Motivations behind shopping channel decisions.
Comparing the activities of consumers within online and brick-and-mortar stores.

P2 GRADUATION PLAN FOR REAL ESTATE AND HOUSING

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FOREWORD

The following report is my graduation plan for the graduation project of the Real Estate & Housing master track of the faculty of Architecture. The graduation subject is part of the graduation lab of Urban Area Development, but the subject has been developed within the Retail and Leisure laboratory.

The graduation plan has been developed as part of the P2, which is the second formal assessment of the graduation project. The report is intended to indicate what I will do in the coming months and to review the feasibility of the intended approach for this research.

With kind regards,

Marthijn Keijzer

Delft, 13 January 2014
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1 - INTRODUCTION TO THE RESEARCH

PROBLEM ANALYSIS

The history of online shopping business is still young. At the turning of the century e-commerce was almost a non-existent sector, since then however, the online shopping business has known a stable continuous growth ever since (Overbosch 2012, p.3). Between 2004 and 2007 the amount of internet shopping grew more than four times (To et al. 2007, p.774). Firstly the arrival of internet shopping was deemed to be ‘just’ another shopping channel, people weren’t concerned with there being any threat to it for the physical retail business (Overbosch 2012, p.3). This has been the main line of thinking for many years. In his book Guy slightly refers to the upcoming growth of ‘remote shopping’, but it is expected that the impact on conventional retail will be minor, or at least on the short term (Guy 2007). An article of Weltevreden (2007, p.205) from the same year tries to gain more insight in what the impact is and will be of internet shopping. His conclusions are that the impact will be minor on the short run, but on the long run the impact may be more significant and may be able to substitute going to actual stores.

Nowadays online shopping is either seen as a threat for sectors, parts or locations of brick-and-mortar retail (NEPROM 2012; Corio 2010) or it is seen as an opportunity to integrate both channels (MAB Development 2011; Overbosch 2012). Moreover the online shopping business is recognized as a phenomenon that needs to be taken into account when contemplating new retail investment and development strategies. The yearly online channel survey of PwC showed in 2011 already that more than 90% of their respondents bought books, music and films online(PWC 2012, p.4). Their research from 2012 showed the significance of social media as an upcoming online channel (PWC 2012, p.6). The same research shows also that there is still a significant part of consumers that rarely shops online (PWC 2012, p.13) and the Deloitte consumer review of 2011 showed that, apart from the travelling sector, digitally influenced shopping still forms a minority part of all transactions(Deloitte 2011, p.3).

Most literature in the field of retail investment and development has however a fairly limited view of shopping behaviour. When dividing the shoppers in categories, usually a narrow categorization is used. Most of the time a classification is used of run (quick and efficient) shopping and fun shopping, complemented with one or two other types of shoppers (MAB Development 2011, p.14; de Jonge 2011, p.34). In times were there seems to be an agreement on placing the customer central, real estate agents should deem it wise when they gain more knowledge about the shopping behaviour of consumers that visit their stores/centres.

Although the knowledge – or maybe just the assumption – is present that online shopping will have a large impact on physical retail, there is little research that tries to reveal this impact. Most research into online shopping adopts a multi-channel approach, in which choice for a certain channel is researched either through a consumers’ shopping motivation (Schröder & Zaharia 2008; Balasubramanian et al. 2005; Lee & Kim 2009; Heitz-Spahn 2013). The adoption of the online channel is also many times researched outside the multichannel environment, some of these researches focus on shopping motivations (To et al. 2007; Childers et al. 2001), others focus more on the perceived risks and benefits of and on overall experiences with the online channel as a motivation to adopt the online shopping channel (Magnini & Karande 2011; Toufaily et al. 2013; Frambach et al. 2007).

