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How does the store flyer design and content features influence consumer behavior?

Maciel Prediger

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PhD in Business | Maciel Prediger

2019

PhD in Business

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and content features influence
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PhD in Business

Thesis title:

How does the store flyer design
and content features influence
consumer behavior?

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July 2019



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DEDICATION

To my family.

Especially to my wife, Francielle Bucker.

Obstacles are those scary things you see when you take your eyes off your goal.

(Henry Ford)

Few are those who see with their own eyes and feel with their own hearts.

(Albert Einstein)

Be the change that you want to see in the world.

A person is but a product of his thoughts. What he thinks, he becomes.

(Mahatma Gandhi)

We need courage. We cannot be afraid of dreaming big things.

(Pope Francisco)

*If you can't fly, then run, if you can't run, then walk, if you can't walk, then crawl,
but by all means keep moving.*

(Martin Luther King Jr.)

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ABSTRACT

Store flyers have an extraordinary importance to marketing management and contribute to a retailer's performance (Ziliani and Ieva, 2015). They influence the intentions to visit a store, affect the purchase of advertised and unadvertised products (Burton et al., 1999), improve sales volume of store brand products (Gázquez-Abad and Martínez-López, 2016), and contribute to better selling margins and profits (Volle, 2001). Therefore, retailers and packaged-good manufacturers, who are willing to pay to have their brands featured, are increasingly using store flyers as the primary vehicle for advertising their assortments, promoting new products, and communicating price specials to consumers (Gázquez-Abad et al., 2014; Gijbrecchts et al., 2003). Using store flyers, retailers can directly communicate with consumers, and influence preferences and behaviors throughout the stages of the buying cycle, both at home and in-store (Gázquez-Abad and Martínez-López, 2016; Mimouni Chaabane et al., 2010).

We offer herein an improved understanding of how the features of the store flyer design and content features influence the consumer's perceived variety of the retailer's assortment, as a dimension of its global image. We evaluated the effect of different store flyer design scenarios on the intentions to visit the store and buy (especially a store brand product) and how the perceived store image and variety of the retailer's assortment can moderate such buying decisions. We also evaluated how different store flyer designs and content features are used by consumers in their heuristic decision-making process to visit the store and buy, according to the principle of energy efficiency. Our findings are relevant to both researchers, manufacturers, and retailers. Besides improving the efficiency of store flyers, the new findings will allow the development of environmentally friendly store flyers. This study is the first to delve into the influence of the store flyer design on consumers' behavior after actually glancing through the store flyer. Although there are previous studies on store flyers that used experiments,

most of them were based on econometric models at the aggregate level. This is the first study to combine a between-subjects design with a conjoint analysis.

Keywords: Store Flyer; Feature Advertisement; Communication; Retaining; Experimental Design; Consumer Behavior.

THESIS STRUCTURE

The present study is organized in nine chapters: 1) Introduction; 2) Research problem; 3) Objectives; 4) Justification; 5) Theoretical framework; 6, 7, and 8) Research papers; and 9) Final considerations and managerial implications, limitations, and opportunities. At the end of this chapter, Figure 1 shows the research flowchart.

In chapter one, the contextualization of the study is presented in an introductory way. Chapter two brings the research problem and chapter three presents the general and specific objectives to be achieved in the study. Chapter four includes the justification for the development of this research.

The theoretical framework is summarized in chapter five and its content was further discussed in the following chapters. Chapters six, seven, and eight are comprised by the research articles developed to achieve the objectives of the study. From chapter six an expanded abstract was presented at the Spanish Association of Academic and Professional Marketing (2016), and at the European Marketing Academy (2017). The full study was published in the journal of *Industrial Management & Data Systems* (2019) (JCR 3.727). Chapter seven was published in the *Journal of Retailing and Consumer Services* (2019) (JCR 3.585). And chapter eight, until now, was presented at the European Marketing Academy (2019). Chapter nine includes the general discussion of the study, academic and managerial implications related to the results, limitations, and suggestions for future studies.

A flow diagram of the study design (Figure 1) was created to a better understanding of the purpose, objectives, and evolution of the research.

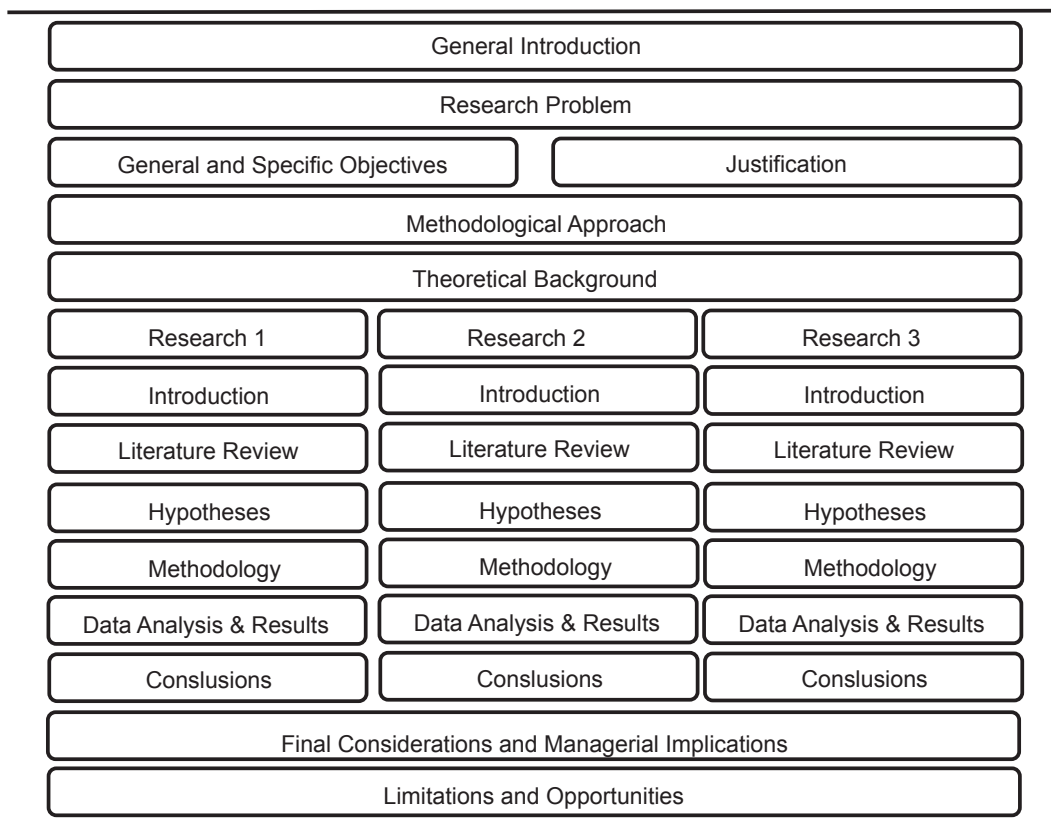


Figure 1 – Flow diagram of the research evolution

**CHAPTER 1. GENERAL
INTRODUCTION**

1.1. The retail sector and marketing strategies

Amongst a set of commercial activities, the retail sector is the main responsible for the sale and distribution of goods and services for personal, family or domestic use. In summary, it is the interface between the industry and the consumer (AMA, 2018). The sector has great importance to the global economy and in increasing the productivity of a wide range of products and services. The estimated revenues of the sector exceeded US\$ 22 trillion in 2015 and are expected to surpass US\$ 28 trillion in 2019. The retail sector accounts for approximately 31% of the world global Gross Domestic Product - GDP. Besides employing millions of people worldwide, the sector is important to young job seekers. In the USA, every four employees of the retail sector, one is a young person aged between 16 and 24 years (Bureau of Labor Statistics, 2018; Falke Information, 2018).

The companies that appear in the first three positions of the highly competitive world ranking of retail companies have their origin in the USA. For more than 20 years, Wal-Mart Stores, Inc. is the leading company in the industry; it is established in 29 countries and has a turnover of more than US\$ 485 billion. Costco is established in 10 countries and is the second company in the global marketing ranking with a turnover of more than US\$ 118 billion. Kroger Co. has stores only in the USA and appears in the third position with a turnover of over US\$ 115 billion. The Schwarz Group, which operates the Lidl chain, and the German Aldi group occupy the fourth and eighth positions, respectively. The Schwarz group operates in 27 countries and the Aldi Group in 17 countries and together they have a turnover close to US\$ 200 billion. The French company Carrefour S.A., operating in 34 countries, appears in the ninth position with a turnover of approximately US\$ 84 billion. The Spanish Mercadona S.A. group operates in two countries and has a turnover of approximately US \$ 22 billion. The Mercadona group currently occupies the forty-third position in the world ranking of retail companies (Deloitte Touche Tohmatsu Limited, 2018).

Retailers tend to adopt different management strategies to continue competing in the global and competitive retail market to attract more consumers.

Marketing and advertising strategies are among the most important tools used by retailers to deliver messages to consumers (Burton et al., 1999). The feature advertising is one of the most used promotion tools and it is presented to consumers as printed material, featured in newspapers or in store flyers (Blattberg and Neslin, 1990). The feature advertising aims to inform consumers about the products offered, their advantageous prices, and the time-limited promotions (Blattberg and Neslin, 1990). This type of advertising is a collaboration between retailers and manufacturers; manufacturers offer economic incentives to retailers, which include their products in feature advertising launches. Using this strategy, retailers advertise products and promotions of their own brands along with the manufacturer's products (Gázquez-Abad et al., 2014).

Promotional store flyers (or simple flyers) are one of the most important strategies of feature advertising and they have a great economic and financial impact to retailers and manufactures (Gázquez-Abad and Martínez-López, 2016; Jensen et al., 2014; Mimouni Chaabane et al., 2010; Srinivasan and Bodapati, 2006). Store flyers offer a cost-efficient way to spread information and they especially exert a great influence on the consumers' purchase decision-making process (Gupta, 1988; Ieva et al., 2015).

Although they are very effective advertising tools, store flyers also require a large annual investment by retailers (Gijbrecchts et al., 2003). In European countries, such as France and Italy, retailers invested over €1 billion in store flyers in 2012, more than 50% of their total marketing costs (Gázquez-Abad and Martínez-López, 2016). In the United States, the costs of store flyers represented over 65% of the sectorial marketing budgets (Ziliani and Ieva, 2015). In Spain, despite the economic crisis and its impacts on marketing investments (i.e., a reduction of 30% in comparison with what was invested in 2008), store flyers represented a budget of €595.4 million in 2013 (Sánchez-Revilla, 2014).

The marketing goal of any corporate organization, whether it is a manufacturer or a retailer, is the efficient use of scarce resources to influence the customers flow, increase sales and the brand value, and achieve higher

performance (Shankar et al., 2011). Therefore, manufacturers and retailers recognize the important strategic and operational role of the use of store flyers in the marketing mix (Gázquez-Abad et al., 2014).

The considerable importance and the increased use of store flyers are associated with the fast results that they can promote in the purchasing decisions. Store flyers seem to act through the consumers' cognitive process in different stages of the buying decision process, both inside and outside the stores (Burton et al., 1999; Gázquez-Abad and Martínez-López, 2016; Ziliani and Ieva, 2015). They are also considered a convenient dissemination tool to attract the consumers' attention to the products offered, available services, prices, promotions, and are efficient to the brand exposure and consolidation (Gázquez-Abad and Martínez-López, 2016; Mimouni Chaabane et al., 2010; Pieters et al., 2007; White et al., 1980).

The use of store flyers in the manufacturing industry improves the brand image dissemination and establishment and provides a better and faster market penetration. The use of store flyers also facilitates the anticipation of promotional strategies launched by competitors and helps to explore the introduction of new products. On the other hand, retailers not only seek for overall sales improvement, but they also pursue sales of more profitable or specific products or those with very low turnover. At the same time, all these achievements help to create a favorable image in a highly competitive environment (Ailawadi et al., 2009; Bhatnagar and Syam, 2014; Mimouni Chaabane et al., 2010; Mulhern and Leone, 1990).

The dissemination of store brand products is another advantage of using store flyers, particularly for those retailers that sell their own brands (Bao et al., 2011). Store brand products assign an important competitive advantage to the retailers' performance. The promotion of store brand products along with national brands represent an alternative to improve the sales performance, which helps to differentiate the retailer, improve the profits, explore other market niches, and develop a strong store brand image (Nenycz-Thiel et al., 2010).

As already mentioned, store flyers exert a strong influence on consumers behavior; therefore, some manufacturers provide financial resources to assist retailers in their preparation and distribution. In return, retailers advertise the manufacturer's products in their store flyers (Gijsbrechts et al., 2003; Mimouni Chaabane et al., 2010; Pieters et al., 2007). In several countries, this collaboration in the development of store flyers is institutionalized and occurs steadily (Jensen et al., 2014; Miranda and Kónya, 2007). The outcomes of this process are that the manufacturers quickly achieve a large number of consumers and retailers have extra funds through the fees charged to manufacturers to promote their brands and products in the store flyers (Mimouni Chaabane et al., 2010; Pieters et al., 2007).

It is evident that the promotional store flyer has a key role in the marketing mix of retailers and manufacturers that want to differentiate themselves and achieve superior performance (Gázquez-Abad and Martínez-López, 2016; Jensen et al., 2014; Mimouni Chaabane et al., 2010; Shankar et al., 2011). Given the importance of store flyers in the marketing management, different perspectives have been used to try to understand their influence on consumers behavior (Gázquez-Abad et al., 2014; Gázquez-Abad and Sánchez-Perez, 2009; Jensen et al., 2014; Miranda and Kónya, 2007; Schimth and Bjerre, 2003). It was demonstrated, for instance, that the store flyer influences the increase of customer traffic in the store and the consequent positive effect on sales (Kaul and Wittink, 1995). The store flyer influence on the process of considering and choosing a store was also demonstrated (Zhang, 2006).

However, relatively few studies have specifically assessed two of the key elements of store flyers, their design and content features (some exceptions include Gijsbrechts et al. 2003; Mimouni Chaabane et al. 2010; Luceri et al. 2014; van Lin and Gijsbrechts 2016) and their effect on consumer's beliefs and behavior. Some questions are still without clear answers, e.g., how different designs and content features affect the perceived variety of the retailer's assortment and the judgment and formation of the retailer image. How the design and content features affect the consumer's intention to visit a retailer and buy a

product. Especially, how these flyer features affect the intention to buy a store brand product.

Studies still need to advance and clarify the different subjects related to the store flyer design and content features and their effects on consumers behavior. The answers to these questions would serve as a guideline for managers and marketers when creating more efficient and effective store flyers. In order to achieve that, the store flyers must have features that attract the consumers' attention. On the other hand, compared with other printed advertisements (such as out-of-home advertising), store flyers are especially susceptible to a competitive clutter among the advertised brands. This competition occurs because the same flyer features different brands of the same product side by side and all of them simultaneously compete for the consumer's attention (Mulhern and Leone, 1990). Therefore, the store flyers design and content feature have two challenges: to draw consumers' attention and arouse their general interest, and, at the same time, divide the attention between individual brands due to the competitive disorder.

The aim of this study is to improve the knowledge about the short-, medium-, and long-term effects of the store flyer design and content features on consumers' purchasing decisions. Previous studies focused only on the short-term effects of store flyers. The medium- and long-term effects are, for instance, the effects of store flyers on the consumer's perceived variety of the retailer's assortment and perceived store image of the advertising store. This is of relevant importance since, as it will be clarified at the end of this thesis, different design and content features are more effective to encourage the purchase intention in a short-term context, while others features contribute to build the store brand image. All these findings would provide information to retailers and manufacturers about how the store flyer features should be different depending on the store goals. This study especially evaluates the influence of several store flyer design (e.g., the brand promoted in the cover page; the use or not of an institutional slogan; and the store flyer length in number of pages) and content features (e.g., number of

promoted national brands; the promoted brand inside the store flyer; and the price range difference between brands) on consumers behavior.

