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## Sustainable retailing

*- In-store display of ecological products*

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## **Abstract**

<b>Title:</b>	Sustainable Retailing: In-store display of ecological products.
<b>Subject:</b>	International Business and Marketing
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<b>Tutor:</b>	Karin Alm
<b>Presentation of the question:</b>	In what ways can retailers influence consumers to purchase more ecological food products by using product displays?
<b>Purpose:</b>	The purpose of this paper is to investigate and create a better understanding of in what ways retailers can influence consumers to buy more ecological products, by using in-store product displays.
<b>Method:</b>	We have used a qualitative approach where we performed an experiment in-store regarding product displays, and also observed the consumer behavior. We used an abductive approach when analyzing the results.
<b>Frame of reference:</b>	The starting point lies within in-store marketing, to explain how different in-store stimuli influence consumers. We have also used sensory marketing. These theories were combined with market orientation, and especially market driving strategies, since we see the retailer as a driver who has the power to influence consumers.
<b>Results:</b>	Our results indicate that more consumers noticed the products when the manipulations were performed. The manipulated displays also attracted consumers' attention. The sales number also indicated that the manipulations increased sales of both products.
<b>Conclusions:</b>	We draw the conclusions that product displays influence consumers in-store, and also that retailers have the power to influence consumers through marketing activities. In addition, retailers have the power to drive the market towards more ecological purchasing behavior, and can contribute to a more sustainable society.
<b>Keywords:</b>	In-store marketing, product displays, consumer behavior, ecological products, market driving retailers, consumer information.

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Emelie Winroth

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# Table of Content

<b>1. INTRODUCTION</b> .....	<b>1</b>
1.1 BACKGROUND.....	1
1.2 PROBLEMATIZATION .....	3
1.3 RESEARCH PURPOSE .....	6
1.4 RESEARCH QUESTION .....	6
1.5 DEMARCATIONS.....	6
1.6 OUTLINE .....	6
<b>2. THEORETICAL METHOD</b> .....	<b>8</b>
2.1 RESEARCH PHILOSOPHY .....	8
2.2 RESEARCH STRATEGY .....	8
2.3 CHOICE OF THEORY .....	9
2.4 REFERENCE CRITIQUE .....	10
2.5 SUMMARY.....	10
<b>3. LITERATURE REVIEW</b> .....	<b>12</b>
3.1 IN-STORE MARKETING.....	12
3.1.1 <i>Sensory marketing</i> .....	12
3.1.2 <i>Shelf space and location</i> .....	14
3.1.3 <i>Product display</i> .....	15
3.2 CONSUMER DECISION IN-STORE .....	16
3.3 MARKET ORIENTATION .....	17
3.3.1 <i>Market driving</i> .....	18
3.3.2 <i>In-store information</i> .....	19
3.4 RESEARCH MODEL.....	20
<b>4. EMPIRICAL METHOD</b> .....	<b>20</b>
4.1 RESEARCH DESIGN .....	21
4.1.1 <i>A Latin Square design</i> .....	22
4.1.2 <i>The experiment</i> .....	23
4.1.3 <i>Observations</i> .....	24
4.1.4 <i>The observation scheme</i> .....	25
4.2 PARTICIPANT SELECTION .....	26
4.3 THEORY-IN-USE .....	27
4.4 RELIABILITY AND VALIDITY .....	27
4.5 ETHICAL & SOCIETAL IMPLICATIONS .....	29
<b>5. EMPIRICAL FINDINGS</b> .....	<b>30</b>
5.1 NON MANIPULATED OBSERVATIONS .....	30
5.1.1 <i>Cottage cheese</i> .....	30
5.1.2 <i>Ketchup</i> .....	31
5.2 MANIPULATED OBSERVATIONS .....	32
5.2.1 <i>Cottage cheese</i> .....	33
5.2.2 <i>Ketchup</i> .....	35
5.3 SALES NUMBERS .....	37
<b>6. DISCUSSION</b> .....	<b>38</b>

6.1 CREATING ECOLOGICAL DEMAND .....	38
6.2 IN-STORE MARKETING.....	39
6.3 EDUCATE CONSUMERS .....	41
6.4 MARKET DRIVING RETAILERS .....	42
<b>7. CONCLUSIONS.....</b>	<b>44</b>
7.1 GENERAL CONCLUSIONS .....	44
7.2 THEORETICAL AND PRACTICAL CONTRIBUTIONS.....	45
7.3 SUGGESTIONS FOR FUTURE RESEARCH .....	45
<b>APPENDIX .....</b>	<b>51</b>
APPENDIX 1 STORE LAYOUT OF ICA SUPERMARKET NORRA FÄLADEN LUND .....	51
.....	51
APPENDIX 2 PICTURES OF NON MANIPULATIONS AND MANIPULATIONS .....	52
2.1 <i>Non Manipulation Cottage Cheese</i> .....	52
2.2 <i>Manipulation Cottage Cheese</i> .....	52
2.3 <i>Non Manipulation Ketchup</i> .....	53
2.4 <i>Manipulation Ketchup</i> .....	54
APPENDIX 3 MANIPULATED DISPLAYS (SWEDISH).....	56
3.1 <i>Cottage Cheese</i> .....	56
3.2 <i>Ketchup</i> .....	57
APPENDIX 4 NUMBER OF OBSERVATIONS .....	58
APPENDIX 5 SALES NUMBER .....	59

## 1. Introduction

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*This section introduces the choice of research topic. It consists of background of the research area, the problematization of the area that results in the research purpose and the research question. Lastly, an outline of the rest of this thesis is presented.*

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### 1.1 Background

In the 1960s, environmental conscious consumers were noted for the first time. This consciousness was a response to the emergence of disturbing signs concerning the environment (Fisk, 1973; Leonidou, Leonidou & Kvasova, 2010). During the 1970s and the 1980s, consumers' attention towards environmental issues decreased, due to the better economic prosperity (Diamantopoulos Schlegelmilch, Sinkovics & Bohlen, 2003; Leonidou, Leonidou & Kvasova, 2010). In the 1990s new environmental problems emerged, which contributed to consumers beginning to seek more environmentally friendly products when shopping (Leonidou, Leonidou & Kvasova, 2010). In the 2000s, consumers in general became even more aware of the environmental problems, due to the increasing public concern (ibid). In recent years, consumers' interest in environmental issues has dramatically increased (Mostafa, 2007). Consumers today have increasing demands on retailers and producers, and also give increasing attention towards the ethical behaviour of producers and retailers (National Encyclopaedia, 2013b). One sign of this increased concern is the growing offering of sustainable products, for example ecological products, offered by producers and retailers (Carrington, Benjamin & Whitewell, 2010). The first ecological products saw the light when consumers noticed that there was a lack of ethics in animal husbandry, and because of the fact that the use of chemicals in the production became more common (Svenskt sigill, 2012). The ecological thinking amongst consumers has evolved to a great extent (Carrington, Benjamin & Whitewell, 2010), and in 2012 ecological products in Sweden was sold for SEK 9.5 billion (Ekoweb, 2013).

Although, consumers in the 2000s express their concern for the society, issues as price, value, quality and brand are still often more important choice criteria than sustainability issues (Uusitalo & Oksanen, 2004). According to Carrigan and Attala, (2001), Auger and Devinney (2007) and Shaw, Shiu, Hassan, Bekin & Hogg (2007), consumers state that they have socially responsible attitudes when asked; however, only twenty percent of them actually translates this concern into their purchasing behaviour. Consumers express willingness to make environmentally friendly purchases, however, the reality shows that social responsibility is not the most dominant criteria in their purchase decisions (ibid). This behaviour-intention gap has been researched upon. The conclusions are that the gap depends on variety seeking and economic and social factors (ibid). Consumers tend to take ethical considerations into account, provided that they do not have to compromise their other choice criteria (ibid).

In Sweden the consumption largely exceeds the EU average, and the ecological footprint (the impact that consumers have on the environment measured in surface area) left by Swedish consumers is 7.0 hectare, compared with the European average of 4.9 hectare (Ministry of Agriculture, Food & Consumer Affairs Sweden, 2005). Since 1975, Sweden's GDP has risen with 75 percent, and this has led to substantial growth in the Swedish consumption. An example of this increased Swedish consumption is that in 2000, each Swede ate an average of 800 kilos of food (Swedish Board of Agriculture, 2013), which is almost 40 kilos more than Swedes ate ten years ago, and 30 kilos more than the European average.

Furthermore, according to the 2012 Living Planet Report (WWF, 2012), the world would need 3.4 planets if everyone on the planet lived and consumed as Swedes do. The same report, from 2014, indicates that this number has increased, and that the Swedish lifestyle today represents 3.7 planets (WWF, 2014). There are many actions that can be taken in order to diminish this footprint. One action is to increase the ecological production and consumption in Sweden. Ecological production strives to use natural resources, such as energy, land and water, in a sustainable way (Jordbruksverket, 2014). Other guiding principles for ecological production are high biodiversity and high level of ambition in terms of animal welfare (ibid). It was stated on the Swedish ecological forum (2010), that it is difficult to communicate added value regarding ecological products, without creating conflicts and increased resistance between ecological products and conventional products. However, there is a need to highlight the clear differences, for example the health effects and the environmental effects of ecological products (ibid). According to Myhrman and Svensson (2013), the right kind of marketing can affect consumers to change their behaviour and buy more sustainable products, for example ecological products. The retailers are the ones that have to consider their marketing of ecological products in-store to influence consumers (ibid).

In addition, retailers have been argued to have a fundamental role to play in promoting more sustainable consumption patterns. In 2009, the European Commission and a number of UK's leading retailers, along with several of their European counterparts launched a Retail Forum as part of a plan to promote more sustainable consumption (Jones, Comfort & Hillier, 2009). Retailers are fundamental when trying to influence consumers' consumption and purchasing behavior. They are the mediators between producers, manufactures and consumers and the ones that meet the consumers during the purchasing situation in-store. As mediators, retailers are in a powerful position to promote sustainable production and consumption (ibid). The World Business Council for Sustainable Development (2008), stressed that business have an important role in helping consumers to make more sustainable choices, and emphasized the use of marketing tools:

Marketing can help consumers to find, choose and use sustainable products and services, by providing information, ensuring availability and affordability, and setting the appropriate tone through marketing communications (p. 28).

Additionally, it was stated on the Swedish ecological forum (2010), that the research and knowledge about the communication of ecological products benefits are inadequate. Retailers thus, seem to have a critical role to play regarding sustainable consumption. Retailers could better assist consumers in their shopping choices so that ecological products become easier to evaluate and choose in the purchasing situation (Carrigan & Attala, 2001; Jones, Comfort & Hillier, 2009).

## 1.2 Problematization

Consumers have become more environmentally and socially aware during the past years (Carrigan & Attala, 2001; Carrington, Benjamin & Whitewell 2010; Shaw et al, 2007). Environmentally friendly consumption has become better established in the society (Carrington, Benjamin & Whitewell, 2010), and the sales of ecological products have increased in Sweden every year since 2008 (Ekoweb, 2013). Nowadays, the issue is to maintain the importance of environmental and social concerns among consumers to increase the sales and production of ecological products (Carrington, Benjamin & Whitewell, 2010). In recent years, new consumers have emerged that require retailers and producers to act environmentally and socially responsible, and to offer sustainable products as ecological products (Jones, Comfort & Hillier, 2007). Although, many consumers report that they are concerned about environmental issues, this concern does not often translate into behavior (Auger & Devinney, 2007; Carrington, Benjamin & Whitewell, 2010). Moreover, research shows that many consumers believe it to be important to buy products that support sustainability causes, but a minor percent actually do so (Tsarenko, Ferraro, Sands, & McLeod, 2013). This consumer gap, between behavior and intention, creates a dilemma for retailers. Consumers report that they want and demand environmentally sustainable products, but they do not buy them when they are available and offered by retailers (ibid).

According to Spaargaren (2011), different surveys show that consumers are concerned about environmental changes but they do not live up to their promises when they are in the purchasing situation. Spaargaren (2011), in addition, argues that it is not enough to change people's consumption behavior. New approaches to influence consumers have to replace the older ones. Retailers are the ones offering products to consumers and the ones that meet consumers in the purchase situation. Thereby, they are the ones with the power to influence consumers (Tsarenko, Ferraro, Sands & McLeod, 2013). During the past decades, retailers globally have increased their focus and commitment on environmental and social concerns, to attract consumer segments and shaping consumer demands (Carrigan & Attala, 2001; Jones, Comfort & Hillier, 2009). However, retailers do not seem to have the ability to shape the demands only by increasing their commitment, since the consumer behaviour-intention gap still is high (Tsarenko, Ferraro, Sands & McLeod, 2013).

In addition, it becomes of greater importance for retailers to understand the environmentally conscious consumption behaviour of consumers, because of the intention-behaviour gap

(Auger & Devinney, 2007; Shaw et al, 2007). The existing research on environmentally conscious consumption suggests that consumers purchase intention is driven by intrinsic factors, such as demographics (Carrigan & Attala, 2001; Shaw et al, 2007; Tsarenko, Ferraro, Sands & McLeod, 2013), and psychographics (Dickson, 2001; Shaw et al, 2007; Tsarenko, Ferraro, Sands & McLeod, 2013). Furthermore, previous studies have according to Daunfeldt and Rudholm (2010), investigated what determines consumers' attitudes and preferences when buying ecological products. The conclusions of these studies are that consumers buy ecological products since they, in comparison with conventional products, taste better, have healthier contents and are environmentally friendlier regarding production (Daunfeldt & Rudholm, 2010). However, there remain significant obstacles to continued growth of ecological products. Examples of these obstacles are the large price difference between ecological and conventional products, and also the large and often confusing numbers of ecological standards and labels (Daunfeldt & Rudholm, 2010). Nevertheless, Daunfeldt and Rudholm (2010) believe that this discrepancy between intention and behavior may disappear, if the information provided about the benefits with ecological products is better promoted in-store. Daunfeldt and Rudholm (2010), also state that providing information about ecological products in-store diminishes the search costs for consumers (ibid).

