describes that most customers do not have the patience to navigate around the page for a longer time to find the right products, and therefore, it is important to have a clear and large search field.

4.4 Impulse buying

When Arvidsson (2021) answers the question of what it means for them if a customer makes an impulse purchase, she answers that it means that they are able to sell one more product and it increases the additional sales. For Grocery store B, it also means that it contributes to increased additional sales for the company when a customer purchases a product by impulse (Karlsson, 2021). Johansson (2021) also answers similarly to the question and believes that when a customer makes an impulse purchase, it contributes to additional sales and hopefully profitability for Grocery store A. Ohlström (2021) also gives a similar description as he means that impulse purchases make it more profitable for the company when they can get the customer to make more impulse purchases that contribute to a larger shopping cart. He explains that the larger the customer's shopping cart is, the better it is for the store because it increases profitability.

4.4.1 Factors of impulse buying

When Karlsson (2021) was asked about which factors he believes influence consumers to make an impulse purchase online, he believes a simple first page is important, with a good search engine that helps the customer to search for desired products. Factors such as recommendations and tips about the range of products can inspire the customer. If the



customer receives recommendations about products that can be a compliment or suitable for a particular dish, the chances of influencing the customer to an impulse purchase increase. This can be compared to a suggestion that Melms (2021) made in order to get customers to shop more on impulse. She suggested that grocery companies maybe can offer matching products to the specific product that the customer has already intended to purchase in the form of a complete recipe that is based on that first product that the customer has already planned to purchase. She means that by doing this, it will then perhaps inspire the customer to buy all the remaining groceries that are needed to cook the recipe to make a good meal with the product that the customer had intended to buy from the beginning (Melms, 2021). Grocery store B also works with greed puffs, which means that they push the customer to certain products and mostly the local range and the store's own produced range (Karlsson, 2021). This is similar to Maxi ICA Västervik, which uses nudging on their website through, for example, health campaigns where customers can register their health assignments and get points, which leads to better prices on health products (Arvidsson, 2021). The online nudge pushes customers in the direction of becoming healthier and at the same time shopping for healthier products. Maxi ICA Västervik works a lot with locally produced food. Arvidsson (2021) gives a suggestion on how they can push customers to buy more locally produced products by having a special button that takes the customer to the page where all locally produced groceries can be found.

As mentioned earlier, Johansson (2021) presented that Grocery store A works a lot with their social media to reach out to their customers. They recently did a major expansion of the store and doubled the capacity of the online department. He believes that their next step is to push customers to shop online through specific marketing and online nudging. Similar to the previous interviewees' answers regarding factors, Johansson (2021) also mentions the important factors of an easy and clear search engine that makes it quick and easy to shop. Ohlström (2021) agrees that the website must be quick with a clear search engine and that products must be easy to find, and that new products constantly appear on the website. Johansson (2021) explains that they tested to provide express delivery. The customers then received their order within five hours. He explained that it was very appreciated by the customers. The customers paid a little more for that service, but it was smooth and easy. Johansson (2021) describes that they have the same prices in-store as online, exactly the same price, instead of putting on 5-10 percent for online products which is quite common. Customers have free delivery, but it costs 49 SEK to order online.

When Melms (2021) is asked how the user experience on a website can influence a customer to make an impulse purchase, she answers that there are many contributing factors but that one of them can be so-called “pop-ups”, which means that when the customer adds a product in the shopping cart another product pops up that can fit well



with the product that the customer has already added to the shopping cart. This can be compared to what Ohlström (2021) states about different strategies to influence consumers' impulse buying behavior online. Ohlström (2021) also believes that pop-ups can be a contributing factor to customers making impulse purchases online as he suggests that when the customer buys a product, there will be another item that pops up in the flow that fits this product, and the customer can then take the opportunity to buy that product as well that matches the product that the customer has already intended to purchase. He explains that in the store, they work in a similar way with a strategy called "sampass exposure", which means that they expose several products that fit well together in the same spot in the store, which influences the customer to purchase both products (ibid). Ohlström (2021) believes that it will be the same type of strategy that can be used in the e-commerce as well to influence the customer to make an impulse purchase. This can be compared to Karlsson (2021), who also believes that an alternative to trying to sell more products to the customer is to give a recommendation for a product that would fit well with the product that the customer has already bought.



