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# **Effects on the sale of products in the market equilibrium and consumer impulsive buying behavior in Finland** – A case study on the sale of snack bars and nuts by Cloetta sold at K-market and R-kiosk's retail chains

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MASTER’S THESIS | ABSTRACT

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# **Effects on the sale of products in the market equilibrium and consumer impulsive buying behavior in Finland** – A case study on the sale of snack bars and nuts by Cloetta sold at K-market and R-kiosk’s retail chains

Impulsive buying behavior is an important area of study in the domain of contemporary retail business and marketing. Snack food is one kind of those products in which impulse purchases occupy a particular significance in general and confectionery and nut snacks in particular. A lot of studies have been undertaken to exploring variables which affect consumers’ behavior in other industries. Yet still, a gap is unfilled in exploring consumers’ behavior towards confectionery snacks and nuts in convenience store settings. This study, therefore aims to fill this gap by exploring the role of three of those store associate (marketing) factors — store location; snack display; and customer service that affect the impulse buying of consumers in comparative case study companies (R-Kiosk’s and K-Market’s) retail contexts, Turku Finland. For the purpose of achieving this goal, this study focuses on how customer perceive these two convenience stores and which one they prefer over other to shop at.

The literature review covers theory on: store location and its impact on impulse purchase; point-of-purchase communication with particular focus on display of snacks on shelf and counter and its corresponding impact on impulse purchasing; and lastly the customer service and its role on influencing impulse buying. In order to explicate this phenomenon, structured interview from shoppers, observation of the salesforce, display of targeted snacks within case company’s retail stores were applied as primary sources of data whereas analysis of the customer’s feedback on the case company’s blogs were applied as secondary source of data.

The study’s outcome brings about both corresponding and contradictory results with those of earlier literature, still coming across similar problems as many of the previous research papers do. e.g. the problem associated with the generalizability of the result. Nevertheless, the result comes up with suggestion for R-Kiosk Oy that, there is still room to enhance its in-store marketing variables and restructure its marketing mix such as price within the local competition and market equilibrium.

KEYWORDS:

Impulsive Buying Behavior, Store Location, Product Display, Customer Service, Sales of Nuts and Snack bars, R-Kiosk and K-Market, Finland

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Ruqia Akbari

**Vaikutukset tuotteiden myyntiin markkinoiden tasapaino-tilanteessa ja kuluttajien impulsiiviseen ostokäyttäytymiseen Suomessa** -Tapaustutkimus K-markettien ja R-kioskien myymistä Cloettan välipaloista ja pähkinöistä

Impulsiivinen ostokäyttäytyminen on tärkeä tutkimusala nykyaikaisen vähittäiskaupan ja markkinoinnin alalla. Snack-ruoat ovat yksi niistä tuotteista, joissa impulssiostoilla on erityinen merkitys erityisesti makeisten ja pähkinä-snacksien tuoteryhmissä. Monissa tutkimuksissa on käytetty muuttujia, jotka vaikuttavat kuluttajien käyttäytymiseen muilla teollisuuden aloilla. On olemassa kuluttajien käyttäytymistä koskeva tutkimusaukko makeisten ja snacksien tuoteryhmissä. Tämän tutkimuksen tarkoituksena on täyttää tätä tutkimusaukkoa tutkimalla kolmea asiakaskäyttäytymiseen ja myymälöiden markkinointiin vaikuttavaa tekijää: myymälöiden sijainnin, tuotteiden näytteille asettelun (R-Kioskin ja K-Marketin kontekstissa) ja asiakaspalvelun laadun vaikutus kuluttajien impulsiiviseen ostokäyttäytymiseen Suomen Turussa. Nyt tehty tutkimus on vertaileva tapaustutkimus, jossa keskitytään siihen, millaisina asiakkaat pitävät näitä kahta myymälätyyppiä ja mistä niistä he mieluiten haluavat ostaa tutkimuksen kohteena olevia tuotteita.

Kirjallisuuskatsaus kattaa ilmiöön liittyvän teorian: myymälän sijainnin vaikutus impulsiivisiin ostoihin; tuotteiden esille asettelu, jossa keskitytään erityisesti snacksin sijoitteluun eri kohtiin hyllyjä sekä sen vaikutukseen impulssiostoihin sekä lopuksi asiakaspalvelun laadun vaikutus ostokäyttäytymiseen. Näiden ilmiöiden selventämiseksi ensisijaisena tutkimusmenetelmänä ja tietolähteenä käytettiin vähittäismyymälöissä tehtyjä stukturoituja valittujen asiakkaiden ja myyjien haastatteluja ja molempien kohderyhmien tarkkailua. Toissijaisena tietolähteenä käytettiin myymälöiden asiakaspalauteblogeja.

Tutkimus tuotti sekä aiempia teorioita tukevia että suhteessa niihin ristiriitaisia tuloksia. Case-tutkimuksen ongelmana on kuitenkin se, että sen tulokset eivät ole välttämättä yleistettävissä muihin kohteisiin. Tästä huolimatta R-Kioskille ehdotettiin, että sillä on mahdollisuus lisätä snackseihin liittyvää markkinoitimixiään ja asettaa snacksien hinta järkeväksi suhteessa paikalliseen kilpailutilanteeseen ja markkinatasapainoon.

ASIASANAT:

Impulsiivinen ostokäyttäytyminen, sijaintipaikka, tuotenäyttö, asiakaspalvelu, pähkinöiden ja snack-baarien myynti, R-Kioski ja K-Market, Suomi

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My utmost thanks go to my supervisor Dr. Otieno Mbre for his guidance, knowledge and most importantly his spiritual support throughout the entire journey of thesis project. Not to forget all my lecturers for their guidance and knowledge throughout the learning period of MBA program (which includes thesis project)

Last but not the least, I would like to acknowledge my class fellows and friends for their supports.

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*“Location, location and location”*

— Kotler & Armstrong (2014); Fahy & Jobber (2012)

*“Your customer service people are your lifeblood”*

— Kalabrate group (2018)

# 1 INTRODUCTION

Impulsive buying behavior is a crucial area of study in the domain of contemporary retail business and marketing (Verplanken & Sato 2011). Snack food is one of those products in which impulse purchases occupy a specific significance in general and confectioneries in particular. Earlier studies on marketing variables such as location and size of the store (Gupta et al. 2009), exposure to in-store motivators e.g.in-store displays (Stern 1962; Jansson-Boyd 2010, 75-76); and salesforce personal interaction with customers (Reddy 2013) have been found to be affecting the consumers' impulsive buying behavior and their impulsive buying decision which ultimately leads to impulsive sales turnover. However, the effects of these variables were studied in other business settings other than convenience retail business climates.

Consistent with Kacen & Lee (2002) majority of consumers decide to buy on impulse now and then. It is therefore, important to allocate time to study the effect of store associate marketing variables on sales and profitability of convenience retail stores. Although many studies have been conducted on impulsive buying behavior, it seems that the effects of store site, product display within the store and customer service on consumer behavior and their buying decision, have not received noticeable attention by researchers in the area of confectioneries and nuts snacks. Thus, this study aims to fill this gap by studying impulsive purchasing behavior of consumers from perspective of the three above mentioned marketing variables in convenience retail store setting. Thus, the purpose of this paper therefore is to study the three marketing factors: convenience store location; snack display within the convenience store; and customer service that effect the impulse buying of Cloetta's confectionery snacks and nuts sold at R-Kiosk and K-Market's retail chains; and present the findings to Cloetta Suomi Oy so that it considers these findings in restructuring its marketing strategies in collaboration with its partner (R-Kiosk). Hence, this paper has three main objectives. The first is, to find what advantages and disadvantages are associated with geographical locations of these two markets' retail outlets. Second is to explore if Cloetta's confectioneries are easily and conveniently accessible to customers at R-Kiosk. And the last is, to get insight if the customers are satisfied with services offered at these two market's retail outlets.

## 1.1 Background to the study

This study is aimed to be conducted for Cloetta Suomi Oy which is the partner firm of R-Kiosk Oy. Cloetta Oy was found in 1862 is, a leading Swedish confectionery company in the Nordic region and The Netherlands. Cloetta Oy is manufacturing and marketing confectioneries such as chocolate products, nuts, pastilles, chewing gum and pick & mix concepts. In total, Cloetta's products are sold in more than 50 markets worldwide where Cloetta's main markets are Sweden, Finland, Denmark, Norway, the Netherlands, Germany, and the UK.
In terms of share, sugar confectionery including pastilles accounts for around 40 percent, chocolate for about 54 per cent and chewing gum about 6 per cent. Cloetta's strongest brands are Malaco, Jenkki, Cloetta, Red Band, sportlife, Nutisal, Kexchoklad, Candyking, Menthol, Läkerol, Sisu and Tupla.
Cloetta is the undisputed market leader in pick & mix, which is not included in the market figures above. In 2017, Cloetta acquired Candy king, a leading pick & mix supplier in the Nordics and the UK, and Parrot´s pick & mix of natural snacks and assorted nuts. On 20th March 2018, Cloetta's share price was 31.96 SEK (Swedish Krona), and its annual sales in 2017 was about 5.8 billion SEK. (Cloetta Oy 2018.) In nutshell, Cloetta Suomi Oy is the second largest player in the Finnish market, with a share of around 25 percent of packaged confectionery. The market leader is Fazer, with approximately 42 percent of the confectionery market. (Datamonitor & Mintel source 2018.) Shows in market overview image (See Cloetta Oy 2018)

On the other hand, R-Kiosk (Cloetta's partner), is a member of Reitan Group which is a Norwegian wholesaler and retail franchiser. Reitan Group is a family business found in 1984. The company has five core business areas one of which is, Reitan Convenience, The company has 3,836 stores in Norway, Sweden, Denmark, Finland, Estonia, Latvia and Lithuania**.** (The Reitan group 2018.) Reitan group has nearly 605 retail chains in Finland's different cities by the name of R-Kiosk— a well-known brand among its consumers. The aggregate amount of annual sales of R-Kiosk's chains was 285 million euro in 2016. (PTY 2016).
By contrast, K-Market is a member of K-Group, the second largest Finnish grocery market after S Group, holding about 36.2% of market share. The company operates more than 900 K-Foods stores in Finland, including K-City market, K-Supermarket, K-Market and K-Extra. K-

Market has about 655 stores in Finland and its outlets aggregate sales in 2016 was 1572 million euro. (PTY 2016; Nordics Food & Drink Report Q1, 2018.)

## The Confectionery Industry

The core focus and the key challenge in confectionery products, on one hand is to be delicious meanwhile healthy, organic, variously flavored, quick, convenient, and easily accessible. On the other hand, confectioneries need to be lactose- free and gluten-free. The challenges don't end here, once the the confectioneries get ready after being processed and packaged, the next challenge starts to market and sell them to final consumers.

As far as the trend is concerned, in the recent years, the sales of sugar confectionery are on rise in Finland, showing high per capita consumption rates. The confectionery market seems to be insensitive to economic fluctuations because of the surprising result of confectionery consumption in 2014, when Finland was ranked twelfth amongst the top 20 chocolate consuming nations. The amount of consumption was recorded about 5,3 kg per capita income. (Confectionery News 2018.) In the next subsequent years, confectionery consumption was already growing when in 2017 the sales boosted disruptively due to scrap of sweet tax in January which lowered price significantly. In addition, product development remained quite active and included trendy limited-edition flavors and launches targeting various age groups, diversified packaged sizes offering to various consumer needs like on-the go snacking. Moreover, offering health and wellness features like gluten and lactose-free and xylitol-sweetened and fortified ingredients were trendy in the industry. (Euromonitor International 2018.) In addition, the only recent research conducted in this area by Euromonitor International found that, The Finnish sugar confectionery industry confronts the challenges of increasing maturity, as per capita consumption was already high in 2017.

## Statement of the Problem

According to Minna-Marri kauppa-Talo (The head of category management and trade marketing) of Cloetta Suomi Oy, The Finnish confectionery industry lacks three types of gaps in this body of knowledge. These are: (1) Contextual gap — caused due to high competition level within local market, increased imports from international markets, company's persistent growth and scarcity of natural resources. (2) Conceptual gap — observed because of insufficient consumers behavior research data towards confectioneries and nuts within Finnish market. Though, from sales result, it is observed that Finns tend to adapt to healthier lifestyle.

For example, they are observed to buying confectioneries which contain natural ingredients (clean label), and zero artificial color and flavor. Similarly, those confectioneries are loved the most by Finns which are delicious and unique in flavor and containing less sugar or even no sugar. Equally and contradictory, it seems also true that, the Finnish consumers do not compromise with the taste of the confectioneries. They prefer mouth-watering snacks and confectioneries regardless of the amount of calorie within snacks and sweets. This statement of Minna-Marri Kauppa-Talo is being supported by the only recent research in this area conducted by Euromonitor International— revealing that, when the Finnish consumers choose from among the confectioneries, they continue to be interested in diversified, strong and more unique flavor experiences within sugar confectionery. (3) Methodological gap — calls need for a qualitative research study. It seems that very little research has been conducted in this area which covers solely quantitative method of study. Thus, this gap needs to be filled by studying the problem via qualitative method.

## 1.2 Personal motivation

The motivation for choosing this topic is curiosity in studying conclusively a different area of study which is marketing of confectionery snacks within store and comprehending the impulsive consumers behavior within Finnish market. Hence, it is an opportunity to study a topic that is understudied at least in the Finland— a market where I am going to enter for taking challenges. Furthermore, it deepens my expertise and knowledge in a new area of study where I have not any previous experience. Hence, it is a good opportunity to embark on exploring new career paths in the new market and industry.

The empirical part of this study enables me to push my existing boundary and strive to explore new notions of in- store marketing and impulsive consumer behavior within a competitive and the most innovative country in Europe which is Finland. Moreover, it adds to my tacit knowledge which I can later on report in the form of explicit knowledge for parties interested in this study.

When I started MBA program, unlike most of my class fellows, I had no working platform or organization where I could perform an action research for, however my goal and wish had always been to study a topic that could practically benefit my case study firm, hence this topic was offered at the right time to embark on with the thesis project.

## 1.3 The research method

The research design used in this study is qualitative — qualitative content analysis. According to Gläser & Laudel (2013, 20) “Content *analysis extracts the relevant information, i.e. separates it from the original text, and processes only this information”*.

The author further indicates that indeed, extraction is a process of constant interpretation which means that a researcher reads a paragraph, interprets, and decides to which variable and dimension the information should be assigned and how the information should be summarized. Moreover, qualitative content analysis needs a precise research question, from which a clear understanding of the data can be derived prior to the analysis. The application of qualitative content analysis emphasizes that it is only important *what* was said, not *how* it was said. (Gläser & Laudel 2013, 30.)

## 1.4 Structure of the the report

This study comprises of five main chapters as shown in figure 1. Chapter two sheds light on previous studies of the topic and build up a conceptual framework on

Impulsive buying behavior, store location, product display and customer service. Chapter three presents the academic method of conducting the study such as research methods and designs used in acquiring the data for the study. Chapter four submits the compiled result on comparison of the case study firms; and lastly the chapter five illustrates the theoretical and managerial implication of study. Moreover, this chapter presents the limitation of the study and recommend possible path to further research direction. A visual structure of this report is shown in the following chart (figure 1).

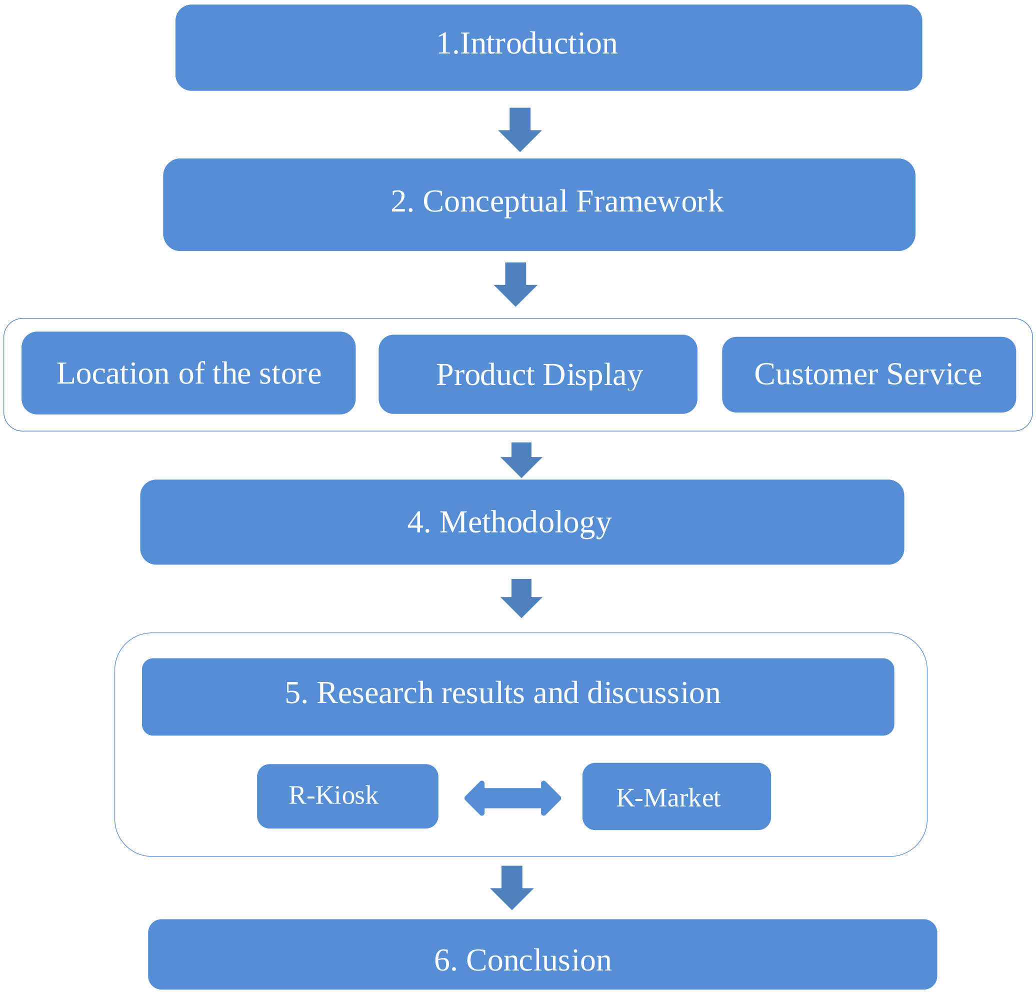


Figure 1. Structure of the report

# 2 LITRETURE REVIEW

This chapter presents a critical review of literature that support the topic. The chapter starts with discussing the theory on consumers' impulse buying behavior. Subsequent to that kinds of impulsive buying and snack as an impulse purchasing will be presented. Then, light will be shed on impulsive buying decision of consumers. Secondly, the role of marketing factors namely: store location; in store display of merchandise and customer service in influencing impulse buying will be elaborated, and lastly, summary of the theory will be presented in a model.

## 2.1 Consumer impulsive buying behavior

Impulsive purchasing is an interesting phenomenon — gaining great attention in psychology and marketing in the current era, and as well as extending in terms of scope and value by the elapse of time. Impulsive purchasing decision is one of the significant changes observed among consumers in the recent times; and becoming more important to marketers due to its rising trend. These trends are caused primarily due to increase in disposable income, dual income families, access to credit facilities and nuclear families. (Brassington & Pettitt 2013; Iram & Chacharkar 2017).

Impulse purchasing is likely taking place when a person experiences a sudden, powerful and persistent urge that is relatively irresistible. According to Rook & Hock (1985) impulse purchasing consists of five main elements which include: *"1) a sudden and spontaneous desire to act; 2) a state of psycological disequilibrium; 3) the onset of psycological conflict and struggle; 4) a reduction in cognitive evaluation; 5) lack of regard for the consequences of impulse buying."*

The above citation illustrates that, this sudden and immediate urge weakens the cognitive and assessment ability of the shopper as a result he loses control over his feelings and is urged to take an action as soon as possible, regardless of the consequences of its results. And the buyer only gets rid of this physiological conflict and struggle as soon as the impulse item is bought.

Since impulsive consumption is denoted as a conflict between consumption desire and resisting willpower (Hoch & Loewenstein 1991), the people involved in impulsive buying lack self-control or control-failure (Baumeister 2002; Vohs & Faber 2007; Vohs et al. 2008; Verplanken & Sato 2011). And 70 percent of participants were found to feel “better” by the completion of the impulsive purchase (Gardner & Rook 1988).

### 2.1.1 Types of impulsive buying behavior

In line with Stern (1962) and Beatty & Ferrell (1998) impulse purchasing is of four kinds :(1) Planned, denoted by the purpose that customer has something particular in mind prior to entering the store, but has the objective to make more purchases; (2) pure, is classified for novelty purpose contrary to normal shopping type. Kotler & Armstrong (2014, pp.176) are also of the view that, purchases like cookies fall in the variety -seeking buying behavior in which the level of consumer involvement is low but the perceived brand differences is of importance. In such situations, consumers do frequent brand switching. e.g. when purchasing cookies, a consumer may have some ideas, select a cookie brand without much assessment, and then assess the brand at the time of eating. But the next time, the consumer may go for another brand either due to boredom or for trying something new. Brand switching mostly happens due to variety seeking rather than dissatisfaction ;(3) Unplanned reminder, is stimulated by previous memory and experience of shopper. In this type of buying the shopper forgot to include a product on her shopping list e.g. A shopper sees sugar in the store, remembers she is out of stock and purchase it;(4) Suggestion of impulse buying is characterized when the purchaser sees the product for the first time and make a buying decision. So, stimulus of purchase within little time and little thought e.g. A buyer sees some candy and make decision to buy them with sudden urge.

### 2.1.2 Snack an impulse product

According to (Bucklin 1963; Rook & Hoch 1985; Winzar 1992) impulsive products are considered to be convenient products and are generally classified as a low-cost, frequently purchased items that require little cognitive involvement from consumers. Interesting is to know that, snack is classified as one of those products. For example, Brassington & Pettitt (2013, pp. 83**)** argues that “Snack *is usually an impulse purchase.”* Hence, a snack is convenient item, comparatively inexpensive product, bought on higher frequency and needs less cognitive evaluation from the consumers.

Scholars have also researched the drivers that urge the consumers to go for snacking? The studies, for example by (Brassington & Pettitt 2013, 83; Crofton et al. 2013) explored that the motives (drivers) of snacking are: hunger, boredom, escapism, enjoyment, substitute skipped meals under time pressure, convenience of being able to eat "on-the-go" or in the street, and weight loss.

