

Department of Marketing



Research Seminar Series | Oct. 25th, 1-3pm | AD.0.090

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In-Store Shopping Dynamics

Abstract: Eighty-five percent of leading retailers indicate that engaging their customers during a shopping trip, using customer-facing technologies (e.g., mobile phones, smart shopping carts, etc.), is one of their top business opportunities (Rosenblum 2007). To optimally engage customers throughout their shopping trip, it is important to understand how consumer in-store shopping decisions evolve throughout a shopping trip. This understanding provides insights on how to offer customized and timely promotions, optimally design store layouts, and provide relevant product information (Hui et al. 2013; Senne 2005).

Much of our current understanding of in-store shopping behavior is based on cross-sectional analyses of end-of-trip variables such as basket composition and total spending, implicitly assuming that purchase and spending behavior are constant over the course of a shopping trip (Bell, Corsten, and Knox 2010; Inman, Winer, and Ferraro 2009). However, recent research has demonstrated that shopping behavior is actually dynamic in that earlier shopping decisions influence subsequent decisions (Dhar, Huber, and Khan 2007; Khan and Dhar 2006; Lee and Ariely 2006; Vohs et al. 2008). With retailers' growing ability to identify and engage customers while shopping, it becomes increasingly important to understand how their sequential shopping decisions evolve over the course of a shopping trip. Going beyond end-of-trip variables such as basket composition and spending totals, Koert van Ittersum will share critical and novel insights from different research projects on in-store shopping dynamics in the domains of spending, promotions, and the healthiness of purchases.