5 Analysis

In the analysis chapter an analysis of the empirical findings will be presented. The analysis will be supported by the theoretical framework and will also include personal opinions from the authors. This chapter will follow the same structure as the empirical chapter.

5.1 Consumer behavior

From the empirical findings, three important areas were identified after interviewing the participants. The main areas that were stated by all participants were Consumer behavior, E-commerce and Impulsive buying. Campo and Breugelmans (2015) presents that the majority of customers who shop for groceries are multichannel shoppers who keep visiting offline grocery stores to combine convenience advantages of online shopping with the self-service advantages of offline stores. Therefore, the authors chose to make a brief analysis of how consumers tend to shop in physical stores as well to make a perception of the difference between the online and offline presence. Therefore, some of the interview questions were asked from the physical stores' perspective.

Sreeram, Kesharwani and Desai (2017) describes that the typical grocery store trip is based on a customer choosing and buying several products in several quantities. As presented by the majority of the participants, the product placement in the physical store is extremely important, both for the customer but also for sales, and that the store itself controls and decides what the customers should bring home. What is seen as the key factor throughout the empirical findings, both according to the online and offline presence, is that the product placement is important and can influence the customer to make more impulse purchases, but that it is harder with different products. Some products are easier to increase additional sales with, and that it should be easy and simple to shop so it requires that the customer can find what they are looking for. This can be related to a study done by Kerr et al. (2012), which states that sales of products which are located on floor screens and near cash registers have a greater tendency to capture consumer attention, which leads to quick purchases and increased sales of these products, and that well-thought-out product placements can encourage the consumer to make impulse purchases.

Tsiros and Heilman (2005) describes a factor of why consumers choose to shop in the physical store, and these are the ability to buy fresh pastries, delicacies, premium meats, and detailed product lines, and that the study shows that it is the sales of these perishable products that drive the physical grocery stores. As stated by Campo and Breugelmans (2015) the reason why consumers combine online, and offline shopping are partly because they have the need to be able to see and touch the products before they buy them, and therefore, this type of sensory goods has a relatively low number of



purchases in the online environment. This can be stated from the empirical findings, which present that dairy products and dry goods such as pasta and rice sell the most online, and smaller proportions from the deli counter, bakery, patisserie and a little less of charcuterie and delicacies sell less. The reasons for this buying behavior are most likely the bad user experience of the website, that the website is not good enough to influence the customer to open their mind to the entire assortment provided.

Hassenzahl and Tractinsky (2006) state the term user experience as associated with a variety of meanings as beauty, hedonic, affective, or experiential aspects of a technical user such as a web page and Vermeeren, Roto and Väänänen (2016) explain user experience as the design of a website, and that user experience is how a user interacts or experiences a product, and that the design must be creative and generative for the user because UX is striving to affect the user's emotion in a positive way.

Research conducted by Graeme-Duffett and Foster (2017) describes that consumers who buy groceries in physical stores tend to plan their purchases very carefully before shopping. This is to reduce the cost of food and increase satisfaction with food choices. What can be seen as a solution from the empirical findings is that offering inspiration, tips of recipes and specific marketing can influence the consumer to be willing to deviate from the shopping list and widen their perspectives.

Furthermore, online grocery shopping is, according to Hansen (2008) the beneficial shopping experience. Hansen (2008) explains that it is considered easy and convenient to search for the products that the customer is looking for and the advantage of online grocery shopping is that it is easy to compare prices. What could be stated from the empirical findings is that shopping online needs to be easy and time-efficient for the customers. All the participants agree that shopping online should be very effective to create added value, by making the range as clear as possible on the website, and for example through placing the products that are primarily on campaign in the best way. The website at Maxi ICA Västervik presents the most common items for the customer who shops online, which makes it easy to click and buy them online in a time-efficient way. Dawes and Nenycz-Thiel (2013) states that marketing of prices and offerings has stronger effects online than it has in the physical store, and that customers have a lower price sensitivity and prefer to buy larger packages of different groceries. This can be related to what Karlsson states, which is that the average purchase is larger online, and that the online customer tends to purchase more and larger quantities of different groceries, which in turn can be supported by Johansson who explained that the average purchase, the amount of money that each customer purchases for, is much larger online than it is in the store. Ohlström is the third participant who also explained that the average purchase is higher online and that the average purchases are about 70 percent higher than in the physical store. However, what can be stated from the empirical findings is that online customers often buy the same things, most likely because of the



structure of the website as the most bought products are saved in a special place for the customer to find. Research by Anesbury et al. (2015) found the importance of understanding consumers behavior online by the growth of online shopping. The results showed that 20 consumers spent around 10 seconds per category and that the most commonly bought item was from the first page on the website. This means that it is fast and easy to shop online, which can be resembled with what the participants of this study claimed and perceived. This can be compared with Chen et al. (2016) who explains that most consumers often make their purchases only from the first few web pages, “the online storefront”, therefore it is important that online retailers try to maximize the profit of the first pages of the website.

