

Demonstrate, It's Great!

- A thesis about the possibility to influence consumers through in-store demonstrations



In grocery stores today consumers are confronted with endless possibilities and most purchase decisions are made while in the store. This situation provides retailers with a perfect opportunity to influence consumers' purchase decisions. One of the tools to affect consumers is in-store demonstrations. This thesis has studied the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude, in cooperation with Retail House, Arla Foods and ICA Kvantum.

A natural experiment in an authentic grocery store environment was conducted in twelve stores throughout Sweden and two products of the same brand were demonstrated; one typical weekday product, Yoghurt and one typical weekend product, Sauce. The experiment was conducted according to a Latin Square design and was carried out during a two-week period. The data collected consisted of 1,316 questionnaires collected from consumers inside the stores and six weeks sales data from the participating stores.

The results show that demonstrations do increase sales and brand attitude significantly. Although, the impact varies between different days of the week, different types of consumers and different products. It was also shown that there is a trade-off between an increase in sales versus an increase in brand attitude, which may have different implications for different actors within the retail setting. The results of the study provide new knowledge regarding retail marketing, a research area that is still relatively unexplored.

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Table of content

1. INTRODUCTION.....	5
1.1 BACKGROUND	6
1.2 PROBLEM FORMULATION.....	6
1.3 PURPOSE.....	7
1.4 DELIMITATIONS	8
1.5 EXPECTED CONTRIBUTION.....	8
1.6 DEFINITIONS	8
2. THEORY AND HYPOTHESES GENERATION	10
2.1 SOME SPECIFICATIONS TO IN-STORE MARKETING THEORY	10
2.1.1 IN-STORE DISPLAYS	11
2.2 DAY OF THE WEEK	11
2.3 DEGREE OF PURCHASE PLANNING.....	12
2.4 BRAND ATTITUDE	15
3. METHOD	20
3.1 THE SCIENTIFIC APPROACH.....	20
3.2 THE STUDY.....	20
3.2.1 THE PRODUCTS	22
3.2.2 THE STORES	22
3.2.3 THE QUESTIONNAIRES.....	23
3.2.3.1 PRE-TEST OF THE QUESTIONNAIRES	23
3.2.3.2 THE FIRST QUESTIONNAIRE.....	23
3.2.3.3 THE SECOND QUESTIONNAIRE.....	25
3.3 HOW THE DATA WAS COLLECTED	27
3.3.1 THE FIRST QUESTIONNAIRE.....	27
3.3.2 THE SECOND QUESTIONNAIRE	27
3.3.3 STORE SALES DATA.....	28
3.4 VALIDITY AND RELIABILITY	28
3.4.1 VALIDITY.....	28
3.4.2 RELIABILITY	29
3.5 ANALYTICAL TOOL	30
4. ANALYSIS AND RESULTS.....	31
4.1 THE IMPACT OF DAY OF THE WEEK ON DEMONSTRATIONS.....	31
4.1.1 HYPOTHESIS 1	31
4.1.2 HYPOTHESIS 2.....	32

4.2 DEGREE OF PURCHASE PLANNING'S IMPACT ON EFFECTS OF DEMONSTRATIONS.....	34
4.2.1 HYPOTHESIS 3.....	34
4.2.2 HYPOTHESIS 4.....	36
4.3 DEMONSTRATIONS' IMPACT ON BRAND ATTITUDE	37
4.3.1 HYPOTHESIS 5.....	37
4.3.2 HYPOTHESIS 6.....	38
4.3.3 HYPOTHESIS 7.....	39
4.4 SUMMARY OF RESULTS.....	42
5. DISCUSSION.....	43
5.1 THE IMPACT OF DAY OF THE WEEK ON DEMONSTRATIONS.....	43
5.2 DEGREE OF PURCHASE PLANNING'S IMPACT ON EFFECTS OF DEMONSTRATIONS.....	44
5.3 DEMONSTRATIONS' IMPACT ON BRAND ATTITUDE	45
5.4 IMPLICATIONS.....	46
5.5 CRITICISM.....	47
5.6 FURTHER RESEARCH.....	47
6. LIST OF WORKS CITED	49
APPENDIX 1.....	51
APPENDIX 2.....	52
APPENDIX 4.....	54

1. INTRODUCTION

Imagine going into a grocery store. You are just going to buy some milk and bread. Inside the store you pass a demonstration area, where product samples are offered for you to taste. You step up to the demonstration stand, try a piece of the product sample and you are surprised by the great taste. Once you arrive at the cashier, the basket you are carrying is full of a variety of different items you had not planned to purchase, one of which is the product you tried at the demonstration area. Why did you pick up and buy all those extra, unplanned products? To what degree and in what aspects did the demonstration influence you? It is indisputably so that consumers are constantly affected subconsciously by in-store stimuli, influencing for example their purchase behavior and brand attitudes.

Grocery shopping is something that is a part of everyday life for most people, and when people are within a store environment they exhibit a variety of shopping behaviors. The study of consumer behavior in a grocery store environment has been researched quite extensively, however; there are a few areas which are still relatively unexplored. According to Park (1989), consumer behavior within a grocery-shopping context is defined as being highly routine and essential for the consumer. The grocery-shopping experience differs from a majority of other consumer buying contexts, by two main characteristics; (1) the consumer has multiple buying goals, which are to be achieved through the processing of a multitude of in-store stimuli such as products, brands, and point-of-purchase information, and (2) the behavior is repeated at regular time intervals, for example once a week. These two specific characteristics of the grocery-shopping conditions create a unique framework in which purchase intentions and purchase outcomes are often not congruent (Park, 1989). This is where it gets interesting, because retail management has an enormous opportunity to affect and guide consumer behavior, influencing consumers to behave in a way that benefits the retailer, i.e. by increasing sales. Research shows that between 70 to 80 percent of all consumer purchase decisions are made while in the store (Dahlén 2003). Yet, within the research field of consumer behavior in the grocery store environment there still exists some question marks. Researchers have concentrated mainly on the effects that in-store displays have on certain consumer behavior; such as purchasing and brand switching (Park 1989). However, there are still additional areas which are more or less unexplored; such as location of displays within the store and which day to market certain products. Moreover, a large portion of the retail research is dated, as most research articles were published between the 1960's and 1980's. Furthermore, even though there exist great possibilities to influence consumers while they are in the store, even the information available concerning in-store marketing is not widely implemented, in its place management uses rules-of-thumb and

guesswork (Nordfält 2007). Because of the opportunities that seem to lie still hidden in ignorance, the field of in-store marketing seems a very interesting area to explore further.

1.1 BACKGROUND

In-store marketing is commonly used by retailers as a way of temporarily increasing sales. It might even be the most powerful short-term tool available to grocery-store management (Wilkinson et al. 1982). In-store marketing is an umbrella term for many different types of in-store activities that stand out from the ordinary store layout, all with the main purpose of attracting consumer attention and boosting sales. Within the retail research field the definition is broad; different researchers use the word marketing to define different kinds of in-store activities. Despite the array of different kinds of marketing activities researched, there are still others that have not yet been fully explored. One such activity is in-store demonstrations.

There seems to be little to no research concerning the impact of the day of the week on the effectiveness of the in-store displays. It should be of relevance to brand owners, retailers as well as marketers to understand the difference in influence that demonstrations might have depending on which day of the week they are performed. Depending on a products weekly sales cycle, the product might benefit differently in sales and brand attitude depending on what day of the week it is demonstrated.

1.2 PROBLEM FORMULATION

In-store demonstration is an activity within the store where the consumer is presented with a product sample. These demonstrations are often used to promote food products, by offering consumers taste samples. Studies regarding in-store marketing lack research concerning in-store demonstrations. This implies a great opportunity for this study to cover this knowledge gap and to discover new implications for in-store marketing. In-store demonstrations are already a commonly used in-store marketing tool; however, the activity is more or less performed at random (Nordfält 2007). There are no general insights as to how and when best to use it and instead a general rule of thumb and guesses are used. It is broadly recognized within retailing that there are more people in the store during weekends. Therefore, in-store demonstrations are most commonly conducted during Fridays, Saturdays and Sundays, so as to influence as many consumers as possible (Retail House 2007). However, it is debatable whether this strategy is the most effective to increase sales and brand attitude, or if it is more profitable to e.g. select some other day of the week for the demonstration, depending on the type of product being demonstrated. Also, as more or less all demonstrations are conducted at the end of the week,

there might be a risk of attention competition as demonstrations are forced to compete against each other for the attention of the consumers.

It is also important to note that consumers do not all think, react and behave in the same way; instead there are distinguishable differences. One way to group consumers is by dividing them into groups depending on their degree of purchase planning. These consumer groups have different goals with their shopping; they have planned their shopping to a varying degree and set aside different amounts of time to complete the shopping (Cobb & Hoyer 1986). Therefore, it is likely that there will also be differences in how in-store demonstration affects the different consumer groups.

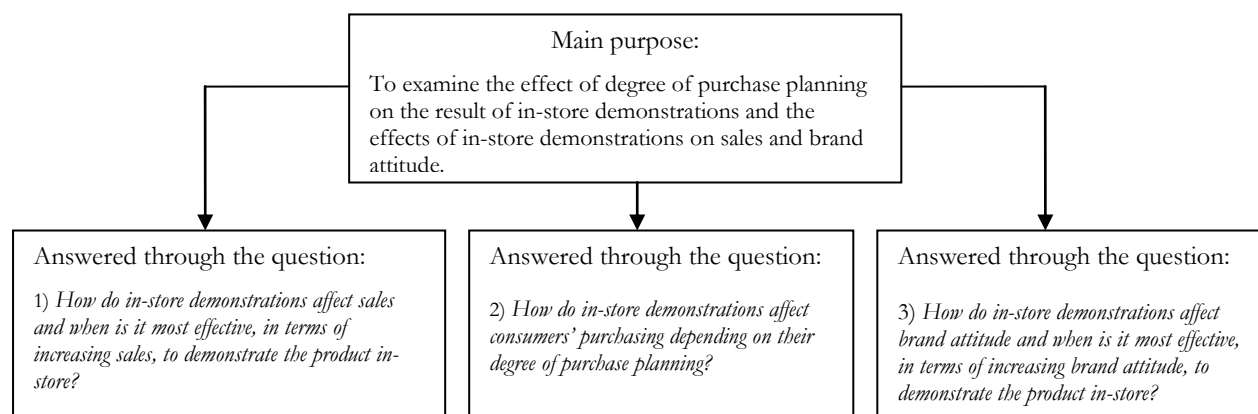
1.3 PURPOSE

The main purpose of this thesis is to examine the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude. This purpose will be examined through the answering of the three questions below:

- 1) *How do in-store demonstrations affect sales and when is it most effective, in terms of increasing sales, to demonstrate the product in-store?*
- 2) *How do in-store demonstrations affect consumers' purchasing depending on their degree of purchase planning?*
- 3) *How do in-store demonstrations affect brand attitude and when is it most effective, in terms of increasing brand attitude, to demonstrate the product in-store?*

A schematic overview of the main purpose and the three questions of this thesis can be viewed in Figure 1:

Figure 1 Main purpose and questions



1.4 DELIMITATIONS

This thesis will examine the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude. As no previous research has been conducted concerning in-store demonstrations specifically there are several more factors that could have been researched for the sake of this thesis. However, the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude were chosen for this study as these factors were found to be the most interesting for all parties involved; Retail House, Arla Foods, ICA and the authors. As demonstrations are very common within grocery stores, the study was conducted in a grocery store environment. Discussions together with Retail House lead to that only one brand was chosen to be part of the study, Arla Foods, and only two products, Yoghurt and Sauce, were included in the experiment. Furthermore, only one store format, ICA Kvantum, was employed to carry out the experiment. It should also be noted that in terms of profits only the increase in sales have been studied and any extra costs that the demonstration has entailed has been disregarded.

