Chapter II

Review of Literature

2.1 Introduction

The success of organized retail formats depend on understanding the shopping behaviour and developing a retail strategy accordingly. This chapter deals with the literature on various aspects of shopping behaviour and reviews the literature. Literature in terms of aspects like: Formats preference and influence of demographics, category of goods purchased, Retailing attributes, purchasing journey, browsing behaviour, assistance, promotions and how a shopper looks for information using Smartphones along with social behaviour etc. is reviewed.

2.2 Literature Review : Organised Retail Formats – Influence of Demographic characteristics and Product & store related attributes

The physical retail formats that are widespread comprises of Speciality stores, Convenience stores, Departmental stores, Discount stores, Hypermarket, Supermarkets, and Category killers (Rahman, 2012). Basu (2013) reviewed various retail formats in India like Speciality store, Hypermarket, Departmental stores, Supermarket, Category killers, Discount stores and Convenience stores and mentioned about their features.

Among these retail formats 2001 onwards, the organized retail is dominated by speciality stores followed by departmental store and supermarkets or convenience stores. However hypermarkets came into being in 2006 (Joseph et al., 2008).

2.2.1 Formats choice and demographics

The demographic profile of customers like age, income education, occupation, family size etc. influence preference of organized retail formats as studied by many researchers:
Fox et al. (2004) revealed retail store format choice is influenced by demographic characteristics like income, family size and education.

Gehrt and Yan (2004) identified the significance of educational level and gender in retail store format choice. It further identified non-significance of consumer’s income and age in store format choice.


Benito et al. (2007) made an analysis of relation of consumer’s geo-demographics and retail format like conventional supermarkets, hypermarkets and discount stores. The results highlighted that consumer patronising supermarkets are more advanced in their family life cycle, more educated, and engaged in activities that are professional in nature. Whereas Discount stores are patronized by consumers older in age, less educated, and engaged in activities that are less professional in nature. However hypermarket are preferred for grocery by young consumers having kids, less educated, and employed in professional work that are basic in nature.

Tripathi and Sinha (2008) proposed to connect choice of retail store, retail format choice and demographics of consumer, through a model wherein a consumer chooses a retail store format followed by a retail store. Various socio economic and demographic factors can either directly affect choice of retail format and retail store or indirectly affect by affecting the trip timing and shopping basket. The results revealed that families with larger households had higher frequency of shopping trips along with larger size of basket. It is expected that more working people in family have relation to income, consumption and basket size.

Bove et al. (2009) investigated large number of antecedents to behaviour regarding frugal shopping in Australia. Results of the research revealed an association of mavenism, age and antipathy with frugality. However it further revealed insignificant association of social class, shopping for recreation and intrinsic religiousness with frugality.

attributes. However, the influence of age and gender was found to be insignificant. It further highlighted that consumers give highest importance to cleanliness or freshness regarding purchase of food products followed by price of the product, quality of product, varieties available, packaging, and availability of non-seasonal products in the decreasing order of importance. However, consumers’ selection of store or market is primarily based on convenience together with attractions available for children, availability of basic amenities and additional services.

Jayasankaraprasad, & Ramachandraaryasri (2011) analysed the association of customer’s demographic variables towards choice of supermarket for food and grocery in Secunderabad and Hyderabad. The results highlighted that income, age, gender, education, occupation, family size, travel distance to store are significant for choice of such a store.

Nandi et al. (2014) examined consumer preference of retail formats for organic products in Bangalore and the impact of demographic factors on purchase. It depicted that local open market and conventional shops are preferred for purchase of organic food. It further revealed that gender, education, family size, income have a significant affect of such purchases.

2.2.2 Product and store related attributes

Product and store related attributes are important elements affecting shoppers’ buying behaviour and retail format choice. Some of the research undertaken to study these retailing attributes is discussed below:

Schaninger and Sciglimpaglia (1981) highlighted that two kinds of consumers – older and less educated undertake a small amount of information and explore less number of attributes.

Gehrt and Carter (1992) highlighted that consumers that are less educated generally take delight in shopping at retail stores. However, consumers possessing higher education generally give importance to quality, variety and brands while shopping. Further the research revealed that families with more number of professionals generally shop for recreation, while families having less number of professionals give importance to convenience and price.
Shim and Kotsiopulos (1993) outlined that there is significant difference among groups of shoppers regarding usage of sources of information, lifestyle and value of retail store attributes. The research revealed that shoppers who are convenience oriented have more chances of shopping at speciality store and give more importance to ease of access. Similarly more involved shoppers of apparel shop at departmental and speciality store and they give more importance to service, personnel, store image and brand. However apathetic shoppers have more chance of shopping at discount stores and generally do not give importance to retail store attributes.

Gilbert and Warren (1995) identified that consumers having low income are conscious to prices. However consumers with higher incomes give more importance to quality. Further they linked occupation to shopping and highlighted that consumers engaged in white collared jobs are more conscious to quality than others.

Oppewal (1995) in his research highlighted that preference of a retail destination for shopping is influenced by retail attributes like distance to shopping, assortment, price, product quality and parking facility.