### 2.1.3 Consumer impulsive decision making

It is obvious that one of the key elements in consumer behavior is consumer decision making. The amount of time spent on selecting a product and the process behind its choice differs widely relying on the product or service. Consumers make countless of various purchases and intake decisions on daily basis. ( Dahlén & Lange 2003; Solomon 2013.), and one of those purchasing decisions is impulsive purchasing decision which, is usually made at the point of sale in the store. Such decision is made simultaneously with problem recognition stage which includes also buying a chocolate. e.g. "I am depressed, and this chocolate is just to cheer me up." (Kotler & Armstrong 2014, 177).

The procedure of making an impulse buying decision is shown in (figure 3) which is broken down into four stages. (1) it starts with a need of urge for a product. A consumer does not think of buying unless and until a need is recognized. The impulse buying process falls in fast track process where consumers buy impulsively with need recognition. He even does not always look for alternatives. (2) Second stage is impulse buying intention when consumer feels the urge to buy and get rid of the irresistible urge. (3) Third is impulsive purchasing decision when a consumer is making a buying decision. At this stage, distance of store from the shopper; in store marketing stimulus such as point-of- purchase display and instant customer service affect the impulsive buying decision of consumers. (4) The last stage is post-purchase evaluation stage when the product is finally used and determines whether a consumer is satisfied with his decision or dissatisfied. A satisfied customer will not merely come again but also word-mouth the product to others. Whereas a dissatisfied consumer according to Iram & Chacharkar (2017) will either possibly minimize or even avoid consumption of the product in the future.

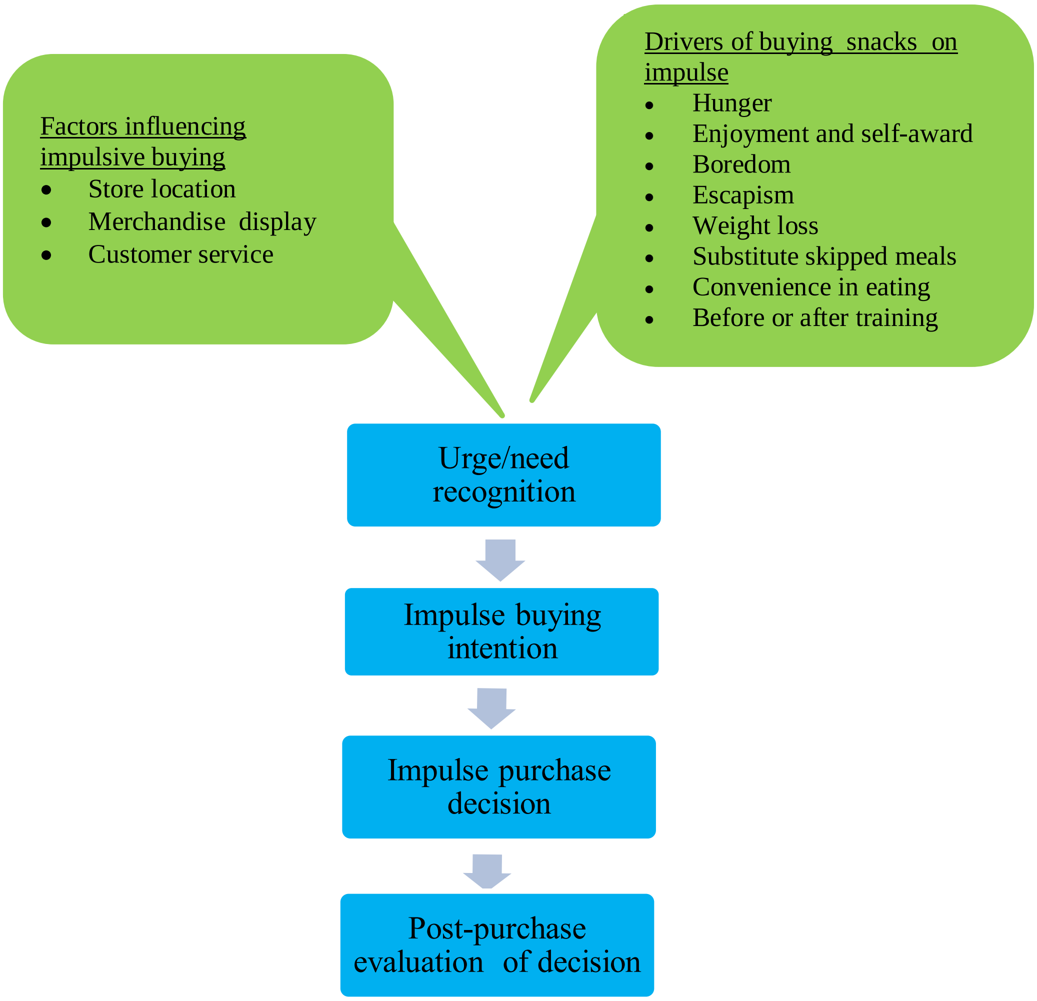


Figure 2. General stages for snack buying

Worthwhile to mention that, impulsive buying behavior is a multifaceted area of study and can be studied from different perspectives, and numerous variables play their roles in appealing and persuading the consumers to buy impulsively. The focus of this study however, is merely on three variables namely: store location (distance of store); merchandise display within the store; and customer service on making impulsive buying decision. The effect of store location on impulse buying decision will be discussed in the subsequent section.

## 2.2 Store location and analysis criteria

According to Mendes & Themindo (2004), "Store location refers to the physical space occupied by a shop." The authors further illustrate that, store location is the catchment area of a shop which experiences huge economic and commercial dealings. It is essential to mention that, the geographical site of a store certainly shapes the store locations' visibility, access and convenience. The choice of a store location, therefore needs a large-scale decision making by the retailer due to considering and assessing a lot of criteria. Thus, prior to making the final decision, a retailer usually evaluates two types of elements which are called: trade area analysis; and retail site analysis.

1. ***Trade area analysis*** according to Levy et al. (2012), is a neighboring geographical region that constitutes the largest part of a store's revenue and customers. The trading area analysis gives the foundation for outlining both the trading zone of the current store and that of a new store. This is mostly performed by assessing the demographic attributes of the area. In today's technological world, a lot of retailors deploy the geographic information systems (GIS) software to evaluate their trading areas.

Indeed, the initial step in selection of a retail store site includes explaining and assessing alternative trade areas and afterward, making the most advantageous choice from among the viable alternatives. Once a trading area is chosen, it needs regular scrutiny. A profound analysis of trading areas gives the retailor numerous advantages. These are for instance knowing: the size of the attributes of the populations, base of economic, competitive situation, store locations availability, law as well as the availability of workforce. (Berman & Evans 1995.)

2. ***Retail site analysis***: is the next stage in assessing alternative particular store sites which can be an isolated store, unplanned business district and the planned business district together with site attributes e.g. traffic flow, visibility etc. The variables constituting the location characteristics, according to (Fahy & Jobber 2012; Jaravaza & Chitando 2013; Kalibrate 2018) will be discussed below.

    - ***Traffic Flow*****:** In line with Levy et al. (2012), one of the most essential elements influencing store sales is the number of vehicles and pedestrians that pass by the location. Thus, retailers usually utilize traffic counts variables to evaluate how attractive a site is. Good flow of traffic and accessibility provides hundred percent opportunity for a location that maximizes the store's sales turnover.

        - ***Pedestrian Traffic****:* is the number and kind of people passing by the store; perhaps, it is not only the most vital measure of locations but also is the value of site.

Nevertheless, the site having the highest pedestrian traffic does not necessarily mean the potential customers; retailers need to be able to transform the traffic into sale. (Jaravaza & Chitando 2013.)

- ***Vehicle Traffic***: Grocery stores and convenience stores are usually examples of retailers that depend on customers that drive in. Customers having vehicles usually avoid shopping at the stores where driving time and driving difficulties are the most. Nonetheless, in down town location, proximity to public transportation especially for those people who do not have personal cars is of special importance. In the recent time public transportations are getting popular with retailers because they offer an easy flow of potential customers. (Jaravaza & Chitando 2013.)

- ***Parking Facilities*****:** According to Michael & Weitz (2004) The amount and quality of parking facilities cannot be overlooked in evaluating a shopping center and particular location within the center. It is necessary for retailors to analyze that how safe are the customers at the store's parking lot.
- ***Store Composition*****:** According to Jaravaza & Chitando (2013) Includes the number and size of the store in a geographical area.
- ***Specific Site*****:** visibility, placement in the location, size and shape of the space, size and shape of the building and condition and age of the space and building (Jaravaza & Chitando 2013).
- ***Accessibility****:* Michael & Weitz (2004**)** defines accessibility as the ease with which a customer may get into and out of a site.

The above analysis stages are undertaken to truly forecast the pros and cons of the retail store site within a geographical location. The following section sheds light on significance and also adverse effects of store location to a retailor

### 2.2.1 Importance of store location to a retailer

Undoubtedly yes, the role of store location is found to be the core success factor in retailor' sales result and holding a distinctive competitive edge over its competitors in the contemporary marketing. A lot of studies have underpinned the importance of a retail firm location to a business within an industry. For example (Fahy & Jobber 2012, 299; Kotler & Armstrong 2014, 407; Ebster & Garaus 2015, 55) state that, "*the three factors critical to the success of a retailor are location, location and location"*. Likewise, other studies in this area include Connie et al.(1999) affirmation of the significance of the location as a golden rule of retailing which argues that, *"where you are being more important than who you are or what you offer"*. That is not all, a retailor occupying the best site provides it a bundle of opportunities, for example according to Thain & Bradley (2012, pp. 56) location provides bases of competitive edge to a retail business.

So on the light of mentioned literature, the essentiality of the store location cannot be underestimated by the retailors. The reasons for why store locations are vital for a retailor are many. Lets' have a look at some of the concrete ones. First, location is usually one of the most dominant elements in a shopper 's store choice decisions. For instance, a working couple decide to buy at the shop nearest to their bus station on their ways to home (Jaravaza & Chitando 2013). Second, decisions on location has strategical significance because that can be utilized to grow an imperishable competitive advantage. If a retailor has the best location, it means that the location is most attractive to its customers, rivals are demoted to capturing the second-best location. (Levy et al. 2012). Third, store location has an influential effect on a retailer's both short-term and long-term planning. In the long term the selection of site influences the the company's overall strategy. The retailors require a store location that will be compatible with its firms' mission, goals and target market over long period of time. Whereas on the other hand, in the short run the store site impacts the particular components of a retailor strategy mix. (Berman & Evans 1995). Lastly, the store's location plays a very crucial role in its sales performance. This marketing variable is of great importance to both marketers and consumers alike because store location is found to be the key determinants in assessment of retail position. (Hariga et al. 2007).

Worthwhile to mention that, location is in fact a fundamental and key part of the retail strategy because the location of the store conveys the message about the store's image. It's effects the merchandising mix and layout of the store as well. Once structured, a retailer can alter its merchandise approach, can make adjustment in prices, enhance communication but it is very challenging to change the location. Generally, a good location might empower a retailor to get success, in spite of having an ordinary strategy mix. (Jaravaza & Chitando 2013.)
Similarly, the need for allocating the right site for a store ensures the target customers the ease of travel and convenience of visiting the store. This phenomenon needs special attention by

retailors whose target customers work long hours and face time-scarcity issue. At the moment, this issue of time-scarcity is common for dual income family that has not only been noticed in North America, Asia, Australia but also in Europe. (Hamermesh & Lee 2007.) Such a scenario reveals that, not solely a large but also a rich segment of consumers, working the longest hour has the least available time to commit to shopping activities (Sullivan & Gershuny 2004). For them, time-saving shopping choices are important (Gehrt & Yan 2004). Similarly, and equally studies have also revealed that, consumers are gradually becoming destination-driven where they make their buying decision on conveniences of time compared to brand or price (Connie et al. 1999).

By contrast, a poor location is a huge liability that even the most well-known retailer is not likely able to overcome it (Jaravaza & Chitando 2013). A study by Kuo et al. (2002), reveals that, misallocation of a store results with lots of challenges and losses for a firm. The study also highlights the consequences of mis locating of a retailing store which, later on becomes very challenging for a firm to bear its losses. For example, in 2004, Sainsbury's had to close 12 of its local stores, the company's chief executive, Justin King acknowledged that: "We got some of our early locations wrong" (IGD 2004, Pp.161) Similarly, and recently an outlet of the case study firm (K-Market) located at Lumikonkatu is closed down because this store is no more profitable. Hence, the chance of occupying the largest part is measured by selecting the location of store.

In nutshell, the most essential thing is that, a retailor positioning should be accessible to the target market segment (Kotler & Armstrong 2014, 407), which is in fact the main objective of doing business. Location can also prove to be un imitable competitive edge for a retailor especially for a convenience store whose main objective is offering its products and service with ease of time and effort to its target customers. The role of location for convenience store will be presented in the upcoming section.

### 2.2.2 Location a distinctive edge to convenience store

Prior to throwing light on importance of location for convenience store, let's have have a look at what convenience store is and which products are called convenience products. Convenience store is "a small, high-margin grocery store that offers a limited selection of staple groceries and other convenience items such as ready-to-heat and ready-to-eat foods" (Coughlan et al.

2006, 34). And convenience items are consumer products and services that consumers often purchase habitually, instantly with little comparison and purchasing effort. At convenience stores, the Prices are comparatively higher but compensated for convenience of nearness and long opening hours (Thain & Bradley 2012, 58). As their name denotes convenience store's tendency is to contain all convenience outcome such as: easy to find desired items; staff assistance; and the availability of desired product (Dabholkar et al. 1996; Siu & Cheung 2001); proximity to home/work ; nearness to other stores; parking, travel time and ease of drive; easy to move through store; store location; transport and parking (Yoo et al. 1998 ); and staff availability (Mazursky & Jacoby 1986).

Convenience store's location choice is a major area of focus in marketing today because the only store that can still use location as a differential advantage is convenience store *(*Thain & Bradley 2012, 119*)*. Consistent with Kuo et al. (2002), for a convenience store, "location can be worth a million dollars as Robert E. Bainbridge wrote for Convenience Store News, "(Based on a 21-variable model), stores that were in over-supplied markets with poor customer demographics and hypermarket competition were priced at $700,000, while stores at good locations were priced at $2 million." Hence, altering the place where a business sells its products gradually change the sales volume and it enjoys profitability the store generates. The choice of location for a convenience store is significant in success of business. Because, a better site can attract and is also accessible to a large percentage of customers. That is the main reason why it needs special attention by retailors.

Now it has become clear that, location is a competitive advantage for convenience store, but not yet clear how the distance of convenience store impacts the shopper's impulse buying decision. Let's have a look on the role of distance on buying on impulse.

### 2.2.3 Store distance and impulse buying

No doubt, store location and its accessibility to target customer is a significant source of revenue generation. Particularly in the case of a convenience store whose goal is to be easily available to the customer and use location as a distinctive competitive advantage (Thain & Bradley 2012 ,119). Many studies supported the role of store location as a secret of success in impulse buying. For instance, Minic & Kursan (2010) and Solomon et el. (2013 pp. 85) argue that, store location and accessibility are the motivators of impulse buying. Around the the same time, a survey in convenience store by BCG (2013), found that location together with convenience are the most crucial determinants of a convenience store. In this study, the consumers mentioned that ease of access and high traffic locations are essential for every retail business but is of most importance for a convenience store. In this survey about 50 percent of the customers emphasized that inability to satisfy an impulse instantly is the biggest driver, motivating their use of convenience stores which is shown in differentiator quadrant of the graph in (figure 3). The consumers stated, that they use convenience stores primarily because they are located on a planned travel route, and stores with outlets located "along the way" or "close to home" which received higher satisfaction scores from consumers than those which are not.

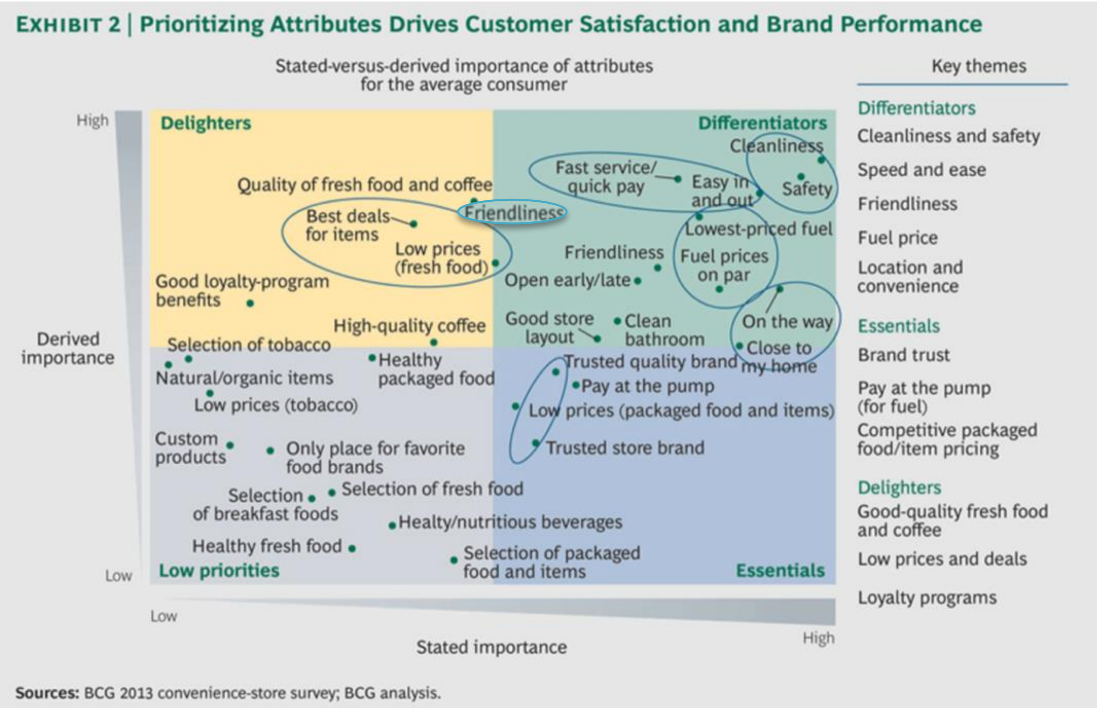


Figure 3.Prioritizing attributes drives customer satisfaction

Sources: BCG 2013, Convenience-store survey, BCG analysis.

Hence, to a large extent, store location contributes in attracting impulse buyers to purchase and satisfy their compulsive urges.

Similarly, as described in the same quadrant of graph in (figure 4). friendliness of salesforce was found to be the second most motivating factor of impulse buying which will be discussed in customer service section of this study.

Thus, it can be summarized that location of a convenience store is one of the key secrets of its success. Particularly when this location becomes the driver of satisfying shoppers' impulse urge. An attractive convenience store location can only persuade the impulse buyers to get into the store but doesn't guarantee the shopper to buy impulse items. In order for retailor to persuade the shoppers to buy impulse item and also increase the size of their shopping baskets, retailors have to put full effort on marketing tools within the store. E.g. by displaying the impulse items effectively to capture the shopper's attention and make them buy the target products on impulse. In the following section, the merchandising display will be discussed.

## 2.3 Merchandise display

Merchandise displays are particular presentations of products within the store aimed to attract and convince the shoppers (Merchandise display 2018). An efficient merchandising display helps not solely to achieve an attractive store look but also offers the shoppers a pleasant shopping experience (Nolan 2018). Additionally, an effective display holds a high tendency to attract consumers attention, share of their wallets, minimize the effect of the price on their buying decisions and eventually boost sales margin (Allenby & Gintner 1995; Huddleston et al. 2015).

Merchandise display therefore is considered to be a very a critical element within the store because it drives impulse purchases (Inman &Winer1998). And this is one of the reasons that, merchandise displays have occupied vital place in retail context. Generally, retailors depend on displays to be silent salesforce; to pull consumers into store; stimulate them to touch, assess, and eventually buy the products ( Inman & Winer 1998).

Studies have also proved that in-store marketing and product allocation are found to have a prominent impact on visual attention of the shoppers (Chandon et al.2009) which ultimately affect their purchasing decisions positively ( Drèze et al.1994). In other words, it can be said that, the more effective a product is displayed, the the more likely it is bought. This phenomenon is of most importance in such a case where the shoppers have not beforehand planning to buy a particular product. This fact can be supported by the study of Ebster & Garaus (2015) revealing that 80 percent of purchasing decisions are found to be made in front of the shelves without any pre-planning. Hence, a product display is a great source of yielding high margin profit for retailors provided that is used to achieve this purpose efficiently.

Thus, it makes sense to understand this concept which is used as a marketing tool by retailors. The point-of-purchase display is of those notions aimed to maximize in-store exposure to influence the shoppers buying decision which will be elaborated in the upcoming section.

### 2.3.1 Point-of-purchase communication

Point of purchase refers to all types of in-store marketing communication efforts which is used to stimulate desire for products and then persuade the consumers to buy the desired products. It is worthwhile to mention that, point-of-purchase channel of communication is prominently significant in retail context. (Sigurdsson et al. 2010), *where "80 percent of shoppers make buying decision in the store in front of the shelf"* (Ebster & Garaus 2015*)*. It is the most common concept in impulse buying behavior context (Kacen et al. 2012), where some of shoppers have merely an ambiguous idea of what they wish to purchase prior to getting into store, while some have decided on a specific product in advance, but not decided on the brand or type. Yet still others*, "the impulse purchasers, decide right away in the store, that should have a particular product that they have just seen here right here and right now"* ( Ebster & Garaus 2015, 3).

While queuing at a market, shoppers' glance around the line, the display of candy bars within instant reach causes a shopper to remember that he is a little bit hungry. So, he grabs one. Point of Sale (POS) marketing is mostly employed by retailor which uses different strategies to motivate the shoppers to make last-minute purchases. Items close to the POS usually move at one-and-a-half to three times as quickly as the same products on a shelf somewhere else in the store and some items in a high traffic markets have reported to be sold as much as 64 time faster. Point of sales marketing is most likely effective for low ticket impulse items that can be conveniently added to other purchases. Such kind of marketing is most appealing to impulse customer who are not loyal to a particular brand (Marketing School Organization 2018). Similarly, according to point-of purchase advertising international (POPAI), a Washington, D.C.-based trade association for in-store advertising, *"point-of-purchase marketing can increase sales in convenience stores as much as 9.2 percent"* (See more Industry Baverage 2003)

Marketing School Organization (2018) presents the kinds of POS display here under.