1.5 EXPECTED CONTRIBUTION

This thesis is expected to contribute to the knowledge of in-store marketing with an emphasis on demonstrations of products within the store. This knowledge will be helpful in the work of marketing practitioners in guiding their work in a general direction, such as knowing which day to demonstrate a specific product to maximize the utility. The results will also guide retailers as to what they can do to maximize their daily sales in relation to demonstrations in-store. Furthermore, brand owners will hopefully benefit in their work with consumers' attitude towards their company's brand. Finally, the thesis may shed a light on this particular area of research and thereby open the eyes of other researches within the field of retailing.

1.6 DEFINITIONS

Following are some definitions of main terms defined by the authors which will be used throughout the thesis.

Brand attitude: a consumer's overall evaluation of a brand.

In-store demonstration: a type of marketing activity within the store, which offers the consumer a free product sample and supplies the consumer with information about the product.

Weekday product: a product whose weekly sales peak is in the beginning of the week.

Weekend product: a product whose weekly sales peak is at the end of the week.

Fill-in shopping trip: a shopping trip where the main purpose is to purchase a few specific items to complement a shortage, normally conducted several times a week.

Major shopping trip: a shopping trip where the main purpose is to purchase many different items at the same time, it is common for the consumer to bring a shopping list and the shopping trip is normally conducted more seldom than fill-in shopping trips.

2. THEORY AND HYPOTHESES GENERATION

In this section the theories used as a basis for the thesis are presented and the hypotheses are generated. Firstly general in-store marketing theories are described to present an overall picture of the existing knowledge and gaps. Secondly, more specific in-store marketing theories concerning displays, theories regarding the fluctuation of sales depending on day of the week, degree of purchase planning and brand attitude are explored. The hypotheses are presented following each related theory.

2.1 SOME SPECIFICATIONS TO IN-STORE MARKETING THEORY

To be able to understand the workings of the three factors that this thesis is targeting; day of the week, degree of purchase planning and brand attitude through the activity of in-store demonstration, it is important to understand the possibilities of the general environment in the store and how it affects consumers' shopping behavior.

“A store's atmospherics can help shape both the direction and duration of consumers' attention, and increase the odds that a consumer will purchase products that otherwise might go unnoticed” (Blackwell, Miniard, Engel 2006, p. 165).

The appeal of in-store marketing lies in the fact that consumers many times make their final brand decisions inside the store (Keller 2003). Iyer (1989), states that more exposure to in-store marketing can cause latent needs to be recognized, implying great opportunities for a brand to influence the consumer towards a purchase, regardless of whether it has been written on the shopping list or not.

There exists several different terms under the umbrella term of in-store marketing, for example; in-store stimuli, in-store displays, end-of-aisle- or within-aisle displays (Wilkinson et al. 1982; Chevalier 1975), incremental space (Curhan 1974), point-of-purchase displays (Blackwell et al. 2006; McClure & West 1969) and increased exposure (Nordfält 2007). These activities are all shown to increase sales for the displayed products. The term “demonstration” also belongs under the same category, but has been much less mentioned in existing research. Because of the knowledge gap concerning in-store demonstrations, and due to its similar characteristics to other in-store display activities, existing theories concerning other kinds of in-store marketing will be employed to generate hypotheses.

2.1.1 IN-STORE DISPLAYS

The effectiveness of displays to grab hold of consumers' attention and to stimulate purchases has been shown by many researchers (Blackwell et al. 2006; Woodside & Waddle 1975). Chevalier (1975) concluded an average increase of 572 percent in unit sales due to the effectiveness of displays and Wilkinson et al. (1982) stated that displays are the most powerful of all short-term marketing tools. It is assumed that demonstrations exhibit the same characteristics as other in-store displays. However, no study has yet established the effect that demonstrations have on sales. Therefore, although it might seem very basic, it is of interest to this thesis to determine demonstrations' effect on sales. As stated previously, the influence of demonstrations are thought to be similar to those of other in-store displays and as in-store displays generate an increase in sales, it is assumed that demonstrations will increase sales of the demonstrated product.

H1: Demonstrations will considerably increase sales of the demonstrated product.

2.2 DAY OF THE WEEK

The field of research on the significance of the day of the week regarding in-store displays is very scarce. In the literature overview in preparation for this thesis only two articles were found to mention the day of the week as an affecting factor in consumer shopping behavior (East et al. 1994; Martinez-Ruiz 2005). However, none of these studies specify this effect more than in a very broad manner. It is generally thought within retailing that in-store activities such as demonstrations should be held on the busiest days of the week, i.e. Fridays, Saturdays and Sundays. According to the study done by East et al. (1994), Fridays are the most popular day for grocery shopping and the stores are generally much less busy on Mondays, Tuesdays and Wednesdays. It has also been confirmed that having promotions during the weekend has a positive and significant impact on sales (Martinez-Ruiz 2005). Nevertheless, there are no studies which show how much of the increase in sales is due to the in-store marketing being conducted and how much is due to the fact that there are more consumers in the store on weekends. Apart from these two articles, which mention the day of the week as an aspect to take into consideration, no further research was found within this area. This indicates that there exists a knowledge gap concerning on which day of the week in-store demonstrations should be held to generate greater results.

For a product to be purchased it has to exist in the consumers' minds so as to make them pick up and purchase the product (Blackwell et al. 2006). Therefore, it can be assumed that a product's weekly sales peak indicates that the product is more mentally accessible for consumers during that specific day, in comparison to the rest of the week. A demonstration might more easily catch the attention of consumers on the day of the demonstrated product's weekly sales peak and is consequently more likely to influence consumers to purchase the demonstrated product on this day. Hence, the effectiveness of the demonstration might depend on the weekly sales cycle of the demonstrated product, e.g. whether the demonstrated product is at its weekly sales peak on the day of the demonstration or if it is at its weekly sales dip. For example, a weekday product is assumed to be more mentally accessible in the beginning of the week and a demonstration of such a product in the beginning of the week will therefore more easily attract the attention of consumers. Once the demonstration has attracted the consumer's attention, the likelihood of the consumer purchasing the demonstrated product will increase (Blackwell et al. 2006). It might be beneficial to adjust the day of the demonstration to the demonstrated products weekly sales cycle rather than to assume that the weekend is the most appropriate time to demonstrate all kinds of different products.

H2: There will be a difference in sales depending on the combination of; the existence of a demonstration, type of product and day of the week.

2.3 DEGREE OF PURCHASE PLANNING

An area within retailing that has been researched quite thoroughly is the degree of purchase planning that consumers undertake. The two different poles, planned and unplanned, and the span in-between them can be narrowed down into several different definitions. Stern (1962) has identified four different degrees of planning: 1) *pure impulse buying*; the purchase breaks the normal purchase pattern of the consumer, that is to say the consumer purchases an item which he/she normally does not purchase, 2) *reminder impulse buying*; the purchase is triggered when the consumer sees the product in the store. This visual encounter reminds the consumer of the need for the product or aids the consumer to recall an advertisement, hence causing the consumer to remember a previously planned purchase decision, 3) *suggestion impulse buying*; the purchase of an, for the consumer, entirely new product is triggered when the consumer sees the product in the store. The difference between reminder impulse buying and suggestion impulse buying is that in the latter the consumer has no previous experience with the product, whereas in the former case

the consumer has previous knowledge of the product, and 4) *planned impulse buying*; the purchase is emanating from the consumer's planned decision to buy products if they are offered at a special price.

Kollat & Willet (1967) discusses the degree of purchase planning behavior from a different perspective. They suggest that there are five dimensions of purchase planning with regards to product category and brand, which are derived from the consumer's purchase intentions formed before the consumer enters the store: 1) *product category and brand*; a purchase intention regarding both product category and brand are formed before the consumer enters the store, e.g. to purchase Barilla Spaghetti, 2) *product category only*; a purchase intention only regarding product category, not brand, is formed before the consumer enters the store, e.g. to purchase Spaghetti or Penne 3) *product class only*; a purchase intention is formed before the consumer enters the store with regards to product class only, e.g. the consumer has decided to buy Pasta but had not made the decision whether to purchase Spaghetti or Penne, 4) *need recognized*; the consumer has recognized a need, before entering the store, to purchase something but has not decided on neither product class, category nor brand, e.g. the consumer only has the intention to purchase something for dinner, and 5) *need not recognized*; the consumer has not recognized a need for the product before entering the store and the dormant need is evoked by the product's in-store stimuli.

Cobb & Hoyer (1986) present a simplification of Kollat & Willet's (1967) five dimensions of purchase planning when suggesting a matrix constituting of only three different levels; *planner*, *partial planner* and *impulse purchaser*. The planner is a consumer who beforehand has planned exactly what to buy, both regarding product category (i.e. Spaghetti) and specific brand (i.e. Barilla). The partial planner on the other hand has only decided upon which product category to purchase, and makes the decision regarding which specific brand to purchase while in the store. Finally, the impulse purchaser is a consumer who has made no decisions concerning neither the product category nor the specific brand before entering the store. These definitions are illustrated in Figure 2:

Figure 2 Degree of purchase planning

		Intent to Purchase the Product Category	
		Yes	No
Intent to Purchase the Specific Brand	Yes	Planned Purchase	-
	No	Partially Planned Purchase	Impulse Purchase

As Cobb & Hoyer's (1986) definition of degree of purchase planning is most applicable in a survey, due to its simplicity, it will be employed throughout the rest of this thesis. Consumers who exhibit these behaviors will be identified as; planners, partial planners and impulse purchasers.

Cobb & Hoyer (1986) have observed a change in consumer purchase decision-making; they state that there is a long-term trend towards more decisions being made inside the store, signifying an increase in the number of impulse purchasers. Research confirms that between 70 to 80 percent of all consumer purchase decisions are made while in the store (Dahlén 2003), indicating that most purchases made in a grocery store setting are in fact either impulse purchases or partially planned purchases. It is also widely recognized in the field of in-store marketing that displays in general have been shown to stimulate so called impulse purchases (Cobb & Hoyer 1986; Iyer 1989; Nordfält 2007). In fact, the trend towards consumers making more and more impulse purchases and partially planned purchases has been suggested to be the result of the fact that in-store stimuli are becoming more and more common within the store environment (Cobb & Hoyer 1986). This conclusion concerns a long-term trend, but for the sake of this thesis it is assumed that this result also is applicable in more short-term instances, such as the direct effect of an in-store demonstration. As displays increases the possibility that the consumer recognizes needs that may otherwise go unnoticed or be unthought-of (Iyer 1989), demonstrations are assumed to increase the number of impulse purchases and partially planned purchases. However, as planners already have decided upon both which category and brand to purchase, it can be assumed that the room for persuasion is relatively small and that planners will not be affected to purchase neither more nor less after exposed to the demonstration.

