

**A STUDY FOCUSED ON CONSUMER BEHAVIOR WHILE
SHOPPING FOR GROCERIES**

A Secondary Research Report

by

Catalina Gomez Paez

Program of Study and Faculty:

Master of Science, Human-Centered Interaction
Design

Dr Tamara Peyton

Harrisburg University of Science & Technology

Harrisburg, PA

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Table of Contents

Section	1:
Introduction.....	(6)
- About the Project	
- Research Questions	
- Overview of Search strategy – systems used; keywords; evaluation strategy and criteria	
Section 2: Literature Review	
Annotated Bibliography 1: Grocery store interventions to change food purchasing behaviors: a systematic review of randomized controlled trials	(7)
Annotated Bibliography 2: Comparing Online and In-Store Grocery Purchases.....	(7)
Annotated Bibliography 3: Is the type and location of grocery stores a predictor of healthy and unhealthy food availability? A cross-sectional study.....	(8)
Annotated Bibliography 4: Shifting toward a healthier dietary pattern through nudging and pricing strategies: A secondary analysis of a randomized virtual supermarket experiment.....	(9)
Annotated Bibliography 5: Supermarkets in Cyberspace: A Conceptual Framework to Capture the Influence of Online Food Retail Environments on Consumer Behavior.....	(10)
Annotated Bibliography 6: How Online Grocery Stores Support Consumer Nutrition Information Needs.....	(10)
Annotated Bibliography 7: Relationship between shopping motivations of shoppers for processed food and retail format choice.....	(11)

- Annotated Bibliography 8:** Can Healthy Checkout Counters Improve Food Purchases? Two Real-Life Experiments in Dutch Supermarkets.....(12)
- Annotated Bibliography 9:** Strategies to reduce risk perception among grocery shoppers in the US: A survey study.....(13)
- Annotated Bibliography 10:** Testing Behavioral Hypotheses Using an Integrated Model of Grocery Store Shopping Path and Purchase Behavior.....(13)
- Annotated Bibliography 11:** Shoppers' satisfaction levels are not the only key to store loyalty.....(14)
- Annotated Bibliography 12:** Comparing retailer purchase patterns and brand metrics for in-store and online grocery purchasing.....(15)
- Annotated Bibliography 13:** Food Values, Satisfaction, and Loyalty: Some Evidence in Grocery Retailing Acquired during the COVID-19 Pandemic.....(16)
- Annotated Bibliography 14:** An Exploratory Study of Grocery Shopping Motivations.....(18)
- Annotated Bibliography 15:** Understanding Motivations for Using Grocery Shopping Applications.....(19)
- Annotated Bibliography 16:** Trying Harder and Doing Worse: How Grocery Shoppers Track In-Store Spending.....(20)
- Annotated Bibliography 17:** Retail service quality as a key activator of grocery store loyalty.....(21)
- Annotated Bibliography 18:** Loyalty program structure and consumers' perceptions of status: Feeling special in a grocery store?.....(22)
- Annotated Bibliography 19:** Grocery retail loyalty program effects: self-selection or purchase

behavior change?.....	(23)
Annotated Bibliography 20: Online Grocery Shopping Acceptance: The Impact on the Perception of New Technologies and Loyalty in Retailing.....	(24)
Annotated Bibliography 21: Family Food Shopping: Strategies Used by Husbands and Wives.....	(25)
Annotated Bibliography 22: Understanding relationship marketing and loyalty program effectiveness in global markets.....	(27)
Annotated Bibliography 23: Customers' relationship with their grocery store: direct and moderating effects from store format and loyalty programs.....	(30)
Annotated Bibliography 24: Consumer Store Choice Dynamics: An Analysis of the Competitive Market Structure for Grocery Stores.....	(31)
Annotated Bibliography 25: Assessing Customer Satisfaction and Unplanned Buying Behavior in Grocery Retailing.....	(33)
Annotated Bibliography 26: Why do retail customers hesitate for shopping grocery online? Technological and Economic Development of Economy.....	(34)
Annotated Bibliography 27: The Sales Impact of Using Handheld Scanners: Evidence from the Field.....	(36)
Annotated Bibliography 28: Faithful and Satisfied? Consumers' Loyalty to Grocery Stores.....	(38)
Annotated Bibliography 29: The Effects of Situational Factors on In-Store Grocery Shopping Behavior: The Role of Store Environment and Time Available for Shopping.....	(39)
Annotated Bibliography 30: Who shops groceries where and how? – the relationship between choice of store format and type of grocery shopping.....	(41)

Section 3:

Bibliography(43)

Acknowledgement(46)

Section 1:

Introduction

About the Project

This design research aims to understand people's behavior when shopping for groceries in stores. We aim to know people's most significant pains, needs and desires when shopping for groceries because we want to enhance the shopping experience.

Research Questions

The following research questions guide our literature review strategy, they help identify the relevant primary sources that should be adopted in our research, and which data needs to be extracted from each study.

- Understand people's needs and preferences when shopping for groceries.
- Understand customer loyalty, emotional connectivity and analytical preferences.
- How do people shop?
- Which factors influence how people choose where to shop for groceries?
- What are people expecting from their in-person shopping experience?
- What people want to change/improve about shopping for groceries in-person?
- What motivates them to do so? / What keeps them from coming back? / What does not work for them vs what works?
- Understand the food market innovations and trends
- What technology/strategies are currently available to bring unique In-Store Grocery Shopping experiences?
- How are the people reacting to these technologies/strategies?

Overview of search strategy

For our research strategy, we have used Google Scholar, and Harrisburg University of Science and Technology's library resources.

Keywords

Grocery store, Grocery shopping behavior, Motivations, Membership, Loyalty program, Store benefits, Product brand, Marketing strategy, Food value and quality, Trusty, Price, Store service, Consumer Experience, Consumption, Product Placement, Store Retention, Market Strategy, Grocery Retail ***Criteria***

We have decided to review articles, books and reports related to the topic during 1990 – 2021.

Section 2: Literature Review Annotated

Bibliography 1:

Hartmann-Boyce, J., Bianchi, F., Piernas, C., Payne Riches, S., Frie, K., Nourse, R., & Jebb, S. A. (2018). Grocery store interventions to change food purchasing behaviors: a systematic review of randomized controlled trials. *The American Journal of Clinical Nutrition*, 107(6), 1004–1016. <https://doi.org/10.1093/ajcn/nqy045>

Abstract:

This article primarily focuses on Food Purchasing along with Grocery Store Sales and Marketing regarding Consumer Behavior. The article focuses on grocery store intervention strategy, and its effectiveness regarding the grocery shopping experience one gets. The experimentation, and research/reviews have changed consumer behavior while shopping at the store. The article also highlights food purchase relations to health / nutrition, and its effectiveness on consumer behavior.

Relevance:

1. Understanding Consumer Behavior in Grocery Shopping:

- Economic Concerns: The cost barrier is evident as discounts on healthier options drive higher purchases.
- Seeking Guidance: Swaps reveal that consumers are keen on healthier alternatives and desire assistance in making healthier choices.
- Varied Store Influences: Store design impacts vary; while some uplift the shopping experience, others might fall flat.

2. Enhancing the Shopping Journey:

- Rewards and Incentives: The appeal of rewards like vouchers signifies consumers' longing for acknowledgment and incentives.
- Innovative Store Strategies: Some interventions, e.g., climate-related signage, demonstrate the potential to sway purchases.
- Offering Healthier Alternatives: Directly suggesting healthier options significantly steers purchasing habits.

3. The Role of Education and Awareness:

- Mixed Impact of Education: Despite varied results of educational initiatives, the success of nutritional labels indicates an opportunity to inform and guide consumers.

Key words and/or theories:

1. Economic Intervention
2. Socioeconomic Intervention

Quotes:

- “Background Diet is an important determinant of health, and food purchasing is a key antecedent to consumption.” (p. 1004)
- “Food purchasing is a key antecedent of food consumption, and interventions in grocery stores are of interest to those trying to change food purchasing to promote health and those concerned with the marketing and sales of foods and drinks” (p. 1004)

Annotated Bibliography 2:

Zatz, L. Y., Moran, A. J., Franckle, R. L., Block, J. P., Hou, T., Blue, D., Greene, J. C., Gortmaker, S., Bleich, S. N., Polacsek, M., Thorndike, A. N., & Rimm, E. B. (2021). Comparing Online and In-Store Grocery Purchases. *Journal of Nutrition Education & Behavior*, 53(6), 471–479. <https://doi.org/10.1016/j.jneb.2021.03.001>

Abstract:

The article surveys both demographics, who shop in-store as well as online. People who generally shop online are believed to have impulsivity while shopping online as opposed to in-store, where it is comparatively focused and pre-planned. The study asked candidates about their frequent food shopping habits (both in-store and online), and compared in between healthy and unhealthy, grocery choices and shopping patterns, in regards to, lifestyle, mental health and habitual behaviour.

Relevance:

The Influence of Online Grocery Shopping on Food Purchase Behaviors

Shift to Online Shopping: By 2025, online grocery shopping is projected to constitute up to 30% of food and beverage expenditures, a trend significantly accelerated by the COVID-19 pandemic.

Benefits of Online Shopping:

- Encourages healthier food choices through effective planning.
- Reduces impulsive buying of unhealthy items.
- Features like saved shopping lists can streamline healthier choices.

Concerns with Online Shopping:

- May boost unhealthy food purchases due to personalized promotions.
- The inability to physically inspect items might deter purchases of perishables.

Transaction Insights:

- Online shopping resulted in greater expenditure, especially on food, and a wider variety of items.

Spending Patterns:

- Online spending leaned more towards staples (e.g., fruits, vegetables, protein sources).
- In-store spending showed a preference for desserts, snacks, and prepared foods.
- Impulse-sensitive Purchases:

Adjusted data indicates online shopping reduces spending on impulse-sensitive items like candy and desserts.