5.2 E-commerce

E-commerce content includes all communicated material that is available on a website, such as product auctions, price offers, return policies, and contact information (Sarah et al. 2020). Sarah et al. (2020) also explain that the content of an e-commerce website is very important for increasing visitor traffic and the use of a website. Even though it emerged that none of the participating stores themselves have any major control over their e-commerce, we could state that there was still a basic knowledge in the various stores in why their e-commerce is structured as they are. What can be stated from the findings is that it is extremely important to have a well-structured and easy-to-navigate website for the grocery store’s e-commerce to work. This was also supported by the expert interview where it was indicated that it is very important to have an easy-to-navigate website as it should be easy for the customer to understand it to make them want to stay on the website. This is related to what Lin and Lo (2016) stated about that the navigation flow and easy navigation is important in order for the website to increase the sales of different products. It can also be supported by Sarah et al. (2020) who describes that e-store navigation is important for a website to work and explains that the facilitating navigation on a website consists of the layout of the site. These consist of directions, menus, sitemaps and colors which are similar to Lin and Lo (2016) who explain that easy navigation can be created online by colors, fonts and images that are there to help the user to easily navigate to the website. What the authors of this thesis can state through the empirical findings is that to influence customers to possibly make an unplanned purchase when shopping for groceries online, the environmental characteristics of the website play a major role. This is in line with Wells, Parboteeah and Valachich (2011) who describe that the importance of a high-quality website and how appealing a website is to the consumer such as the website's comfort, navigation, the experience of security and visual appearance play a major role in influencing the customer to make an impulse purchase. This can be compared to Vermeeren, Roto and Väänänen (2016) who explain the importance of the design of a website that will contribute to the user experience. They explain that the design is a part of user



experience and that user experience is how a user interacts or experiences a product, a service or a system online, and how the user perceives the efficiency and usefulness of it. Therefore, we can see a connection between the participants' statement that it is important that it should be easy and quick for the customer to navigate through the website with Vermeeren, Roto and Väänänen (2016) research on user experience, as the design of a website plays a big role in how effective and useful the website is for the customer. If the grocery stores' websites did not have a high-quality design that creates a good user experience where it is easy for the customer to quickly and smoothly buy their groceries, it would probably have resulted in the customers stopped using the stores e-commerce services.

It was considered important for us to know what the interviewees from the various grocery stores thought about the importance of product placement online and why they think the company chooses to place the products as they do on their websites. According to Chen, Chiu and Yang (2014) product placement on the internet is about how sellers in online stores place their products over the product listing pages to maximize profits. When the authors of this thesis examined the e-commerce of the various stores, we could conclude that they work a lot with colors, shapes and sizes of different products and offers. This can be supported by Chen, Chiu and Yang (2014) who state that product placement online is usually handled in the form of product information sources that are communicated via text and image of the product, and therefore visual stimuli such as color, shape, size, and spatial placement have a major impact on online shoppers' visual attention which in turn affects a possible purchase. What could be ascertained was that the majority of the interviewees considered that the products that are found the most important, for example the products that are on campaign, are usually placed on the first page and that it is these products that often get the best hits. From the expert interview it is also clarified that in order for a website to sell well, it is important to make the products visible and put what is most important at the top of the page to clarify and strengthen the value of those products, which can be supported by Anesbury et al. (2015) who state that the most commonly bought item is located on the first page. What we can clarify with support from what the participants mentioned about the product placement and that the products that are the most important is placed at the top of the first page, can be connected to the strategy for online product placement where the communication about the product to the customer in terms of text, image and placement plays a big role for increasing the chance of an unplanned purchase (Chen, Chiu and Yang, 2014). What we can state through this is that product placement is very important in e-commerce to maximize sales, which can also be supported by Chen et al. (2016) who explains that it is important that online retailers place the products strategically to try to maximize the profit of the first pages of the website.