Arnold et al. (1996) identified the store attributes of departmental stores in US and Canada that were responsible for their preference. They identified price, convenience and merchandise assortment as such factors affecting shoppers.

Hasty and Reardon (1997) provided a list of eleven store attributes that influence patronage of retail stores. They listed attributes like location, layout, design both interior and exterior, visual merchandise, merchandise, advertising, promotions, services and personal selling.

Lee and Johnson (1997) highlighted that shoppers expectation regarding various retail store attributes change in accordance to type of store. They revealed that in a discount store customer expectation of customer service is low. However in case of speciality the expectations regarding service is high.

Marjanen (1997) revealed ‘parking’ as an important variable affecting choice of departmental stores and supermarkets.

Susan et al. (1997) explored the correlation between retail store environment and consumer behaviour in Hong Kong using Mehrabian Russell Model (M-R Model). The research revealed that stimuli within the store have a positive relation to
pleasure levels. However emotional states induced within the retail stores have a positive relation to shoppers behaviour.

Erdem et al. (1999) explored the connection between values of consumer and importance of retail attributes. The result indicated that instrumental and terminal values influence judgments for attributes of retail store. It further highlighted that attribute and product based approach lead to different perception of variety. Approach based on attribute captures perception of customer to variety in much better way than approach based on product.

Goodwin and McElwee (1999) examined the retail store attributes that are liked differently by consumers in pre retirement age (55-65), young old (65-75) and old (75 above) consumers. They examined 23 such attributes and found that old consumers gave more importance to attributes like product quality, assistance to find products, dedicated discounts and checkouts for old customers. However pre retirement group customers gave more importance to easy parking and known brands.

Jantan and Kamaruddin (1999) studied the store attributes that influence the choice of supermarket and superstore in Malaysia. They identified the attributes like location, price, merchandise, service and image as important attributes affecting the choice of the stores. Further they revealed that the choice is influenced more strongly by service and location than other attributes.

Cap Gemini -Ernst & Young (2002) highlighted in their survey that Europeans rate highly factors like cleanliness, consistent good merchandise quality, honest and fair prices and respectful & courteous staff affecting store choice.

Moye and Valerie (2002) studied the store attributes and their relationship with avoidance among old consumers shopping for apparel. The result highlighted that attributes like credit facility, discounts, easy returns have a positive impact on old consumers and thus they spend more money and time.

Wang et al. (2002) in their research revealed interesting dynamics about loyalty among young shoppers. It revealed that young shoppers exhibit less loyalty to brands.

Baker et al. (2002) while studying retailing attributes revealed that clean environment is a significant attribute affecting choice of retail format.

Littrell et al. (2005) highlighted that old consumers focus more on quality and comfort in case of apparel purchases than younger customers.
Lee et al. (2005) attempted to provide insights about shopping behaviour of male. The research found that store’s cleanliness, quality of service and sales staff’s product information and knowledge are more significant for men.

Sinha et al. (2005) highlighted that ambient environment is a significant attribute affecting choice of retail format.

Bakewell and Mitchell (2006) identified new male traits of Store Promiscuity-Store-Loyal/Low-Price Seeking and Confused Time-Restricted. Regarding ‘Store Promiscuity’ it mentions that some male shoppers at youth stage in their life cycle prefer shopping at different retail outlet. They are not affected by retail store and the brands these stores deal in. ‘Store-Loyal/Low-Price Seeking’ mentions about need for quick shopping among some male shoppers. It mentions that such shoppers are simpler in making decisions, make shopping task so as to reduce shopping time. Lastly, the trait of ‘Confused Time-Restricted’ reveals confused nature of some male about which shops to visit. It further highlights too quick purchases by such shoppers.

Jackson et al. (2006) in their study to understand experience of changing retail forms at household and neighborhood level in England, highlights the importance of convenience and accessibility to understand store choice. However price, value and quality are important attributes involved in selection within store. The selection within retail stores and between retail stores has strong mediation by complexity in consumers’ day to day lives and the extent to which domestic routines involve shopping.

Goswami (2007) studied shopping behaviour of college going students of urban India. The findings reveal that brand, variety and quality had huge impact on students’ purchase decision of apparel. Further, it revealed that students’ decision of apparel purchase were mostly influenced by parents, followed by competing outlets, friends and competing products.

Mishra (2007) indicated that organized retail formats are preferred for shopping due to attributes of convenience and variety. The consumers purchase convenience goods from organized retail formats like supermarket, hypermarket and mall and essential products are purchased from traditional retail outlets.
Dolekoglu et al. (2008) highlighted that price, sales promotions, quality, availability, trust, packaging alternatives, prestige among others are important factors that affect buying behaviour of consumers.

McKinsey (2008) report highlights that Indian shopper prefer going to store where storeholder is known and trustworthy

Goswami et al. (2009) found that preference of grocery stores has a positive relation to location, cleanliness, trustworthy helpful staff and offers.

Reutterer and Teller (2009) identified store attributes affecting the choice of store format for fill in or major grocery shopping. It is found that hypermarkets and discount stores are preferred for major grocery shopping. However supermarkets are significant for fill in shopping trip of grocery. It further revealed that in case of major trips product attributes are significant whereas in case of fill in shopping trips convenience and service related attribute are significant.