Moreover, there is a lack of research that considers how external factors and social influences affect an individual's environmental conscious consumption behaviour (Fukukawa, 2003; Tsarenko, Ferraro, Sands & McLeod, 2013). External factors as social groups and friends may also affect consumption behaviour. Furthermore, retailers are an important external driver that has not been researched upon (Fukukawa, 2003). Retailers play an active role in promoting sustainable business practices and in shaping consumer behaviour (Jones, Comfort & Hillier, 2007). Research has indicated that in-store activities provided by retailers influence consumers purchasing behavior (Nordfält, 2011). Therefore, retailers may also be able to influence consumers' purchasing of ecological products by using in-store activities. Research need to focus on the external influences to understand how and if retailers can influence consumers to adapt to more sustainable consumption behaviour (Tsarenko, Ferraro, Sands & McLeod, 2013).

Other research shows, that many consumers demand ecological products because of the increased concern for the environment and health consciousness among consumers. However, the market shares for ecological products are still low (Lin & Huang, 2012). Allen and Albala (2007), define ecological food, in their book *The Business of Food* as: "Food produced without using inputs of pesticides, synthetic fertilizers, sewage sludge, genetically modified organisms, irradiation or food additives" (p. 288). The concerned consumers have started to buy more and more ecological food products, mainly due to the way these products are produced. The ecological food market has also grown and become an important sector in the food industry (Willer & Lernoud, 2014; Ekoweb, 2013). The ecological market continues to grow in many European countries, especially in the northern countries (ibid), and retailers' account for almost two

thirds of the total ecological sales of food products on the Swedish market (Ekoweb, 2013). In 2013, the Swedish retail sales of ecological food products were 3.8 percent. Compared to international levels, for example Denmark where the number is 8 percent, the Swedish sales number of ecological products is still low (ibid). The industry of ecological food is regulated because ecologically produced food has to comply with predefined standards in order to be marketed as ecological (Willer & Kilcher, 2011). Because of this fact, the production costs for ecological food, relative to conventional food are higher, leading to a price premium for ecological food, which decreases the sales (Achiellas & Anastosios, 2008). There is a lack of previous research regarding ecological products and how external factors may influence pro-environmental behavior (Fukukawa, 2003; Tsarenko, Ferraro, Sands & McLeod, 2013). In addition, the role and influence of retailers is largely lacking from the academic literature (Tsarenko, Ferraro, Sands, & McLeod, 2013).

Carrigan and Attala (2001), Tsarenko, Ferraro, Sands and McLeod (2013), and WBCSD (2008), emphasize the retailers' role in influencing consumers' sustainable consumption behaviour, and state that this may be done through marketing communications (ibid). The sales of sustainable products have increased, and ecological products have become important within food retailing (van Nierop, van Herpen & Sloot, 2010, Ekoweb, 2013). According to Nordfält (2011), the retail environment is of importance since the consumers come across it several times during a shopping trip, and it is in-store most decisions are made. The retail environment is about creating an experience for the consumers and retailers can do this by using smell, sound and layout (Lundvall & Sandberg, 2008). It is not necessarily enough for a store to hold a wide range of products or have an exceptional quality on their products, for the products to be sold. This is because consumers reflect on other things when they are in-store and not only the range and quality (Nordfält, 2011). Nordfält (2011) also states that research shows that in-store activities influence consumers and can increase sales.

Lundvall and Sandberg (2008), and Ngobo (2011), state that there is little research about the consumers' decision-making process of ecological products in-store. Most studies on ecological products have considered the consumer profile and used measures as surveys and interviews (ibid). This former research provides insights into the reasons why consumers buy ecological products. However, store managers may want to know how they can maximize sales of ecological products in their stores, with for example sales promotion in-store (Ngobo, 2011). Focusing on ecological products in-store may provide retailers with competitive advantages, since consumers today are becoming more aware of the environmental impact. This consciousness may contribute to a more sustainable consumption behaviour (Tsarenko, Ferraro, Sands and McLeod, 2013). Former research that has used interviews and surveys as methods may not have the answer to how to maximize the sales of ecological products (ibid). Therefore, research should focus on finding what it is that may or may not affect the consumers', in-store to buy ecological products. For retailers to be able to influence

sustainable consumption behaviour, they need to know if, and how they can influence consumers to buy ecological food products by using in-store marketing activities (Tsarenko, Ferraro, Sands & McLeod, 2013; Eckhardt, Belk & Devinney, 2010).

According to Daunfeldt and Rudholm (2010), previous studies have investigated the affect of shelf labelling on the sales of ecological products, and the results have been mixed. In some cases the sales has increased and in some it has not (Reicks, Splett & Fishman, 1999; Daunfeldt & Rudholm, 2010). There also seems to be a difference in sales regarding product category (Daunfeldt & Rudholm, 2010). Furthermore, Eckhardt, Belk and Devinney (2010), state that future research regarding ecological products should focus on the exposure of these products, and try to understand if the exposure can overcome the price sensitivity of consumers. Additionally, Ekelund (2003), and Lundvall and Sandberg (2008), mention that studies on ecological products lack the use of observations to find out how consumers behave in-store, and that layout, design and placement not have been examined to a great extent regarding ecological products.

We are interested in understanding if retailers can affect consumers to purchase more ecological products, and thereby, contribute to a more sustainable society. After reviewing former research and literature, it seems relevant to experiment with in-store activities regarding ecological products, and to observe the actual behaviour of consumers in-store.

### **1.3 Research Purpose**

The purpose of this thesis is to explore in what ways retailers can affect consumers' purchasing of ecological food products, through in-store marketing and the use of product displays.

### **1.4 Research Question**

- In what ways can retailers influence consumers' to purchase more ecological food products by using product displays?

### **1.5 Demarcations**

The demarcations of this research are that the study is only carried out in one country, Sweden and in one store, ICA Supermarket Norra Fälåden Lund.

### **1.6 Outline**

This dissertation consists of seven sections. In the first section the background and problematization is presented. The problematization leads to the presentation of the purpose of the study and the thesis research question. The first section ends with demarcations and the outline for the rest of the thesis. In the second section, the theoretical method is presented. The theoretical method consists of research philosophy, research strategy, and choice of

theory, research method and critique of the references used in the research. The third part of the thesis is the literature review, which starts with a presentation of in-store marketing, which is the main theory, used in the thesis. Secondly, different aspects of in-store marketing as sensory marketing, shelf location and product displays are presented. Thirdly, consumer decision-making in-store is presented. The consumer decision-making process may be of interest since the in-store activities can influence the decisions. Market orientation theory is presented next, and focus is given to the market driving strategies of market orientation. Market driving strategies are included to show that retailers, through their power position may be able to influence consumers purchasing behaviour. Information given in-store is also presented, since consumers become more and more interested in knowing where the products they buy origins. Retailers can by their power position, affect what they inform the consumers about in-store. This section ends with our own model of the connections we find between market driving retailers, in-store marketing and consumers' sustainable consumption behaviour. In the fourth section the empirical methodology is presented. This section describes the chosen participant selection and information collection process. This section ends with an information analysis and a few comments on the validity, reliability, credibility, transferability and conformability of this dissertation. In the fifth section the results of the experiment are presented. The sixth section discusses the findings with connections to the research model. The seventh and last section consists of conclusions, theoretical and practical contributions and suggestions for future research.

## 2. Theoretical method

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*This section describes the theoretical methodological considerations of this thesis. It consists of research philosophy, research strategy, choice of theory, research method and reference critique. In the section choice of theory, a model is presented, that argues for the chosen theories and their contribution to this thesis. Lastly, a summary of the theoretical method is presented.*

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### 2.1 Research philosophy

Research philosophy is the approach to understand and write about the knowledge that is gained from the research (Bryman & Bell, 2007). It allows the researchers to make assumptions about how to observe the world (Saunders, Lewis & Thornhill, 2009). According to Bryman and Bell (2007), there are four types of research philosophies: Positivism, Pragmatism, Interpretivism and Objectivism. In this dissertation we focus on interpretivism, because we have chosen to observe consumers behaviour in a natural environment in a store. Saunders, Lewis and Thornhill (2009) argue that an interpretivistic philosophy is suitable for business management research. Interpretivism aims to get a deeper understanding about human behaviour and is useful to our research question since we want to understand why consumers buy or not buy ecological products, and if the in-store marketing can affect this purchasing behaviour. Interpretivism can be used to explore, explain and understand reality and, therefore, we find this research philosophy suitable for this thesis.

### 2.2 Research strategy

This research has a qualitative approach. A qualitative approach tries to find meanings and not statistical connections. Individuals and their behaviours is what the approach interests in and tries to study (Alvehus, 2013). We try to contribute to a more general understanding of the researched phenomena (ibid). Qualitative research emphasises words and actual behaviour, instead of numbers in the collection and analysis of data (Bryman & Bell, 2007). The qualitative strategy has some guiding principles: firstly, it is important that the analysis and the results derive from a thorough reading of the empirics collected. Secondly, it is important to have an objective role as researcher; otherwise it may hinder a good analysis. The last principle state that the analysis of the information collected should be of repetitive character, which means that the development of theories, concepts and generalizations should be grounded in a process of comparisons between information and theories (Denscombe, 2009). By using a qualitative strategy the interpretation process of the empirics and theories becomes important. A qualitative approach is used since we want to create a better understanding of the research phenomena, and explore in what ways the manipulation of product displays may affect consumers' behaviour. The purpose is not to measure the statistical connections between the manipulation and the behaviour. Instead, we want to create a better understanding of the behaviour and investigate how the behaviour changes due to the manipulations made. It is also of interest to explore how the consumers use their body language, language and face

expressions. This can only be investigated by a qualitative approach, although, a quantitative approach could have answered the question if the manipulations of product displays affect the sales number and the consumers to buy more ecological products. The qualitative approach, and the use of observations, is the only method that can investigate the actual behaviour of consumers when it is performed. We are interested in understanding what the behaviour looks like and how it is performed, at the same time, as we want to get an answer to if the manipulations also may increase the sales.

This thesis is of abductive character since we shift between theory and empirics. We worked with the theories and then returned to the empirics and study the empirics with a broader base of theory. This process is repeated through the whole thesis (Alvehus, 2013). This thesis is, therefore, reflective, and we seek to find relations between already existing theories and the empirics. This thesis also uses an exploratory research design since we want to gain a better understanding in how consumers are influenced by in-store marketing to buy ecological food products (Saunders, Lewis & Thornhill, 2007).

### 2.3 Choice of theory

The theoretical model suggests that retailers may influence consumers to more sustainable consumption (see figure 2.3.1). Nordfält (2011) states that retailers can influence consumers and their purchasing behaviour by in-store marketing. In-store marketing consists of sensory marketing, shelf position, product display design and information. In sensory marketing the sight is the most important consumer sense to stimulate in-store (Hultèn, Broweus & van Dijk, 2011). Regarding shelf position, Nordfält (2011) states that the right positioning on shelves can increase sales. Regarding product displays, Nordfält (2011), also states that the right design and the right information can increase sales. These in-store tools may contribute to increased sales of ecological products (see figure 2.3.1). Retailers can possibly, influence consumers due to their power position (Kumar, 1997). Retailers have the possibility to choose which products to have in their assortment, and also the power to display and position these products in certain ways to influence the consumer to buy them. Retailers can also educate consumers by using in-store marketing tools to promote ecological products. Retailers' power position also means that retailers can choose to be market driving (Kumar, 1997) and thereby, influence consumers to buy more ecological products and create an ecological demand on the market (see figure 2.3.1). In the literature review the focus will therefore, be on theories of **in-store marketing** and **market driving strategies**. Literature regarding market orientation is often referring to business-to-business relations and customers, however, in this study customers refers to consumers. Another theory used is **consumer decision process in store** (see figure 2.3.1). This theory is used because the in-store actions may influence the consumer decision, which then influence the purchasing behavior of ecological products. According to Clement, Kristensen, Grønhaug (2013), it is easier to influence the unplanned purchases when using in-store marketing activities.

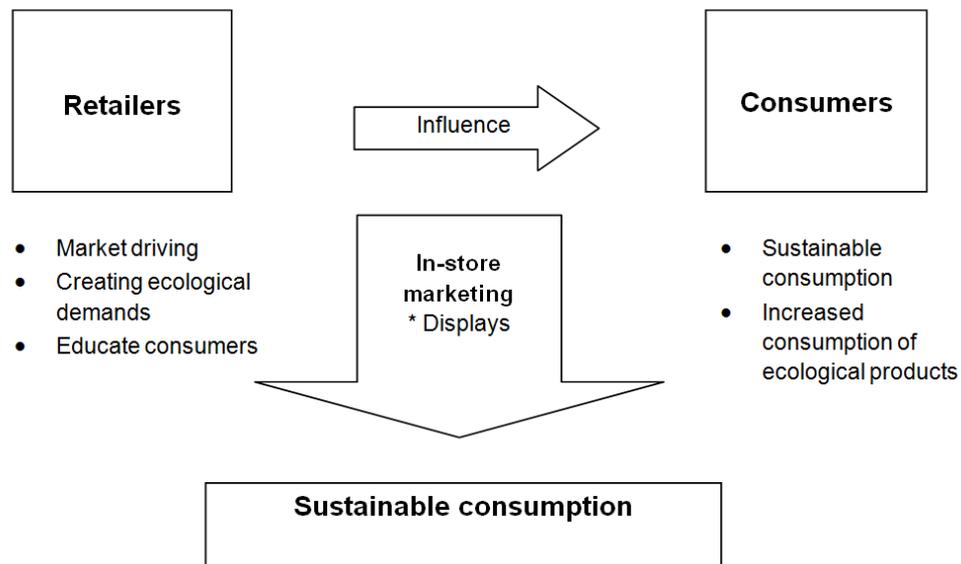


Figure 2.3.1 Research Model

## 2.4 Reference critique

This thesis uses many different references, therefore, it is important to be critical when reading and analyzing these. The references used in this thesis are mostly scientific articles and books. The scientific articles used are all collected from Google Scholar and Högskolan Kristianstad's library search. We have used articles from journals as for example: *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Retailing and Consumer Research* and *The British Food Journal*. Articles published in these journals are peer reviewed, which increases the credibility of the articles. Most of the scientific articles used are also from the 20<sup>th</sup> century and are therefore, up to date. We have used many articles that have been cited by other researchers, which also strengthen the reliability. Most articles used are written during the 2000s; however, we have used some older articles that established the theories used. At the same time, we have used literature that is up to date to reflect the relevance of the chosen subject and the study today. When reviewing literature, we have also used books. The books used, are all written by established researchers. The authors of these books have also written many articles in their research area. We have tried to have an as critical mind as possible when reading and interpreting the articles and books and the ideas and theories established in these. We have also shifted between theories and empirics when analyzing and have therefore, been forced to have a critical mind when reading and analyzing.

