

# 1. The Relationships Between Shopping Trip Type, Purchases Made on Promotion, and Unplanned Purchases for a High/Low Hypermarket Retailer

- Evidence from the Croatian market -

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## Abstract

This paper explores how shopping trip type influences consumer promotion search, purchases made on promotion and unplanned purchases. For retailers, the importance of model presented in this paper is in gaining knowledge about shoppers' response to in-store promotion and predicting retail outcomes based on the consumers' level of promotional purchasing. The model itself was tested with data collected from a consumer survey, carried out in the high/low Croatian hypermarket setting. Data was analyzed using descriptive statistics, including cross tabulation analysis and one-way analysis of variance. Research results show that the type of shopping trip (i.e. whether the trip is major or fill-in shopping trip) does explain differences in actual spending, unplanned spending, and purchases of promoted items. As compared with fill-in shoppers, major shoppers did purchase more items and spent more money on their shopping trip. There was significantly higher proportion of major shoppers who spent more than planned and made a purchase of promoted item as well. However, contrary to expectation is the finding that consumer promotion search was rather low across all five analyzed promotional devices regardless of shopping trip type undertaken.

**Keywords:** hypermarket retailer, shopping trip type, in-store promotion, unplanned purchases

**JEL classification:** L81

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# 1 Introduction

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In-store promotions have an important role in the grocery retailers' marketing efforts. Retailers use those short-term strategy variables to influence the sales of certain products and consumer purchases, and in particular to encourage unplanned purchases. Most common promotional devices used inside the grocery stores involve different forms of price reductions, in-store displays, brands advertised, free sample of merchandise, and couponing. In-store promotion is of special importance to high/low retailer, since it offers a high-service level and prices above their competition's prices, and the usage of frequent price promotions is needed in order to increase traffic by attracting both value-conscious and price-conscious customers as well. Moreover, augmenting price promotions with advertising and free trials creates excitement and appealing atmosphere. As promotion is expensive (Walters and Mackenzie, 1988; Blattberg, Briesch and Fox, 1995) and has an effect on retailers' profitability, retailers are very interested to learn how to make it more effective.

Promotional activities were shown to increase unit sales of certain products (Wilkinson, Mason and Paksoy, 1982; Chevalier, 1975; Woodside, and Waddle, 1975), and were frequently used to spur unplanned purchasing (Inman, McAlister, and Hoyer, 1990; McClure and West, 1969). It has been shown that the effects of promotion depend on the type of shopping trip that customers take. As a result, the issue of how the type of shopping trip undertaken by the consumer influences consumer-purchasing behavior and their response to promotional activities is an area of growing interest in retailing (Walters and Jamil, 2003; Kahn and Schmittlein, 1992; Mulhern and Padgett, 1995). Past research suggests that different types of shopping trips should produce differences in out-of-store promotion search, retail outcomes, shopping basket profitability (Walters and Jamil, 2003) and purchases made on promotion (Kahn and Schmittlein, 1992). Moreover, a consumer proneness to unplanned purchasing has been shown to vary depending on the shopping trip type (Kollat and Willet, 1967).

This paper examines the associations between shopping trip type and consumer in-store purchasing behavior in a high/low Croatian hypermarket setting. Specifically,

the study focuses on the following questions: (1) What is the relationship between shopping trip type and the consumer search for promoted items inside the store? (2) How is shopping trip type related to purchases made on promotion across five major hypermarket's promotional devices? (3) Do different types of shopping trips produce different levels of unplanned purchases?