The use of the concept of shopping motivation differs greatly between different literature sources. The array of variables and values that constitute this concept is great and the selections that are made from these variables and values differ greatly across different literature sources. Two attempts were proposed to structure the use of shopping motivations. First of all Wagner & Rudolph (Wagner
& Rudolph 2010) propose a model of three scales of consumer motivation, ranging from abstract to concrete levels of consumer motivation. These three levels are purpose specific (hedonic or utilitarian), activity specific (e.g. bargain hunting) and demand specific motivation (e.g. convenience). In other literary sources these levels of consumer motivation are sometimes defined differently, but they are nonetheless existent. For example, the book consumer behaviour defines shopping motives such as bargain hunting and divides them in two categories, instrumental and hedonic, and defines the demands as characteristics (Antonides & van Raaij 1998, pp.416–421).

When taking into account the above mentioned models of consumer motivation and looking at online- and multi-channel research, there is not so much research that actually researches the influence of the activity of the consumer – what he actually does - in the choice of a shopping channel. Balasubramanian (Balasubramanian et al. 2005) did an explorative research into the goals behind shopping channel decisions, which mainly consists of a literature review. Furthermore there are some researches that focus on a single activity and how it performs within the multi-channel environment (Lee & Kim 2009; Lueg et al. 2006). However, whether or not the intended shopping activities lead to a choice of shopping channel has been limited researched.

Moreover, the aim of this research is not so much about measuring the effect of the “clicks on the bricks”, as to measure what it actually is that people do and want when visiting these bricks. This brings us again to the model of Wagner & Rudolph (Wagner & Rudolph 2010), as demands of consumers are related to their activities, it becomes possible to accustom retail facilities to the demands of customers visiting these stores. This is also the societal and managerial relevance of this research, when knowing what consumers actually do in brick-and-mortar stores, retail investors and developers will be able to better attune their strategies on these activities.

RELEVANCE

There is already an amount of literature which focuses on the shopping motives behind shopping channel decisions; most of this research however focuses on the demand specific level of motivation. The scientific relevance of this research is the limited amount of research in shopping activities within the multichannel environment. The research builds forth on the article of Wagner & Rudolph, who also recommend to test their research within both the online and the physical shopping channel (Wagner & Rudolph 2010, p.426).

The influence of the online channel has been emphasized in the problem analysis. Shopping currently takes places in a multi-channel environment. As the environment changes, it is also most likely that the behaviour of consumers in this environment changes. Other real estate research areas, such as housing, already do research in preferences of their customers. The retail sector could benefit likewise when better knowing the behaviour of the consumers. By relating the important characteristics of the brick-and-mortar shopping channel to the activities a consumer performs in this channel, retail owners, retail developers and investors could attune their strategies to focus on these characteristics and attract more consumers.

My personal motivation for this research comes from an interest in human behaviour. In the bachelor as well as in the master, social and historical classes that explain the way humans behave have always interested me. Another personal motivation is the fact that I’m living within an inner city area where shopping is the main activity.
PROBLEM STATEMENT

There is ample research on the subject of multi-channel retail. Research however that considers consumer shopping channel decisions as being influenced by intended shopping activities is limited. Moreover, there is a lack of research within the area of retail investment and development into the shopping motives of consumers. Therefore there is a need for research in how shopping motivations on the level of activities influence shopping channel decisions and in which characteristics are important for these consumers.

AIM AND OBJECTIVES

The overall aim of the research is to find out which intended shopping activities motivate consumers to choose a shopping channel and what characteristics in such case are demanded from these channels by the consumers.

The objectives can be summarised as:

1. To discover the relationship between intended shopping activities and consumers shopping channel decision.
2. To further research the relation between activities and characteristics.
3. To match specific characteristics to physical retail facilities.
4. To translate the motivations that lead to use of the physical channel into recommendations for retail owners, investors and developers.

QUESTIONS

The main research question of this research can be defined as:

Which activities motivate a consumer to choose for a shopping channel and which demands does a consumer have for shopping facilities to fulfil these activities?

To further structure this research, several lower level questions were derived from the main research question. They are structured along the different research methods of this research.

Literature and interviews

1. Which activities exist within the shopping motivations of consumers?

Survey

2. Which activities, or combination of activities, lead to a preference for the online shopping channel?
3. Which activities, or combination of activities, lead to a preference for the physical shopping channel?
4. Which demands does a consumer have for the shopping channel to perform his intended activities?