5.3 Impulse buying

Since impulse buying is the main subject of this thesis, it was important for us to gain a general understanding of what impulse purchases mean for the various grocery stores and how they work with it both in stores and in e-commerce. What was common to all the stores was that for them, it meant increased additional sales when a customer made an impulse purchase in their e-commerce. What could be clarified through the empirical findings was that the stores do not work as actively to influence the impulse buying behavior of their consumers online as in the physical store due to the fact that all the stores that were interviewed do not have any control over their own e-commerce. What we were able to establish is that impulse purchases also take place in the e-commerce, as all stores make it clear that they have a higher average purchase online than in-store, but that the majority of them do not know why as they are not actively working to influence impulse purchases online today. What we can argue with support from the empirical findings is that the impulse purchases that take place in the grocery stores' e-commerce can be based on the easy access and convenience of being able to shop online quickly and easily, which can be supported by Chan, Cheung and Lee (2017) who explain that online shopping increases the chance of impulse purchases due to the convenience and easy access of the products. This also agrees with Wu, Chiu and Chen (2020) who state that a consumer perceives more of a risk of shopping online than in a physical store and a perceived risk may have a negative effect on satisfaction and perceived usefulness of online shopping. They state that it is therefore important with a risk reduction that can shift the consumers' perception and satisfaction of online shopping, and that can be done with a skilled browsing technique, or the flow state, which can be supported by all the participants who believe that it is of great importance to have a high-quality search engine. According to Wu, Chiu and Chen (2020) these are an important factor for raising the chance of an impulsive behavior.

5.3.1 Factors of impulse buying

As it has been established from the findings that the grocery stores do not work individually with their e-commerce, it is also established that they do not actively work with different types of strategies or factors to influence consumers' impulse buying behavior. However, we can state that there is still a basic knowledge in the different stores about how the companies work to sell more in their various e-commerce, and it was therefore important for us to still get the interviewees' opinions and thoughts regarding how they think the companies do to influence the impulse buying behavior of the consumers. What we were able to confirm is that the majority of the stores are to varying degrees working with nudging to influence customers to purchase more products. A form of nudging that Johansson mentions that they work with is that they are able to go out and push the customers who have shopped online earlier but who no



longer does through social media and specific marketing that is aimed at the specific individual customer. This agrees with Keller, Markert and Bucher (2015) who define nudging as changing the presentation of choice options in a way that makes the desired choice the easy, automatic and default option. Grocery store A does this by having the opportunity to give out targeted marketing to its customers to push them to shop more online. For the most part, it seems that the stores are pushing customers to shop more from the local range and health products when we analyze what Karlsson and Arvidsson explain in their interviews. This can be connected to Weinmann, Schneider and Brocke (2016) who describe that consumers are affected by the information presented and the various alternatives presented in the choice environment that can “nudge” the consumer to behave in a specific way and make a subconscious choice. Karlsson and Arvidsson try to do this with their customers by pushing them to choose the local range and also the healthier products by attracting health campaigns that give the customer discounts on different health products. Therefore, we can argue that nudging is a factor that is used to some extent to influence consumers to make impulse purchases when shopping for groceries online.

What can also be clarified through the empirical findings is that up- and cross-selling is something that is considered important to influence the customer to buy more products. Ohlström clarified this when he explained that a contributing factor in getting the customer to make impulse purchases online can be to use “pop-ups” which is a product that appears when a customer puts a product in the shopping cart that would fit well with that product. This method was also suggested in the expert interview with Melms which can be supported by Dawson and Kim’s (2009) research where they explain that a cross-selling strategy refers to a company's effort to sell even more products to the customer, and these products are often related to the product that the customer intends to buy or that he or she has already bought. What can be stated here is that up- and cross-selling is a factor that the majority of the stores want to implement into their e-commerce and that it is a strategy that could be adequate to use to influence the impulse buying behavior of their consumers, as it according to Dawson and Kim (2009) have led to increased sales for many online retailers where many companies have experienced increased order sizes. What was also found through the empirical findings that can be connected to up- and cross-selling was what Karlsson mentioned about that recommendations and tips about the range can inspire the customer to shop more. This is consistent with Dawson and Kim (2009) who state that in an online context, marketers often implement this type of strategy through product recommendations, articles, sales articles, and other offers, which can be compared to Melms suggestion about offering matching products to the specific product that the customer has already intended to purchase. They also describe in the study that supplements and upgraded items often are bought on impulse, and therefore



we can state that up- and cross-selling could be a valuable strategy for the grocery stores to implement in their e-commerce.