H3a: Demonstrations will increase the number of impulse purchasers purchasing the demonstrated product.

H3b: Demonstrations will increase the number of partial planners purchasing the demonstrated product.

H3c: Demonstrations will not affect the number of planners purchasing the demonstrated product.

As mentioned above, it is believed that in-store demonstrations will have an effect on impulse purchasers as well as on partial planners. This fact, combined with the fact that more consumers are making the bulk of their brand decision inside the store (Keller 2003), implies that there are great opportunities for the retailer to influence the consumers' purchase decisions once in the store. However, there still exists a knowledge gap concerning which of the three degrees of purchase planning; impulse purchasing, partial planning and planned, which is more affected by in-store stimuli. Since partial planners have decided upon what type of product category to purchase, but not upon which brand, it is assumed that they are more likely to pay attention to a demonstration that demonstrates a product within the category they plan to purchase. Therefore, it will be easier to attract the attention of partial planners to the demonstration and they will be more likely to make the decision to purchase the demonstrated brand, compared to impulse purchasers and planners. Impulse purchasers have planned neither what category nor what brand to purchase, hence; the demonstration needs to influence these consumers on both these levels to achieve a noticeable effect. Partial planners on the other hand only needs to be influenced on the brand level, that is to say one level less compared to impulse purchasers. Therefore, it is assumed that partial planners will be more likely to buy the demonstrated product. Furthermore, as planners are thought not to be influenced by the demonstration at all in terms of purchasing, impulse purchasers are deemed to be more influenced by the demonstration than planners.

H4: The combination of a demonstration and the consumers' degree of planning will affect the consumers' purchase decision of the demonstrated product.

2.4 BRAND ATTITUDE

Brand attitude is an important aspect within the field of retailing; it is subject to extensive research since it is one of the factors which can explain consumers' behavior (Keller 2003; Söderlund 2001). Brand attitude can be classified as the consumer's overall evaluation of the

brand and it is generally considered to be affected primarily by the attributes and benefits of the brand (Keller 2003; Percy & Elliott 2005). Also, according to Percy & Elliott (2005), brand attitude will be affected by in-store marketing, if the brand is clearly linked to the marketing activity. Furthermore, according to Keller (2003) research validates that brand attitude which is shaped from direct experience with the brand, is more present in consumers' mind than brand attitude that is based solely on information about the brand. This actuality implies that brand attitude that is shaped based on direct experience, is more likely to be triggered spontaneously when exposed to the brand, and is also more likely to guide brand choices later on (Keller 2003).

A demonstration offers consumers the opportunity to sample a specific product and can aid the evaluation of the product's attributes, thereby generating the formation of a brand attitude through direct experience with the brand. According to Keller (2003) demonstrations and samples are types of marketing that are believed to enhance consumers' attitude towards a brand. However, this is only a belief and demonstrations have not yet been established to enhance consumers' brand attitude. Therefore, although it may seem to be very basic, it is of high importance to test if demonstrations increase brand attitude.

H5: Demonstrations will generate a positive increase in brand attitude.

Previous research from Cobb & Hoyer (1986) has shown that planners have a strong brand preference and are more likely to have a strong emotional attachment to the brand in question. Partial planners have a very weak brand preference and they have a low emotional attachment to the purchased brand. Impulse purchasers are least likely to have any emotional attachment to the brand but are generally more likely to have their emotions influenced by in-store stimuli than are partial planners and planners (Cobb & Hoyer 1986).

Bettman et al. (1998) classify consumers into different groups depending on what type of shopping trip they pursue. Major shopping trips are instances when consumers are purchasing many different items and fill-in shopping trips are instances when consumers have the purpose of purchasing a few, specific items. Bettman et al. (1998) argue that major shopping trips are more planned than other types of shopping trips. It is for example more common for consumers to bring a shopping list with them when they are to purchase many different items, in comparison to shopping trips when consumers are only purchasing a few items. It can be argued that there exists a negative correlation between the degree of purchase planning and the amount of

unplanned purchases; the more planning undertaken before a shopping trip, the less unplanned products will be purchased. Therefore, Bettman et al.'s (1998) notion of *major shoppers* are assumed to be similar to Cobb & Hoyer's (1986) *planners*. Likewise, it is assumed that Bettman et al.'s (1998) group called *fill-in shoppers* are similar to Cobb & Hoyer's (1986) *impulse purchasers*.

Bettman et al. (1998) and Nordfält (2005) argue that the amount of attention given to each purchase is less when the consumer is purchasing many items compared to when the consumer is purchasing only a few items. Therefore, it can be assumed that consumers who are on a major shopping trip, i.e. planners, pay less attention to external information such as in-store marketing, and are less open to be influenced by what they are exposed to inside the store.

However, there are also theories that advocate the exact opposite of what Bettman et al. (1998) and Nordfält (2005) suggest; that consumers are actually more likely influenced by in-store stimuli during major shopping trips as they have set aside more time for these kinds of shopping trips. Hence, consumers are for instance more likely to feel relaxed enough to stop and try a product sample at a demonstration sight while on a major shopping trip than if they are on a fill-in shopping trip (Kollat & Willet 1967; Walters & Jamil 2003), which is believed to enhance the consumers' attitude towards a brand.

Both groups of researchers (Bettman et al. 1998 and Nordfält 2005 vs. Kollat & Willet 1967 and Walters & Jamil 2003) support the notion that the effects of the in-store demonstration on brand attitude will be different depending on consumers' degree of purchase planning. This thesis will draw on the line of reasoning presented in Bettman et al. (1998) and Nordfält (2005), due to the fact that planners (major shoppers) are likely to have a strong emotional attachment to their preferred brand (Cobb & Hoyer 1986) and it is therefore less likely that they will change their plans and switch brand due to a demonstration. Also, planners have already decided on what to purchase before entering the store; therefore, it is assumed that consumers who are defined as planners are least likely to be influenced by in-store demonstrations. It has been established that impulse purchasers are more likely to be emotionally influenced by in-store stimuli than partial planners, but generally lack any emotional attachments to specific brands (Cobb & Hoyer 1986). Additionally, because impulse purchasers are not likely to have any emotional attachment to a specific brand, their level of brand attitude will originally be lower than the level of brand attitude of partial planners, in relation to the demonstrated product. Therefore, it is assumed that impulse

purchasers' increase in brand attitude due to the demonstration will be greater than will partial planners'.

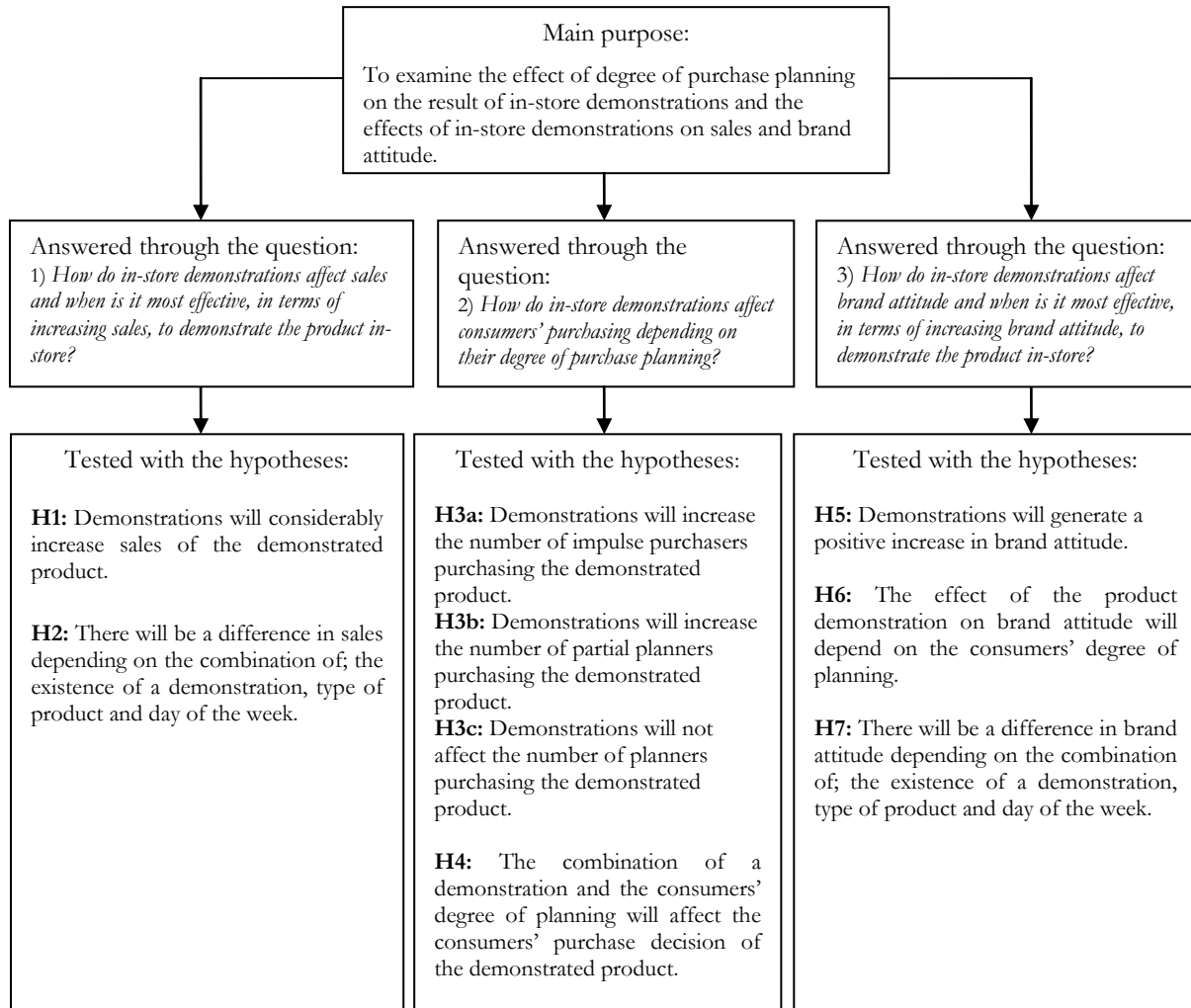
H6: The effect of the product demonstration on brand attitude will depend on the consumers' degree of planning.

As stated previously, it can be assumed that the weekly sales peak of a product indicates that the product is more mentally accessible for consumers during that specific day, in comparison to the rest of the week. Since the product is thought to already be present in the consumers' consideration set (Blackwell et al. 2006) on the day of its weekly sales peak, it implies that the consumers can be more easily influenced by in-store stimuli regarding the product. Therefore, a demonstration is believed to more easily catch the attention of the consumers on the day of the products weekly sales peak. For example, a weekday product is assumed to be more mentally accessible in the beginning of the week and a demonstration of such a product in the beginning of the week will therefore more easily attract the attention of consumers. Attention precedes attitude and without attention attitude cannot be formed (Blackwell et al. 2006). Thus, once the demonstration has attracted the consumer's attention, the likelihood that the demonstration will influence the consumer's brand attitude will increase. Increased likelihood of attention given to the demonstration will lead to an increased likelihood that the consumer's brand attitude will be influenced. Hence, the demonstration is more likely to influence consumers' brand attitude if the product is demonstrated on the day of its weekly sales peak.