Jayasankaraprasad (2010) examined the affect of situational factors (physical and social surrounding, task definition, temporal aspects and perceived risk) on choice of convenience stores, kirana stores, super and hypermarkets for food and grocery in India. The results reveal that social surrounding, physical surroundings (design, ambience & visual merchandising), perceived risk (physical, financial and time), task definition (regular buying, large quantity buying and new products knowledge), temporal aspects (convenient shopping hours and time spent), significantly affect choice of super and hypermarket. However, task definition (regular and urgent buying), perceived risk (financial, physical, performance and psychological) and temporal aspect (convenient shopping hours) significantly affect choice of kirana and convenience retail stores

Jayasankaraprasad et al. (2010) examined various retailing attributes that affect the selection of supermarkets for food & Grocery purchases in Andhra Pradesh. The results of the study identified retailing attributes like location, service, merchandise and retail atmosphere affecting the choice of such formats.

Jacobs et al. (2010) revealed that patronage of store in South Africa is influenced by store-related factors such as location, quality of service hygiene and appearance, trading hours, and consistent store layout. Moreover preference of store is enhanced by product attributes like price quality, convenient packaging and product range.
Worsley et al. (2010) examined shopping behaviour for food among baby boomers in Australia. The results revealed that value and demographic profile influence female and male shoppers differently. Self-direction has a positive impact on men’s plan to shop, however, had a negative impact on women’s behaviour for minimization of price. It further revealed that women’s age had a positive relation on plan to shop however it is negatively related to minimization of price.

Devadas and Manohar (2011) in their research on migrant consumers revealed that migrant consumers are conscious about shopping, quality and price. They also make comparisons of different stores.

Khare (2011) highlighted generational differences in shopping behaviour. The research highlighted that retail patronage of Generation Y is affected by social and recreational environment. Whereas Patronage of Generation X is affected by convenience, services, location, recreational activities. However, patronage of Baby boomers is affected by location, safety and eating facilities.

Malik (2011) studied factors affecting customers to shop at organized retailers. The research revealed factors like location, availability of products, variety, reasonable prices among such factors affecting store choice.

Eva et al. (2012) identified attractiveness attributes for Mexican shopping centres like promotions and popularity, essence, personal service, options for recreation and atmosphere both internal and external.

Joshi and Kulkarni (2012) identified five factors of retail atmospherics perceived important by customers namely fellow shopper and stores personnel; interiors and exteriors of store; beauty, aesthetics and comfort; attractive display and creativity of product arrangement and store personnel behaviour.

Kouchekian and Gharibpoor (2012) found that layout of retail store, its color, designing, lighting and cleanliness along with shelf height are significant element affecting buying at a grocery retail store.

Chattopadhyay (2013) studied apparel and food & grocery shopping behaviour and revealed different preference of retail attributes by consumers at different locations. Regarding Food & Grocery purchases consumers at Bhubaneshwar and Kolkata gave highest importance to location whereas consumers from Ranchi and Patna gave importance to range or variety of merchandise. However, in case of purchases related
to apparel consumers at all the locations gave highest importance to range or variety of merchandise.

Nielsen (2013) in their survey to study shopping behaviour studied seven product attribute like price, packaging, quality, function, advertisement, place of manufacturing and brand to examine their influence on purchase of food & beverages, health/beauty/personal care, mobile phone along with products not belonging to FMCG. In case of Food & Grocery product attribute of price and quality affected the purchases. In case of Health/beauty/personal care the purchases were affected by product attributes of quality, price and function. However in case of mobile phones most important attribute affecting purchase in Europe, North and Latin America was price. In case of Africa and middle east both brand and price were important. However function was most important in case of Asia Pacific.

Parment (2013) compared shopping behaviour involvement in purchase of two cohorts namely Generation Y and Baby Boomers, for product categories—clothing, food and automobiles. The results revealed that Baby Boomers give more importance to in-store experience and service than Generation Y. It further revealed that Baby Boomer’s shopping process starts with choosing a trustworthy retailer whereas for Generation Y it starts with choosing a right product.

Gunaseelan and Chitra (2014) proposed that store attributes like ambience, service, convenience, promotions and merchandise play a vital role to affect shopping behaviour across categories like apparels, food and grocery, consumer durable, jewellery and home appliances in Coimbatore district.

Jha and Singh (2014) studied the influence of frequency of retail outlet visits on perception about friendliness of sales staff, music and quality of merchandise. The results highlighted an effect of frequency of retail outlet visits on friendliness of sales staff but not on quality of merchandise and music.

PwC (2014) in their annual survey revealed trust as most significant factor affecting choice of retailer followed by price, merchandising and location of the retailer.

PwC (2014a) in another report on total retail involving survey of 15000 consumers revealed Trust as the highest rated factor affecting store choice (86 percent), followed by price and availability of product (85 percent), location of store and staff (81 percent), store marketing (64 percent) and social media activities of retailer (50 percent).
2.2.3 Category of goods

Shoppers prefer different retail formats for different categories of goods as studied by many researchers.