- Shelf talkers: small sign that become visible next to the product on the shelf.
- Counter displays: usually small as they should not block the line-of-sight between the clerk and the customer.
- Posters: when space on the wall is visible.
- Floor displays: typically made from card stock
- Video and digital signage: hanged above the shoppers in line

Marketers use point of purchase marketing to consistently improve communication productivity. Unlike media advertising this type of marketing is far faster and more influential (Harvard Business Review 2018). Particularly for impulse buyers who make their buying decision at the point of purchase **(**Marketing school organization 2018).

2.3.2 On-shelf product display

On-shelf product display is all kinds of marketing communication efforts done through displaying the product on different shelves positions and levels. The philosophy of such kind of marketing has got its own meaning and interpretation in the mind of consumers that can mostly influence their purchasing decision on impulse. For instance, products located at shoppers' eye- level have tendency of selling more than products at other heights on the shelf. "*Product placed at eye-level get more attention form shopper than above level or below level"* (Thain *&* Bradley 2012, 71-72; Ebster *&* Garaus 2015, 25). The experts have divided the shelf zones into four vertical parts which is shown in (figure 5).

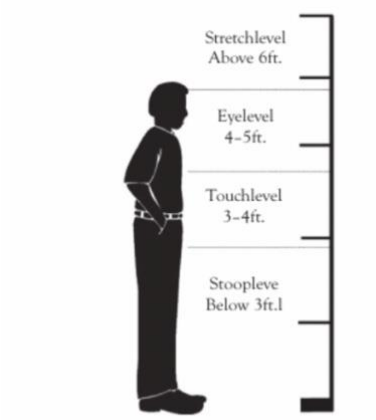


Figure 4.The four vertical shelf zones

Source: Thain & Bradley (2012, pp. 26)

- **Stretch level (>6 ft):** This part of the shelf zone worth less because stretch level receives comparably little attentions by shoppers and consequently have less tendency to make impulse sales.
- **Eye level (4 to 5 ft):** Shoppers can merely purchase what they see, and what is in their field of vision receives the most attention. In other words, it can be said that, eye level is the buy level. For decades retailor have realized that products displayed at eye-level has the highest turnover rate. This hypothesis has also been supported by research studies using eye-tracking technology. For example, a study found that products placed at eye-level receives 35 percent more attention than other zones of the shelf. Hence, eye-level is proved to be the ideal zone for placing products with a high profit margin. Whereas, when the targeted customers are children, the eye-level zone is certainly placed much more down on the shelf.
- **Touch level (3 to 4 ft):** The touch level is placed nearly at the shopper's hand level. Even though this zone is not as a desirable zone as eye-level zone, yet still it is far more attractive zone than stretch and stoop level.
- **Stoop level (<3 ft).** Shoppers usually don't like to bend down or are not able to bend down such as elderly and disabled people. That is why this place is not the most attractive zone of the shelf, but It is allocated for low margin items or heavy goods.

That is not all, the allocation of products on different zone of shelf not only influence their perceptions of shoppers but is also a supporting tool to evaluate the products based on vertical zone of shelf. In a study, it was found that the brands placed at higher level (eye-level) were assessed better rather than brands placed at lower (touch-level) regardless of the brand itself. Likewise, when it comes to giving a reference to a better quality, both marketers and consumers use verticality-connected terminology, like high or top quality. Thus, when viewing supermarket shelves, consumer conclude that product with higher quality are placed at higher position. (Valenzuela et al. 2013.)

Generally, by the elapse of the time, shoppers have experienced that retailers are tending to place the top positions to the top brands on the shelf. Hence, the locations of products on the shelf determines their power and dominance over competing products. Meanwhile, Comparative to horizontal location, products located vertically on shelf are thought to be more powerful and dominate (Ebster & Garaus 2015, 26 -28). Moreover, in a market in which impulse purchasing is crucial or variety seeking is the norm, eye- level location or an end-ofgondola feature is the vital buying variable, sometimes even more than complete brand preference. Brand preference study usually overlooks the physical realities of presence in the store: e.g. the extra seconds required to notice a brand on a low shelf. (Thain & Bradley 2012, 71-72). The authors also state that, based on a retailer's report, "Sales of a brand will be reduced by two-thirds if it is moved from an eye-level to a foot-level position." Thus, a product's in-store location determines its power and dominance relative to rival brands.

Addressing to variety-seeking behavior of consumer mentioned in (section 2.1.1), in-store marketing strategies are adjusted accordingly for different products and brands. For example, the marketing strategy differs for market leader and minor brand in such way that the market leader will strive to motivate habitual-buying behavior in terms of dominating shelf space, keeping shelves fully stocked, and running reminder advertising quite often whereas the challenger firms will motivate variety seeking by offering lower prices, special deals, free samples, coupons and advertising that illustrate reasons for trying something different .(Kotler & Armstrong 2014, 176.)

Hence, retailors need to use skill and sound judgement for allocation of scarce shelf space (Thain & Bradley, 2012, 102). Because this assertion of control over their shelf space give them the competitive edge to maintain controlling the power of brand choice that they can fully leverage in positioning their private label (Thain & Bradley 2012, 103). Now, the time calls upon realizing how much display of product effects an impulse buying which, will be discussed in following section.

### 2.3.3 Effect of display on impulse buying

Even though impulse buying is a complex concept, it is popular and general in-store behavior. In order to get an insightful picture of this behavior, it should be first decided, from which aspect this phenomenon is aimed to be studied. Cobb & Hoyer (1986) state that, the impulse buying behavior can be studied from two dimensions: The perspective of place of impulse buying; and the perspective of consumer characteristics. The first approach defines impulse buying as a function of the place. It explores where the buying decision is made. In impulse buying cases, the decision is most likely made in the store. On the other hand, the behavioral definition is based on consumer characteristics. For example, the the speed of the decision making, the little amount of information necessary to buy the product and emotional state. Even though these dimensions of study seem to have two different focus, they interact at some point, because their goal is same. In this section however, the focus will be merely on place(location) aspect of the study.

Product display on the stores' shelves is playing a key role in impulse purchasing because increased exposure to in-store motivators such in-store displays strengthen the chance of realizing the need for product and encourage the shoppers to buy impulsively. (Stern 1962; Jansson-Boyd 2010, 75-76.) It is projected that impulse purchases increase by 10 percent when products are displayed appropriately. That is why, in doing in-store marketing, tough competition is seen among manufacturers to get their product displayed at eye level. Placing a product more visible to consumers is "*a function of product shelf-space allocation and constitutes an important in-store stimulus for impulse buying*" (Chen et al. 2006). According to Kollat & Willett (1967), confectioneries such as candies and desserts do not account for necessary shopping items but have tendency to greater impulse potential if distributed efficiently. Best allocation of shelf space (Amrouche & Zaccour 2007) can result with an edge of competitive advantage for retailors ( Lim et al. 2004), and leads towards better sales performance of the store (Buttle 1984). Not to forget mentioning that, *the products holding higher impulse buying rates show tendency of more sensitivity to changes in shelf space.* (Curhan 1972; Desmet & Renaudin 1998).
Thus, in marketing the above-mentioned parameters influence the sales margin of the impulse products to a a great extent. In the recent years, however, efficient product allocation (display) has not only been the most critical marketing and operational decisions for the consumer-packaged goods but is also a big challenge in marketing the products within store (Hall et al. 2010). One of the biggest challenges is for instance the constant rise of competition for shelf space (Ball 2004).

It is also interesting to know that impulse items are far more space elastic comparatively to non-impulse items. For instance, Brown & Tucker (1961) first assumed that impulse purchasing would increase the significance of exposure criteria: such as shelf space in comparison to other product variables. Compatible with this study's finding sales–space elasticity rises across three types of products: *unresponsive products* commodities such as salt or sugar; *general use products(staples*) like breakfast food or canned fruits; and occasional purchase products (impulse buying) such as candy or nuts. Similarly, and most importantly(Cox (1964); Cox K.1970); Curhan (1972); Desmet & Renaudin (1998) found that impulse products (candy and nuts) to be more space elastic than staples such as breakfast food and canned fruits, which means that best allocation of these impulse items guarantee a huge margin in sales turnover.

Like shelf allocations of product, counter placement of product has similar significance and is of the most importance for impulse items such as sweets and snack bars. For example, Mary Finn Shapiro (2001), argues that one of the main drivers for high margin for last-second items is getting impulse items placed on the counter. Because at the checkout counter a retailor can really grab one’s customers' attention. The customer has little time to think about the purchase in such a circumstance. Therefore, by noticing impulse items customers most likely buy them. This idea is further supported by another convenience store study of impulse merchandising by Font-End Focus, coming up with result that checkout counter is the most attractive shopping location for confectioners shown in (figure 6).

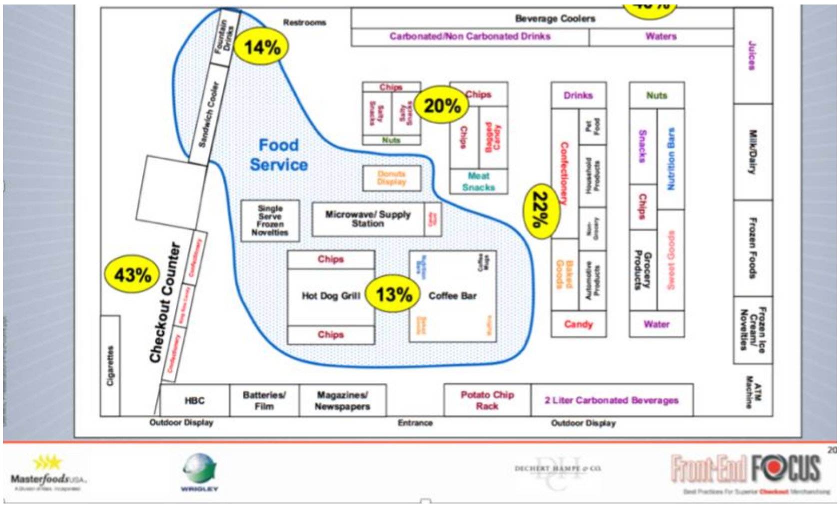


Figure 6. Convenience store impulse merchandising study

Source: Front-End Focus 2018

Despite this fact, it is worth mentioning that, the counter should not be overcrowded with items. Since lack of enough space might decrease to fewer or no impulse purchases (Mary Finn Shapiro 2001). Hence, it can be summarized that efficient allocation of the impulse products leads to higher sales margin.

Once the shoppers enter the store they are certainly exposed to appealing in-store marketing exposures e.g. eye-catching locations, which is already discussed, but the game does not over here. Now the turn comes for the social factor (frontline employees) of the store to play their roles by not merely manipulating their customers buying behavior and decision making but also striving to build a strong and sustainable bond with them which could benefit the firm in the long terms. The role of customer service in this chain of relationship will be discussed in the following section.

## 2.4 Customer Service

No one can deny that in the current competitive market, marketers don't only need to put a lot of afford in getting their products sold but also need to persistently keep their customers satisfied. And this effort is possible only when customers receive best customer services along the sales process. According to Turban et al. (2002), *"customer service is a series of activities designed to enhance the level of customer satisfaction — that is, the feeling that a product or service has met the customer satisfaction*." Customer service is all about frontline employees' interaction with their customers. Employees' interaction is the most vital aspect in customer service. The significance of the customer service differs across product types, industry, customer type and their personalities though, under each circumstance of course, it proves the art the employees to keep the different customers satisfied by adjusting themselves to their customers personalities. (Mertamo 2015.)

Since 1970s, a modern marketing method has come into existence on the concept of interaction between service provider of goods and their customers. Buyer — seller interactions are the most prominent elements in marketing than ever before. Because the way these interactions are are handled has an effect on the purchasing behavior of the customers. The focus on interaction between supplier and customer is often an on-going relationship, makes the possibility for the marketer to consider the customer not only as time to time buyer, but as a relationship partner. This alternative view is based on the concept that, it is not the exchange which is the key of marketing, but that exchange occurs on continuous relationship between parties in the market place — provided that relationships are handled in a way that customers get the quality and value with which they are satisfied. (Grönroos 2007, 24 - 25).

The marketers place the customer at the heart of every business and the growth of an originations' policy and scheme. This notion is prerequisite to marketers and non-marketers alike and no firm can disagree with this idea of the significance and essentiality of the customers. Additionally, Young (2008) explains that customer with poor experiences are most likely to word mouth to others as those with superior experience. (See more Lancaster & Massingham 2017, 261). In other words, it can be explained that due to poor customer service a firm loses not only the involved customer but also many more. The merit of superior customer service is the tendency and likelihood of referring to a business time and again in order to purchase which eventually encourages him/her to becoming loyal customers. This is of special importance, when it is viewed from perspective of acquiring new customer in comparison with those of keeping existing ones. Because for an organization its costs ten times more to gain a new customer rather than keeping an existing one. Kotler & Keller (2016) illustrates this phenomenon (See more Lancaster & Massingham 2017, 261)

Undoubtedly, customer service plays a prominent role in the current competitive marketing climate. It is in fact the best way for companies to gain market share by dealing in professional and friendly manner with their customers. Customer service can alter the feeling of a customer towards a company. An organization’s staff can enhance positively the image of the business to customers by being friendly, responsible, responsive, reliable, motivated, empathized and showing positive attitude. Extraordinary service is prominent particularly for small business that are not able to compete with price (Mertamo 2015).

An extensive element of human related environment stimuli is demonstrated by Kim & Kim (2012) in (figure.7) where the most essential part is the sales associate’s behavioral attributes which influence impulse buying and shopping frequency of the customers. Moreover, other studies such as (Bitner 1990; Spiro & Weitz 1990; Kelly & Hoffman 1997; Gwinner et al., 2005) have also found that sales personnel behaviors foretell customer assessments. Furthermore helpfulness of salesforce in assisting customers is found to be affecting the consumers’ intention to buy (Baker et al., 1992).

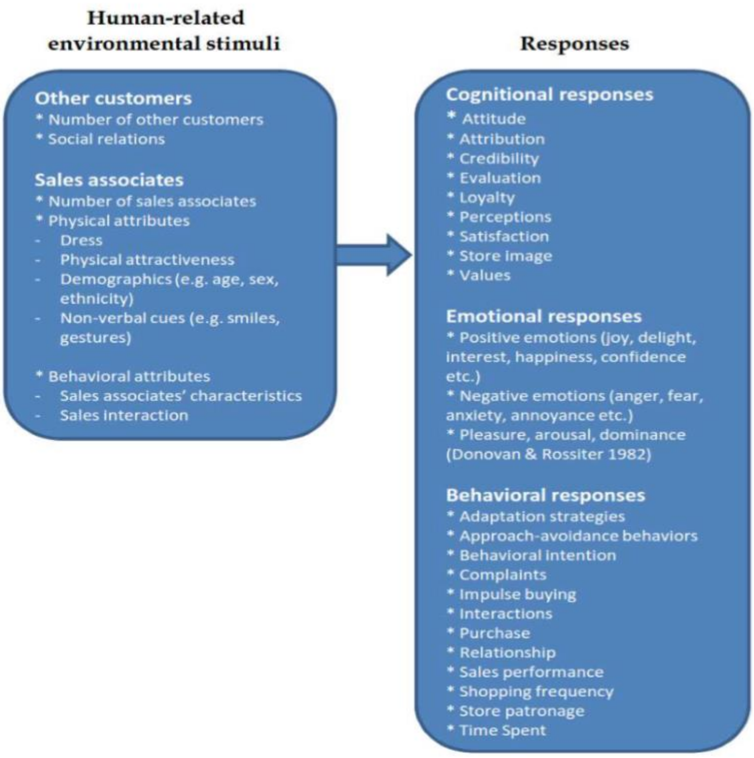


Figure 5. Human-related environmental stimuli and responses

Source: (Kim & Kim 2012)

Likewise, Solomon (2010) argues that customer service reflects an origination's culture – the preference an organization gives to their customer service in comparison to other components like product innovation and lower price. Hence, an organization that admires the customer service would invest enough fund in training their employees. At the same time these organizations put very close eyes on their customer's feedback in reflection to services they receive and take reflexive measures to enhance them accordingly.

A satisfactory customer service ensures high profitability and success of the business (Allen & Allen 2004; Rust & Zahorik 1993, 211). In refection to enhancing the customer service, the authors propose tips which could help in maintain customer satisfied and causing increase in their retention rates and firms' profitability. These tips are are for example: conducting training programs for sales staff to be more responsive to customers; upgraded facilities; impilmenting efficient data handling systems and customer survey programs. The authors further suggest that firms with insufficient customer service cultures might need to change the way they do business.

In general, customers are at the core of every business. The customer is the actual boss in a business dealing and is accountable for the actual profit of an organization. Customers are those who utilize the products and services and assess their qualities in trade off for the money they exchange with. Thus, it is significant for a firm to retain its old customers and acquire new customers and grow their businesses persistently.

To manage customers, business should implement various types of approaches for instance segmentation of customers into groups and each customer type must be thought valuable and profitable (Management study guide 2018). Thus, before being able to classify the customers, a company should know the types of customers they are dealing with. In this regard Management Study Guide categorize the customers into hereunder types.

- Loyal customers
- Discount Customer
- Impulse Customer
- Wandering Customer
- Need based Customer

Since this study merely focuses on impulse consumer, this type of customer will be descrived in the following section.

Impulsive customers are thought to be difficult to understand and get convinced easily. The reason is that such kind of customers want to do the business in urge or hurry. In reality, such kind of customers have no particular predetermined item to buy but desire strongly to buy whatever find suitable and appropriate at the time of purchase. Dealing with such customers is pretty much challenging because they are not actively seeking for a particular product and like all the products to be displayed in front of them so that they can purchase what they like from among the variety of the displayed items. If impulsive customers are handled appropriately, they could be a large source of profit for firms.

A sound, loyal and long customer relationship is only possible to be built when the operations within organization functions well. According to (Kalabrate 2018), it starts with best recruiting and hiring practices because “a company’s customer service people are its lifeblood ” and also "literal face of their brand". The salesforce attitude and services are what the customer remember. Sales clerk is the most crucial factor for customer and store's visitor loyalty. Satisfied customer is the outcome of a motivated and well-trained sales force which reveals a healthy operation within an organization.

Kim & Kim (2012) together with some other studies have classified the characteristics of salespeople to be: age; appearance; level of understanding consumer's choice; and preference, that has either conscious or unconscious effect on the customer relationship. Customer relationship therefore is of essential importance in consumer behavior. For example a recent study of customer relationship at a Swedish superstore Gekås Ullared revealed that the significance of customer relationship for product attribute are: availability , service and attitude of staff. **(**Solomon et al. 2013, 76 -136.)

Employees' morale on the other hand, count to a great extent in delivering best services to their customers. And how staff morale can be boosted depends on managerial strategies of the firm ( Mertamo 2015). Thus, managers are to be proactive in exploring and handling the drivers that may cause low morale in their work forces.
Moreover, the type of customer service differs across industries and products, this study focuses on the role of customer service in retail sector which will be addressed in the following section.

### 2.4.1 Customer service in retailing

Customer service is vital element in every industry in general and in retail industry in particular because retailors have direct connection with customer where the likelihood of turning the customer to a business partner is a lot more than other industries. Customer service is persistently gaining important role in contemporary daily activities of every urban area. In retail industry, retailer and customer's relationship plays a prominent role in success of the retail firm. In the current time, business is continuously depending on relationships that eventually brings long-run success of the business in the market. High quality business relationship with customers have been realized as a source of competitive advantages. (Henning-Thurau et al. 2000; Palmer 2002.)

According to Terblanche & Bashoff (2001), one of the perspectives of the total retail experience is personal interaction variables such as: willingness to assist; personal attention, prompt service, curtesy, and interest. In addition to these varibels , other scholars have also highlighted the role of salespersons and their interactions (i.e., mutual, or reciprocal actions) with customers in service quality. The quality of communication between employees and customers has gotten significantly importance as customers set up a large part of their overall evaluation and / or satisfaction on these mutual relationships. (Bitner et al.1990.) Many studies including Pornpitakpan et al. (2017) emphasizes on the value of salesperson' retail service quality in terms of personal interactions such as: the salesperson's capability of being friendly; pleasant; empathized; courteous; attentive to customers; and readiness to assist customers along the purchase process.

High levels of service quality assessments (Bitner 1990; Zeithaml et al.1996) and foreseen service quality (Shao et al. 2004) cause higher purchase intentions. Berry et al. (2002) also emphasizes on the role of total customer experience in the retailing industry and proposes that this experience can be created through offering *"solutions, respectfulness, connecting with customer's emotions, and convenience*". Additionally, Bitner (1992) declares the important role of store frontline employees in generating value, developing emotional bonds for endless relationships and foreseeing customer expectations. The communication quality between customers and salesforce has an essential influence on overall retail experience and satisfaction of the shoppers. (Bagdare 2013).

Bagdare (2012) together with Kim & Kim (2012), attests that aknowledgeable, well- trained and motivated staff provides information on product, solves problems, tackle grievances and carries out after sales service. As a result, a customer achieves a superior quality retail experience. Similarly, the competence, attitude, gesture , facial expressions, and behavior of staff also impact building store image perceptions (Bagdare 2013). Hence, it can be said that, customer needs special attention from the salesforce in retail industry, where the foundation stone of this attention is built on the quality of service offered by the retail outlets. Thus, it is worthy to assess how the customer perceive quality in the service. In the following section this issue will be discussed.

### 2.4.2 Retail service quality

The term retail service quality is defined as "*consumers' evaluations of the overall excellence of the service experience from a retail store and includes reliability, responsiveness, empathy, assurances, and tangibles"* (Parasuraman et al.1988). One of the keys means of offering value to customer is to concentrate on the problems of service quality and strive to having it enhanced on regular basis. Research has revealed that companies that are ranked higher in superior service quality are enjoying both higher market share growth and profit margin. (Allen & Allen 2004; Fahy & Jobber 2012,182). Accordingly, studies have also asserted that personal interaction together with problem solving ability of the customer contribute in overall quality of service a business offers to its customers (Dabholkar et al.1996).