Our findings will be relevant to researchers, retailers, and manufacturers. For researchers, we offer a better understanding of how the store flyer design and content features affect the consumers' perceived variety of the assortment and retailer's image. We also contribute to understanding how these features affect the consumer's intention to buy from the store and buy store brand products and how the perceived variety of the retailer's assortment and perceived store image can moderate such decisions. Although very important to retail managers, the elucidation of some aspects, such as the framing and context effects, have not been previously addressed. From a managerial perspective, both manufacturers and retailers can benefit from these insights. For manufacturers, the obtained results will be crucial to better understand how different store flyer design and content features can provide positive financial returns of the previous investment in store flyers. For retailers, we show what design and content features offer better benefits and which are more suitable depending on the short-, medium-, and long-term goal. We also provide insights into the best solution to develop environmentally friendly store flyers.

CHAPTER 2. RESEARCH PROBLEM

2.1. Research problem

The design and development of store flyers have two challenging goals: to create an attractive and easily handled design and to balance the interest of multiple manufacturers that want outstanding advertisements for their brands. If, in addition, the retailer wants to feature its own brand products in the store flyer, the challenge is much more complex. Unfortunately, there is still insufficient information to clarify how the design elements and the competitive disorder of the assortment content affect the attention and behavior of consumers.

The aim of this study is to enhance the current knowledge about the influence of store flyer design and content features on consumer behavior and clarify the following problems:

How different store flyer designs and content features impact and influence consumer behavior and, especially, which are the underlying mechanisms that affect the perceived assortment variety? Which store flyer design features influence the intentions to visit a store and buy and the intention to buy a store brand product and how the consumer's perceived variety of the retailer's assortment and perceived store image moderate such decisions? Finally, according to the principle of energy efficiency, which are the store flyer design and content features that consumers use as part of their heuristic decision-making process to visit the store and buy?

**CHAPTER 3. GENERAL AND
SPECIFIC OBJECTIVES**

3.1. General objectives

The main objective of this research is to enhance the knowledge about the short-, medium-, and long-term effect of different store flyer designs and content features on consumers behavior. Although previous studies addressed these issues, up to now there is no detailed information about the subject. To achieve these goals, a complete store flyer of a fictitious retailer and its fictitious store brand were created for different product lines. The following store flyer design features variables were created to evaluate their effects on consumers behavior. 1) the brand on the cover page (a national or a store brand), 2) the presence or not of an institutional slogan on the cover page, and 3) the store flyer length (number of pages). The assortment content features were divided into two product sections (yogurt and bath gel) and had different featuring variables: 1) the number of national brands featured in the store flyer, 2) the brand in promotion (national or store brand), and 3) the price range difference between the brands offered.

3.2. Specific objectives

- a) Identify the profile of consumers who participate in the research;
- b) Evaluate the influence of store flyer designs and content features on the consumer's perceived variety of the retailer's assortment, as a dimension of its global image, through an experimental design with four scenarios and three store flyers per scenario;
- c) Evaluate the effect of four different store flyer design scenarios on the intention to visit the store and buy. Estimate how different variables influence the intention to buy a store brand product and how the perceived variety of the retailer's assortment and the perceived store image moderate such decisions;
- d) Following the principle of energy efficiency, evaluate how different store flyer designs and content features are used by consumers as part of their heuristic decision-making process to visit the store and buy;

- e) Enhance the knowledge about how store flyers function as a marketing communication tool and how they influence the consumer's reactions;
- f) Based on the achieved results, create management guidelines to retailers and manufacturers.

**CHAPTER 4. JUSTIFICATION -
METHODOLOGICAL APPROACH**

4.1. Justification

The retail sector is currently immersed in a turbulent environment. The market globalization, the considerable increase in competitiveness, the strength of national industries, the increased expectations and demands of consumers, and the importance of managing scarce resources force retailers to seek and develop efficient marketing strategies if they want to prevail. The present study intends to fill gaps in the knowledge about the use of efficient promotional tools and strategies to send promotional messages to consumers, especially related to the development and configuration of the store flyer design and content features. Several studies stressed the need for further research on the subject and the intent is to clarify a few of the aspects that have been scarcely addressed.

The retail sector is increasingly becoming a global industry since more and more retailers are established worldwide, in countries with different economic situations. This new situation represents a new challenge for these supply chains as they must meet the global needs (Reinartz et al., 2011; Shankar et al., 2011). To manage this global competition and demand, reach new consumers, and keep the faithful consumers, the retail sector currently has specific strategies. The sector offers a wide range of high-quality products and value-added services that are financially accessible to consumers, which was not possible in the past (Emrich et al., 2015; Ganesan et al., 2009).

Whether the company is a global retailer or not, the market globalization and the general standardization of consumers' desires force the retailers to quickly adapt to the international demand. There is a need to efficiently share limited resources between the different chain sectors, strengthen the supply network offer products in a strategic way and adapt these products to modern formats (Reinartz et al., 2011). Retailers also need to effectively manage the entire set of direct and indirect services to develop a strong image (Reinartz et al., 2011).

Nevertheless, after efficiently sharing the resources between the whole chains, retailers need to be competitive by differentiating themselves from their

competitors. It requires the development of an efficient communication strategy to improve the consumers' perceived company image. Due to constant changes in the consumers' beliefs and behaviors, retailers and manufacturers need to continually encourage consumers to choose their stores and brands. Considering this scenery, the improved understanding of the use of advertising tools (Miranda and Kónya, 2007; Shankar et al., 2011) is imperative to retailers. How to emit a believable message? Which features improve consumers' attention and which arouse their interest? All these inquiries are also valid for store flyers that are one of the most important marketing tools used to bring information to consumers. The information in store flyers is capable of influencing the decision-making process and the consumer's perception of the assortment variety and store image (Gázquez-Abad and Martínez-López, 2016; Mimouni Chaabane et al., 2010).

The ability of store flyers in influencing consumers in different stages of the buying cycle (i.e., at home or in the store) has been extensively recorded (Ziliani and Ieva, 2015). Other studies focused on the store flyer design and identified some features that can influence the consumer's perception of a higher assortment variety and the store image (Mimouni Chaabane et al., 2010). The store flyer design also influences the consumer's intention of visiting the store and buying the advertised products (Gijbrecchts et al., 2003) and even those that are not advertised in the store flyer (Burton et al., 1999). This marketing tool also improves the sales of store brand products, providing better margins and benefits to retailers (Gázquez-Abad and Martínez-López, 2016). However, the different roles of store flyer designs and content features in maintaining the causal relationships between perceived variety and image and purchase intentions need better understanding.

It is also important to consider the short-, medium-, and long-term effects of store flyers. There is a wide range of store flyers, (e.g., of supermarkets, appliance stores, furniture stores, gifts shops) and each of them exerts different effects on consumers' mind related to their purchase frequency. In this study, the considered store flyer was that of a supermarket that sells products of daily use. Therefore,

the short-term goal of its distribution is basically to provide consumers information on the promotional products and price reductions (Burton et al., 1999; van Lin and Gijsbrechts, 2016). The expected result is the increase in the intentions to visit the store and in the consumers flow which will encourage the purchase of promoted and non-promoted products (Burton et al., 1999; van Lin and Gijsbrechts, 2016). The medium- and long-term goals will be achieved with the continuous information about the range of products that make up the store offer (Mimouni Chaabane et al., 2010), which influences customer's loyalty and satisfaction (Gázquez-Abad et al., 2015). Although a broad range of products is a traditional way to add value to the retailer's assortments, it has been questioned due to a continuous increase in the operating costs and inventory (Chang, 2011) and to the success of chains that reduced assortments at good prices (e.g., ALDI, Lidl) (Oppewal and Koelemeijer, 2005). Therefore, from a marketing perspective, these findings bring serious doubts about the medium- and long-term effects of expanding the assortment. Reducing the assortment could also help to improve the store image. Reducing product variety can negatively affect consumers' expectations and intentions to visit the store and buy. However, the success of distribution chains which have limited supply question this assumption and led Oppewal and Koelemeijer (2005) to point out that these effects are still not well understood.

Different studies achieved different results about the effect of store flyers on consumers' behavior. For example, considering the short-term effects, consumers prefer longer flyers featuring a higher assortment variety since they offer a higher chance of finding the product that best suits their current or future preferences or needs (Townsend and Kahn, 2014). Mimouni Chaabane et al. (2010) found that the consumers' perception of a wide store variety can be achieved by the influence of different store flyer design features. The perceived variety is considered one of the main factors that improve the retail performance, in addition to a greater consumer satisfaction and loyalty (Chang, 2011). Oppositely, other studies found that assortments with a wide variety of products negatively influence sales volume (Iyengar and Lepper, 2000) and consumer satisfaction

(Townsend and Kahn, 2014). Both arguments are based on different theoretical bases. From a psychological perspective, the classical economic theory considers that a wide assortment favors the consumers' choices. The other assumption is that when the choice set increases, it leads to a cognitive overload that causes uncertainty and can negatively affect the store image formation and decrease the purchase likelihood (Ailawadi and Keller, 2004).

As a medium-term effect on consumers' behavior, the perceived variety is one of the key attributes that mostly contribute with the store image formation, which is a long-term goal (Bao et al., 2011; Mela et al., 1997; Mimouni Chaabane et al., 2010). The image of a store is slowly built based on the information received and, therefore, has a medium-term effect on consumers' behavior. The image perception is formed in consumers' mind (Ailawadi and Keller, 2004; Zimmer and Golden, 1988) based on the evaluation of different functional and psychological attributes (Baker et al., 1994; Diallo, 2012), which can be real and imaginary (Beneke and Zimmerman, 2014). The image formation can be built upon different factors such as the assortment variety, the aggregate services, the promotional incentives, and other perceived conditions of the store (Semeijn et al., 2004). These different perceptions distinguish one consumer from another, leading to new opportunities and influencing consumers' loyalty (Juan Beristain and Zorrilla, 2011). The perceived image is also crucial in the perception and evaluation of the quality of the store and its products (Bao et al., 2011) and positively contributes to the evaluation of retailers with little market penetration (Wu et al., 2011). Therefore, the use of store flyers is one of the main alternatives to convey a positive retailer image and other characteristics of their store (Pieters et al., 2007).

The more significant and positive the consumer's perceived store image, the higher their intention to visit the store and buy (Grewal et al., 1998) and buy store brand products (Gázquez-Abad et al., 2015). One of the main reasons of this behavior is that the better the image, the better the prestige (Beneke and Zimmerman, 2014) and the trust in the store, and the lower the risk perception

when acquiring store brand products (Diallo, 2012; Dursun et al., 2011). Similar to the perceived variety, different positive or negative evaluations of the store image can be based on the store flyer (Bao et al., 2011; Wu et al., 2011). These evaluations affect the intention to buy the available national or store brand products (Mimouni Chaabane et al., 2010; Pieters et al., 2007).

It is evident that different configurations of store flyers can affect consumers' behavior in different ways (positively or negatively). Therefore, it is crucial to understand the framing and context effects, which are important to retail managers and have not been previously addressed. The framing effect refers to the way in which information is presented to consumers instead of the information itself. According to the Behavior Theory Decision (BDT), consumers can make different valuations and choices when they are exposed to different scenarios, which may objectively be equivalent, for example, to the presence or absence of a slogan on the cover page of the store flyer (Levin et al., 1998). The context effect refers to changes in the perceptions generated by variations in the size of the choice set, such as the store flyer size (van Lin and Gijsbrechts, 2016). Therefore, this study highlights the heuristic nature of these effects since it shows how the consumers' decision-making process is affected by the form and set of information to which they are exposed (Chernev, 2005).

In summary, the present study is justified by the importance of the use of store flyers as a marketing strategy for the development and higher performance of companies (Gázquez-Abad and Martínez-López, 2016). Store flyers are one of the main resources used by consumers during the different stages of their buying cycle, at home and in the store (Luceri et al., 2014). It is evident the need to improve the understanding of the different aspects of store flyers that influence consumers' behavior and have not been evaluated. The present study raises important questions about the impact of store flyers on consumers' behavior, mainly about the effect on their intentions to visit a store and buy after glancing through the store flyer. This study also extends the knowledge about the mechanisms that underlie the effects of the perceived assortment variety based on

the store flyer. The goal is also to evaluate the moderating role of the store image and perceived variety in the general intention to buy, in special the intention to buy store brand products. Insights about the framing and context effects, which have not been previously addressed, will also be provided.

4.2. Methodological approach

To test the hypotheses, a mixed-type laboratory experiment was conducted, combining an experimental design between-subjects (to measure design features) and an inter-subject conjoint analysis (to measure the content assortment features featured in the store flyer). A careful evaluation of hypermarkets, supermarkets, and discount store flyers was conducted with the help of other researchers to support the experiments. A more detailed description of the method will be described in detail in each of the three study chapters (chapter six, seven, and eight).

Twelve different store flyers were created as part of the mixed experiment combining the between- and within-subject design. Based on the exploratory study, a fictitious store (a retailer supermarket), with fictitious store products, was created¹. This strategy avoids any bias caused by the effects of well-known brand images. Besides the fictitious brand products, real national brand products were advertised in the store flyers. The real national brand products were selected based on information collected during the exploratory study of real store flyers. The questionnaire used in this study was prepared based on the existing literature and to improve the external validity of the results two categories of products were used: yogurt and bath gel. Twenty volunteers were used in the exploratory study to evaluate the questionnaire and guarantee that the store flyer layout was consistent with the store flyers used in the retail industry and if consumers could correctly understand its concept (An example of the store flyer can be seen in Appendix A).

¹ We are especially grateful for the help and excellent work done by M. Dolores Vázquez-Gómez Ph.D. during the research project and with the retailer brand design and flyers.

The variables of the store flyer design were the following: i) elements of the cover page (brand in promotion); ii) different store flyer lengths (number of pages); and iii) the presence or not of an institutional slogan. The variables related to the assortment content features were the following: iv) advertised brands (number of national brands); v) brand in promotion (national brand or retailer brand); and vi) price range difference between a national brand and a retailer brand.

A sample of 5,426 individuals, who claimed to purchase at home and are regular buyers of supermarkets that usually use store flyers to consult promotional products, participated in the online experiment. The total number of participants used in the survey was achieved through the fieldwork performed by a field researcher². The respondents were invited to participate in the research through electronic messages. The chosen respondents were consumers who were used to look at store flyers during their purchases and included students of the School of Economic and Business Studies of the Open University of Catalonia (UOC) and the public in general from Catalonia (The research technical data can be seen in Appendix B). Each participant received an explanatory message and a request for participating in the experiment, which was endorsed by two Spanish universities. The message explained the general objectives of the study without specifying any concrete objectives to avoid bias in the answers. Participants were randomly assigned to a link to first access the store flyer and then the questionnaire. Four hundred six complete questionnaires were obtained, representing 7.5% of the initial sample (The complete questionnaire can be seen in Appendix C).

² We are especially grateful for the help and excellent work done by Irene Estevan Millat during the research project.

CHAPTER 5. THEORETICAL FRAMEWORK

5.1. Introduction to the literature review

To enhance the knowledge about the existing theory, this chapter will present a quick review of the literature on the main topics included in this study. A more detailed review of each topic will be provided in each chapter. This review also includes an explanation of the main concepts and terms used in this work.