Moye and Valerie (2002) highlighted that old consumers prefer shopping for clothing at departmental stores.

Gupta (2004) in his research on patronization of formats in Ghaziabad for items of daily needs revealed that department stores and wholesale shops are the preferred formats. The study further highlighted that consumers prefer purchasing and stocking for monthly consumption rather than making frequent visits for such purchases.

Carpenter and Moore (2005) studied retail store patronage for apparel among generational cohorts. The study revealed that for apparel purchases Generation X and Generation Y prefer speciality stores. Baby boomers preferred catalogues and seniors preferred departmental stores for purchases of apparel.

Benito et al. (2007) highlighted that hypermarket are preferred for grocery by young consumers having kids, less educated, and employed in professional work that are basic in nature.

Mishra (2007) indicated that organized retail formats are preferred for shopping due to attributes of convenience and variety. The consumers purchase convenience goods from organized retail formats like supermarket, hypermarket and mall and essential products are purchased from traditional retail outlets.

Goyal and Aggarwal (2009), analysed the relative preference of organized retail format for purchase of merchandise. The results highlight that Consumers prefer supermarkets for purchase of food and grocery, health and beauty product and mobile and accessories; malls for apparels, catering services & entertainment; convenience store & mall for books; music and gifts; hypermarket for watches, mobile & accessories and pharmaceuticals; and departmental stores for foot wears.

Ghosh et al. (2010) attempted to identify categories of products purchased from organized retailers. The results highlight that organized retail formats are preferred for purchase of clothing followed by food and groceries, lifestyle related products and home appliances.
2.2.4 Literature survey - Other dimensions of Shopping Behaviour

Shoppers can be planned or impulsive in their purchases. They demonstrate a different purchase journey. They behave differently in terms of information search, use of shopping aids, browsing, exploring aisles, seeking assistance and buying products on promotions. Some Researches undertaken in these areas are discussed below:

**Schaninger and Sciglimpaglia (1981)** highlighted that two kinds of consumers – older and less educated undertake a small amount of information and explore less number of attributes.

**Jarboe et al. (1987)** in their research highlighted the association of browsing to unplanned purchases. The results revealed that shoppers who browse have more chances of making additional unplanned purchases in comparison to non-browsers.

**Abratt and Goodey (1990)** in his research on impulse buying among US consumers revealed a positive relationship of impulsive purchasing with income.

**Baker et al. (1992)** highlighted influence of sales staff helpfulness to purchase intention

**Thomas and Garland (1993)** examined the affect of shopping list on expenditure and time spent in a grocery store in New Zealand using two samples - one carrying a list and other without it. The results reveal significant reduction in expenditure among the one carrying shopping list. It further highlighted significant increase in time spent as well as expenditure when shopper is accompanied by children.

**Fisher and Arnold (1994)** Highlighted gender differences in consumer behaviour. The research mentioned about gender differences in product preferences, consumption, action in relation to positioning of products and promotions. It highlighted that female not only actively look for information before buying but also devote more time than male inside store.

**Rawlings et al. (1995)** revealed a higher impulsive behaviour among young consumers than old consumers.

**Swinyard (1995)** examined the effect of credibility of retail salesperson and mood of the shopper. The results highlighted that salesperson that are credible positively affect shoppers that are in good mood. However they have no effect on shoppers in
bad mood. The positive effect is in terms of evaluation of retail salesperson, intention to purchase and look for salesperson’s assistance in further shopping visits. Miller (1998) highlighted gender differences in shopping behaviour and revealed that men do not spend much time in retail stores as women do. The research further revealed that men do not accept responsibility of purchases related to clothing and food.

Popai (1998) believed that if shoppers spend more time in stores then there is more chance of increase in shopper browsing. The research highlighted that almost two-third of buying decisions are taken inside retail stores.

Wood (1998) analysed impulse purchasing and its relation with age among adult shoppers in US. The results revealed a relationship which was non linear in nature. It further revealed that impulse purchasing tendency increased up to certain age and then decreased. Impulse purchase increased up to 39 years and decreased in higher age groups.

Naylor and Frank (2000) using shoppers’ exit interviews examined importance of shoppers’ initial interaction with retail sales representative on shoppers’ perceptions about value. It also examined the impact of sales representatives’ service failure impact on non-purchasers’ perceptions about value. The results of the research highlight that in case of no contact or shopper initiated contact with salesperson the perception of value was low. However in case of higher sales representative initiated contact the perception of value was higher and thus a better shopper to browser ratio. Moreover, in case of service failure like untimely response or offended by sales staff the non purchasers discounted the value of the retail outlet.

Blackwell et al. (2001) highlighting the importance of coupons explained utilizing coupon may encourage customers to purchase new product.

Wirtz and Chew (2002) investigated customer’s proneness to promotional deals using an experimental design. Results reveal that customers which are prone to promotional deals generate more word of mouth.