To address the issues described above, we conduct an empirical study which builds on the shopping trip type literature, store promotion literature and the theory of unplanned purchasing behavior. Our paper contributes to the marketing literature by:

- (1) *Examining the link between shopping trip type and in-store promotion search.* Although past research has identified the relationships between shopping trip type and consumer out-of store promotion search (Walters and Jamil, 2003), less is known how shopping trip type is associated with in-store promotion search.
- (2) *Combining shopping trip type theory with promotion search, purchases made on promotion and unplanned purchases in a single study.* Although all of these issues were examined separately in the literature, no prior research was trying to link them in a single study. Our study attempts to bridge that gap by relating shopping trip type to shoppers' in-store promotion search and unplanned purchases in a single study.
- (3) *Extending the model to hypermarket promotional variables.* Several studies examined the associations between shopping trip type and purchases of in-store specials, coupon purchases, purchases of featured brands and purchases on in-store display (Kahn and Schmittlein, 1992; Walters and Jamil, 2003). We extend our analysis to the following five in-store hypermarket promotional tools: (1) ads for new products placed in the front of store and in a store garage, (2) monthly price-reduced products, (3) permanent price-reduced products (every day low price), (4) brands promoted on special island displays and (5) free trials.
- (4) *Testing the model of shopping trip behavior in a high/low hypermarket Croatian setting.* Previous empirical research has focused on retail markets in North America. Little is known about the applicability of the theory in the

Croatian market. By examining research questions addressed, we might find the refinement of the theory in this setting.

Data was collected through an in-store customer survey by means of a highly structured questionnaire. The survey was carried out in one Croatian hypermarket from 7-13 of December, 2005. Data was analyzed using descriptive statistics, including cross tabulation analysis and one-way analysis of variance (ANOVA). Sampled retailer was a high/low hypermarket which had a high service level. Most of the products in the hypermarket were sold at the prices above the prices of major competitors, and frequent sales were conducted throughout the year on a monthly or regular yearly basis. The store featured the promoted items in ads that were placed at the front of the store and in the store garage. Discount prices were frequently accompanied by free sample promotion, shelf and special-island displays.

Some managerial implications might be derived from this study. The framework used in this study could be generalized across all retailers. Information gained may help managers to (1) predict purchasing behavior of shoppers undertaking fill-in and major shopping trips, their response to in-store promotion and resulting retail outcomes, (2) use the information for the design and implementation of a promotion mix and (3) use appropriate promotional and other store management initiatives to influence these two types of behavior in such way that purchasing outcomes are maximized.

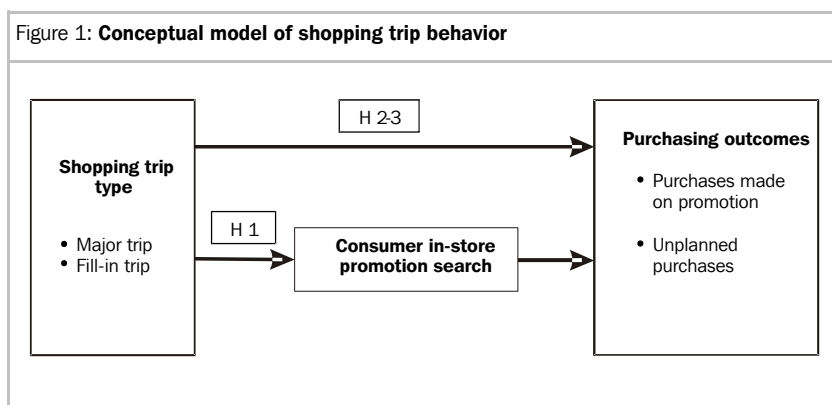
The remainder of the paper is organized as follows: (1) Literature review and hypotheses; (2) Methodology; (3) Results; (4) Conclusions with managerial implications and future research directions.

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## **2 Literature Review and Hypotheses Development**

The present paper builds on the theory linking shopping trip type with (1) consumer promotion search, (2) purchases made on promotion and (3) unplanned purchases. The conceptual model for this research is presented in Figure 1. The

model posits that consumers undertake major or fill-in shopping trip, depending on the households' needs, money and time allocated to such trip. A shopping trip occurs when a consumer recognizes an unsatisfied need, and the requirements for particular goods justify his or her allocation of the necessary time, effort, and money to travel to the store to obtain required products and services (Westbrook and Black, 1985). While on a trip, consumers are influenced by various types of in-store promotion which interferes with their shopping plans that affect final purchasing outcomes.