## 2.5 Summary

This study has an interpretivistic philosophy. The research question aims to understand how in-store marketing, by manipulating product displays, influence consumers purchase decisions regarding ecological products. This thesis is of qualitative character with an abductive

approach, since it explores the relationship between retailers and consumers and tries to create a better understanding of the actual consumer behavior. The purpose is not only to investigate if the manipulations contribute to higher sales numbers, instead we want to create a better understanding of how consumers may be influenced, and how their behavior changes due to the manipulations made in-store. We also wanted to understand if consumers pay attention to the manipulations, and if these kinds of manipulations are possible to use when trying to influence consumers to more sustainable consumption habits. We have shifted between theory and empirics when analyzing and have tried to have a critical mind when reviewing the references. The theories used in this thesis are in-store marketing, market driving strategies and consumer decision in store. References used are collected from books, articles and former studies.

### 3. Literature review

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*This section presents relevant literature for this thesis. Firstly, the main theory in-store marketing and theories connected to in-store marketing are reviewed and discussed, secondly, the consumer decision process in-store is discussed, and thirdly, market orientation theories are discussed, and the focus will be on market driving strategies. A section about information given to consumers' in-store is also included. Lastly the research model is presented and discussed.*

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#### 3.1 In-store marketing

Many consumer-purchasing decisions are not made until the consumer is in the store (Fam, Merrilees, Richard, Jozsa, Li & Krisjanous, 2010). Therefore, it is useful for retailers to have an understanding of factors that influence in-store decisions to be able to influence consumers purchasing decisions. The most commonly cited factors include price markdowns, store promotions, product displays, store atmospherics and store layout (Fam et al, 2010). Store atmospheric has gained strong attention from researchers. Fam et al. (2010), state that pleasure induced by store environment appears to be a strong cause of consumer spending extra time in the store, and spending more money than intended. Spatial stock management has also received attention from researchers, Fam et al. (2010), state that firms usually over allocate space to brands, and that position on the shelf is more important than the number of product facings. Retailers are trying to use a larger proportion of promotional budgets on in-store marketing instead of traditional out-of-store marketing, since consumers are easier affected in-store. Studies done on advertising show that the stimulating the sight strongly increases attention towards products (Nordfält, 2011). The placement of products and the space given to them in the store can also influence consumers (Chandon, Hutchinson, Bradlow, & Young, 2009). All these in-store activities depend on the consumers' different senses and also affect the different senses in different ways. The next section discusses the importance of sensory marketing and especially the sense of sight. It also discusses the meaning of colors for in-store marketing.

##### 3.1.1 Sensory marketing

For products to be noted in stores there must be something that creates interest (Nordfält, 2011). Furthermore, a well-planned exposure of a product leads to increased consumer attention and higher sales. Evans, Jamal and Foxall (2006), state that an individual is exposed to many marketing activities; however, the consumer only notices a few of these activities. This means that marketing activities must come in contact with an individual's sensory organ to be noticed. To create attention, retailers can use different strategies as colour, message location and participation (Nordfält, 2011).

In recent years, sensory marketing has received more attention in the scientific field (Hultèn, Broweus & van Dijk, 2011). Gustafsson, Jonsäll, Mossberg, Swahn and Öström (2014) argue

that sensory marketing will be established and become more significant in the future. More companies will utilize sensory marketing and realize its potential. Gustafsson et al. (2014) believe that sensory marketing can improve the experience for customers in-store. Hultèn, Broweus & van Dijk (2011) describe sensory marketing as: “When companies use and assume that the humans’ five senses may be affected by marketing, and then they use this in their in-store marketing” (p. 20). The five senses involved in sensory marketing are: hearing, taste, sight, touch and smell (Gustafsson et al, 2014). Krishna (2012) defines sensory marketing as: “Marketing that engages consumers minds, and affect their behaviour” (p.2).

Krishna (2012), in addition, states that sensory marketing consists of different sensory impressions that affect consumer behaviour. The intention is that the stimuli of the different senses will increase the awareness of a product (Krishna, 2012). Most companies today use sensory marketing to influence consumers’ behaviour in the service landscape. Examples of use of sensory marketing are Abercrombie and Fitch and Orangina. According to Kumar and Kim (2014), Abercrombie and Fitch use reduced light, distinctive scent and loud music in their stores to affect the consumers. In addition, Krishna (2012) states that Orangina uses special designs of their bottles to reflect the content of the bottles. The bottle has an outside that reflects the origin of the product, which in the Orangina beverage case is the fruit orange.

The sense of sight has proven to be the most dominant sense, with about 70-80 percent of the body's sensory cells (Gustafsson et al. 2014). The sense of sight therefore, has a great impact on consumers and has also been studied to a great extent (Krishna 2012). According to Allerth and Lorentzon (2014), Messaris (1997) points out that the visual mind has historically had a strong persuasive effect on consumers. According to Nordfält (2011), visual stimuli can stimulate customers to change their consumer behaviour and attract interest to products and stores. Nordfält (2011) was able to demonstrate that the use of a so-called special display increased sales volume of the exposed product. In addition, Nordfält (2011) showed that the effect was stronger if a discount was offered. Nordfält (2011) could also prove that a more forced exposure, in the middle of the aisle, also provided a greater effect. This means that a well-positioned visual stimulus is an essential part when trying to attract consumers’ attention. The sense of sight is a powerful tool to use in stores (Allerth & Lorentzon, 2014). Most decisions made in the daily life depend on the sight sense. Physiologically the eye works as follows when creating images; a clean visual image arises in the human retina, where the contrasts and differences enhanced respect for example in form and colour. Images are then sent on through the optic nerve to the visual cortex of the brain, where continued processing and interpretation occurs (Hultèn, Broweus & van Dijk, 2011). It is through electrical signals that images are sent to the optic nerves from the human eye. In the brain's visual cortex, conscious visual perceptions are then placed. Each image created will then be compared with previous experiences and memories. That is why every new image has a relation to previous sensory experiences (Hultèn, Broweus & van Dijk, 2011).

In addition, colours play a crucial role in the visual experience, and it is generally accepted that colour helps to bring forth feelings (Hultèn, Broweus & van Dijk, 2011). Colours also affect the central nervous system and the humans' cerebral cortex, which means that colours can activate and stimulate our memories, thoughts, and experiences. This means that the right colour can help to define a logo and a product, which makes it easier for consumers to later recognize the product or the logo (Hultèn, Broweus & van Dijk, 2011). The red colour is generally interpreted to have the greatest attention value in logos, advertisements and product offerings. The red colour attracts the eye and visual system fastest of all colours. For most companies, a colour selection associates to and symbolises the values of a product or a logo. It will provide customers with a positive mind and mood and contribute to the visual experience (ibid). According to Hulten, Broweus and van Dijk (2011), colours, designs, styles, lighting applications and themes are different aspects that the sight can react on. Gustafsson et al. (2014), give an example of McDonald's. The restaurant uses a strong red-orange colour, strong lighting and little space between the tables. This is used to influence to consumers to eat quickly. Bellizzi (1983), already in the 1983s noticed the importance of colour choices. Warm colours, as for example, yellow and red create more attention than cool colours such as blue and green. Fill (2009), also discusses different colours and states that consumers associate different colours with different things. For example, purple is seen as a royal colour, red as passionate and white clinically and clean (Fill, 2009).

Hulten, Broweus and van Dijk (2011), write that combinations of colours can also provide new associations. The colour combinations: red/yellow, red/white and blue/white are frequently associated with cheap products. Nordfält (2011), states that different colours evoke different associations. When conducting experiments on colour effect, pulse, sweating and brain activity is often measured. Nordfält (2011), states that red light increases ones pulse, sweating and blinking, and blue, white and red light increases the brain activity. Nordfält (2011) also states that consumers are more willing to sit near warm colours than cold ones. When it comes to ecological products the colour green is often used, and symbolizes that the product is earthy, calm, fresh and ecological. Green is also used to communicate recycling, nature and sustainability and has a relaxing effect. Wholesome and healthy options, for example, low calorie also often have green packages (Myhrman & Svensson, 2013). The next section discusses the meaning of shelf space and location of products for in-store marketing.

### **3.1.2 Shelf space and location**

Managing shelf space in a store is one of the most important resources to use when attracting consumers (Nordfält, 2011). The managing of shelf space can not only decrease inventory level, but also contribute to higher customer satisfaction (Yang & Chen, 1999; Nordfält, 2011). According to Nordfält (2011), Yang and Chens (1999) study also revealed that retailers should consider their space management strategies to a greater extent, raise their levels of operation for space allocation, reinforce their computerization for space allocation and

management and lastly, put more emphasis on the space related indexes of performance for space management (Nordfält, 2013). Additional researchers have tried to measure the effect of shelf space on sales in recent days (van Herpen, van Nierop & Sloot, 2011). The insights from this research have been that the amount of shelf space allocated to a product, in relation to the total product category, positively affects product sales (ibid). However, the positive effects of additional shelf space can taper off, such that increasing the number of facings for a product has a positive but marginally diminishing effect on product demand (van Herpen, van Nierop & Sloot, 2011).

Although shelf space has been well examined, location on shelves has received much less attention in research (van Herpen, van Nierop & Sloot, 2011). Considering products vertical location, eye level has proven to be the best position, however, regarding the horizontal location the optimal position is less clear (Chung et al, 2007). Evidence has shown that a location toward the beginning of the shelf and closer to the main aisle may be better, whereas a location in the middle of the displayed product category is worse because consumers can reach the product quicker coming from the main aisle (van Nierop, van Herpen & Sloot, 2008). In addition, van Nierop, van Herpen and Sloot (2008) found that price sensitivity is in general lower for products that are placed in the middle of the shelf. Furthermore, Chandon, Hutchinson, Brandlow and Young (2009) found that being in the centre of the shelf helps products get noticed and being bought. (van Herpen, van Nierop & Sloot, 2011). The arrangements of products in a category on the shelves could also matter. Within a product category a brand often offers multiple flavours and sizes. When these items are clustered together consumers may notice them more readily (van Nierop, van Herpen & Sloot, 2010). In the next section, product displays are discussed and explained.

### **3.1.3 Product display**

A product display is a display put up to raise attention towards a product and can look differently. It can for example be a sign, special ways of presenting the product or special designed shelves put up. A special product display is put up to create consumer demand by attracting their attention, to increase sales of the product (Lundberg & Sandberg, 2008). Using a special display is communicating by different sizes, placements and appearance of the products (Nordfält, 2011). Retailers can use special displays in order to create in-store excitement and increase the average amount of the product purchased (Chevalier, 1975; Nordfält, 2011). Nordfält (2011) also states that special displays may affect the selection of products that the consumers perceive which the retailers can use.

Chevalier (1975), stated that the selection, planning and set-up of in-store displays are an important activity for retailers. In addition, research found that it is more effective to have one large display instead of a few smaller ones (Nordfält, 2011). Furthermore, Chevalier (1975), found that advertising has no impact on how effective the special display will be. If the retailer wishes to increase the space for a brand he or she can use a special display. A special

display can for example be a display outside of the ordinary shelf location. There are also aids that can be used in special displays, as for example basket solutions and sales tables (Nordfält, 2011). The Dillon study from the 1960s (Nordfält, 2011), showed that the average increase in sales during a special display was 473 percent if the item was not sold at a reduced price. If the special display was combined with a reduced price, the average sales increase was 808 percent (Nordfält, 2011). Another study called the “A & P study”, performed in 1965 measured the effect of combinations of special displays and advertising (Nordfält, 2011). The results showed that the effect of the special display was an average sales increase of 420 percent and, if this was combined with advertising, the increase averaged 629 percent (ibid). Furthermore, Chevalier (1975) found that the display elasticity was greatest in products in mature markets. Nordfält (2011) also states that displays combined with digital signs increase the sales. In addition, Nordfält (2011) argues that designing the display to capture attention instead of adding an extra element also increases the sales of a product (ibid). In 2003 a researcher named Robert East performed an experiment where he tested if one large display or two small displays increases sales most. East’s results show that less is more, and one large display is better than a number of small ones (Nordfält, 2011).

Since most purchasing decisions are made in-store, it is important to design signs to attract attention and make sure that the message is clear and logically composed (Underhill, 2009). If a sign contains too much information or if it is unclear, the consumer will give up the reading because of confusion (ibid). However, more arguments and more detailed information can lead to increased trust for the product among consumers (ibid). Consumers are often open minded when entering a store, and tend to give away for impulses. Retailers can use this and try to influence consumers by placing signs on places where consumers are moving quickly and need a clear and intriguing message to stay (ibid). The next section discusses consumer decision-making in-store.