Synthesis of literature and results

5. How can the shopping motivations of consumers in the physical shopping channel be translated in the retail strategies of investors and developers?

FINAL PRODUCT

By researching the demands that are linked to certain activities within the online and physical shopping channel, it becomes visible what characteristics are important to fulfil these demands. The
end product of this research will therefore consist of recommendations for retail owners and retail developers and investors.

**READERS GUIDE**

The following sections of the report discuss the research proposal in more detail. First a broad outline of the literature in shopping motivation will be discussed within the second chapter. From the literature the important variables for this research are derived and synthesized within a conceptual model. Next some of these variables are discussed in more detail. The third chapter discusses the proposed methodology and the planning of the research project. Finally the intended table of contents is shown in the last chapter.
2. THEORETICAL FRAMEWORK

CONSUMER BEHAVIOUR AND SHOPPING BEHAVIOUR

This study can be positioned within the research field of consumer behaviour. Consumer behaviour includes both concrete, physical and observable behaviour as well as behaviour which consists of mental processes (Antonides & van Raaij 1998, p.4). Consumer behaviour is: “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires” (Solomon et al. 2006, p.6) It is the behaviour of a consumer when consuming a scarce good or service within any of the phases of the consumption cycle (Antonides & van Raaij 1998, p.4). This consumption cycle consists of four phases: orientation, purchase, usage and disposal.

This research focuses on shopping behaviour and more specifically on shopping motives. In earlier decades shopping behaviour took solely place in the first two stages of the consumption cycle (Antonides & van Raaij 1998, p.411). Nowadays all phases make part of shopping, as for example electronics stores repurchase or trade certain items and services are being consumed within a shopping activity, for example gaming arcades(Kotzé et al. 2012, p.418). Shopping behaviour is seen as that part of consumer behaviour which considers consumer interaction with shops.

This research will focus on the motivation behind shopping. Antonides & van Raaij define motivation as “an activation, an incentive or reason to start or to maintain behaviour. Motivation determines the strength and the direction of behaviour.” (Antonides & van Raaij 1998, p.164) There exist many different approaches in consumer motivation research, this research will focus on shopping motives and as a guideline it uses the model of Wagner and Rudolph (2010, p.418).

SHOPPING MOTIVATION

There is a generic distinction being made in shopping behaviour, which distinguishes the type of need that motivates a consumer. This need can be a practical or functional benefit one wishes to achieve or it can be an experiential need (Solomon et al. 2006, p.90). Different sources call it differently, task oriented versus recreational (Wagner & Rudolph 2010), hedonic versus utilitarian (To et al. 2007; Childers et al. 2001) or hedonic browsing versus directed buying (Moe 2003, p.31), but the distinction is applied in most retail literature. According to Wagner & Rudolph (Wagner & Rudolph 2010) this generic dimension is the most abstract level of shopping motivation, defined as the purpose-specific motivation. Some of the literature however uses the distinction in relation to the broader definition of consumer behaviour (Solomon et al. 2006, p.90).

A third purpose is recognized by (Jack & Powers 2013) as impulsive-careless shopping. A distinction between conscious or non-conscious shopping is also made by (Balasubramanian et al. 2005). This research however will focus only on the conscious consumer behaviour, as non-conscious consumer behaviour requires difficult psychological analyses which reach both beyond the scope of this research and beyond the available skills for this research.

The other two types of motivation, activities and demands, are sometimes related to one of these purpose specific motivations and sometimes to both, just as demand specific motivation can be related to one or several activity specific motivations (Wagner & Rudolph 2010, p.424). That what Wagner defines as the activity specific motivation, is a typology of shopping motivation that is used in many different sources (Kotzé et al. 2012, pp.417–419; Arnold & Reynolds 2003, pp.80–81; Antonides & van Raaij 1998, pp.420–421). The activity specific motivation will be defined in this research shortly as activity, as it is the motivation seen from the perspective of what activity one wishes to perform to achieve certain needs.
The final typology of motivation which Wagner & Rudolph (2010) define is the most concrete level of motivation and defined as demand-specific motivation. It is the motivation for certain desired characteristics of a retail facility. (Wagner & Rudolph 2010, p.417) There can be a huge number of such characteristics. These characteristics how shown to be important motives for shopping channel decision making (To et al. 2007, p.784). The question remains however which characteristics are also related to certain activities. Wagner and Rudolph (2010) found evidence for a set of six characteristics which are related to activities. Whether other characteristics also relate to activities will be tested in this research.