5.2. Retail companies and national industries

According to Pieters et al. (2007), the three major distribution channels of feature advertisement are (1) advertisements published in newspapers, (2) a store flyer independently inserted and distributed along with newspapers and magazines, and (3) flyers with a door-to-door distribution, sent either by mail or email to selected postal codes or households. Although in this study we distributed the store flyers via email, their design was created without taking into account the distribution channel.

A store flyer is comprised by several printed pages in which the promotional products are displayed. Each page of this booklet is called “ad display” (Pieters et al., 2007) and exhibits competitive ads of different brands of the same product. Each advertisement includes visual elements, an image of the product highlighting the label (with information on the brand, logo, a brief product, etc.), and a text with the product description, the brand, and the price. An outstanding promotion is often provided as a short text (e.g., 2nd unit - 70%). However, there are differences in the way advertisements of different brands are presented. Some brands stand out for their sizes in comparison with competing brands or, in other cases, a single brand is featured in an entire flyer page. In the present study, to avoid a possible effect of the ad size, all the ads had the same size and the variables included competitive brands and promotional messages attached to one of the brands.

To analyze the effects of the exposure of different competitive brands on the same page, the perspectives of both manufacturers and retailers must be considered. The retailers (or distribution companies) and national industries (here

referred to as manufactures) perspectives are different about the use of marketing tools. They have different expectations about the advertisement of their products, brands, commercial promotions or purchase incentives, and about the overall performance of the company (Ailawadi et al., 2009; Amrouche and Yan, 2012; Dawes and Nenycz-Thiel, 2013; Nenycz-Thiel et al., 2010). According to Ailawadi et al., (2009), future research must point out the differences between retailers and manufactures from a marketing perspective divided into three main aspects: goals, items or communication topics, and expected results.

Manufacturers and retailers have different points of view. Manufacturers aim to maximize the company performance and therefore must improve sales of different product categories and their brands. Retailers aim to maximize their distribution network and image, the variety of the offered products, the sales of their store brand products, and to increase the flow of consumers. As a dissemination tool, manufacturers spread their brand image through the use of promotions and distribution, public relations, and point-of-sale promotions (Liu et al., 2018; Lourenço and Gijbrechts, 2013). On the other hand, retailers disseminate their product variety and the sales of their store brand products using special discounts and fidelity programs. The performance expected by manufacturers is primarily the improvement of their brand recognition and performance. Retailers seek a superior performance (as a result of the flow of consumers in their store) and sales, and the store's share of the overall sales in segment (Ailawadi et al., 2009; Amrouche and Yan, 2012; Dawes and Nenycz-Thiel, 2013; Nenycz-Thiel et al., 2010). Through different strategies, manufacturers and retailers seek to develop a competitive advantage based on a highly competitive market. In this way, brand development plays an important role in this environment and helps to sustain a competitive advantage (Manzur et al., 2011).

Therefore, when planning and designing the content of the store flyer, manufacturers should negotiate with retailers the size and location of advertisements, the number of promoted products, the promotion duration, and the

costs to cover the advertising of their brands. In some cases, manufacturers even provide ad design templates with empty spaces for prices and promotion (or filled with zeros), which will be completed by retailers (Pieters et al., 2007). On the other hand, retailers combine their own ads with the manufacturers', conclude the design, and determine the distribution. There are also cases in which the retailer conducts the entire store flyer planning, and the design and distribution are made by advertising agencies.

Although these are basic elements of the store flyer design process, we will not discuss the problem of negotiation between manufacturers and retailers (such as the ad size, number of promotional products, etc.) nor the decisions about the location of the ads throughout the flyer. In this study, we will focus on the presence of a single brand on the cover page (a national or a retailer brand) and between two and four brands divided into two sections (yoghurts and bath gel), in which the numbers of brands were also a variable (three vs one national brand).

5.2.1. Store brands and national brands

An important strategy adopted by several retailers to differentiate themselves from competitors is the introduction of their store brand products (also known as private label, store brands, own label, own brand products, etc.) into the advertising tools. This strategy has contributed to expand the scope of products offered. Many studies have supported the importance of store brand products to significantly increase sales in the recent years in several countries (Ailawadi et al., 2009; Burton et al., 1999; Gázquez-Abad and Martínez-López, 2016; White et al., 1980).

Retailers usually propose to manufacturers to have store brand products that show the retail's brand and the commercialization occurs in their stores. Differently, national brand products are distributed by manufacturing industries to various retailers and distributors (Bao et al., 2011; Choi and Coughlan, 2006; Dawes and Nenycz-Thiel, 2013); an example of a store and a national brand product are shown in Figure 2. Occasionally, retailers may even sell their own products to other distributors in non-competitive markets (Dick et al., 1995).



Figure 2 – Example of a store (Milbona) and a national (Nestlé) brand product

From a marketing perspective, the difference between retailer and manufacturer brands lies in the characteristics used for their advertisement, the method or channel used for distribution, and the pricing policy (Ailawadi et al., 2009).

In our study, since the advertising and distribution channel are delimited, the store flyer and the differences between national and retailer brands will not be determined only by their own design, but also by their contrast with the other ads on the same page. Store brand products are normally considered as basic products, directed to a specific audience which is most often comprised by price-sensitive consumers (Dick et al., 1995, 1996; Juan Beristain and Zorrilla, 2011). Thus, in most cases, the competitive advantage of store brand products is related to their low prices and low commercial costs in comparison to national brands (Bao et al., 2011).

Another perspective was given by Dawes & Nenycz-Thiel, (2013) that noted that retailers, trying to focus on a new demand of more exigent consumers, are developing superior store brand products. These products can reach a differentiated class of consumers, who are looking for high quality, differentiated characteristics, and high-priced products.

By developing store brand products, retailers reach a wide market, increase their sales, and improve their performance. As a result, retailers reach other levels of distribution, costs, and sales prices in an attempt to reach all classes of consumers (Ailawadi et al., 2009; Bao et al., 2011; Choi and Coughlan, 2006; Dawes and Nenycz-Thiel, 2013; Nenycz-Thiel et al., 2010). At the same time, the proliferation of retail brands reduces the attraction and retention capacity of national brand products, increasing the competition in the same store flyer and decreasing the advertising effectiveness (Keller, 1993).

5.3. Store flyers

Aiming at advertising the assortment of products, developing a positive store image, and encouraging the purchase, retailers use different promotions and means of communication and the store flyer is often the tool that has the greatest impact (Gázquez-Abad and Martínez-López, 2016). Over time, different definitions of store flyers have been given: catalogs, circulars, folders, promotional leaflets, pamphlets, shopping guides, direct mail, among others (Gázquez-Abad and Martínez-López, 2016; Schimth and Bjerre, 2003). Herein, we will refer to as store flyers or flyers.

It is known that the store flyers design and content features influence the consumer's behavior (Zhang et al., 2009). Based on that premise, researchers have focused on print ads, on the importance of physical stimuli (size and color), and on promotional incentives (price information and available promotions and coupons). The studies have also considered the flyer's layout, such as the position of the advertisement (on the cover or inside pages) and the type and brand of the advertised product (Rossiter and Percy, 1998). Gijsbrechts et al. (2003) emphasized the importance of the store flyer size, the value of the featured promotions, the space allocated to different product categories with different promotions and cross-category interrelationships, and the emphasis on different brand types (store brand vs national brands).

The way in which store flyers are used and developed have changed over time. Since the insertion of promotional advertisements in newspapers (See Figure 3), they have evolved into mimeograph prints distributed for free in squares, parks, and high-traffic streets or through vehicles in the neighborhoods near the store (White et al., 1980). As new technologies evolved, new elaboration and distribution methods were created (Gázquez-Abad et al., 2014; Ziliani and Ieva, 2015). Currently, there is a wide range of ways to deliver store flyers to customers. Besides the old distribution methods (White et al., 1980), they are mailed to homes, personally delivered to customers, or distributed by other communication methods, such as the neighborhood or city newspapers (Gázquez-Abad et al., 2014; Mulhern and Leone, 1990; Pieters et al., 2007; White et al., 1980). Sending digital versions of store flyers via electronic mail directly to the target audience is also an increasing strategy of marketing departments (Gázquez-Abad et al., 2014). Another important characteristic of store flyers is their adaptability to different countries, regions, or cities (Reinartz et al., 2011; Shankar et al., 2011). It is also important to adopt strong local symbolism and signals adapted to local standards and culture (Arnold et al., 2001; Reinartz et al., 2011).



Figure 3 – Newspaper advertisement

5.3.1. Store flyers design and assortment features

Throughout this thesis, we considered different theories underlying the expected consumers' behavior. In chapter six, this topic was conducted from a cognitive perspective related to the consumer satisfaction. Satisfaction is expressed as the contrast between the expectations derived from the perceived image and the objective performance (Tse and Wilton, 1988). This approach assumes that the greater the information, the better the consumers' decisions. In chapter seven, the choice criterion will be related to consumers' behavior. The intent was to estimate how different variables of the store flyer design affect the intentions to visit the store and buy, in special, to buy store brand products. This approach is supported by social psychology. Although we tried to establish a relationship between different variables of the store flyer features and the consumer's behavior, there are intermediating elements such as the perceived store variety and image. Finally, in chapter eight we used one of the most recent topics of cognitive psychology, the use of heuristics according to the principle of energy efficiency (Todd, 2001). This heuristic proposes that the consumer has a fast and frugal process of gathering the information that does not require much reflection.

The design of the store flyer involves three basic variables: features of the cover and back pages design and the flyer length. Each of these features must be carefully evaluated depending on different goals. The store flyer cover sends the first message to customers and aims at getting their attention. The cover has the retail brand (usually the name and logo), one or more promotional products among the leading retail brands (e.g., Carrefour, Hipercor, Alcampo, etc.), and usually there is an advertisement of a promotional national or store hook product. Depending on the retail brand, the cover page also displays an institutional slogan, which can be interpreted as an indirect indicator of a stronger brand. The back page usually offers general information about the company (store location, opening hours, customer service, etc.). The store flyer length is widely variable between brands and even between flyers of the same brand. For instance, the same retailer can launch a long store flyer at the end of the month since it is often when

consumers receive their salaries and launch a shorter one in the middle of the month featuring fewer promotions. In this study, we will consider how the store flyer length affects the consumer's perception about the offered assortment regardless of whether the store flyer was launched at the end or in the middle of the month.

Besides the store flyer design features, we have also considered its content. A store flyer advertises the products grouped into different sections such as fresh foods (fish, meat, fruit, and vegetable), semi-processed (sausages, hams, and cheeses), processed (pizza and bread), packed (oils, beverages, and beers), refrigerated (yogurt and milk), personal hygiene (bath gel and toothpaste), household cleaning products (detergents and fabric softeners), among others. Given the number of sections and the heterogeneity of products, we focused on only two of them: from the refrigerated section we choose yogurt and from the personal hygiene we choose bath gel. Therefore, the analysis of the store flyer content was related to these two products: yogurt and bath gel. For each product we considered the number of competitive national brands featured in the store flyer, the type of brand (national or store brand) in promotion (for example, 70% discount in the second unit), and the price range difference between the most expensive (normally the national) and the cheapest (normally the store brand) brand.

5.3.2. Store flyer design: Brand on the cover page

There is some controversy about the most appropriate type of brand of the promoted hook product advertised on the cover page. Since the cover page displays the first information that consumers receive, its goal is to attract their attention and awaken the interest to continue to leaf through the store flyer. Therefore, it is relevant to know if the product advertised on the cover, whether a national or a store brand, affects the consumers' perception and their interest in continuing to look at the store flyer (Figure 4). In general, there are differences in the effectiveness of promoting national or store brand products depending on the retail goal. Brands are classified into strong and weak, depending on their brand

equity (Ho-dac et al., 2013) and the strength of a brand is defined based on its recall and recognition (Romaniuk and Gaillard, 2007). In general, the strongest brands are often part of the choice set, are easier to remember, and attract more buyers than store brand products (Mimouni Chaabane et al., 2010).



Figure 4 – Store brand product on the flyer cover page

Promoting a store brand product helps the store to differentiate among other competitors. However, there are no differences between the recall degrees of retailer brands and national brands (Ieva et al., 2015). In other words, some consumers evaluate store brands with the same degree of trust and perceived value as the national brands (Gázquez-Abad et al., 2015). Ailawadi et al. (2009) observed that the effectiveness of promoting a national or a store brand product is distinct and represents an important differentiation strategy. While advertising a national brand product on the cover page would be the most convenient way to influence a larger number of brand-loyal consumers (Manzur et al., 2011), the promotion of a store brand product would affect consumers already loyal to the store (store-loyal) (Steenkamp and Dekimpe, 1997). Since the available information on the subject is conflicting, further research may clarify which type of brand should be effectively advertised of the store flyer cover page.

5.3.3. Store flyer design: Slogan on the cover page

Store flyers of the most prestigious leading chains in Spain usually display a slogan along with the brand on the cover page. For example, a flyer of the Corte Inglés brings the slogan "get used to our good prices," Aldi displays the slogan "what is worth a lot costs very little" (Example of the slogan used by Lidl in Figure 5). However, the role played by the slogan on the cover of store flyers is not well understood.



Figure 5 – Slogan on the flyer cover page

The use of slogans is common in communication campaigns as they help consumers to remember the brand due to their catchy phrases. A slogan is considered the second component of a brand identity and represents an advertising tool that helps companies to establish their brand image and positioning (Dass et al., 2014). The classic conditioning is the theory that supports the relationship between the advertised brand and its slogan. This psychological theory assumes that consumers have an associative learning which is widely explored in advertising and jingles (Iacobucci, 2016). Thus, the use of a slogan associated with a brand helps to attract consumers and influence the remembering of the brand (Kohli et al., 2013). The slogan also affects the store and brand image (increase affinity and fidelity), expresses the main benefits of the products offered

(such as enhanced quality, differentiated financial conditions, wide variety range, among others) (Boush, 1993), and affects the existing beliefs and increases the purchase preferences (Smith et al., 2008).

It is widely known that the presence of a slogan affects consumers. Slogans that bring a clear and objective brand message clearly articulate the benefits offered, have a greater and better acceptance by consumers, influence their interests in the brand and in the variety of products offered (Dass et al., 2014). According to Boush (1993), the use of slogans not only increases the consumer's attention to different products characteristics but also affects their previous beliefs. Smith et al. (2008) observed that the use of slogans has positive effects on consumers' preference and conviction of purchasing the advertised brand product.

In this study, we proposed a fictitious slogan for a fictitious brand so consumers would have no previous memory of the brand. The process of interpreting new information comes in association with previous and accumulated experiences. Since respondents would have no previous references to the fictitious brand or slogan, their answers will be only based on indirect associations. In this case, it is quite possible that the framing effect plays an important role in perception and affects the consumer's behavior. However, if consumers consider the slogans as usual features of store flyers (selective perception) and do not contradict their previous experiences (cognitive dissonance), they will easily accept them as a positive signal.

5.3.4. Store flyer design: Number of pages

After the first impression about the incentives on the cover page, the next stimulus consumer receives will be the store flyer length (number of pages). Leafing through the pages, consumers will appreciate all the promoted products in the different sections, categories, and brands (normally presented by an image of the product, its name, quantity, brand, and price). Although manufacturers, retailers, and academics know the positive impact of the store flyer on the consumer's behavior (Oppewal and Timmermans, 1997), the effect of different store flyer lengths is not clear.

The size and length of the store flyer are characteristics poorly studied (Gijsbrechts et al., 2003; Luceri et al., 2014). From an academic perspective, there is a strong controversy about the advantages and disadvantages of using longer or shorter flyers. From the retailers' perspective, it is not very clear the outcomes of creating a longer or shorter flyer. Before the use of digital flyers, the fixed costs of producing and distributing long store flyers were much higher and there was a tendency to rarely use long flyers. However, with the digital transformation, in which the distribution costs are minimized, the tendency is to shorten the flyers. According to Gijsbrechts et al. (2003), the effect of length on the flyer's performance is not significant, while Luceri et al. (2014) point to a positive influence of longer flyers on retailer's performance.