Coley and Burgess (2003) identified differences in impulse purchases of male and female. The study revealed significant differences among the two categories in terms of frequency of impulse purchase of - skirts/pants, shoes, sweaters/shirts, coats, accessories, lingerie/underwear, electronics, music CDs, computer software/hardware, beauty/health products, sports products and books/magazines.
Cook (2003) highlighted the importance of coupons in inducing trial purchase and easy understanding by consumers.

Mai et al. (2003) highlighted demographic differences in impulse purchases. It revealed a higher tendency for impulse buying among males than females. Further, it revealed that young consumers have a higher tendency for impulsive buying and shopping at new store formats than old consumers who are less impulsive and have a higher control on their purchasing behaviour. In terms of Income the research revealed a non significant relationship with impulse buying.

Silayoi and Speece (2004) utilizing a focus group tried to know the effect of packaging elements on purchase. The results revealed the importance of visual packaging elements as it represented the product to large number of customers, especially in case of hurried purchase and product of lower involvement. Furthermore, the research highlighted relevance of label information as majority of members reveal usage of label information. However, most of them wanted the label information to be simplified.

Wilson and Wood (2004) explored a significant role of children in influencing shopping at retail format of supermarket with the help of depth interviews and focus groups in Scotland.

Dholakia and Sinha (2005) observed shoppers’ behaviour in new retail formats in Ahmedabad along with traditional one. The observations revealed that at traditional retail format majority of shoppers carry lists with brand names, window shop, don’t browse products and scan the retail store but do not ask for alternative. However in new retail formats, they carry lists, browse and evaluate various brands to purchase. In case of new formats a tendency to consider brand other than the list, purchasing more than listed, shopping with family was also observed. Further it revealed that shopping with family leads to in-store and outside store discussions among members over pricing and personal matters. In a large number of such situations the shoppers also consulted the sales staff. The research also highlighted usage of mobile phones by some shoppers to seek advice from family members.

Ndubisi and Moi (2005) examined the effect of various sales promotion method on product trial. The results revealed significant effect of in store display, bonus packs, discounts on product trial. However coupon was found to be insignificant in inducing product trial.
Vyas (2005) studied customer choice for cut in price in FMCG. The results revealed that majority of customers were proned to promotional offers and deals. Further, it revealed a higher inclination for deals among consumers with higher income Luo (2005) indicated that presence of members of family decreases urge to buy products while the peers’ presence increases it.

Pecka and Childers (2006) examined the effect of touch on impulsive buying behavior. The results suggested that environment as well as individual related factors causes increased impulsive buying

Anic and Radas (2006) studied the impact of factors based on situations on shopping behaviour in Croatian hypermarket. It revealed a positive relation of time spent with spending in hypermarket with shoppers spending more time also spending more inside the store. Further it revealed a positive impact of children on purchase

Kaur and Singh (2007) tried to identify shopping motives among Indian youth in case of departmental stores and malls. The results of the research revealed that youth undergo shopping from hedonic perspective. Youth shop for fun, to meet friends, to move away from monotonous work. They seek information and disseminate to family and peer group. Further, retail attributes like music, product feel and odour trigger impulse purchase among young consumer.

Nielsen (2007) highlighting the planned shopping behaviour revealed that shoppers devote less time to individual product categories as they most of the time know about their purchase i.e. desired products even before visiting the retail outlet.

Mattila and Wirtz (2008) revealed that employee friendliness with consumers influences their unplanned purchases.

Mckinsey (2008) report highlighted that in case of shopping as a regular activity, Indian shoppers try to keep the retail destination within 15 minute reach. They not only check pricing of various products within the store and across other stores, but also desire to see excellent brand even though shoppers are not prepared to purchase them.

Seock and Bailey (2008) investigated US students' shopping orientations. It further examined the gender differences in the orientations and search for information online. The research identified shopping orientation like- time/convenience consciousness, fashion/brand consciousness, enjoyment shopping, price consciousness, confidence shopping, store/brand loyalty and tendency for in-home
shopping. Further, female and male students have different orientations for shopping male and female participants showed significant differences in their shopping orientations and information search.

Das and Kumar (2009) Studied influence of sales promotion on consumers in West Bengal. The research revealed that around one-fifth of consumers were influenced by promotions and bought more products and an equal percentage of customers would wait for promotions to make a purchase

Guenzi et al. (2009) highlighted that store trust is positively influenced by trustworthiness of salesperson and the brands sold by the store along with environment of the store.

Inman et al. (2009) explored the effect of customer’ attribute and product class on chances of unplanned purchasing. Results revealed that gender, family size, displays and frequency of affect decision process inside the retail outlet. Further, chances of unplanned purchasing decreases with cash payment, limiting in store time and visits to aisles, using lists and having larger number of trips to the retail outlet.

Goswami and Mishra (2009) revealed that patronage to grocery outlets has a positive relation to quality, location, trustful sales staff, cleanliness and offers. However it has a negative relation to convenience in travel. It further highlighted that Kiranas score good in terms of location but they score poor in terms of quality, cleanliness, trustful sales staff and offers whereas organised retail outlets score well.

Pine (2009) reported the impact of emotions on females’ behaviour to spend. The results highlighted that females manage emotions by shopping. They undergo more shopping at times of higher negative or positive emotional state. They get pleasure while shopping though momentarily. Majority, sixty percent of them make impulsive purchases. However twenty five percent had regret for their purchases and almost one third females made unaffordable purchases.