Researchers have tended to categorize a shopping trip as being a major shopping trip or a fill-in shopping trip. Various approaches have been used to determine the type of shopping trip undertaken by consumers. In the literature the most frequent indicators used were the dollar amount spent on the trip, amount of time spent inside the store, the time elapsed between measures, and the consumer-generated measures on the purpose of the shopping trip (Walters and Jamil, 2003; Kahn and Scmittlein, 1992; Frisbie, 1980; MacKay, 1973; Kollat and Willet 1967). According to the cited literature, a major shopping trip can be defined as a trip that is conducted on a less frequent basis, where consumers spend much time inside the store to purchase a large number of items to fulfill short and long-term needs. On this trip, shoppers spend larger portion of their grocery budget. As opposed to major shopping trip, a fill-in-shopping trip is conducted more frequently in an average month. It is designed to satisfy more urgent needs to replenish perishables that are frequently consumed, such as milk, eggs, and bread. It involves smaller

effort and time commitments, fewer items purchased, less money spent per trip, and a smaller portion of the consumer's overall grocery budget.

In buying process, customers seek information how to satisfy their need and with which products; they evaluate various alternatives and eventually select and purchase one of them; and if satisfied with the purchase they will visit a store again. Retailers attempt to influence consumer search to encourage them to buy the merchandise and services (Levy and Weitz, 2004). They use in-store promotion (including advertising, various forms of price reductions, coupons, in-store demonstrations, displays) as a tool for communication with consumers inside the store. Consumers can learn about promoted items in a variety of ways, including internal and external sources of information. Internal sources of information are information in a customer's memory taken from past shopping experience, while external sources include information provided by in-store ads, retailers' flyers and other media, or talking to other consumers (Levy and Weitz, 2004). Marketers seek to identify the degree to which customers are aware of promotion and to which they comprehend promotion activities as those that affect their interest, intention to buy and to make actual purchases (Best, 2004). As noted above, customers' understanding of promotion and their responsiveness to it may depend on shopping trip type. For example, Walters and Jamil (2003) examined the relationship between shopping trip type and whether consumers have read the flyers and talked to other consumers about specials. The results of their study did not show any significant differences across shopping trips in reading the flyers, but it showed that consumers on major shopping trips talked to others about specials significantly more than fill-in shoppers.

Major and fill-in shopping trips are mostly product-oriented trips, containing both value-conscious and price-conscious customers as well. Consumers on both shopping trips can achieve their shopping objectives with little or no search for price promoted items, with no differences in some search behavior (Walters and Jamil, 2003). However, there are several reasons to believe that inside the store consumers on major shopping trips might be more engaged with the search of promoted items than consumers on a fill-in shopping trip. Major shoppers have a greater economic incentive to engage in promotion search because the large scale of their shopping trip allows them to enjoy higher absolute levels of savings

compared to consumers on a fill-in trip. They have allocated more time to the shopping trip, which permits them to conduct a more intense search for promoted items. Opportunity costs are lower for major shoppers because they seek to buy a large number of items for immediate consumption. Since major shoppers' needs are not well defined (Kahn and Schmittlein, 1992), they might be more receptive to in-store promotion and willing to gather information about promoted items during the store visit. Finally, they will be exposed to in-store promotion for a longer time. Therefore it can be expected that

- H1a: *Consumers visiting the store on a major shopping trip are more likely to see the ad than consumers on fill-in shopping trip.*
- H1b: *Consumers visiting the store on a major shopping trip are more likely to search for price-reduced products in monthly or every day low price program than consumers on fill-in shopping trip.*
- H1c: *Consumers visiting the store on a major shopping trip are more likely to look at brands at special island displays than consumers on fill-in shopping trip.*
- H1d: *Consumers visiting the store on a major shopping trip are more likely to try free samples than consumers on fill-in shopping trip.*