The store flyer plays an important role as an element of communication and image construction. Longer flyers allow the retailer to communicate to consumers that its assortment is wide and offers a great variety of products (Luceri et al., 2014) that will suit the consumers' needs (Mimouni Chaabane et al., 2010). From the consumer's perspective, the store flyer length is expected to transmit a direct signal that the store has a wide range of products to choose from. In fact, Hoch et al., 2002 proposed something similar, pointing that the size is probably a reasonable indicator of the assortment variety and, moreover, is easily perceived. So, it is possible to conclude that a store flyer with varying number of pages will differently influence the consumer's perception, either positively or negatively.

5.3.5. Assortment features: Variety of brands

The inside pages of store flyers are usually organized by product categories. The most common order is from the freshest to the most elaborate products and from the higher-turnover products (e.g., milk, yogurt, frozen pizzas, beverages, meats and fish, fruit juices, oil, shampoo, etc.) to the low-turnover products (personal hygiene, household products, clothing, etc.) (Figure 6 shows an example). Another important feature of the assortment is the competitive clutter, which is related to the way that the different competitive brands of the most relevant products are shown on the same page (Pieters et al., 2007). Now, what is the

effect of including a higher or lower variety of brands of the same product on consumers' behavior?

In this context of competitive clutter, the most salient attribute is usually the brand. National brands are more effective in attracting consumers and, consequently, more effective in increasing sales than retail brands (Blattberg et al., 1995; Steenkamp and Dekimpe, 1997). Consumers tend to focus their attention on brands that are familiar to them and they have previous knowledge about (Keller, 1993). In addition, consumers also believe that those are the brands that best fit their expectations (Pan and Zinkhan, 2006). On the other hand, a higher number of national brands featured inside the store flyer sends the message that the advertiser has a wide range of products that can likely meet customers' needs (Oppewal and Timmermans, 1997). In the absence of other information about the store, the increased number of brands support the perception of a large assortment variety and improve the store image, which can consequently significantly affect the purchase intention (Mimouni Chaabane et al., 2010).

Based on this, retailers tend to include an elevated number of brands in each product category of the same store flyer (Mimouni Chaabane et al., 2010; Swoboda et al., 2010). However, according to our exploratory study and to interviews with experts, this tendency seems to be different in Spain, the opposite strategy is used to reduce the number of competitive brands per product. This is, therefore, an issue that generated some controversy. There is considerable disagreement about the influence that the exposition of a high number of national brands has on the perceived variety, on the retailer' store image, on the traffic increase, and on sales (Gázquez-Abad et al., 2015).

It is possible to assume that the brand strength is a salient feature in the consumer's decision-making process, particularly in uncertainty situations when the product quality is difficult to perceive (Montgomery and Wernerfelt, 1992). To improve the promotional effect of a store flyer, we can assume that showing a higher number of national brands of competitive products will be the best strategy. In the absence of other references, this will create the perception that the

retailer has a varied assortment (Mimouni Chaabane et al., 2010). Even if the total size of the assortment remains unchanged, the presence of national brands can improve the flow of visitors in the store (Oppewal and Koelemeijer, 2005).



Figure 6 – Inside page

5.3.6. Assortment features: Brand in promotion

In a competitive clutter, one way to stand out among competitors is to attach a promotion to the ad. This will attract the attention of customers towards the promoted product. The price reduction promotion (buy 3 and pay 2, 2nd unit for half the price, etc.) is a very popular strategy. Our question about the competitive clutter is whether the promotion of a national or a store brand product has different effects. How this affects the variability perception, the store image, and the intention to buy. Gázquez-Abad and Martínez-López (2016) suggested that the presence of national brands in store flyers and the simultaneous use of promotional price cuts have a synergistic effect on consumer's intention to visit the store and buy. Nevertheless, there are divergent results about the effects of promoting a national or a store brand product on the generation of a greater consumers flow and influence on the consumer's decision process (Gijsbrechts et

al. (2003). As a consequence, Gázquez-Abad and Martínez-López (2016) classified consumers into groups that have a higher price sensitivity, those with a higher tendency to use store flyers, and those that seek the best economic opportunities.

However, given that national brands are often very competitive, the promotion of a strong brand indicates that it is a better promotion than when it is related to a weak brand or to a store brand (Aqueveque, 2006). In the context of this study, there is evidence for a new importance of brands without a brand image, such as the store brands. Furthermore, regarding the effect of store flyers on the assortment's perception, the existence of a context effect can be considered. If the supermarket promotes national brands it is because it has a more varied assortment than it would have if it only promoted store brand products.

5.3.7. Assortment features: Price range

The price range of the set of promoted products plays an important role in the purchase decision process. The price represents the currency of exchange, i.e., the amount to be sacrificed in exchange for a good or service (Lichtenstein et al., 1993). The price is also a powerful competitive tool, many consumers seem to have greater sensitivity to price variations rather than to brand loyalty (Gázquez-Abad and Martínez-López, 2016) and this sensitivity is influenced by price range variations between national and store brand products (Peters et al., 2007).

In the same way that judgment is sensitive to and is inferred from a range of stimuli, the decision-making process is also sensitive to a different range of stimuli (Simonson, 2008a). Considering the hypothesis that preferences are built on the decision-making spot, during the process consumers tend to use relative valuations of different stimuli due to their difficulty to value absolute attributes and their respective compensations (Simonson, 2008a). In relative assessments, which can be observed during the choice process between different brands of the same product, it is easier to assess quantitative values and attributes (that is, numeric values such as prices or rankings) than descriptive information.

Similarly, Grewal et al. (1998) noted that the use of pricing strategies (through the range of price discount) indirectly influences the purchase intention through the perceived value, which is associated with the proportion or size of the discount and its possible benefits.

According to Biswas and Blair (1991), the influence that discounts have on consumers is explained by the assimilation-contrast theory (Sherif, 1963). According to this theory, consumers use a range of price acceptance when they are in contact with promotional ads. Another explanation for the discount influence is the adaptation level, in which the judgments of a given stimulus through a price offer are performed by the comparison between the perceived price range.

However, there is no consensus about whether the price is more important for the image formation, the consideration stage, or for the process of choice at the time of purchase. Nevertheless, the question of whether a higher price range of the assortment affects the perceived variety has not been studied yet. There is indirect evidence that could support the hypothesis that a higher price range indicates a larger assortment. For example, based on attribute-based variety measures it was demonstrated that the perceived variety is lower if the valued products received low valuations of relevant attributes (Herpen and Pieters, 2002). Since price is a relevant attribute, it could create a context effect in the sense that a higher price range can indicate a larger assortment (Simonson, 2008a). As a medium-term effect, the perceived variety is one of the key attributes that mostly contribute to the store image formation (Bao et al., 2011; Mimouni Chaabane et al., 2010). Therefore, it is possible to observe that the use of different pricing strategies, directly and indirectly, influences the consumer's behavior, especially the price-conscious consumers (Grewal et al., 1998).

5.4. Store flyer design and perceived variety

As a medium-term effect, the assortment variety is one of the key attributes assessed by consumers when forming the store image (Bao et al., 2011).

According to Mimouni Chaabane et al. (2010), an increased variety displayed in the store flyer helps consumers to positively develop the store image. The store variety can be demonstrated in different ways in the store flyer design, e.g., through a longer flyer or a larger offer of products, brands, and pricing strategies. The benefits of a larger variety and its impact on the retailer's image seem to be clear since consumers tend to prefer larger assortments due to the wider choice availability. However, some studies show that consumers are less confident with choices based on a larger assortment set (Chernev, 2006). As the choice set increases, there is a cognitive overload and uncertainty which can actually negatively affect the image formation and decrease the purchase likelihood (Ailawadi and Keller, 2004). Thus, as observed by Collins-Dodd and Lindley (2003), stores have different images that can be related to the evaluation of the available assortment.

Two approaches have been considered to evaluate the short-term effects of the store assortment on the buying intention. Hoch et al. (1999) clearly pointed to the importance of the assortment variety to consumers' behavior. The consumer's preference for stores with a wide assortment variety (Pan and Zinkhan, 2006) and its consequent influence on the intention to visit the store and buy were studied by Mimouni Chaabane et al. (2010). Kahn and Wansink (2004) demonstrated the benefits of a higher variety of products in a store. On the other hand, Chang (2011) observed a considerable decline in the buying intention of consumers exposed to an extremely wide variety of products, particularly due to the increased number of product categories. Consumers have a tendency to postpone the purchase due to the uncertainty generated by a large number of options and absolute differences between the available alternatives (Dhar, 1997).

Batra and Sinha (2000) evaluated the consumers' preference among a set of choices containing national and store brand products and observed that when the assortment variety is high consumers tend to choose national brand products. Dursun et al. (2011) concluded that the familiarity with already known brands influences the consumer's purchase choice. This is probably related to a lower

perceived risk that consumers have of these brands, the guarantee of quality, and the confidence in national brand products (Rubio et al., 2014). Therefore, there is an interesting opportunity to further understand the effects of the perceived store variety on consumers' behavior.

5.5. Store flyers design and perceived image

Ailawadi and Keller (2004) defined the image perception as the impression that consumers have about the retailer. One of the main alternatives used to influence the formulation of a positive retailer image and other store features is through the use of store flyers (Pieters et al., 2007). As already defined, the store image has a long-term effect on consumers behavior and is created in the consumer's mind based on objective and subjective perceptions (intrinsic and extrinsic) and functional and psychological attributes (Baker et al., 1994; Diallo, 2012). The perceived store image can be achieved through the variety of products offered, the aggregated services, the promotional incentives, and other perceived store conditions (Semeijn et al., 2004).

Creating and sustaining a strong store image enable retailers to differentiate themselves, reach new opportunities, and influence store loyalty (Juan Beristain and Zorrilla, 2011). The quality of the store and the offered products are determinant for the consumers' perception and evaluation (Bao et al., 2011) and positively contribute to the consumer access to retailers with little market penetration (Wu et al., 2011). The more significant and positive the consumer's perception of the store image, the stronger their intention to visit the store and buy (Grewal et al., 1998).

Ailawadi and Keller (2004) emphasized that the perceived image influences the consumers' behavior, their interest in the store, their loyalty, their intention to buy, and is also associated with the choice of the store brand product (Gázquez-Abad et al., 2015). One of the explanations for this behavior is related to the lower perception of risk related to the perceived store image (Diallo, 2012). According to Dursun et al. (2011), the risk perception decreases as the evaluation of the

retailer image increases. Therefore, the prestige of a store brand is directly related to the perceived image (Beneke and Zimmerman, 2014).

According to Ailawadi and Keller (2004), the image perceived by the consumer depends on the variety of products offered by the retailer. Thus, if customers have a better perceived image, they will have higher interest and loyalty to the retailer. Mimouni Chaabane et al. (2010) stated that the availability of a higher product variety significantly affects the store image and consequently influences the consumer's intention to buy (Wu et al., 2011). In the same subject, some studies consider the perceived variety as an element of the perception of the store image itself (Diallo, 2012; Juan Beristain and Zorrilla, 2011).

5.6. Framing and context effects

The behavior decision theory (BDT) postulates that consumers' preferences are not stable due to the presence of the framing and context effects. The consumers' decision-making process is affected by the form and amount of information to which they are exposed (Chernev, 2005). The framing effect is one of the most studied cognitive biases and refers to the different decisions people make according to the way in which the same information is presented (Bourgeois-Gironde and Giraud, 2009; Tversky and Kahneman, 1981). According to Payne (1982) and Simonson (2008), preferences or predispositions toward certain attributes are versatile. Preferences are often developed according to the context in which the consumer is exposed and may vary depending on how the decision-making process is formulated (Payne, 1982; Simonson, 2008a).

Some studies on consumers' behavior have focused on the power that the framing and context effects have on marketing actions that can lead to the pursued objectives. For example, studies about price perception (whether the product is considered expensive or cheap) indicate that this perception is intrinsically subjective because the inferences arise from price evaluations within a comparative context among prices of similar products (Slonim and Garbarino, 1999). The context effect can be observed when the choice between two options is

affected by a third information (Kamenica, 2008). For example, the choice between a national and a store brand (within a certain product category), besides other factors, depends on whether there is a large or a small price difference between them. These different combinations of contexts also affect the consumer's behavior in distinct ways.

When consumers are confronted with certain information and they are not interested in or do not have the capacity to process this information, they use heuristic suggestions to make the choice or judgment. As the number of options increases (e.g., the presence of a higher number of national brands), consumers are often less confident in making choices as they would be if there were few product options (Chernev, 2006). An elevated number of choices also reduces the purchase interest due to the increased risk perceived by the variety of possibilities (Kamenica, 2008). This situation can also be explained by the framing effect, in which consumers tend to avoid the risk, or in some cases, they evaluate the risks of gains and losses (or positive and negative choices) in a given identical decision problem (Taherdoost and Montazeri, 2015).

Different framing and context factors, such as the different store flyer design and content features, can, and usually do alter the consumer judgment, influenced by what is really important in the evaluation. We believe that these effects will act in a similar way on consumers who consult a store flyer. Store flyer design and content features not only influence the intention to buy, but also the perceived assortment variety and retailer image. Therefore, store flyer designers must consider the framing and context effects in the process of designing more efficient store flyers.

5.7. Deal-Proneness

Deal-prone consumers are those who tend to use more information about promotions as a reference to make their purchase decisions. They respond very favorably to promotions, they use discount coupons, have a diversified purchase, buy large quantities, are more prone to different price levels, and value

consciousness (Garretson and Burton, 2003; Gázquez-Abad and Sánchez-Perez, 2009). In a context of high-low price policy, store flyers play a strategic role in appealing to the deal-prone segment and shaping the regular purchasing behavior (Luceri et al., 2014). The mechanisms underlying the deal proneness are not as simple as those defining decisions based on lower prices but is related to the perception of the utility and negotiation gain in the process as a whole (Miranda and Kónya, 2007).

Since the responses to promotions vary among individuals, consumers that are more involved in the process use more information to make their decision than those that are less involved (Martínez and Montaner, 2006). Schneider and Currim (1991) classified deal-prone consumers in two groups: active and passive. The active group is comprised by consumers that have a higher propensity to use store flyers and other types of commercial incentives and make advantageous choices. The passive group is comprised by consumers that are more sensible to the general context of the store and, therefore, perform a more limited search. In summary, not all consumers have the same deal proneness, most prone consumers are more interested in and motivated by the purchase process and spend more time looking for the best cost-benefit option.

Martínez and Montaner (2006:158) explained the difference between deal-prone consumers considering the out-of-store and in-store promotions. Active deal-prone consumers are more suitable for out-of-store promotions, which are made outside the store and demand some effort from consumers. Passive deal-prone consumers are more suitable for in-store promotions that are made inside the store and require little effort from consumers since they are already buying in the store (Ailawadi et al., 2001).

On the other hand, there is a relationship between the time spent in the store and the purchase volume, which also seems to be related to the way in which consumers respond to the information presented in the store flyer (Miranda and Kónya, 2007). Deal-prone consumers spend more time in retail stores and have a happy shopping experience which includes taking advantage of the special

promotions of the store (Gázquez-Abad et al., 2014). In this sense, we emphasize that high deal-prone consumers respond more favorably to promotional offers, are more likely to use store flyers, and conduct a more thorough and judicious analysis of the promotions. Low deal-prone consumers will process information in a heuristic way, using fewer informative pieces to make a decision (Darke et al., 1998; Garretson and Burton, 2003).