Nonetheless, in consistency with Reddy (2013) the quality of service is thought be to satisfying customers. The quality and satisfaction depend on how customer perceive it (e.g. how is the service now and how it is expected to be by the customers). The evaluation of service quality particularly emphasizes the various aspects of service to be offered to the customers. It is a focused assessment that reflects the customer feeling of the part of the service such as interaction quality, problem solving ability and service reliability among other elements. Furthermore, Parikh (2006) also supports that customer perceived service quality is thought as a prominent element of business performance. He further mentions that "*good service quality means the customer's perception on service performance should meet or exceed their expectation of what the retail sector firm should provide".*

On the other hand, according to Fahy & Jobber (2012), a key way of offering value to customer is to concentrate on the problems of service quality and explore ways to enhance it. Meanwhile it is worthy not to underestimate the role of frontline salesforce in creating and entertaining environment. According to Jones (1999), store employees account in entertaining store experience and positive feelings of customers. For instance, a smile or being conveniently available to them. Moreover, at the retail context affect is exerted by salesperson (Yoo et al. 1998).

Because a salesforce s' action and attitude can affect customer satisfaction (Oliver & Swan 1989). And customer satisfaction has influential support (Westbrook & Oliver 1991). This relationship occurs, at least partially, because the salesforce and business are same in the shopper's mind (Crosby et al.1990). However by contrast, the unavailability of salesforce or poor salesmanship may also create adverse influence (Jones 1999). Customers receiving good salespersons' retail service quality exhibit greater impulse buying and store-revisit intentions than those receiving poor salespersons' retail service quality (Pornpitakpan et al. 2017).

Looking from perspective of impulse buyer, salespersons' helpfulness (Mattila & Wirtz 2008), knowledge and friendliness (Minic & Kursan 2010; Solomon et el. 2013, 85) are found to be the motivators of impulse buying. Staff friendliness in convenience store is of great importance where face-to-face business is done with consumers. And usually the consumers visit the same stores on regular basis and happens to know store owner, managers and other salesforce. A successful interaction with the staff impacts the consumers experience in the store and eventually form their overall perception of the brand. (BCG 2018). Studies have emphasized on personal interaction quality and explored it an external motive of purchasing on impulse. For example, Agrawal & Schmidt (2003) mentioned three listening qualities of a salesperson namely: attentiveness; perceptiveness; and responsiveness; as motivators of impulse purchasing.

Top brands recruit competent employees and also train them how to build strong bond with the customers. They offer their employess incentives in order to motivate them to stay with the firm and always remain commited (BCG 2018). Hence, it can be summarized that customer service can influence the impulse purchase and sales result.

## 2.5 Summary of the theory

Impulsive buying behavior is not solely a fascinating area of research in contemporary marketing but is also one of the most critical decision making in marketing. Because the trend of consistent impulse buying is on rise and their drivers differ across products, industries and cultures. According to Stern (1962); Beatty & Ferrell (1998) impulse purchases of four kinds which are named: planned; pure; unplanned reminder and suggestion on impulse buying. Moreover, the types of impulse purchase have a strong link with what drives the consumers to go for impulse buying.

Regarding the drivers of snacks, Brassington & Pettitt (2013 pp. 83) and Crofton et al. (2013) argue that hunger, boredom, escapism, enjoyment, substitute skipped meals under time pressure, convenience of being able to eat “on-the-go” or in the street are the main drivers that urge the consumers to go for snacking.

The role of marketing together with marketing communication which is aimed to promptly expose the shoppers to these stimuli are of great importance. Thus, the literature review on some of these variables are store location; product display; and customer service which are found to be influential on snacks’ impulse purchases. Hence, the importance of these variables was recognized to be fascinating avenue to be explored within this study as well.

As already discussed in this chapter, one of those exterior marketing variables is store location and interior store variables are product display and social factor (customer service) that contribute in appealing and motivating the shoppers to buy on impulse. Some of the earlier research on this area have found that, store location (Connie et al. 1999 ; Gupta et al. 2009; Minic & Kursan 2010 ; Jaravaza & Chitando 2013; Solomon et al. 2013, 85), and increased exposure to in-store motivators such as well-placed in-store displays (Stern1962 ; Jansson-Boyd 2010, 75-76 ; Ebster & Garaus 2015, 3), and customer service such as sales force personal interaction with customers (Kim & Kim 2012 ; Reddy 2013; Pornpitakpan et al. 2017), salespersons’ helpfulness (Mattila & Wirtz 2008), knowledge and friendliness of staff (Minic & Kursan 2010) are important in motivating the impulse purchases which eventually leads to high sales impulse margin and net income.Thus, the following conceptual framework is developed for this study shown in Figure (7).

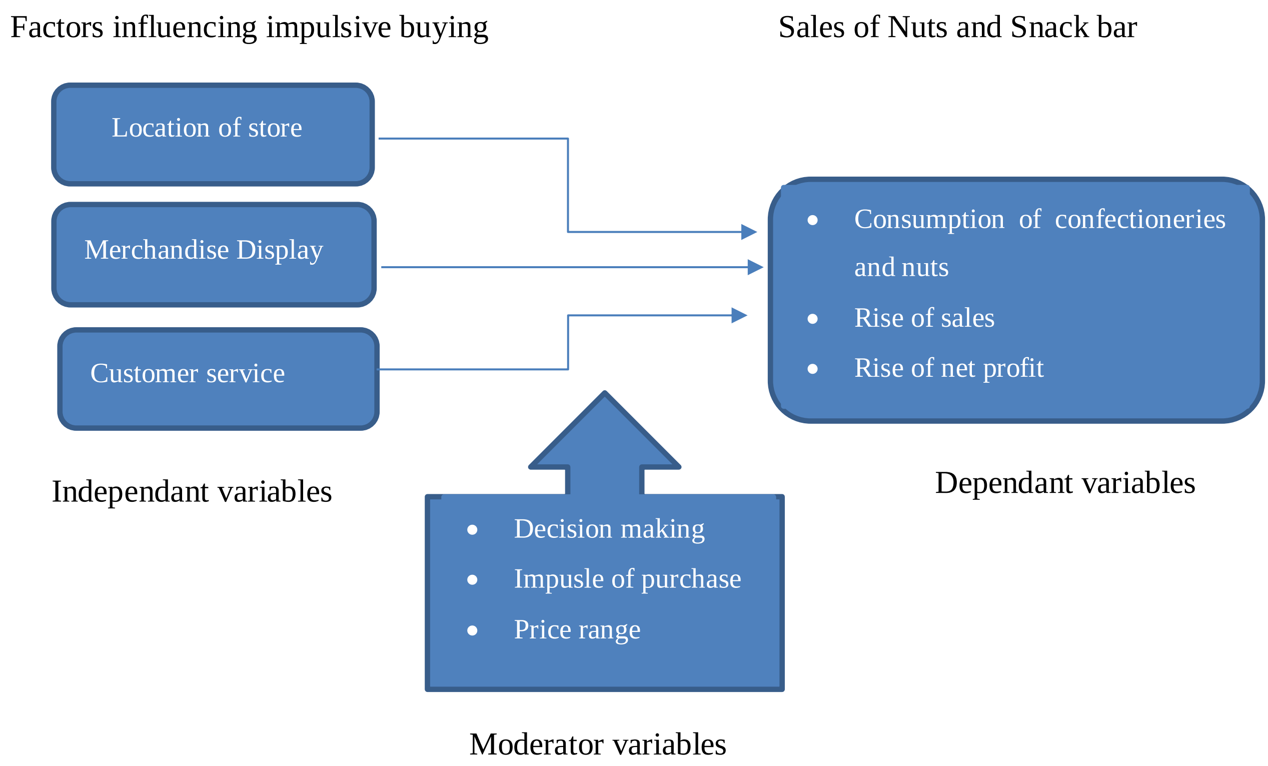


Figure 6. Conceptual framework diagram

# 3 METHODOLOGY

In this chapter firstly, the research philosophy together with research design will be discussed. In succession, the research instrument; procedure used in data collection; and pilot test study will be elaborated. Subsequently, the data analysis method including reasons for choice of the method will be discussed. In this section, it describes how the research was carried out and how the respondents were chosen. Finally, the chapter ends up with presenting the acquisition of material in terms of transcribed form of interviews and its coding.

## 3.1 Research philosophy

The term research philosophy refers to “a system of beliefs and assumptions about the development of knowledge ” (Saunders, Lewis & Thornhill 2016, 124; Research methodology 2018). In simple words, a research philosophy deals with how data about a phenomenon should be collected, analyzed and used. Thus, prior to embarking on a research, every researcher needs to decide on what research philosophy he or she embraces before starting his research study; how he understands his research questions; which methods of data collection he chooses; and how he interprets his findings. The research philosophy which suits well the nature of this study is interpretivism. Thus, this philosophy will be adopted in conducting this study. According to Research Methodology (2018), interpretivism (interpretivist) philosophy is all about interpreting the components of the study together with integrating human interest into a study. Moreover, in interpretivism study access to reality (given or socially constructed) assumed by researchers merely through constructions such as language, consciousness, shared meanings, and instruments. Therefore, as a social actor, it is significant for a researcher to appreciate distinctions between people (Saunders, Lewis & Thornhill 2012). See more (Research Methodology 2018 ). Additionally interpretivist studies generally emphasize on meaning and may implement multiple methods so that to reflect issue from different perspectives (Myers 2008, 39- 42).

Interpretivism type of philosophy put more weightage on qualitative analysis over quantitative analysis which is also the focus of this study. Moreover, the choice of interpretivism type of philosophy has a close implication with the choice of my research strategy which is “case study” in nature. Additionally, Interpretivist approach is based on naturalistic approach of data collection including both primary data (interview and observation) and secondary data (customer feedback on case companies' blogs).

As already explained, this study is about exploring the customers (shoppers) impulsive buying behavior. It therefore makes sense to say that, like other social factors, shoppers at these two markets' outlets likely interpret the situations differently as a result of their own view of the world. Their various interpretations most probably affect their actions and nature of their social interactions with others.

Looking from a subjectivist view, targeted shoppers in this study interact with their environment differently and try to make sense of an event or object through their interpretation and meaning they attach to that object or event which consequently effect their actions. (Saunders, Lewis & Thornhill 2016, 127.) Thus, as a subjectivist researcher, I will seek to get insight of different realties about the shoppers in order to comprehend their motives, actions and intentions, that can contribute in this research. (Saunders, Lewis & Thornhill 2016, 124 - 131.)

## 3.2 Research design

According to Kothari (2004), the research design is " the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data. The design includes an outline of what a researcher will do from writing the hypothesis and its operational implications to the final analysis of data." [Pp 31]. Based on the above definition, a research design needs to explain a clear statement of the research objective (problem) —which is: to study the effect of three marketing factors: store location; on- shelf allocations of snack items; and customer service on impulse buying of Coloetta's' confectionery snacks and nuts sold at R-Kiosk and K-Market's retail chains. Thus, this study is planned to be conducted in order to get insight about the influence of the above three mentioned marketing variables on their impulsive buying behavior and impulse buying decisions. And the data will be collected at K-Market and R-Kiosk's outlet chains from the targeted respondents whereas the techniques which will be used in data collection are qualitative which are going to be:(1) Structured interview — means that a questionnaire will be developed based on predetermined and standardized set of questions prior approaching the targeted shoppers for the interviews. Then each question will be read out the same as it is and

also recorded which will later on be transcribed on the research paper. (2) Participant observation (as a complete observer)— means that the purpose of the activity is not revealed to salespeople. Moreover the targeted snacks allocation on the corresponding stores' shelves are observed. (3) Collection of relevant customer feedbacks on case companies' blogs.
In general, a combination of using primary source of data (interview and observation) together with secondary source of data (blogs' feedback) maximizes generalizability, reliability and validity while minimizing biases in driving the conclusion from the data.

The reason for choosing structured interview method is to build personal contact with targeted shoppers of both markets and also articulate their non-verbal communication and body language in response to the research questions. This way the shoppers express their preferences and unwillingness behind doing shopping at one market's store in comparison to other one. Observation on the other hand, is planned to be used as second tool of data collection which most likely help out to uncover the true picture of the phenomenon under study. A through observation further provides data to back up the statements argued by the targeted shoppers. And lastly, a secondary source (relevant customer's feedback on companies' blogs) will be used as a source of data collection. It is also a supporting tool based on the justification of the customers feedback and notions in responses to this study's research questions.

When it comes to resource allocation, like other school projects, this study is also subject to resource constraint which are both time and money. It employs therefore, cross sectional sample survey design, for which the time limit of conducting is considered between six to eight months.

## 3.3 Population

Population according to Kothari (2004) refers to "the total of items about which information is desired and is denoted with symbol "N" in case of the finite population (fixed number of unite)". Thus, as already mentioned, this study is a comparative case study. The target population for this study is obviously finite which are the selected number of K-Market and R-kiosk's retails stores in Turku Finland. The two main reasons behind selecting targeted population of the case study companies' stores solely from Turku city are: convenience of approaching these stores quickly and frequently; and availability of resources e.g. time and money in undertaking this study.

## 3.4 Sampling Frame

“ Sample frame consists of a list of items from which the sample is to be drawn” ( Kothari 2004, 153). In other words, it is a list of elementary groups which form the basis of sampling. The sample frame for this study will be shoppers found purchasing Cloetta’s confectionery snacks and nuts and salespersons at both markets’ retail stores.

A visual presentation of target population; accessible population; sample frame and sample (respondents) is shown in figure 8.

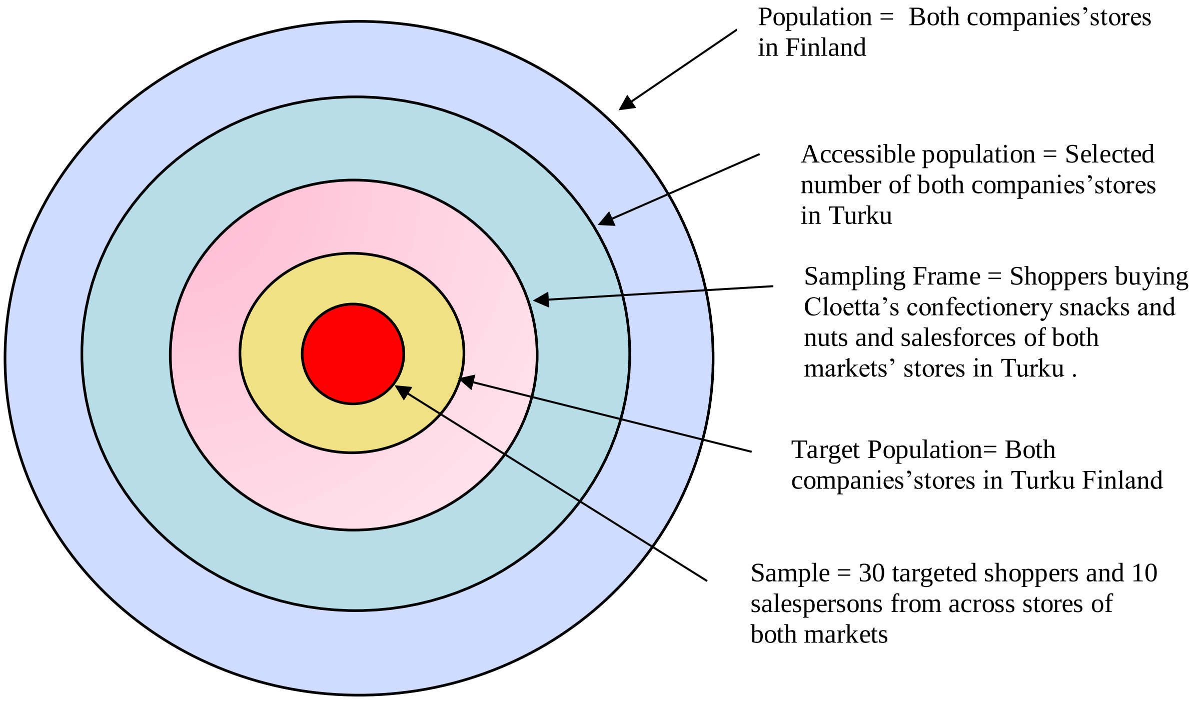


Figure 7. Population, sample frame and sample for study.

Source: (Kothari 2004,154; Burns and Grove 2009,344)

## 3.5 Sample and sampling technique

In line with (Kothari 2004 ,153), a sampling design (technique) is an exact plan used for obtaining a sample from a sample frame. It points out the design or procedure a researcher would embrace in choosing sampling units from which conclusion about the population is drawn. From among the different kinds of sampling techniques, this study will adopt, purposive(judgmental) sampling technique's one kind named maximum variation (heterogeneous design). Because purposive sampling teachnique is thought more appropriate when the population occurs to be small and its selected characteristics is to be studied thoroughly **(**Kothari 2004, 67).

As the purpose of the purposive sampling is to emphasize on understanding specific characteristics of the population under study (Laerd Staistics 2018), for instance stores' site and customer service in this study. Therefore this method seems to be the most appropriate sampling design for this study. Hence, a maximum variation sample provided drawn carefully can be a representative in a random sampling (Audience Dialogue 2018) and also maximum variation(heterogeneous) purposive sampling provides a diverse range of insights relevant to the phenomenon under study, as its main purpose is doing so. (Thoughtco, 2018). Moreover, this method is also suggested to be used for case study research by Saunders, Lewis & Thornhill (2016, 301).

In short, according to Statistic How To site (2018) and Audience dialogue (2018)**,** this method is used when

- A researcher wants to comprehend how different group perceive a particular theme.
- Random sampling is not practical because of small population . Or the number of population and sample frame is either unavailable or imbigious.
- A researcher wants his sample to be as representative as possible; by sampling extremes.
- The sample size is very small about 30 (means between 20 and 50). For example, when a sample is chosen from a set of groups, a researcher usually takes three types of people that will be as diverse as possible on the issue under research. In this study, for example parents with children, youngster and elderly people were chosen who found to shop these snacks at case study companies' retail chains.

## 3.6 Sample size

According to Kothari (2004), a sample size represents the number of items needed to be selected from the population pp [56]. While there is not any hard and fast rule or formula which would calculate the number of respondents or sample size in maximum variation sampling method. However, as this method works well with small samping cases, the number of respondents is suggested to be limited to maximum 50 respondents. (Audience Dialogue 2018). Hence, on the light of the above theory, the number of respondents, in this study is planned to be 30 shoppers and 10 salespersons. The details about sample size is seen in the (Table 1).

Table 1. Sample size.

| No. | Stores and thier locations | Population (Sampling Frame) | | Sample Size |
|---|---|---|---|---|
| | | No. of shoppers | No. of salesperson | |
| 1 | R-Kiosk at Hansatori,Turku | Not Available | Not Available | 3 |
| 2 | R-Kioski at keskustatori, Turku | N/A | N/A | 4 |
| 3 | R-Kiosk at train-station | N/A | N/A | 2 |
| 4 | R-Kioski at Puutarhakatu Turku | N/A | N/A | 2 |
| 5 | R-Kioski at Vaarisuo’s liikekeskus | N/A | N/A | 9 |
| 6 | R-Kiosk at Erikinkatu 20,Turku | N/A | N/A | 2 |
| 7 | K-Market at Lumikonkatu,Turku | N/A | N/A | 2 |
| 8 | K-Market in Pansio,Turku | N/A | N/A | 2 |
| 9 | K-Market in Hansatori,Turku | N/A | N/A | 1 |
| 10 | K-Market at Hämeentie and Yliopistonkatu,Turku | N/A | N/A | 3 |
| **Total** | | – | – | 30 |

### 3.6.1 Research instruments

The Research tools which will be applied in this study are: questionnaire formed from a a set of structured questions for interview; direct observation and relevant data of customer feedback on case companies’ blogs. The reason behind choosing questionnaire is that, it can be used conveniently because it is cheaper and quicker to administer. The research supervisor assisted me in administrating the questionnaire.

## 3.7 Data collection procedure

The procedure used in collecting data consists of both primary and secondary data which is described hereunder.

- **Primary data** (new data)
    - **Interview** or research interview according to Saunders, Lewis & Thornhill (2016, 388), is a purposeful conversation between two or more people, require the interviewer to build a mutual understanding and ask concise and clear questions, to which the interview is intending to respond. Hence, in this study structured interview is undertaken to ask shoppers at both market's outlets about the details why they prefer to shop at one market's store rather than other market's store.

    - **Observation** on the other hand refers to a "systematic viewing, recording, description, analysis and interpretation of peoples' behavior (Saunders, Lewis & Thornhill (2016, 354). In this study the author plays the role of a complete observer to observe customer services at both markets alongside ensuring if the targeted products are displayed at eye-catching level.
- **Secondary data refers** to that kind of data which is primarily collected for some other purposes. Secondary data can be found both in the form of raw data or in the form of published summaries (Saunders, Lewis & Thornhill 2016, 316). The secondary data used in this study is text documents. In other words that is relevant feedback of both markets customers on their companies' blogs.

## 3.8 Pilot test study

In order to minimize instrument error and maximize instrument credibility, pilot test was conducted after the questionnaire was administered by the project supervisor. Thus, in order to assure that the questionnaire's questions were understood in the same way by participants, a number of 6 people were asked to respond to the questions. The participants covered different backgrounds of people (young, middle age and old people). The corresponding translated Finnish words were also written on the questionnaire in case the participant come across confusion and ambiguity. Subsequent to responding the questions, the respondents were asked to give feedback on the questionnaire. For example, how did they understand the questions and so on. Finally, after testing the instrument on 6 people, the data instrument was revised and obscure word were replaced with more clear terminologies. after that the revised version was field tested before starting the actual data collection.

## 3.9 Data analysis method and justification

As already explained in chapter 1, the method which will be implemented for processing and analyzing data is “content analysis”, which is all about quantifying qualitative data.

### 3.9.1 Description of the procedure

I followed the sequential content analysis steps suggested by (Saunders, Lewis & Thornhill 2016, 611). These steps are: (1) Sampling (2) Devising analytical categories (3) Defining the unit of the analysis e.g. word, sentence or paragraph (4) Conducting coding: Going through the data carefully and highlighting important relevant aspect of the data. (5) conducting qualitative analysis.

A total number of 50 shoppers were approached for interview. After closely observing them, having shopped the targeted snacks in a total sample of 10 stores of R-Kiosk and K-Market outlets in Turku. Out of this 50 people, merely 30 persons agreed to participate in this study. Furthermore, a sample of 10 sales persons together with display of the targeted snack bars were observed at stores already mentioned in (table 1).