**SHOPPING CHANNELS**

Central in this research is which types of shopping motivation lead to a choice of shopping channel. When looking at shopping channels, again different typologies exist. At least a distinction is made between an online and an offline channel (Kollmann et al. 2012; Frambach et al. 2007), some researches take catalogue shopping as a third channel into account (Pookulangara et al. 2011) and some researches use a broad scope of channels which usually consist of online, catalogue and TV-shopping and local and non-local stores (Lee & Kim 2009). This research limits itself to comparing online shopping and shopping in brick-and-mortar stores, which includes local stores, non-local stores and shopping centres, but excludes TV and catalogue shopping.

Shopping channels are becoming more and more intertwined. Consumers are increasingly adopting a so called multi-channel approach in which channel switching behaviour sometimes occurs several times during one shopping cycle (Heitz-Spahn 2013, p.576). For instance, a shopper searches for information about a mobile phone online and makes a selection from several products, the person travels to the nearest electronics store to gain some expert advice on which phone would be best. Finally he decides to buy the phone online.

In the last vignette it already became visible that a shopping process consists of several phases. The shopping process (the first two phases of a consumption cycle) can be divided into five phases (Kotler & Armstrong 2004, pp.199–201). The first stage is the need recognition. The second stage is the information search, information search is of course an activity on its own, but how the information is acquired differs per subject. The information can be acquired as a pure task, by socializing with store owners or by experiencing the information search as giving pleasure. The third phase is the evaluation of alternatives, phase in which the information is processed to make a decision on which product to buy. In the fourth phase the decision for a product is made and the product is bought. Afterwards, in post-purchase phase, the bought product is again evaluated.

**SHOPPING SECTORS**

The sectors in which the shopping activity is planned to take place can have a large influence on the shopping channel decision. A multi-channel survey executed by PWC in 2011 showed that 90% of online shopper bought books, music and films online, whereas 60% bought sports equipment or jewellery online (PWC 2011). The Deloitte consumer survey showed as well big differences in online shopping between different sectors, ranging from 89% of the travelling sector to 5% of the groceries
being bought online or multi-channel (Deloitte 2011). How the different variables of shopping motivation are interrelated can also differ between shopping taking place in the food or non-food sector (Wagner & Rudolph 2010). As the relation between these variables is an important factor, this research will be focused on shopping within the non-food sector.

**DEMOGRAPHY**

The demographic characteristics of shoppers form an important extraneous variable in this research. There are four main characteristics which can influence shopping motivation: age, gender, distance to a shopping centre and region.

The book “why we shop” (Pooler 2003, pp.120–136) gives some reasons why motivation may differ between generations, among these reasons are the differences in spending power, the amount of time that they can spent on shopping, their responsibilities and the importance of their appearance to other groups. Teenagers for example will find it important to appear unique and as they have little to spend, affordability is an important issue. Adults however can buy almost anything compared to the teenagers, they still emphasize appearance but this has to accord with a certain status of being grown-up.

Differences between generations are also mentioned by (Brosdahl & Carpenter 2011, p.553). They specifically explain that the youngest generation, the millennials, tend to experience significantly more enjoyment during shopping. The article by (Kau et al. 2003, pp.149–150) forms a typology of online shoppers in which different types of shoppers are differently distributed among age groups and gender. Besides differences in shopping motivation, there are also differences in perceived shopping value as influenced by mall attributes between gender and generational cohort (Jackson et al. 2011).

There are however also some articles that do not recognize a difference in age and/or gender for shopping motivation, for example the research by Soopramanien & Robertson (2007, p.79) and articles that only see limited difference in shopping motivation, for example the research in gender differences in sources of shopping enjoyment by Kotzé et al. (2012, pp.422–423). In this research the variables of age and gender will be taken into account as most literature tends to emphasize the differences among these groups. Furthermore, it is little effort to include these demographic variables within the research.