H7: There will be a difference in brand attitude depending on the combination of; the existence of a demonstration, type of product and day of the week.

A schematic summary of the hypotheses, in relation to the thesis' main purpose and research questions can be viewed in Figure 3 below:

Figure 3 Main purpose, questions and hypotheses



3. METHOD

In this section an explanation is provided as for the choice of methods used to research whether previously stated hypotheses will be supported or rejected. The method section includes the chosen scientific approach, method of the study, the choice of variables and measures, data collection as well as a discussion of the validity and reliability of the study.

3.1 THE SCIENTIFIC APPROACH

The main purpose of this thesis; to examine the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude, has been studied firstly through an extensive literature overview. The literature overview included books and articles concerning general consumer behavior, in-store consumer behavior and in-store marketing, with an emphasis on in-store displays. The scientific approach chosen for this thesis is a deductive approach; existing theory is used to generate hypotheses, which are then tested in an authentic environment (Malhotra & Birks 2006). The purpose of this thesis has been explored through a quantitative method of research, as this is thought to facilitate generalizations. A causal research method was employed to test the hypotheses of the thesis; a method used to obtain evidence of cause-and-effect relationships (Malhotra & Birks 2006). This was implemented through the use of a natural experiment, an experiment which took place in a natural environment (Shadish et al. 2002).

3.2 THE STUDY

“Retail stores have been described as a natural laboratory for the study of consumer behavior.” (Hirschman & Stampfl 1980).

To achieve as authentic results as possible the study took place in regular grocery stores, with the aid of consumers who were shopping in the store. The study was conducted together with the in-store marketing company Retail House, the well-known Swedish food brand Arla Foods, and the leading Swedish food retailer chain ICA. Retail House conducted the demonstrations that took place at twelve different ICA Kvantum stores throughout Sweden and was also responsible for the data collection from the consumers and the stores. The experiment was carried out during two days, on Mondays and Fridays, for each of the two weeks of the study, week 14 and 17, year 2008. Week 14 and 17 were chosen to avoid seasonal periods, such as Easter, as during these periods the stores' sales increase, the stores are decorated somewhat differently and consumers

generally purchase more specific products. Two different products from Arla Foods were demonstrated; one weekday product (Yoghurt) and one weekend product (Sauce).

To clear the study of store- and time period specific interferences it was designed in accordance with a Latin Square design, a design which is recommended for store experiments (Nordfalt 2007). The Latin Square Grid of this experiment can be viewed in Figure 4 below. The design of the study means that each product was tested in six stores on each demonstration day. Also, each of the four combinations of demonstrations that the stores could have over one week (Monday/Friday); Yoghurt/Yoghurt or Yoghurt/Sauce or Sauce/Sauce or Sauce/Yoghurt, were tried in three stores during both weeks of the experiment. The experiment was first conducted in week 14 and then repeated in week 17 to increase the reliability of the study.

The demonstrations were all designed equally and placed in an equivalent location in all the stores during the entire experiment. All demonstration personnel were given the same instructions as to how the experiment was to be conducted, where they should stand and at what times they should do what.¹ The demonstration personnel were not aware of what the test was meant to explore, this ensured that they influenced respondents only in their roles as demonstrators and not as experiment administrators. None of the products were demonstrated in combination with any kind of price promotion, as the sales statistics should only be influenced by the demonstration itself and not by a price promotion. Also, none of the products were available for the consumers at the demonstration area; instead consumers had to pick them out in their regular location. This was thought to minimize the risk of consumers feeling obligated to purchase the demonstrated product after sampling it.

¹ Please view Appendix 1

Figure 4 The Latin Square Grid

Store	Monday week 14	Friday week 14	Monday week 17	Friday week 17
Umeå/Sundsvall				
ICA Kvantum Nacksta	Yoghurt	Yoghurt	Yoghurt	Yoghurt
ICA Kvantum Kronoparken	Yoghurt	Yoghurt	Yoghurt	Yoghurt
ICA Kvantum Skellefteå	Yoghurt	Yoghurt	Yoghurt	Yoghurt
Göteborg				
ICA Kvantum Focus	Yoghurt	Sauce	Yoghurt	Sauce
ICA Kvantum Frölunda	Yoghurt	Sauce	Yoghurt	Sauce
ICA Kvantum Munkeback	Yoghurt	Sauce	Yoghurt	Sauce
Stockholm				
ICA Kvantum Sickla	Sauce	Sauce	Sauce	Sauce
ICA Kvantum Stens Sollentuna	Sauce	Sauce	Sauce	Sauce
ICA Kvantum Vallentuna	Sauce	Sauce	Sauce	Sauce
Malmö/Lund				
ICA Kvantum Malmborgs Limhamn	Sauce	Yoghurt	Sauce	Yoghurt
ICA Kvantum Mobilia	Sauce	Yoghurt	Sauce	Yoghurt
ICA Kvantum Malmborgs Caroli	Sauce	Yoghurt	Sauce	Yoghurt

3.2.1 THE PRODUCTS

One brand and two different products were chosen for the study. The products chosen were one weekday product – Yoghurt, and one weekend product – Sauce. It was essential to the study that one of the products had its weekly sales peak in the beginning of the week, the so-called weekday product, and that the other product had its weekly sales peak during the end of the week, the so called weekend product.² Arla Foods was asked to recommend two products that satisfied these criteria and which would be suitable for the study and Yogurt and Sauce were suggested. It was also made sure that the two products were of the same price category, assumed to demand a comparable degree of purchase planning since they both are staple goods, have a comparable degree of purchase frequency and in general were as alike as possible.

3.2.2 THE STORES

The twelve stores that were part of the study were all of the same store format; they were all ICA Kvantum stores. This store format is described by ICA as being large grocery stores, with a focus on food, situated a comfortable distance from consumers and with generous opening hours.³ ICA Kvantum are stores in which consumers complete both their major shopping trips as well as their fill-in shopping trips, which was important for the study as it was beneficial if the results of the study could be generalized to be applicable in many different kinds of grocery stores. The stores

² Confirmed by M. Jansson, at Arla Foods

³ ICA's webpage, wording 2008-07-07

which participated in the study where situated in the South, West, East and North of Sweden so as to eliminate regional differences as much as possible. In all other aspects the stores were as alike as possible; they each have a total sales average of around 200 million SEK per year and a sales area of about 1200 m².

3.2.3 THE QUESTIONNAIRES

To understand what effects the degree of purchase planning have on the results of in-store demonstrations and demonstrations' influence on brand attitude, two separate questionnaires were distributed to consumers in the participating stores during the experiment: the first questionnaire⁴ was collected separately from the demonstration and the second questionnaire⁵ was collected in connection with the demonstration stand. In each of the questionnaires only structured questions, both scale and dichotomous, were used as these kinds of questions specify a set of response alternatives and response format (Malhotra & Birks 2006), which facilitated the analysis of the results of the questionnaires.

3.2.3.1 *Pre-test of the questionnaires*

To ensure that the questions of the questionnaires were easy to understand; that the alternatives of answers provided were not confusing, that the questionnaires were easy to fill-out correctly and that the questionnaires measured the intended theoretical properties, the questionnaires were pre-tested. A group of 20 respondents were asked to fill-out both types of questionnaires. The respondents were chosen from amongst friends and family to facilitate the process. The pre-test showed that the questionnaires were easy to understand and 38 out of 40 were correctly filled out. Based on this finding the questionnaires were accepted to be used in the experiment without any changes being made.

3.2.3.2 *The first questionnaire*

The first questionnaire was collected next to the store entrance, before the consumers reached, and out of sight, from the demonstration area. During the time that the collection of the first questionnaire was carried out, the demonstration was paused and it was the demonstration personnel who conducted the survey. This questionnaire was used to examine consumers' attitude towards the demonstrated brand before they were exposed to the demonstration as well as to determine consumers' degree of purchase planning in terms of the demonstrated product

⁴ Please view Appendix 2

⁵ Please view Appendix 3

(which they had not seen yet). It was important that consumers were asked these questions before being influenced by the demonstration.

The demonstration personnel first established whether the respondent was male or female. The first question measured consumers' brand attitude, before exposure to the demonstration:

1. "What do you think about Arla Foods?"

Bad	1	2	3	4	5	6	Good
Negative	1	2	3	4	5	6	Positive
Unsatisfying	1	2	3	4	5	6	Satisfying

Answers were supplied on a six point semantic differential scale, containing three contrasting pairs. These contrasting pairs were taken from Söderlund (2005) to measure an overall brand attitude. The reason why a multi item measure was used concerns the reliability of the test and will be discussed in more detailed under section 3.4.2 Reliability. A six point scale was chosen, rather than a five or seven point scale, as an odd numbered scale would provide the respondents with the possibility of answering neutrally i.e. in the middle. By employing a six point scale the respondent is forced to either be at least a little bit negative or positive, providing information about the respondents' attitude towards the brand and the products, which is essential for the study.

The second and third question measured consumers' degree of purchase planning before exposure to the demonstration:

2. "Have you planned to purchase yoghurt today?"

Yes No

3. "Have you planned to purchase Arla Foods's Yoghurt today?"

Yes No

To divide respondents into three different consumer groups the above two questions were drawn on. The respondents who answered "Yes" to both questions were considered planners. The respondents who answered "No" to both questions were considered impulse purchasers. The respondents who answered "Yes" to question 2, but answered "No" to question 3, were deemed

to be partial planners. However, it is important to acknowledge that partial planners in this study are partial planners in relation to the brand Arla Foods and that they might be *planners* in relation to another brand. Unfortunately, this was not taken into account in distributed questionnaires.

The forth question measured the consumers' purchase intention:

4. "Will you purchase Arla Foods's Yoghurt today?"

Yes No

Purchase intention was used as a way to measure consumers' actual purchase. This was due to practical obstacles, which, due to limited resources, made it impossible to follow up on consumers' actual purchases. According to Ajzen (1991) and Jones & Sasser (1995), intentions can be employed as a good indicator of actual behavior.

Answers were supplied on a nominal scale, not allowing for Maybe or Do not know, as it facilitated the analysis of consumers' degree of purchase planning if respondents were limited to answer only Yes or No.

3.2.3.3 *The second questionnaire*

The second questionnaire was collected at the demonstration sight, after consumers had tasted a product sample. The second questionnaire's first question regarded the sex of the respondents; this question was used to be able to determine the comparability between respondents of the first questionnaire and the second, as these were not the same respondents. The second question regarded the age of the respondents, a question included to be able to determine the average age of the taste samplers. The third question determined how the respondents felt about the product they had just sampled:

3. "How do you feel about the taste of Arla Foods's Yoghurt?"