However, there was still a noted higher raw spending on sugary snacks and beverages online.

Key words and/or theories:

1. Online grocery shopping
2. COVID-19 pandemic
3. Consumer behavior
4. Food and beverage spending
5. Purchase behaviors
6. Healthier food choices
7. Impulsive purchases

Quotes:

- “Online shoppers may be reluctant to buy healthy perishable foods like vegetables or lean meat because they cannot physically inspect the items for quality and freshness.” (P. 472)
- “Assessing the evolution of marketing practices in the online grocery setting will be an important area for future inquiry.” (P. 478)

Annotated Bibliography 3:

Kemp, C., Collins, J., & Palermo, C. (2019). Is the type and location of grocery stores a predictor of healthy and unhealthy food availability? A cross-sectional study. *Nutrition & Dietetics*, 76(3), 277–283. <https://doi.org/10.1111/1747-0080.12541>

Abstract:

The article emphasizes healthy food intake, and its immediate availability, which depends on the location of your preference. Availability of fresh, healthy food is dependent on the locality, surroundings, and your choice of residence as a primary factor. Additionally, restaurants, types of stores (supermarkets, convenience), cafes, and canteen services are also a few factors that are taken into account while observing the lifestyle choices of a population, especially when it comes to eating habits and nutrition. The article also focuses on food availability, and price which also becomes a domineering aspect of healthy lifestyles, and food choices.

Relevance:

- The availability of healthy foods was the lowest in general stores compared to chain or independent supermarkets.
- General stores do not necessarily replace healthy food with unhealthy ones, but rather have a limited variety of products.
- Regional stores, regardless of type, often lacked both healthy and unhealthy items.

Reasons for Limited Healthy Food in General Stores:

- Challenges like a small customer base, low demand for healthy foods, space constraints, perishability of fresh items, and supply issues contribute to limited healthy food availability in general stores.

Importance of Independent Stores:

- Independent stores, while having limited variety, are crucial for local employment, community cohesion, and local economic growth. They are essential, especially in areas without chain supermarkets.

Conclusion:

Store type plays a pivotal role in food availability in Victoria. General stores and independent supermarkets, especially in regional areas, often have limited healthy food options. Interventions in these areas can significantly improve healthy food availability.

Key words and/or theories:

1. Cross-sectional Design
2. Food cost study
3. Use of Food monitoring Tools & Techniques

Quotes:

- “While health promotion initiatives have traditionally focused on modifying health behaviours at the individual level, there is growing acknowledgment of the need to address the complex and underlying social, geographical, economic and environmental barriers that prevent healthy eating behaviours” (Pg. 277)
- “The reasons for poorer healthy food availability may be because of a small customer base, lack of customer demand for healthy food, limited shelving and storage space, perishability of fresh produce or supply and delivery challenges.” (Pg 280)

Annotated Bibliography 4:

Stuber, J. M., Hoenink, J. C., Beulens, J. W. J., Mackenbach, J. D., & Lakerveld, J. (2021). Shifting toward a healthier dietary pattern through nudging and pricing strategies: A secondary analysis of a randomized virtual supermarket experiment. *American Journal of Clinical Nutrition*, 114(2), 628–637. <https://doi.org/10.1093/ajcn/nqab057>

Abstract:

The article focuses on food pricing across supermarkets. Healthier vs Unhealthier food choices have a direct repercussion on one’s body and mind, especially on cardiovascular health, and obesity. A choice of supermarket greatly depends on the cost as much as other factors such as location, and habitualness considered. “Food environment” is a key factor in your choice of grocery shopping preference and is in sole hands on the supermarket you prefer to shop at. With effective strategies and timely reviews, a food market could be a major factor to impact your dietary / nutritional food intake in regard to your shopping patterns.

Relevance:

For our project, we are taking into account, an average grocery store / supermarket, which is chained, and quite affordable for a majority demographic. As dictated in this study, the “food environment” does play a vital role in consuming healthy food. For example, If I see rotten greens as opposed to fresh one, and simultaneously I see a discount being offered on candy, the store (may not directly), but is, indeed, indirectly promoting obesity, or reflecting poorly on healthy/nutritional choices. It is greatly in the a supermarket’s environment, which trigger’s people to even “think” or get “aware” about choosing healthier lifestyle in terms of groceries and nutrition.

Key words and/or theories:

1. Pricing Strategies
2. Virtual Supermarket Design Experience

Quotes:

- “Within the food environment, supermarkets form an important leverage point to influence dietary patterns as they serve as a major source of food for populations.” (Pg. 628)
- “Supermarket interventions are therefore a promising strategy to promote healthy food and beverage purchases.” (Pg. 629)

Annotated Bibliography 5:

Khandpur, N., Zatz, L. Y., Bleich, S. N., Taillie, L. S., Orr, J. A., Rimm, E. B., & Moran, A. J. (2020). Supermarkets in Cyberspace: A Conceptual Framework to Capture the Influence of Online Food Retail Environments on Consumer Behavior. *International Journal of Environmental Research and Public Health*, 17(22). <https://doi.org/10.3390/ijerph17228639>

Abstract:

The study understands the psychological framework of Online Shopping for groceries. Having focused on the entire journey from the pre-shopping triggers to the post-delivery experience, the article reflects a healthy comparison of online shopping which indirectly compares to in-store experience, and preference. Consumer Behavior being a key determinant, the study encompasses every factor on a granular level to present a concept-oriented “framework” giving insights about consumer thought-processes’.

Relevance:

For our project, understanding consumer behavioral factors on such, granular level, is of utmost importance. Also, such a wireframe could also be constructed, with a similar process, to determine and further extend our research. A map that journeys the customer experience while shopping for groceries at a store, along with their behavioral characteristics, and product placement, and store ergonomics, could help us understand and have healthy insights into the future of in-store grocery experience.

Key words and/or theories:

1. Consumer Level Attributes
2. Retailer Level Attributes

Quotes:

- “What is currently lacking is an integrated framework capturing both consumer- and retailer-level factors and their interaction that influence consumer behaviors within online environments.” (Pg. 2)
- “In the absence of a comprehensive conceptual framework that looks at consumer grocery purchase behaviors it becomes impossible to systematically study the effect of food retail environments on food choices.” (Pg. 2)

Annotated Bibliography 6:

Olzenak, K., French, S., Sherwood, N., Redden, J. P., & Harnack, L. (2020). How Online Grocery Stores Support Consumer Nutrition Information Needs. *Journal of Nutrition Education and Behavior*, 52(10), 952–957. <https://doi.org/10.1016/j.jneb.2020.07.009>

Abstract:

The study focuses on the Nutrition Information Available while shopping for groceries online. With an active increase in online food shopping trends, this one seems to limit/challenge product sale(s). While, at the store, a consumer has a choice to see, feel, ready about the product, and the nutrition it has to offer, the online experience highly relies on product ratings, surveys, reviews, media influencers, celebrity recommendations, etc., thus lacking in completing satisfying a customer's experience or potential choice to buy the product. However, since Online Grocery has its own benefits, this research administers this curve, which, if rightly proposed solutions to, will help consumer behavior.

Relevance:

Understanding what is not working out for a potential competitor (in this case, online food retailers), understanding their limitations, could help us better the retail food / shopping experience the store provides.

Key words and/or theories:

1. Nutritional Fact Panel
2. Ingredient Statement Information

Quotes:

- “The ability to sort search results by a nutrition attribute was not an option at any of the stores.” (Pg. 952)
- “The shift toward online grocery shopping has potential nutrition implications because this shopping format may include or lack information and features that support shoppers' efforts to make healthful food purchase decisions.” (Pg. 953)

Annotated Bibliography 7:

Nidhi, & Shivani. (2021). Relationship between shopping motivations of shoppers for processed food and retail format choice. *Ilkogretim Online*, 20(5), 2765–2777. <https://doi.org/10.17051/ilkonline.2021.05.302>

Abstract:

The study focuses on understanding the motivations behind shopping for necessities as opposed to for pleasure. The study also differentiates between choosing a particular store and following a type while having chosen that store. Consumers, indeed, have preferences and shop with a type in mind. People who are rather focused on needs, prefer a different store (shop with a different mindset as well), in comparison to people who shop for pleasure (whose mindset differs from the need-based ones), and also have a rather different shopping approach. The study also suggests that grocery food choices largely depend on the kind of food retailer one chooses

Relevance:

While understanding consumer behavior, market comparison largely matters. While, online vs in-store may be one of the factors, consumers also have store preferences. Traditional markets gain a natural and a conventional trust, as they are perceived as cost-effective, family-trusted (in some cases), and easily located / available (in terms of time, and placement), as opposed to supermarkets, which is still a new concept in many countries, and even within the North American market, it is seen as a trend. (For examples, Whole Food is already known for being expensive, organic, and only a certain class could shop at it), as opposed to an average store or a Deli in Brooklyn, NY.

Key words and/or theories:

1. Utilitarian Motivations
2. Hedonic Motivations

Quotes:

- “Consumer behavior is “the study of how consumers select, acquire, use, and dispose of goods and services to fulfill their personal needs and wants””. (Pg. 2765)
- “The hedonic and utilitarian shopping values has been extensively study in context of product choice, consumer behaviour but few literature found in the context of choice of retail format in context of shoppers shopping motivation.” (Pg. 2776)

Annotated Bibliography 8:

Huitink, M., Poelman, M. P., Seidell, J. C., Kuijper, L. D. J., Hoekstra, T., & Dijkstra, C. (2020). Can Healthy Checkout Counters Improve Food Purchases? Two Real-Life Experiments in Dutch Supermarkets. *International Journal of Environmental Research and Public Health*, 17(22). <https://doi.org/10.3390/ijerph17228611>

Abstract:

The study talks about ergonomics and food placement at store, which has an obvious effect on product purchase, and consumer behavior in terms of lifestyle choices. Most stores place unhealthy snacks near the checkout counters, with discounts, which promotes unhealthy eating

habits. s. If and when placed with a healthier snack, it reflected on the consumer behavior. Healthier choices were no longer / necessarily seen as expensive. And while checking out, if offered with a discount, did trigger a positive response from the consumers.

