



Where to shop?

Understanding consumers' choices of
grocery stores

Elin Nilsson



Umeå School of Business and Economics
Umeå 2016

Where to shop?

Understanding consumers' choices of grocery stores

For the last couple of decades consumer decision-making has been of increasing interest for retail as well as consumer behaviour research. Food shopping constitutes a unique type of shopping behaviour. In comparison to other types of shopping, food is essential to life and not often are there so many choices to be made in a short period of time as when shopping groceries.

The purpose of this dissertation was to advance the knowledge of what influences consumers' choices of grocery stores. More specifically, the main focus has been on how different situations (e.g. type of shopping) influences choices of grocery stores. Five papers, which build on three surveys on how consumers choose grocery stores in Sweden, are included in this dissertation.

This dissertation revealed that the situation is more important than previous research has shown. Depending on the situation, consumers will face different outcomes (different stores) and value different store attributes. Hence, stores need to manage different store attributes depending on which consumer groups the stores want to attract and what situation the consumers are facing. Therefore, consumers' choices of grocery stores are situation-based choices.



Elin Nilsson is a researcher at Umeå School of Business and Economics, Umeå University, Sweden.



Umeå School of Business and Economics
Umeå University, SE-901 87 Umeå, Sweden
www.usbe.umu.se

ISBN 978-91-7601-489-9
ISSN 0346-8291