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IN-STORE ANALYSIS OF SUPERMARKET SHOPPING PATHS

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Abstract

Today, supermarkets are very popular among consumers, especially through a huge assortment a sufficient number of products, reasonable prices, wide range of additional services. Good space management requires accurate data about consumer behavior. The study describes the results of an observation of customer shopping patterns conducted at "Small" supermarket in Kaskelen, Kazakhstan.

Keywords: consumer behavior, shopping path, supermarket, Kazakhstan

Introduction. The studied topic is relevant for the reason that it's the greatest concern of marketing managers. The topic is not new but at the same time is not fully disclosed. How do customers move through the store? Do customers pass the whole supermarket? Or spend their time in a particular place in the store?

My observations show that in many stores, customers go through the entire store just to buy a bottle of drink or bread which is absolutely not convenient. However, not all stores like that, for example in Metro, when you go on you watching vending machines. It seems for me very convenient for customers. Management is an integral part of good sales, also the layout of the goods, for example, if we open a store, we will arrange the goods duties as convenient to buyers, with this we can create a turnover, attract customers, and make profits. This article seeks to examine how we should locate our goods, for consumers. This article gives direct advice in the form of pros and cons for retailers to use video cameras in tracking consumers. I would also like to note the fact that many people use in business marketing moves, making it so that customers don't notice it. For example, place boutique toys, near the entrance to the supermarket, everyone will see this boutique, and many people go shopping with the kids, and then it's up to the kids.

Literature review. The analysis of existent literature on the supermarket store shopping path revealed that this issue had become a concern of scientists since 1960s. The approaches and the methods the researchers used to investigate this subject vary substantially. Thus, one of the first was Farley and Ring (1966) who studied customer movements in the area of the store/2/.

Also, another paper by Mackey and Olshavskii (1975) examined consumer perceptions of store space /3/, Park and Yier (1989) sought to understand the impact to store knowledge and time constraints have on unplanned purchase, failure to make planned purchases, and other behaviors of the purchase /4/. But was among the most famous Paco Underhill "Why do we buy?" (1999), he uses quite different methods to uncover many behaviors observed in tracking customers in different types of retail stores, but limits the depth of his research/5/.

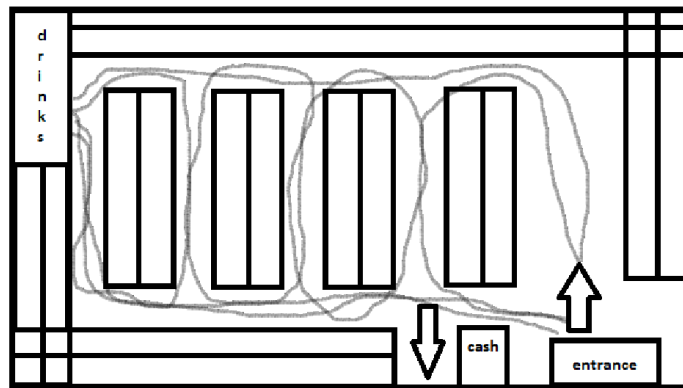
Some other related research in this line is considered separate pedestrians in museums and shopping centers /6/ (Batty, 2003). The paper presents a number of useful models for individual movements, which will be useful for further study of the movements of the buyer. The emphasis in this paper on the large flow of people, not profit from the store.

Although this work has obvious connections to the real work, its emphasis on the net traffic flow makes its application to grocery stores is not quite simple. Other work in environmental psychology has a completely different potential application to the current study area. Anthropological studies about the experiences of people of their nearest neighborhood postulated that people are looking for it on their

environment from the essential need to organize it in their minds /7/(Lynch & Rivkin , 1959). The way consumers shop organize in their minds may have important implications for their subsequent movements. The current work provides a springboard from which it can be learned. Exploratory analysis we presented in this new field of consumer behavior studies are only the first step in understanding the buying behavior in the store. The present study focuses only on the model, excluding travel purchase behavior or merchandising tactics. Exploring the link between travel and purchasing behavior seems like the next logical step. Communication certain patterns of individual travel purchasing decisions can lead to a deeper understanding of consumer motivations for buying certain items, and may shed light on the complementarity and substitutability of goods in transit /2/.