### **3.2 Consumer decision in-store**

There are wide ranges of psychological factors that influence consumer decision-making, and these factors are influenced by in-store experiences (Grewal, Roggeveen, Puccinelli, & Spence, 2014). In –store decisions occur because stores are full of different stimuli and some consumers use these in-store stimuli as a cue to remind them what they need in-store. Other consumers visits the store with the intention to only buy a certain set of goods, however, this can change quickly as the in-store stimuli lead to unintended purchases. Consumers that are lacking clear purchasing goals are often affected by the in-store stimuli, which often result in unplanned purchases (Peck & Childers, 2006). In-store stimuli trigger unrecognized need or desires and may trigger a memory for forgotten needs; this leads to unplanned purchasing (Inman, Winer, & Ferraro, 2009).

Planned purchases are the ones that are planned before entering the store and unplanned purchases are not planned before the shopping event. According to the Point-Of-Purchase Advertising Institute (1995), in Inman, Winer and Ferraro (2009), over two-thirds of purchase decisions involve some kind of unplanned purchase (Inman, Winer, & Ferraro, 2009). This shows that firms can influence consumers with in-store attributes. Additionally, the authors argue that in-store displays have a large effect on increasing unplanned purchases. Research also shows that impulsive behaviour in store can be driven by hedonic gratification which is pleasure related (ibid). Underhill explained unplanned behaviour as “Almost all unplanned buying is a result of touching, hearing, smelling or tasting something on the premises of the store” (Underhill, 1999) (Peck & Childers, 2006). Consumers are choosing with their eyes and will buy products that they notice and see. People become inspired, influenced or persuaded by what they see. Therefore, special displays for example, may create large sales. It becomes important for retailers to know what consumers focus on in their visual attention in the point of purchase to be able to influence them (Clement, Kristensen, & Grønhaug, 2013). In a study made by Chandon et al (2009) the authors write that:

Consumers' visual attention and evaluation of supermarket shelves were examined. It revealed how in-store factors primarily influence visual attention, whereas external factors such as shopping goal and brand awareness influence evaluations better and are not mediated by in-store attention (Chandon, Hutchinson, Bradlow, & Young, 2009).

This shows that retailers can influence consumers' in-store decisions as long as they are unplanned (Clement, Kristensen, & Grønhaug, 2013). If consumers can be influenced by the in-store activities when purchasing unplanned products, they may also be able to influence regarding purchasing of ecological products. In the next section, market orientation is discussed and market-driving strategies are explained.

### 3.3 Market orientation

Market orientation can be defined as a philosophy of business management that is based upon an acceptance through the company, of the need of customer orientation, profit orientation and understanding the important role that marketing plays in communicating the needs of the market to the major departments of the company (Kohli & Jaworski, 1990). Jaworski, Kohli & Sahay (2000) suggest that market orientation can be seen as behavior and actual activities that influence an organization's market orientation. Retailers are in daily contact with consumers and it is therefore, especially important to have a clear market orientation to understand which direction the firm is heading in, and how this should be communicated to the consumers. Market orientation within retailing can involve; the coordination of different activities and roles becomes important when dealing with consumers on a daily basis. Market orientation within retailing is centered within customer value, to collect information regarding customer needs and competitors capabilities. Market orientation can also be divided within responsive behavior or proactive behavior (Schindebutte, Morris, & Kocak, 2008). There is an awareness of the need to be a market-oriented organization and Kumar, Scheer & Kotler (2000) suggests that market orientation consist of two tracks. The first track is called market

driven, which is reactive business logic where firms react on changes in the market. The other is market driving, which is a proactive force of market orientation. Market driven firms seek to place the customers at the start and gather information about appropriate products. A market-driving firm uses revolutionary marketing activities and changes the rules of the game; these firms try to form the demand of the market (Kumar, Scheer, & Kotler, 2000). The next section discusses market driving strategies and connects it to in-store marketing.

### **3.3.1 Market driving**

Over the past decades, the retail landscape has changed and retailers have become more market driving, instead of market driven as they always have been before (Kumar, 1997). Several retailers, such as: Amazon, Benetton, Body Shop, Carrefour, Hennes and Mauritz, IKEA, Seven-Eleven, Wal-Mart and ZARA have changed the retail landscape, and have started to drive customers shopping behaviour and habits, instead of adjusting to the customers' needs and habits (Kumar, 1997). These revolutionary firms have used their power position to change manufactures pricing, the products, the promotion and the sales strategies. Kumar (1997) mentions that retailers have the power to influence consumers to buy products with the use of different strategies. One of the strategies involved promotion which in-store marketing is a part of. Market driving firms are innovative and seek opportunities in the market. These firms want to change the rules of the game and, therefore, they face many obstacles in the market and in their way to success (ibid). Many market driving firms try to recruit people that share the same vision and has little experience because the employees should behave as if they are on a mission, and not be motivated by only money (Kumar, Scheer, & Kotler, 2000).

According to Kumar et al (2000), market driving firms want to re-draw the industry segmentation by attracting customers from different segments and are now trying to build a new landscape. In the search of customer value, companies seek for new price points for the product or service that they sell. Even so, they are not trying to have the best price of their products, instead they try to have value propositions, which make the customer willing to pay more for the product or service. Market driving firms are innovative in distribution and channel management practices within their industries. Because of customer value, market driving firms often rely on buzz networks where they use their customers to get their message across many different levels. Therefore, these firms find it unnecessary to spend a lot of money on traditional advertising. The firms are also trying to exceed the expectations that customers have on their products and services. This makes the customers more willing to buy more products from the firm and providing more value for the customers than their competitors (Kumar, Scheer, & Kotler, 2000). Market driving firms shape the demand on the markets and influence customers in buying their products or services. The behaviors of these firms is to proactively change perceptions and behavior of market stakeholders where the main stakeholder is the customer (Schindebutte, Morris, & Kocak, 2008). In this way, market

driving firms tries to shape the demand on the market and influence customers through different activities, for example in-store marketing (Elg, 2003). A company can differentiate itself by using different marketing activities, one activity is in-store marketing. In-store marketing can be used to influence customers to buy certain products, and research done by Fam et al (2010) show that in-store marketing can be highly effective when trying to influence customers (Fam, et al, 2010). In the next section retailers possibility to inform consumers in-store is discussed.

### **3.3.2 In-store information**

It is important for consumers to be fully informed in order to make better and more effective purchase decisions. Therefore, retailers have to enhance the green trust that consumers have for the store and the products to be able to influence consumers to buy more sustainable alternatives (D'Souza, Taghian, Lamb & Peretiako, 2007). By doing this, consumers feel more educated and informed about products and their impact on the environment (ibid). Studies show that the main reasons for consumers choosing ecological alternatives when shopping depend on three factors; health reasons, taste dimensions and ethical motives regarding environmental and animal protection (Pellegrini & Farinello, 2009). Of these three factors safety is the main reason for consumers' choice of ecological products (ibid). When consumers purchase ecological products they pay most attention to information about origin and raw materials and the presence of product certification, freshness and compliance with the hygiene regulations (ibid). Consumers seem to demand high quality standards when purchasing ecological products and buy the ecological alternative since conventional products may not guarantee these standards (ibid). Consumers today become more and more interested in ecological products, however, the level of information in-store about the entire process of producing, certifying and controlling ecological products are still low. Consumers of ecological products seem to rely on the information reported on the product labels or that has been directly received in the place of purchase (in-store) (ibid).

Ecolabels are intended to be used on ecological products as a mean for influencing consumers to make choices that reduce the environmental impact, and to influence the consumers to buy products that are produced in a sustainable way (Rex & Baumann, 2007). Rex & Baumann (2007) argue that ecolabels are more restricted today due to regulations in the use of the labels, which results in better consumer trust for the producers and retailers. However, studies done by Carrigan and Attala, (2001), Auger and Devinney (2007) and Shaw, Shiu, Hassan, Bekin & Hogg (2007) show that consumers express willingness to buy ecological food, but when in the store they do not do so. Rex and Baumann (2007) argue that there is a need for more effective ecolabels because consumers need more and better environmental information. They also argue that ecolabels are not enough when it comes to showing consumers a greener way of consuming. In addition, producers need to make environmental qualifications of products visible and easy to access for consumers. There is much information about

sustainable consumption in society today; however, all consumers are not eager to search for this information by themselves (Rex and Baumann, 2007). Therefore, retailers have to inform consumers about green products to make consumers aware of more sustainable products. An important task for marketers dealing with sustainable consumption is to find the green consumer and then inform him/her about the environmental benefits of the products (Rex & Baumann, 2007). The next section explains the research model created.

**3.4 Research Model**

The research model created is illustrated in figure 3.4.1. The model explains the connections between the theories used, and the research design. The in-store marketing and the theories connected to in-store marketing, resulted in the box with in-store marketing and product displays. These may, due to the retailers’ power position result in retailers driving the market towards increasing purchasing and demand of ecological products, and more educated consumers. The consumer decision in-store theory is used since it is easier to influence consumers unplanned purchases with in-store marketing activities. The purpose of this study is to explore in what ways retailers can use in-store product displays to influence consumers to purchase more ecological products. The retailers’ ability to influence the consumers to buy ecological products is a market driving activity. Market driving retailers want to drive the market in a certain direction. Being market driving can result in that retailers start new trends, and contribute to a more sustainable society by influencing consumers to a more sustainable behaviour. The influence may consist of providing better information regarding ecological products in-store, which may increase the consumption of ecological products and thereby, a more general sustainable consumption attitude.

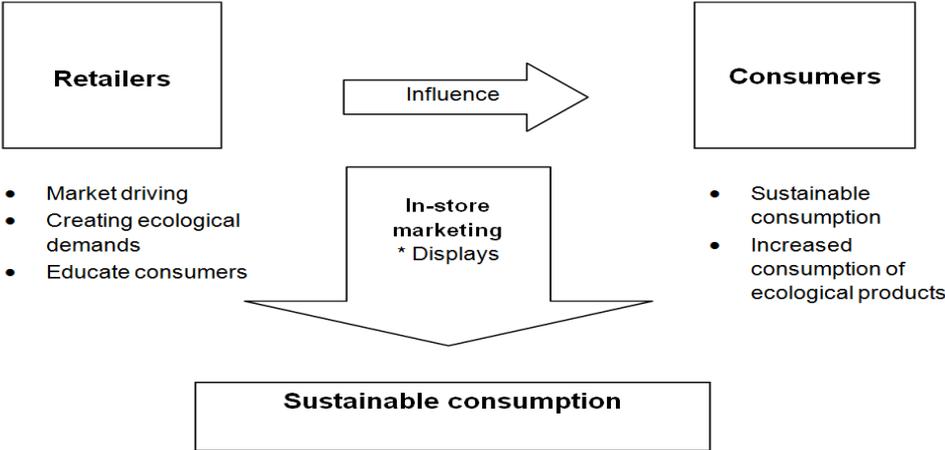


Figure 3.4.1

## 4. Empirical Method

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*This section describes the empirical methodological choices. It includes the research design and the data collection process and the different methods used. In addition, the selections and the conceptualisation of theory are discussed. Reliability, validity and ethical and societal implications are also discussed and reflected upon.*

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### 4.1 Research design

According to Bryman and Bell (2007), research strategy is the framework that is created to seek answers to the research question. This research uses experiment as research design. The purpose of an experiment is to discover new characteristics of a phenomenon or try new theories (Denscombe, 2009). We have chosen an experimental research design, which is a design where the researchers interfere with objects that could have a possible impact on the experiments results (Bryman & Bell, 2007). When performing the experiment in this research, structured observations are used to understand the consequences of the experiment. We choose to do experiments, as we are interested in understanding consumer behaviour and how in-store marketing displays can affect consumers when purchasing ecological products.

The experiment involves observations that are structured. We tried to stay hidden while observing consumers since we did not want to interact with the consumers during the observations. When performing observations, considerations about personal effect on the consumers observed have to be made, since it is important to not affect the consumers behaviour. (Alvehus, 2013). During the observations we have to draw as little attention as possible towards ourselves, and try to stay hidden while conducting the observations. Observations are useful since they can find out the actual behaviour to a larger extent, than for example interviews. In an interview situation, the respondents may answer in one way, but when they are in a situation they may not act as they stated they would. Observing the actual behaviour provides a deeper understanding of the research phenomena (Alvehus, 2013). One limitation with structured observations is that it is not possible to find out what the intentions or reasons behind the observed behaviour are (Bryman & Bell, 2007). Therefore, we will not be able to acquire insights about the intentions about the purchase. However, since the purpose of this study is to explore how retailers can use in-store marketing to influence consumers to buy more ecological products, the consumers' feelings towards the marketing of the ecological products is not as important as their actual behaviour. The purpose of the research is of importance when discussing validity, since the method chosen has to be consistent with the theoretical definition of the study. To be able to strengthen the results from the observation, the sales numbers of the products were used for all of the observation occasions. The sales numbers strengthen the validity and reliability of the results from the observations. The sales numbers can be used as a control measurement to control that the observations were performed in a correct manner and that the results reflects the actual sales.

#### **4.1.1 A Latin Square design**

For the experiment we used a Latin-square design, which is recommended to use when performing in-store experiments (Arvids & Qavolli, 2008). The research studies two different products, Arla ecological cottage cheese and Felix ecological ketchup (see figure 4.1.1). These products were chosen with the help of the store manager and he also helped to manipulate the product displays. Two different products were chosen since we could observe one section each. However, which products chosen were not of importance since the focus was on the product displays. The store manager suggested these products since he believed it to be interesting to see if products displays could be used to increase the sales of these products since the sales numbers of these products are low. The products were also chosen due to the possibility to highlight them and experiment with their position and display.