Does not taste good	1	2	3	4	5	6	Tastes good
Not tasty	1	2	3	4	5	6	Tasty
Does not like	1	2	3	4	5	6	Likes

As in the first questionnaire, answers were supplied on a six point semantic differential scale, containing three contrasting pairs to determine the reliability of the answers. This question was foremost included in the questionnaire as it is of interest for Arla Foods. However, how the

products' tastes influences brand attitude is not included in this thesis' purpose and was therefore not analyzed further.

The fourth and fifth questions were applied to determine the respondents' degree of purchase planning, specifically to be able to compare and establish the influence of the demonstration on planners, partial planners and impulse purchasers'. However, it is important to acknowledge that partial planners in this study are partial planners in relation to the brand Arla Foods and that they might be *planners* in relation to another brand. Unfortunately, this was not taken into account in distributed questionnaires:

4. "Did you plan to purchase yoghurt before entering the store today?"

Yes No

5. "Did you plan to purchase Arla Foods's Yoghurt before entering the store today?"

Yes No

The seventh question was used to determine the demonstrations influence on purchase intention for the three different consumer groups; planners, partial planners and impulse purchasers:

7. "Will you purchase Arla Foods's Yoghurt today?"

Yes No

This question will be coupled with the forth question from the first questionnaire to measure consumers' purchases. As stated previously intentions can be employed as a good indicator of actual behavior (Ajzen, 1991; Jones & Sasser, 1995).

The sixth question regarded respondents' brand attitude and was exactly the same as in the first questionnaire, to shed light on the influence of the demonstration on respondents' brand attitude:

6. "What do you think about Arla Foods?"

Bad	1	2	3	4	5	6	Good
Negative	1	2	3	4	5	6	Positive
Unsatisfying	1	2	3	4	5	6	Satisfying

The reason why two almost identical questionnaires were used was to be able to evaluate the influence of the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations brand attitude.

3.3 HOW THE DATA WAS COLLECTED

The data collected for this thesis consists of two separate questionnaires, as well as sales data from each participating store.

3.3.1 THE FIRST QUESTIONNAIRE

Answers to the first questionnaire were acquired by the demonstration personnel who placed themselves near the entrance of the store, out of sight from the demonstration area, and asked incoming customers to answer a few questions. The number of questionnaires collected was 652; however, only 622 were correctly filled out and hence, usable for analysis. 30.9 percent of the respondents were male and 69.1 percent female. The customers did not fill in the questionnaires themselves; this was done by the demonstration personnel. The demonstration personnel were told not to influence the selection of respondents in terms of age or sex, but rather to ask a random sample of 15 customers who came into the store, so as to try and get a sample which was as fairly distributed as possible in relation to the constitution of consumers in the store.

3.3.2 THE SECOND QUESTIONNAIRE

The second questionnaire was distributed at the demonstration area, directly after consumers had tasted the demonstrated product. The number of questionnaires collected was 664, however, only 613 were correctly filled out and hence, usable for analysis. Similarly to the first questionnaire, 34.4 percent of the respondents were male and 65.6 percent female. The average age of the respondents who answered the second questionnaire was 43 years. The consumers themselves filled in this questionnaire, in an attempt to facilitate the process as the demonstration personnel were occupied with the demonstration. However, it would have been better if the demonstration personnel had had the possibility to fill out these questionnaires as well, both to be consistent with the data collection of the first questionnaire and also to receive a higher degree of completely and correctly filled out questionnaires. As with the first questionnaire, the demonstration personnel were asked not to influence the selection of respondents in terms of age or sex, but rather to ask 15 random consumers who sampled the demonstrated product to answer the questionnaire, so as to try and get a sample which was as fairly distributed as possible in relation to the constitution of consumers in the store.

3.3.3 STORE SALES DATA

Finally, secondary data in terms of sales data from a period of six weeks was collected from the participating stores. The data collected was used to analyze the first research question of this thesis; *How do in-store demonstrations affect sales and when is it most effective, in terms of increasing sales, to demonstrate the product in-store?*

A survey with questions regarding sales was sent out to all the participating stores.⁶ The stores were given a time period of one month to complete the survey forms. The sales data collected included sales figures for each demonstrated product, both during the two weeks of the experiment as well as for four subsequent weeks in February, which were used as control weeks. This was done to enable an analysis of what impact on sales the demonstration had in general. Sales figures from the demonstration days were used to compare between the Mondays demonstrations' impact on sales for each product and the Friday demonstrations' impact on sales for each product. The survey also asked for information regarding general sales figures of the entire stores so as to make sure that all participating stores were as similar as possible to each other. Regrettably, the turn out was not as high as anticipated and only seven out of the twelve stores presented their sales results from the experiment, which is why the results of the study are based on these seven stores sales figures. Fortunately, all four geographical areas were covered by these seven stores, which indicate a still high validity of the study.

3.4 VALIDITY AND RELIABILITY

To be able to present relevant results, it has been very important to establish the quality and authenticity of the study, through ensuring high reliability and validity.

3.4.1 VALIDITY

Validity is defined as the extent to which a measurement represents characteristics that exists in the phenomenon under investigation. In a study there are two general goals to be obtained; 1) to draw valid conclusions about the effects of independent variables, 2) to achieve valid results, which can be generalized and applied to a larger population. (Malhotra & Birks 2006) The first goal concerns internal validity and the second concerns external validity. This study examined the effects of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude, and to secure a high internal validity a Latin Square experimental design was applied (Shadish et al. 2002). It was also ensured that each of the

⁶ Please view Appendix 4

stores in the experiment were as alike as possible, the demonstrations themselves identical in appearance and to a possible extent identical in location of the store. Furthermore, the demonstration personnel were all given the same instructions regarding how to perform the demonstration and the collection of the questionnaires. Therefore, it can be argued that the internal validity in this study was high. However, it is also important to point out that it is impossible to control for all external influences, as the store environment is dynamic and unpredictable.

As for external validity, it is recognized that experimentation in natural settings minimizes problems of external validity (Wilkinson et al. 1982), which is why the study can be argued to have a high external validity. However, it is important to be aware of that the results of this experiment can only be said to be valid for similar products and in similar situations.

3.4.2 RELIABILITY

Reliability is defined by Malhotra and Birks (2006), as the extent to which a measurement reproduces consistent results if the process of measurement is repeated. A high reliability thus indicates that the measurement failure is very small and that the measure indeed measures what it is suppose to measure. There are three common ways of measuring reliability in a test, including; test-retest reliability, alternative-forms reliability and internal-consistency reliability (Malhotra & Birks 2006; Söderlund 2005). For the sake of this thesis, test-retest reliability and internal-consistency reliability was used; the experiment was repeated after three weeks of the original experiment under as equivalent conditions as possible and in the questionnaires the respondent had to answer the same question on three different measures, e.g.:

6. “What do you think about Arla Foods?”

Bad	1	2	3	4	5	6	Good
Negative	1	2	3	4	5	6	Positive
Unsatisfying	1	2	3	4	5	6	Satisfying

In an English translation it is possible that these different answers may not instinctively be thought to covariate; however, the distributed questionnaires were all in Swedish and the wording used is thought to covariate in Swedish. This multi item measure was indexed in all cases where an internal consistency was proven, that is to say when Cronbach’s Alpha was 0.7 or higher (Malhotra & Birks 2006; Söderlund 2005). Based on the use of a Latin Square experimental design and the use of a multi item measure, the reliability of the study can be said to be high.

3.5 ANALYTICAL TOOL

The data collected, both questionnaires as well as sales data from the participating stores, were analyzed through the statistical computer program SPSS. Results were analyzed by comparing means obtained through independent t-tests. A 5% level of significance has been generally accepted, but in one instance a 10% level of significance has been accepted, this instance will be remarked upon. The multi item measures regarding brand attitude were indexed in all cases where a high internal consistency was thought to prevail, this was measured in terms of Cronbach's Alpha exceeding 0.7.

4. ANALYSIS AND RESULTS

Under this section the results obtained from the questionnaires and the collected sales data are presented and analyzed. The previously generated hypotheses are tested and thereafter supported or rejected.

4.1 THE IMPACT OF DAY OF THE WEEK ON DEMONSTRATIONS

In line with the first question of this thesis the demonstrations' affect on sales was analyzed. To examine H1 and H2, the sales increase is measured in the number of products sold.

4.1.1 HYPOTHESIS 1

The question, upon which all other questions in this thesis are based, is the question of whether or not in-store demonstrations really influence consumers in the store. As previous research has stated that displays are an effective marketing tool (Blackwell et al. 2006; Woodside & Waddle 1975; Chevalier 1975; Wilkinson et al. 1982) it was hypothesized that in-store demonstrations would have an impact on consumers purchase behavior. To test this assumption, a specification was made that in-store demonstrations will increase sales of the demonstrated product, i.e. the consumers' purchase behavior has been influenced by the demonstration. The sales data from the 28 demonstration days, four in each of the seven stores, was merged into *one* demonstration day. The control data was collected during eight days for each product, Monday and Friday during four weeks in February, and merged into *one* control day. Independent t-tests were performed and the results can be viewed here:

Variable	Control	Demonstration	Increase	Sig.
Product sales mean	9.25	270.75	2827%	0.000*

*Significant on a 1%-level

The results were significant and imply that in-store demonstrations have a considerable effect on sales. The difference between sales during the control days, sales of an average of 9.25 products per day, and during demonstration days, sales of an average of 270.75 products per day, is vast – a staggering 2827 percent! Hence, H1 is supported.

H1: Demonstrations will considerably increase sales of the demonstrated product.
SUPPORTED

4.1.2 HYPOTHESIS 2

As previously stated there is very little research concerning the effect that the choice of demonstration day may have on sales. Currently demonstrations are primarily held during the end of the week, due to the fact that there are more people in store during Fridays, Saturdays and Sundays (East et al. 1994). Sales data collected for this study shows an average of 28 percent more consumers in the stores during Fridays compared to Mondays. However, it is questionable whether the effect of the demonstration on sales is more affected by the number of consumers in the store or based on the product's weekly sales peak. To fill the knowledge gap concerning on which day it is more beneficial to demonstrate a product, an analysis was conducted to see to what degree the products sales cycle influenced the demonstrations' effect on sales. The product's weekly sales peak was chosen as a reference point as it can be assumed that the product is more mentally accessible for consumers during its weekly sales peak. Therefore, the demonstration may more easily catch the attention of the consumers. Should the day of the demonstration be adjusted to the product's weekly sales peak or is the current procedure of demonstrating during the end of the week more profitable? A three-way ANOVA was performed to clarify the significance of the interaction effect between the groups; demonstration, product and day of the week:

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	32875.916 ^a	7	4696.559	30.854	0.000*
Intercept	33256.340	1	33256.340	218.478	0.000*
Demo	28844.573	1	28844.573	189.495	0.000*
Day	1398.895	1	1398.895	9.190	0.004**
Product	451.884	1	451.884	2.969	0.090***
Demo * Day	1374.244	1	1374.244	9.028	0.004*
Demo * Product	542.70	1	542.70	3.565	0.064***
Day * Product	27.469	1	27.469	0.180	0.672
Demo * Day * Product	23.429	1	23.429	0.154	0.696
Error	9437.527	62	152.218		
Total	61437.000	70			
Corrected Total	42313.443	69			

a. R Squared = 0.777 (Adjusted R Squared = 0.752)

*Significant on a 1%-level

**Significant on a 5%-level

***Significant on a 10%-level

The three-way ANOVA shows that the interaction effect between the three variables was not significant. The difference between demonstrating a weekday/weekend product in the beginning

of the week rather than at the end of the week or vice versa, was not significant in terms of sales. Hence, H2 is rejected. However, the results show that all three variables in themselves do have an effect on sales and that the combination of demonstration and day as well as the combination of demonstration and product has a significant affect on sales.