Swoboda et al. (2009) mentioned that influence of various retailing attributes is moderately affected by involvement of consumers. It revealed that consumers with high involvement are more influenced by design, price and store communication whereas, consumers with low involvement are more influenced by assortment and services.

Tendai and Crispen (2009) investigated the affect of retail outlet’s environment on impulse purchase. Results highlighted elements of economic character like pricing
and promotional coupons had better chances of affecting impulse purchase than atmospheric element like perfume and music etc.

**Ghosh and Tripathi (2010)** analyzed consumers’ buying pattern in organized retailing stores with respect to amount of time consumed within the store, product categories bought, quantity of products bought per visit, retail stores attribute and consumers’ behaviour in relation to switching of stores. The results depicted that consumers generally spend two hours within a store. On an average an individual remains for about two hours in the outlet. It further revealed that customer prefer to buy garments from organized store. This is followed by purchase of groceries, products related to lifestyle and home appliances.

**Minahan and Huddleston (2010)** explored to understand perception of US’s young women shoppers when they shop with mother using interviews. Results revealed that young women shoppers shop with their mothers for various reasons like – Mother’s money, to spend good time with mother, trust and to gain independence.

**Ahmad (2011)** studied Indian customers’ impulse purchasing behavior for FMCG. Results highlighted the impact of various factors such as price, product placement, promotions on impulse purchasing. Further, females, customers below twenty years and customers with lower income i.e. less than two lakhs are less impulsive in their FMCG purchases.

**Deloitte (2011)** in a survey of executives in Retail industry found that majority of them believed that in five years physical retailers shift their strategies to provide persuasive and enticing experience with the brand along with product specialized tech savvy sales representatives who can engage in worthwhile interactions with the consumer.

**Ghani etal. (2011)** probed relation of customer demographics with tendency for impulse purchasing among Pakistani consumers. The result highlight a negative relation of age with impulsive purchasing whereas a positive relationship of income and gender with impulsive buying

**Yang etal. (2011)** examined the impact of customer demographics like age, income and education on impulse purchase. Results revealed a positive impact of customer demographics on impulse purchase.
Hultén (2012) examined the influence of olfactory along with visual signals on shoppers’ touch behaviour at IKEA. The results revealed that both the signals positively influence touch behaviour of shoppers along with buying action.

Nielson (2012) highlighted that women have more chances of outpacing men in the use of technology especially the usage of money or time saving features of the technology. It further revealed that among users of QR code scanners 68 percent are women.

Shah and Mehta (2012) studied the influence of sales promotion on purchasing behaviour of consumers with reference to personal care. The results revealed a positive influence of sales promotion techniques in affecting purchase behaviour for personal care products.

Sharma and Nanda (2012) analysed the correlation of tendency to purchase on impulse, product browsing and impulsive buying at airport. The findings reveal a negative correlation of tendency to purchase on impulse to impulsive buying. However it revealed a positive association of tendency to purchase on impulse with product browsing.

Accenture (2013) in a survey of six thousand millennials to study shopping behaviour highlighted the importance of personalized promotions. It further revealed that millennials use social media to share shopping related information to their family and friends and access retailer deals.

Denzel and Pow (2014) analysed females’ shopping behaviour in UK. The findings of the research highlighted that majority of shoppers i.e. 75 percent in the age category of more than 25 years devote less than 3 hours in shopping whereas shoppers in the age category of 16-24 spent around 6 hours. However, across all age categories 42 percent shoppers spent 1-3 hours in shopping trip. Further, the research revealed that promotions influence impulse buying of clothes more than electronics, household health products though this tendency was least among shoppers aged more than 45 years. Related to browsing pattern the research highlighted that shoppers in the age category of 25-45 do not browse the store much due to shortage of time. In terms of assistance the findings revealed that younger shoppers less than 25 years wish to be served by old sales staff whereas older shoppers of more than 25 years look for a sales staff of similar age. Moreover the assistance should be such that it can be approached any time avoiding frequent approach to shopper.
Nielsen (2014) highlighted Indian shoppers’ behaviour. It revealed the importance of promotions, online presence and sales staff in influencing purchasing behaviour. The findings mentioned that almost 33 – 66 percent shoppers research online before visiting a physical store. Mentioning about promotions the research mentioned that almost 20 percent shoppers purchase more than planned expenditure due to deals and almost 33 percent purchase early due to lucrative discounts. Further, sales staff or employee can influence purchase by providing meaningful and good experience which can result in increased advocacy.

PwC(2014) highlighted that consumers have different purchase journey for different categories of goods. In case of home appliance, electronics and home ware and furniture a consumer generally conducts research online to know more about prices and features but purchases inside store

2.2.5 Shopping behaviour using smartphones

Smartphones are steering buying behaviour as never before. Shoppers are not only using smartphones not only for accessing information, searching products, assessing promotions, price comparisons etc. but also to access social media which has become an medium for shoppers to influence other shoppers and to assist in their purchases. Some researches that have studied this behaviour of shoppers is discussed below:

Kozinets (2002) revealed the usage of social media by users for sharing their views and ideas about products and also to connect with other fellow customers seeking information about various products.

