

Название публикации:

An examination of the impact of environmental variables on shopping behavior of customers in a grocery store in Japan

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Аннотация:

The advancement of tracking technologies such as RFID (Radio Frequency Identification) in recent years supported the study area of shopping behavior of consumers in retailing setting has globally regained increased interest. However, only few studies have attempted to analyze consumer shopping behavior using the RFID data. The purpose of this paper is to propose the framework based on behavioral and environmental variables, which can be tested using the RFID data obtained from the recent experiment in one of the supermarkets in Japan. In this paper we postulate the hypotheses which can be tested using RFID data. This paper aims to contribute to the understanding of the impact of environmental (store layout) variables on walking and shopping behavior, by conducting the literature review related to orientation of customers in retailing space. It proposes a framework that addresses the relationship between two types of variables; and builds up three main hypotheses related to their different facets. In this paper we postulated the hypotheses which can be tested using RFID data. One of such hypothesis is related to “right-handedness” and as most of population in Japan are right-handed, we assume that most of customers in our store are right-handed and do not control for this moderating variable (by separating clearly aisles and product display zones, land marking etc.) thus contributing to greater shoppers’ convenience. Finally, the managerial implications are also proposed based on the developed framework. © SGEM2018.

Ключевые слова:

Environmental variables, Retail environment, RFID data, Sales process, Spatial customer orientation