Relevance:

A strategic approach to food product placement is a must for a grocery store to have healthy market retention. Along with that, it speaks volumes and increases authenticity, when a store markets healthier living, with cost-effectiveness. Strategies need not always have to be big, in the sense that partnership needs to be acquired or the green's sections needs enlargement, but something as thoughtful, detail-oriented and granular as checkout counters, where a consumer spends a active amount of time while checking out, if those could advocate healthier lifestyle choices, then it increases store authenticity, thus increasing its preference in the consumer mind.

Key words and/or theories:

1. Categorization of Checkout Products
2. Design and Setting
3. Interventions

Quotes:

- “Supermarkets are an important setting for food purchases, as they are the primary source of food and drinks for many people in high-income countries, and are becoming increasingly important in low- and middle-income countries.” (Pg 1)
- “Future studies should assess the feasibility of healthy checkout policies and finding substitute (non-food) products to protect both profit margins and consumer health.” (Pg. 10)
- “The introduction of healthier snacks at supermarket checkout counters is practically feasible, requires little effort to implement and could be one factor contributing to the promotion of healthier food choices in supermarkets.” (Pg. 10)
- “From a societal point of view, our results are in line with these observations and indicate that retail efforts to promote healthier food choices at the checkouts in supermarkets are insufficient to reduce the purchase of less healthy products.” (Pg. 10)

Annotated Bibliography 9:

Li, J., Verteramo Chiu, L. J., Gómez, M. I., & Bills, N. L. (2021). Strategies to reduce risk perception among grocery shoppers in the US: A survey study. *PloS One*, 16(4), e0251060. <https://doi.org/10.1371/journal.pone.0251060> **Abstract:**

The article’s primary focus is tackling the current anxiety associated with shopping in-store. After the 2020 pandemic, a smaller number of consumers prefer to shop in-store thus leading for the

stores to shut down. In-store shopping or any out-of-the-house activities are anxiety-inducing in the current era (Post-Covid), thus, in order to eliminate that fear or nonetheless, in order to reduce it, the article discusses strategies to which could help normalize this new grocery shopping experience, which comes with 6 feet distance, mask mandates, and sanitization.

Relevance:

Such is a market we are catering to, such is the era we would be delivering to. We cannot help but think about experiences from a post-covid / post-pandemic standpoint, with a little fear and uncertainty of what the next few years would bring. Grocery shopping, being an absolute interactive experience, among a large crowd, could make consumers socially anxious, stressed and fearful. Thus, while we design a new experience, we have to actively work alongside this current perception which is rather risk-induced.

Key words and/or theories:

1. Hygiene
2. Variable(s) Study

Quotes:

- “The potential risk of infection when grocery shopping may not be limited to proximity to other shoppers. Store employees handle foods and may also be a potential source of infection.” (Pg. 2)
- “Given the high level of perceived risk, a relevant question is how to alleviate concerns regarding grocery shopping.” (Pg. 4)
- “With the development the pandemic in the US, future research could explore and compare how shoppers risk perception changed over time.” (Pg. 10)

Annotated Bibliography 10:

HUI, S. K., BRADLOW, E. T., & FADER, P. S. (2009). Testing Behavioral Hypotheses Using an Integrated Model of Grocery Store Shopping Path and Purchase Behavior. *Journal of Consumer Research*, 36(3), 478–493. <https://doi.org/10.1086/599046> **Abstract:**

The article research and tested theories which studied consumer behavior while shopping for groceries. Most consumers are likely to follow a set path while shopping in-store. Consumers are less likely to explore and more likely to be focused on the purchases they’re set out to make. Having a health consumer customer base, is more likely to attract new customers, but that is not a guarantee of increased shopping or brand loyalty.

Relevance:

Understanding a set pattern of behavior about consumers, while shopping for groceries is our prerequisite. While choosing to search for a particular product, consumers are more likely to follow a set pattern, less number of consumers prefer to explore, especially if they are familiar with a store (which becomes a limitation/challenge) in product expansion or even consumer awareness. Factors such a store design, aisle management and overall product ergonomics also predict, the number of time a consumer might spend in an aisle. For example, people are more likely to spend time in Produce and Dairy as opposed to Home Cleaning or Stationery Aisles.

Key words and/or theories:

1. Shopper's Decision Process
2. Grocery Store (Zone Planning & Strategy)

Quotes:

- "Researchers are particularly interested in better understanding the factors that drive the dynamics of a consumer's shopping trip." (Pg. 478)
- "The first factor is time pressure." (Pg. 478)
- "Our hope is that this interplay between careful theory development and rigorous statistical testing can provide external validation to what may start out as laboratorybased findings but also provide new empirical insights that can lead to the development of new theories to be subsequently tested under cleaner laboratory conditions." (Pg. 492)

Annotated Bibliography 11:

Miranda, M.J., Kónya, L. and Havrila, I. (2005, March). Shoppers' satisfaction levels are not the only key to store loyalty. In *Marketing Intelligence & Planning*, Vol. 23 No. 2 (pp. 220-232)

Abstract:

This article uses interviews with shoppers to analyze the factors of their satisfaction with the grocery store and the factors that encourage them to continue patronizing the store. Two different interviews proved that the factors that affect store satisfaction have little in common with the factors that keep shoppers loyal.

Relevance:

Our research is aiming to understand the shopper's motivations for a specific grocery store, and why they keep loyalty of it. So, this study will give us an idea that what factors will affect user keep shopping at specific grocery stores, and factors of their satisfaction.

Key words and/or theories:

1. Store satisfaction
2. Store loyalty
3. Grocery shoppers

Quotes:

- “Being the most preferred store is especially important for grocery retailers because as per Knox and Denison (2000), loyal shoppers spend double the amount in their “first choice” store.” (p. 2)
- “It appears that shoppers prefer to patronize those retail stores with whose loyalty program they are familiar with rather than shop at an alternative store with another loyalty program (for which quite often they have to sign up, sometimes at a cost) or worse still with no loyalty program.” (p. 12)
- “This study however found that shoppers’ intentions to remain loyal to their current main store, was influenced by several other contextual factors such as frequent buyer program, travel for purchasing opportunity, purchase of meat from store’s delicatessen, size of grocery bill, shelf signage and sale assistance.” (p. 14)

Annotated Bibliography 12:

Dawes, John., Nenycz-Thiel, Magda. (2014) Comparing retailer purchase patterns and brand metrics for in-store and online grocery purchasing, In *Journal of Marketing Management*, 30:34, (PP 364-382)

Abstract:

The rapid growth of online shopping has had a significant impact on many industries, especially the retail industry. This article studies the factors that influence online shopping patterns on the retail industry, and whether online shopping will lead to more cross-buying. Secondly, it studies the if user's attitude of brand loyalty would be changed due to new grocery shopping method.

Relevance:

Our project not only wants to understand in-store grocery shopping experience, but also wants to know how people compare online shopping with in-store shopping. So, this paper will help us understand how online grocery shopping will affect in-store shopping and user’s loyalty.

Key words and/or theories:

1. Grocery retailing
2. Buying behavior
3. Consumer loyalty
4. Online shopping
5. Grocery store

Quotes:

- “Therefore, shoppers who use the Internet regularly for purchasing groceries may become more confident and prepared to undertake comparison shopping in the online mode, thereby reducing their loyalty to a particular online retailer.” (p. 5)
- “Therefore, over time, shoppers should become more loyal to one online retailer, and there will be less cross-shopping in the online mode over time.” (p. 5)
- “However, there are theoretical expectations that brand loyalty should be higher online than offline. The reason for expecting higher loyalty online is the possibility to have saveable ‘shopping lists’, which restrict consideration sets, and hence should increase loyalty” (p.6)
- “Next, we found a heightened tendency for online shoppers at one retailer to shop online at other retailers as well. This extent of online cross-retailer purchasing was found to be consistently increasing over time, between 2008 and 2010. The study examined brand loyalty, and found brands exhibit somewhat higher SCR in the online mode compared to in-store. Both small and big brands obtained higher SCR online. Indeed, the effect appears stronger for small brands.” (p. 13)

Annotated Bibliography 13:

Muro-Rodríguez, A.I.; Pérez-Jiménez, I.R.; Esteban-Dorado, A.; Martínez-Ruiz, M.P. (2021, March) Food Values, Satisfaction, and Loyalty: Some Evidence in Grocery Retailing Acquired during the COVID-19 Pandemic. In *Sustainability* 2021, 13, 3908.

Abstract:

This article distributed an online survey during the April and May 2020 to analysis the influence of food values on user’s attitudes, satisfaction, and loyalty during COVID-19. The results show that there is a big impact on how food values influence consumer’s attitude, satisfaction, and loyalty.

Relevance:

For our project, this paper gives us an idea about the influence of COVID-19 on food values, satisfaction and loyalty. We not only want to study the normal time grocery shopping behavior, but also the special period of time's differences. I believe this paper will help us better understand it.