Methodology. The following methods were used in this article: observation, theoretical analysis, theoretical methods, literature review. In observation of our study, we used a video camera, using them could be defined as clients go to the supermarket, where they spend more time. In the theoretical analysis, I chose one of the principles that have been said, the fact that in some supermarkets drinks are far from the check-point(Picture2). I looked at some data and realized that it is a small marketing ploy, for example, you walk through the entire store for a bottle of cola and you see a lot of products, you have the reflex, then you go to the store with more than one bottle of cola. To some extent this is similar to impulse good.

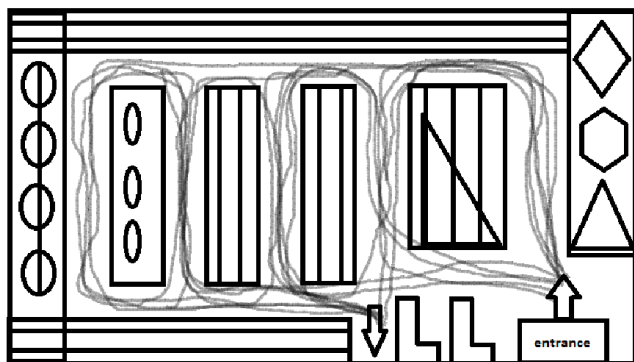
Picture 2 – Shopping Path for Buying Drinks



Results. The results show that customers are shopping more than buy, spend more time in the aisles selecting and reading instructions. Most go up and down the paths, not small amount of people go and buy specific products they need and immediately pass to the checkout. Also in the process of observation, many people use the services working in the store, asking the application, the location of some products, this study helped me a lot in understanding how to position products in supermarkets.

As my research was a holidays and was a lot of consumers, most of them went near alcohol drinks, sweets. On the picture you see, the general analysis of shopping paths at “Small” supermarket (Picture1).This information is very useful for managers, also design of supermarket must attract customers, and products placed at the center of aisles will receive much less “face time” than those placed toward the ends. Of related interest is a practitioner study that found that placing familiar brands at the end of the aisles served as a “welcome mat” to those aisles, effectively increasing its traffic /8/(Sorensen, 2005). №1

Picture 2 – Shopping Paths of Customers in “Small”.



Conclusion: The results of study suggest the following conclusion: From 21 to 23 March in the approximate amount of supermarket customers was 1,500. I have chosen is the biggest supermarket in Kaskelen. Some obstacles have this supermarket, such as that opened the same grocery store. But it is not big obstacle, because “Small” this name of supermarket which I’m researching, turn out a customers. I did a small survey of people working there, around 90% workers are satisfied their job, and around 10% not satisfied. I have only one limitations of study, it was just one hour watching of customers.

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ҚАЗІРГІ ЖАРНАМАНЫҢ КЕМШІЛІКТЕРІ

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Аңдатпа. Жарнамалардағы басты кемшіліктердің бірі – жарнаманың мән-мағынасының таяздығы. Ол нені, қандай да болсын өнімді телерадиоарналарынан насихаттаған кезде, өздерінің өткізгелі отырған өнімдерін жұртшылыққа шектен тыс асыра бағалап жеткізеді. Сөйтеді де, оның арты тұтынушыны кезекті бір алдауға түсіп қалатын ренішті оқиғаға ұрындырады. Жарнама мәселесіне осы тұрғыдан келіп елеулі-елеулі кемшіліктерді көрсетуге болар еді. Қазіргі еліміздегі жарнама агенттіктерінің жеке меншікте көп болуы, олардың құнының да аумалы-төкпелі, содан соң жоғары-төменді болып құбылуына әкеліп соқтыратындығы белгілі. Өйткені, оған бағаны қоюшы мемлекет емес, жеке адам. Ал, жеке адам қашанда да өзгенікінен, тіпті, мемлекет