Worthwhile to mention that interview was conducted in three languages (English, Finnish and Persian). A zoom recorder was used to record the interviews while a self-memo was used to note down the significant pieces of relevant data. Subsequent to each interview and observation session, the interview data was translated and transcribed to research paper; relevant pieces of information were picked up and the rest was discarded.

When it comes to deciding on the unit of analysis, I chose word and sentence after thoroughly looking at the content and message in each word, sentence and paragraph. In general, I sought not to neglect or overlook any significant information. Later on, I continued with segmentation process whose units of analysis varied between a part of line, a line or many lines depending on the topic or points covered. After making a list of coded topics from these interviews, I sorted each interview in a column of table on the same sheet seen in (Appendix 2). Then highlighted the similar topics with the same color across the columns in the table seen in (Appendix 2). To make data more concise, I clustered the same colored topics with labeling the most suitable name from among the labels. After having identified the primary (major) themes and sub-themes (important to research question), I assembled all the bracketed meaningful segments belonging to each theme in one place shown in table in (appendix 3). Moreover, I added gender and age of respondents to each meaningful segment.

In the next stage, I tallied the number of interviewees mentioned the theme as it is shown in table in (Appendix 4). Primary themes were mentioned by most interviewees, sub-themes mentioned by next most numbers of interviewees and followed by left over themes.
Consequently, I thoroughly checked each theme and its content in real sense and saw similarities and distinctions in each theme and adjusted in terms of re-coding and ultimately came up with useful information to respond to my research questions.

### 3.9.2 Reasons for implementing this method

Consistent with Saunders, Lewis & Thornhill (2016, 610) and Content Analysis You Tube (2018), the justifications for using content analysis are as follows:

- Using content analysis is appropriate in relation to descriptive types of “WH” questions such as “what”. For instance, it can help to analyze what is included in the content of the data and what is excluded. Using content analysis to address such kind of descriptive questions to some extent answers to a research question. Since my research question starts with the similar words, it seems logical to use content analysis method to answer my research questions.
- Using content analysis is also suitable in such a circumstance where qualitative data is generated through interviews and observation and transcripts or recordings are at researcher’s disposal.

- This method provides a rich qualitative data for the study.

# 4 RESULTS

This chapter presents the results of the study together with findings and issues associated with the previous literature. First it evaluates the consumer's behavior kinds of impulse purchasing and the drivers of snacking mentioned by the interviewees. Successively, the importance of location to convenience store is assessed and then the extension of impact of distance of store on impulse buying is discussed based on respondents' comments. Consecutively, the role of product location on impulse buying is evaluated on the light of observation and respondents' responses. In the next stage, the assessment of effect of customer service and its role on impulsive buying is presented. Finally, the findings of the study are summarized.

## 4.1 Consumer behavior

The exterior and interior store variables are those marketing tools which are aimed to influence the consumers decision making. One of those external stimuli for example is location of store which can also be called distance of store from consumer. Likewise, some of the interior variables are the in-store marketing stimulus such as products display on store's shelf and checkout; and customer service which can promptly satisfy the sudden desires of the consumers. The proximity of the store from shopper's location for impulse goods and effective display of impulse items together with prompt customer service within the store are found to influence the customer decision to a great extent.

Reflecting to participants responses, majority of them commented that, they do not merely purchase the confectionery snack bars and nuts for themselves but also for their friends and family members. Moreover, the size of the shopping baskets of the adults having children were found a lot bigger than simply a single purchase of a young child. Hence, it can be summarized that the above marketing variables not solely effect individual consumption behavior and his(her) buying decision but also covers the consumer behavior of the whole family and group which later on can influence their buying decisions .

Based on the light of theories on kinds of impulse buying by Stern (1962) and Beatty & Ferrell (1998) already described in (section 2.1.1), this study comes up with the findings that half of respondents' impulse buying falls in planned buying category. For example, the respondents who were accustomed to consuming Tupla Protein bar before or after training were found to have the same brand in mind before entering the store. On the other hand, the rest of the respondents were found to fall either in pure category of impulse buyers who were searching for novelty and brand switching; and suggestion of impulse buying types who were ready to decide on buying the snacks with great urge after seeing it even for the first time.

### 4.1.1 Driver of Snacking

As described in (2.1.2 section) of chapter 2, consistent with Brassington & Pettitt (2013, pp. 83), snack is considered an impulse product. This study partially approves that consumers approach the convenience stores to satisfy their impulse needs. Based on the respondents' interviews, different drivers of consumptions for snack bars were hunger, craving, self-award and for nuts their nutritional values together with easy serving.

The result of this study indicates that, about half of respondents' drivers of consuming chocolate snacks were craving and self-award regardless of considering their brands. Similarly, about one third of the respondents reported hunger (protein need) before or after exercise for Cloetta's Tupla protein. On the other hand, the remaining one third mentioned quick and easy serving reasons together with hunger but with more focus on nutritional values for nut consumption. This finding is consistent with the earlier findings of Brassington & Pettitt (2013, pp. 83); Crofton et al. (2013) that hunger, boredom, escapism, enjoyment, substitute skipped meals under time pressure, convenience of being able to eat "on-the-go" or in the street.

> *"… well, I consume a Tupla protein either after or before training (gym, dance, ice hockey and football, jogging.)" – (F. 31; F.14; F.9; F: 13; M.13)*
>
> *"… I try to eat nuts due to their nutritional values but avoid eating chocolates and potato chips you know…, because they are neither good for myself nor my kids" – (F. 35; F 35; M.35; F:33)*
>
> *"…Well, I eat such snacks usually when I feel hungry, since they are easy and quick to grab."– (F.10; F.9; M 51; F 44; M.35: F.26: F:33)*

## 4.2 Location a competitive edge to a convenience store

Back tracking to (section 2.2.1) in chapter 2, location of store by earlier researchers is mentioned to be the secret of success of a retail business, and this is of particular importance in convenience retail setting which can use location as competitive edge over its rival firms. Having a glance at the locations of retail outlets of the case study firms, R-Kiosks' stores are located at high traffic areas such as bus-station, railway-station and other metropolitan areas within the city where mostly pedestrian pass by these stores. By contrast K-Market's stores are located not merely in down town areas but also in residential areas which offers parking facilities besides being convenient in terms of proximity to shoppers' home and work. Consistent with this study's result, the respondent's reasons of preferring frequent visiting K-Market's retail chains were proximity to their home or work and ease of travel compared to R-Kiosk's retail outlets. For instance, the regular consumers of Tupla protein commented that they always refer to nearest shop before or after training session. Moreover, they mentioned that, it feels difficult to prolong their urge of consumption till next store on their way. This finding is compatible with that of Jaravaza & Chitando (2013) saying that, location is an important variable in a shopper 's store choice decision. Majority of the respondents in this study further explained that, if they had to choose between K-Market's stores and R-Kiosk's stores, they would certainly choose K-Market's retails chains. Because K-Market's outlets are not only located close to their home, but the prices offered there are also comparatively lower than those of R-Kiosk's. Meanwhile K-Market's stores offer a lot of variety in their product lines. In general, almost all interviewees reported that, they mostly refer to K-Market's store and rarely to R-Kiosk's store solely for buying impulse products, but do their grocery shopping's at more economical markets such as Lidl, S-Market and Prisma where they can also buy these snack items at more economical prices.

> *"…I mostly shop at K- Market which is situated nearby my house." – (F. 10; M.51; F.42; M.18: F:33)*

> *"… I usually buy either from K-Market or from Prisma or from K-City Market when I go for shopping grocery stuffs and do not visit R-Kiosk because that is far from my house and the prices are also high there." – (F. 35; M.35; F.26)*

> *"…I rarely buy from R-Kiosk and usually from S- Market which are both close to my house." – (F. 10; F.14; F.13; F.9; F.11; M.10; F.9)*

*"…K-Market is a perfect small neighborhood shop with very extensive selection – (3 people's feedback on the company' blog)*

*"…R-kioski on turha keskustassa, kun siellä on esim.-market ja Lidl. R-kioski on erittäin kallis kioski, jossa on vain kalliita merkkejä. Siellä on myös huono valikoima..." (Yliopistonkatu,1 person)*

The results of interviews together with customer's feedbacks on case companies 'blogs, prove that customers are location- oriented. But when it comes to prices, distance of store cannot compensate those high prices for the same brand and the same products, especially when similar market is located nearby consumers but offering more variety and even lower prices.

*"…Products at R-Kiosk are of high prices due to which I avoid visiting this store's outlet. Instead, I refer to Lidl's store, and do most of my shopping from there..." – (F. 24; M. 51; F.31; F.32; F. 78; F.35; F.33; F.11; M.10; M.35)*

*"…R-Kiosk's outlet is just opposite my house, but I travel about 200 meters far to buy from K-Market's store where nuts are offered at more economical prices there..." – (F. 44)*

*"…I Prefer to buy from the cheaper alternative stores such as K-Super Market's retail chain which is just located by the R-Kiosk's retail chain."– (F.24; F.58; M.13; M.10; F.11; F.26; F.9; F:33)*

*"…In case of prices also, these snacks' prices are comparatively economical than those of prices offered at R-Kiosk's outlets. For me K-market is much more affordable…" – (F.24; F.28; F.31; M.18)*

This study's result explores that consumers are rational and have full knowledge of the market in the grocery industry, particularly with it comes to prices and affordability. This study comes up with the findings that the consumers at their 20s and above are found to be budget conscious and visit more economical market alternatives to do their grocery shopping and also benefit from their promotional discounts and special offers for the snack products even if they are more or less similar. This finding reveals that shoppers are not brand conscious and they easily switch to competitors to benefit from the discounts offered.

When it comes to size of shopping basket, it is found that the adults above their 20s accompanied with children were found to having larger shopping basket size rather than younger children.

### 4.2.1 Effects of the store distance on impulse buying

Reflecting to (2.2.3) section of chapter 2, location of the store has a tremendous effect on convenience store sales result because it is the only store which can use its location as a distinguishing competitive advantage. Yes, this study's case company firm (K-Market) enjoys its store location as a competitive edge in both residential areas and downtown areas relative to R-Kiosks' stores. Since K-Markets' stores offer comparatively lower prices for these snacks at both consumers neighbourhood convenience store and downtown areas. The respondents in this study reported that, they usually visit the convenience store which are located on a planned travel route, on the way or close to their home or work. This finding is in line with consumer survey BCG (2013) which came up with the similar findings.
Moreover, this study reveals that the consumers at their teen ages or below are destination-driven and refer to the the closest convenience store to satisfy their urge irrespective of the prices. Hence, the findings of this study are partially consistent with those of (Connie et al.1999) study. Because the respondents of this study cover merely a limited number of teenagers for the mentioned snack items concluding that consumers are continuously becoming destination-driven and make their buying decisions on conveniences of time compared to brand or price.

Not only adult consumers below age of 20 but also the adult consumers above age of 20 stated that, they seldom refer to convenience store to buy the Tuple protein and nuts for satisfying their needs. This result supports the earlier findings of studies by (Robbins & Gentry 1999; Gupta et al. 2009; Minic & Kursan 2010; Solomon et el. 2013, 85) that store location and accessibility are the motivators of impulse buying. Thus, this finding is practical for all consumers age group in case of quick shopping however the frequency of purchasing is relatively low because high prices are set on these snack foods. Moreover, the proximity of the store is found to be one of the advantages of the convenience store.

*"…Oohh yes definitely, Market's location affects my buying decision. The biggest advantage of R-Kiosk and K-Supermarket is that, they are close to my house. As they are found close to my house, I do compromise with the prices…" – (F.30)*

## 4.3 On- Shelf product display

The importance of impact of shelf product in marketing has been discussed in the (section 2.3.2) of theory chapter, where eye- level of product allocation was given much more weightage rather than above or below level. Since studying this portion is beyond the scope of this study. It therefore, can't contribute in supporting the theory developed by ( Thain & Bradley 2012, 71-72; Ebster & Garaus 2015, 25) finding that product placed at eye-level get more attention from shoppers than above level or below level.

### 4.3.1 Effect of display on impulse purchase

The literatures have made interesting findings on consumers in store behaviour as already discussed in (see section 2.3.1). Product displays have prominent effect on impulsive consumer behaviour which mediate the impulsive buying decision and ultimately impulsive sales where *80 percent of shoppers make buying their decision in the store in front of the shelf ( Ebster* & *Garaus 2015)*, especially *when the impulse purchasers, decide right away in the store that, should have a particular product that they have just seen here right here and right now*.( Ebster & Garaus 2015, Pp. 3).

However, this study merely focuses on consumers perspective that, are the consumers able to find these target snacks easily at R-Kiosk's retail outlets and what they area they suggest improving. The participants of this study said that, they can find Tupla protein and nuts easily at both R-Kiosks' and K-Markets' retail stores because they are displayed at eye-catching levels both on the shelves and check-out counters. The author's observation's result is alike with respondent's comments. The Nuts and Tupla protein are displayed at multilocation (e.g. shelves and checkout counter) and also multilevel (such as; eye-level, hand level and foot level).

Surprisingly, when the shoppers were approached for interview, a lot of consumers were found to be familiar with Tupla brand even though they had not yet tried it. This finding supports that Tupla brand is located visibly to all ages of consumers visiting both R-Kiosk's and K-Market's stores which include not only Tupla protein but also Tupla Max and Tupla king size. This study's result support claims of (Jansson-Boyd 2010, 75-76) and Stern (1962) that increased exposure to in-store motivators such in-store displays strengthen the chance of realizing the need for product and encourage the shoppers to buy impulsively (Stern 1962; Jansson-Boyd 2010, 75-76; Ebster & Garaus 2015, 3). Thus, the easy accessibility and well display stimuli for Tupla protein has made it very popular brand among shoppers who have not even tried this product yet.

> *"…Tupla protein and these nuts are conveniently found at both markets' retail chains, but the two others are difficult to find. They seem to be unfamiliar snacks…" – (30 out 30 respondents)*

By contrast, respondents' comments together with the authors observation came up with this result that, Fruity Bite Cranberry and Musli Bite Seeds snacks were neither easily visible at R-Kiosks' nor at K-Markets' retail chains. These two snacks were pretty much unfamiliar for both author and shoppers. These products were bought by shoppers from other grocery markets' store. This study's result to some extend present identical result with that of Inman & Winer (1998) study which concludes that, in-store display of merchandise has a critical impact on driving impulse purchase. In other words, it can be said that if products are not well displayed, they will not be seen and bought by the shoppers.

## 4.4 Customer service

As discussed in earlier (see section 3.4), the different studies affirm the role of customer interaction with customer in building strong bond with the business which impact companies long term profitability and percentage of market shares. Because according to (Kalabrate 2018), a company's customer service people are its lifeblood" and also "literal face of its brand". This study's results based on customer feedback on case companies blogs together with author's observation conclude that, customer service is essential to enhance the goodwill of business. Customer's feedback on R-Kiosk's different outlets are listed below.

*"…Turun ja koko Varsinais-Suomen paras R-kioski. Parhaat omistajat, parhaat myyjät ja paras palvelu, joka on nopeaa ja asiantuntevaa…" (Vaarisuun liikekeskus, 1 person)*

*"…Iloinen, reipas palvelu. Tuoretta kahvia ja pullaa. Perus R kioskin valikoima, Siisti myymälä…" (Puutarhakatu) — (2 persons)*

*"…Ystävällinen henkilökunta. Löytyy pitkälti kaikki, mitä iltamyöhällä voi tarvita…" (Hämeentie, 1 person)*

*"…Koivulan ärrä. Kioski kaikilla " mausteilla". Palveleva henkilökunta ja asiallinen myymälä. Kahvia ja "pullaa, lisäksi pikkusuolaista. Jäätelöä ja lonkeroa unohtamatta. Pihalla pieni terassi…" (Koivula — 1 person)*

*"…Vähän sekava harvoin kävijälle. Helpful and nice staff…" (Koivula — 2 persons)*

*"… Aina ystävällinen henkilökunta. Pieni grilli mukava lisä…" (Munterinkatu— 1 person)*

*"…Mukavat asiakaspalvelut…" (Yliopistonkatu—1 person)*

*"…Kivat työntekijät hyvien liikenne yhteyksien päässä lähellä keskustaa…" (Yliopistonkatu—1 person)*

*"…Erinomaisia porkkanakakkumuffinsseja ja mukavaa palvelua…" ( Ispoisten puistotie, 1 person)*

*"…Very kind!! :)…" Eerikinkatu—1 person*

*"…Great service, the workers are awesome …" (Stålarminkatu —2 persons)*

Similarly, the customers comments on K-Market's different retail chains blogs mentioned by customers are listed hereunder.

*"…Ystävälliset myyjät & pikkukaupaksi hyvä valikoima…"*

*"…Lovely local grocery store, free coffee with purchase and a great selection of drinks and specialty foods. Pricy, but open until late and has excellent service..."*

*"…One of the most versatile small grocery stores in town. Compared to its size they have a very large and modern selection of products. You can also get a cup of free coffee from the salad stand!"*

*"…Variation of the goods are superb. Workers nice and helpful. The market is little bit too crowded though..."*
*"… Awesome customer service. Enough products for a convenient store…"*

*"…The staff are nice people and pay attention to customers…"*
*"Good service, friendly staff and the owner pitches in all the time..."*

This study's result is similar with those of Terblanche & Bashoff (2001) and Pornpitakpan et al. (2017), emphasizing that customers value and support retail service quality. This quality can be maintained by frontline salesforce via paying personal attention to customers while interacting and showing friendliness, helpfulness, agility and courtesy.

### 4.4.1 Effect of customer service on impulse buying

Numerous literatures discussed in (section 2.4.2) have come up with interesting findings by putting weightage on superior quality of service used as means of gaining share and profit margin in the market by Allen & Allen (2004) and (Fahy & Jobber 2012,182). Yet, the focus of this study is solely to explore whether the customers are satisfied with services they receive from case company markets' outlets and what suggestions they propose for improving the customer service. This study comes up with the finding that, all customers are satisfied with the services offered by these two markets and customer experience more or less same quality in services offered by both markets' stores.

*"…At both stores customers service is more or less the same but satisfactory." – (28 out of 30)*

Nonetheless, some customers appreciated the service quality of R-Kiosks' stores in comparison to that of competitor company (K-Market's stores)

*"At R-Kiosk's outlets the customer service is always better than K-Market's store, because I think they have more time and pay customer personal attention. They do not take stuff and do…. beep! and that is all." – (F. 31)*

*“Customer service has improved enormously at both markets.” – (F. 78)*

In short, this study comes up with a result that customer service is significant for buying even small ticket items such as snack, but this study cannot contribute to theory by affirming the claims of (Minic & Kursan, 2010; Solomon et al. 2013, 85) that knowledge and friendliness of staff and findings of Mattila &Wirtz (2008) study which says that salespersons’ helpfulness are the motivators of impulse buying and high sales margin. It is found that shoppers can easily find the snacks they are intending to buy. It therefore, does not happen to ask the sales staff in finding the target snack products, particularly when R-Kiosk’s stores are small enough that a customer can easily glance a round and find these target items at multilocation and multi levels.

As mentioned above, the scope of this study does not cover the effect of customer service on impulse buying willingness and retention rate. Its finding therefore, cannot support the earlier studies conducted by Kim & Kim (2012) concluding that sales associates behavioral attributes influence on the impulse buying and shopping frequency of the customers and that of Pornpitakpan, Yuan & Han (2017) study arguing that customers receiving good salespersons’ retail service quality exhibit greater impulse buying and store-revisit intentions than those receiving poor salespersons’ retail service quality.

## 4.5 Summary of the findings

This study’s findings support Verplanken and Sato (2011) theory that, impulsive purchasing behavior plays a key role in the context of modern retail business and marketing. Specially within snack industry where consumers can neither control not prolong their impulsive desires for consuming confectionery snacks and nuts driven by hunger, craving and self-reward desires.

The role of marketing variables which could possibly influence the shopper’s decisions were found to vary across marketing variables and exposures. The location of the store was found to be a very influential element in choice of store by consumers as long as the prices are set competitive within market equilibrium. Almost all consumers were found to avoid visiting R-

Kiosk's stores due to the expensive brand image it has built in their minds. The size of store was also determined an important factor by parents visiting the stores with their kids. The larger the store is the better it is for the kids to move around. This finding partially supports claim of Gupta et al., (2009) saying that location and size of store are the motivators of the impulse buying.

Similarly, prominent display of the snacks within the store was found to some extent influence the shoppers' chance of exposures to the products and their impulse buying decision. Since most of the shoppers were found to have a particular brand in mind prior entering the store, this finding somehow supports (Stern 1962; Jansson-Boyd 2010, 75-76) arguments that product display can be the motivator of impulse buying. In addition to this, the role of sales force interaction with customer affect the way they build an image of a business and their intention of visiting the store.

# 5 CONCLUSION

## 5.1 Introduction

This chapter first presents the summary of the problem and the main findings of the study by responding to the research question in the theoretical contribution section. Subsequent to that, managerial implication of the study will be elaborated and finally the limitation of the study and direction for future research will be illustrated.

## 5.2 Theoretical contributions

Consumers behavior of purchasing on impulse is dominantly gaining importance in retail business in marketing in the current era which has already been found in a study by Verplanken & Sato (2011). Particularly within snack food such as confectioneries and nuts that consumers feel the urge to satisfy their different powerful urge and desires either alone or accompanied with their children and friends. This study draws a conclusion that consumers mostly buy confectionery bars and nuts because these snacks are quick and convenient in satisfying their urge.

The construction of the conceptual framework of this study is shown in (figure.7). And the consumers' interviews and their relevant feedback on case companies blogs together with authors' observation have come up with the solutions for the three research problems.

*What advantages and disadvantages are associated with geographical locations of R-Kiosk's and K-Market's outlets?*

On the light of the respondent's data, conclusion can be drawn that location and size of store (Gupta et al. 2009) contributes to a great extent in consumers buying decision. Majority of the participants commented that they always prefer to buy at the nearest convenience store. On the other hand, parents with kids showed the tendency to buy at larger market's store. For example, at K-Market or K-Super market where their kids could move easily around within the store and also entrance with strollers was reported to be easy for them.

Moreover, for some consumers location of the store was found to be one of its biggest advantage. In other words, store location was found to motivate the shoppers to buy impulsively.( Robbins & Gentry1999; Minic & Kursan 2010; Solomon et el.2013, 85).