Grouping	Variable	Control	Demonstration	Increase	Sig.
Monday - Yoghurt	Mean of products sold	1.88	31.17	1558%	0.044**
Monday - Sauce	Mean of products sold	1.25	40.00	3100%	0.000*
Friday - Yoghurt	Mean of products sold	1.86	47.67	2463%	0.000*
Friday - Sauce	Mean of products sold	1.44	61.67	4183%	0.000*

*Significant on a 1%-level

**Significant on a 5%-level

Furthermore, the data showed a sales mean of the weekday product, Yoghurt, during demonstration Mondays of 31.17 products per store, compared to mean sales for Yoghurt during the control Mondays that amounted to 1.88 products per store. The mean sales of the weekend product, Sauce, during demonstration Mondays amounted to 40.00 products per store, compared to mean sales of Sauce during the control Mondays that amounted to 1.25 products per store. The sales mean for Yoghurt during demonstration Fridays amounted to 47.67 products per store, compared to mean sales for Yoghurt during the control Fridays which amounted to 1.86 products per store. The sales mean for Sauce during demonstration Fridays amounted to 61.67 products per store, compared to mean sales during the control Fridays which amounted to 1.44 products per store. The results show that the sales increase for the weekday product was higher during the end of the week, 2463 percent, compared to the sales increase in the beginning of the week, 1558 percent. As for the weekend product, the sales increase was higher at the end of the week, 4183 percent, relative to the sales increase in the beginning of the week, 3100 percent. These results together with the results from the three-way ANOVA show that there is an “End-of-the-week effect” and a “Weekend product effect”, that is to say; regardless of what type of product is being demonstrated, the demonstration will increase sales more at the end of the week compared to in the beginning of the week. It also shows that, regardless of what day of the week, the demonstration of a weekend product will increase sales more than a demonstration of a weekday product.

H2: There will be a difference in sales depending on the combination of; the existence of a demonstration, type of product and day of the week. **REJECTED**

4.2 DEGREE OF PURCHASE PLANNING'S IMPACT ON EFFECTS OF DEMONSTRATIONS

In line with the second research question of this thesis the effects of a demonstration, depending on what degree of purchase planning the consumer has undergone, will be analyzed through H3 and H4. To enable this, the collected data was grouped according to the three different levels of purchase planning used in this thesis; impulse purchasers, partial planners and planners. To divide respondents into these three groups, the two questions: A⁷) "Did you plan to purchase yoghurt/sauce before entering the store today?" and B⁸) "Did you plan to purchase Arla Foods's Yoghurt/Sauce before entering the store today?" were drawn on, in each questionnaire separately. The respondents who answered "Yes" to both questions were considered planners. The respondents who answered "No" to both questions were considered impulse purchasers. The respondents who answered "Yes" to question A, but answered "No" to question B, were deemed to be partial planners.

4.2.1 HYPOTHESIS 3

More and more consumers are making a greater part of their shopping decisions inside the store (Cobb & Hoyer 1986) and according to Nordfält (2007) in-store displays will stimulate impulse purchases. The effects of demonstrations have not been examined specifically, but it is becoming increasingly employed and recognized within the retail setting. This is why it is important to determine its possibilities and understand how it affects different types of purchasers.

To be able to determine the effects of the demonstration on impulse purchasers, partial planners and planners the respondents were asked the question "Will you purchase Arla Foods's Yoghurt/Sauce today?"⁹, in both questionnaires. In this case intentions have been used as an indicator of actual behavior. Three independent t-tests were conducted and mean values, drawn from the above question, from the first questionnaire were compared to mean values from the second questionnaire:

⁷ In the first questionnaire this question is question number 2 and in the second questionnaire this question is number 4.

⁸ In the first questionnaire this question is question number 3 and in the second questionnaire this question is question number 5.

⁹ In the first questionnaire this question is question number 4 and in the second questionnaire this question is question number 7.

Grouping	Variable	Yes - first questionnaire	Yes - second questionnaire	Increase	Sig.
Impulse purchasers (n=508)/(n=520)	Will you purchase Arla Foods's Yoghurt/Sauce today?	8.3%	37.7%	354%	0.000*
Partial planners (n=95)/(n=74)	Will you purchase Arla Foods's Yoghurt/Sauce today?	24.2%	48.8%	101%	0.000*
Planners (n=19)/(n=19)	Will you purchase Arla Foods's Yoghurt/Sauce today?	84.2%	78.9%	-6.3%	0.417

*Significant on a 1%-level

The results show a significant increase of impulse purchasers purchasing the product when exposed to the demonstration, 354 percent. Hence, H3a is supported. Furthermore, the number of partial planners purchasing the demonstrated product also increased significantly, 101 percent. Hence, H3b is supported. This suggests that demonstrations have a great effect on consumers who have not yet made their final decisions before going in to the store. On the other hand, planners' purchase intentions were not notably affected by the demonstration, as the results for this group could not be significantly distinguished from zero. Hence, H3c is supported. The reason why there were no significant results for planners might be due to the fact that this group was too small, only 19 respondents declared themselves to be planners.

H3a: Demonstrations will increase the number of impulse purchasers purchasing the demonstrated product. **SUPPORTED**

H3b: Demonstrations will increase the number of partial planners purchasing the demonstrated product. **SUPPORTED**

H3c: Demonstrations will not affect the number of planners purchasing the demonstrated product. **SUPPORTED**

4.2.2 HYPOTHESIS 4

The results concerning H3 signal that demonstrations do have an effect depending on consumers' different purchase planning behaviors. Although, this effect is shown to differ depending on how much planning the consumer has undergone before entering the store. A general trend has been observed towards consumers making the bulk of their brand decisions inside the store (Dahlén 2003; Keller 2003). This implies great opportunities for retailers to influence consumers regarding which products to purchase. Although, which kind of consumer is most easily influenced? It is believed that partial planners will be more easily affected by demonstrations compared to impulse purchasers and planners. This is assumed due to the fact that partial planners have already decided what type of product to purchase and in-store stimuli, i.e. a demonstration, only have to influence their brand decision. Planners, on the other hand, are assumed not to change their purchase decisions easily; their purchase intentions will not be affected by the demonstration. In this case intentions have been used as an indicator of actual behavior. To test the interaction effect between the consumers' degree of purchase planning and the demonstration for hypothesis 4 a two-way ANOVA was performed:

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	38.635 ^a	5	7.727	46.953	0.000*
Intercept	584.021	1	584.021	3548.830	0.000*
Planning	14.441	2	7.220	43.875	0.000*
Demo	1.773	1	1.773	10.775	0.001*
Planning * Demo	1.153	2	0.576	3.503	0.030**
Error	202.253	1229	0.165		
Total	2219.000	1235			
Corrected Total	240.887	1234			

a. R Squared = 0.160 (Adjusted R Squared = 0.157)

*Significant on a 1%-level

**Significant on a 5%-level

The two-way ANOVA shows that the interaction effect between the different groups was significant on a 5%-level, meaning that the combination of the demonstration together with the degree of planning undertaken by the consumer will affect sales of the demonstrated product. Hence, H4 is supported.

Independent t-tests were performed to distinguish the variation in purchase intention for the different consumer groups between the control and demonstration day:

Grouping	Variable	Yes - first questionnaire	Yes - second questionnaire	Increase	Sig.
Impulse purchasers (n=508)/(n=520)	Will you purchase Arla Foods's Yoghurt/Sauce today?	8.3%	37.7%	354%	0.000*
Partial planners (n=95)/(n=74)	Will you purchase Arla Foods's Yoghurt/Sauce today?	24.2%	48.8%	101%	0.000*
Planners (n=19)/(n=19)	Will you purchase Arla Foods's Yoghurt/Sauce today?	84.2%	78.9%	-6.3%	0.417

*Significant on a 1%-level

The result shows that the increase in purchase for impulse purchasers (354%) differs from the increase in purchase for partial planners (101%). This difference cannot be tested statistically, however; due to the vast difference in the increase it is assumed that a demonstration will have a larger impact on impulse purchasers in terms of increased purchase compared to partial planners. Planners, on the other hand, were not significantly affected by the demonstration in terms of increased purchase.

H4: The combination of a demonstration and the consumers' degree of planning will affect the consumers' purchase decision of the demonstrated product. **SUPPORTED**

4.3 DEMONSTRATIONS' IMPACT ON BRAND ATTITUDE

In regards to Arla Foods and in line with the third question of this thesis, it was interesting not only to see the effects that demonstrations had on sales, but also the effects on consumers' brand attitude.

4.3.1 HYPOTHESIS 5

Brand attitude that is formed from direct experience is more likely to guide brand choices later on (Keller 2003). This consumer tendency has implications for brand owners when it comes to demonstrations, as a positive increase in brand attitude may lead to an increase in sales, not only

momentarily, but also in the future. The collected data regarding Yoghurt and Sauce as well as for both demonstration days, Monday and Friday, were merged, as H5 concerns brand attitude on a general level. The questions concerning brand attitude in the first and second questionnaire were measured on a six-point scale where six was the highest. The answer to the multi item measure concerning brand attitude was indexed, after having confirmed a Cronbach's Alpha above 0.7. To test the general assumption that in-store demonstrations actually do affect consumers' brand attitude, an independent t-test was performed:

Groupings	First questionnaire (n=622)	Second questionnaire (n=611)	Increase	Sig.
Mean of brand attitude	4.86	5.18	0.32	0.000*

*Significant on a 1%-level

The results are significant and show that the brand attitude increased with 0.32 points after the consumers had experienced the product demonstration. Hence, H5 is supported. A factor that might have influenced the increase in brand attitude negatively was the fact that quite a few respondents found the taste of the Sauce to be "Not good". It is of course important for the success of the demonstration, both in terms of sales as well as brand attitude that consumers respond well to the performance of the demonstrated product.