The desired result of every promotion is the purchase of promoted product. In this paper we propose that the type of shopping trip may affect the likelihood of purchasing an item on promotion inside the store. As shown in the past research, this relationship is not as straightforward. Walters and Jamil (2003) did not find a significant difference in purchases of in-store specials, as well as the features and coupon redemption between major and fill-in shopping trip.<sup>1</sup> On the other hand, Kahn and Schmittlein (2002) found that as compared to major shoppers fill-in shoppers made a higher percentage of purchases of crackers on in-store display and featured brands. However, the theory posits that unplanned purchasing behavior should be influenced by promotion (Inman, McAlister, and Hoyer, 1990; McClure and West 1969). If unplanned purchasing is more likely to occur on major rather than fill-in trips, then it follows that in-store promotion is likely to have a bigger effect on purchases made on major rather than on fill-in trips. Since major trips

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<sup>1</sup> *The majority of the retailer's price specials are presented to consumers at the point of purchase using signs denoting products on special and their reduced prices. In-store specials are not advertised in flyers, unlike features.*

require more effort and more time commitments, there may be more likely for major shoppers to purchase an item on promotion as opposed to fill-in shoppers. Moreover, the needs of major shoppers are less defined than the fill-in shoppers' needs. Therefore, it is hypothesized that:

- H2a: *Consumers visiting the store on a major shopping trip are more likely to purchase the advertised product than consumers on fill-in shopping trip.*
- H2b: *Consumers visiting the store on a major shopping trip are more likely to purchase price-reduced products in monthly or every day low price program than consumers on fill-in shopping trip.*
- H2c: *Consumers visiting the store on a major shopping trip are more likely to purchase brands at special island displays than consumers on fill-in shopping trip.*
- H2d: *Consumers visiting the store on a major shopping trip are more likely to purchase products in free sample program than consumers on fill-in shopping trip.*

Unplanned purchases can include promoted products, but they can include other products as well. In this paper we propose that the type of shopping trip (i.e. whether the trip is major or fill-in shopping trip) may affect the total HRK amount of shopping basket that is going to be spent on the trip and the amount of unplanned purchases.<sup>2</sup> There are indications derived from past studies that these relationships might exist in the Croatian market. By definition, major shopping trips are generally characterized by larger grocery bill and a larger percentage of unplanned purchases than are fill-in trips. According to Kollat and Willet paper (1967), the greater the number of different products purchased and the greater the grocery bill, the greater the percentage of unplanned purchases. Furthermore, a strong positive relationship was shown to exist between time spent in the store and the level of unplanned purchases made by the shopper. Shoppers spending two minutes or less were most consistent in purchasing the number of items planned, while shoppers spending more time showed a strong tendency to purchase more items than planned (Granbois, 1968). The exposure theory may justify the relationships identified. As opposed to fill-in trips where the shopper's needs are more clearly identified so that she/he is less susceptible to in-store suggestions,

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<sup>2</sup> *Unplanned purchases are decisions to buy or not to buy made inside the store, as opposed to planned purchases where the decisions to buy or not are entirely determined before entering the store, while (Cobb and Hoyer, 1986).*



during major trips the shopper's needs are not well defined and the shopper might be more receptive to in-store stimuli and more inclined to spend on unplanned basis. In-store stimuli should create new needs or remind the shopper of temporarily forgotten needs. Therefore, we hypothesize the following:

H3: *Consumers visiting the store on a major shopping trip are more likely to spend on unplanned basis than fill-in shoppers.*