By contrast, the study reveals that despite the fact that, the location of the store is a critical element in consumers' choice of store (Jaravaza & Chitando 2013), this notion is influential as long as the prices offered for the same products are competitive in the market equilibrium where the distance of rival market (store) is not far away. The situation is more essential for adults above age 20 where their size of shopping basket is comparatively bigger than those of younger ones in their teen ages.

*Are Cloetta's confectionery bars and nuts easily and conveniently accessible to customers at R-Kiosk's stores and where should R-Kiosk place these products to get sold more of them than now?*

The result of the study concludes that increased exposure to in-store stimulus e.g. in store displays contribute a lot in maximizing the probability of realizing the need for product and motivate the shoppers to purchase on impulse (Stern 1962; Inman & Winer (1998; Jansson-Boyd 2010, 75-76; Ebster & Garaus 2015, 3). As a result of effective in store display Tupla protein and nuts were observed to be well-known brand for those consumers who have not even tried these snacks yet. By contrast, Fruity Bite Cranberry and Musli Bite Seeds which were not displayed prominently were found to be unfamiliar products. Thus, in order for these two snacks (Fruity Bite Cranberry and Muslim Bite Seeds), to generate higher sales margin, it is suggested, to get them displayed at different prominent locations within the store.

*Are the customers satisfied with services offered at these two retail outlets?*

The result of this study briefly describes that shoppers were satisfied with the customer services offered at both markets' retail stores. Interestingly and comparatively they appreciated the customer services quality at R-Kiosk's stores rather than those of K-Market's which advances the earlier studies of (Terblanche & Bashoff 2001; Pornpitakpan et al. 2017) that customers value and support the retail service quality in terms gaining personal attention from frontline salesforces. The attributes of quality include that sales force must be friendly, helpful, fast and courteous and pay personal attention to customers. By contrast, this study's result cannot advance the earlier studies of (Mattila & Wirtz 2008 ;Minic & Kursan 2010; Reddy 2013; Solomon et al. 2013, 85) putting weightage on sales force personal interaction with customer which motivates the impulse buying

## 5.3 Managerial implications

This study offers some insightful managerial implication that must be considered regarding the convenience store's location; their products display and their customer services. Store location is the fundamental element in choice of buying a snack item. Marketers need to invest time in exploring their target segment consumer and level of competition prior to locating their convenience store and setting prices for a particular product. As it was found in this study, almost all consumers are location-oriented provided that offered prices are competitive for the same products.

Apart from that, in-store display of product (point of purchase) marketing should be seen as an influential stimulus to market the product within the store. Store managers should allocate prominent location for the brands that are less popular so that they get the consumers attentions and influence them to buy on impulse. This strategy affects well the consumers who are seeking for variety and are not not loyal to a specific brand. Alongside variety they want to benefit from the special offers. Once the consumer become loyal to a brand, they will still stay loyal and search for the product if they are moved to less dominate store location.

Additionally, consumers are becoming more rational and logical as time passes, because they always compare the quality of customer service and level of professionalism of the sales staff in store in comparison to their rival firms. In nutshell consumers always want personal attention. It is therefore, advised that human resource management need to keep their sales staff competent, educated, trained and skilled on consistent bases so that not to only keep their customer satisfied but also delighted. The strong bond between salesforce and customers guarantees the long-term loyalty of the customers to company.

## 5.4 Limitations of the research

Like other research studies, this study also encounters a number of limitations. First, its findings cannot be conclusively generalized for all customers of K-Market and R-Kiosk in Finland. The study's result is based on the the sample size of the case study firms' retail outlets located solely in Turku city. Similarly, the qualitative nature of this study requires the report to be presented in narrative form. Thus, the finding is based on the interpretation and judgement comparative to quantitative form of the data.

Secondly, the sample size of the participant brings about another concern. From among 50 respondents just 30 of them agreed to participate in the study. Equally, the respondents were less likely willing to take part in the study post to buying trip. Majority of the respondents neither had time nor interest to take part in the study. Even the once who had agreed to participate were hesitating to get their answers recorded. The lack of time and interest of respondents can possibly come up with respondent biases. Perhaps a compensation of a free snack bar or a nut packet could have gathered a more multifaceted participant group to participate in the study with much more mindfulness and interest.

## 5.5 Further research direction

It is recommended that such kind of study to be undertaken on broader scale with a greater number of research subject and object together with quantitative research design and advanced observation tools like eye-tracking technology. This way the study can be representative results of a broader picture of the R-Kiosk and K-Markets' retail chains selling Cloetta's snack confectioneries and nuts.

To get full insight of the effect of the above-mentioned marketing variables at R-Kiosk s' retailing climate, it is suggested that various experimental studies need to be performed. For example, setting more competitive prices for these snacks within market equilibrium and allocating prominent location to the Cloetta's less popular snack brands. Subsequent to these changes, consumer impulsive purchasing behavior (i.e. measurement of changes on sales margin) must be tested again.

Moreover, in perusing a profound data, it is advisable that future studies offer compensation for the participants to attract their interest in participating the interviews.

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# APPENDICES

## Appendix 1. Acquisition of material

Interviews were conducted during May and June 2018 however during different timings of the day.

**Data from 1st Interview**

At about 10:00 am, a woman of 28 years age accompanied with her children was seen getting out of R-Kiosk, having bought targeted nut packs at Vaarisuo's business center. I followed her to the sofa seats and asked if she was willing to participate in this study. After explaining the purpose of the study, she acknowledged to respond to my questionnaire questions. Then, I continued asking the questions from questionnaire (seen in Appendix 5) in sequence then recorded her responses in a zoom recorder which can be found in transcribed as follows.

I have just bought Dupla and Natural Nuts for myself and for my kids. My family consists of four people and my kids are 5 years old and 6 months old. I try to avoid these kinds of snacks but still sometimes I try something to cheer up my kids and myself. I think once a month and maximum 3 bars or packets. I can easily find them at both markets. I try to eat dry fruits due to their nutrition values but avoid eating chocolates and potato chips, you know because they are neither good for kids not myself. I always try to eat only nuts. I rarely visit R-Kiosk for buying things and do most of my shopping at bigger markets. For me K-Market is better because there is a lot of space to go with this stroller and prices are also lower. At R-Kiosk, it is difficult to go with kids and sometimes there are a lot of people posting something or collecting their parcels. Well, for me both markets are good like when K-Markets is closed, I can buy from R-Kiosk. In case of prices also K-Market is better because R-Kiosk is not cheaper. Both market's customer service is good and at R-Kiosk's space is very less space, if there was bigger space for children, that would be good for mothers too. Children could play while mothers were busy at shopping. For example, when I visit R-Kiosk to post something, you know my kids just move around. If there was enough place for them, they could play and got engaged with something as long as I was in the store.

**Data from 2nd Interview**

At about 6:00 pm a young boy of 13 years age from football training was seen buying Tupla protein from R-Kiosk at Vaarisuo business center. After talking to him for a short period of time, I got him to participate in the study. As soon as he agreed, I proceeded ahead and recorded his voice in response to questionnaire questions. The transcribed form of his responses is shown hereunder.

Yes, I buy Tupla protein for myself twice a week after football training . The driver is hunger because it has more protein. I buy about 1 to 2 bars when I visit market. Well, I mostly buy them from K-Super Market. There, it is cheaper than R-Kiosk. Both of these markets are in the same premises. Yes, I have bought from R-Kiosk a couple of times but not so many. Well, I do not remember the price, but I am sure that it is cheaper at K-Super market. It is pretty easy to find them at both markets. I have been quite a lot of time at S-Market. So, I know well where it is. Well, my buying decision depends on the need at that time. The customer service is good. Well at this K-Super market the energy drink is not good. I do not know it does not taste good. Well, one negative point at R-Kiosk is high prices, nothing else I guess. At small store it is quicker and easier to find things. We are four in the family, my 1-year old sister, dad, and mom.

**Data from 3rd Interview**

Around 5:00 pm, I was observing the passengers at Turku's train-station, when suddenly noticed a man of 35 years sitting on a bench in front of R-Kiosk and eating nuts. After discussing with him for a while and explaining the reason of this study, I got him convinced to participate in the study. Then, I went on implementing the same procedure of recording and transcribing his comments. His points of view are transcribed hereunder.

Yes, I buy Natural Nuts and Dry Rosted Natural for all family members and buy them from cheaper market. These nuts are available at quite economical price at Candy town you know about 13 euros per kg. I buy about 4 Kilos of different nuts and mix them with dry fruits at home and eat them as snack between meals on daily bases as long as it suffices and then revisit the shop for buying it when it is over. Nuts are full in protein and healthy. We have 3 years old son. I hardly ever buy nuts from K-Market. It usually happens when it offers any special discount but from R-Kiosk once in a year perhaps . Because they are very expensive at R-Kiosk. I often buy ice-cream from R-Kiosk. Well, I sometimes visit R-Kiosk for purchase of pre-paid card upon need but do not buy other things from there. The customer service is acceptable at both K-Market and R-Kiosk. Even though, I do not buy from R-Kiosk I have always found them displayed at eye-catching locations. Well, Generally, I am not location-driven, I seldom buy impulse grocery items like milk, egg, and bread from neighborhood K-Market but otherwise, we always do most of our stoppings from Lidl's near store and from K-City market's near retail outlets. I often also visit K-Market for lottery game (veikkaus). Small stores are good for their convenience of taking little time.

**Data from 4th Interview**

At about 13:00 a 27 years old woman was followed getting out of R-Kiosk at Vaarisuo's business center accompanied with her kids. I asked her if she wants to respond to my interview questions. Subsequent to her agreement, I went on asking the questions from the questionnaire and recorded her responses as seen in transcribed form below.

Sure, I have recently bought **Tupla** for my kids and myself. Upon every visit I buy 4 to 6 Tupla bar and eat we them for cheering up ourselves. We eat Tupla bars twice or thrice a week. We are six in the family with 7  years old, 5 years old, 3 years and 1-year old kids. I seldom buy Tupla, candies and ice-cream from R-Kiosk, when I go to collect my posts from there. Otherwise, I usually do my shopping either from K-Market or from S- Market or any other other bigger markets from where I can find all grocery stuffs, for example milk, food, and fruits. That is the reason that I do not always visit R-Kiosk because I cannot find these everything at R-Kiosk. Honestly saying, I do not look at the prices of such items. When I like something I immediately buy it. I also refer to R-Kiosk and K-Market when I need something on impulse or under emergency circumstances. However, in general I visit big markets where a lot of things are available and within only one product many varieties and choices are found while at small store one cannot have such options. They are easily found at both markets and services are also good.

**Data from 5th Interview**

Between 13:00 pm and 14:00 pm, another woman of 30 years age with her kid were observed passing R-Kiosk at Vaarisuo's business center. She had some Tupla protein in a transparent plastic bag in hand. I tried to request her to answer my research questions. Subsequent to explaining the purpose of the study, she agreed to take part in this study. Hence, her comments in response to interview questions are transcribed below.

Yes, as you can seem them in this plastic bag, I have just bought from R-Kiosk. I buy **Tupla** only for myself . You know my kid does not eat sweets. He is too young only 1.5 years of age. We are three in the family. Well, I take Tupla after gym training or jogging and buy 5 to 7 bars at each market visit. I eat them twice a week. I buy them both from R-Kiosk and from K-Market which are both close to my house. Ooh yes definitely, market's location affects my buying decision a lot. The biggest advantage of these markets is, their closeness to my house. Yehh, I can find them easily at both markets. The customer services are also good. Yes, the prices definitely do affect my buying decision. As they are found close to my house, it does not matter a lot. Well, the reasons behind referring to small store is shorter queue. I suggest that both markets are to pay attention to their store's cleanliness.

**Data from 6th Interview**

Around 12:00 pm, a 30 years old female accompanied with her infant was seen coming out of R-Kiosk which is located opposite to Turku city center. I approached there and got her to participate in the study, of course after making sure that she had bought a natural nut pack. Having the questionnaire paper in my hand, I started asking the questions in sequence and her responses are transcribes as follows.

Ohhh yeeh…I have just bought Natural Nuts. I sometimes buy them for myself and also for my kids. You know, when we are far from home and feel hungry , we try this...We are 5 members in the family. I have three kids who are 12 years old, 6 years old and 2.5 years old. I hardly ever buy from R-Kiosk, instead I buy from Lidl because of lower prices and often in Prisma and K-City market because they are nearby my house. Well, location of R-Kiosk and K-Market somehow affect my buying decision. I mostly refer to those stores which are found nearby my house. I mostly refer to small store upon the convenience or rise of any urge. They are well available at both market . I buy about 4 items on each visit to market. Services are also ok at both markets' stores.

**Data from 7th Interview**

Around 12:30 pm, another female of 24 years age was found getting out of R-Kiosk located opposite to Turku city center. After approaching her I found Fruity Bite Cranberry bar in her hand. I followed the same procedure which was implemented with the other interviewees. In responses to questionnaire questions, her comments are transcribed as follows.

Yes, I love Fruity Bite Cranberry due to its great taste. We have a 3 years old daughter and eat at least once a week Fruity Bite Cranberry with tea and coffee in family gathering. My daughter also loves it and I buy for her too. Since my daughter becomes toothache quite often, we try to decrease the amount of chocolate consumption and also avoid buying her chocolate. Well, eating chocolate is not always good but sometimes it is good for changing the mood and feelings. Eating this chocolate leaves a good a feeling that is why I enjoy eating it by rewarding myself.At R-Kiosk prices are high due to which I avoid visiting it. Instead I refer to Lidl and do most of our shopping at center on my way to home. The prices are economical there which is very important for me. I also seldom do my impulse purchases from K-Market and from Sale-Market near my home prior the arrival of guests for example. In such cases, despite high prices it helps a lot in terms of being convenient. Yehh… the customer service at K- Market is great and such chocolates can be quite easily found. I buy about three bars every time.

**Data from 8th Interview**

At about 2:00 pm a young boy of 10 years age was seen having Tupla bar in hand and was waiting for the bus together with his school friends at the bus-stop, in front of R-Kiosk at Turku city center. After reaching there, I asked him to participate in the study, as soon as he agreed, I proceeded ahead and recorded his voice in response to questionnaire questions. The transcribed form of his responses is noted hereunder.

Ohh yeah, I have bought a Tupla right away. Tupla snacks is good and I buy it for myself and sometimes also for my friends who are at my own age. Well, I have no siblings and we are three members in the family. I buy about two bars on when visiting market. I eat Tupla in case of hunger especially at school and also sometimes when I want I eat, because it is good. I eat for example once a month and often buy it in R-Kiosk. Yes, Tupla is easily available at R-Kiosk. and I am satisfied with customer service too. I always buy them from near markets and do not travel far to buy chocolate. I refer to small stores because I can easily find things there while at bigger markets there are more varieties. K-market is 2 km far from my home and I sometimes buy them from there also.

**Data from 9th Interview**

At about 2:00 pm a young girl of 10 years age was seen eating Natural Nuts checking out R-Kiosk at Puutarhakatu, Turku. After reaching there, I asked her to participate in the study, after gaining her agreement, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses is noted hereunder.

Yes, I eat Musli Bite Seed bar or Natural Nuts once a week and buy them from both R-Kiosk and K-market. I buy for myself or my parents buy them for me. I live with parents and we are all together three members in the family . I usually eat them as quick snack between meals. Surely, they are quite easily available at both R-Kiosk and K-Market and I mostly shop at K-Market which is situated nearby my house. The customer service is also satisfactory at both markets. I do not think these markets have any disadvantages. Well, I mostly refer to small shops because of convenience and ease of finding things. I mostly buy one item.

**Data from $10^{th}$ Interview**

Around 5:00 pm I found a man aged 59 years at the door of our neighbor K-Market at Lumikonkatu. He had some Tupla bars in hand. I requested him to take part in the study and also explained the purpose of the study to him. He agreed with pleasure to answer to my research questions. I went on ahead and recorded his responses which are transcribed in the below paragraph.

Yes, I sometimes buy Tupla snacks for myself and buy from K-Market because that is located very close to my house and I live alone. I do not visit R-Kiosk because the products are very costly there. This snack is well displayed on the shelves of K-Market and the customer service is also not bad at these markets. I buy one item. You know, I eat them as snack between meals. At small store shopping can be done quickly and easily.

**Data from $11^{th}$ Interview**

In the afternoon around 4:00 pm a 35 years old lady accompanied with her children was seen in front of K-Market (at Lumikonkatu), who had just bought some nut packs. I went to her, explained the purpose of my study, and requested to participate in the study. She agreed spontaneously to help me. Her responses to questionnaire questions are transcribed as follows.

Yes, I love all type of these nuts and buy at least twice a week. We are 6 members in the family. We have 4 kids aged 7 years old, 5 years old, 3 years old and the youngest 1.5 years old. My kids do not like nuts and do not eat. I usually buy 4 to 5 packets for myself upon each visit at the store. I usually buy from Prisma and K-City market when I do my grocery shopping and quite seldom visit R Kiosk because that is far and also the prices are high there. I eat them as snack due to their nutritional values. Yes, I often buy them from K- market’s store close to my house. Well, the services are satisfactory at both markets.

**Data from $12^{th}$ Interview**

At about 12:00 pm, a 10 years old girl was observed eating Tupla bar while getting out of R-Kiosk at Hansa business market. After having received her willingness of participating in the study, I continued with the same procedure, which was followed with the rest of the respondents. Her responses to the interview questions are transcribed as follows.

Yes, as you can see I am eating one… better to say, I am used to eating **Tupla** and mostly buy them from K Market for myself but hardly ever buy from R-Kiosk. My family consists of four members, my parents, my 2 weeks old sister and myself. , I always buy one snack upon each visit at market and eat one bar once a week. when I feel hungry, I go for Tupla usually between meals... Well, I am satisfied with customer service offered at both markets and can also find them easily there. I rarely visit R-Kiosk because it is far from home. Sometimes I travel with my parents to buy in bigger markets especially when we need to do grocery shopping. Yes sure, they are well displayed at eye-catching locations.

**Data from 13th Interview**

In the afternoon around 5:00 pm a 31 years old lady accompanied with his son was found buying some Tupla bars at K-Market at Hämeenkatu Turku. After getting her convinced to take part in the study, I preceded ahead and recorded her responses to the interview questions which is seen in the following paragraph in the transcribed form.

Yes, I mostly buy **Tupla** bar only for myself. I am a cook and work for example for 5 consecutive hours without any break. At that time, I eat Tupla and sometimes when I just want sugar I go for Tupla.I have two kids who are 8 years old and 4 years old. My kids do not like Tupla and do not want it. I buy it twice a month and mostly from K-Market but not much from R-Kiosk because you know there, they are expensive... I buy three to four items. I always go to that market which is on my way or closest to my house and K-Market is nearby my house. When I am at city center I go to S-Market where it is even cheaper than K-Market and also offers more alternatives. At R-Kiosk the customer service is always better than K-Market. Because, I think they have more time and pay you personal attention. They do not take stuff and do…. beep! and that is all… The staff are always nice while at K-Market, it always depends on K-Market outlet's locations. Tupla is easily found at both markets. I refer to K-Market during the week days for example when I just need to pick up small stuff like bread and milk but buy more stuffs on my weekly visit from K-City markets' and Lidl's store.

**Data from 14th Interview**

At about 2:00 pm a young girl of 9 years age was seen having bought nuts from R-Kiosk at Vaarisuos' business center. After reaching her, I succeeded in getting her convinced to participate in the study, as soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses can be shown hereunder.

I buy Dry Rosted Natural for myself and my mother and my siblings sometimes taste them too. I buy one packet when I go to market. We are six in the family, my siblings are about 18 years old, 5 years old, and one is still an infant .Nuts are at least healthy, and I also like them. I also eat them with yoghurt. I buy 1 packet and eat least once a week. Both Markets are in the same premises nearby my house. I sometimes buy them either from R-Kiosk on my way to school or from S-Market on my way to home. Services are good at both. At R-Kiosk there is sometimes rush or full of customers, therefore, I do not always go there instead refer to S-Super market. Nuts are easily available at R-Kiosk. Well, I have not visited K-Market for a long period of time because it is far away from my house.

**Data from 15th Interview**

At about 3:00 pm, a woman of 32 years age accompanied with her son was seen buying Tupla protein from K-Market at Hansa business center. I followed her and asked to help me by participating in the study. After explaining the purpose of the study, she acknowledged to respond to my questionnaire questions. Her responses are transcribed as follows.

Yes, …. I buy Tupla or Fruity Bit Cranberry for myself three times a week . We are 4 members in the family. My elder son who is 8 years also eats Tupla but the younger one who is 6 years old does not like. You know, I don' prefer to go to R-Kiosk, I would rather go to K-market and K-Super market because I can find all things there I need… Both of these markets are located in the same premises. I feel that at R-Kiosk the prices are a little bit expensive. I buy one packet or bar on every market visit and I am a chocolate lover. Well…, sometimes when I feel hungry, I go far Tupla protein and sometimes for enjoyment. I hardly ever refer to R-Kiosk for posting something or collecting them. It can be easily found there ,and the staff at R-Kiosk is kind. The negative point with R-Kiosk is small space. You know. I am always with kids and difficult to go there with kids. And also at R-Kiosk there is not every necessary thing. There are somehow limited snack bars and post services.

**Data from 16th Interview**

In the afternoon around 5:00 pm a 44 years old lady was found buying the targeted nut brand from K-Market at Yliopistonkatu Turku. Subsequent to getting her convinced to take part in the study, I proceeded ahead and recorded her responses to the interview questions which is seen in the following paragraph in the transcribed form.

Yes, I buy Dry Rosted Natural, Dry Roasted Sporty and Natural Nuts for my children and of course also for myself .My children are 18 years old and 15 years old. I usually buy 1 packet every time and share with my children. We are three members in the family. I avoid buying chocolates, because they are full in calories, but eat nuts between main meals as they are healthy snacks. …No, the market location does not affect my buying decision at all. In contrast, I am price conscious. R-Kiosk's outlet is located just opposite my house, but I travel about

200 meters to buy them from K- Market where they are available at more economical prices. Yehh. I am satisfied with customers at both. They are visibly displayed either on the shelves or at the counter. Well, the reason behind referring to R-Kiosk is immediate shopping of one or two items while at K-Market the more things can be bought which is taking more time.

**Data from 17th Interview**

Around 6:00 pm a 78 years old lady was found buying the targeted nut brand from K-Market at Yliopistonkatu, Turku. In sequence to getting her convinced to take part in the study, I continued and recorded her responses to the interview questions which are seen in the following paragraph in the transcribed form.