According to Miao (2011) impulse buying is characterized as a behavior that occurs when a consumer spontaneously experiences a positive impact on a product or service. Here we could see a relation between impulse buying and the user experience of a website as Vermeeren, Roto and Väänänen (2016) describe that the design of a website must be creative and generative for the user experience because UX is striving to affect the user's emotion in a positive way to inspire to a good user experience. What we can state here is that by having a well thought out design on their website, this can generate that customers create a positive image of the website, which in turn can lead to the customer making an unplanned purchase due to the pleasant experience of the website. This can also be associated to Putri (2020) who explains that impulse buying behavior is affected by hedonic shopping value, and if the customer's hedonic shopping value is created with the help of a well-structured and high-quality website, we can argue that it can influence the customer's impulse buying behavior. Miao (2011) also describes that impulses are difficult to resist because they often involve expected fun experiences. This can be connected to the creation of added value for the customer that was examined in the interviews with the various grocery stores. The authors of this thesis can see a connection between the stores' work to create added value for their customers in connection to the hedonic buying behavior that is explained in the literature review. Why this connection is made is because we were able to state from the empirical findings that the grocery stores work a lot with membership offers, wide assortment of products, low prices and personal offers to create added value for their customers. For example, Arvidsson stated that they provide their customers with low prices and rewards their most regular customers with special offers. She also explained that they sometimes work with creating experiences for the customers in form of various tastings of different products that they most of the time offer in store but sometimes also online. We could then determine from our own experiences about hedonic buying behavior that this can lead to positive emotions being created for the customer when they receive these benefits and experiences which can lead to increased chances for the customers to make an impulse purchase. This can be compared with Lee and Wu (2017) who describe that positive emotions such as pleasure and enjoyment affect consumers when shopping, which can lead to impulse purchases.



6 Conclusion

In this chapter, the conclusion of the thesis will be presented. It will include an in-depth answer to our research question followed by implications and recommendations. The chapter then concludes with a presentation of limitations and future research proposals.

6.1 Answer to research question

The aim of this thesis was to answer the research question “*How do grocery stores influence consumer’s impulse buying behavior when shopping for groceries online?*”. The purpose was to create a deeper knowledge of how grocery stores act to influence their consumers to make impulse purchases in e-commerce, which in turn could contribute to increased additional sales for the stores.

Previous research stated by Campo & Breugelmans (2015) most large grocery companies run multichannel stores with both offline and online stores, and as online shopping for groceries has increased, grocery trading companies have had to expand their service levels by using multi-channels. According to Amos, Holmes, & Keneson, (2014) impulse buying is identified as one of the core aspects of increased sales and that it can account for up to 60 percent of all purchases in-store. Furthermore Sarah et al. (2020) describes that the growth in e-commerce and technological development is a major contributing factor to the increase in impulse purchases online. Therefore, we considered it important to research in this area to get an understanding of the companies’ perspective on impulse buying behavior. From the answers given in the empirical findings we got a clearer picture of how grocery stores actually work with this in their e-commerce. What has been clarified based on the empirical findings is that the stores do not actively work to influence consumers' impulse buying behavior in their e-commerce, but that there is still a basic knowledge in the various stores about how the companies work to sell more in their e-commerce. The reason why the stores do not actively work with this is due to the lack of control of their e-commerce as they are controlled by the head offices within the companies. What we understood from the interviews is that there is a desire to have more control over their own platforms as we could state that there is basic knowledge in the different stores about how they could work to influence the customers to make that extra purchase, and also how they should set up the website in order for it to sell as well as possible. What was also established from one of the interviews was that they are in the process of developing a new platform that will be launched in the autumn, where it emerged that the individual stores would have greater control over. Thus, we can assume that since the development of a new platform has begun from which the stores themselves will have greater control over, it will lead to that in the future a much greater knowledge will be needed within this area for impulse purchases online for the individual stores as well.