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## 3 Methodology

### Questionnaire and sample profile

Data for this study was obtained from the consumer questionnaire. The survey was carried out in a hypermarket retailer in Croatia during a 6 day period from December 7 to 13, 2005. Entry and exit interviews were conducted in order to collect data. Interviewers approached customers before the entry to a store and asked them to participate in the survey and fill in a set of questions related to the type of shopping trip and their purchasing plans. After the respondents had been done with shopping, they were asked to fill-in the questionnaire containing the questions on promotion search, purchases of promoted items and total HRK shopping basket spending. The interviews required less than 15 minutes to complete. Upon completion of an interview, the interviewer immediately selected the next customer approaching the store. A sample of 300 shoppers was obtained. Summary statistics on consumer sample is presented in Table 1.

Respondents were 58.11 per cent females and 41.89 per cent males. The average consumers' age was between 35 and 45 years. The respondents reported a household's monthly income ranging from HRK 6,000 to 9,000. In an average month sampled shoppers undertook 1 major shopping trip and 4-5 fill-in shopping trips during the week.

<b>1. Respondent profile</b>	
1.1. Female (%)	58.11
1.2. Average age (years)	35 – 45
1.3. Average household income (HRK)	6,000 – 9,000
<b>2. Frequency of shopping</b>	
2.1. Total number of major shopping trips in a month	1
2.2. Total number of fill-in shopping trips per week	4-5
<b>3. Total grocery expenditures/month (in HRK)</b>	
3.1. Expenditures for major shopping trips (in HRK)	1,198.63
3.2. Expenditures for fill-in shopping trips (in HRK)	1,212.74
<b>4. Share at Hypermarket (in %)</b>	
4.1. Major shopping trips (in %)	68.56
4.2. Fill-in shopping trips (in %)	48.30
<b>5. Purchase behavior of respondents</b>	
5.1. Average total time spent inside the store (min.)	42.27
5.2. Average capture time (min.)	35.32
5.3. Average waiting time (min.)	5.93
5.4. Average numbers of aisles passes	16.20
5.5. Average size of shopping basket (HRK)	295.45
5.6. Average number of items purchased on the trip	10 - 20

Grocery budget averaged HRK 2,411.38, of which 1,198.63 were spent for major shopping trips and HRK 1,212.74 for fill-in shopping trips. The sample contains regular and loyal customers. Although respondents usually visit several different retailers during their shopping trips, they spend high percentage of their grocery budget at the analyzed hypermarket store (68.56 percent expenditures for major shopping trips and 48.30 percent expenditures for fill-in shopping trips).

During the survey period, there were 45.30 percent ( $n = 135$ ) of shoppers undertaking major shopping trip and 54.70 percent ( $n = 163$ ) of shoppers on fill-in shopping trip. Summary statistics on shopping trip type is provided in Table 2.

<b>Purchasing behavior</b>	<b>Major shopping trip</b>	<b>Fill-in shopping trip</b>	<b>Average</b>
1. Average shopping basket size (in HRK)	540.1*	93.5*	295.45
2. Average no. of items purchased	20 – 40*	0 – 10*	10 – 20
3. Average time spent inside the store (min.)	47.62*	25.20*	35.32
4. Average no. of aisles passed	20.67*	12.56*	16.20
5. Average no. of aisles visited with at least one purchase made	10.84*	4.13*	7.17

Notes: \* $p < 0.05$ , ANOVA.

On average, a consumer spent 42.27 minutes inside the store, of which 35.32 minutes was shopping time (“capture time”) and 5.9 minutes waiting time. Respondents passed 16.20 aisles, purchased from 10 to 20 items and spent HRK 295.45. As expected, major shoppers purchased significantly more items and spent more money (HRK 540 as compared to fill-in shoppers HRK 93.5). Moreover, major shoppers spent more time shopping and passed more aisles than fill-in shoppers.

## Measurement and Data Analysis

A review of relevant literature was used to develop measures for variables applied in this study. Variable definitions and measurements are presented in Table 3.