Shopping behaviour can also differ for the region one lives in. Distribution structures of shops differ between countries, this can reflect on the one hand the preferences of residents in the area, but it also influences the behaviour of those residents (Antonides & van Raaij 1998, p.411). For this reason the location of residents is an important factor to consider. Besides the region one lives in, the distance to a city centre can also be an important issue for a shopping channel decision. Convenience has proven to be an important factor for shopping channels decisions (Heitz-Spahn 2013, p.576) and a large travel distance will cost a consumer both time and money.

**CONCEPTUAL MODEL**

Central within the conceptual model are the variables of shopping motivation. The activity is the independent variable, deemed to influence the dependent variable “shopping channel decision”. The activity requires demands certain characteristics from the shopping channel, these characteristics are the second dependent variable. The relation between these characteristics and the shopping channel decision is shown in literature and therefore visualized with a solid line; the relationships which are subject of this research are visualized with a dotted line.
Besides these variables there are several extraneous variables that could influence shopping channel decisions. These variables are internet adoption and demographics, which includes gender, age, location and centrality (i.e. distance to the shopping centre). The definition of purpose and demography were defined earlier on in this chapter. The definition of the concepts activity and characteristics will be elaborated on in the next two sections.

**ACTIVITIES**

Researches in shopping motivations that consider different motivational activities use different categories for these activities. In this research eight types of activities are considered:

1. **Gift shopping**

   Gift shopping is one of the most widely recognized activities within literature of consumer behaviour and considered a form of role shopping (Balasubramanian et al. 2005; Lee & Kim 2009; Wagner & Rudolph 2010). When gift shopping, the consumer performs a certain role, such as a “good friend” or a “good father”. The article by Balasubramanian et al. (2005) motivates that a gift shopper would usually be more attracted to the physical shopping channel, as the increased effort gives higher symbolic meaning to a gift. On the other hand it discusses that gift shopping might as well attract customers to shop online due to perceived lower costs and higher economical benefits in the online channel.

   *Measures:*
   - Buying gift
   - Perform a role.

2. **Socialization**

   Another important activity mentioned in literature is the activity of socialization or social shopping. During this activity the consumer is aiming at communicating and interacting with other people (Balasubramanian et al. 2005; Wagner & Rudolph 2010). The person with whom the consumer is socializing can be a friend, family member or a shop owner. One can also imagine that socialization takes place with a stranger in the shopping mall and the online channel is even able to support socialization with complete strangers, for example through social media.
Experience

Measures
- Shopping with relatives
- Communicating with shopping personal
- Interacting with fellow shoppers

3. Gratification
Gratification is the activity in which a consumer wishes to reward oneself. The shopping activity becomes a special trait to oneself, functioning as a stress relief or as a means to ameliorate a negative mood (Arnold & Reynolds 2003; Wagner & Rudolph 2010; Kotzé et al. 2012).

Measures
- Reward yourself
- Shopping as stress relief
- Shopping to improve a negative mood

4. Experience shopping
Experience shopping is referred to in different ways in literature. (Arnold & Reynolds 2003) mention it as adventure shopping, (Wagner & Rudolph 2010) refer to the term as sensory stimulation and (Balasubramanian et al. 2005) refers to it as the experiential impact. Although there are slight differences in the explanation of the concept, it is probably best referred to as the attempt to stimulate one’s senses. This can be done by the environment, by interaction with people or by other factors. The actual goal of experience shopping can be both to search for tranquillity, when feeling over-stimulated, or searching for stimulation when under-stimulated.

Measures
- Shopping to find rest
- Shopping to experience pleasure
- Shopping as being fun

5. Idea shopping
Information inquiry is, as mentioned above, a standard part of the shopping process. The information search can however also be a conscious activity within shopping behaviour. Whether it is called inspiration shopping (Wagner & Rudolph 2010), shopping to browse (Kotzé et al. 2012) or idea shopping (Arnold & Reynolds 2003), the search for ideas and inspiration can become a shopping activity with a hedonic purpose. However, even when a consumer has a task oriented purpose; information idea shopping can be a conscious activity.