This is relevant due to the fact that online shopping increases the chance of impulse purchases more than in physical stores, because of the convenience and easy access (Chan, Cheung & Lee, 2017). Therefore, we consider that in the future it will be of greater importance for the grocery stores to get a deeper understanding about how to influence the consumer's impulse buying behavior online.

When it comes to the various factors that can affect impulse buying, it could be stated from the empirical findings that there is an essential knowledge in the different stores about how the companies work to sell more online even though they do not control their e-commerce themselves. What could be found in the empirical chapter is that the factor that the grocery stores indirectly work the most with today that can contribute to unplanned purchases is nudging. It is not to any great extent that the stores work with nudging in different ways, but what we can establish is that it is this factor for impulse purchases that the stores work with the most. What has also emerged through the empirical findings about the contributing factors of impulse buying is that the grocery stores are aware of different strategies and factors that they could work within e-commerce to contribute to an increased chance of the customer making an impulse purchase, but that this knowledge that they possess is limited as they have no opportunity to control and monitor their own e-commerce today.

To summarize the answer to our research question, the authors of this thesis can determine that grocery stores are not actively working to influence consumers' impulse buying behavior in the online environment today. The reason for this is that the stores do not have any control over their own e-commerce at the moment, but that it seems that in the nearest future, a new platform will be launched that the individual grocery stores will have greater control over. This will then create a greater demand for more in-depth knowledge of how to influence impulse buying behavior online.

6.2 Implications & Recommendations

This research has aimed to contribute to an understanding regarding how grocery stores work to influence consumer impulse buying behavior. By conducting this research, we have gained an understanding of consumers' impulse buying behavior regarding shopping for groceries online. From a managerial perspective, this research will serve as a guideline to gain knowledge and a deeper understanding on how grocery stores could influence consumers to do an impulse purchase while they shop online. The growing market in Sweden within online shopping has contributed to a new technological world and at the same time an increased demand regarding gaining a deeper knowledge and understanding of how to increase additional sales in e-commerce. This research shows that impulse buying affects the additional sales of grocery stores and that there are contributing factors that influence consumers to do an



impulse purchase. However, what we could see from the empirical findings, the participants of this research understand the importance of consumer behavior, impulse buying and e-commerce. Although they do not have the power to implement them, due to the fact that the grocery stores do not work actively to influence consumers online, as their e-commerce are controlled by the head office.

From a theoretical perspective we hope to help grocery stores to know the importance of understanding their consumers behaviors and getting some knowledge about what factors that can influence consumers impulse buying behavior, to increase additional sales that these impulse purchases contribute to. The concept of impulse buying behavior is rather well researched, but the research extends to impulsive buying in physical grocery stores, and the majority of the previous research regarding how grocery stores influence consumer's impulse buying behavior when shopping for groceries online is limited. The research in e-commerce has thus increased, but in order to understand how consumers' impulse buying behavior is manifested in online grocery shopping there is as mentioned a research gap in the subject. This gap has been partially implemented with relevant research by the authors of this thesis but may be further developed in future research. Furthermore, from the theoretical research we could state that this topic should be further researched and discussed.

6.2.1 Recommendations of factors

The recommendations that we could state from this thesis are that grocery stores should see the advantages of using factors online that contribute to impulse purchases to increase the additional sales. By working with factors of impulse buying such as nudging, product placement, up- and cross-selling and hedonic buying behavior grocery stores could improve the user experience and at the same time extend the sales of the e-commerce. As stated by Weinmann, Schneider and Brocke (2016) digital nudging is the term of the design elements which guide consumers into behavior and decision-making in a digital choice environment. A nudge design influences consumers to make unintended choices, therefore it is important that designers and businesses understand the effect of the design. An example can be to use modifications in the choice environment on the website, where there are presented different options, which can “nudge” the consumer into making an impulse purchase. Regarding product placement at the website, we have stated that it should be extremely easy and fast to shop online, the website should provide a good user experience. The customer often purchases the same product and therefore we believe that in order to increase sales of certain products, there should be a visible search engine that helps the customer to find more products. A problem that has been noticed during this thesis is that most consumers make their purchases only from the first web page, therefore it is important that online retailers try to maximize the profit of the first page of the website.

Up- and cross-selling is a contributing factor that could be used with “pop-ups”, which



is when the customer adds a product in the shopping cart, another suitable product pops up as a complement to the product that the customer was intended to purchase. As pop-ups can be a contributing factor to customers making an impulse purchase, it is also something that contributes to the hedonic buying behavior, as it creates added value to the customer while the customer gets tips and inspiration from these pop-ups at the website.