Therefore, we can consider that the degree of deal proneness of consumers can act as a variable that moderates or regulates the effect of store flyer on consumer's behavior.

CHAPTER 6. HOW STORE FLYER DESIGN AFFECTS THE PERCEIVED VARIETY OF RETAILERS' ASSORTMENT³⁴

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⁴ Resume was presented at the EMAC 2017. Conference hosted by the University of Groningen, The Netherlands, from Tuesday May 23 to Friday May 26, 2017. And at the AEMARK 2016. Conference hosted by the University of León, Spain, from 07 to 09 of September, 2016.

6.1. Abstract

Purpose – The purpose of this paper is to investigate the relationship between several aspects of store flyers design (presence of an institutional slogan, type of product (national brand (NB) or store brand (SB)) featured on the cover page, the size of the flyer, number of featured NBs, type of brand (NB *vs.* SB) on promotion, and price difference between the most expensive (NB) and the cheapest SB) and the consumer's perceived variety of the retailer's assortment, as a dimension of its global image.

Design/methodology/approach – A mixed laboratory experiment that combined a between-subjects experimental design and inter-subject conjoint analysis was conducted. A fictitious flyer from a fictitious supermarket was created that included both real national brands and fictitious store brands. Twelve scenarios (i.e., flyers) were tested using a sample of 406 participants.

Findings – Analysis suggests that longer flyers have the greatest influence on consumers' perceived variety of a retailer's assortment; a greater number of national brands in a category influenced consumers' perceptions positively, and featuring store brands on the cover enhanced perceived variety. If a retailer features store brands on a flyer's cover, longer flyers are recommended, and shorter flyers are recommended if national brands are featured on the cover. A retailer should promote its own brand only if the most expensive national brands are featured with store brands.

Research limitations/implications – This study analyses a single aspect of consumers' purchasing behaviors — variety of a retailer's assortment. Future research should examine other variables related to consumers' purchasing behaviors. This study uses an online context to test hypotheses, but many aspects of flyer design are physical. Future research should test current findings in offline contexts to compare results. Research should also explore moderation by consumer variables such as brand and store loyalty.

Practical implications – To researchers, we offer an improved understanding of how a flyer design affects the first stage of purchasing. To practitioners, results offer a better understanding of positive returns on investment of store flyers, and to retailers, results offer a guide to creating and organizing flyers.

Originality/value – This study is first to assess how a flyer design influences a dimension of store image. Unlike extant research that examines store flyers using econometric models at the aggregate level, this study uses a laboratory experiment that combines a between-subjects design with conjoint analysis.

Paper type: Research paper

Keywords: Store Flyer, Perceived Variety, Feature Advertising, Retailer

6.2. Introduction

Store flyers are paramount to marketing management and contribute to a retailer's performance (Ziliani and Ieva, 2015). Beyond retailers, consumer packaged-goods manufacturers, willing to pay to have their brands featured on flyers, are increasingly using store flyers as a primary vehicle to present their assortments, promote new products, and communicate price specials to consumers (Gázquez-Abad et al., 2014; Gijsbrechts et al., 2003). Store flyers, therefore, represent a form of quick-response, mass-media advertising (Woo et al., 2015) with a short-term sales objective (Burton et al., 1999) achieved through consumer acceptance (Swoboda et al., 2010). They are also demanding in terms of retailers' promotional decisions (Gijsbrechts et al., 2003), with considerable annual investments. In some countries (e.g., France and Italy), investments in store flyers were over 1 billion € in 2012, more than 50% of retailers' total marketing expenditures (Gázquez-Abad and Martínez-López, 2016). Similar percentages are reported for other European retailers (Infoadex, 2018). In the United States, the amount represented more than 65% of sectorial marketing budgets (Ziliani and Ieva, 2015).

Store flyers influence preferences and behaviors along stages of the buying cycle (Gázquez-Abad and Martínez-López, 2016; Mimouni Chaabane et al., 2010), but they have disparate time differentials (e.g., short, medium, and long). In the short term, most consumers purchase products that meet daily needs, with advertisements in a store flyer as a way to make consumers aware of both products being promoted and price reductions (or not), increasing intentions to visit and improve the flow of consumers in a store and encouraging consumption not only of promoted products, but also unpromoted ones (Burton et al., 1999; van Lin and Gijsbrechts, 2016). One way to meet medium- and long-term goals is to inform consumers about an assortment of products they can purchase at a store (Mimouni Chaabane et al., 2010), which fosters customer loyalty and associates with greater consumer satisfaction (Gázquez-Abad et al., 2015). Offering a wide variety of items is the traditional way retailers add value to assortment, but this

traditional objective has been questioned by continual increases in operating costs and inventory management (Chang, 2011), and success of chains that reduce assortments at a good price (e.g., ALDI) (Oppewal and Koelemeijer, 2005).

Despite the economic importance of store flyers in retailers' communication budgets, few studies examine how to design a store flyer (cf. Gijsbrechts et al. 2003; Mimouni Chaabane et al. 2010; Luceri et al. 2014; van Lin and Gijsbrechts 2016). However, neither of these works has focused on the influence of a flyer design on the customer's perceived variety of the retailer's assortment. Since a retailer's assortment, especially hypermarkets' and big supermarkets', typically comprises a larger number of categories, products and items, both national brands and private labels, store flyers allow retailers to present dense information more naturally than most other advertising exposure, and there is, therefore, a need for more in-depth analyses of flyer designs that influence consumers' perceived variety of a retailer's assortment as a dimension of global image (Kunkel and Berry 1968; Lin Thang and Tan 2003). We thus use a mixed laboratory experiment that combines a between-subjects experimental design and inter-subject conjoint analysis. A fictitious flyer⁵ from a fictitious retailer (i.e., supermarket) was created that included both real national brands (NBs) and fictitious store brands (SBs). Several characteristics of the flyer were manipulated, including the (1) presence of an institutional slogan, (2) type of product (NB or SB) promoted on the cover, (3) size of the flyer (i.e., number of pages), (4) number of featured NBs, (5) type of brand (NB versus SB) on promotion, and (6) price difference between the most expensive (NB) and cheapest (normally SB) brand. This method was applied to a sample of 406 shoppers, who after reading the experimental flyer, completed an online survey.

Findings from this study are relevant to both researchers and practitioners. To researchers, we offer an improved understanding of how a flyer design affects the first stage (i.e., looking for information) of purchasing. From a managerial perspective, both manufacturers and retailers can use these insights. To

⁵A prominent art and advertising designer created the fictitious flyer for this study.

manufacturers, results offer a better understanding of positive returns on investment from store flyers. To retailers, results offer a guide to creating and organizing flyers. That flyers have long-term effects on consumers is also an important issue, particularly in Spain, where the most successful supermarket channel, Mercadona, does not use this type of feature advertising, and whose performance is extraordinary (Delgado, 2017). However, other retailers appear incapable of profiting without flyers.

This study contributes to marketing literature in several ways. It is first to analyze how a flyer design influences customers' perceived variety of a retailer's assortment, a dimension of store image. The study is a laboratory experiment, while most extant studies that assess store flyers use econometric models at the aggregate level (Gijsbrechts et al., 2003; van Lin and Gijsbrechts, 2016; Luceri et al., 2014). Although exceptions use experiments (Gázquez-Abad et al., 2015; Mimouni Chaabane et al., 2010), this paper is the first to combine a between-subjects design with a conjoint analysis.

The rest of the article is organized as follows. Section 2 introduces the relevant background information on store flyers design that leads up to our research problem. The data and methodology to test these hypotheses are discussed in the section 'Methodology'. The section 'Results and Discussion' presents hypotheses testing and discussing the main results. We conclude with conclusions of this study and discussions of its managerial implications, and limitations and directions for further research.

6.3. Conceptual background

Research suggests that store flyers influence intentions to visit, which affects buying advertised and unadvertised products (Burton et al., 1999), improves SBs' sales volumes (Gázquez-Abad and Martínez-López, 2016), and contributes to better margins and profits (Volle, 2001). However, most studies assess performance of store flyers in the short-term (Gázquez-Abad et al., 2014; Gázquez-Abad and Martínez-López, 2016; Gijsbrechts et al., 2003; van Lin and

Gijsbrechts, 2016), and using this approach, it is easy to ignore long-term effects on dimensions of store image (e.g., perceived variety of a retailer's assortment), effects that are not well known (Oppewal and Koelemeijer, 2005). Consumer satisfaction with a product is influenced by the contrast between expectations derived from image and objective performance (Tse and Wilton, 1988), but few studies examine the most indirect element — the relationship between the flyer design and the perceived variety. Perceived variety and image represent primary attributes that consumers consider during analysis and valuation of a retailer (Chang, 2011; Diallo, 2012; Hoch et al., 1999; Juan Beristain and Zorrilla, 2011; Kahn and Wansink, 2004; Semeijn et al., 2004).

6.3.1. Store flyer design

The design of a store flyer involves three elements — the front cover, interior, and back cover. After consulting extant literature on flyer design, complemented by discussions with researchers, several criteria were selected. The cover of a flyer sends the first signal to customers. On the first page is an advertisement for an NB or SB. A retail company's slogan on the cover serves as an indirect signal of stronger brands, whereas the length of a flyer links to the size of a retailer's assortment. Since preferences are constructed immediately, these three factors send a message to consumers that affect perceived assortment positively. The other three criteria are part of a provider's strategy—the number of NBs featured in the flyer, which enriches services offered besides SB products, the types of brands under promotion (e.g., 70% discount on a second unit),⁶ and the range of prices grouped by category (e.g., food, personal care, and home). These three aspects influence a retailer's image positively regarding selling a greater assortment of products. The back cover identifies the retailer.

⁶ This is the most common format in Spain. Van Lin and Gijsbrechts (2016) report that in the Netherlands, the format is different; apart from showing the package and discounted price, a flyer also shows the regular price.

6.3.1.1. *Cover page (SB versus NB)*

On the first page, retailers should use factors that influence consumers the most (Pentus et al., 2018). In the literature, brands are classified as strong or weak, depending on brand equity (Ho-dac et al., 2013), and the strongest brands (NBs) are often part of the choice set, are easier to remember, and attract more buyers than SB products do (Liu et al., 2018). Some authors argue that there is no difference between the degree of recall of SBs and NBs (Ieva et al., 2015), suggesting that consumers give some SBs the same degree of trust and perceived value as they do to NBs (Gázquez-Abad et al., 2015). The strength of a brand comes from both recall and recognition (Romaniuk and Gaillard, 2007), and the presence of NBs affects consumers' perceptions of a store's assortment's size (Lourenço and Gijsbrechts, 2013). Therefore:

H1: Promoting an NB on the cover page of a flyer has a greater influence on a consumer's perceived variety of a retailer's assortment than an SB does.

6.3.1.2. *Presence of retailer slogan on the cover*

Theory suggests that a slogan attracts attention and influences recall of a brand (Kohli et al., 2013), affects image (e.g., increases affinity and fidelity), expresses primary benefits (e.g., product quality, differentiated financial conditions, and variety) (Boush, 1993), affects existing beliefs, and increases consumer preferences and convictions regarding purchasing (Smith et al., 2008). Therefore:

H2: The presence of a slogan will have a positive influence on the consumer's perceived variety of the retailer's assortment.

6.3.1.3. *Store flyer size*

Hoch et al. (2002) and Luceri et al. (2014) argue that increasing the number of pages in a flyer is a signal to consumers regarding variety and has a positive effect on a retailer's performance. Considering that a flyer is a vehicle that communicates an image, a longer flyer allows a retailer to improve communication of the assortment and variety of its products (Luceri et al., 2014), making an adjustment to consumers' needs and wants easier (Mimouni Chaabane

et al., 2010). From a consumer perspective, the size of a flyer transmits a direct signal that a store has a wide assortment of products. Therefore:

H3: The number of pages in a flyer correlates positively with a consumer's perceived variety of a retailer's assortment.

6.3.1.4. Variety of featured brands

For better understanding and to enhance searching, flyers are commonly organized into sections—food, personal care, cleaning products, clothing, etc. Sections with greater rotation products (e.g., milk, yogurt, frozen pizzas, fruit juices, oil, shower gel, etc.) normally include several brands of the same product. Since brand strength is important during consumers' decision-making under uncertainty (i.e., purchases during which a product's quality is difficult to perceive) (Montgomery and Wernerfelt, 1992), a greater number of (national) brands increases perceptions of a retailer's assortment in the absence of other references (Mimouni Chaabane et al., 2010). Oppewal and Koelemeijer (2005) argue that even if the size (i.e., number of pages) of an assortment remains unchanged, the presence of NBs improves consumers' overall perceptions of the attractiveness of the assortment and its variety. Therefore:

H4: The number of NBs featured in a category correlates positively with a consumer's perceived variety of a retailer's assortment.

6.3.1.5. Type of brand in promotion

Findings conflict in the literature regarding results obtained from promotions developed by NBs and SB, and their effects on generating greater flows and influencing consumers' decisions (Gijbrecchts et al., 2003; Olbrich et al., 2017). Given the role of strong brands in the effectiveness of retail stimuli (Aqueveque, 2006), promoting NBs might send a positive signal to consumers that operates contextually, so consumers interpret that if a retailer promotes NBs, it is because it has a superior assortment than if it promotes its own brands. Hence:

H5: NBs promotions influence a consumer's perceived variety of a retailer's assortment greater than SB promotions do.

6.3.1.6. *Price difference between items*

(Simonson, 2008b) argues that just as a judgment is sensitive to the amplitude of an inferred stimulus, decision-making is sensitive to the amplitude of observed differences between stimulus alternatives. According to Biswas and Blair (1991), the influence of the magnitude of price difference in consumer behavior is explained by the contrast theory of assimilation (Sherif, 1963), in which consumers use a scheme of price range of acceptance when they must decide in contact with promotional advertisements, or through the acceptance level, in which a stimulus' judgment is performed by comparing the magnitude of perceived prices. There is no consensus in the literature regarding whether the price is more important during image formation, at the stage of consideration, while choosing, or at the time of purchase. Nevertheless, price is relevant to consumers, and it therefore generates a contextual effect in the sense that a higher price range communicates greater assortment (Simonson, 2008b). Similar contributions have been proposed from attribute-based variety measures; perceived variety is smaller if items show less difference on relevant attributes (van Herpen and Pieters, 2002). Therefore:

H6: The price difference between products/brands correlates positively with a consumer's perceived variety of a retailer's assortment.

6.4. Methodology

To test the hypotheses, a conjoint study combined with a between-subjects experiment was conducted using the Internet. A conjoint design enabled us to isolate causal effects from evaluations of store flyers' design characteristics and obtain multiple observations from each respondent. Although researchers and practitioners increasingly use conjoint analysis (Gustafsson et al., 2007), using it combined with a between-subjects experiment is uncommon (Wuyts et al., 2009). The research approach was organized in two steps. During the first, a review of extant studies that analyze feature advertising in general and store flyers was conducted. A sample of store flyers distributed by the largest food retailers —

hypermarkets, supermarkets, and discounters — that operate in Spain⁷ was identified. Both analyses provided primary aspects and levels of specifications included in this study. A fictitious retailer with a fictitious own brand was created, so bias due to consumers who participated in the experiment showing strong preferences for a retailer and its own brands was avoided. National brands included in the flyers were real, selected according to market share. To enhance external validity and as Ainslie & Rossi (1998) recommend, we used two product categories — yogurt and gel.