Key words and/or theories:

1. Grocery store
2. Consumer satisfaction
3. Consumer loyalty
4. COVID-19

Quotes:

- " Indeed, retailers reap several benefits from creating and maintaining a loyal customer base: For instance, loyal customers are more frequently profitable, since they are not sensitive to price variations and are willing to devote a greater share of their budget to buying a certain brand or shopping at their preferred grocery store. In addition, loyal customers are less likely to search for competing brands or switch stores, since the switching costs could be higher." (p. 4)
- "First, we confirmed that the most appreciated values are taste, safety, and naturalness, in that order. At first glance, it might seem that the COVID-19 pandemic led consumers to show greater appreciation for security related values. However, this finding is not new and is, in fact, completely coherent with the previous findings (especially with those works that gathered data from the same region a few years ago). Likewise, the least appreciated values— novelty, fairness, and origin, in that order—are also coherent with previous studies. Affirming consumers' consistency— even amidst the environmental volatility induced by the COVID-19 pandemic—constitutes one interesting contribution of this research." (p. 12)
- "In other words, to achieve long-term loyalty (both to the product and the store), it seems more important to ensure that consumers are satisfied with the food products they buy, rather than with the store where they buy them. This suggests that retailers need to carefully select the products they buy and take a holistic view of the assortment (length, depth, etc.,)." (p. 12)
- "Thus, it seems that retailers gain better long-term reactions by ensuring that consumers are satisfied with the values offered by the food products, rather than bolstering their satisfaction with the grocery store itself. In other words, to promote consumers' long-term loyalty to the store, retailers should emphasize aspects that can foster product satisfaction, such as product assortment choice. Likewise, retailers need to be able to correctly communicate the benefits of their products, as consumers' adequate perception of products' values is also very important." (p. 13)

Annotated Bibliography 14:

Maggie Geuens, Malaika Brengman, and Rosette Slegers (2001), An Exploratory Study of Grocery Shopping Motivations. In *E - European Advances in Consumer Research Volume 5*, eds. Andrea Groeppel-Klien and Frank-Rudolf Esch, Provo, UT: Association for Consumer Research, (pp 135140).

Abstract:

This paper revealed contemporary shopping motivations by using qualitative research methods. At the end of the research, the results showed that no new needs seem to emerge besides functional, experiential and social motivations according to Westbrook and Blank. But people have more requirements, like large assortment, food quality, low prices and nice shopping environments.

Relevance:

We are trying to understand the shopper's motivations and expectations during secondary research, this paper is helping us deeply dive into people's minds and understanding what their real demand is when shopping for groceries, also introduces different types of shoppers, and analysis their motivations.

Key words and/or theories:

1. Shopping motivations
2. Shopping behavior
3. Consumers needs
4. Grocery shopper

Quotes:

- “Sheth (1983) distinguished functional and non-functional motivations. Functional motivations pertain to tangible aspects such as product assortment, product quality, convenience, price etc., while non-functional motivations comprise non-tangible aspects (such as store clientele, store reputation and promotions), social motivations (social interaction etc.) and personal motivations (enjoyable experiences).” (p. 3)
- “In a similar way, Boedeker (1995) segmented consumers into ‘new type shoppers’ and ‘traditional shoppers’. New type shoppers are very demanding consumers valuing not only the recreational, but also the economic and convenience characteristics of a store. They prefer a good above a nearby store, value service, and often do not pre-plan purchases. Traditional shoppers, on the other hand, only buy pre-planned products, are not the first

to buy new products, compare prices, look for bargains, and do not value recreational aspects.” (p. 4)

- “As was indicated by Aylott and Mitchell (1998), and Dholakia (1999), grocery shopping has more negative associations. Consumers see it as a functional or utilitarian activity representing a necessity. Frequently mentioned positive aspects of grocery shopping refer mainly to experiential motivations such as the discovery of new products and new tastes, the liking of animations, demonstrations and nice decorations especially during the Christmas and Easter period. However, also a social motivation (meeting of other people) and a functional motivation (sales promotions such as gadgets or gifts that accompany products) can be deduced.” (p. 6)
- “Negative associations predominantly point to functional motivations. For example, statements such as "too long waiting lines at the checkout", "old people shopping during peak time", "too crowded store", "too narrow aisles", "frozen products that start melting at the cash counter", "no parking space available", "badly maneuverable trolleys", "bringing back trolleys on rainy days", and "stress when closing hour is approaching" all refer to a lack of convenience. Lack of reliability also seems an important negative aspect as can be deduced from the mentioning of "out-of-stocks", and "mistakes in the check", while "decayed products on the shelves" and "ignorant personnel" seem to refer to an inadequate level of the quality of the products or of the quality of the personnel.” (p. 6)

Annotated Bibliography 15:

Tukkinen, Pia., Lindqvist, Janne, (2015). Understanding Motivations for Using Grocery Shopping Applications. In *IEEE Pervasive Computing*, vol. 14, no. 04. (pp. 38-44)

Abstract:

This article is a case study of Foodie.fi which is an online grocery shopping application. In this case, they compared in-store and online grocery shopping experiences and reveal main motivations. This app aims to not only provide an online grocery shopping service but also enhance the traditional in-store shopping experience.

Relevance:

I believe this case study is strongly related to our research project, not because it is a case study of an app, but also considering providing better in-store grocery shopping experience for their consumers. I believe by learning this case study will help us better understand what users' needs are from both online and in-store shopping experience.

Key words and/or theories:

1. Food products
2. Shopping assistants
3. Shopping lists
4. Shopping experience

Quotes:

- “On the other hand, a recent interview and shop-along study showed that food practices are a complex and situated set of actions. In this article, we contribute to the field by studying people’s motivations and attitudes toward grocery shopping and the use of an application in various situations, such as in-store and at home.” (p. 2)
- “The main drivers for selecting either in-store or online shopping are the current phase of life and personal attitude toward shopping. People who are busy or face physical obstacles in shopping and carrying heavy bags are more prone to use online shopping.” (p. 3)
- “Holistic meal planners (45.20 percent of participants) are generally interested in cooking and shopping. They do not see food and shopping only as mere routine, but rather seek to find versatile and inspiring new dishes to cook, so they allocate time for selecting the best ingredients personally.” (p. 4)
- “Memory extenders (21.20 percent) tend to know what they need, but they want to remember everything, find new products, and ensure that basic groceries remain available. They view shopping as a routine activity. They would appreciate having prefilled templates based on either their shopping data or even whole menus based on their diet and preferences.” (p.4)
- “Many participants did not mind going to the store. In fact, they wanted to see and feel the products, especially the fruits and vegetables. They explicitly did not trust someone else to make the decision, because they felt that product quality was very important. Some participants liked to choose the main ingredient in their recipe based on freshness and availability. When the system was used at the store, participants reported that they kept their mobile phone on with the shopping list visible all the time and removed the products from the list when they were put in the cart.” (p. 5)

Annotated Bibliography 16:

Ittersum, Koert van, Pennings, Joost M.E., Wansink, Brian., (2010). Trying Harder and Doing Worse: How Grocery Shoppers Track In-Store Spending. In *American Marketing Association, Journal of Marketing Vol. 74 (March 2010)*, (pp. 90–104)

Abstract:

This paper tries to understand the shopper's thinking when they calculate spending in store and how it affects the satisfaction of grocery store. The research result listed four key generalizations about budget shoppers in grocery stores. And the second field study demonstrated that the shopper's expectations of total spending will be strongly related to store satisfaction.

Relevance:

In our research project interview stage, most of the topic is about price, and I believe this paper will help us understand the budget shopper's perspective and let us zoom in on how price setting related to customer's attitude which will affect their loyalty of the store.

Key words and/or theories:

1. In-store spending behavior
2. Retail price setting
3. Budget shoppers

Quotes:

- "One in seven U.S. households lives in poverty. Another one in six can afford only basic necessities, such as housing, food, and health care.¹ This state of affairs suggests that nearly one in three U.S. households must carefully plan its budgets and spend accordingly (Arends 2008)." (p. 90)
- "Shoppers who claim that they never track their in-store spending also exhibit noteworthy differences depending on their income ($\chi^2 = 8.61, p < .05$). Whereas shoppers in the higher-income area predominantly indicate that they do not track because they "don't have to" (52.0% versus 25.0%, "I don't have to budget. I make enough money"), their lower income counterparts state that they do not track because they only buy absolute necessities (50.0% versus 32.0%, "I just shop for things I need and avoid things I don't")." (p. 92)
- "Shoppers may ignore the rightmost digits when evaluating the prices of individual items, but our research suggests they do not when they estimate the total basket price. Instead, the price-setting strategy stimulates shoppers to round prices up to whole dollar amounts, putting them at risk to overspend, which may negatively influence their perceptions of the retailer and, thus, retail performance." (p. 101)

Annotated Bibliography 17:

Martinelli, Elisa., Balboni, Bernardo., (2012) Retail service quality as a key activator of grocery store loyalty. In *The Service Industries Journal*, 32:14, (pp 2233-2247).

Abstract:

In this paper, they examined how the quality of retail service contributes to the development of customer loyalty to the store; that loyalty is conceived as both cognitive and experiential. According to the results, retail service quality is regarded by consumers as a second-order dimension, while physical aspects and reliability are seen as being of first-order importance. In terms of the relationship between service quality and action loyalty, findings confirm that perceived service quality and customer satisfaction are crucial. Customer satisfaction and constituent loyalty also play a mediating role.

Relevance:

For our project, this will give us an idea that why consumers keep loyalty in specific store, and analysis what's the factor that will make customer satisfaction, it will help us deepen our knowledge about reason that people's motivation of shopping grocery in specific store.