Measures
- Need to acquire information
- Shopping for inspiration
- Shopping for ideas

6. Bargain Hunting
Shopping for the lowest price, looking for discounts and taking advantage of sales while shopping is defined as bargain hunting. This can be either a hedonic type of shopping, where people feel enjoyment when they take advantage of sales and discounts (Kotzé et al. 2012; Arnold & Reynolds 2003), or it can be a more task oriented shopping motivation where the aim lies just on paying the lowest price for a certain article (source).

Measures
- Negotiating with personnel for the lowest price
– Acquiring the lowest price for a product
– Browsing for sales and discounts

7. Efficiency shopping
Most of these activities are grounded in theory on hedonic shopping motivations (Kotzé et al. 2012; Arnold & Reynolds 2003). The shopping activity can however also take the form a purely necessary activity where the goal is to achieve the right product with the least effort (Wagner & Rudolph 2010). This activity can be defined as efficiency shopping.

Measures
– Following a shopping list
– Save as much effort as possible while shopping
– Efficient and quick shopping

8. Shopping for entertainment
Shopping for entertainment is the activity in which the consumer visits either an event or a facility that offers special types of entertainment such as gaming arcades or a movie theatre (Kotzé et al. 2012).

Measures
– Shopping to find some leisure activities (gaming, movie, etc.)
– Shopping to visit a special event (auction, fashion show, etc.)

CHARACTERISTICS
There is extensive literature into the different characteristics of shopping facilities and how they influence shopping channel decisions. A broad selection of characteristics has been made for this research. The aim was to create a more or less holistic set of demands which account for brick-and-mortar shops, shopping centres and online stores.

Efficiency demands
– Cost saving: Cost saving can be a demand, found both in online and in offline channels. Online channels can be considered cost-saving due to savings for the retailer in rent, personnel and store installations (To et al. 2007).
– Convenience: No matter what literature you are looking at, convenience is almost always seen as a major shopping motivations (Heitz-Spahn 2013; To et al. 2007; Wagner & Rudolph 2010). Convenience captures the demand to save time and effort in the shopping process.

Retail facility demands
– Variety in assortment: Both To et al. (2007) and (Heitz-Spahn 2013) point out that consumers can have a demand for variety within the assortment of the retail facility. Such a variety could be demanded on the scale of the store, but could also be demanded on the scale of the shopping centre and maybe even city centre.
– Price comparison: Consumers wish to be able to compare prices to come to a decision on which product to buy. Especially in a multichannel environment, consumers are inclined to compare prices using both channels, also to compare the prices between these channels (Balasubramanian et al. 2005; Heitz-Spahn 2013).
– Assortment innovation: Consumers can be attracted by offering the newest products or by the presence of certain innovative stores or brands within the shopping centre.
– Channel atmosphere: The physical appearance can be a significant motivation for shopping behaviour. Some articles define this demand as the aesthetic appearance (Arnold & Reynolds 2003) others define it as store or web atmosphere.
Personal and or social demands

- **Business to customer relationship:** The research by (Lee & Kim 2009) shows that consumer are inclined to use the same shopping channel again when having a positive experience in a certain shopping channel, this research focuses on gift shopping behaviour.

- **Self-affirmation:** Self-affirmation captures the desire of a consumer to be able to affirm positive or desirable traits that he or she possesses or wishes to possess (Balasubramanian et al. 2005). Such traits could be expertise, thriftiness or the ability to fulfil a certain role.

- **Anonymity:** Besides the wish to socialize, there can also be a wish to remain anonymous during the purchase. This can either be a personal issue (To et al. 2007) or it can be related to the items bought, some items may be perceived by the consumer as embarrassing (Balasubramanian et al. 2005).
3. METHODOLOGY

The following section will elaborate on the intended research strategy. This research will consist of a mixed method strategy. The main part of the research will consist of a survey research in which the causality between the variables is to be defined. To be able to form clear questions within these surveys and to complete and/or improve the conceptual model, there will be some preliminary interviews. The interviews and surveys were preceded by a literature review, which for the major has been done before writing this report.