Factors and levels were encoded in a pattern vector: (1) number of national brands featured among private labels (1 = three national brands, -1=one national brand), (2) brands under promotion (1 = national brand, -1 = store brand), and (3) difference between the highest (national brand) price and the lowest (store brand) price (1 = more than 20%, -1 = less than 20%). Manipulation of the factorial design resulted in eight profiles (2³) and three second-order interactions (Yang and Draper, 2003) (Table 1). Based on information and characteristics collected during an exploratory study of real flyers, an arrangement was developed using procedures and instructions from Huertas-Garcia et al. (2016). The procedure allowed estimation of main effects and all two-factor interactions using the least number of profiles.

Table 1 – Assortment profiles (vector coding)

Profile	Main Factors			Second order interactions		
	F1 - N.º National Brands	F2 - Brand in promotion	F3 - Price difference range	F1 x F2	F1 x F3	F2 x F3
1	-1	-1	-1	+1	+1	+1
2	+1	-1	-1	-1	-1	+1
3	-1	+1	-1	-1	+1	-1
4	+1	+1	-1	+1	-1	-1
5	-1	-1	+1	+1	-1	-1
6	+1	-1	+1	-1	+1	-1
7	-1	+1	+1	-1	-1	+1
8	+1	+1	+1	+1	+1	+1

⁷ Retailers included Carrefour, Alcampo (Auchan), Eroski, El Corte Inglés, El Árbol, Diaand Lidl. Mercadona, the largest Spanish food retailer in terms of store area, does not print flyers since it follows an everyday-low-prices strategy.

Similar to real flyers distributed in Spain, each page of the fictitious flyer used a product theme. Yogurt brands appeared under a snacks and pastries theme, and gel brands were presented under homecare and deodorant. Page 1 was the cover page, and the remainder of the pages contained other categories, including both NBs and SBs. Advertisements provided a picture of a promoted product, its brand name, a promotional technique, and a price (Appendix A contains an example of an experimental condition). Comparisons among pages in a store flyer are easy, but comparisons among different store flyers are more difficult for respondents. Since task difficulty is detrimental to the accuracy of results (Huffman and Kahn, 1998), we evaluate disparate designs of store flyers using a between-subjects experiment, which allows us to test whether different store flyer designs moderate people’s assessments. Table 2 describes the four scenarios, defined by three variables: (1) type of brand on cover page (i.e., NB versus SB), (2) including a slogan (e.g., “Better service, better deals”) (presence or absence), and (3) number of pages in a store flyer (8 versus 20 pages). Respondents were assigned randomly to these four conditions.

Table 2 – Between-subject manipulations made in the store flyers (vector coding)

# Scenario	Profile
1	National brand on cover page, not including slogan, 8 pages in the store flyer
2	Store brand on cover page, not including slogan, 20 pages in the store flyer
3	Store brand on cover page, including slogan, 8 pages in store flyer
4	National brand on cover page, including slogan, 20 pages in the store flyer

During a second step, a conjoint experiment was conducted. Such experiments involve a fractional factorial design that is arranged in blocks of two. Customer’s answers to the different stages of questions create a volume of variability that is not explained by the model that we want to adjust. Such variability is called consistency of the election (Louviere et al. 2008). Using blocks reduces the variability of people’s answers due to several circumstances (e.g., the time between experiments, space, and personnel) (Rosenbaum, 1999). When researchers use blocks, they assume that block effects are additive, generating change only in the dependent variable and that there are no block-factor interactions (Yang and Draper, 2003). Following Huertas-Garcia et al.

(2016), we use a design that groups the full factorial into blocks of two for each scenario. Four scenarios were considered, and inside of each, three blocks of two profiles were constructed (i.e., one each for yogurt and gel) for 12 alternative designs of flyers (Table 3).

Table 3 – Experiment design

Scenario 1: Brand in cover national, 8 pages, without slogan.									Scenario 3: Brand in cover retail, 8 pages, with slogan								
Block	Profile	F1	F2	F3	F1xF2	F1xF3	F2xF3	Product	Block	Profile	F1	F2	F3	F1xF2	F1xF3	F2xF3	Product
1	1	-1	-1	-1	+1	+1	+1	Yogurt	1	3	-1	+1	-1	-1	+1	-1	Yogurt
	7	-1	+1	+1	-1	-1	+1	Gel		5	-1	-1	+1	+1	-1	-1	Gel
2	2	+1	-1	-1	-1	-1	+1	Yogurt	2	4	+1	+1	-1	+1	-1	-1	Yogurt
	5	-1	-1	+1	+1	-1	-1	Gel		7	-1	+1	+1	-1	-1	+1	Gel
3	5	-1	-1	+1	+1	-1	-1	Yogurt	3	1	-1	-1	-1	+1	+1	+1	Yogurt
	8	+1	+1	+1	+1	+1	+1	Gel		4	+1	+1	-1	+1	-1	-1	Gel
Estimations U=		2	2	2	2	2	2		Estimations U=		2	2	2	2	2	2	
Scenario 2: Brand in cover retail, 30 pages, without slogan									Scenario 4: Brand in cover national, 30 pages, with slogan								
Block	Profile	F1	F2	F3	F1xF2	F1xF3	F2xF3	Product	Block	Profile	F1	F2	F3	F1xF2	F1xF3	F2xF3	Product
1	2	+1	-1	-1	-1	-1	+1	Yogurt	1	4	+1	+1	-1	+1	-1	-1	Yogurt
	8	+1	+1	+1	+1	+1	+1	Gel		6	+1	-1	+1	-1	+1	-1	Gel
2	3	-1	+1	-1	-1	+1	-1	Yogurt	2	1	-1	-1	-1	+1	+1	+1	Yogurt
	8	+1	+1	+1	+1	+1	+1	Gel		6	+1	-1	+1	-1	+1	-1	Gel
3	6	+1	-1	+1	-1	+1	-1	Yogurt	3	2	+1	-1	-1	-1	-1	+1	Yogurt
	7	-1	+1	+1	-1	-1	+1	Gel		3	-1	+1	-1	-1	+1	-1	Gel
Estimations U=		2	2	2	2	2	2		Estimations U=		2	2	2	2	2	2	

A sample of 5,426 individuals who expressed making purchases at home participated in an online experiment. Each participant received an explanatory message and request for participation, which was endorsed by two Spanish universities. The message communicated the general objectives of the study without specifying concrete objectives to avoid conditioning respondents' answers. Participants were assigned randomly to each of 12 flyers, and they received a link that allowed access to a flyer and a questionnaire. Four hundred six⁸ complete responses were obtained, an average of 34 questionnaires per block/flyer design, with a minimum of 26 and a maximum of 42. 78.6% of participants were female, 84.1% were between 26 and 40 years old, 86.2% held a Bachelor's degree, and 75.3% lived with another person.⁹ The study was conducted between September and November 2012. The dependent variable was consumers' perceived variety of a retailer's assortment, measured using

⁸ This figure represents 7.5% of the initial sample.

⁹ More details about the sample are available from the authors.

Chowdhury, Reardon, & Srivastava (1998) scale (Table 4)¹⁰. All items were assessed on 7-point, Likert-type scales. Three items were subjected to confirmatory factor analysis using SPSS 21.0. Fit statistics (i.e., Cronbach's alpha coefficient, KMO, and Bartlett's test) supported internal consistency and dimensionality of items comprising the scale (Hair et al., 1998) (Table 4).

Table 4 – Dependent variable measurements

	Component	Explained variance	Reliability α :	KMO	Bartlett's Test		
					Approx. Chi-Square	df	Sig.
It seems that this establishment has a great variety of products	0.884						
Everything I need seems to be at this establishment	0.841	73.93%	0.824	0.711	891.915	3	0.000
This establishment seems to have a wide variety of brands	0.853						

The perceived variety function is second-order polynomial model:

$$\mu = \beta_0 + \sum_{i=1}^q \beta_i X_i + \sum_{i=1}^{q-1} \sum_{j=i+1}^{q-1} \beta_{ij} X_i X_j + \sum_{m=1}^b \delta_m (Z_{um} - \bar{Z}_m) + \varepsilon$$

where μ is the perceived variety of each treatment, β_0 a dummy variable that measures differences between yogurt and gel, β_i the values of the vector slope for each main factor, β_{ij} the interaction effects of the two factors, and δ_m a coefficient that reflects the block effect. Z_{um} is a dichotomous variable that equaled 1 if the u_{th} observation is in the m_{th} block, and \bar{Z} is the average of the dummy variables used to remove one and not make the coefficient matrix singular. ε is an error term.

Generalized linear regression was used to identify factors and scenarios with the greatest influence on consumers' perceived variety. Parameters were estimated using maximum-likelihood, and a robust covariance matrix estimator. A significant adjustment of the model was observed through a chi-square likelihood ratio of 382.86 (df = 16, Sig. = < 0.000). Since the coding used with the factors was a vector, β 's estimate represents the slope of the function. When it is positive,

¹⁰ Analyses provided in this paper are part of a larger research project. More details about the remainder of variables included on the questionnaire are available from the authors.

the higher the value, the stronger a consumer's perceived variety, and vice versa. Due to the experimental design, it was possible to estimate all main factors and two-factor interactions without confusion. All main factor effects would have been interpretable only individually if they had no significant interactions with other factors (Box et al., 2005).

6.5. Results and discussion

Table 5 shows the final estimations after testing models in which non-significant variables were eliminated. Five of the six hypotheses and nine interactions were significant. The relationship (Y&G) between the two product categories, yogurt and gel, was non-significant, suggesting the external validity of the model. Regardless of whether the item featured on the cover page was an NB or SB, the flyer did not induce consumers to perceive greater or lesser variety in the retailer's assortment; H1 was not supported. Using a slogan communicated a positive signal to consumers, which they associated with a larger assortment ($\beta_{SL} = 0.162$, Wald $\chi^2 = 10.04$, Sig. = 0.00). Therefore, H2 was supported. H3 was also supported ($\beta_{NP} = 0.493$, Wald $\chi^2 = 86.97$, Sig. = < 0.00), suggesting that the greater the number of pages, the greater a consumer's perceived variety of retailer assortment.

Table 5 – Test of the hypotheses about the perceived variety

Parameter	β	Hypothesis Testing	
		Wald χ^2	Sig.
N.º of national brands - F1	0.159	9.00	0.00
Brand in promotion - F2	-0.074	2.75	0.09
Price difference range - F3	0.129	6.44	0.01
F1 x F2	-0.081	2.90	0.09
F1 x F3	0.163	6.61	0.01
F2 x F3	0.096	3.83	0.05
Brand in cover - BC	-0,057	1,17	0,28
N.º Pages - NP	0.493	86.97	0.00
Slogan - SL	0.162	10.04	0.00
F1 x NP	-0.086	5.13	0.02
F1 x SL	0.119	4.43	0.04
F2 x NP	0.106	4.02	0.04
F2 x SL	0.084	3.31	0.07
F3 x NP	-0.184	11.14	0.00
F3 x SL	-0.113	8.88	0.00
Y&G	-0.031	0.37	0.55

Suggesting a positive influence of featuring NBs inside a flyer, H4 was supported ($\beta_{F1} = 0.159$, Wald $\chi^2 = 9.00$, Sig. = <0.00), which indicates that the greater the number of NBs featured in the flyer, the greater a consumer's perceived variety of retailer assortment. Promoting NBs associated negatively ($\beta_{F2} = -0.074$, Wald $\chi^2 = 2.75$, Sig. = < 0.09) in terms of perceived variety of assortment, so H5 was not supported. However, H6 was supported ($\beta_{F3} = 0.129$, Wald $\chi^2 = 6.44$, Sig. = < 0.01), which suggests that the larger the featured price difference between an SB and the most expensive NB, the greater a consumer's perceived variety.

All two-factor interactions were analyzed exploratorily. Regarding interactions between the content factors, number of NBs (F1), brands under promotion (F2), the difference in price (F3), and their influence on consumers' perceived variety, three interactions were significant. The interaction between a larger number of NBs featured on a flyer (F1) and NB special promotions (F2) resulted in a negative signal of perceived variety ($\beta_{F1 \times F2} = -0.081$, Wald $\chi^2 = 2.90$, Sig. = < 0.09). The interaction between the number of NBs featured (F1) and price difference (F3) communicated a positive signal of perceived variety ($\beta_{F1 \times F3} = 0.163$, Wald $\chi^2 = 6.61$, Sig. = < 0.01). The interaction between NB special promotion (F2) and the price difference between the SB and the most expensive NB (F3) related positively to perceived variety ($\beta_{F2 \times F3} = 0.096$, Wald $\chi^2 = 3.83$, Sig. = < 0.05).

Interactions between content factors (F1, F2, and F3) and flyer design, number of pages (NP), and the presence of a slogan (SL), and their influence on perceived variety were also analyzed. Six interactions were significant. Interactions involving brands on the cover page (BC) were eliminated because they were non-significant and had the lowest significance among other interactions. Contrary to expectations, the interaction between the number of NBs (F1) and the number of pages (NP) communicated a negative signal ($\beta_{F1 \times NP} = -0.086$, Wald $\chi^2 = 5.13$, Sig. = < 0.02). An interaction between the number of NBs

(F1) and the presence of a slogan on the cover page (SL) ($\beta_{F1 \times SL} = 0.119$, Wald $\chi^2 = 4.43$, Sig. = < 0.04) suggested synergy between these aspects.

The interaction of NB special promotion (F2) and flyer size (NP) affected perceived variety positively ($\beta_{F2 \times NP} = 0.106$, Wald $\chi^2 = 4.02$, Sig. = < 0.04). A similar positive result was obtained for the interaction between NB special promotion (F2) and the presence of slogan on the cover page (SL) ($\beta_{F2 \times SL} = 0.084$, Wald $\chi^2 = 3.31$, Sig. = < 0.07). Finally, a price difference (F3) suggested a negative interaction with two factors — flyer size (NP) ($\beta_{F3 \times NP} = -0.184$, Wald $\chi^2 = 11.14$, Sig. = < 0.00) and the presence of a slogan on the cover page (SL) ($\beta_{F3 \times SL} = -0.113$, Wald $\chi^2 = 8.88$, Sig. = < 0.00) — which suggests that these aspects counteracted each other.

6.5.1. Discussion

Regarding a flyer's cover page, results accord with Marco Ieva et al., (2015:48), who argue that “featuring SB is as effective as NB in terms of flyer space allocation.” This result might be a consequence of SBs being considered a brand at the same level as well-known NBs; consumers no longer differentiate the two groups of brands, at least not intensely. Similarly, results corroborate extant studies that suggest using slogans on cover pages to attract attention, reinforce recall, and affect a consumer's image of a retailer (Kohli et al., 2013; Smith et al., 2008). Flyer size had the strongest positive effect on consumers' perceived variety of retailer assortment, which corroborates extant studies (Luceri et al., 2014; Ziliani and Ieva, 2015). Whether these pages feature a greater number NBs, such perceived variety will also be stronger. According to Mimouni Chaabane et al. (2010), this is an intuitive conclusion, but the current study's negative result related to the greater influence of perceived variety on promoting SBs suggests an incompatibility between these two factors (i.e., featuring a greater number of NBs but promoting SBs). Findings support the idea that greater differences between the price of the SBs and the most expensive NBs influence perceived variety positively (Gijbrecchts et al., 2003; Simonson, 2008a).

Results suggest that the aspects assessed in this study affect consumers' perceived variety of a retailer's assortment differently when they are simultaneously influenced by other aspects (i.e., interactions). The interaction between factors F1, F2, and F3 was surprising. We observed a negative interaction between the number of NBs being featured in a flyer (F1) and the NB under promotion (F2), suggesting that the positive influence from offering a greater number of NBs per category is offset partially when one brand is under promotion (e.g., buy 2 get 1 free). Therefore, it might be better to promote SBs if a store wants to improve consumers' perceived variety of its assortment while strengthening the availability of NBs, which represents consumers' traditional preferences (Gázquez-Abad and Martínez-López, 2016).