Dholakia and Sinha (2005) observed shoppers’ behaviour in new retail formats in Ahmedabad along with traditional one. The observations highlighted usage of mobile phones by some shoppers to seek advice from family members.

Verhoef etal.(2007) mentioned that Shoppers often visit the websites of manufacturers and retailers prior to making purchase decisions.

Broeckelmann and Groeppel-Kleina (2008) investigated the impact of price comparison at price comparison sites using mobile phone while inside the store on shoppers purchase. The results of manipulated experiment where three sets of shoppers were shown higher, lower and almost at par prices on website highlighted
that shoppers recognize the changes in prices. It further revealed the differences in prices affect trust with retailer and its subsequent patronage by shoppers.

**Mangold and Faulds (2009)** highlighted the importance of social media in influencing customer behaviour across entire purchase cycle from gathering information to post buying behaviour. They post their dissatisfaction about products on such media.

**Accenture (2010)** study revealed the importance of mobile in offering assistance to shoppers. It highlighted that shoppers used their mobiles in order to get basic assistance instead of looking for sales representatives for assistance.

**Kaplan and Haenlein (2010)** highlighted the popularity of social media and its role in revolutionizing marketing activities. It further emphasized on its greater efficiency in comparison of traditional methods and thus emphasized greater participation by organisations in Twitter, Facebook etc.

**Kozinets etal.(2010)** in their research on social media highlighted the usage of social media by shoppers to vent their concerns, satisfaction and dissatisfaction like a public forum. It further mentioned usage of social media to access information about various products so as to decide their purchases.

**Mersey etal (2010)** highlighted the importance of social media. It mentioned that Social media helps building customer relationships by helping organisations to better interact and with current and potential customers and building intimacy.

**Bustillo etal. (2010)** in a wall street article highlighted that the usage of smartphones by US shoppers to compare prices and examine promotions inside the store. It further mentioned that such shoppers must be contended by marketers.

**Rosenbloom (2010)** in a new york times article highlighted the usage of smartphones by shoppers for scanning information and price comparison. It further mentioned that retail marketers are strategizing to provide coupons on real time basis and card based loyalty program on shoppers smartphone.

**Huang etal. (2011)** revealed that an increase in shopping path length due to promotions based on shoppers’ projected shopping path and targeted to them inside retail store via mobile shopping app.

**Pookulangaran and Koesler (2011)** revealed the importance of communications of social media and highlighted that communications of users and organization help in
creating a positive image of organization in the mind of others who access this information and thus affect their purchases.

**Nielsen report (2012)** highlighted that women have more chances of outpacing men in the use of technology especially the usage of money or time saving features of the technology. It further revealed that among users of QR code scanners 68 percent are women.

**Accenture (2013)** in a survey of six thousand millennials to study shopping behaviour revealed that millennials use social media to share shopping related information to their family and friends and access retailer deals.

**Columbia Business School (2013)** studied mobile usage behaviour inside store of 3000 US, UK and Canadian consumers. The results highlighted that while inside the store majority of consumers use their mobile phones to check price (52 percent), followed by information about products and reviews (50 percent), seek advice from family and friends (39 percent). It also highlighted that almost 33 percent consumers also searched online for a coupon, approximately 25 percent also wrote a post on social media and 10 percent consumers used it to make payment of the purchases. Regarding product information the results highlighted that majority of consumers use website of the store (70 percent) or some other site (75 percent) followed by application. Moreover, almost 33 percent shoppers use QR code scanning for getting the information. Further information searches were highest for electronics (83 percent) followed by music and books (66 percent) and all others (50-63 percent).

**PwC (2013)** in their survey divided the respondents into three categories: Social addicts, brand lovers and deal hunters. The results revealed that 53 percent of brand lovers interacting using social media go to physical shop on daily basis or weekly. Social addict consumers use social media to know friends preferences, to avail customer services, to give ideas and feedbacks. Further, 23 percent consumers first research online about electronics and then make a purchase at store. Similar trends are highlighted for other categories except for books, games, movies.

**Smith (2013)** revealed usage of smartphones inside retail outlets by most of US shoppers, to seek advice from family or friends regarding purchase of products. This is followed by usage of phones for product reviews and price comparison to get better deal.
**Burst Media (2014)** in a survey of 786 US shoppers to study mobile usage inside stores highlighted that almost 54 percent shoppers used mobiles for researching and price comparison though this tendency was found more among female shoppers. Further, almost 49 percent shoppers used mobiles for accessing retail promotions and coupons though this tendency was seen more among women. Further it revealed that mobile phones are used to research about features of products and product reviews though more by men. In terms of retail promotions like coupons sent to shoppers’ phone inside the store the research revealed that almost 76 percent of those who received such promotion actually gave importance to the message and out of them almost 67 percent redeemed the coupon at store though this tendency was seen more among men.