The experiment was carried out in two phases. In the first phase (week 20) the observations were carried out in the chosen store on Monday and Friday (see figure 4.1.1) however, only Arla ecological cottage cheese was manipulated and Felix ecological ketchup was not manipulated. The reason for not manipulating both products at the same time depended on the delivery of products to the store chosen to perform the experiments in. The store was supposed to get deliveries of both products in week 20, however, the ketchup was late and therefore, we had to first manipulate the cottage cheese and wait until week 21 with manipulating the ketchup. In the second phase (week 21), the Felix ecological ketchup was manipulated and the Arla ecological cottage cheese was not (see figure 4.1.1). The reason for not performing the manipulated phase for both products at the same time depended on the deliveries and also on the store manager's availability and possibility to help us prepare the experiment. This does not affect the validity of this study because the purpose of this study is to explore how product displays can affect consumers' behaviour in-store. We are interested in the actual behaviour the consumers perform in the situation we are observing, and therefore, it does not matter if we do the manipulations first or second. Non-manipulated situations were only observed in order to understand if there was a difference between the manipulated situations and the non-manipulated ones. We only needed the non-manipulated observations in order to compare the different situations and draw conclusions from the manipulated observations. Since our manipulations were basic and simple and similar to other in-store activities in the store, we do not believe that the fact that one product was manipulated and one was not, affected the consumers to a larger extent.

Product: Ketchup	W. 20 Friday 9-12	W. 20 Friday 13-16	W. 21 Friday 9-12	W. 21 Friday 13-16
ICA Supermarket	No manipulation	No manipulation	Manipulation	Manipulation

**Figure 4.1.1 Latin Square design**

Product: Cottage Cheese	W. 20 Friday 9-12	W. 20 Friday 13-16	W. 21 Friday 9-12	W. 21 Friday 13-16
ICA Supermarket	Manipulation	Manipulation	No manipulation	No manipulation

Product: Ketchup	W. 20 Monday 9-12	W. 20 Monday 13-16	W. 21 Monday 9-12	W. 21 Friday 13-16
ICA Supermarket	No manipulation	No manipulation	Manipulation	Manipulation

Product: Cottage Cheese	W. 20 Monday 9-12	W. 20 Monday 13-16	W. 21 Monday 9-12	W. 21 Friday 13-16
ICA Supermarket	Manipulation	Manipulation	No manipulation	No manipulation

#### 4.1.2 The experiment

The experiment included manipulations of two product displays, one for Cottage Cheese and one for Ketchup. The Cottage Cheese was located in the dairy section, and the Ketchup was located in the colonial section. The store layout can be seen in appendix 1. Firstly, the products were placed on a separate shelf near the ordinary location of the product, which was decided by the store manager. The shelf selected was near the head aisle to reach as many consumers as possible (see appendix 2). A new location for the product was also selected due to the fact that more products than usual were put up and for the possibility to put up the special displays. Secondly, the manipulated product displays was posted, which consisted of text that explained what the ecological product contained and why the consumer should buy the ecological one instead of the ordinary one (see appendix 3). The price tags were kept and the price was not changed. The only manipulation made with the price tags was that bigger ones that stated that the product was ecological replaced the ordinary ones.

The manipulated product displays were one A4 big, and the displays were placed over the products. The displays included green colours to represent ecological products. Myhrman and Svensson (2013) state that green is the colour most associated with ecological products, since it represents freshness, nature, recycling and ecological thinking. The product displays were informative and a text about what made the product ecological and what the consumer contributed with when buying this ecological product instead of choosing an ordinary product.

The price was not changed or decreased; however, the price tag was partly manipulated. The store printed special price tags that stated that the product was ecological. These were larger than the ordinary price tags, and included green colours.

One problem with experiments is that the experiment may be carefully rigged, and therefore, becomes a perfect situation for the researcher that gives the researchers the result they want to have (Alvehus, 2013). Another problem with experiments is that the experimental situation may not be comparable to a natural and normal situation. To make the experiment as natural as possible the displays and positioning of the products was not too unnatural. The manipulated displays with information about the ecological products were inspired by similar product displays used in the store. The store used displays with informative text for chosen locally produced food, and also for special products. The location chosen to position the products on was near the main location. The products were thereby, near their main location but were highlighted in front of the other products. The price was not changed either, which contributes to a natural situation since the price may not influence consumers to buy the product due to price markdowns. The manipulated displays were also kept simple and no distinctive colours as red for extra prices were used. The text was also kept simple and the advantages with ecological alternatives were highlighted and not exaggerated.

Sales numbers for the weeks are also used in this study since it strengthens the results of this study. The sales numbers can show that this study is trustworthy because we will have results that show how many products were actually sold and not only consumers' behaviour in-store. It also strengthens the validity of this study since the observations are reflected in the sales numbers by showing how many actually bought the product.

#### **4.1.3 Observations**

The observations were carried out on four days (2 Mondays & 2 Fridays), in both the morning (9-12) and in the afternoon (13-16) (see figure 4.1.1). The ecological products chosen to study were Arla ecological Cottage Cheese and Felix ecological Ketchup. The store manager chose these products and he wanted to focus on ecological products that had weaker sales numbers than other products. We observed if the consumers stopped by and noticed the display and the product, touched the product, if they put the product in the shopping bag or not and other relevant behaviour noted such as body language, leans forward to read the display and looks very interested (see figure 4.1.4). The researchers also observed if the product displays got the consumers attention and how the consumers behaved when looking at the product and the product displays (see figure 4.1.4). In the experiment we put up one display, which explained the advantages with the ecological product to explain to the consumers why they should buy ecological food (see attachment 2). The price was kept but the price tags were partly manipulated since they were larger than usual and the word ecological was added.

Observing consumers will show how the design and position of the product displays matters to consumers when choosing products. To make sure that we searched for the same behaviour when observing the different consumers an observation scheme was created (see figure 4.1.4). A problem with observations and the empirics collected is we have to let ourselves be marked by the impressions that are received and observed during the process, which may be difficult to express in words (Alvehus, 2013). An open observation scheme was chosen, which only consisted of key words to be able to lean as much as possible from the situations and the consumers. An open observation scheme will also make the researchers more objective since the scheme involves certain keywords that make the researcher more observant on those things.

#### **4.1.4 The observation scheme**

The observation scheme was created to avoid researcher bias. When two different researchers collect empirics for the same research, the collected empirics may not be of the same character, since the researchers can interpret and understand situations differently. By using an observation scheme we made sure that we searched for the same things when observing.

We chose to focus on the sense of sight, behaviour, the time spent in front of the product and lastly, if the consumer bought the product or not. The consumers' sight may tell us if the display draws attention towards it and the time spent in front of the product may tell us if the consumer read the display with information about the product. Observing whether the consumer bought the product or not also helps us understand if the manipulations were of help and if they could influence the consumers to buy the ecological product displayed. The consumer behaviour was observed to understand the consumers' attitudes towards the product and the product display. The observation scheme was open and consisted only of key words to make sure that the researchers still could let themselves be influenced by the behaviour itself and not only search for these stated things. When observing which age the consumers were in, we used three different age groups: 20-40, 40-60 and 60-80. Age groups was used since it is easier to estimate an approximate age, and it is also easier to analyse the empirics if one can put the consumers in different groups.

The keywords stated in the observation scheme were developed in accordance with the literature reviewed. Regarding if the consumers looked at the product and the product display, these notifications were part of the observation scheme since, the sense of sight is a powerful tool to use in stores, and most decisions made in the daily life depend on the sight sense (Hultèn, Broweus & van Dijk, 2011). We observed for how long the consumers stayed in front of the product, if they stopped or walked on when noticing the product and the product display, and if the consumers bought the product or not, because Krishna (2012), states that sensory marketing consists of different sensory impressions that affect consumer behaviour. The intention is that the stimuli of the different senses will increase the awareness of a

product (Krishna, 2012). Most companies today use sensory marketing to influence consumers' behaviour in the service landscape. We observed if the consumers looked at the product display and read the display, since Pellegrini and Farinello (2009) state that consumers today, become more and more interested in ecological products, however, the level of information in-store about the entire process of producing, certifying and controlling ecological products are still low. Consumers of ecological products seem to rely on the information reported on the product labels or that has been directly received in the place of purchase (in-store). Therefore, we wanted to observe if the consumers stopped by the manipulations and actually read the signs put up.

Gender:	Age:	20-40	40-60	60-80	Time:
Looks at the product display					
Stops, walks on					
Looks at the product					
Touches the product					
Other behaviour (ex: Body language, language, facial expressions)					
Time spent in front of the product and the display					
Puts the product in shopping basket (or not)					
Other notes					

**Figure 4.1.4 Observation scheme**

## 4.2 Participant selection

The consumers observed were randomly selected, however, only the customers visiting the store on the days of the observations had the possibility to be selected for the sample. The store chosen is an ICA Supermarket grocery store, and it was chosen due the possibility to gain access to it and due to obtaining permission to manipulate the product displays. The products chosen were ketchup and cottage cheese. We choose to observe consumers during both mornings (9-12) and afternoons (13-16) to include as many different consumers as possible in the research. We believe that consumers go shopping on different times during the day and the inclusion of both can therefore lead to bigger sample. We also chose to do observations on two different days since we believe that consumers buy different things and products depending on which day it is.

When starting the observations we choose to observe the first consumer stopping by the product stand, due to this selection we as researchers affected the participant selections as little as possible. When the first observation was done we then choose to observe the next consumer stopping by the display. This study does not involve certain consumers and, therefore, these selections seemed suitable for this research. These selections made it possible to observe as many consumers as possible and at the same time be as objective as possible. If choosing certain consumers, the validity and reliability may be affected since only consumers with a certain approach or qualities are being selected to observe. Choosing to observe as many consumers' as possible makes it easier to observe as many different consumers as possible with different qualities and approaches. A random selection also helps the researchers to not focus on certain types of customers; instead all different types may make the sample since the selection is random.

### **4.3 Theory-in-use**

The theories used in this thesis are in-store marketing, consumer purchasing decision and market driving strategies. By observing how consumers behave when looking at the products, we will be able to conclude how the product displays design and positioning affects the consumer behaviour and consumer purchasing decision in-store. Product displays are a part of in-store marketing since they are tools for retailers to use when trying to influence consumers. By manipulating the product displays we will also create a better understanding for if the store, by its power position may influence consumers to buy ecological products. Manipulating product displays in different ways with the help of colours, design, positioning and information, will help us to understand the consumers behaviour. Putting up displays by explaining what ecological products are and how they differ from other products will also help us to understand if the consumers want to be educated by retailers and if this kind of education increases their willingness to buy ecological products.

### **4.4 Reliability and Validity**

Reliability refers to the consistency in the measurements (Bryman & Bell, 2011). Whether a measurement is reliable has to do with the quality of the measurement and if the study is replicable (ibid). While doing a qualitative study, reliability can be seen in both collection of empirics and in the analysis. The role as researchers can also affect the reliability and we in our role as researchers tried to be as objective and consistent as possible in our judgements in the observations. The measures were chosen due to the purpose of this study; which is to gather information about people's behaviour in specific situations in-store. Therefore, an experimental design with observations seemed as a suitable measurement. Bu also using the sales numbers for the weeks with manipulations and no manipulations strengthen the validity since it says something about our study. It shows that the observations were reflected in the sales numbers. Validity has to do with whether a measurement is really measuring the concept of the study (Bryman & Bell, 2011). It is not enough that empirics have been gathered in a correct manner, the gathered empirics have to say something about the purpose of the study.

We have tried to work with the validity in all steps of this study and we choose measurements that we believed were suitable for the subject of this study (Bryman & Bell, 2011). Reliability and validity looks different in qualitative studies due to the lack of calculating, therefore, qualitative research can be verified by its trustworthiness (ibid). Trustworthiness consists of four different criteria: credibility, transferability, confirmability and dependability (ibid).

Credibility means that the research has been done in accordance with good practice and that the researchers have correctly understood the social world studied (Bryman & Bell, 2007). We used an observation scheme with key words to make sure that we as researchers searched for the same things when observing. However, we were interested in the behaviour and wanted to learn more about the consumers, which influenced a more open observation scheme. The key words in the observation scheme were chosen due to the literature and theories used in the literature review.

Transferability measures if the findings of the research hold in the same context in another time period, as well as in other contexts (Bryman & Bell, 2007). Since we will have a small sample, we will try to make the study as transferable as possible by using different days for our observations, as well as different time periods. By having different days and time periods we can reach out to many different consumers and many different behaviours. We have also tried to explain the different steps of our research design as thoroughly as possible. Since our sample is small and the research is of qualitative nature it is difficult to generalise the results (Denscombe, 2009). However, our purpose was not to generalise, instead we wanted to understand more about the phenomena of consumer behaviour and in-store marketing's effects on ecological products. Therefore, we contribute to a better understanding of the phenomena.

Confirmability is concerned with ensuring that the researcher can be shown to have acted in good faith and not allowed personal values to sway the conduct of the research and findings (Bryman & Bell, 2007). We have thoroughly explained how our study was performed and what tools we used for our experiment. When performing the observations, we tried to act like ordinary store visitors to affect the consumers as little as possible. We also made sure to search for the same things when observing by using an observation scheme. This scheme helped us avoid research bias since different researchers may interpret situations differently.

Dependability concerns the empirics and if the empirics collected is dependable (Bryman & Bell, 2007). Since we will perform observations they are more dependable than interviews, because we can observe the actual behaviour. Observations provide greater precision in timing, duration and frequency (ibid). However, we as researchers may affect the observations. Since we are two researchers performing the observations our own characteristics may also affect the observations. We have tried to avoid influencing the

observations by deciding what to look for when observing in an observation scheme (Denscombe, 2009), which we used during all observations. The key words in the observation scheme were developed from the theories and literature reviewed, which was explained in 4.1.4, the observation scheme.

#### **4.5 Ethical & Societal implications**

There are a few principles to think about regarding observing participants (Denscombe, 2009). We have tried to make sure that the participants will not be harmed by the research physical or psychological. Since we only observed the consumer behaviour when shopping we tried to not affect the consumers in negative ways, and the consumers were anonymous since we did not talk to them or told them what we were doing. Since our participant selection was random, we did not either decide which particular people to focus on, instead we chose participants randomly. We have to be open with our research; however, in some cases the possibility to be honest towards the participants will be lower.