Key words and/or theories:

1. Service quality
2. Customer satisfaction
3. Retail store loyalty

Quotes:

- "Customer perception of service quality is unanimously recognized as a source of customer satisfaction, customer loyalty, and, consequently, competitive advantage. Leading contributions indicate the presence of a causal relationship within these constructs, with service quality playing an activating role and customer satisfaction a mediating one" (p. 4)
- "In turn, customer satisfaction has been proved to be an antecedent of customer loyalty" (p. 4)
- "Bitner (1990) and Dabholkar et al. (2000) found the relationship between retail service quality and the customers' likelihood of repurchase and recommending to be statistically significant, evidencing the direct role of perceived service quality as a source of cognitive loyalty." (p. 5)

Annotated Bibliography 18:

Arbore, Alessandro., Estes, Zachary., (2013). Loyalty program structure and consumers' perceptions of status: Feeling special in a grocery store? In *Journal of Retailing and Consumer Services, Elsevier, vol. 20(5)*, (pp 439-444).

Abstract:

This paper is aiming to test whether loyalty program structure affects consumer's attitudes in different industries by using experimental design. The results show that there are personal and industries differences for loyalty program. Almost no effect when using loyalty program structure in grocery stores, but quite higher exclusory feeling in airline industry.

Relevance:

For our project, we are trying to understand people's motivations when selecting grocery shopping stores, we assume that the loyalty program like membership system and reward system will attract customers to keep loyalty. So, this paper will help us deeply understand how loyalty program structure plays a role.

Key words and/or theories:

1. Loyalty programs
2. Grocery store
3. Consumer shopping behavior

Quotes:

- "Some loyalty programs divide customers into two groups only (e.g., program members and non-members), whereas other programs feature more than two tiers (e.g., "gold", "silver", and "bronze" members, and non-members). Drèze and Nunes note how this is leading to "a whole new stratification of consumer society"" (p. 441)
- "Brand identity and self - brand connections, here, can probably play a distinctive role for status enhancements, more than loyalty program structure." (p. 444)
- "Second, as in the original study by Drèze and Nunes (2008), our research verifie the interaction between program structure and consumer perception of status, but it does not test if there is a relationship between status perception and loyalty towards the company (however defined)." (p. 444)

Annotated Bibliography 19:

Meyer-Waarden, Lars. Benavent, Christophe. (2007, March). Grocery retail loyalty program effects: self-selection or purchase behavior change? *In Journal of the Academy of Marketing Science; New York Vol. 37, Iss. 3*, (pp. 345-358)

Abstract:

This paper aimed to understand how store loyalty programs impact customer's shopping behavior, they found it will slightly increasing repurchase behaviors after people join the loyalty program and decreased small changes after 6-9 months that buyer join the program.

Relevance:

For our project, we assume that the loyalty program like membership system and reward system will attract customers to keep loyalty. So, this paper will show results relevant to the relationship of people's shopping behavior and loyalty program.

Key words and/or theories:

1. Loyalty program
2. Grocery store
3. Purchase behavior
4. CRM

Quotes:

- "During the 1990s, many American and European grocery retailers established loyalty programs. According to ACNielsen (2005), more than 60% of European and American consumers belonged to at least one grocery store loyalty program in 2005, and memberships have experienced double-digit annual growth rates (11%)." (p. 2)
- "After customers have enrolled in a loyalty program, repeat purchase behavior should increase if the program provides an adequate level of utilities and lower costs. It has been suggested that loyalty programs reinforce purchase loyalty (Rothschild and Gaidis 1981) rather than influence long term changes in attitudes and commitment. That is, satisfaction with purchases associated with a program and any consequential habit formation explain most of a customer's propensity to buy again in a store." (p. 4)
- "For the control group of non-loyalty program members, all purchase indicators remain virtually stable over the observation period. In contrast, the impact of S1's loyalty program at the moment of enrollment (t0) and after subscription (t1-t3) on individual purchase behavior is weak, even in some cases statistically insignificant. Furthermore, the effect is not stable over time for any indicator, as the values decrease 6-9 months after customers enrolled in the loyalty program (see Table 4)." (p. 9)

Annotated Bibliography 20:

Bauerova, Radka. Online Grocery Shopping Acceptance: The Impact on the Perception of New Technologies and Loyalty in Retailing. In *Central European Business Review, Prague University of Economics and Business, vol. 2019(3)*, (pp. 18-34).

Abstract:

Online grocery shopping is becoming a popular way for more people, especially in pandemic environment, but in-store shopping is still a priority method for most people. This paper explores how online shopping tech change people's shopping behavior and also brings a new perspective on online grocery shopping and traditional in-store shopping.

Relevance:

It's better to understand how online grocery shopping changes people's behavior and minds, and why it can meet their expectations. That will help us better provide a solution that enhances the in-store shopping experience.

Key words and/or theories:

1. Grocery retailing
2. customer behavior
3. Online grocery shopping
4. Technology acceptance

Quotes:

- "Self-check-out technology helps shoppers scan, bag, and pay for products without any need to interact with a cashier. Customers gain control and retailers enjoy reduced labour costs due to the fewer number of cashiers required (Inman & Nikolova, 2017)." (p. 20)
- "The results prove that the previous acceptance of technologies enabling online grocery shopping has a positive impact on the perception of technologies in retailing overall. By comparing the averages of positive perception of technology in retailing from the perspectives of offline and online customers, the results suggest more positive responses in the case of online customers, independent of the age group. The mean percentages increase was highest in the case of Generation X (this difference is nearly 15%) while a significant increase was also found in Generation Y where nearly 13% of respondents perceived new technologies in retailing as positive." (p. 26)
- "On average, 67% of online grocery shoppers would choose one of the traditional grocery retailers if they started selling groceries online, while only 44% of in-store grocery shoppers would change their retailer. Based on this finding, Hypothesis 4 is rejected. It can be said, therefore, that customers purchasing groceries online are not more loyal to

their online retailer than customers purchasing groceries offline in the case of traditional retailers entering the online market.” (p. 29)

Annotated Bibliography Entry 21:

Polegato, R., & Zaichkowsky, J. L. (1994). Family Food Shopping: Strategies Used by Husbands and Wives. *Journal of Consumer Affairs*, 28(2), 278–299.

<https://doi.org/10.1111/j.17456606.1994.tb00852.x> **Abstract:**

Regarding the activity of shopping for food, the percentage of husbands involved in undertaking this task has increased in recent years in response to the redefinition of the roles of men and women in household management.

This paper examines the strategies used by matched husbands and wives in shopping for their family’s food. Data for this study were collated from households in two metropolitan centers, Toronto and Halifax, and included couples with a broad range of age, employment, and income categories.

Overall, the study's outcomes suggest that paired husbands and wives have similar preferences and behaviors in the conceptual structure of time and task management strategies, store loyalty, and in-store strategies when shopping for food.

However, the authors note some differences in the behaviors and preferences of paired husbands and wives, including when it comes to routine scheduling, priority planning, or budgeting. These differences may suggest that wives and husbands have a specialized approach to their corresponding family food shopping role.

On the other hand, differences relating to the store’s characteristics that are of importance suggest that husbands and wives may compartmentalize certain aspects of food shopping quite differently (e.g., convenience and one-stop shopping). Rather than role specializations, the authors believe that these differences arrive due to variations in personal preferences for shopping environments between spouses.

According to the authors, future research on the topic of family food shopping should focus on extending the role theory and systems approach, as well as expanding on the conceptual model to include strategies used to handle groceries after they are taken home.

Relevance:

This particular paper is relevant to our study because it examines the preferences and behaviors of customers shopping for food at a specific task and gender level. Namely, it explores the impact of at-home organizational strategies and store characteristics on the in-store strategies for food shopping from the perspective of both husbands and wives. This information is of great use in

creating greater consumer satisfaction and keeping up with social trends when it comes to shopping for food.

Key words and/or theories:

1. Differences and similarities in food shopping behavior and preferences between paired husbands and wives
2. Family food shopping, strategies by husbands and wives, time management, task management, role theory, systems approach **Quotes:**

- “Industry and academic data indicate that 25 to 45 percent of husbands share the family food shopping role with their wives” (Polegato et al. 1994) (P. 278)
- “Understanding how the role of husbands in family food shopping differs from that of wives is important to consumer and family educators and food policymakers, as well as food industry members interested in creating consumer satisfaction and keeping up with social trends” (Polegato et al. 1994) (P. 279)
- “Husbands and wives were similar in strategies which related to time management, store loyalty, and in-store shopping” (Polegato et al. 1994) (P. 278)
- “There were notable anomalies in the conceptualization of some of the strategies, as well as significant differences in the use of task management strategies to prepare for food shopping and in the importance of various store characteristics” (Polegato et al. 1994) (P. 278)
- “Research needs to expand the number of specific variables considered, such as the importance of early store hours and the influence of in-store promotions and the store environment. Future research is also needed to determine whether there is an important link between wives more frequently making lists, comparing prices, budgeting, and using newspaper ads than their husbands and the greater importance wives attach to stores having specials available” (Polegato et al. 1994) (P. 296)
- “Despite limitations of the study and inability to generalize the results to a larger population, it does provide avenues for broadening our understanding of how husbands and wives are similar and different in food shopping practices. Viewing the family food shopping trip as a process within which spouses carry out their roles appears to be a promising approach” (Polegato et al. 1994) (P. 297)

Annotated Bibliography Entry 22:

Beck, J. T., Chapman, K., & Palmatier, R. W. (2015). Understanding relationship marketing and loyalty program effectiveness in global markets. *Journal of International Marketing*, 23(3), 1-21.

Abstract:

A recent rise in international competition has prompted an increased interest in Relationship Marketing (R.M.) and Loyalty Programs (L.P.). However, research still tends to apply US-centered research to international contexts.

Current knowledge on R.M. and L.P. indicate the mechanisms that underlie these marketing strategies' effectiveness can be broadly divided into two sub-categories, namely, Inertia-Based Mechanisms and Dynamic Mechanisms.