Variable name	Details of measures
Shopping trip type	The type of shopping trip was determined according to money spent and no. of items purchased, where (1) major trip equals more than HRK 200 spent on the trip and more than 10 items purchased; (2) fill-in trip equals up to HRK 200 spent on the trip and up to 10 items purchases.
Shopping plan	We asked respondents: (1) How much money are you going to spend on this shopping trip? (in HRK); (2) How many items are you going to purchase? (a) less than 10, (b) 10-20, (c) 20-40, (d) 40-60, (e) 60-80, (f) 80- 100, (g) more than 100)
Consumer promotion search	We asked respondents: (1) Did you see the ads for new products at the entrance of the store? (1=yes; 2=no); (2) Did you visit any of product section in every day low price program? (1=yes; 2=no); (3) Did you visit any of product section in monthly price-reduced program? (1=yes; 2=no); (4) Did you visit displays? (1=yes; 2=no); (5) Did you try free samples? (1=yes; 2=no)
Money spent	We asked respondents: How much money did you spend in this store today? (in HRK)
Unplanned purchases	Unplanned purchases (in HRK) were determined as the difference between actual and planned purchases
Promoted items purchased	We asked respondents: (1) Did you buy any of advertised products? (1=yes; 2=no) Was it a planned purchase? (1=yes; 2=no); (2) Did you buy any of price-reduced products in store’s monthly program? Was it a planned purchase? (1=yes; 2=no); (3) Did you buy any of products in every day low price program? (1=yes; 2=no), Was it a planned purchase? (1=yes; 2=no); (4) Did you buy any of featured brands on displays? (1=yes; 2=no) Was it a planned purchase? (1=yes; 2=no); (5) Did you buy any of products in free sample program? (1=yes; 2=no) Was it a planned purchase? (1=yes; 2=no)

Data was analyzed using different statistical techniques, including descriptive statistics, cross tabulation analysis and one-way analysis of variance (ANOVA). One-way ANOVA or cross tabulation analysis in case of dummy variables were used to test whether significant differences existed in the statistical mean associated with the behaviors of major and fill-in shoppers. If significant differences were identified, pairwise comparisons of the mean were conducted to explain these differences.

## 4 Results

To test the first hypothesis (H 1), we first calculated the percentage of shoppers who had searched promotional activities. Then we tested the statistical significance of means using cross tabulation analysis. Summary statistics is shown in Table 4.

Table 4: **Customer promotion search, N = 300**

Consumer in-store promotion search	Major shopping trip	Fill-in shopping trip	Average
1. Percentage of shoppers who saw the ads (in %)	48.15**	38.65**	43.00
2. Percentage of shoppers who visited any of product section in every day low price program (in %)	37.31	29.63	33.56
3. Percentage of shoppers who visited any of product section in monthly price-reduced program (in %)	27.61	26.08	26.94
4. Percentage of shoppers who visited special island displays (in %)	12.03	12.27	12.08
5. Percentage of shoppers who tried free samples (in %)	13.43	15.34	14.38

Notes: \*\* $p < 0.10$ , Cross tabulation analysis.

Data indicates low consumer promotion search in analyzed hypermarket. Out of 300 shoppers, 43 percent of shoppers saw the ads, 34 percent visited every day low price program, and 27 percent of shoppers visited monthly price reduced program, 12 percent of shoppers visited special island displays and only 14 percent of shoppers tried free samples. The findings of cross tabulation analysis show that no significant differences existed in the number of in-store promotion search (except for ads seen) between major and fill-in shoppers. In our case, customers fulfilled their shopping objectives with little promotional search regardless of the shopping trip type. Consumers on major shopping trips were not engaged in promotion

search more than fill-in shoppers. Therefore, contrary to expectations hypotheses H1b, H1c and H1d are rejected, while hypothesis H1a is supported (i.e. there was a higher percentage of major shoppers who saw the add as opposed to fill-in shoppers). In general, the findings of our study are consistent with Walters and Jamil (2003) results for out-of-store flyer search. The only significant difference we found is that shopper on major shopping trips saw more ads. This is understandable considering that such shoppers usually cover larger areas of the store, and are consequently exposed to more in-store ads.