H5: Demonstrations will generate a positive increase in brand attitude. **SUPPORTED**

4.3.2 HYPOTHESIS 6

As is stated in H5, brand attitude is affected by in-store demonstrations. It is assumed that different groups of consumers' brand attitude is differently affected by in-store marketing, depending on consumers' degree of purchase planning (Bettman et al. 1998; Kollat & Willet 1967; Nordfält 2005 and Walters & Jamil 2003). As planners are likely to have a strong emotional attachment to their preferred brand (Cobb & Hoyer 1986) and because they have already decided on what to purchase before entering the store and are deemed not to be largely influenced by in-store stimuli, it was assumed that planners' brand attitude would be least likely to be affected by the demonstration. Furthermore, as impulse purchasers' emotions are more likely influenced by in-store stimuli than partial planners, and generally do not have any emotional attachments to specific brands (Cobb & Hoyer 1986), the brand attitude of the partial planners towards the demonstrated product will be less influenced than impulse purchasers'. The interaction effect described in H6 was tested through a two-way ANOVA:

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	52.654 ^a	5	10.531	13.490	0.000*
Intercept	7493.429	1	7493.429	9598.876	0.000*
Planning	21.616	2	10.808	13.845	0.000*
Demo	6.138	1	6.138	7.862	0.005*
Planning * Demo	0.041	2	0.020	0.026	0.974
Error	957.866	1227	0.781		
Total	32079.333	1233			
Corrected Total	1010.520	1232			

a. R Squared = 0.052 (Adjusted R Squared = 0.048)

*Significant on a 1%-level

The two-way ANOVA shows that the interaction effect between the different groups was not significant. Hence, H6 is rejected. To distinguish the variation in brand attitude for the different consumer groups between the control and demonstration day mean values were extracted:

Groupings	Variable	First questionnaire	Second questionnaire	Increase
Impulse Purchasers	Mean of brand attitude	4.81 (n=508)	5.13 (n=520)	0.32
Partial Planners	Mean of brand attitude	5.03 (n=95)	5.34 (n=74)	0.31
Planners	Mean of brand attitude	5.51 (n=19)	5.77 (n=19)	0.26

The results support Cobb & Hoyer's (1986) notion that planners have strong brand preference towards their brand of choice, 5.51 compared to impulse purchasers, 4.81, and partial planners, 5.03. As was established generally in H5, in-store demonstrations affect brand attitude and the above results also confirms that this is true for all three different groups of consumers. The results show that, although degree of planning is a significant factor in affecting brand attitude, no distinguished difference could be seen between the different groups when exposed to the demonstration.

H6: The effect of the product demonstration on brand attitude will depend on the consumers' degree of planning. **REJECTED**

4.3.3 HYPOTHESIS 7

It was assumed previously that the weekly sales peak of a product indicate that the product is more mentally accessible for consumers during that specific day. Since the product is thought to already be present in the consumers' consideration set (Blackwell et al. 2006) on this day, it

implies that the consumers can be more easily influenced by in-store stimuli regarding the product. Therefore, the demonstration is more likely to influence consumers' brand attitude towards the demonstrated product, if the product is demonstrated on the day of its weekly sales peak. This assumption was tested through the use of a three-way ANOVA to see if there were an interaction effect between the three variables; demonstration, type of product and day of the week:

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	37.133 ^a	7	5.305	6.533	0.000*
Intercept	30628.472	1	30628.472	37719.477	0.000*
Demo	32.345	1	32.345	39.834	0.000*
Day	0.029	1	0.029	0.036	0.850
Product	0.125	1	0.125	0.153	0.695
Demo * Day	0.017	1	0.017	0.020	0.886
Demo * Product	0.291	1	0.291	0.359	0.549
Day * Product	4.530	1	4.530	5.579	0.018**
Demo * Day * Product	0.025	1	0.025	0.031	0.861
Error	994.708	1225	0.812		
Total	31933.556	1233			
Corrected Total	1031.841	1232			

a. R Squared = 0.036 (Adjusted R Squared = 0.030)

*Significant on a 1%-level

**Significant on a 5%-level

The three-way ANOVA shows that the interaction effect between the different groups was not significant. The difference between demonstrating a weekday/weekend product in the beginning of the week rather than at the end of the week or vice versa was not significant in terms of brand attitude. Hence, H7 is rejected. However, the results show that the combined effect of day and type of product on brand attitude is significant, albeit regardless of the demonstration. That is to say; the impact on brand attitude is affected by the product's weekly sales cycle. To distinguish the variation in brand attitude for the different products and days of the week, between the control and demonstration day mean values were extracted:

Grouping	Variable	Control	Demonstration	Increase
Monday - Yoghurt	Mean of brand attitude	4.89 (n=135)	5.23 (n=144)	0.34
Monday - Sauce	Mean of brand attitude	4.81 (n=147)	5.11 (n=142)	0.30
Friday - Yoghurt	Mean of brand attitude	4.75 (n=160)	5.12 (n=177)	0.37
Friday - Sauce	Mean of brand attitude	4.93 (n=180)	5.22 (n=148)	0.29

It is shown that the initial brand attitude is higher on the day of the product's weekly sales peak; Monday Yoghurt 4.89 vs. Friday Yoghurt 4.75 and Friday Sauce 4.93 vs. Monday Sauce 4.81.

H7: There will be a difference in brand attitude depending on the combination of; the existence of a demonstration, type of product and day of the week. **REJECTED**

4.4 SUMMARY OF RESULTS

H1	Demonstrations will considerably increase sales of the demonstrated product.	SUPPORTED
H2	There will be a difference in sales depending on the combination of; the existence of a demonstration, type of product and day of the week.	REJECTED
H3a	Demonstrations will increase the number of impulse purchasers purchasing the demonstrated product.	SUPPORTED
H3b	Demonstrations will increase the number of partial planners purchasing the demonstrated product.	SUPPORTED
H3c	Demonstrations will not affect the number of planners purchasing the demonstrated product.	SUPPORTED
H4	The combination of a demonstration and the consumers' degree of planning will affect the consumers' purchase decision of the demonstrated product.	SUPPORTED
H5	Demonstrations will generate a positive increase in brand attitude.	SUPPORTED
H6	The effect of the product demonstration on brand attitude will depend on the consumers' degree of planning.	REJECTED
H7	There will be a difference in brand attitude depending on the combination of; the existence of a demonstration, type of product and day of the week.	REJECTED

5. DISCUSSION

In this section the results, which are presented above, will be discussed. The focus will be on the most interesting findings and results which answers the main purpose of this thesis through the use of the three research questions. Furthermore, implications for retailers, brand owners and marketers will be discussed. Finally, criticism towards some aspects of the study will be presented, as will implications for further research.

5.1 THE IMPACT OF DAY OF THE WEEK ON DEMONSTRATIONS

The first question of the thesis is; *How do in-store demonstrations affect sales and when is it most effective, in terms of increasing sales, to demonstrate the product in-store?* In line with existing theories regarding in-store marketing, it was found that demonstrations will significantly increase sales of the demonstrated product. However, the results of the analysis regarding the second hypothesis indicated something different than was expected. The sales increase was generally higher towards the end of the week. The hypothesis was rejected; there was no difference in sales depending on the combination of demonstration, product and day. Although, an effect of the end of the week and weekend product could be distinguished. Both products sold more towards the end of the week, and the weekend product generally sold more than the weekday product. The fact that both products sold more towards the end of the week can be assumed to be due to the fact that there were more people in the store during the end of the week. The factor “more people in the store” may therefore be considered to have a larger impact on sales than if the product is demonstrated at its weekly sales peak. Conclusions drawn from these results are that it is more profitable, in terms of sales increase, to demonstrate products, regardless of their individual weekly sales peak, at the end of the week.

Despite the additional increase in sales towards the end of the week regardless of type of product, it should be noted that there was a significant sales increase for both products also when they were demonstrated in the beginning of the week. This fact offers possibilities for retailers, as well as marketers, to broaden their field of opportunities to hold demonstrations in-store. If demonstrations are only held at the end of the week, this will lead to increased competition between different products and brands, both for the desirable time slots to hold a demonstration, and also for consumers’ attention during demonstrations. If there are several demonstrations within the store at the same time, this might lessen the effect of each demonstration, as all will compete for the consumers’ attention and thereby increase the white noise in the store environment. This reasoning indicates that the positive effects in terms of increasing sales that

are to be gained can be even more if demonstration time slots were more evenly spread throughout the week.

5.2 DEGREE OF PURCHASE PLANNING'S IMPACT ON EFFECTS OF DEMONSTRATIONS

The second question of this thesis is; *How do in-store demonstrations affect consumers' purchasing depending on their degree of purchase planning?* It is important to note that as purchase *intentions*, rather than actual purchases has been used as the measure for the hypotheses concerning this research question, this might have influenced the results. However, intentions have been proven to be good indicators of actual behavior (Ajzen, 1991; Jones & Sasser, 1995). It was interesting to see not only that demonstrations had an impact on consumer behavior, but also that different consumer groups were affected differently. The results of H4¹⁰ show that the demonstrations' impact will depend on type of consumer group; impulse purchaser, partial planner or planner. It is also possible to argue that the demonstration will have a greater impact on consumers who have planned their purchase slightly; impulses purchasers and partial planners, compared to consumers who have planned their purchase fully, planners. This fact offers interesting notions as previous research show that a majority of consumers are impulse purchasers, a fact that was also confirmed by the data collected for this study, as 83.2 percent were shown to be impulse purchasers and 13.7 percent were partial planners. The assumption that impulse purchasers are most affected by demonstrations and most consumers are impulse purchasers is the reason why demonstrations have such vast impacts on sales - they affect the majority of all consumers in the store! The fact that most consumers are impulse purchasers confirms the beliefs that the bulk of consumer decisions are being made while in the store (Dahlén, 2003; Keller, 2003) and it also implicates that in-store stimuli, such as demonstrations, are the retail marketing tool of the future.

It can be discussed whether these results would be different if other types of products were being demonstrated. It is likely that some grocery products are more prone to be planned than others, e.g. a purchase of salmon is probably more likely planned than a purchase of staple goods such as milk. Yoghurt and Sauce can be assumed to be at the lower end of the planning scale, i.e. staple goods. Therefore, demonstrations of these two categories are likely to attract a large number of impulse purchasers. It might be that because this experiment utilized staple goods it facilitated the influence on impulse purchasers, as the threshold to make a purchase decision can be

¹⁰ **H4:** The combination of a demonstration and the consumers' degree of planning will affect the consumers' purchase decision of the demonstrated product.

considered to be low. Also, it is probable that the category of staple goods more easily attracts impulse purchasers as these types of purchases are not as important to plan as more expensive purchases, such as salmon. Therefore, staple goods, such as Yoghurt and Sauce, are products which consumers just have to be reminded of to purchase them. This might make the demonstration a more powerful tool when staple goods are demonstrated than if for example salmon is demonstrated.

The results of the study indicated that impulse purchasers are more influenced to purchase by the demonstration than partial planners. This was not at all anticipated, as it was thought to be easier to influence brand choice with consumers who have already decided to purchase within the product category rather than to influence consumers both regarding product category and brand. Previous research support the notion that partial planners are more easily influenced compared to impulse purchasers and it is interesting why this was not supported by the results of this study. This too might be the result of the fact that staple goods were demonstrated rather than more expensive products. If more expensive products had been demonstrated it is possible that the demonstration would have influenced more partial planners than impulse purchasers to purchase the demonstrated product. This might be due to the fact that the threshold to make the purchase would have been higher; the cost of purchasing the product would have “scared off” impulse purchasers, which is probably not the case when staple goods are demonstrated. Furthermore, it is likely that the results have been influenced by the fact that consumers, who were deemed to be partial planners in relation to Arla Foods, may actually have been planners in relation to another brand. Hence, as planners’ brand choice are difficult to influence (which has been confirmed by this study), these “false” partial planners have been difficult to persuade through the use of an in-store demonstration. Unfortunately, this was not taken into account in distributed questionnaires.