Concerning the former, this category can be further subdivided into Comparison-Based Mechanisms, Identity-Based Mechanisms, and Communal-Based Mechanisms, which, as a group, enhance seller performance by increasing the advantages of prior customer behaviors (e.g., habits, cognitive lock-in, economical switching costs). In an international context, the InertiaBased mechanisms are more effective in countries whose cultures avoid uncertainty and in those with significant accumulations of technological capital.

In terms of the Dynamic-Based Mechanisms, velocity and resilience have been identified as the two controlling factors that regulate relationship development between customers and retailers.

Nevertheless, beyond the constructs of Inertia and Dynamic-Based Mechanisms and their influence on the effectiveness of R.M. and L.P.s, cultural and economic development contingency factors have an effect on seller performance. Regarding the moderating role of cultural contingency factors, the authors list Individualism-Collectivism, Power Distance, Uncertainty Avoidance, Masculinity-Femininity, and Long-Term Orientation as the traits influencing R.M. and L.P. On the other hand, factors such as Resource Distribution, Technological Capital, and Security were found to be the pillars of the moderating role of economic developmental contingency on R.M. and L.P., as factors that have a fundamental influence in markets and also culture.

In order to better tailor R.M. and L.P. strategies to appeal to a specific population, the researchers offer the following propositions:

3. As cultural collectivism increases, identity and communal-based mechanisms exert more substantial effects on seller performance.
4. As cultural power distance increases, comparison-based mechanisms exert stronger effects on seller performance.
5. As uncertainty avoidance increases, inertia-based mechanisms exert stronger effects on seller performance.
6. As cultural masculinity increases, communal-based mechanisms exert weaker effects on seller performance.
7. As cultural masculinity increases, comparison-based mechanisms exert stronger effects on seller performance.
8. As long-term orientation increases, inertia-based and dynamic mechanisms exert weaker effects on seller performance.

9. As resource distribution becomes unequal, communal-based and comparison-based mechanisms exert stronger effects on seller performance.
10. As the level of technological capital increases, communal-based and inertia-based mechanisms exert stronger effects on seller performance.
11. As the level of security increases, inertia-based and communal-based mechanisms exert weaker effects on seller performance.

The authors indicate future research should focus on further investigating the relationship between cultural and developmental contingency factors, as well as investigating the interactions of R.M. and L.P.s, for example, how L.P.s can give rise to mechanisms that leverage R.M., or how the negative aspects of R.M. and L.P. strategies vary internationally.

Relevance:

This study provides a comprehensive framework of both R.M. and L.P. It contributes valuable propositions about where specific R.M. and L.P. strategies should be most effective, as dictated by the cultural and developmental circumstances of the store's population. As two marketing and differentiation, strategies are gaining popularity in international markets, having a framework that broadens the scope of current knowledge on the effectiveness of R.M. and L.P. from a UScentric to an international context derives in a very relevant input to the grocery industry's competitiveness and sales performance.

Key words and/or theories:

1. Effectiveness of specific Relationship Marketing (R.M.) and
2. Loyalty Program (L.P.) mechanisms in light of cultural and economic developmental contingency factors.
3. Relationship marketing, loyalty programs, culture, economic development, international marketing **Quotes:**

- "Relationship marketing and L.P.s are potent strategies for increasing seller differentiation and enhancing retention" (Palmatier et al. 2006; Stahl et al. 2012) (P. 13)
- "The expanding interest in R.M. and L.P.s is global in nature; according to ISI web of Science, the number of research articles per year examining R.M. or customer loyalty as a topic tripled from 2003 to 2013, and scholars outside the U.S. accounted for approximately 80% of this increase" (Beck et al. 2015) (P. 1)
- "Strategies that build customer relationships enhance sales and profit over time, especially when sellers adopt these strategies before competitors and when competitive intensity is high" (Kumar et al. 2011) (P. 3)
- "In marketing, despite substantial investigations of the role of culture, less attention has focused on developmental factors. This oversight may be significant because economic development influences markets and can be orthogonal to culture" (Henrich et al. 2010; Hofstede and Minkov 2010) (P. 11)

- “The effectiveness of inertia-based mechanisms is evident in customer purchase data: as much as 85% of customer needs are satisfied through repeat brand purchases, even though customers rarely exhibit actual emotional attachment to the brands they repeatedly buy” (Schneider and Hall 2011; The Economist 2014) (P. 3)
- “The overlap between M.R. and L.P. mechanisms suggests the need to consider interactions between the mechanisms that underlie both concepts. These insights are helpful, and yet there is also benefit in studying R.M. and L.P.s separately” (Beck et al. 2015) (P. 14)

Annotated Bibliography Entry 23:

Filipe, S., Marques, S. H. & Salgueiro, M. D. F. (2017). Customers' relationship with their grocery store: direct and moderating effects from store format and loyalty programs. *Journal of Retailing and Consumer Services*. 37, 78-88

Abstract:

This article analyzes and evaluates how factors such as the store's format, services, convenience, economic value and, marketing strategies of user satisfaction can influence people's decisions when choosing their primary grocery store and building a long-term relationship with it.

Relevance:

This article provides insights into what we are trying to uncover in our project: understanding the criteria of people when choosing a specific brand to purchase their groceries and becoming loyal to it.

The article shows that consumer satisfaction when shopping for groceries was a significant predictor for building trust with a specific grocery store. Still, it also reveals how grocery loyalty programs are ineffective in significantly determining people's preference for a store. Since people usually do not identify any real benefits of being a loyal grocery store customer.

Key words and/or theories:

1. Consumer satisfaction,
2. User Trust,
3. Loyalty Programs,
4. Store format,
5. People's preferences.

Quotes:

- “According to Macintosh and Lockshin (1997), trust and commitment to the salesperson, when there is an interpersonal relationship, are directly linked with purchase intentions.” (P.8)
- “Particularly in the grocery market, Martínez-Ruiz *et al.* (2010) presented the factors - services, convenience, quality image, economic value - that have a large influence on consumer satisfaction in grocery retail, ... Home proximity and customer attention are the main attributes contributing to satisfaction of grocery consumers in Spain (Martínez-Ruiz *et al.*, 2012).” (P.8)
- “De Wulf and Odekerken-Schröder (2003) showed that tangible rewards from a retailer have a direct impact on customers' trust and an indirect impact on customers' behavioral loyalty..” (P.10)
- “...Grocery retailers should identify innovative strategies that differentiate them from competitors, as well as improve fair rewards to the most profitable customers, in order to increase their levels of satisfaction, trust, and loyalty... Loyalty programs fail to generate value for customers; that their efficacy may be decreased with their maturity (no longer innovators) and the proliferation of grocery programs by almost all retailers (no longer differentiators).” (P.20)

- “Firstly, the investigation provides specific evidence that customers’ satisfaction proved to be a major predictor of both customers’ trust and loyalty. Headquarter managers should allocate their efforts in ... satisfying their customers overall; always meeting their expectations; giving them the superior and/or "perfect" service.” (P.21)
- “A global study carried out by Nielsen (2015a), shows that price (68%), quality (55%), convenience (46%) and special promotions (45%) are the most common motivations consumers have regarding store choice behavior, whereas the least common are cleanliness (39%), selection/assortment (36%) and store staff (27%). Moreover, the variety of products is an important environmental determinant of customer satisfaction, ... nice decoration and empathy with the staff explain the customers' choice of supermarkets (Marques. *et al.*, 2013).” (P.21)

Annotated Bibliography Entry 24:

Popkowski Leszczyc, P. T. L., Sinha, A., & Timmermans, H. J. P. (2000). Consumer Store Choice Dynamics: An Analysis of the Competitive Market Structure for Grocery Stores. *Journal of Retailing*, 76(3), 323–345. [https://doi.org/10.1016/S0022-4359\(00\)00033-6](https://doi.org/10.1016/S0022-4359(00)00033-6)

Abstract:

In the article, the authors develop and test a dynamic model (hazard Model) that analyzes factors like pricing strategies and store location to better understand how these factors influence the timing of shopping trips, store choice, and switching behavior of consumers.

This research leads to a comprehensive model of store choice behavior that analyses components like: Multiple Shopping Trips, State Dependence, Repeat Shoppers and Switchers, Time-Varying Probabilities, Store Choice, Timing, Exogenous Variables, heterogeneity.

Analysis results:

The consumers switch in predictable ways by making regular trips to larger stores and fill-in trips to small neighborhood stores.

Households that spend more per shopping trip tend to shop less often.

Households tended to have a higher likelihood of making a repeat shopping trip than a switch trip.

Relevance:

This article is relevant to our research because it presents a model to analyze and understand consumer store choice switching behavior.

This analysis brings insights into people's grocery store shopping behavior concerning three decision processes: the shopping trip's timing, store choice, and the amount to spend.

Keywords and/or theories:

1. Shopping trip
2. Store choice
3. Store switching behavior.

Quotes:

- Retailers need to know more about the timing of shopping trips, store choice, and switching behavior of consumers, together with those factors that influence this relationship, to develop appropriate strategies. (P.324)
- The dynamic store choice decision can be conceptualized as a problem of deciding where and when to shop. The first decision is the traditional store location choice problem. The second is the shopping trip incidence problem relating to the timing of shopping trips and implies information about inter shopping trip times. (P.324)
- Transitions between stores on successive shopping trips provide measures of storeswitching behavior. These two choice processes are, of course, interrelated. Store choice is dependent on the timing of shopping trips, as consumers may go to a smaller local store for short "fill-in" trips and go to a larger store for regular shopping trips (Kahn and Schmittlein, 1989). (P.324)
- Household grocery store shopping behavior consists of three decision processes, the timing of the shopping trip, store choice, and the amount to spend. A customer-first determines whether there is a need to go shopping or not. Next, the shopper may decide what purchases need to be made (the amount to spend) and based on this, choose a particular store. (P.328)
- "A shopper may first select a store and then determine how much to spend. Here, the selection of the store may impact the amount spent, as the shopper may make impulse purchases related to the store environment, such as in-store specials and displays." (P.328)
- "We expect store choice and timing of a shopping trip to be correlated because consumers may go to a neighborhood store for fill-in trips and to a larger store for regular weekly shopping trips (Kahn and Schmittlein. 1989, 1992)." (P. 329)
- Households who shop less often tend to be more store loyal and spend more to take better advantage of each shopping trip. Frequent shoppers tend to switch [store] more often, possibly to take advantage of price specials (Kim and Park, 1997; Popkowski Leszczyc and Timmermans, 1997). (P. 329)

- The purchase timing distribution offered information about the timing of shopping trips. We observed significant differences between the inter shopping times for different stores and for switchers versus repeat shoppers. (P.343)

Annotated Bibliography Entry 25:

Martínez-Ruiz, M. P., Izquierdo-Yusta, A., & Megicks, P. (2012). Assessing Customer Satisfaction and Unplanned Buying Behavior in Grocery Retailing. *AMA Summer Educators' Conference Proceedings, 23*, 315–316.

