An investigation of habitual purchasing behavior in grocery shopping using partial least squares structural equation modelling

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In making this certification, I do not in any way imply that the dissertation is sufficient to pass the research component of the program.

Supervisor’s Name: Professor Dr Dennis Ahrholdt

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Abstract

Retailer marketing expenditure is significant, yet it is increasingly apparent that consumer decision-making is determined by factors beyond the direct influence of marketing campaigns. This study is focused on the development of a model of habitual grocery purchasing behavior and the identification of factors that influence non-conscious purchasing. To identify the drivers, symptoms of the behavior are measured directly. By basing the model on the Stimulus-Organism-Response framework and analysing data using partial least squares structural equation modelling, factors that influence habitual grocery purchasing behavior are identified. An importance-performance analysis highlights particular factors controlled by the retailer, that if improved will increase engagement in habitual grocery purchasing behavior. As a result managerial insights are developed that are based on the driving factors of the non-conscious purchasing behavior.