When doing hidden observations we could not reveal ourselves or our cause since it would destroy the whole situation (Denscombe, 2009). When performing hidden observations we want to understand the consumer behaviour and if we interfere the consumers the purpose are lost. However, we believe we did not harm the participants by not being honest or explain our presence, since: firstly, we avoided the consumers and we tried to hide ourselves as much as possible. We only observed the consumer behaviour in-store which is no secret since consumers reveal how they behave in-store everyday to other consumers in the same store (Denscombe, 2009). Lastly, the participants need to approve of being part of the research. However, when performing observations this rule does not approve because sometimes the researchers need the participants to be unaware of the observations to be able to receive the results wanted (Denscombe, 2009).

Since the store manager and the employees in the store knew what we were doing we tried to avoid harming the consumers. The store employees and the managers helped us preparing the experiment and to make sure that everything we did, as manipulations, positioning and hiding ourselves were possible to do, and did not disturb the store or the consumers visiting the store. Since consumers who visit stores always are surrounded by other consumers, and store employees, we do not believe that we observed behaviour that the consumers wanted to hide from other people. The consumers know that everything they do in a store may be visual for others.

## 5. Empirical findings

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*This section presents and discusses the empirical findings from the experiment, regarding the products ecological cottage cheese and ecological ketchup. Firstly, the results from the non-manipulated observations are presented, and secondly, the results from the manipulated observations are presented. Lastly, the sales numbers are presented for both products.*

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### 5.1 Non manipulated observations

In this section, the empirical findings regarding the non-manipulated observations for all days observed are presented. Firstly, the findings regarding cottage cheese are presented and secondly, the findings regarding ketchup are presented.

#### 5.1.1 Cottage cheese

In total, 9 observations were conducted during the week the cottage cheese was not manipulated. The ordinary shelf with ecological cottage cheese can be seen in picture 5.1.1. No special display was found next to the product. Instead the ecological cottage cheese had a small space next to the ordinary cottage cheese. There was less ecological cottage cheese than ordinary cottage cheese on the shelf.



**Picture 5.1.1**

One woman in the age group 40-60 scanned the shelves and picked up the ecological cottage cheese. She put the product in her basket and walked on. After she located the ecological cottage cheese on the shelf, she went straight towards it. She did not read the labels on the product or look at the price tag. Another female consumer in the same age group walked around in the dairy section and glanced at the cottage cheese. She stood still in front of the cottage cheese shelf for a few seconds, but walked away without buying something. A couple between 20-40 years old also walked around in the dairy section and took ecological milk and yoghurt. They walked towards the cottage cheese and the woman picked up the ecological cottage cheese, read on its labels and putted the product in their shopping basket.

A man in the age group 40-60 was observed as he passed by the dairy section. We noticed him since he turned around like he had forgotten something. He walked towards the cottage cheese section and took an ordinary cottage cheese. He did not read on the product package or compare the product with other alternatives. An additional woman, passing by the dairy

section was observed when she picked up an ecological cottage cheese. She was between 40-60 years old and she placed the product in her shopping bag without looking at the labels or at the price. One older lady (60-80) observed in the dairy section seemed curious and interested, since she picked up many products and read on their labels. She looked at the ecological cottage cheese and touched it. However, she putted back the product after she read the price tag. An additional woman in the age group 20-40 walked around in the dairy aisle and searched for products. She glanced at the ecological cottage cheese, but quickly decided to choose the ordinary cottage cheese. A man in the same age group was also observed. He walked around the dairy section and searched for products. After some time he decided to take a product that was promoted in the section with a lower price.

A woman in the age group 20-40 went directly towards the ecological cottage cheese and picked it up without reading the labels on it. She glanced at some of the products in the dairy section, and her eyes caught the ecological cottage cheese. She picked up the product and read on its labels. After a few seconds she looked at the price and then put back the product on its shelf.

### 5.1.2 Ketchup

In total, 9 observations were conducted during the week when the ecological ketchup was not manipulated. The ordinary shelf with ecological ketchup can be seen in picture 5.1.2. There were no extra sign next to the ecological ketchup to advertise the product. Instead the ecological ketchup was placed next to the ordinary one with smaller space and less products on the shelf.



Picture 5.1.2

A female between 40-60 years old was observed when she bought the product. It seemed, as she already knew she was going to buy this product, since she scanned the shelf and when she saw the ecological ketchup she took it directly and put it in her shopping basket. This consumer did not even consider or looked at other options, she directly approached the ecological ketchup, took it, and then walked on.

Five other consumers were observed that looked at but did not buy the product. Most of them searched the shelf and looked at the different products. However, they did not pick up the

ecological ketchup, or read on its labels. Three of these consumers did not seem to be interested in the product, since they only glanced at it quickly and then continued to search the shelf. They did also glance at many other products and not only the ecological variant. They stopped a few times and looked quickly at the bottle, and then continued to search for other alternatives. The other two consumers seemed more interested in the ecological ketchup and had their eyes on the product for a few more seconds than the other observed consumers. However, they did not pick up the ketchup or read at the bottle. They were probably not going to buy the ecological ketchup, but when they noticed it they seemed to be interested in it, however, not interested enough to stop and read at it more carefully.

Two other females in the age between 40-60 years were also observed. They both entered the aisle and started to search the shelf. When they noticed the ecological ketchup they stopped their scanning and looked at the product quickly. However, they did not pick it up or read the labels. They looked at the price tag and then decided to continue to scan the shelf and look for other options. These two consumers continued their search until they saw the ordinary ketchup and then they decided to pick it up and put it in their shopping basket. These consumers seemed to be interested in the ecological ketchup but when they saw the price they seemed disappointed in their body language and in their facial expressions and therefore, they continued their search. Another female between 20-40 years old was also observed. She entered the aisle and searched the shelves. When she saw the ordinary ketchup she grabbed it and put it in her shopping bag. However, she continued to search the shelf and when she noticed the ecological ketchup she looked at it for a few seconds, however, she also looked at the price and then moved away from the product.

When performing the observations other consumers were observed when they entered the aisle where the ketchup was placed. However, since they did not look at the ecological ketchup they were not part of the observations. Many of these consumers did not look at or even glance at the ecological ketchup. They went straight ahead towards the ordinary ketchup and picked it up and placed it in their shopping basket without considering or looking at other options. These consumers were noticed only because they did not even glance at the ecological ketchup.

## **5.2 Manipulated observations**

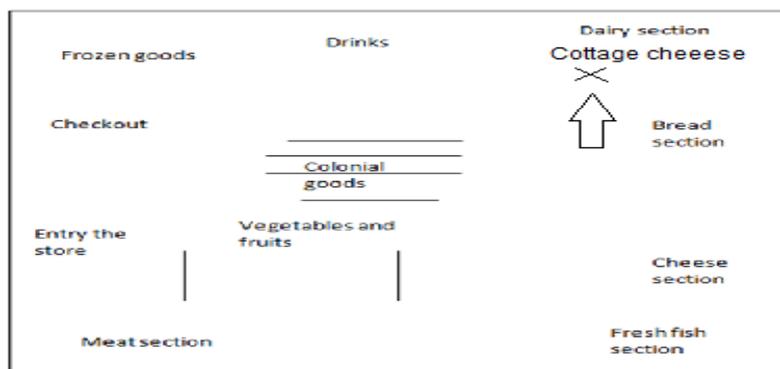
In this section, the empirical results regarding the manipulated observations are presented. Firstly, the findings regarding cottage cheese are presented and secondly, the findings regarding ketchup are presented.

The manipulations performed were two products displays (see appendix 3). The product displays were informational, and explained the advantages with choosing ecological products instead of other ones. These manipulations were performed since Underhill (2009),

mentions that you have to think about what information you put up and how the information is presented, since the consumer will give up reading if the information is too long and too complicated. We tried to keep the information on the displays as simple as possible to make them easy to read and understand for the consumers. We also tried to keep them simple and make them similar to other displays put up in the store. We did not use any strong colors; instead we focused on the color green because green often is associated with ecological, healthy and earthy products (Myhrman & Svensson, 2013). According to Nordfält (2011) special product displays and the location of the product outside the original shelf location can increase sales. Therefore, we placed the product in a new shelf near the old shelf; however, the positioning of the manipulation was more near the head aisle. All manipulations are presented in appendix 2.

### 5.2.1 Cottage cheese

When the cottage cheese was manipulated, the product display (see appendix 3.1) was put up where the cross is located on picture 5.2.1 below. The arrow shows where the consumers who looked at and read the display stood in the store.



Picture 5.2.1

The choice of manipulating the cottage cheese like this depended on that Nordfält (2011) found that a placement near the head aisle is better for sales. The manipulated observations can be seen in picture 5.2.2.



Picture 5.2.2

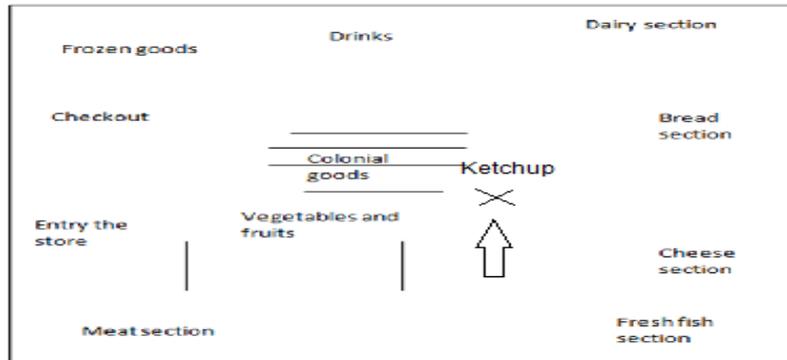
The product display was informative since Rex and Baumann (2007), suggest that retailers have to inform consumers about ecological products, since most consumers do not search for the information themselves. In addition, D`Souza, Taghian, Lamb and Peretiatko (2007), state that it is important for consumers to be fully informed in order to make better and more effective purchase decisions. When the cottage cheese was manipulated, a total of 31 observations were conducted. Since we conducted 31 observations they are not mentioned one by one. Instead we have summarized and clustered them together.

Most consumers observed did not buy the product. However, many of these consumers walked by the product display and stopped for a few seconds to read the display. These consumers either just glanced quickly at the display, or read it more thoroughly. Some consumers also leaned towards the display to be able to read it better. Many of the consumers who seemed to be interested often looked at the price and then decided to walk on. Some consumers observed, did not read the display. They only glanced at it and then walked on. One consumer observed seemed confused. She read the manipulated display and picked up the product. However, she did not place the product in her basket, instead she putted it back on the shelf. A few of the consumers who read the product display in detail, but did not buy the product, also picked up the product to look at it and read at it. However, they put the product back on the shelf.

The consumers who bought the product spent more time in the product section and read the product display more in detail than the ones who did not. They also looked interested when reading the display and read the display before they put the product in their basket. After reading the product display, they picked up the product to look at it and then placed it in their shopping baskets. However, one consumer who bought the product did not read the display before taking the product. She went straight towards the product when she saw it and picked it up. After picking up the product she glanced quickly at the product display but did not read it.

### 5.2.2 Ketchup

When the ketchup was manipulated the product was placed where the cross is located on picture 5.2.3. The arrow represents where the consumers stood when reading the product display.



Picture 5.2.3

The product display (see appendix 3.2) put up was positioned on top of the shelf. The ketchup was positioned like this since; Nordfält (2011) found that a placement near the head aisle is better for sales. The manipulated observation can be seen in picture 5.2.4.



Picture 5.2.4

The product display put up was informative since Rex and Baumann (2007), suggest that retailers have to inform consumers about ecological products, since most consumers do not search for the information themselves. In addition, D`Souza, Taghian, Lamb and Peretiatko (2007), state that it is important for consumers to be fully informed in order to make better and more effective purchase decisions. To help the consumers become fully informed, retailers need to enhance the green trust that consumers have for the store and the products to be able to influence consumers to buy more sustainable alternatives.

A total of 15 observations were made during the week when the ecological ketchup was manipulated. The observations began with two females in the age group 20-40, who bought the product. They stopped by the manipulated shelf and display and read the product display

carefully. After reading the display they looked at the product, picked it up and placed it in their shopping baskets. They looked very interested when noticing the display and after reading the display they seemed even more interested. When reading the display they leaned towards it and looked carefully at the display when reading it. Two other females between 40-60 years old also bought the product. These consumers noticed the product display when walking around in the store. They seemed interested in knowing what it said and therefore, they walked towards the display and leaned towards it to be able to read it. After reading the display they both looked at the product and also picked it up to look at it. One of them looked in detail at the label and read on the bottle before putting the product in her shopping basket. The other consumer looked at the product and placed it directly in her shopping basket without reading the label.

Other consumers noticed the display but did not buy the product. Two females between 40-60 years old, and one male between 60-80 years old were observed when noticing the display. The male and one of the females looked at the display quickly and stopped for only a few seconds to read the display. They seemed curious when they noticed the display and they chose to read the display. However, after reading the display they only glanced quickly at the product and then walked on. The other female noticed the display and seemed curious and approached the display, she leaned towards it and read it carefully. She looked at the product and picked it up and read the labels on it, she seemed very interested in it and read everything carefully, however, she put the product back in the shelf and walked on.

Another male between 60-80 years old and two other females between 20-40 years old were also observed. The male consumer did not seem to be very interested in the product, however, when walking by the display it caught his attention and he started to look at it and read it. He only stopped for a few seconds and after reading the display he walked on without looking at or touching the product. The two female consumers saw the product display and walked towards it to read it. One of them stopped for a few seconds and read the display and looked at the product for a few seconds. However, she did not buy the product and walked on after reading the display and looking at the product. The other female was not as interested as the first one. She only glanced at the display and read it quickly. She then moved on but looked at the product when passing it.