Yes, I usually buy Tupla protein and these nuts…you know from either Lidl or from K-Market or from S-Market but never from R-Kiosk. Because it is expensive store. I buy them for myself and also for my husband and 1 packet on every visit to store. I buy them at least twice a month… I like Tupla for its good flavor and nuts for their protein. I visit only once a month at near market which is K-Market. No, the market location does not affect my buying decision. I do my grocery shopping at economical store, Lidl for example. Even though K-market is more economical than R-Kiosk, the prices are still higher there than those of Lidl's. That is why I avoid visiting the expensive markets. I refer to small store usually when something is needed urgently and that is easy and saves time. but that case rarely occurs. At K-market varieties are available yet still expensive… They are visibly displayed in the markets and customer service has also improved enormously in general in all markets.

**Data from 18th Interview**

In the afternoon around 6:00 pm, a 42 years old lady was found having bought some Tupla protein bars from R-Kiosk at Hansa business center. After taking to her for while I got her convinced to take part in my study. Afterward I proceeded ahead and recorded her responses to the interview questions which are seen in the following paragraph in the transcribed form.

Yes, I usually buy Tupla protein preferably from nearby K-Market and hardly ever from R-Kiosk… I buy it twice a week and only for myself. I love Tupla because it has good flavor, but my kids do not like it. We are six in the family, my kids are 18 years old, 13 years old, 7 years old, and 3 years old. I buy two bars on every market visit. Yes, of course… the markets' location affects my buying decision. I hardly ever buy from R-Kiosk because it is far from my house. Instead I do my urgent stoppings from K-Market's store just near my house. K- Markets have good customer service. Yes, it is easily found at K-Markets. I refer to small store because of their closeness to my house.

**Data from 19th Interview**

At about 2:00 pm, a woman of 33 years age accompanied with her children was seen getting out of R-Kiosk having bought Tupla bar at Vaarisuon's business center. I followed her for a while in order to ask her willingness of participating in the study. After explaining the purpose of the study, she agreed to respond to my questionnaire questions. Her responses are transcribed as follows.

Yes, I buy Tupla bar about thrice a week. I buy it for the whole family. We are 4 members and have two kids. My daughter is 5 years old and my son and 4 years old. I buy about 4 bars every time I visit Markets. I usually do my grocery shopping at bigger markets but often visit K-Market nearby my house for quick and urgent small shopping. I seldom buy from R-Kiosk because the prices are high there. We mostly eat Tupla for enjoyment. Tupla is good and tasty. Oh yes, undoubtedly, it is well available at both markets and services are good at both markets. The only advantage of K-Market is, its closeness to my house for which I visit to do small purchases. It saves traveling time to distant market. Although the prices are not low but still can be compromised under urgent circumstances.

**Data from 20th Interview**

At about 2:00 pm a girl of 14 years age accompanied with her three friends was seen buying Tupla bar at R-Kiosk at Vaarisuo's business center. After reaching her I asked if she was willing to participate in this study. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. Her responses are shown in the transcribed form as follows.

I buy Tupla and usually take it before or after dance practice. I buy either from R-Kiosk or from K-Super market. I buy twice a week. The drivers are hunger, fun and sometimes craving. They are easily found at both stores and displayed at eye-catching places. The prices are ok. The buying depends on either I take before or after the practice. For instance, I buy from R-Kiosk on my way to training and S-Market on my way back to home. I always buy one and only for myself. We are three in the family. Yehh, I am very satisfied with customer service. It is very quick usually and friendly as well. I think both markets are still similar, I would not mind. If I had to choose one, I would choose either. Since they are very similar. I feel smaller markets are usually very busy, sometimes even busier than large markets. But since it is very convenient for me, I choose to buy from here.

**Data from 21st Interview**

At about 6:00 pm, a young girl of 13 years age back from training session was seen having bought Tupla protein from R-Kiosk at Turku city center. After talking with her for a while, I got her to participate in the study. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses is shown hereunder.

Yes, I buy Tupla protein twice a week for myself. We are three in the family. I always buy one bar each time. Well, I buy at R-Kiosk mostly on my way to football training. It mostly happens like when I need to take protein or feel hungry before exercise and usually grab one at S-Market after exercise on my way back to home. So, my buying decision depends on the need of protein and location of store. The nearer the store, the better it will be for me. It is easily found at both stores. Customer services are more or less the same at both markets. I buy at small stores because I can easily find stuffs there.

**Data from 22nd Interview**

In the afternoon around 5:00 pm, a 18 years old boy was observed having shopped some Tupla protein bars from K-Market in Pansio area. In response to my attempt of asking for a favor, he finally agreed to take part in the study. Then I proceeded ahead and recorded his responses to the interview questions which are seen in the following paragraph in the transcribed form.

Yes, I have bought these Tupla bars and mostly buy them from this K-Market's retail chain at least twice a week. I only buy Tupla and don't mostly eat chocolate. Yes, for myself and my friends. Well, I have one friend who is 20 years old and the some are like 16 years…I buy 5 items when I visit any store. When I go to school. I have to buy thoseTupla so that to share with my friends. Now School is closed I don't buy every day. Well, sometimes when I am chatting with my friends, we have nothing to eat, so everybody is quiet, so I can just take them and share with my friends… Yes, I can find them easily at both markets. Ohh definitely, I do buy from the nearest store and staff members are friendly. K-Market is good on this ground that I live far away from city center and K-Market is near your house…and it also has good things. For example, if I need lotion or soap I don't have to go to city center, just walk and buy them from there. R-Kiosk does not have all necessary things and the prices are also high there. I live near K-Market and do not have personal transportation means. I don't go to R-Kiosk instead buy everything from K-Market. Small stores are more convenient to shop at . However, there is somethings that I can find from R-Kiosk but cannot from K-Market e.g. flavor free water. When I am at center I buy from R-Kiosk.

**Data from 23rd Interview**

At about 4:00 pm a young girl of 9 years age to training session, was seen having bought Tupla protein from R-Kiosk at Vaarissuo business center. After talking to her for a while, I got her to participate in this study. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses is shown hereunder.
Yes, I buy Tupla protein twice a week for myself... I buy them either from R-Kiosk or from K-Market. We are three in the family. I always buy one bar each time. Well, I buy at R-Kiosk mostly on my way to ice-hockey training and eat before or after training. I always prefer to buy at the nearest market. Thus, my buying decision depends on the rise of need. It is easily found at both stores. Customer services almost similar at both market. I buy at small stores because I can easily find there.

**Data from 24th Interview**

At about 11:00 am, I was passing by R-kiosk outlet located at Puutarhakatu, Turku. Suddenly I noticed a woman of 58 years age together with her grandchildren having Tupla protein and nuts in hands and checking out of the store. While moving ahead, I tried to start talking to her. Then I requested her to respond to my survey questions. She accepted with pleasure. Then we sat down on a bench in the street and continued with the interview. Her responses to my questions are found hereunder.
Yes, I love eating Tuple Protein. It has great taste. Yehh, I also rarely eat the Natural Nuts like thrice in a year and buy them usually at Osuuskauppa Prisma for example . I eat them as a snack (napostelu) and buy about a pack of that for example trice in a year. I live with my husband and these are my grandsons who are 9 years old and 11 years old. Well, in their family especially their father loves chocolate and buy Tupla Max and Tupla king size but not Tupla Protein. They sometimes also eat Fazer chocolate packed in blue color. I mostly visit R-Kiosk for gaining post services and sometimes also buy magazine from there but very rarely buy chocolate from this store. Because the prices are more expensive there. Oooh yehh! they are quite visibly displayed at R-Kiosk and services are also fine. Honestly saying, I cannot see any other disadvantages at R-Kiosk other than higher prices. Well Humm, there is warm-hearted

atmosphere (lämminhenkinen tunnelma) and familiarity with all. At small stores, it is easy to do business and find stuffs…

**Data from 25th Interview**

Around 2:00 pm a woman of 24 years age accompanied with her children checked out of R-Kiosk with packs of nuts at Vaarisuo business center. I followed her closely until she sat down on a bench. I sat down close to her and started discussing with her and then asked her views about the nuts. Subsequent to explaining the survey's reason she agreed to take part in this study. I proceeded ahead and recorded her voice in response to questionnaire questions. Her responses are shown in the transcribed form as follows.

Yes, I buy Natural Nuts and eat them during the short break in evening college (Ilta lukio)... Well, I eat them as snack when I feel hungry. You know, my studies start at 2:00 and ends at 8:00 pm and we have only 15 mins break… So, they are easy and quick snack for eating… I always eat nuts during school days and buy about three packs for example on each visit to markets . My kids also eat Natural Nuts but mostly like eating Cloetta Musli Bite. We sometimes also eat Tupla protein. Indeed, I have tried almost a lot of them, they are all good. We are four members and have 8 years old and 9 months kids. I buy them at either from K-Super Market's or from R-Kiosk's retail store which are both located near my house in this shopping center (Vaarisuon Liikkekeskus). My husband is a taxi driver and is used to eating Dry Rosted sporty nuts during work break when feels hungry. He is 35 years old. Yes, they are displayed quite close to counter. To me customer service is fine. Well, I would rather always buy at nearer market. Yes sure, price is important for me and they are more expensive at R-Kiosk rather than K-Market, Lidl and S-Market .I buy them from small stores because they are close to my house and can also find stuffs easily there.

**Data from 26th Interview**

At about 12:00 pm a young boy of 10 years with Tupla protein bar in the hand, was seen getting out of R-Kiosk located at Erikinkatu 20, Turku. After talking with him for a while, I succeeded to convince him in participate in this study. As soon as he agreed, I proceeded ahead and recorded his voice in response to questionnaire questions. The transcribed form of his responses is shown hereunder.

Yes, I Tupla for family and myself… We are 5 members, my parents, sibling and me. My siblings are 8 years and 7 years old. We are used to eating Tupla that is why I buy 5 bars each time and about 5 times in a week... I mostly buy from K-Super market and very seldom from

R-Kiosk' stores because the prices are high there. Well, it is easy to find them at both markets and services are also good. I always prefer to buy from the nearest market. My nearest market are R-Kiosk and K-Super market . I buy at small store because I do not want to go far to buy them. I love chocolate and sometimes also eat when I feel hungry.

**Data from 27th Interview**

At about 12:00 pm a young girl of 11 years with Tupla protein bar in the hand, was seen getting out of Pansio's K-Market in Turku. After talking to her for a while, I asked if she would like to participate in this study. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses is shown hereunder. Yes, I buy Tupla for myself, sometimes for my siblings and for my parents if they want... My elder brother is 16 years and younger one is 4 years old. Well, it depends on how many times its need raises, or I want to buy otherwise I do not… about once or twice a week about 3 to 5 bars… I like it because it has good flavor. You know, I buy from cheaper market for example K-Super market and K-Market. I do not buy from R-Kiosk because there it is expensive. Well, … I do not remember the prices but know that the prices are higher at R-Kiosk. Yes certainly, it is easy to find them at both market and customer service is fine. If I had to choose between R-Kiosk and K-Super market. I would rather go for K- Market because there everything is available. At smaller stores it is easy to find stuffs.

**Data from 28th Interview**

At about 4:00 pm, a 26 years old woman, who had just bought nuts checked out of the R-Kiosk at Erikinkatu 20. I followed her and asked if she had a couple of minutes to respond to my survey questions. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her response is shown hereunder.

Yes, I buy bought Natural Nuts and Dry Rosted Natural for myself and husband (31 years old). I have two kids. My son is 6 years old and daughter is only 1 year old. I buy them from both R-Kiosk's store and from K-Super market's store. Well, I buy about 3 items on weekly bases… I eat them when I feel hungry and sometimes need energy. Yes, they are well displayed close to counter. I prefer to buy from near market. Well, if I had to choose between R-Kiosk and K-Super market (not distant from each other), I would definitely prefer to go for K-Super market where prices are more economical comparative to R-Kiosk's prices. The customer service is satisfactory at both.

**Data from 29th Interview**

At about 2:00 pm, a young girl of 10 years age was seen having Tupla bar in hand while getting out of R-Kiosk at Hansa business center. Subsequent to reaching her, I got her to participate in the study. As soon as she agreed, I proceeded ahead and recorded her voice in response to questionnaire questions. The transcribed form of her responses is noted hereunder.

Yes, I buy Tupla from R-Kiosk's store but preferably from K- Market's retail store . They both are close to my house. I buy twice a week and one bar for myself when I feel like chocolate or feel hungry… We are three in the family. My parents and myself. Yes, they are easily found . Services are fine and I love to buy from near markets. At R-Kiosk, it is more expensive that is why I would like to go for cheaper alternative. Small stores are good because they are near my house.

**Data from 30th Interview**

At about 10:00 am, a woman aged 32 years, was found eating targeted nuts while waiting in front of R-Kiosk at train-station. I sat beside her and asked if she had time to respond to my interview questions. She replied that she had approximately 10 mins. Then I started asking the interview questions and recorded her responses which is transcribed as following.

Yehh definitely, I eat them quite often especially the nuts. I don't only buy for myself but also also for my 3 years kid and also husband. My husband is 35 years old. I eat them usually as snack and eat three times at least in a week about three packs… They are healthy and also tasty. I always try to buy from economical markets. From among these two markets, K-Market is a little bit cheaper and also closer to my house relative to R-Kiosk. If I had to choose one of these two markets, I would prefer to buy from K-Market's store. Services are fine at both and they are also placed somewhere at eye-catching level in both stores… The good point with K-Market is its distance from my home for example when I am to buy something in hurry... The disadvantage of R-Kiosk is high prices of the products you know…That is one of the reasons that I don't refer to this market's store.

# Appendix 1. Initial Themes from customers' interviews

## Initial themes from Customers Interviews

| | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | G: F<br>A: 30 | Natural Nuts for family | Hunger | Parents with 12, 6 and 2.5 years old kid | Location -driven | Mostly near market | Small store for impulse purchase | Sometimes and 4 packets on each visit | Service ok | At small store convenient to buy | | | |
| 2 | G: F<br>A: 24 | Fruity Bite Cranberry for family | Couple with 3 years old kid | Once a week and three bars on each visit | Changing mood and feelings | Self-award | R-Kiosk is costly | Buy at cheaper market | Impulse shopping at K-Market | Great service at K-Market | Impulse shopping at K-Market | | |
| 3 | G: M<br>A: 10 | Tupla for myself and friend | Hunger | Once a month two bars on each visit | Mostly and near market | Easily found | Satisfactory service | Always near market | Easy to find at small stores | Sometimes at K-Market | Couple with 10 years old child | Variety available at K-market | |
| 4 | G: F<br>A: 10 | Musli Bite Seed or natural Nuts myself | Once a week and one item on each visit | Mostly at near market | Can be found conveniently | Good service at both | Couple with 10 years old kid | Hunger | Easily found | Small store is convenient | | | |
| 5 | G: M<br>A: 51 | Tupla myself | Buy at near market | High prices at R-Kiosk | Well displayed | Average service | Sometimes and one bar on each visit | Live alone | Hunger | Average service | Quick and easy shopping | | |
| 6 | G: F<br>A: 35 | Nuts myself | Twice a week 4 to 5 packets on each visit | Couple with 7,5 ,3 and 1.5 years old kids | R-Kiosk is expensive | Nutritional value | Near market | Satisfactory service | Quick shopping | Can be found easily | | | |
| 7 | G: F<br>A: 28 | Tupla and Natural nuts family | Couple with 5 years and 6 months old kids | Cheering up and nuts for nutritional value | Once a month and 3 bars/packets on each visit | R-Kiosk is more expensive to K-Market | Easy to enter K-Market with stroller | Easily found | Difficult to go to R-Kiosk with kids | Services good at both | Suggestion for improvement | Easily found | Visit R-Kiosk for post service |
| 8 | G: F<br>A: 9 | Tupla for myself | Parents with 9 years and two weeks kids | Once a month and one item each time | Hunger | Satisfactory service at both | Buy at near market | Eye-catching location | Easy to find at small store | | | | |
| 9 | G: F<br>A: 27 | Tupla for myself | Thrice a week 4 to 6 bars each time | Fun and cheering up | Not price conscious | No grocery items at R-kiosk | Impulse purchase at near market | At K-Market more product lines and variety | Couple with 7,5 , 3 and 1 years old kids | Easily found | Good service | | |
| 10 | G: F<br>A: 30 | Tupla for myself | After exercise | Couple with 1.5 years old kid | Twice a week 5 to 7 bars each time | But at closer market to my house | Advantage closeness to my house | Easily found at both | Price conscious | Satisfactory service | Shorter queue at small store | Area to be improved | |
| 11 | G: F<br>A: 31 | Tupla for myself | Craving and hunger | Single parent with 8 and 4 years old kids | R-Kiosk is expensive | Location oriented | Twice a month 3 to 4 bars each time | Easily found | Always better service a t R-Kiosk | Services at K-Market differs across its outlets | Pick up small stuffs at small store | | |
| 12 | G: F<br>A: 9 | Dry Rosted Natural for myself and mother | Parents with 18 , 9 , 5 years and an infant children | Nuts healthy | Once a week two packs each time | Buy at R-Kiosk and S-Market near my house | Services are good at both | Location oriented | Easily available | Mostly rush at R-Kiosk | | | |
| 13 | G: F<br>A: 32 | Tupla and Fruity Bite Cranberry myself and my son | Parents with 8 and 6 years old sons | Chocolate lover and craving | Thrice a week 1 to 2 bars each time | Expensive at R-Kiosk | Kind staff at R-Kiosk | Visit R-Kiosk for post services | Eye-catching locations | R-Kiosk does not have every necessary thing | Small space at R-Kiosk | | |
| 14 | G: F<br>A: 44 | Nuts for myself and my kids | Hunger | Usually one pack each time | Not location-oriented | Price-oriented | Satisfactory service | Easily available | Immediate shopping at small store | Single parent with 18 and 15 years children | Nuts are healthy | | |
| 15 | G: F<br>A: 78 | Tupla and Nuts | Myself and husband | Twice a month one bar on each visit | Tupla for flavor and nut for nutrition value | Not-location oriented | At R-Kiosk prices are high | Elderly couple | Price - oriented | Immediate shopping | Variety at K-Market | Service has improved at both | |
| 16 | G: F<br>A: 42 | Tupla for myself | Flavor | Parents with 18,13,7 and 3 years old children | Twice a week two bars on each visit | Location -oriented | Service ok | Closeness to my house | Can find easily | Small stores near house | | | |
| 17 | G: F<br>A: 33 | Tupla for family | Parents with 5 and 4 years old children | Thrice a week and 4 items each time | R-Kiosk is expensive | Buy impulse items at near store | Fun and taste | Can find easily | Good service at both | K-Market is near my house | Small store for picking up small stuffs | | |
| 18 | G: F<br>A: 14 | Tupla for myself | Twice a week and one item each time | Before or after dance practice | Hunger , fun and craving | Prices pretty ok | Location oriented | Quick and friendly service | Eye-catching level | Convenient to buy at small store | Parents with 14 years daughter | Pretty similar store | |
| 19 | G: F<br>A: 13 | Tupla for myself | Twice a week 1 bar each time | Parents with 13 years daughter | Before or after football training | Hunger and protein need | Buy at nearest store | Easily found | Easy to find things at small store | More or less similar service | | | |
| 20 | G: F<br>A: 18 | Tupla for myself and my friends | Twice a week 5 bars each time | Friends with 20 and 16 years old | Boredom and fun | At R-Kiosk prices are high | Buy at nearest store | Can be easily accessed | Friendly staff | K-Market close to my house | R-Kiosk doesn't have everything | Easy to find things at small store | |
| 21 | G: F<br>A: 9 | Tupla for myself | Twice a week a bar each time | Parents with 9 years old daughter | Hunger and protein need | Buy at the nearest store | Easily found | Almost similar service | Easy to find at small stores | | | | |

(Continue)

| Initial themes from Customers Interviews | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 22 | G: F<br>A: 58 | Natural Nuts for family | Buy at cheaper market , at R-Kiosk prices are high | Hunger | Elderly adults | Grand sons are 9 and 11 years old | Chocolate lover family | Visit R-Kiosk for post and magazines | Thrice a year one pack each time | Quite visibly displayed | Service fine | Disadvantage of R-Kiosk is high prices | At small store warm hearted-atmosphere and easy to find and do business |
| 23 | G: F<br>A: 24 | Natural Nuts myself<br>Natural Nuts and Cloetta for kids and Dry Roasted sporty husband<br>Tupla for family | On school days three packs each time | Parents with 8 years and 9 months kids | Buy at near market | Service fine | Well displayed | At R-Kiosk prices are high | Visit small stores because they are near | Hunger | | | Natural Nuts myself<br>Natural Nuts and Cloetta for kids and Dry Roasted sporty husband<br>Tupla for family |
| 24 | G: M<br>A: 13 | Tupla for myself | After football training due to hunger | Parents with 13 and 1 year old kids | Twice a week 1 to 2 bars on each visit | Buy mostly at cheaper market K-Super market | At R-Kiosk more expensive | Cheaper at K-Super market | Pretty easy | Depends on my need | Service good | Disadvantage of R-Kiosk is high prices | At small store quicker and easier |
| 25 | G: M<br>A: 10 | Tupla myself and family | Parents with 10, 8 and 7 years old kids | 5 times a week and 5 items | Prefer to buy at cheaper market | At R-Kiosk prices are high | Service good at both | Easy to find them | Location-oriented | Small stores near my house | Hunger and craving | | |
| 26 | G: F<br>A: 11 | Tupla myself and family | Parents with 16 , 11 and 4 years kids | One to two times a week 3 to 5 bars | Flavor and craving | Buy at cheaper market | At R-Kiosk it is expensive | Easy to find at both market | Good customer service | Everything available at K-Super-market | Easy to find stuff at small stores | | |
| 27 | G: F<br>A: 26 | Natural Nuts and Dry Rosted<br>Natural myself and husband | Parents with 6 and 1 years kids | 3 items on weekly bases | Hunger and protein need | Displayed close to counter | Location-oriented | Buy at cheaper near market | Satisfactory service | | | | |
| 28 | G: M<br>A: 35 | Natural Nuts and Dry Rosted<br>Natural family | Buy at cheaper market | Hunger<br>Nutritional value | Eye- catching locations | Parents with 3 years kids | At R-Kiosk items are expensive | Acceptable services | Not-location driven | Only impulse grocery items at K-Market | Small stores are convenient | Twice a week three to 4 packs | At K-Market variety, cheaper prices and also at neighborhood area |
| 29 | G: F<br>A: 9 | Tupla myself | Cheaper neighborhood markets | Twice a week one bar | Parents with 9 years old daughter | Craving and hunger | Can find easily | Service fine | | | | | |
| 30 | G: F<br>A: 30 | Nuts for family | Parents having 3 years kid | Hunger | Thrice a week two packs | Both healthy and tasty | Prefer to buy at economical store | K-Market also near store | Services are ok at both | Eye catching level | Advantage of K-Market is proximity to my home | Disadvantage of R-Kiosk is higher prices | |

Appendix 1.(Continue).