The second interaction underpins the roles of F1 and F3 in the sense that when both factors are met (i.e., a greater number of NBs are featured [F1] and there is a greater difference in price [F3]), a synergy of variety perceptions arises. Nevertheless, both factors communicate an indirect signal, so practitioners should consider them when improving a store's image. Although a greater number of NBs (F1), combined with a special promotion of NB (F2), generated a negative signal, the interaction between the latter and a price difference (F3) communicated a positive signal. In line with behavioral decision theory, this is an example of the framing effect (Fagley, 1993) and how it alters consumers' assessments. Thus, consumers respond disparately to diverse but objectively equivalent descriptions of the same problem (Kühberger, 1998). During the independent analysis of main factors, consumers valued signals F1 and F3 similarly, but when they interact with F2 (i.e., an NB special promotion), the result was different.

During the analysis of main factors, a greater number of NBs (F1) communicated positive signals of assortment variety perceptions, and a similar result was found during analysis of flyer size (NP) and use of a slogan (SL). However, in interactions of these factors, results suggested a different interpretation. The interaction between a greater number of NBs (F1) and the use

of a slogan was positive and generated greater perceived variety, but the interaction between F1 and NP was negative, suggesting that when promoting a store with a wide variety of items, a shorter flyer that displays a greater number of featured NBs should be used. The effect of NB special promotions (F2) was negative; promoting an SB might improve perceptions of assortment variability much more than doing so for an NB. Contrarily, both a larger flyer (NP) and a slogan on the cover page (SL) affected perceived variety positively. Therefore, the result of the interaction was unexpected but suggests some correspondence between a special promotion of an NB and use of a first-page slogan (SL) in the case of a larger flyer and promoting SB with no slogan on the cover page for flyers with a small number of pages, whether a retailer desires to enhance consumer's perceived variety. The price difference (F3), flyer extension (NP), and a slogan on the cover page (SL) were positive regarding main the effects but counteracted during interactions. The negative value suggests contradictions between factors; a greater difference in prices between SBs and NBs in each category and absence of a slogan on the cover page of a short flyer improved consumers' perceptions of assortment variety, and the same result was obtained when a long flyer that had a slogan on the cover page featured brands with similar prices.

6.6. Conclusions, managerial implications, and limitations

The goal of this research has been to examine the effect of several store flyers' design aspects on the shoppers' perceived variety of the retailer's assortment. The experimental results reveal some surprising and challenging conclusions though.

We find that longer flyers have the greatest influence on consumers' perceived variety of a retailer's assortment. A greater number of NBs in a category also influenced perceptions positively. These two findings are good for retailers since they can garner revenue from fees charged to manufacturers whose brands appear in an extensive flyer (Ieva et al., 2018). Advertising a greater number of manufacturers' brands helps retailers strengthen relationships among them. Results suggest that featuring a store's brand on the cover page enhances

consumer's perceived assortment variety. Such advertising enables retailers to strengthen their image since including private label offers a flexible means to convey positive price positioning, which is an essential attribute of a retailer's store image in price-sensitive contexts (Volle, 2001), building store traffic (Burton et al., 1999) and thereby reinforcing store loyalty.

We argue that if a retailer features its own brands on the cover page, better results are obtained on longer flyers, but if NBs are used on the cover, shorter flyers are prudent. The latter finding is profitable to retailers since more extensive flyers increase featured promotion expenses. This conclusion also has environmental benefits since store flyers comprise large portions of household paper waste (Simon, 2016:12). Printing shorter flyers, combined with an NB featured on the cover page, offers both social and environmental benefits. Once retailers decide on distributing a large flyer that contains SBs on the cover or a shorter one with NBs, they should promote their own brands only if the most expensive NBs are featured along with their brands. If NBs appearing beside private labels are similar in price (i.e., a small price difference), promoting them increases consumers' perceived variety of the retailer's assortment.

6.6.1. Limitations and future research

Several limitations arise from the study. The limitations derived from analyzing a single aspect of consumers' purchasing behaviors (i.e., perceived assortment variety) should be highlighted. Future research should assess variables related to purchasing behaviors, such as intentions to visit a store and buy. One limitation derives from the experiment being conducted in an online context. Many characteristics of store flyers relate to physical aspects. Future research should replicate this study in an offline context to compare results. Considering other design characteristics would also be prudent. Research should also explore moderation by consumer variables such as brand and store loyalty, differentiate popular and unpopular NBs, and include a greater number of product categories.

**CHAPTER 7. STORE FLYER
DESIGN AND THE INTENTIONS TO
VISIT THE STORE AND BUY: THE
MODERATING ROLE OF
PERCEIVED VARIETY AND
PERCEIVED STORE IMAGE¹¹**

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7.1. Abstract

Store flyers are still one of the most important marketing communication tools used by retailers to promote new products, announce new stores, and communicate special offers. Considering the important budget share of store flyers as a promotional tool in retailing, retailers and academics want to understand how their design influences consumers' behavior and retailers' performance. This study investigated the influence of store flyer design on the intentions to visit the store and buy. We also investigated the intention to buy a store brand and how the consumer's perceived variety of the retailer's assortment and perceived store image moderate such decisions. A fictitious flyer including real national brands and a fictitious store brand was created for a fictitious supermarket. Our methods included a half-factorial laboratory experiment and the analysis of moderator variables. The results suggest that shorter flyers (containing eight pages) have the strongest impact on the evaluated consumer's decisions. Store perceived variety and perceived image positively affected the relationship between flyer design and the dependent variables.

Paper type: Research paper

Keywords: Store Flyers; Perceived Variety; Store Image; Store Traffic; Store Brand.

7.2. Introduction

Grocery stores use many tactics to increase store traffic (Haans and Gijsbrechts, 2011; Srinivasan and Bodapati, 2006). Targeted direct mail communications and feature and television advertising are the three most common tactics. Feature advertising is the most cost-effective method to deliver information that influences consumer's store-related decisions. In addition, once consumers have already decided to enter a store, feature advertising also helps them to decide which brands to purchase (Lam et al., 2001).

Feature advertising can be defined as the weekly advertising of price reductions in newspapers inserts and store flyers (Srinivasan and Bodapati, 2006:1). Ads printed on store flyers are the most representative share of retailer communication budgets in the United States and Europe, reaching more than 65% in 2012 in the former country (Ziliani and Ieva, 2015). In Italy, France, and Spain, store flyers contribute more than 50% of the average retail marketing budget (Gázquez-Abad and Martínez-López, 2016). Manufacturers and retailers attribute these representative budget indexes to the strategic role of store flyers in their marketing communication strategies (Miranda and Kónya, 2007). Manufacturers are mainly interested in the attractiveness of their specific brands and seek strategies to increase their purchases. Retailers are more interested in increasing the store flyer impact in an attempt to intensify the store traffic and store sales (Gázquez-Abad and Martínez-López, 2016). In this context, store flyers are easy to use, save consumers time and money, and display more information than other print ads. In addition, online flyers can reach targeted audiences in a cost-effective way. Undoubtedly, store flyer advertising is a tool well accepted by consumers (Swoboda et al., 2010).

Although store flyers have a representative budget share of the retailer's communication strategy, they have been underestimated in academic research. Several studies examined the impact of store flyers on consumers' behavior (e.g., Arnold et al., 2001; Chiang, 1991; Gauri et al., 2017; Gázquez-Abad and Martínez-López, 2016; Gijsbrechts et al., 2003; Gupta, 1988; Luceri et al., 2014;

Mimouni Chaabane et al., 2010; Miranda and Kónya, 2007). However, relatively few studies focused specifically on store flyers design (Gijbrecchts et al., 2003; van Lin and Gijbrecchts, 2016; Luceri et al., 2014; Mimouni Chaabane et al., 2010). Overall, little is known about store flyers design and its moderating role on the consumers' decision. Currently, store flyers are the main tool for advertising the retailer assortment (Solgaard and Hansen, 2003) and for communicating the store image (Pieters et al., 2007). The assortment is a strategic positioning tool for customer acquisition and retention (Broniarczyk et al., 1998; Grewal et al., 1998; Koelemeijer and Oppewal, 1999). From the consumer's perspective, assortment plays a key role in store choice (Briesch et al., 2009) and retail patronage (Baker et al., 2002; Pan and Zinkhan, 2006). Store image has also been suggested as a predictor of store choice (Grewal et al., 1998) and store loyalty (Bellenger et al., 1976). Consumers use different cues when evaluating a retail store image (cue utilization theory – see Richardson et al. 1994), and the assortment is considered as the main attribute of store image (e.g., Zimmer and Golden, 1988). Given the role of store flyers in forming impressions regarding the merchandise quality and variety and the retailer's positioning (Miranda and Kónya, 2007), it is not surprising that these two variables (retailer assortment and store image) play an important role when considering the flyers influence on the advertising strategy.

In this study, we intend to clarify how store flyer features affect the store traffic and the consumers' intentions to buy from the store and to buy a store brand (SB) product. In order to enhance this knowledge, we also estimated how consumers' perception of the retailer's assortment variety and store image moderates the influence of store flyers on purchase decisions. To estimate the influence of store flyers on consumers' behavior, a half-factorial laboratory experiment design was developed. We created fictitious flyers, of a fictitious supermarket, featuring real national brands (NBs) and a fictitious SB. Different flyer designs (scenarios) included the following features: (1) store flyer page length; (2) brand (NB or SB) on the cover page; and, (3) an institutional slogan on the cover page as an incentive advertising. The experimental sample was composed of 406 Spanish consumers who received the flyers and answered an

online survey. Data were evaluated through moderator variables analysis. The intentions to visit the store, buy from the store, and buy the SB were the dependent variables and the different flyer scenarios were the independent variables. The analysis also included the moderating effect of consumers' perceptions of the retailer's assortment and of the store image within each scenario. Models explaining consumers behavior through moderator variables analysis have high predictive power (e.g., Batra and Sinha, 2000; Mittal and Kamakura, 2001).

The outcomes of this research are relevant to academics, manufacturers, and retailers. As an academic research, we offer an improved understanding of the relationship between the availability of different store flyer designs and the consumer's perceptions of these flyers. Our results can assist manufacturers to achieve a significant profit from their heavy investment in store flyers. Finally, our results could help retailers to make more precise decisions when designing store flyers depending on whether they want to stimulate store traffic and general sales or to improve SB sales. Once having this prior knowledge, retailers have a greater chance of a successful return from their flyers and greater ability to convince manufacturers of the flyer importance to their brands and sales (Mimouni Chaabane et al., 2010).

Our research contributes to the marketing literature in several ways. First, it complements previous information on store flyers design (e.g., Gijsbrechts et al., 2003; Mimouni Chaabane et al., 2010) by including the intention to buy the SB as one of the variables. This is relevant because store flyers enable retailers to emphasize their own brands (Urbany et al., 2000). Second, this is the first academic research to study store flyers through a half-factorial laboratory experiment. Most papers relied on econometric models at the aggregate level (e.g., Gijsbrechts et al., 2003; van Lin and Gijsbrechts, 2016; Luceri et al., 2014). Only Mimouni Chaabane et al. (2010) conducted a laboratory experiment; however, they did not use any factorial design.

The paper is organized as follows. The ‘Theoretical background’ introduces the relevant background information on store flyer design and the two moderating aspects that led to our research problem. The methodology and data we used to test our hypotheses are discussed in the section ‘Methods and data’. The section ‘Results’ presents the outcomes of the empirical analysis. We conclude with the contributions of this study and discussions about its managerial implications and directions for further research.

7.3. Theoretical background

Previous studies have shown that feature advertising plays a key role in retail management by increasing store traffic and sales (Kaul and Wittink, 1995; Walters and Mackenzie, 1988) and stimulating consumer consideration and choice (e.g., Allenby and Ginter, 1995; Zhang, 2006). As a particular type of feature advertising (Burton et al., 1999), store flyers may have a similar influence on sales outcomes (Mimouni Chaabane et al., 2010). Indeed, most studies show a positive influence of store flyers on store traffic, purchase acceleration, and consumption rate of flyer-promoted and in-store promoted items (e.g., Ailawadi et al., 2006; Gauri et al., 2017; Gázquez-Abad and Martínez-López, 2016; Gijsbrechts et al., 2003; Guyt and Gijsbrechts, 2018).

Figure 7 summarizes our framework on how store flyer design influences the intentions to visit and buy from the store, and to buy the SB, and the moderating role of perceived variety and image.

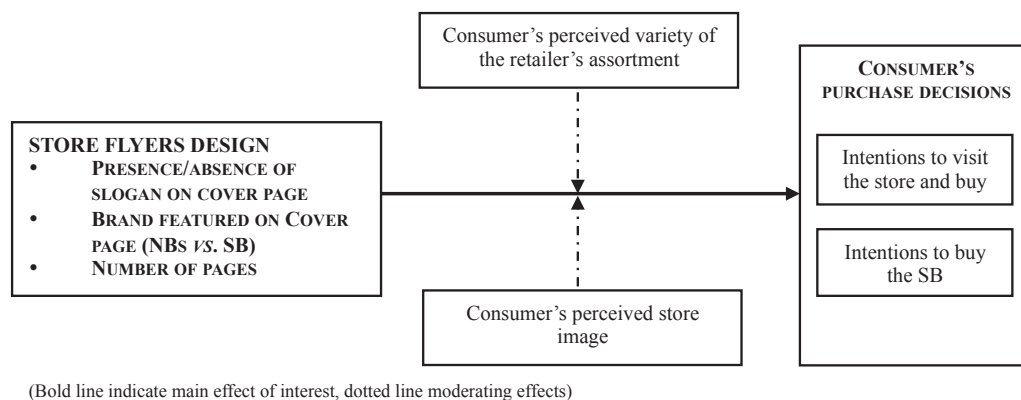


Figure 7 – Conceptual framework

7.3.1. Store flyer design

Store flyer is an informative advertising by which retailers primarily control creative execution and media placement (Zhang et al., 2009). The most effective store flyer composition features affecting customer attention and response are those proposed by advertising and sales promotion literature (Gijbbrechts et al., 2003). Physical stimuli (e.g., size and color), value (e.g., price information or slogans), positioning in the media (e.g., cover *vs.* inside pages), or the advertised category and brand are few of the most appealing features of printed advertisements to consumers.

The cover page is the first contact that consumers have with the flyer. Therefore, retailers should use features that have the greatest impact on consumer behavior (Pentus et al., 2018). Traditionally, retailers include a slogan on the cover page such as “get used to our good prices”, “what is worth a lot, costs very little”, or “quality and price are very close to each other”. This marketing strategy is an attempt to attract the consumers’ attention and improve brand recall (Kohli et al., 2013). A slogan sends a message that highlights primary benefits (e.g., product variety and quality, services, and differentiated economic conditions), affects brand image (e.g., increases affinity and fidelity) (Iacobucci, 2016) and positively influences the consumer’s intention to visit the retailer and buy (Smith et al., 2008). These arguments suggest a positive influence on the consumer’s purchase decisions.

Studies have shown that there are no differences in the acceptance, recall, and recognition between SB and NB products exposed on the cover page of printed flyers (see Ieva et al., 2015). The consumer’s confidence and perceived value are the same for both SB and NB products, or sometimes SB products are even overrated (Gázquez-Abad et al., 2015). Since the perception of quality, trust, recall, and strength of SB and NB are similar, the presence of any of these brands would positively influence the store traffic and intention to buy. However, the presence of a SB on the flyer cover is expected to exert a stronger influence on consumers’ intention to buy that SB.