Abstract:

This conference objective reveals which store attributes and factors food retailers should consider most carefully to enhance customer satisfaction.

Relevance:

This document provides excellent insights into our research because it presents the results of an in-depth review of relevant literature about store attributes and their relationship with customer satisfaction.

Keywords and/or theories:

1. Customer satisfaction
2. Store value propositions
3. Store attributes.

Quotes:

- “Consumers who exhibit unplanned behavior sometimes are affected most by services and convenience, but they also consider the quality image and economic value.” (P.315)
- “A shopping list may be a relatively poor surrogate for unplanned buying behavior, in that it is overly simplistic to claim that only consumers who use shopping lists plan their trips to the grocery store.” (P.315)
- “Consumers tend to avoid promotions involving uncertainty.” (P.315)
- “To keep customers satisfied... retail managers should develop and communicate value propositions that focus on value-added services, such as wider product assortments, increased distribution intensity, high-quality customer attention programs, additional services, enhanced store atmospheres, and longer operating hours.” (P.316)
- “...store attributes, such as the speed of checkout, the accuracy of scanned prices, or availability of fresh food, as well as respondents' economic vulnerability, attitudes, and

demographics. These factors may have great relevance for assessments of customer satisfaction.” (P.316)

Annotated Bibliography Entry 26:

Klepek, Martin & Bauerová, Radka. (2020). Why do retail customers hesitate for shopping grocery online?. *Technological and Economic Development of Economy*. 26. 1444–1462. 10.3846/tede.2020.13970.

Abstract:

The main objective of this study was to uncover the reasons why customers hesitate to shop groceries online.

The most frequent responses of the survey: Why do retail customers hesitate for shopping grocery online?

- Prefer to see grocery in person before buying it: Inability to inspect the goods physically.
- Distrust e-merchants to choose the best or freshest grocery.
- The habit of shopping in traditional stores.
- Faster in-store grocery shopping.
- Unwillingness to pay for delivery.
- Difficulties to return purchases • Hedonic shopping in traditional stores.
- Special offers in traditional stores.
- Greater choice in traditional stores.
- A sense of safety in traditional stores.
- Satisfaction in traditional stores.
- Grocery e-shops do not ship to my place of residence. • Support of small in-store merchants
- Personal contact with sellers.

Relevance:

This article is relevant because the authors perform qualitative research to understand the attitudes and opinions about what makes Online Grocery Shoppers non-buyers not willing to buy groceries online?

Keywords and/or theories:

1. Consumer behavior
2. Online grocery shopping
3. Online groceries,
4. Buying for groceries preferences.

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Quotes:

“Negative attitudes toward online grocery shopping. Non-buyers prefer to see grocery in person before buying it, there is a distrust in e-tailers to choose the best and freshest grocery, non-buyers prefer personal contact with the seller and behave habitually.” (P.1444)

- “ Consumers not experienced with online grocery shopping felt that it was not convenient having to arrange for delivery at home at a suitable time and place. The inherent time lag between ordering and delivery when shopping online was mentioned as a barrier in situations of urgency.” (P.1449)
- “Impulse buying was discussed in nearly all researched customer groups. It seemed to be an important positive part of grocery shopping to a lot of consumers, and many participants believed that this element of shopping was sadly missing in online shopping which was regarded as much more planned and organized.” (P. 1449)
- “Participants were also concerned with the freshness of the delivered products, and they expressed considerable uneasiness about the fact that they could not see, smell, hear, touch, feel, test or select the goods themselves.” (P. 1449)
- “ In the two groups of non-online shoppers there was a deep, spontaneously expressed distrust in the security of the payment systems when engaging in online shopping.” (P.1449)
- “Ramus and Nielsen (2005): Consumers miss out on the special, end-of-aisle bargains in the online grocery shop. They also perceive an increased risk of having to accept or return products when they were in a bad condition or when products simply did not match the expectations of the consumers. Also, the selection and handling of perishables was a major concern for consumers. Moreover, fun, enjoyment of shopping and social aspects in offline stores were missing elements for many participants. There was deep-rooted distrust in the Online Grocery Shopping systems of payment.” (P. 1450)
- “Driediger and Bhatiasevi (2019): From a consumer perspective, OGS firms need to offer competitive prices in order to make online shopping appealing. Moreover, respondents declared that they intend to use OGS when there is free home delivery.” (P. 1450)
- “I enjoy spending time walking in stores, looking for products and looking at them.” (P.1454)
- “It was found out 43% of respondents did not buy grocery online because they had preferred to see grocery in person before buying it. Based on the analysis, it is the strongest factor that negatively affects the attitude of customers regarding the purchase of groceries this way.” (P. 1455)

Annotated Bibliography Entry 27:

Grewal, D., Noble, S. M., Ahlbom, C.-P., & Nordfält, J. (2020). The Sales Impact of Using Handheld Scanners: Evidence from the Field. *Journal of Marketing Research (JMR)*, 57(3), 527–547.
<https://doi.org/10.1177/0022243720911624>

Abstract:

This study extends embodied cognition theory to the context of shopping for groceries using handheld scanners. The authors conduct qualitative research to understand how scanners, seen as a body extension, influence consumers' cognitions and grocery shopping trips.

The article concludes that when consumers use handheld scanners, they buy more products and spend more time in grocery aisles and visit more categories.

Relevance:

This article is relevant to our research because it investigates the effect of consumer behavior when using handheld scanners while shopping.

In this research, the authors conduct a series of experiments to explore the influence of using handheld scanners: they discover that people who use handheld scanners fixate on and touch more products; possess a more robust perception of control of the shopping process, and enjoy shopping more.

Keywords and/or theories:

1. Handheld scanners,
2. Perceived control when shopping for groceries,
3. Shopping enjoyment.

Quotes:

- “At Kroger, Co-op Food, and Stop & Shop, handheld scanners or phone apps that serve similar purposes give customers the ability to scan products as they move through the store, then pay for the total basket before they leave (McDonald 2018; Williams 2015).” (P. 527)
- “Illustrates some retailers that have experimented with handheld scanners and their implications, including benefits and concerns, for both consumers and the retailers. Among the benefits of handheld scanners is the promise of saving people time at checkout, though consumers still expend effort to bag their groceries and may be required to undergo inspection checks, which could mitigate these time savings.” (P.528)
- “Stop & Shop reported that its rollout of consumer handheld scanners boosted sales by 10% (The Hartford Courant 2009).” (P. 527)

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- “Unlike other self-service technologies (SSTs; e.g., stationary scanners, information kiosks), handheld scanners give consumers control, throughout the entire shopping experience, over their financial budgets, price checks, and purchase decisions.” (P. 528)
- “The ability to review prices and find discounted items may increase shoppers’ purchase likelihood” (P.528)

“Handheld scanners are different than smart shopping carts, however, in that, handheld scanners might be perceived as bodily extensions according to embodied cognition theory (Barsalou 1999, 2008; Niedenthal et al. 2005; Varela, Thompson, and Rosch 1991) and, as such, could have influences on cognitive experiences that go beyond smart shopping carts.” (P. 528)
- “Affective factors might also be influenced by use of handheld scanners. Usage might encourage shoppers to pick up, touch, and closely examine products, and such affective, tactile exploration encounters influence valuation and sales (Peck and Shu 2009).” (P. 528)
- “Perceptions of shopping enjoyment also could be pertinent if handheld scanners seem fun to use (Babin, Darden, and Griffin 1994; Holbrook and Hirschman 1982). ... If handheld scanners spread enjoyment throughout the shopping experience, it may increase the time shoppers spend looking at products, which should increase sales.” (P. 528)
- “We show that handheld scanner use increases unplanned purchases but decreases planned purchases; it also encourages healthier and more impulsive purchases.” (P. 528)
- “Handheld scanners give consumers cognitive control (to track financial budgets, look up prices, and make purchase decisions; Means 2018; Nixdorf 2017), which especially benefits those with low self-control (Montinari, Runnemark, and Wengstrom 2017), and this heightened control might increase their shopping enjoyment (Means 2018).” (P. 528)
- “Consumers might exhibit more shelf attention, as a result of their scanner usage, because they seek out products whose prices they can check. To use the scanner, consumers must slow down, approach the product and shelf, and scan the item, reducing the pace at which they move through the aisles. This slower pace enables them to scan more shelf information.” (P.532)
- “That handheld scanner use increases the perception of control. By scanning product information, consumers gain feelings of mastery over their shopping experience, including feelings of control over what to buy, their ability to make good shopping decisions, and how much money to spend.” (P. 532)
- “ Consumers are more prone to buy unplanned items, likely because they spend time scanning shelves and touching and exploring products that they otherwise might not have considered. Healthier and more impulsive products enter more shopping baskets too, perhaps because holding and exploring products, as a result of scanner usage, (1) makes fresher products (e.g., produce) more appealing, (2) encourages consumers to consider

the ingredients of products they hold, or (3) makes it harder for consumers to overcome impulsive tendencies once products are in their hands.” (P. 537)

- “Handheld scanner usage causes consumers to slow down, approach the product and shelf, and scan the item. By reducing the pace at which consumers move through the aisles, scanners enable them to attend to more shelf information. The scanning process also gives them a sense of control over their budget and purchase decisions. These cognitive processes then influence their affective experiences, including product touching and shopping enjoyment.” (P.541)

Annotated Bibliography Entry 28:

Holmberg, U. (2006). Faithful and Satisfied? Consumers’ Loyalty to Grocery Stores. *Advances in Consumer Research - European Conference Proceedings*, 7, 418–419.