Two other females between 20-40 years also noticed the display and decided to walk towards it and read it. However, they did not take a close look at the display or the product, they only glanced at the display for a few seconds and then continued to walk. Later a man between 60-80 years also noticed the product display and stopped in front of it to take a closer look and read it. After reading the display he glanced at the product for a few seconds. However, he did not pick up the product and he did not read the labels. When he was done reading he walked on and did not look at the product or the display any further. Another male between 20-40

years old noticed the product display and stopped in front of it. He began to read the display but he only stopped for a few seconds. After reading the display quickly he glanced at the product but started to walk away and did not pick it up or read at it. He did not seem to be interested in the product; however, the display caught his eye and made him curious. In addition, a woman between 40-60 years old noticed the display and looked at it. She approached it and read it and looked at the product for a few seconds. She did not seem to be interested in the product and walked on after reading the display.

### 5.3 Sales numbers

The sales numbers for the products are presented in table 5.3.1. The store manager provided us with the sales numbers.

Product	Week 20	Week 21	Increased sales %
Cottage cheese	38	16	237 %
Ketchup	3	16	533 %

**Table 5.3.1**

It was important for us to get access to the sales numbers of the weeks because it strengthens our study in the pursuit of trustworthiness. The sales numbers supports the findings of the observations and therefore, make the observations and the results trust worthier.

When comparing the different week's sales numbers, one can see that the sales for the cottage cheese increased with 237 per cent and the sales for the ketchup increased with 533 percent. The sales numbers are in accordance with our observations. The observations indicated that more consumers noticed the ecological products, when they were manipulated with special product displays and a different position in the store. The sales numbers also indicate that the sales increased when the products were manipulated. These results also mean that the sales numbers can strengthen the validity of the experiment and make the experiment trust worthier.

## 6. Discussion

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*This section discusses and analyzes the empirical results from the experiment, connected to the research model that is discussed and visualized in chapter two, theoretical method. Firstly, creating ecological demand is discussed; secondly, in-store marketing, thirdly, education of consumers and lastly, market driving retailers are discussed.*

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### 6.1 Creating ecological demand

According to Pellegrini & Farinello (2009), the main reasons for consumers choosing ecological alternatives when shopping are: health reasons, taste dimensions and ethical motives regarding environmental and animal protection. The authors also argue that, when consumers purchase ecological products they pay most attention to information about origin and raw materials and the presence of product certification, freshness and compliance with the hygiene regulations. Our observations indicated that consumers who took the ecological products when they were manipulated, seemed interested in ecological products. The consumers first read the product displays, which explained the advantages with choosing ecological products regarding ethical, environmental and health reasons. Many consumers took the products after reading the product displays, which indicates that they got interested in the products after reading about the advantages with ecological products. Some of these consumers did not even read the ecolabel on the packages; instead they only read the product displays. This points towards that consumers trust the retailers and the information they provide consumers in-store. The ecolabels on products often state the content, the nutrition and other information; however, since the consumers did not bother reading on these they believe the retailer to provide them with sufficient information and the most important information.

D'Souza, Taghian, Lamb and Peretiatko (2007), mention that retailers have to enhance the green trust that consumers have for stores and products, to be able to influence the consumers to purchase more sustainable product alternatives. Retailers have to do this to make sure that consumers feel more educated and informed about the products. Since there was no product display in the non-manipulated situation that explained the advantages of choosing the ecological alternative, consumers had to pick up these products and read on the labels to be able to receive information about the products. Many consumers may feel that they do not have time to do this and therefore, choose the ordinary alternative instead. Both our observations and the sales numbers indicated that when the products were not manipulated, consumers did not pay attention to the products and they did not buy them. The observations also revealed that consumers that bought these products when they were not manipulated seemed to already know that they were going to buy that product, and was not influenced by the store or the price.

Furthermore, Pellegrini and Farinello (2009) state that consumers become more and more interested in ecological products, however, the level of information in-store about the process of producing, certifying and controlling of ecological products is low. This could have affected the consumers to not pay interest in the products when they were not manipulated, because no extra information about the products and the benefits of choosing ecological alternatives were to be found. Rex and Baumann (2007) also argue that ecolabels on products are not enough information when trying to affect consumers to buy more ecological products. Retailers and producers have to make environmental qualifications of products visible and easy to access for consumers in-store, to be able to give the information in an effective way, and make sure that the information is difficult to miss when shopping. The manipulated product displays gave information about the benefits of the ecological products to show consumers why ecological products are a better choice. In the experiment we noticed that consumers actually paid more attention to the ecological products when they were manipulated with extra educational information. This indicates that retailers have the power to create certain demands and drive the market in the direction they want. Retailers can thereby, influence consumers to choose ecological alternatives by informing them about the benefits and also create ecological demands on the markets. These results also indicate that consumers want to be informed in-store about the products offered to be able to make good purchasing decisions. The next section discusses the results and its connections to in-store marketing.

## **6.2 In-store marketing**

According to Nordfält (2011), there must be something that creates interest for a product to be noted in-store. Since there was nothing special with the signs or advertisement of the ecological products when they were not manipulated, nothing could catch the consumers' attention towards the ecological cottage cheese and ketchup. Therefore, it may have been difficult for the consumer to notice the products. Gustafsson, Jonsäll, Mossberg, Swahn and Öström (2014), state that the sense of sight has proven to be the most dominant sense and therefore, has a great impact on consumers. This can explain that not many consumers looked at the products or put the products in their shopping basket when there was no manipulation. Since consumers use their sight to a large extent, it becomes difficult for them to notice things in-store if the retailer has not made an effort to attract the consumers' sight sense when advertising or displaying the products. Hulten, Broweus and van Dijk (2011) mentions that colours becomes important when trying to attract the sense of sight. Since there were no special color to distinct the ecological products from the other products when not manipulated, this could also have affected the consumers. The ecological products were similar to the ordinary non-ecological products and the packages and the signs looked exactly the same, except the name of the product, which also may have affected the low sales numbers.

In addition, Nordfält (2011) mentions that shelf space is of great importance when trying to attract interest towards products in-store. Studies made by van Herpen, van Nierop and Sloot (2011), indicates that the more space you give a product on the shelf, the more positively it affects the product sales. The ecological ketchup was placed in the middle of the shelf and had a good location since it was placed in eye level. However, the product was given relatively little space on the shelf, which could have affected consumers' choices. However, when manipulated the ketchup and cottage cheese got much space and was also placed near a head aisle. This created a bigger space for the product, which could have affected consumers in buying the products. The observations and the sales number show that this positioning actually affected the consumers to buy the products. Therefore, it may be important to consider the location of ecological products in-store and how the products are located in the shelf. It can also be important with number of products on the shelf.

Many consumers noticed the products and the product displays; which is in accordance with theories regarding unplanned purchase decisions. Clement, Kristensen, & Grønhaug (2013) suggest that in-store marketing can be an effective tool as long as consumers make unplanned purchase decisions. In our study, the observations revealed that most consumers read the display first and then put the products in their basket, this can be seen as an unplanned purchase where the consumer have been influenced by an in-store display in the store. The location of the products could also affect the consumers. The products were moved nearby their original location, but when manipulated they become more visible for the consumers. The product displays were easy to notice because they were placed in eye-level. The reason to move the products was that they were not visible enough in their ordinary location, and it was also difficult to put up a special display in their ordinary location. The product displays consisted of an informational text about the benefits in buying ecological products. The color green was used on both the product displays and on the price tags to connect the products to healthy, earthy and ecological products. The color green is suggested to represent the earth and is a color that is relaxing and often associated with healthy and ecological products according to Myhrman & Svensson (2013).

Nordfält (2011) argues that placing a product in the middle of an aisle is positive because it catches consumers' visual attention. By adding a special product display one can also improve the visual attention given to the product. The observations showed that consumers noticed the products when the location of the products was more visible and when there was a large product display that explained the benefits of ecological products. The products chosen to manipulate are not products that sell well, however, our experiment showed that the location of the products and the design and placement of a special product display could influence consumers to buy the products. This was done because earlier studies Nordfält (2011); Yang and Chens (1999) argue that the location of products does matter when the retailers want to influence the consumers. The prices of the products were not changed since we wanted to study how product displays could affect consumers. By attracting consumers in buying these

products it can be seen as a market driving activity. Retailers can influence consumers in different ways and want to shape the demand in the market (Kumar, Scheer, & Kotler, 2000). By influencing consumers through product displays and information, retailers can also direct consumers to buy ecological products. In the next section, education of consumers is discussed and connected to the literature.

### 6.3 Educate consumers

The experiment indicated that many consumers do not read the ecolables on products, but read information provided by the retailer. D'Souza, Taghian, Lamb and Peretiatko (2007) state that retailers need to enhance the green trust for their stores and products, by trying to educate consumers' in-store and influence them to buy more sustainable products. Pellegrini and Farinello (2009), also state that consumers become more and more interested in ecological food. However, the information about ecological food, provided in-store, is scarce. Rex and Baumann (2007), suggest that retailers must try to explain the benefits of ecological products. One way to inform the consumers are by using in-store displays, where benefits of the ecological products are explained. The observations combined with the sales numbers, indicated that consumers were interested in reading the displays and that they were interested in the ecological products. Since the sales numbers increased when the product displays were put up, the products were probably better visualised. In addition, the observations indicated that consumers bought the products after reading the displays. This behavior indicates that consumers want to be informed by retailers rather than others, and that they feel comfortable buying ecological products when they are provided with information about them and the benefits with choosing them instead of other products. The results also indicated that the higher price of the ecological products did not concern consumers as much when they had access to information about ecological products.

Research by Tsarenko, Ferraro, Sands, & McLeod (2013), indicated that consumers state that they want to contribute to a more sustainable world. However, only a small percent of consumers actually buy ecological products. These results may depend on the fact that consumers do not know much about ecological products, and they need more information to be able to change their purchasing behaviour. Our observations indicated that consumers buy more ecological products when there is a display put up explaining benefits with ecological products. Consumers seem to want to be provided with information regarding ecological products. Therefore, an informative product display, which explains the benefits with ecological products, may be positive for both sales and for the education of consumers. Consumers get easy access to information and can thereby, change their purchasing behaviour. The observations also showed that people read the product display even if they did not buy the products. This can show that they are interested in the information that the store is providing. It can be important for retailers to know if consumers are listening in-store and if consumers are open for such educational information.

When consumers get access to better information, they get added product value, and then the price becomes of less importance. If retailers use informative product displays, they add extra value to the products and also contribute to better-educated consumers. If retailers can explain why ecological products are a better choice, and focus on the dimensions mentioned by Pellegrini and Farinello (2009), which are health reasons, taste dimensions and ethical motives regarding environmental and animal protection, they may get the consumers attention and contribute to a more sustainable consumer purchasing behaviour. In the next section, market-driving retailers are discussed and connected to the literature.

#### **6.4 Market driving retailers**

Kumar (1997) writes that retailers have the power to influence consumers. Retailers can have different strategies to influence consumers to buy certain products. Kumar et al (2000), argue that promotion is one strategy for influencing consumers. In-store displays are one promotional activity retailers can use. Our experiment, combined with the sales numbers, indicated that consumers bought the products when the product displays were put up, which supports Kumar's theory about retailers' power. Kumar et al (2000), further argue that market-driving firms want to provide something special for their consumers. By giving consumers added product value, the price becomes less important and consumers are willing to pay extra for the products. The information provided on the product displays, can be seen as added product value. The consumers got access to new information and could easier evaluate the information. The products were also easier to find when manipulated. The results indicate that consumers first read the product displays and then picked up the product, which supports Kumar et al's (2000) theory about less price sensitivity when extra product value is added.

In addition, Jaworski, Kohli and Sahay (2000), suggest that market orientation can be seen as behaviour and consist of actual activities that influence an organizations orientation. The observations indicated that consumers were interested in reading the extra information added, and the sales numbers indicated that consumers bought more products when the product displays were manipulated. These results suggest that retailers can influence consumers and thereby, use in-store marketing and information as a strategy to sell more ecological products. Retailers may also portrait themselves as sustainable by adding this kind of extra information. By doing this they may enhance the consumers trust for the stores and the ecological products, and show that they are headed towards increasing sustainability. In addition, Elg (2003), state that organizations can differentiate themselves by using in-store marketing. If retailers want to differentiate themselves as ecological and sustainable, they can use informative product displays to influence the consumers. Since our observations, and the sales numbers indicated that consumes are interested in ecological products, retailers may be able to increase the sale of ecological products by adding this added value to the ecological products. Informative product displays may also work as a differentiating strategy for retailers that want to portrait themselves as sustainable and ecological thinking. Market driving firms

want to power the demand in the market and this experiment has shown that in-store displays and the positioning of products can change consumers purchase behavior. The sales number and observations show that more people was interested and bought the products when manipulated. Therefore, products displays can be seen as market driving activity because it may affect consumers' in-store.

The next section presents the conclusions, theoretical & practical contributions and future research.

## 7. Conclusions

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*This section presents the general conclusions of the discussion, the theoretical & practical contributions of this thesis and lastly, suggestions for future research are presented.*

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### 7.1 General conclusions

After reviewing the empirics we draw following conclusions:

Firstly, we draw the conclusion that information on in-store displays can influence consumers to purchase ecological products. This conclusion is supported by the sales numbers and by the observations. The observations indicated that consumers were more interested in the ecological products when the product displays were added. Many consumers noticed the displays and approached them, which also contributed to that the products got more attention. In addition, the sales numbers indicated that more consumers bought the products when the product displays were added. The sales increased with 237 percent for the cottage cheese, and 533 percent for the ketchup, which supports the conclusion that information on in-store displays influence consumers to buy more ecological products. The results also indicate that consumers need and want to be provided with more and better information regarding ecological products. This conclusion can be drawn since, the sales numbers increased when the information was added and because the observations indicated that consumers noticed the displays and wanted to read them. Many consumers also took the products after reading the manipulated displays.