6.3 Limitations

There were some limitations that could be identified already at the beginning of this thesis. The biggest limitation was due to the Covid-19 pandemic which made it difficult to get in touch with companies that wanted to participate in an interview as our first thought was to get in touch with individuals who work higher up at the companies' headquarters, and to get in touch with those who create the e-commerce sites for the grocery stores. When the Covid-19 restrictions limited us, we had to change our ideas and instead changed our focus to how individual grocery stores work with this topic of interest. For this limitation, the quality of the results did not turn out as expected as the individual stores did not have enough knowledge to provide a more in-depth answer to what we examined as it early into the writing became clear that they had no control over their own e-commerce. Another limitation that could be identified is that two of the grocery stores came from the same company, which resulted in that their e-commerce is built on the same principles and therefore their answers were very similar. Therefore, it would have been of value to see how this research would have been applied if the participating stores had come from different companies instead.

6.4 Suggestions for future research

Through this thesis, we have been able to identify some aspects that can be developed in future research:

- Research more on how grocery companies influence consumers' impulse buying behavior online from the website creators and the head office perspective to get a deeper insight and understanding into how they build the websites to influence impulse purchases.
- Look at consumers' perceived user experience of grocery stores' e-commerce and whether there is any relationship between user experience and if it can be a contributing factor that leads to a possible impulse purchase.
- To investigate how grocery stores can make their e-commerce more profitable as many companies in the grocery trade suffer from poor profitability in e-



commerce. Therefore, more research should be done on how grocery stores can work to make their e-commerce more profitable.



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8 Appendix

8.1 Appendix

8.1.1 Interview questions for Operationalisation Table 1

General questions

1. Do you allow us to record this interview?
2. Do you want to be anonymous and do you want the company to be anonymous?

Questions about the respondent and the company

3. Would you like to give a brief introduction about yourself and your role in the company?
4. Can you describe the store's e-commerce?
 - How large part of the store is it, and does it constitute a larger part of the store's profitability?

Consumer behavior

5. How do you work with product placement in the store?
6. How do you think the placement of products in the store, and the store's environment, influences the customer to make spontaneous purchases?
7. How do you work to create added value for the customer in the store?
8. Would you also like to describe how you work to create added value for the customer in e-commerce?
 - How do you work to create a pleasant and interesting experience for the customer when they shop groceries online?

E-commerce

9. How do you think your customers behave online? Are there any specific patterns that you can see occur frequently?
10. How do you work with the placement of your products in your e-commerce?
11. Why do you think the central head office chooses to place the products as they do on your website?
12. Would you like to explain how you work with different marketing strategies and means of communication to increase additional sales in your e-commerce?

Impulse buying

13. What does it mean to you that the customer makes spontaneous purchases when they shop groceries online?



- Do you have a strategy for influencing the customer to make spontaneous purchases when they shop online?
- 14. What do you think about how important a website's structure and design is for it to sell as well as possible?
- 15. What factors on the website do you think are contributing to the customer making spontaneous purchases?

Other questions/thoughts

- 16. Is there anything else you would like to add?

8.1.2 Interview questions for Operationalisation Table 2

General questions

- 1. Do you allow us to record this interview?
- 2. Do you want to be anonymous?

Questions about the respondent and the company

- 3. Would you like to give a brief introduction about yourself and your role in the company?
- Tell us a little about your education and what a UX designer does?

E-commerce

- 4. How do you think a website should be built and designed so that the products on the page sell as well as possible?
- Why do you think this is important?
- 5. How important do you think it is to have an easy-to-navigate website with a clear and structured design?
- Why do you think this is important?
- 6. Why do you think grocery retailers choose to design their e-commerce sites the way they do today?

User experience

- 7. What factors in UX do you think the customer is affected by on a website?
- 8. What do you think is important for grocery companies to work with in their e-commerce to create added value and a positive experience for the customer?
- 9. How does a UX designer work with product placement on a web page? For example, in food.

Impulse buying



10. How do you think the user experience on a website can be linked to a customer being influenced to make a spontaneous purchase?
11. How do you think companies and grocery companies should work with a website to generate more spontaneous purchases?

Other questions/thoughts

12. Is there anything else you would like to add?