Regardless, it is safe to say that demonstrations will create a significant sales increase, although the degree of the sales increase will be different depending on the degree of purchase planning undertaken by the consumers.

5.3 DEMONSTRATIONS’ IMPACT ON BRAND ATTITUDE

The third question of this thesis; *How do in-store demonstrations affect brand attitude and when is it most effective, in terms of increasing brand attitude, to demonstrate the product in-store?* The results show that demonstrations will significantly increase consumers’ brand attitude. This was held true regardless of what product was being demonstrated or on which day the demonstration took place.

However, the interaction effect between these three variables; demonstration, product and day were not found to be significant.

A result that came across as very interesting was the results of H7, which was rejected. The interesting fact is that the weekday product, Yoghurt, has a generally higher brand attitude on the day of its weekly sales peak, Monday, 4.89, compared to on its weekly sales dip, Friday, 4.75. Likewise, the weekend product, Sauce, has a generally higher brand attitude on its weekly sales peak, Friday, 4.93, than on its weekly sales dip Monday, 4.81. These results indicate that the need to increase brand attitude for a product is higher on its weekly sales dip. This actuality has clear implications for both brand owners and marketers. It means that marketers and brand owners who want to increase brand attitude for their brand should consider employing attitude boosting tactics both during the beginning of the week and at the end of the week, depending on the product's weekly sales cycle. Instead of employing a brand attitude boosting activity of a weekday product in the beginning of the week and of a weekend product at the end of the week, it should be profitable in terms of increasing brand attitude to carry out these kinds of activities for each product during their respective weekly sales *dip*.

5.4 IMPLICATIONS

From a marketing perspective, the results of this thesis give further evidence of the powerful effects that in-store marketing can provide. New knowledge is also provided within theories concerning what day to demonstrate different products, how different groups of consumers are affected and how consumers' brand attitude can be influenced. Each of these areas are of importance to each of the three actors; retailers, brand owners and marketers. Retailers and brand owners can get a deeper understanding as to what products should be demonstrated when, to increase sales and brand attitude. However, the implications of the study are different for retailers and brand owners. Products should be demonstrated at the end of the week to fully maximize direct sales increase; however, brand owners should also take the effects of the demonstration on brand attitude into account. Sales increase is high, both for the weekday product and the weekend product, even when demonstrations are held in the beginning of the week and the demonstrations effect on brand attitude is larger at the demonstrated products sales dip. The implication for retailers is clear; demonstrate all kinds of products at the end of the week to gain most in sales increase immediately and momentarily. However, brand owners might value the maximization of brand attitude increase, more than the maximum increase in sales and could therefore consider choose to demonstrate products on their weekly sales dip. The increase in brand attitude may itself increase future sales of the brand, as consumers who like the brand will

be more prone to purchase it again. The choice to demonstrate products in the beginning of the week as well as at the end of the week may in fact be beneficial for retailers too, if this leads to more in-store demonstrations per week.

Finally, this thesis will hopefully open the eyes of retail marketing researchers towards this neglected area of research and provide newfound knowledge on how to improve and optimize the concept of in-store marketing.

5.5 CRITICISM

It is worth noting that when conducting a natural experiment in an authentic environment, and especially in an environment so full of white noise as a grocery store, it is impossible to completely exclude external factors' effects from the results gained in this thesis.

Furthermore, an issue that has not been taken into consideration is the brand strength of the demonstrated brand. It is possible that the marginal increase in brand attitude that a demonstration can provide is less for a well-known brand, such as Arla Foods, and therefore some of the results of this study might have been even higher if the demonstrated brand had been less known by consumers beforehand.

The labelling of consumers in to three different consumer groups; impulse purchasers, partial planners and planners, has been made only with regards to Arla Foods. This influences mainly the category of partial planners, as they may actually have been planners, but in relation to another brand. This category of "false" partial planners should have been regarded and analyzed as being planners, and as they were not this has influenced the results of this study.

Finally, the focus of this thesis has been directed towards the generated increase in sales as well as in brand attitude. Hence, direct and alternative costs have been excluded, such as the cost of the demonstration. However, even though these costs have not been calculated for, which means that nothing can be said concerning possible profits, it has been clearly confirmed that demonstrations increase sales to a very high degree.

5.6 FURTHER RESEARCH

A choice made regarding the delimitations for this thesis was to only look at the effect of degree of purchase planning on the result of in-store demonstrations and the effects of in-store demonstrations on sales and brand attitude, without the influence of a price promotion. Further

research within this area might look at what effects a demonstration can achieve when combined with a price promotion. Will sales increase even more? Will brand attitude increase as much or more, or will a demonstration combined with a sales promotion *decrease* brand attitude? A decrease in brand attitude may be a possible outcome as price promotions may make the consumer perceive the brand as less valuable than otherwise.

Another interesting area to research could be to look at the long-term results of the demonstration. It could be valuable to find out if consumers will buy the demonstrated product only at the time of the demonstration or if the demonstration actually influences consumers' purchase intentions in the long run? What could retailers, brand owners and marketers do to ensure that consumers do not only buy the product at the time of the demonstration, but actually comes back to the store to purchase the product again?

Another research area that can be further explored is the consumer marketing issue of catching consumers' attention. It has been shown that sampling a product makes more consumers purchase the product and it also increases consumers' brand attitude. However, other outcomes of the demonstration, such as the amount of consumer attention the demonstration sight grabs, should be explored. Can the demonstrations' sole existence in the store remind consumers of a need, making them purchase the product without even sampling it? What are the more long-term effects? Does the demonstration influence consumers to purchase the product not only at the time of the demonstration, but also on their next shopping trip?

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Email: M. Jansson, Head of Project planning and Demonstration within Consumer Marketing at Arla Foods, 2008-01-28

APPENDIX 1

Förundersökning – instruktioner

För att genomföra förundersökningen krävs följande:

- Avbryt demonstrationen mellan cirka kl. 16.30 – 17.00
- Insamlingen av förundersökningsdata skall genomföras i närheten av entrén, respondenterna ska inte ha sett demonstrationen innan de svarar på dessa frågor!
- 15 respondenter ska tillfrågas.
- Var och en av respondenterna har en egen rad, ex. raden döpt till Kund1.
- Markera med ett K för kvinna eller M för man i raden för den aktuella respondenten, ex. Kund1, rakt under rubriken K/M.
- Ställ frågan ”Vad tycker du om Arla Foods?” och be respondenten bedöma detta på de tre olika skalorna (*Dåligt/Bra, Tycker inte om/Tycker om* och *Otillfredsställande/Tillfredsställande*) från 1 till 6, där 1 är lägst och 6 är högst.
- Markera med ett kryss (X) i raden för den aktuella respondenten, ex. Kund1, i kolumnen för det svarsalternativ (1 till 6) som respondenten valt.
- Fortsätt med fråga 2, 3 och 4 i dokumentet. Dessa frågor har svarsalternativen Ja eller Nej, det är viktigt att respondenten svarar just Ja eller Nej. Svarar respondenten Kanske eller Vet ej är det viktigt att be dem bestämma sig för antingen Ja eller Nej. Ge gärna respondenten tid att tänka över svaret vid de tillfällen då respondenten är osäker på svaret.
- Markera med ett kryss (X) i raden för den aktuella respondenten, ex. Kund1, i kolumnen för det svarsalternativ (JA eller NEJ) som respondenten valt.

APPENDIX 2

Förundersökning - Yoghurt

Vad tycker du om varumärket Arla Foods?							
Dåligt	1	2	3	4	5	6	Bra
K/M							
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							
Tycker inte om	1	2	3	4	5	6	Tycker mycket om
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							
Otillfredsställande	1	2	3	4	5	6	Tillfredsställande
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							
Har du planerat att köpa yoghurt idag?							
	Ja	Nej					
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							
Har du planerat att köpa Arla Foods yoghurt idag?							
	Ja	Nej					
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							
Ska du att köpa Arla Foods yoghurt idag?							
	Ja	Nej					
Kund1							
Kund2							
Kund3							
Kund4							
Kund5							
etc.							

APPENDIX 3

Marknadsundersökning - Yoghurt

Var snäll och besvara SAMTLIGA frågor, tack!

1. Kön ☐ Man ☐ Kvinna

2. Ålder _____ år

3. Vad tycker du om smaken på Arla Foods Yoghurt?

Smakar inte bra	1	2	3	4	5	6	Smakar bra
Inte gott	1	2	3	4	5	6	Gott
Tycker inte om	1	2	3	4	5	6	Tycker mycket om

4. Planerade du att köpa yoghurt innan du gick in i affären idag?

☐ Ja ☐ Nej

5. Planerade du att köpa *Arla Foods* Yoghurt innan du gick in i affären idag?

☐ Ja ☐ Nej

6. Vad tycker du om Arla Foods?

Dåligt	1	2	3	4	5	6	Bra
Tycker inte om	1	2	3	4	5	6	Tycker mycket om
Otillfredsställande	1	2	3	4	5	6	Tillfredsställande

7. Ska du köpa Arla Foods Yoghurt?

☐ Ja ☐ Nej

APPENDIX 4

Butikstudie - Uppföljning försäljningsstatistik/Butik				
Butikens namn:				
Adress:				
Total ca omsättning 2007 inkl. moms. Mkr:			Butiksyta:	
	Mån-fredag:	Lördag:	Söndag:	
Öppentider:				
Demonstrationsdag:	v. 14 måndag 2008-03-31	v. 14 fredag 2008-04-04	v. 17 måndag 2008-04-21	v. 17 fredag 2008-04-25
Butikens totala försäljning inkl.moms på demonstrationsdagarna. Mkr.				
Butikens antal köp (kunder) vid demonstrationsdagarna.				
Butikens Arla Foods försäljning inkl.moms på demonstrationsdagarna för nedan produkter. Tkr.				
Yoghurt	v. 14 måndag 2008-03-31	v. 14 fredag 2008-04-04	v. 17 måndag 2008-04-21	v. 17 fredag 2008-04-25
Sauce				
Dag: Måndagar				
	Måndag 2008-02-04	Måndag 2008-02-11	Måndag 2008-02-18	Måndag 2008-02-25
Butikens totala försäljning inkl. moms vid angivet datum. Tkr				
Butikens antal köp (kunder) vid angivet datum.				
Butikens Arla Foods försäljning inkl.moms vid angivet datum för nedan produkter. Tkr				
Yoghurt	Måndag 2008-02-04	Måndag 2008-02-11	Måndag 2008-02-18	Måndag 2008-02-25
Sauce				
Dag: Fredagar				
	Fredag 2008-02-01	Fredag 2008-02-08	Fredag 2008-02-15	Fredag 2008-02-22
Butikens totala försäljning inkl. moms vid angivet datum. Tkr				
Butikens antal köp (kunder) vid angivet datum:				
Butikens Arla Foods försäljning inkl.moms vid angivet datum för nedan produkter. Tkr				
Yoghurt	Fredag 2008-02-01	Fredag 2008-02-08	Fredag 2008-02-15	Fredag 2008-02-22
Sauce				