

Shopper Marketing Concept: A Literature Review Study

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ABSTRACT

*Shopper marketing presents a new wave as an evolved form of retail marketing methods and concepts. Shopper marketing is influencing the shopper all along its entire path of purchasing. It plans to influence the shopper from the point of thinking of shopper to shop emerges and reaching upto purchasing, consuming or recommending others about the shopping or products. Retailers and manufacturers are adopting innovative ways of shopper marketing and this marketing approach has become a vital managerial practice. **Methodology:** In this paper, researcher reviewed the literature related to shopper marketing like innovativeness, definition and concept of shopper marketing. Researcher also discussed how shopper marketing is different from traditional marketing concept. **Findings:** A vital part of decisions related to purchase are made at stores by the consumers, though the consumers may already have been influenced by marketing efforts done by companies outside the store. Specially, in case of unplanned and impulse purchases there is a significant influence of the factor of point of purchase and environment of the store. **Implication:** Shifts in the marketing patterns and development in marketing concepts led the focus of marketing management on the shopper and development and emergence of shopper marketing approach. **Originality:** Many studies may have been conducted in this regard but this research is an original work by the author, with due citation given to all the references.*

Keywords: Shopper marketing, Point of Purchase, Traditional marketing.

INTRODUCTION:

Low profit margins, intense competition, impact of higher costs on creation of profit at base level, troubles in changes in consumer's shopping styles compelled most retailers in implementing any change in the retail marketing methodology. Shopper marketing is about grasping and gathering the needs of consumer at the point of purchase. Shopper marketing evolved through the changes which were brought in retail marketing from scanning technology which provided new data to manufacturer and retailers. This enabled them to make tactical decisions in enhancing the sale and profit margins of their products based on data rather than based on emotional decision making methods. This concept further evolved resulting in analysis of these decisions. Then it evolved in the form of category management which focused consumer and category as a strategic business unit. Successful utilisation of category management designed more shopper friendly formats. Category management expanded its vision from individual to multi category. Designs of stores changed to solution centres to destinations and from category to total store applications. Shopper marketing presents a chance to use competitive power of companies. This power initiates from forward looking management combining with the effects of competition threats, information technology advantages and collaborative capacities. Some notable powers are also involved in emergence of shopper marketing like use of new mix media like internet, mobile media, shopping cart screens, digital signing, in-store media, kiosks etc instead of traditional methods like TV and magazines.

LITERATURE REVIEW:

With high purchasing power there is remarkable shift in shopping sense of rural people of India. This may be indirect result of improved transport connectivity with urban areas and remarkable increase in literacy levels of rural India. India's rural shopper have become smart. They are different in behaviour and mind set as compared to urban people. (Harris, 2010)

Shopper marketing was an area neglected by consumer centric traditional marketing strategies. We need to grasp knowledge about triggering, disrupting and affecting the buying decision of the shopper. About 70 percent of

brand related decisions are decided in-store by the customer. Traditional marketers just manage to get the brand in consideration of customer but in-store happenings affect the consideration of the shopper. Hence shopper marketing is refereed as first moment of truth of marketing by Procter and Gamble. (Kotler, 2010)

The data found from a market research conducted in Italy, minimum 2 out of 3 decisions related to purchase are undertaken in store, strengthens the increasing vital importance of point of sale and all the related factors which are experienced in store for influencing the purchasing behaviour of consumers. (IGD, 2012)

Some other views are also been pointed out by researchers as presence of shopping list at the time of entering the store shows pre-plan and a set state of mind of shopper. Some also concluded that presence of written list of items to be purchased by the consumer signifies that spending would be less, means they would be limited to the items of the list already prepared with a set mind. The retailers can not discourage the consumers for bringing written list but they should encourage customers to stay for more time in the store and shop along with others. This increased time spending may result in increase in expenditure by the shoppers. (Heckausen & Gollwitzer, 1987) (Thomas & Garland, 1993)

Shopper marketing can be defined as “the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path-to-purchase, from the point at which the motivation to shop first emerges through to purchase, consumption, repurchase, and recommendation,” (Shankar, 2011)

Deloitte Research (2007) narrowly defined shopper marketing as “the employment of any marketing stimuli, developed based on a deep understanding of shopper behavior, designed to build brand equity, engage the shopper (i.e., an individual in “shopping mode”), and lead him/her to make a purchase.” Shows innovations in shopper marketing. (Deloitte Research, 2007)

There is a difference between shopper marketing and traditional marketing in many dimensions. Traditional marketing dominantly focuses on the brand and its primary target is the consumer whereas, shopper marketing places both, focus and target on the shopper. Traditional marketing places emphasis on consumption whereas shopper marketing on shopping. Traditional marketing promotes consumer, intermediaries and trade while shopper marketing promotion are directed towards the shopper. As there are changes and developmental innovations in marketing management techniques due to the emergence of shopper marketing approach, generally, retailers and manufacturers are focusing towards the newer concept of shopper marketing instead of traditional marketing approaches. (Shankar V, Inman J, Mantrala M, Kelley E, & Rizley R, 2011)

Kahn and Schmittlein (1989), conducted empirical study by secondary data analysis based on IRI academic research data base analysed shopping trip behaviour. They described and concluded that a good understanding of process of purchasing may help in creation of testable hypotheses regarding how shopping trip decisions impacts other choice decisions. (Kahn, B.E. & Schmittlein, D.C., 1989)

Chandon et al. (2002) in their article demonstrated that, in the two products categories they studied, attention of products visually in store enhances the probability of consideration by memorising. They emphasised that visual equity for brands must also be created by marketers. Sales trigger by in-store visual attention incrementally. (Chandon, P., Hutchinson, J. W. , & Young, S. H., 2002)

Sinha and Uniyal (2005), in their empirical study conducted by personal observation of shoppers, proposed and demonstrated that, behaviour is a good base for division of shoppers and observation may be conveniently utilised for it's analysis. They also reviewed studies conducted on shopper typologies. (Sinha, P. K. & Uniyal, D. P., 2005)

Larson et al. (2006), this research was collected by a research firm, Sorensen Associates. Studied about behaviour of shoppers in a super market. The object was to know that how the shoppers move in the stores, analysed the travel in-store styles and concluded that a good apprehension regarding shopping styles generates opportunities in designing stores which can meet needs of the shoppers in a better way. (Larson, J. S., Bradlow, E. T., & Fader, P. S., 2006)

Inman et al. (2009), explored that how the category of products and characteristics of customers impact the chances of unplanned purchases and found that frequency of purchase, size of household, displays, gender impact the decision making of shoppers. Simultaneously, limit of number of rows visited, high frequency of trips, using of lists, payment by cash and time spent in store play effective role for decrease in chances of unplanned purchases. (Inman, J. J., Winer, R. S., & Ferraro, R., 2009)

CONCLUSION:

There have been manifold changes in the behaviour of consumers with the passage of time. Along with many other factors, these changes brought vital importance in the point of purchase on activities related to marketing management. It is also confirmed from studies conducted by many researchers that a vital part of decisions related to purchase are made at stores by the consumers, though the consumers may already have been influenced by

marketing efforts done by companies outside the store. Specially, in case of unplanned and impulse purchases there is a significant influence of the factor of point of purchase and environment of the store. All these ~~the~~ factors led the focus of marketing management on the shopper and development and emergence of shopper marketing approach.

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