In testing second hypotheses, the percentage of shoppers who purchased at least one item across five promotional devices was calculated for major and fill-in shopping trip. The results are presented in table 5.

**Table 5: Purchases of promoted items, N = 300**

<b>Purchases of promoted items</b>	<b>Major shopping trip</b>	<b>Fill-in shopping trip</b>	<b>Total /average</b>
1. Percentage of shoppers who purchased at least one advertised product (%)	14.29**	7.41**	10.43
2. Percentage of shoppers who purchased any of products in every day low price program (%)	29.10*	13.58*	20.81
3. Percentage of shoppers who purchased any of products in monthly price-reduced program (%)	23.88*	14.81*	19.13
4. Percentage of shoppers who purchased at least one item promoted at special island displays (%)	9.77*	2.47*	5.73
5. Percentage of shoppers who purchased at least one product after trying free samples (%)	5.97	4.29	5.02

Notes: \*  $p < 0.05$ ; \*\*  $p < 0.10$ , cross tabulation analysis

The cross tabulation analysis show that significant differences existed among the proportions of shoppers who purchased at least one promoted item across all promotion devices (except for free sample program). Therefore, the hypotheses H2a, H2b, H2c are supported and hypothesis H2d is rejected. In general, large purchases drive both unplanned spending and purchases made on promotion. Because of larger unplanned spending, in-store promotion has a stronger effect on major than on fill-in shopping trip, which is consistent with the theory (Kahn and Schmittlein, 1992). Free sample program may serve to remind the customer to purchase this product or product in a similar product category later during the next shopping trip.

Although in-store promotion search was rather low for both shopping trips, the conversion rates were higher for major shoppers than for fill-in shoppers.<sup>3</sup> Accordingly, major shoppers are more likely to purchase promoted item after conducting promotion search as compared to fill-in shoppers. Conversion rates were as follows: advertised products (29.23 percent for major shopping trip and 19.04 percent for fill-in shopping trip), products in every day low priced program (78 percent for major shopping trip and 16 percent for fill-in shopping trip), products in monthly price reduced program (95 percent for major shopping trip and 81 percent for fill-in shopping trip), products on special island displays (81.25 percent for major shopping trip and 20 percent for fill-in shopping trip), products in free sample program (44 percent for major shopping trip and 28 percent for fill-in shopping trip). Several factors might have influenced shoppers not to buy, including not attractive promoted products; price of promoted product was not acceptable, bad experience with past purchases. By analyzing all those factors retailer can identify new sales opportunities.

The present study posits that consumers visiting the store on major shopping trips are more likely to purchase on unplanned basis than fill-in shoppers. To test this hypothesis, unplanned purchases were calculated as the difference between actual spending and planned HRK spending. Shoppers were classified in three groups as follows:

1<sup>st</sup> shopper type: plan not fulfilled i.e. actual spending was less than planned spending;

2<sup>nd</sup> shopper type: plan was fulfilled i.e. actual spending equaled planned spending;

3<sup>rd</sup> shopper type: unplanned purchases i.e. actual spending was more than planned spending.

One-way ANOVA was performed to test the statistical difference between shopper types. The findings are presented in Table 6.

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<sup>3</sup> Conversion rate for all promotional devices were calculated as the number of shoppers who purchased at least one promoted item divided by the number of shoppers that searched for promoted item.

Shopper type	Major shopping trip	Fill-in shopping trip	Total /average
1. Customers purchased less than planned (%)	34.07*	61.96*	49.16
2. Customers actual equals planned purchases (%)	9.63*	9.20*	9.36
3. Customers purchased more than planned (%)	56.30*	28.83*	41.47

Notes: \*  $p < 0.05$ ; ANOVA.

