CERR 2014

Colloquium on European Research in Retailing 2014

Research dedicated to understanding consumer behaviour and designing the channels to reach him

Conference Proceedings

CERR 2014

25.09. – 27.09.2014

University of Bremen, Bremen
Germany

Abstracts and articles presented at the second Colloquium on European Research in Retailing

Universität Bremen*

*EXZELLENT.

Foreword

Retail is detail – is one of the most famous principles in retailing. The aspect of detail is also the driving force of CERR as to bring together researchers on retail issues from all over from Europe in order to share results and insights to research that is dedicated to understand consumer behavior and to design the channels to reach them.

CERR 2014 presents details of retailing related research in the areas of Shopper Behavior, Retail Logistics and SCM, Multichannel Retailing, Franchise as well as Retail strategy and operation representing a program of more than 30 presentations.

CERR 2014 represents research details from Austria, Croatia, France, Germany, Ireland, Italy, The Netherlands, Russia and a look at European retailing from the USA.

Sharing research results means also caring about the subject matter. That is why we have organized CERR in such a way that allows discussions during the sessions as well as outside the sessions. We hope to create an atmosphere to enable networking and setting up future research efforts between the participants in the area we care most about: retailing.

The organizing committee

Xavier Brusset
Herbert Kotzab
Peter Schnedlitz
Christoph Teller
Neil Towers

Content

Organizing Committee

Herbert Kotzab (University of Bremen, Bremen)
Xavier Brusett (ESSCA School of Management, Paris)
Peter Schnedlitz (University of Economics and Business, Vienna)
Christoph Teller (University of Surrey, Surrey)
Neill Towers (Heriot-Watt University)

Scientific Committee

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Prof. Eric Stevens, ESSCA School of Management
Prof. Dr. Bernhard Swoboda, Universität Trier
Prof. Steve Wood, Surrey
Prof. Dr. Thomas Rudolph, St. Gallen

In addition we want to thank our reviewers for their invaluable comments and suggestions.

Scientific program

Keynote speech

Michael Bourlakis: Innovation in Retailing: Insights from a European Commission report

Room and day: GW2 – B2880, September 25th

Chair: Herbert Kotzab

The presentation will illustrate the major drivers of change in relation to retail innovation (e.g. consumer-related, technology-related etc) and will highlight the key barriers for implementing retail innovation (cost, risks, regulatory constraints etc) within Europe. It will also provide key recommendations for fostering retail innovation and will highlight key lessons for specific retail operations including own brands /brand development, supply chain operations and technology.

T2: Shopper Behaviour

Room and day: GW2 – B2880, September 25th

Chair: Rudi Meijer

THE POST CRISIS SHOPPER: IMPULSIVE OR PLANNER?

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THE POST CRISIS SHOPPER: IMPULSIVE OR PLANNER?

In recent years significant changes in shopper behaviour have taken place: consumers rely on a variety of information sources to prepare for shopping for the best offering at the best price (Shankar et al, 2011). Among the drivers of these changes technology and the economy have a prominent place. Along these lines, one could argue that in the new context more planning and preparation for shopping is carried out before the customer enter the store (Shankar and Yadav, 2011). What is the role left for in-store marketing in influencing shoppers? Do consumers' new planning attitudes limit the impact of in-store shopper marketing?

These questions are relevant from an academic viewpoint (see new research solicited by Grewal et al, 2011 and Shankar and Yadav, 2011) and a managerial one. On the latter point, the answer can guide decisions as to how to allocate marketing budget to out-of-store vs. in-store marketing activities. In times when marketing budgets are rigid if not in decline, and when new channels appear every day, grounding budget allocation decisions on sound findings on the relative effectiveness of in-store vs. out-of-store levers is of paramount importance.

The overall hypotheses of this work are that: a) pre-trip activities have increased in importance and diffusion; b) these activities have an impact on in-store shopping behaviour, specifically they negatively impact impulse buying. We expect both pre-trip activities' influence and the reduced relevance of impulse buying be different by category and by store format.

To investigate pre-trip planning activities and measure impulse buying we combined two methodologies: a) in-store observation of shoppers facing the in-aisle display (to measure time employed for in-category choice activity) and b) subsequent survey of 1050 shoppers with the aid of a structured questionnaire. Respondents were also asked to leave their shopping list with the researchers who subsequently analysed them to enrich knowledge of list preparation as one pre-trip activity.

The study focused on three retail banners operating the EDLP supermarket, hi-low supermarket and hypermarket format in one major geographical market. A broad set of categories was selected to cover planned vs. impulse shopping categories and high and low involvement categories as defined by literature, on the ground that shopper behaviour is different in the different contexts.

Our study found that pre-trip activities are commonplace. They span a variety of online and offline tasks. Customers see these activities as having an influence on their choice of store, category and brands. In sum, in-store behaviour seems to be more directed by pre-trip activities than generally assumed.

However, shoppers differ as for: the effort put in pre-trip activities, ability to recall price, time in front of display and impulse/planned purchase ratio. A cluster analysis revealed three segments. The major group displays the fastest in-store shopping process: possibly, as a consequence, their impulse buying is reduced to a minimum. A second cluster is driven by impulse buying and has been little influenced by pre-trip activities: this is paired with low accuracy in price recall. The residual cluster is composed of “professional shoppers”, characterised by engagement in every pre- trip activity, long time spent in front of the display, great price recall accuracy. A further finding is that this last group of shoppers allow themselves some impulse buying – their confidence being supported by the amount of preparatory work they do. Mapping the prevalence of these groups in a retailer’s customer base is relevant from a managerial view point as such insight can inform marketing activities targeted at the different groups.