Appendix 2. Primary and sub-themes recorded from customers interviews

| Primary and sub-themes recorded from customers interviews | |
|---|---|
| **Primary themes ( major themes)** | **Sub-themes related to primary theme ( important to reaserch question or unique)** |
| Theme 1. What and for whom for ?_ | Tupla for myself and friends |
| | Tupla or Nuts for myself and family |
| Theme 2. Family Stucture | Live alone or elderly couple |
| | Single parents having two children |
| | Parents with one to four kids |
| Theme 3. Frequency of purchase and Shopping basket size | Sometimes/ Usually |
| | One to three times a week / on school days three packs |
| | One to two times in a month |
| | One to three times in a year |
| Theme 4. Driving forces | Hunger |
| | Changing mood and self award |
| | Cheering up ,enjoyment and fun |
| | After exercise or training |
| | Chocolate lover and craving |
| | Flavour besides nutirition |
| Theme 5. Tupla and nuts are displayed at eye catching level | Easily found at both stores |
| Theme 6. I am location oriented and prefer to buy at nearer store | Near market |
| | Always near market |
| | Mostly near Market |

Continue)

Appendix 2 (Continue).

| Primary and sub-themes recorded from customers interviews | |
|---|---|
| Theme 7. I am Price oriented, If I have to choose between these near markets, I prefer to buy at K-Market | At R-Kiosk prices are high |
| | Buy at economical market |
| | At K-Market or other cheaper alternative stores. |
| Theme 8. Customer Service are satisfactory at both markets | Pretty similar services at both markets |
| | Always better service at R-Kiosk |
| | Customer service has improved a lot at both |
| | Services at K-Market differs across its stores. |
| Theme 9 .Advantages and Disadavntages | Difficult to go with kids to R-Kiosk |
| | Easy to enter K-Market with stroller |
| | Verity at K-Market |
| | Pros closeness to my house |
| | High prices at R-Kiosk |
| Theme 10. These areas need improvement | Suggestion for improving |
| Theme 11. Small store is quick and convenient for shopping | Visit small stores because they are near house |
| | Immediate shopping |
| | At small store warm hearted-atmosphere and easy to find and do business |
| | Small queue at small store |
| | Visit R-Kiosk for sending and collecting post |

Appendix 3 . Primary, sub-themes and supporting quotations from interviews.

## Primary and sub-themes supporting quotations from interviews

**Theme 1. What and for whom ?**

- **Tupla for myself, friends and family (**10 out 21)
  - "I buy Tupla for myself." – (M. 59; F;30; F.31; F.13; F.14; F.9: F.42; M.13; F.31; M.13; F.9)
  - "I buy Tupla for myself and my friend." – (M.10; M.18)
  - " I buy Tupla for myself and my family." (M.11; M.10: F.11; F;30; F.32; F.78; F.33; F.27; F.24; F.9)
- **Nuts and other snack bars (**12 out 21)
  - "I buy Dry Roasted Natural for myself and my mother and sometimes my sibling also taste that."– (F.10)
  - "I buy Natural Nuts for myself and family."." – (F.30; F.44; F.78; F.58; F:33)
  - "I buy Dry Roasted Natural, Dry Roasted Sporty and Natural Nuts for myself and my children. "– (F.44; M.35; F.26)
  - "I buy Musli Bite Seed or Natural for either myself or my parents buy them for me."– (F.10)
  - "Yes, I love all type of these nuts." – (F.35)
  - Yes, I buy Natural Nuts and eat them during the short break at evening college (Ilta lukio). My kids also eat Natural Nuts and most likely eating Cloetta Musli and my husband is a taxi driver and is used to eating Dry Roasted sporty during break upon hunger. "– (F.24)
  - "I buy Fruity Bite Cranberry for my family."– (F.24; F. 32)

**Theme 2. Family Structure**

- **Live alone and elderly couple**

  - "I live a lone." – (F.59)
  - "I live with my spouse." – (F.78; F.58)

- **Single parent with two children**

  - "I live with my 18 years old and 15 years old children." – (F.44)
  - "I have two kids who are 8 years old and 4 years old." – (F.31)
  - "We are four members and have 8 years old and 9 months kids." – (F.24)

- **Parents with children**

  - "We are three members in the family." – (F.10; F.14; F.9; F.13; M.10; F.9; F.35; F.30; F.24: F:33)
  - We have two kids of 4 and 5 years." – (F.33)
  - "We are four in the family, my 1-year old sister, dad, and mom." – (F.13;)
  - "My family consists of four people and my kids are 5 years old and 6 months old." – (F.28)
  - "We are 4 members in the family." – (F.32; F.26; F.10)
  - "We are 5 members in the family." – (F.30; M.10; F.11)
  - "I have four kids aged 7 years old, 5 years old, 3 years old and the youngest 1.5 years old." – (F.35)
  - "We are six members in the family with 7 years old, 5 years old, 3 years old and 1-year old kids." – (F.35)
  - "We are six in the family, my kids are 18 years old, 13 years old, 7 years old, and 3 years old." – (F.42)
  - "We are six in the family, my siblings are 18 years old, 5 years old, 2 years old, and one is still an infant." – (F.9)

(Continue)

Appendix 3 (continue).

## Primary and sub-themes supporting quotations from interviews

- **Parents having children**

  - "We are three members in the family." – (F.10; F.14 ; F.9 ; F.13; M.10;F.9;F.35;F.30; F.24 :F:33)
  - We have two kids of 4 and 5 years." – (F.33)
  - "We are four in the family, my 1 year old sister, dad, and mom." – (F.13;)
  - "My family consists of four people and my kids are 5 years old and 6 months old." – (F.28)
  - " We are 4 members in the family." – (F.32; F.26; F.10)
  - " We are 5 members in the family ." – (F.30; M.10;F.11)
  - " I have four kids aged 7 years old, 5 years old, 3 years old and the youngest 1.5 years old ." – (F.35)
  - " We are six members in the family with 7 years old, 5 years old, 3 years old and 1 year old kids." – (F.35)
  - "We are six in the family,my kids are 18 years old, 13 years old, 7 years old, and 3 years old." – (F.42)
  - "We are six in the family, my siblings are 18 years old, 5 years old, 2 years old, and one is still an infant." – (F.9 )

**Theme 3. Frequency of purchase and shopping basket size** ( 21 out 21)

- **Sometimes/usually**
  - "… sometimes Natural Nuts about 4 items on each visit." – (F.30)
  - "… sometimes Tupla one item." – (M.59)
  - "… Usually nuts one pack." – (F.44)
- **One to three bars a week/ on school day**
  - "… Fruity Bite Cranberry once a week like three bars." – (F.24)
  - "… Musli bite Seed or Natural Nuts one item once a week." – (M.10)
  - "… Tupla twice a week one or two bars." – (F.42; F.14; F.13; F.13; F.9)
  - "… Natural Nuts on school days three packs each time." (F.24; F.26: F:33)
  - "… All types of these nuts twice a week 4 to 5 packs." – (F.35; M.35)
  - "… Tupla one to two times a week 3 to 5 items." – (F.11)
  - "…Tupla thrice a week 4 to 6 bars." – (F.28;33)
  - "…Tupla twice a week 5 to 7 bars." – (F.30; M.18; F.11)
  - "… Fruity Bite Cranberry and Tupal thrice a week two bars." – (F.32)
  - "…Dry Roasted Natural once a week two packs." – (F.10)
- **Five times a week**
  - I buy five times a week and 5 bars each time. (– M.10)
- **One to two times in a month**
  - "…Tupla two bars once a month." – (M. 10)
  - "… Tupla or Natural Nuts once a month three items." – (F. 28)
  - "… Tupla twice a month 4 bars." – (F. 31)
  - "…Tuple or nuts twice a month one item." – (F. 78)
- **One to Three times in a year**
  - "…Natural Nuts thrice a year one pack." – (F. 58)

(Continue)

Appendix 3 (continue).

## Primary and sub-themes supporting quotations from interviews

**Theme 4. The driving forces for chocolate bars are hunger, craving, cheering up and for nuts their nutritional values.** (21 out of 21)

- **Hunger** (8 out 21)
  - "… we buy them when we are far from home and feel hungry." – (F. 30; M.10)
  - "… I eat Tupla in case of hunger especially at school." – (F. 10)
  - "… I usually eat them as snack between meals."– (F. 10; F.9; M 51; F 44; M.35: F.26: F:33)
  - "… I am a cook and work for 5 consecutive hours without break at that time I go for Tupla." – (F. 31)
  - Well, I eat them as snack when I feel hungry. My studies start at:200 and ends at 8:00 pm and we have only 15 mins break. So, they are easy and quick snack for eating." – (F. 24)
  - "I eat Natural Nuts when I feel hungry." – (F. 58)
- **Changing mood and self-award** (2 out of 21)
  - "…eating chocolate is sometimes good because it changes mood, feelings and take away boredom." – (F. 24; M.18)
- **Cheering up and enjoyment** (2 out of 21)
  - "…I try to avoid these kinds of snacks but still I sometimes try something to cheer up my kids and myself." (F.28; F 27; M; F.11; F.9)
- **Before or after exercise** (5 out 21)
  - "… after or before training (gym, dance, ice hockey and football) jogging." – (F. 31; F.14; F.9; F: 13; M.13)
- **Nutritional value or flavor** (5 out of 21)
  - I love Tupla because it has good flavor and nuts are healthy. (F. 78; F.42; F.11; M.10; F.11; M.35)
  - "… I try to eat nuts due to their nutritional values but avoid eating chocolates and potato chips because not good my kids and myself." – (F. 35; F 35; M.35; F:33)

**Theme 5. Only Tupla and nuts are easily available at both markets (30 /30)**

- Displayed at eye -catching level
- "…Tupla and nuts are conveniently found at both markets but the two others can be difficult to find. They Seems to be unfamiliar snacks. " – (30 out 30)

**Theme 6. I am location oriented and prefer to buy at nearer store**. (23 out of 30 )

- **Mostly Near market**
- "…and also, often at Prisma and K-City market as they are nearby my house." – (F. 30 ;)
- "I mostly shop at K- Market which is situated nearby my house." – (F. 10; M.51; F.42; M.18: F:33)
- "… I usually buy at K-Market, Prisma and K-City market when I go for grocery shopping and do not visit R-Kiosk because that is far and also expensive." – (F. 35; M.35; F.26)
- "…and buy at K-Market but rarely visit R-Kiosk." – (F. 10)
- I buy them at R-Kiosk and K-Market which are both located close to my house." – (F. 30)
- I buy them at R-Kiosk and K-Market which are both located close to my house." – (F. 30)
- I sometimes buy at R-Kiosk and sometimes at S- Market both are close to my house." – (F. 10; F.14; F.13; F.9; F.11; M.10; F.9)
- Honestly saying, I do not look at the prices of such items. When I like something I immediately buy it." – (F. 27)

**Always near market**

- "…I always buy on my way to home or near market." – (M. 10; F. 31;)

(Continue)

Appendix 3 (continue).

## Primary and sub-themes supporting quotations from interviews

**Theme 7. I am Price oriented, If I have to choose between these two markets close to my house, I prefer to buy at K-Market** (14 out of 21)

- **R-Kiosk is expensive** (12 out 24)
- Products at R-Kiosk are of high prices for which I avoid visiting this store, Instead I refer to Lidl, and do most of my shopping there." – (F. 24; M. 51; F.31; F.32; F. 78; F.35; F.33; F.11; M.10; M.35)
- R-Kiosk is just opposite my house, but I travel about 200 meters to buy at K-Market because there they are available at more economical prices." – (F. 44)
- "The prices are pretty ok." – (F. 14)
- I Prefer to buy at cheaper cheaper alternative like K-Super Market which is just by R-Kiosk." – (F. 24); F.58.M.13; M.10; F.11; F.26; F.9: F:33)

- **At K-Market Prices are lower** (4 out 21)
- "In case of price also K-Market is better because at R-Kiosk prices are not cheap. For me K-market is much more affordable." – (F.24; F. 28; F. 31; M.18)

**Theme 8. Customer Service is satisfactory and pretty similar at both markets.**

- Satisfactory service at both
- "At both stores customers service is more or less the same but satisfactory." – (30 out of 30)
- Always better service at R-Kiosk
- " At R-Kiosk the customer service is always better than K-Market .Because I think they have more time and take you personal. They do not take stuff and do…. beep! and that is all." – (F. 31)
- Customer service has improved a lot at both
- "Customer service has improved enormously at both markets." – (F. 78)

**Theme 9. Advantages with K- markets are more product line and variety and proximity to residential areas and disadvantages with R-Kiosk is go there with kids (**10 out of 21)

- Difficult to go with kids to R-Kiosk
  - "For me K-Market is good because there is a lot of space to go with strollers while at R-Kiosk it is difficult to go with kids." – (F.28; F. 32)
- Variety at K-Market
  - " At K.Market more variety is available. I usually do my shoppings at K-Market, S-Market and other big markets from where I can find all necessary daily stuffs , e.g. milk, food and fruits and hygene products.That is the reason that I do not always visit at R-Kiosk because I can not find them there." – (M.11; F. 31; F. 78 ;F.27 ; F 32; M.18 ;F:33;M.35; F.11)
- Pros. closeness to my house
  - "The biggest advantage of these two markets is that, they are both close my house." – (F. 30: F:33)
- Higher prices at R. Kiosk
  - The disadvantage of R-Kiosk is higher prices and nothing else I guess." – (F. 58; M.13: F:33)
  - Beside relatively lower prices K-Market has more variety of product and also just close to house." (M.35)

(Continue)

Appendix 3 (continue ).

## Primay and sub-themes supporting quotations from interviews

**Theme 10. Area of improvement and suggestions** (2 out of 21)

- Suggestion for improving
- "At R-Kiosk's space is very less, if there is bigger space for children, that will be good for mothers. Children can play while mothers are busy at shopping. For example, when I visit R-Kiosk to post something, my kids just move around and if there is enough space for them, they can play and get engaged." – (F. 28; F.32)
- "I suggest both markets to pay attention to stores' cleanliness." – (F. 30)

**Theme 11. Small store is quick and convenient for shopping (21 out of 21)**

- **Smaller queue at small store**
  - "Well, the reason behind referring to small store is smaller queue. – (F. 30)
- **Quick shopping and easy availability**

"… stuffs are easily found at small stores" – (13 respondents)

"… small stores are good for immediate or impulse shopping." – (6 respondents)

- **At small store warm hearted-atmosphere and easy to find and do business**
- "Well Humm, there is a warm-hearted atmosphere lämminhenkinen tunnelma and familiar with all. At small stores, it is easy to do business and also find stuff." – (F. 58)
- **Small stores are near house**
- "I buy at small stores because they are near my house and also can find stuff easily." – (F. 24; M.10)
- **For sending and collecting my posts**

"I only buy Tupla, candies and ice-cream at R-Kiosk when I go to collect my posts from there." – (F. 27; F 58)

"I hardly ever refer to R-Kiosk for posting something or collecting them." – (F. 32)

Appendix 4 . Relevant customers’ feedback on companies’ blogs

| Relevant customers’ feedback on companies’ blogs | | |
|---|---|---|
| | **R-Kiosk** | **K-Market** |
| **Location** | ➢ R-kioski on turha keskustassa kun siellä on esim.S-market ja LIDL. R-kioski on erittäin kallis kioski jossa on vain kalliita merkkejä. Siellä on myös huono valikoima.( Yliopistonkatu)<br>➢ Sijainti loistava ja parkkitilaa aivan vieressä (Pitkäpellonkatu) | ➢ Great for a quick shopping visit<br>➢ Perfect small neighbourhood shop with very extensive selection<br>➢ This K-Market has a surprisingly good selection of everyday items and groceries, but don't expect to find everything you might need from here. |
| **Customer Service** | • Great all-in-one kiosk where you can pop in to send an international package or buy a cup of coffee and a hot dog.<br>• Mukavat asiakaspavelijat<br>• Iloinen, reipas palvelu. Tuoretta kahvia ja pullaa. Perus R kioskin valikoima. . Siisti myymälä. (Puutarhakatu)<br>• Ystävällinen henkikökunta. Löytyy pitkälti kaikki, mitä iltamyöhällä voi tarvita.(Hämeentie)<br>➢ Helpful and nice staff. (Koivula)<br>➢ Koivulan ärrä..kioski kaikilla " mausteilla". Palveleva hlökunta ja asiallinen myymälä. Kahvia ja pullaa, lisäksi pikkusuolaista..jäätelöä ja lonkeroa unohtamatta. Pihalla pieni terassi..(Koivula)<br>➢ Vähän sekava harvoin kävijälle. Hyvä palvelu(Koivula)<br>➢ Aina ystävällinen henkilökunta. Pieni grilli mukava lisä. (Munterinkatu)<br>➢ Mukavat asiakaspavelijat (Yliopistonkatu)<br>➢ Kivat työntekijät hyvien liikenne yhteyksien päässä lähellä keskustaa(Yliopistonkatu) | ➢ Ystävälliset myyjät & pikkukaupaksi hyvä valikoima.<br>➢ Lovely local grocery store, free coffee with purchase and a great selection of drinks and specialty foods. Pricy, but open until late and has excellent service.<br>➢ One of the most versatile small grocery stores in town. Compared to it's size they have a very large and modern selection of products. You can also get a cup of free coffee from the salad stand!<br>➢ Variation of the goods are superb. Workers nice and helpful. The market is little bit too crowded though.<br>➢ Awesome customer service. Enough products for a convenient store.<br>➢ It isn't too big but it has all the daily things you'd need. Prices aren't bad either which is a major update compared to previous store. I was surprised how much selection there is to relatively small store like this.<br>➢ The staff are nice people and pay attention to customers.<br>➢ Good service, friendly staff and the owner pitches in all the time. |

Continue

Appendix 3 (continue).

| Relevant customers’ feedback on companies’ blogs | | |
|---|---|---|
| | **R-Kiosk** | **K-Market** |
| | ➢ Erinomaisia porkkanakakkumuffinsseja ja mukavaa palvelua( Ispoisten puistotie)<br>➢ Turun ja koko Varsinais-Suomen paras R-kioski. Parhaat omistajat,parhaat myyjät ja paras palvelu,joka on nopeaa ja asiantuntevaa.(Varisuun likkekeskus<br>➢ Very kind!! :) Eerikinkatu<br>➢ Easy access. Plenty of parking.<br>➢ Best if you walk here as parking can be hard to find Stålarminkatu)<br>➢ So good service , the workers are awesome Stålarminkatu)<br>➢ Great service Stålarminkatu)<br>➢ | |
| **Price** | ➢ Saa hyviä karkkeja halvalla(Pitkäpellonkatu)<br>➢ Erittäin hyvällä paikalla oleva kioski josta löytyy kaikki mitä kioskista voi toivoa ja hieman enemmänkin. Palvelu on ystävällistä. Tilat ovat siistit ja tilavat. Usein parin ihmisen verran jonoa, joten pienen hetken joutuu odottamaan.<br>➢ Hyvä koska karkit ovat halpoja! (Munterinkatu)<br>➢ Ruuhkaa oli kun kävin keskiviikkona ja keskipäivällä ! .(Hämeentie)<br>Muuten ihan hyvä R-kioski/ (kauppa). .(Hämeentie)<br>➢ Vähän ahdas mutta muuten ok (Humalistonkatu)<br>➢ Hyvä sijoitus(investment) (Humalistonkatu) | ➢ Cheap and near the house .<br>➢ Kalliimpi kuin R-kioski (0.5L olut 3,40€ vs 2,90€) ja todella paljon kalliinpi kuin Prismat! Saarioisten lihakeitto 1,75€ vs 2,40€ aivan naurettava ero! En enää ikinä astu K-kauppaan!( K-market Rautatientori) |

# Appendix 5 . Interview Questions

**Interview Questions**
**(Post-Purchase Interview)**

Gender: Age:

1. Did you buy any of these snacks items today or during the last month, if yes, which of the followings? (if not discontinue interviewing)

| | Buy | Not buy |
|---|---|---|
| 1. *Fruity Bite Cranberry* | ☐ | ☐ |
| 2. *Tupla* | ☐ | ☐ |
| 3. *Musli Bite Seeds* | ☐ | ☐ |
| 4. *Dry Roasted Natural* | ☐ | ☐ |
| 5. *Dry Roasted Nuts* | ☐ | ☐ |
| 6. *Dry Roasted Sporty* | ☐ | ☐ |
| 7. *Natural Nuts* | ☐ | ☐ |

Showing this prompt card to respondents

(1)


(2)


(3)


(4)


(5)


(6)


(7)

# Interview Questions
# (Post-Purchase Interview)

2. Whom for do you buy these snacks, for yourself, for family or someone else?

3. How many people are there in your family, if children what are their ages?

4. How many snack items have you bought?

5. How often do you buy these snack bars?

6. What drives you to buy such snacks?

7. Can you easily find these snacks at R-Kiosk and K-Market? if not where you would like to have found them in these stores?

8. Does location of R-Kiosk and K-Market affect your buying decisions for such snack items, if yes, how?

9. What are the advantages and disadvantages associated with locations of R-Kiosk and K-Market?

10. Are you satisfied with the customer service offered at R-Kiosk and K-Market, if not what improvement you suggest in this area?

11. What are the best and the worst things at K-Market and R-Kiosk, and what areas need improvement?

12. What are the reasons behind referring to small stores?

**Key words translation in Finnish**

- Snack bars = välipaloja, välipalat
- Drive = syy ( ajaa)
- Location =sijainti
- Advantages = etu , etuja  (edut )
- Disadavntages = huono puoli
- Improvement = parannus , paranta
- Suggest =ehdotta , ehdotus
- Referring = viitata , You refer = viittaat
- Convenient = sopiva (mukav