**Deloitte (2014)** revealed the results of a survey conducted on 2000 US shoppers to study the influence of digital services on buying behaviour inside the store. The results revealed that all digital devices like laptops, desktops, smartphones, tablets influence 36 percent of entire in store sales made in various categories. Out of this smartphones influence a major chunk of 19 percent of in store sales. It further revealed that the rate of conversion increases to 40 percent when digital devices are used both before a store visit and inside the store. Consumers reliance for various activities inside store like item availability, price, item information checkout is more on digital device than sales representative. Lastly it revealed that digital influence is most (58 percent) in case of electronics stores and very low (29 percent) and they use such devices for comparing prices, accessing coupons, getting product information and planning the store trip.

**Deloitte (2014a)** surveyed European consumers to know their views on omni channel retailing. The results revealed that consumers use technological tools to know about new products, availability of products, pricing information, to purchase products and develop loyalty. Highlighting on German and UK consumer the research revealed that 86 percent of such consumers use mobile phones etc. for researches related to shopping, 74 percent of such consumers use price comparison and review sites during shopping, 34 percent consumers use resources available like social media before visiting a store or inside the store. Similarly 34 percent consumers researched online before visiting the store or while making a purchase.
inside store, particularly in electronics or home purchases. However, German consumers prefer third-party sites, and UK consumers prefer retailers' sites.

**PwC (2014)** in their survey across 15 countries to study shopping behavior and usage of various channels in retail highlighted that for certain categories of goods like home appliances, electronics, home, and furniture, the shopper visits various sites to research about prices and features of products. Then after they make a visit to the store for purchase.

**PwC (2014a)** in their report, *Achieving Total Retail Consumer expectations driving the next retail business model* surveyed 15,000 consumers and revealed that 23% of consumers visited retailers' social media sites to participate in contests. However, 21% of consumers visited such sites due to personalized promotions. It further highlighted that majority of consumers used smartphones before visiting stores for price comparison (66% percent) followed by researching about products (65%), checking store location (57%), and checking funds (44%).

### 2.2.6 Literature survey Shopper Marketing

Shopper marketing is important for retailers to survive in competitive scenarios. Shopper marketing is a recent phenomenon as studied by some researchers:

**Deloitte (2007)** mentioned shopper marketing as use of marketing stimuli that is being developed after research of shopping behavior so as to engage the shopper and build brand equity.

**Sinha and Kar (2007)** classified various retail formats and studied their growth. Further, they made an analysis of various opportunities and challenges faced by such retailers to have a sustained growth. The study suggested that the retailers must create customer value and deliver it using a suitable format.

**Shankar (2011)** highlighted the importance of Shopper marketing for retailers, shoppers, and manufacturers. Advantage to shopper being that the merchandise, promotions, services, etc., are developed according to their want. Similarly, for retailers by being more focused to shopper, there is creation of more loyal customers and increased sales. However, for manufacturers, the advantage being better relations with retailers, better brands, and increased loyalty.
Shankar et al. (2011) reviewed the innovations in shopper marketing both that are currently present and those that have potential. The research identified the challenges to managers to achieve solutions that are useful for not only retailers and shoppers but also, manufacturers. Some of the major challenge highlighted are closing down the collaboration gap between producer - retailer, overcoming the limitations related to management, integration of activities, funding, lack of trust etc.

Joshi (2013) studied shoppers’ behaviour in the light of shopper marketing. It further studied the effect of shopper marketing on impulsive buying. The results revealed a positive impact of hopper marketing activities on impulsive buying.

Gupta and Madhvapaty (2014) analysed various strategies that can be used by retail to connect to shoppers. The research highlighted the usage of shopper based layouts and design of stores taking the case of FMCG sector. It further discussed the concept of visual merchandising and category management.

2.3 Gaps in Earlier Research

Thus we observe from the preceding review that earlier studies covered behaviour of Consumer in terms of format patronized for categories of goods. However, they either covered either single category or few formats. Some researches covered consumer behaviour with respect to importance given to product and store related variables to choose a format. But they did not cover few new variables like trust and fellow shoppers which are important. Though some of the earlier researches have tried to study behaviour in terms of demographic variables like age, gender etc for format choice or categories preferred but either they considered only few demographic variables or they study impact of demography in single or few categories or in few formats.

Some research have been done in the area of consumer behaviour in terms of impulse purchase but purchase journey for various categories of goods covering information search, planned or impulsive shopping is not widely studied. Some of the earlier researches have been in the area of effectiveness of sales staff, promotions and in store browsing but Indian context is missing. Moreover, few researches have highlighted the importance of smartphones in purchasing in foreign countries but
researches in the area have not been widely discussed smartphone behaviour inside store along with its social media usage. Most importantly most of these studies have been done using a consumer and not shopper. They are done in foreign countries and most of them have been before recession of 2008. They are not comprehensive in covering behaviour in term of organised retail format preference; behaviour with respect to importance given to product and store related attribute to choose a format; preference of goods categories; purchase journey (impulse purchases); browsing behaviour; behaviour in terms of assistance (sales staff) and promotions; and behaviour using smartphone. The current study covers these aspects with respect to shoppers who may not be a consumer. It also provides shopper marketing strategies which is a recent phenomenon.