PART 1 INTERVIEWS

As demography is an important factor, the selection of interviewees will be spread across gender and across age. Six interviews will be held, from whom will be three men and three women, across three generations. The selection of these generations is based on the article of Brosdahl & Carpenter (2011), who distinguish four types of generations. The oldest generations, the silent generations, is left out of this part of the research as they are most likely to be unfamiliar with online shopping (Rotem-Mindali 2010, p.314). The three generations which are taken into account are: the millennials (age 14-32), the 13th generation (age 33-53) and the baby-boomers (age 54-68). The interview will be semi-structured. Before conducting the interviews, a test-interview will be held, to review and possibly ameliorate the interview schedule. The results of the interviews will be analysed using a software program like AtlasTl.

An important objective of the interviews is to gain insight in what people do when shopping, are there more important activities that shoppers perform when shopping and how do the shoppers interpret the different types of shopping activities.

PART 2 SURVEY RESEARCH

The survey research will consist of online questionnaires. Respondents will be randomly selected from the visitors of three shopping centres: one shopping centre within a large city within the metropolitan area of the Randstad, one shopping centre within a medium-sized city from within the Randstad and a shopping centre within a medium-sized city outside the Randstad. The sample will be selected by means of invitations to the visitors of the shopping centre. The aim is to randomly select respondents from all generations and of both gender. Each respondent will receive a business card with the URL to the online questionnaire and each respondent will be asked for his/her name and e-mail address.

The questions within this questionnaire will be based upon the literature and the result of the interviews. Designing the questionnaire will be done after the exam period, simultaneously with the last part of the literature review and the interviews. By adopting such a simultaneous approach the aim is to create an iterative process between literature, interviews and surveys, continuously attuning these three parts of the research to each other. Before approaching the respondents the questionnaire will be tested on some relatives of different ages to test whether all text and questions are clear and understandable. After the interviews have been analysed and the questionnaire has been finished, respondents for the questionnaire will be approached. At the same time a part of the research report will be written. The results will be analysed when most respondents have filled in the questionnaire. The aim is to have at least hundred respondents, as usually internet questionnaires have a response rate of 1% at least 10.000 respondents have to be reached. Within our time frame, possibly such numbers will be difficult to achieve. A reminder will be send after two weeks and after four weeks the questionnaire will be closed down.

Using a statistics software program, such as IBM SPSS, these results will again be analysed, discussed and conclusions and recommendations will be drawn from them.
4. PLANNING

In the following scheme the planning for the research project is presented. Most of the electives and the compulsory programs will be finished in January. The remaining weeks of January after the P2 are needed for these courses. In February the emphasis will be on the interviews, the first week of February however will be used to finalize the literature review. In the first two weeks of March the interviews will be analyzed and the definitive questionnaire will be designed, the last two weeks will be used to approach respondents. In March and February approximately 10 hours per week will be needed for the final elective. This elective is WM0329TU Ethics and Engineering. The first two weeks of April will be used for the P3 presentation and for the examination and assignment of the course WM0329TU. The last two weeks can be used for the elective, for writing the report or for preparing the questionnaire analysis. In the first week of May and possibly the last week of April, the questionnaire results will be analysed. After which the first steps into discussion, conclusion and recommendation will be taken. The following weeks will be used for the P4, for writing the graduation report, for preparing the P5 and for the P5 presentation.

Figure 3 Planning of graduation project (own work)
5. TABLE OF CONTENTS GRADUATION REPORT

The following chapter gives an outline of the table of contents of the graduation report.

1. Introduction
   a. Problem analysis
   b. Problem statement
   c. Outline of research
2. Theoretical framework
3. Methodology
4. Results
   a. Results of quantitative research
   b. Results of qualitative research
5. Discussion of results
6. Conclusion
7. Recommendations
   a. Recommendations for retail owners
   b. Recommendations for retail investors
   c. Recommendations for retail developers
   d. Recommendations for further research
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