Abstract:

This study aims to offer a better insight into consumers’ way of understanding loyalty to grocery stores and the relevance of the concept for their actions.

Relevance:

This study investigates what meaning consumers attach to “loyalty to grocery stores” and how relevant the concept is to them.

For our research, it is crucial to understand people's intention to become loyal to their main grocery stores and the notion of the concept from their perspective.

Keywords and/or theories:

1. Consumer loyalty concept from the consumer perspective.

Quotes:

- “loyalty is something larger than an individual’s specific thoughts, feelings, and actions... Loyalty is about relationships (e.g., with brands), that is, something mutual, which must be understood in its context.” (P. 418)
- “ The most important concepts in consumers’ understanding of the meaning of being loyal to grocery stores are patronage, satisfaction, standing by one’s store, and having a close relationship with a store.” (P. 418)
- “Consumers’ loyalty to grocery stores is more about personal gains (individualism) than about a sense of duty (collectivism).” (P. 418)
- “the most important factors to the perception of loyalty form a starting-point for building personal relationships. They are; no stress, strong satisfaction, frequent contacts, and few competing relationships.” (P. 418)

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Annotated Bibliography Entry 29:

Park, C. W., Iyer, E. S., & Smith, D. C. (1989). The Effects of Situational Factors on In-Store Grocery Shopping Behavior: The Role of Store Environment and Time Available for Shopping. *Journal of Consumer Research*, 15(4), 422–433. <https://doi.org/10.1086/209182>

Abstract:

In this article, the authors conducted a field experiment to explore how the store distribution knowledge and time available for shopping affects grocery shopping behaviors.

The results indicate that the joint of these factors influence instore decision-making processes and reshape the purchases intentions and outcomes.

The authors of the article carried out a qualitative investigation to test 4 hypotheses, and the results obtained were the following:

- **Hypothesis 1:** Failure to purchase products that the consumer intended to purchase is higher when subjects shop under conditions of low store knowledge and time pressure than when they shop under any other conditions.
- **Result:** Time pressure appears to have been the primary cause of failure to buy the intended products even though participants were familiar with the store layout.
- **Hypothesis 2:** The incidence of unplanned purchases is higher when subjects shop under conditions of low store knowledge and no time pressure than when they shop under other conditions.
- **Result:** Approximately 50 percent of grocery purchasers are unplanned. Approximately 33 percent of all unplanned purchases were due to reasons other than simple exposure effects and involved active processing of product information that may have made subjects aware of previously unrecognized needs.
- **Hypothesis 3:** Brand/product switching due to difficulty locating preferred brands/products occurs most frequently when subjects shop in the common store knowledge and time pressure condition.
- **Result:** Approximately 50 percent of the switching across the four shopping conditions was based on in-store brand/product comparisons.
- **Hypothesis 4:** Brand/product switching due to specific brand/product comparisons occurs most frequently when subjects shop in the condition of high store knowledge and no time pressure.
- **Result:** Participants in the high store knowledge condition exhibited a higher willingness to search for specific brands.
- **Hypothesis 5:** Purchase volume deliberation is higher when subjects shop under the high store knowledge and no time pressure than under any other conditions.
- **Results:** Purchase volume deliberation was predicted to occur more frequently for consumers who shop under the condition of high store knowledge and no time pressure than under any other conditions.

Relevance:

This research brings interesting data to our study because it focuses on the effects of store knowledge and time availability to understand people's in-store information processing and shopping behaviors.

The authors conduct qualitative research to understand how to store layout knowledge and time constraints affect the incidence of failure to make the intended purchases, the level of unplanned buying, the level of brand/product class switching, and the number of products bought in a shopping trip.

Keywords and/or theories:

1. Unplanned purchases
2. Brand/product switching, 3. Store knowledge,
4. Time pressure.

Quotes:

- “Kollat and Willett's (1967) findings indicate that approximately one-half of all grocery purchases are unplanned, and the present study attempts to explain when, why, and how such behavior occurs.” (P.422)
- “Store knowledge is defined as the information consumers have about a specific store's layout and floor configurations, including locations of products and brands, based on repetitive shopping experiences in that store.” (P.422)
- “Time available for shopping... is defined by consumers' perceptions of the time required to perform the intended shopping tasks relative to the actual time available to perform such tasks.” (P.422)
- Store knowledge: “When consumers shop in a familiar store, search is guided primarily by internal memory that requires minimal effort and thus facilitates the performance of in-store decision-making activities (e.g., making brand or product comparisons) that go beyond product and brand search (Alba and Hutchinson 1987). In contrast, when consumers have little knowledge of a store's layout, search activities must be guided by external memory (e.g., in-store information displays) that requires considerable effort. This, in turn, reduces a consumer's ability to perform other in-store decision-making activities.” (P.423)
- Time available for shopping affects in-store decision-making in two ways. First, the sheer limitation of time restricts the extent to which consumers can process in-store information. Second, time pressure increases the level of arousal or stress (Isenberg 1981; Revelle, Amaral, and Turriff 1976)” (P.423)
- “Speedy and insufficient search is in turn expected to lead to inaccurate conclusions about the availability of a product and to thus cause consumers to give up many of their product purchase plans.” (P.423)

- “The amount of time and effort devoted to locating products and brands by consumers who shop in a familiar store would be considerably lower than by those in an unfamiliar store.” (P. 425)
- “When shopping under conditions of low store knowledge, subjects' initial search activities are focused on locating product classes rather than specific brands. In contrast, under conditions of high store knowledge, search activities can be readily focused on locating specific brands to the extent that such brand commitments exist.” (P. 430)

Annotated Bibliography Entry 30:

Elin Nilsson, Tommy Gärling, Agneta Marell & Anna-Carin Nordvall (2015) Who shops groceries where and how? – the relationship between choice of store format and type of grocery shopping. *The International Review of Retail, Distribution and Consumer Research*, 25:1, 1-19, DOI: 10.1080/09593969.2014.940996 **Abstract:**

This study identifies five different consumer grocery segments classified based on their preferences when deciding the type of grocery shopping and choice of store format.

- P.S. Planning Suburbans [major shopping in supermarkets],
- P. Pedestrians [major shopping in convenience stores],
- S.S. Social Shoppers [fill-in shopping in supermarkets],
- CD. City Dwellers [fill-in shopping in convenience stores] and
- F . Flexibles [both fill-in shopping and significant shopping in both convenience stores and supermarkets]).

The authors conduct an experiment that analyzes how the shopping frequency and the store formats chosen are significantly affected by demographic characteristics such as age, household size, access to care, distance to the store, and type of shopping trip.

Relevance:

This study is relevant to our research because it carries out a fieldwork experiment that analyzes the preferences of different shoppers when it comes to shopping for groceries. The investigation gives an idea about people's preferences correlated to how and where to shop concerning the type of grocery purchase (immediate purchase versus filler purchase) and store format (supermarket versus convenience store).

Keywords and/or theories:

1. Grocery shopping;

2. Shopping behavior;
3. Type of grocery shopping;
4. Store format;
5. Consumer segment

Quotes:

- “Supermarkets often attract consumers who combine their grocery shopping with other errands, plan their shopping to a greater extent (Hanssen and Fosli 1998) and spend more time than in convenience stores (McGoldrick and Thompson 1992 , Swinyard 1998).” (P.4)
- “Convenience stores on the other hand have higher prices (Chung and Myers 1999) and are for this reason patronized by consumers with higher income (Carpenter and Moore 2006). Convenience stores usually offer a smaller assortment of groceries, specific types of food products (e.g. natural, organic, gourmet) and personalized service.” (P. 4)
- “Kahn and Schmittlein (1989) and Walters and Jamil (2003) note that grocery-shopping behavior is different depending on whether it is a major or fill-in shopping trip.” (P.4)
- “Major shopping trips require that consumers invest more time and effort because the plan is to purchase a large number of items to fulfill short and long-term needs (Kollat and Willett 1967 ; Frisbie 1980 ; Kahn and Schmittlein 1992 ; Walters and Jamil 2003). The major shopping trips are consequently less frequent.” (P.4)
- “Consumers who more frequently are doing major shopping are younger, have larger households, are part-time employees, and spend more money on grocery shopping. Also, they have frequent access to cars, live further from the store they most frequently patronize, are shopping with others, and do not combine their grocery shopping trips with other errands.” (P.10)
- “Consumers are more frequently shopping in supermarkets if they are older, have larger households and have access to a car, have a longer distance to the most frequently patronized store and make separate trips to buy groceries.” (P.10)
- “Our main contribution is that we have been able to identify and characterize these segments of grocery shoppers. The four segments of grocery shoppers were City Dwellers (mostly fill-in shopping in convenience stores), Social shoppers’ (mostly fill-in shopping in supermarkets), ‘Pedestrians’ (mostly major shopping in convenience stores), and Planning Suburbans (mostly major shopping in supermarkets). A fifth segment was shown to be switching.

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