Secondly, we draw the conclusion that retailers need to understand that they have the power to influence consumers by in-store activities. Retailers can therefore, drive the market towards an ecological direction. Our empirics from the observations and the sales numbers indicate that consumers listen to and trust the information provided by retailers. Many consumers read and noticed the product displays and did not bother reading on the product labels. Therefore, our findings indicate that consumers trust retailers and their in-store information to a great extent. These results also indicate that retailers have the power to influence more sustainable consumption by educating consumers, and thereby, also have the possibility to contribute to a more sustainable society. Based on our discussion, we conclude that when the consumers noticed and read our product displays they got interested in the products and the products qualities and did not pay attention to the price. This shows that the products displays served the consumers added value and therefore, made them less price sensitive.

Lastly, we draw the conclusion that retailers can create an ecological demand on the market. Our results indicated that the product displays, with the informative purpose, added extra value to the products since the consumers did not notice the price to the same extent as before

the manipulations. By adding product displays with information about ecological products and with the benefits of choosing ecological products stated, retailers may be able to influence consumers to buy ecological products and thereby, influence their purchasing behavior. If retailers want to, they can create an ecological demand on the market and also influence sustainable consumption. If they choose to do so, they can contribute to a more sustainable society were consumption of sustainable products, as for example ecological alternatives may increase.

## **7.2 Theoretical and practical contributions**

Our main theoretical contribution is that we contribute with qualitative research regarding in what ways retailers can affect consumers purchase decisions of ecological products in-store. Most of the existing research regarding this subject area has been of quantitative nature. By conducting a qualitative study we contribute with a new perspective on this subject. This perspective provides deeper insight into the actual behavior of consumers in-store. We wanted to increase the understanding for how consumers behave and the observations we performed could provide deeper insights into this question. Another theoretical contribution of this thesis is that the study discovered that it is possible to influence consumers to buy more ecological products by using in-store tools as product displays. The results indicate that the existing behavior-intention gap, regarding the purchasing of ecological products may be diminished by using in-store product displays to promote and inform about ecological products.

Our main practical contribution is that our study can indicate for retailers that they have a strong power to influence consumers' purchase decisions in-store. Our experiment shows that product displays can be an effective tool to use when trying to catch consumers' attention. When the product displays were put up the consumers noticed and read them, some of them also bought the products after having read the display. This indicates that retailers can influence consumers and that consumers trust information provided by retailers. Another practical contribution of this thesis is that the study indicates that consumers listen to retailers since they read the product displays that were putted up. This can be important knowledge to retailers, since this can affect how stores choose to market themselves. If store managers want to increase the sales numbers for ecological products, in-store product displays may help them to do so. However, if retailers use these results wrong, they may influence consumers to buy other products they want to increase sales on.

## **7.3 Suggestions for future research**

In order to gain more knowledge about how retailers can influence consumers' in-store, to more sustainable consumption more research is needed. This research could be performed once again in other stores and with other products, in order to compare the results. The research could also be performed in other countries to understand if different countries and consumers act differently regarding ecological products. In addition, the study could be performed during more occasions. This could strengthen the results and conclusions that

retailers can create ecological demand. If observing the consumer behaviour during more weeks, one could find out if the consumers continue to buy the ecological products. Then the conclusion that retailers can create ecological demand could be further strengthened.

Regarding the method used, we used observations only. However, future research could use both observations and interviews with consumers, to be able to collect empirics about the actual behaviour and also about the consumers' feelings and thoughts. Since we were only two researchers and we observed two products, there was no possibility for us to perform interviews as well. Performing interviews as well could create a better insight into the consumers' feelings and thoughts about the manipulations. Interviews could also find out what consumers like and how they want retailers to market ecological products, and also how they want to receive information about ecological products. Focus groups could also be a suggestion to use if doing similar research in the future. Taking pictures of the manipulations and show these in different focus groups could gain knowledge about consumers opinions regarding in-store marketing and information provided about ecological products.

Concerning the manipulations, we focused on information on the displays and positioning of the displays in the store. Future research could do other manipulations and instead play more with colours and design to understand if these manipulations also can influence consumers. Other product categories can also be used when doing manipulations. We let the store manager choose products and the products were not the important thing in our study. However, the products in our study were products with low sales number, and future research could investigate if manipulating ecological products with already great sales number also can influence consumers.

Lastly, future research could also perform this study but focus on other products than ecological. Other sustainable options as for example locally produced products could be focused on.

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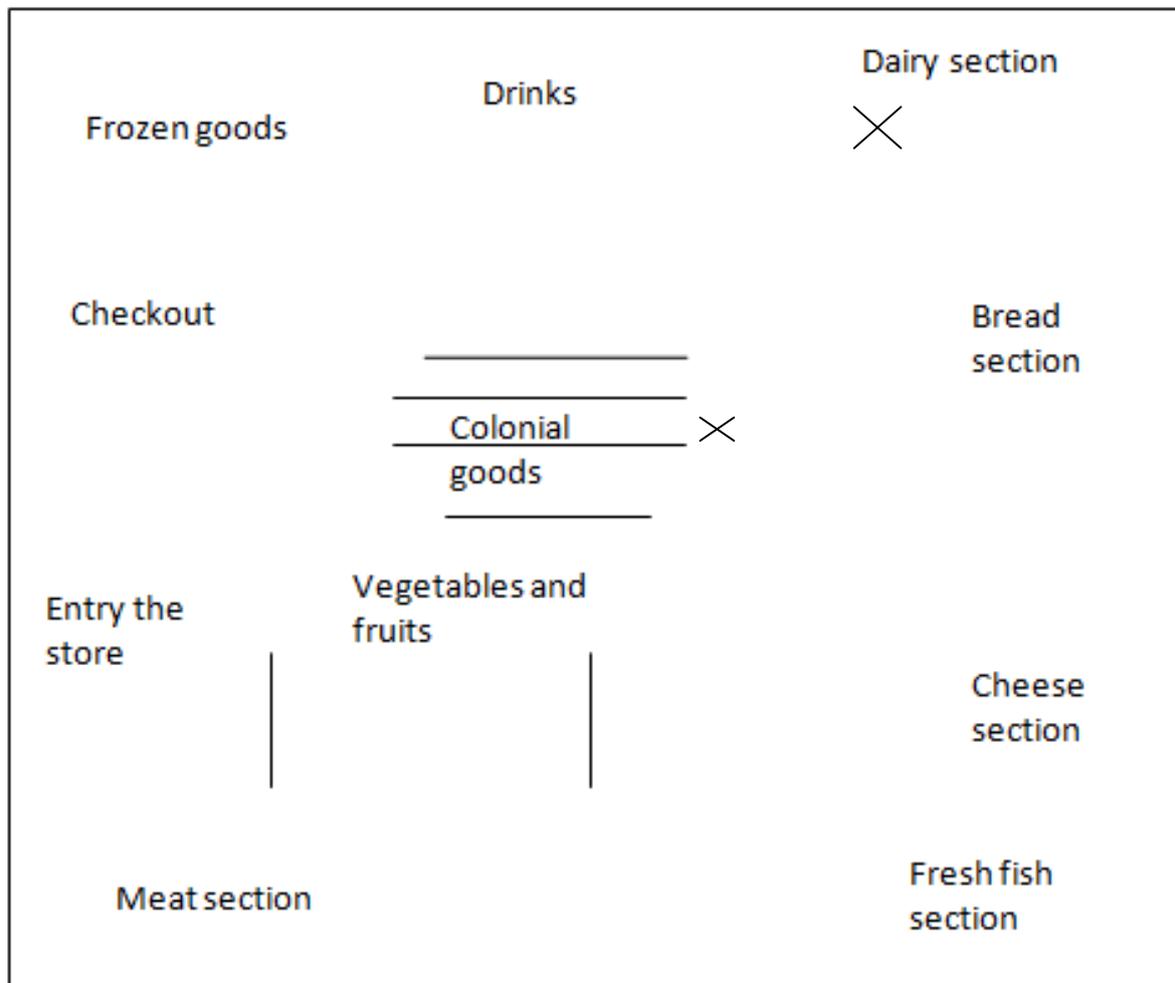
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## Appendix

### Appendix 1 Store layout of ICA Supermarket Norra Fälåden Lund



(The crosses represent the locations of the manipulations)

### Appendix 2 Pictures of Non manipulations and Manipulations

#### 2.1 Non Manipulation Cottage Cheese



#### 2.2 Manipulation Cottage Cheese





**2.3 Non Manipulation Ketchup**



**2.4 Manipulation Ketchup**





## Appendix 3 Manipulated displays (Swedish)

### 3.1 Cottage Cheese



### ***Arlas ekologiska keso***

*Arlas varumärke för cottage cheese är KESO®. I produktionen av ekologisk cottage cheese används **ekologisk svensk** mjölk från gårdar som ligger i Skövde trakten. Mjölken från **Tidavads Ekolantbruk** norr om Skövde ingår alltid. Eftersom cottage cheese mejeriet ligger i Skövde bidrar det till **minimalt med transporter** och även tydlighet om **mjölakens ursprung**. Den ekologiska cottage cheesen har samma utseende och smak som den ordinarie KESO® cottage cheese. Den ekologiska **kossan rör sig fritt på ängarna** under en stor del av året. Hon får bara **ekologiskt foder** och har **fri tillgång** till hö eller annat grovfoder. Detta bidrar till en bättre fettsammansättning med mer **fleromättade omega-3-fettsyror**.*

### 3.2 Ketchup

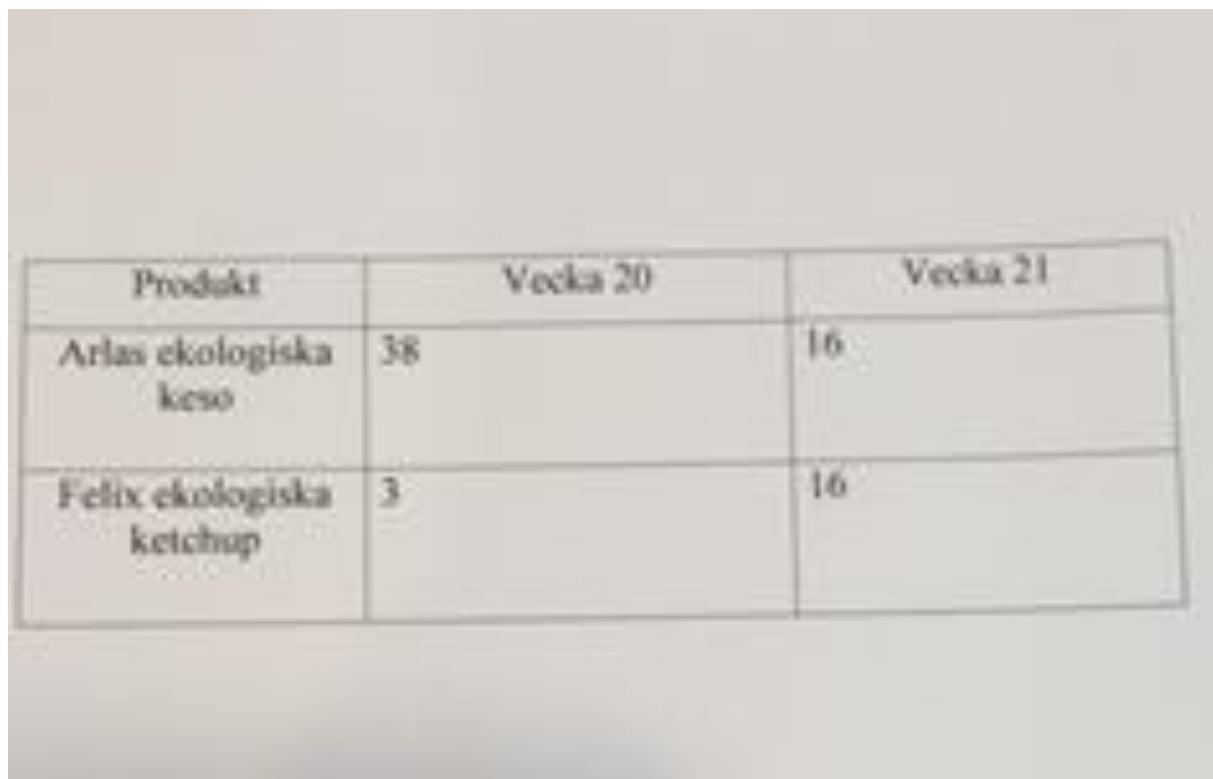


## ***Felix ekologiska ketchup***

*Felix ekologiska ketchup innehåller **30 % mindre** socker och salt **än** Felix tomatketchup Original. En **ekologisk tomat** odlas på en gård som kontrolleras regelbundet. Den har växt **utan** genmanipulerade organismer, konstgödsel, kemiska bekämpningsmedel och joniserad bestrålning – som ofta används för att bekämpa skadedjur och bakterier. Detta **är bra** för **odlaren, dig och naturen**. Om ogräs och skadedjur ändå måste bekämpas tillförs **naturliga fiender**, som speciella insekter eller växter, istället för kemiska bekämpningsmedel. Genom att välja ekologisk ketchup **stödjer** du **ekologiska odlingar** som **inte läcker** kemiska bekämpningsmedel till sjöar och till grundvatten. Därmed bidrar du till **bättre arbetsförhållanden** för odlarna.*

**Appendix 4 Number of observations**

Week	Day	Product	Morning (9-12)	Afternoon (13-16)	Total per day
20	Monday	Cottage cheese	7	6	13
20	Monday	Ketchup	3	3	6
20	Friday	Cottage cheese	10	8	18
20	Friday	Ketchup	2	1	3
21	Monday	Cottage cheese	2	3	5
21	Monday	Ketchup	5	3	8
21	Friday	Cottage cheese	2	2	4
21	Friday	Ketchup	5	3	8

**Appendix 5 Sales number**

Produkt	Vecka 20	Vecka 21
Arlas ekologiska keso	38	16
Felix ekologiska ketchup	3	16

(Collected from Ica Supermarket, Norra Fäladen)