As data indicates, significant differences existed among the proportion of shoppers who purchased less, equal and more than planned. As expected, there were significantly more consumers on major shopping trips that purchased more than planned as compared to fill-in shoppers, supporting the hypothesis H3. However, there were significantly more fill-in shoppers that spent less than planned and slightly more major shoppers that fulfilled their shopping plans than fill-in shoppers.

The results are consistent with the theory of unplanned purchasing behavior (Kollat and Willet, 1967; Granbois, 1968). Our findings indicate that shopping trip type is related to actual purchases and unplanned spending in such a way that major shoppers spend more time shopping, pass more aisles, purchase more items and spend greater HRK amount of shopping basket. They are more inclined to spend on unplanned basis than fill-in shoppers, which might be due to large-scale purchases and longer exposure to in-store stimuli.

## 5 Conclusions

This paper examined the associations between shopping trip type, consumer in-store promotion search and unplanned purchasing in the high/low Croatian hypermarket setting. Specifically, the study focused on the following questions: (1) What is the relationship between shopping trip type and the consumer in-store promotion search? (2) How is shopping trip type related to purchases made on promotion? (3) Do different types of shopping trips produce different levels of unplanned purchases?

In general the results of our study support the proposed theoretical framework. The type of shopping trip undertaken by consumers is strongly related to differences in actual and unplanned spending, and the purchases of promoted items. Major shoppers did spend more time inside the store, did purchase more items, and did spend more money than fill-in shoppers. There were significantly more major shoppers who purchased more promoted items than fill-in shoppers, and purchased more on unplanned basis. Therefore, hypotheses H2a, H2b, H2c (except H2d) and H3 were supported. However, our results show that consumer promotion search was rather low regardless of shopping trip type undertaken. Contrary to expectation is the finding that there were no differences in search for promotion items between major and fill-in shoppers. Therefore hypotheses H1b, H1c, H1d were rejected (except H1a).

Several managerial implications might be derived from the findings of this study. The type of shopping trip might help retailers predict the magnitude of actual and unplanned spending, as well as the degree to which customers purchase promoted items. Since major shopping trips yield greater purchasing outcomes, retailers should retain and build leading share of major shopping trips using “value-plus” approach that emphasize the customer value. At the same time, hypermarket can add to its fill-in trip appeal through product assembly, displays, and signage that reinforce their speed and completeness. In-store promotion and merchandising should be carefully designed to influence unplanned spending of major shoppers who are more inclined to unplanned purchases and purchases of promoted items than fill-in shoppers. Identified gap between shoppers’ in-store promotion search and purchases of promoted items suggest there might have been other factors influencing customers not to purchase a promoted item, for example not attractive product on promotion, too high price of promoted product, or bad past customers experience. By analyzing those factors, retailer can identify areas where significant improvements in the efficiency and the efficacy of in-store promotions are possible.

Although this study produced some interesting and meaningful findings, there are some limitations as well. Like most marketing research, this study took a “snapshot” of a sample at one store at a single point in time. Moreover, one upscale hypermarket retailer was selected to test the theory. The comparison of



shopping trip type across store formats would allow to identify differences in shoppers' behavior. Several years of data and a complete census of the firms in this industry would have provided further information as to how consumer attitudes have been changing and influencing retailers' performance. Despite limitations identified, the results of this study offer useful insight into the shopping trip type behavior with some valuable managerial implications.

There are several areas in need for further research. Further research should investigate the differences in shopping trip behavior across different store formats. Research is also needed to examine the changes in shopping trip behavior over a longer period of time. Type of shopping trip undertaken may be confounded with the consumer's knowledge of the store's layout. The analysis of situational factors might be performed to identify factors inside the store that interfere with shoppers' plans. More work is needed to compare consumer in-store purchasing behavior in Croatia and both developed and emerging-market countries.

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