Regarding the flyer page length, the higher the number of pages, the higher the variety of offered products. One of the main features of flyers is that they can hold more information than most advertising exposure situations (Gijsbrechts et al., 2003). Consumers often prefer larger and varied assortments since they increase the probability of finding an item that best suits the consumer's preferences (Townsend and Kahn, 2014). The consumer's perception of a store offering a wide variety of products is one of the main factors indicating the retail performance and significantly contributes to greater satisfaction and loyalty (Mimouni Chaabane et al., 2010). Therefore, store traffic and intention to buy are expected to be higher when retailers advertise in longer flyers.

7.3.2. Moderating variables

7.3.2.1. *Consumer's perceived variety of the retailer's assortment*

Hoch et al. (1999) clearly documented the importance of assortment variety to consumer behavior. Consumers prefer stores with a wide assortment variety which influences the intentions to visit the store and buy (Pan and Zinkhan, 2006; Mimouni Chaabane et al., 2010). In this context, Kahn and Wansink (2004) also demonstrated that retailers offering a higher item variety benefit in terms of selling more items. Nevertheless, previous studies demonstrated a decline in the intention to buy when consumers were exposed to an extremely wide product variety, particularly due to the high number of categories (e.g., Chang, 2011; Dhar, 1997). A wide product diversity within a single category may lead to an increased search effort (time spent and perceived difficulty) and lead consumers to quit purchasing (Sloot and Verhoef, 2011). Nonetheless, our intent is to measure the consumer's perceived variety when looking at the store flyer rather than buying from it. Hence, we expect a positive moderating influence of perceived variety on the consumer's purchase decisions.

7.3.2.2. *Consumer's perceived store image*

Store image is the overall impression that consumers have of a retail store (Lindquist, 1974). Huvé-Nabec (2002) defined it as the set of brand associations

linked to the store in the consumer's memory. Factors such as assortment variety, aggregate services, promotional incentives, and other perceived store conditions are usually part of the consumer's perceived store image (Semeijn et al., 2004). The perceived image is also crucial to the judgment and evaluation of the store quality and its assortment (Bao et al., 2011), especially in stores with a low market penetration (Wu et al., 2011). Based on these aspects of store image, one of the main alternatives to achieve a positive perceived image is through the use of store flyers (Pieters et al., 2007).

A positive consumer perception of the store image will increase the visiting and buying probabilities (Grewal et al., 1998). Similar to the perceived variety, positive or negative evaluations of the store image are made upon flyer visualization and affect the intention to buy NB and SB products (Mimouni Chaabane et al., 2010; Pieters et al., 2007).

Table 6 summarizes the expected effects of store flyer designs.

Table 6 – Summary of expected effects

<i>Impact on intentions to visit the store and buy</i>	Expected effect
Absence/presence of slogan on cover page (main effect)	(+/++)
NBs/SB featured on cover page (main effect)	(+/+)
Number of pages (main effect)	(+)
Moderators	
Perceived variety	(+)
Perceived store image	(+)
<i>Impact on intentions to buy the SB</i>	Expected effect
Absence/presence of slogan on cover page (main effect)	(+/++)
NBs/SB featured on cover page (main effect)	(+/++)
Number of pages (main effect)	(+)
Moderators	
Perceived variety	(+)
Perceived store image	(+)

(++ denotes a stronger [positive] effect)

7.4. Methods and data

Two different approaches were used to test our hypotheses. First, we designed an online half-factorial laboratory experiment. Next, we evaluated the impact of different store flyer designs through the analysis of moderator variables.

7.4.1. Laboratory experiment

An exploratory study was performed to support the creation of store flyer prototypes. We wanted to guarantee that their layout was consistent with that of flyers used in the retail industry and whether consumers could correctly understand their concept. A sample of 20 volunteers was used for the exploratory study. Flyers from the main Spanish hypermarkets, supermarkets, and discount chains¹² were used to support our experimental flyer design. The preliminary results of this exploratory study were discussed with academic experts. The analyses indicated the main aspects (cover page and page length) and variables included in this study. A fictitious retailer and brand were created to avoid bias due to consumers' preferences for certain retailers and their respective brands. The flyers had advertisements of real NBs, selected according to their market share. To enhance external validity, we used two product categories (yogurt and gel), according to Ainslie and Rossi (1998).

To avoid any store image and brand preference among respondents, different flyers of the fictitious retailer and its respective SB products were designed. The basic flyer structure is described as follows. The front cover had the store name (with and without an institutional slogan), and the advertising of a “hook” product, which was either a SB or a NB. The flyers had different number of pages and included the advertised products (NB and SB products) grouped by categories (fresh products such as vegetables, meat, and fish; semi-finished products such as vegetables, olives, cereals, bread, potato chips, sausages, beverages; personal care products such as gels, perfumes; and household products such as detergents). In addition, some promotional incentives, such as discounts

¹²*El Corte Inglés, DIA, Eroski, Alcampo, El Árbol, Aldi and Lidl*. It is worth mentioning that *Mercadona* – leader in the Spanish FMCG sector – does not print any flyer, as they follow an *Every-Day-Low-Prices* strategy

and “three units for the price of two (3 for 2)” headlines, were also included in the flyer. To identify the brand products of the fictitious retailer (Supermarket MÁS MARKET), names related to the brand were elaborated (e.g., Yogurt YOGUMÁS; Gel JABONMÁS; Milk LACTOMÁS; Beans, Lentils, Chickpeas LEGUMÁS). Appendix A contains an example of an experimental condition.

The laboratory experiment followed a between-subject design combining three factors related to the store flyer design. The first factor (F1) was related to the “hook” brand item promoted on the cover page (+1 = a national brand, or -1 = a store brand). The second factor (F2) was the page length of the store flyer (+ 1 = 20 pages, or -1 = 8 pages); and the third factor (F3) was related to the use of an institutional slogan on the cover page (+ 1 = presence or -1 = absence). A fractional factorial design based on Huertas-Garcia et al. (2016)’s guideline was used to build the four models (or scenarios). In each scenario, three blocks of two categories were included (we used yogurt and gel categories) (see table 7):

Scenario I (SI) (NB on the cover, 8 pages, without a slogan);

Scenario II (SII) (SB on the cover, 20 pages, without a slogan);

Scenario III (SIII) (SB on the cover, 8 pages, with a slogan);

Scenario IV (IV) (NB on the cover, 20 pages, with a slogan).

Table 7 – Experimental design and the four scenarios

Scenario	Brand in cover	Number of pages	Presence of slogan
I	+1	-1	-1
II	-1	+1	-1
III	-1	-1	+1
IV	+1	+1	+1

7.4.2. Procedure and sampling

Our sample was comprised of 5,426 individuals who were asked to participate in the online experiment. All of them claimed to purchase online regularly. Each respondent received an explanatory message inviting them to participate in the

experiment, which was endorsed by two Spanish universities. To avoid any bias during the answers, the message exposed only the general study purposes, without making any specifications. Respondents were randomly assigned to each scenario and received a link that allowed access to a flyer and a questionnaire. Four hundred and six (7.5% of the total sample) complete responses were obtained, an average of 34 questionnaires per scenario (a minimum of 26 and a maximum of 42). To investigate whether there was a non-response bias, the results of the fully complete and incomplete questionnaires of the four scenarios were compared with a t-test. Results showed that non-response bias was not a major problem in this study (Armstrong and Overton, 1977).

Each scenario had different numbers of completed questionnaires: SI, n = 106; SII, n = 103; SIII, n = 101; and SIV, n = 96. For each scenario, a discriminant analysis was performed. Women were slightly more abundant than men: SI = 54.7%, SII = 60.2%, SIII = 58.4%, and SIV = 54.2%. Most participants were between 26 and 40 years-old: SI = 69.8%, SII = 54.4%, SIII = 66.3%, and SIV = 70.8%. Most participants belonged to a family of two persons living in the same house: SI = 51.9%, SII = 47.6%, SIII = 44.6%, and SIV = 45.8%. Most participants had a college degree: SI = 62.3%, SII = 46.6%, SIII = 55.4%, and SIV = 63.5%. Besides responding to socio-demographic questions, the participants evaluated different issues related to the perceived variety, store image, their intentions to visit the store and buy, and intention to buy the SB, among other questions.

7.4.3. Measurements

We asked respondents to evaluate the retailer's assortment variety using a three-item scale adapted from Chowdhury et al. (1998) and Mimouni Chaabane et al. (2010). Perceived store image was measured using three bipolar-item on a seven-point scale adapted from Baker et al. (1994) and Liljander et al. (2009). To measure the intentions to visit the store and buy, we used a four-item scale based on different authors (Grewal et al., 1998; Mimouni Chaabane et al., 2010; Sweeney et al., 1999). A two-item scale was used to measure the intention to buy

a SB product (adapted from Calvo Porral and Levy-Mangin, 2016; Diallo, 2012; Liljander et al., 2009). All items were measured on a seven-point Likert scale (1= “totally disagree” to 7= “totally agree”). The items used to measure the constructs and their alpha reliability coefficient estimates can be seen in Table 8.

Table 8 – Measurement scales and reliability checking

Multi-item measures	Items	Cronbach alpha
Retailer’s assortment variety	It seems that this store has a great variety of products	0.824
	Everything I need seems to be in this store	
	This store seems to have a wide variety of brands	
Perceived store image	Based on the store flyer:	0.806
	I think the store is boring (or entertaining)	
	I think the store is classic/antique (or modern)	
	I think the store has very interesting offers (or none interesting offers)	
Intentions to visit the store and buy	After browsing this flyer:	0.883
	I would like to visit the retailer store	
	I will definitely buy from this store	
	There is a high probability that I will buy from this store	
	I would like to buy some product advertised in the flyer	
Intentions to buy SB	After browsing this flyer:	0.902
	I will definitely consider buying a store brand product	
	There is a high probability that I will buy a store brand product	

Confirmatory factor models were performed on the measurements. Results of one-factor models revealed indices higher than 0.9 for both the comparative fit index (CFI) and the Tucker-Lewis fit index (TLI). All variance estimates exceeded 0.5. These results exceeded the thresholds used to evaluate the internal consistency and structure of multi-item scale measurements (Fornell and Larcker, 1981). In addition, all Cronbach’s alpha indicators are above 0.7 (Nunnally, 1978). All the values guarantee the scales’ reliability.

7.4.4. Regression models with moderator variables

Four regressions¹³ with moderator variables were estimated (see, Jaccard et al., 1990 for details). Intentions to visit the store and buy (IVB) and the intention

¹³Since the sample (N = 406) answered the questionnaire for two categories (yoghurt and gel), we have estimated separated models for each of them.

to buy a SB product (ISB) were treated as the dependent variables. The four scenarios were considered as independent variables. Based on Hardy (1993), we included three dummy variables (i.e., 4-1) using scenario II as the baseline. The analysis also included the moderating effects of consumer's perceived variety of the retailer's assortment (PV) and consumer's perceived store image (PSI) within each scenario. Using a regression model with moderating variables, we first included only the main effects in the estimation and then the main effects and the two-way interactions.

$$\text{Model 1: IVB/ISB} = \alpha_0 + \alpha_1\text{SI} + \alpha_2\text{SIII} + \alpha_3\text{SIV} \quad [1]$$

$$\text{Model 2: IVB/ISB} = \alpha_0 + \alpha_1\text{SI} + \alpha_2\text{SIII} + \alpha_3\text{SIV} + \alpha_4\text{SI} \times \text{PV} + \alpha_5\text{SIII} \times \text{PV} + \alpha_6\text{SIV} \times \text{PV} + \alpha_7\text{SI} \times \text{PSI} + \alpha_8\text{SIII} \times \text{PSI} + \alpha_9\text{SIV} \times \text{PSI} \quad [2]$$

To analyze the explanatory power of the interactive terms, we used the F-

$$\text{test (Jaccard et al., 1990): } F = \frac{(R_2^2 - R_1^2) / (k_2 - k_1)}{(1 - R_2^2) / (N - k_2 - 1)} \quad [3]$$

where,

R_2^2 = coefficient of determination for model 2, including the moderating effects with k_2 variables

R_1^2 = coefficient of determination for model 1, with no moderating effects with k_1 variables

7.5. Results

Table 9 summarizes the regression results. To avoid multi-collinearity problems, moderating variables were mean-centered (Jaccard et al., 1990). The variance inflation factor (VIF) for all regressions ranged below the cut-off value (< 10) established by Neter et al. (1996). Multi-collinearity was not an issue for our data. All models had significant F-value.

Table 9 – Estimation results (Intentions to visit the store and buy vs. Intention to buy the SB)

Intentions to visit the store and buy	Unstd. Beta (<i>t-value</i>)		Intentions to buy the SB product	Unstd. Beta (<i>t-value</i>)	
	Yoghurt	Gel		Yoghurt	Gel
Model 1 (main effects)			Model 1 (main effects)		
Constant	3.553^a (27.091)	3.553^a (26.941)	Constant	3.053^a (20.813)	2.932^a (19.236)
SI	-0.254 (-1.381)	-0.234 (-1.259)	SI	0.091 (0.445)	0.235 (1.094)
SIII	-0.333 (-1.784)	-0.289 (0.123)	SIII	0.202 (0.964)	0.068 (0.315)
SIV	0.218 (1.155)	0.218 (1.148)	SIV	-0.064 (-0.302)	-0.026 (-0.118)
<i>F-value (significance)</i>	3,521 (0,015)	2,997 (0,031)	<i>F-value (significance)</i>	0,594 (0,619)	0,589 (0,622)
<i>R</i> ²	0.026	0.022	<i>R</i> ²	0.004	0.004
Model 2 (main effects + two-way interactions)			Model 2 (main effects + two-way interactions)		
Constant	3.553^a (28.345)	3.553^a (28.280)	Constant	3.053^a (21.243)	2.932^a (19.547)
SI	-0.009 (-0.045)	-0.007 (-0.050)	SI	0.466^b (2.095)	0.470^b (2.007)
SIII	-0.014 (-0.067)	0.056 (0.272)	SIII	0.342 (1.427)	0.315 (1.283)
SIV	-0.114 (-0.508)	-0.114 (-0.507)	SIV	-0.319 (-1.256)	-0.285 (-1.066)
SI x PV	0.155 (1.359)	0.149 (1.293)	SI x PV	0.348^a (2.679)	0.184 (1.336)
SIII x PV	0.194 (1.488)	0.241^b (1.893)	SIII x PV	0.045 (0.304)	0.228 (1.503)
SIV x PV	0.224^b (1.823)	0.224^b (1.818)	SIV x PV	0.109 (0.779)	0.141 (0.960)
SI x PSI	0.352^a (3.149)	0.347^a (3.091)	SI x PSI	0.265^b (2.089)	0.284^b (2.120)
SIII x PSI	0.394^a (3.276)	0.403^a (3.344)	SIII x PSI	0.274^b (2.005)	0.144 (1.000)
SIV x PSI	0.174 (1.582)	0.174 (1.578)	SIV x PSI	0.257^b (2.059)	0.202 (1.533)
<i>F-value (significance)</i>	6.185 (0.000)	6.320 (0.000)	<i>F-value (significance)</i>	3.534 (0.000)	2.327 (0.015)
<i>R</i> ²	0.123	0.126	<i>R</i> ²	0.074	0.050

Significant relations (^ap<0.01; ^bp<0.1) are bolded

7.5.1. The moderating role of perceived variety and image

In comparison with models considering only the direct effect of scenarios, F-tests indicated that models including the moderating effect of perceived variety and store image had a significantly improved capacity to explain the intentions to visit the store and buy ($F_{6, 396} = 7.299$, $p < 0.01$ (yogurt); $F_{6, 396} = 7.853$, $p < 0.01$ (gel)) and the intention to buy the SB ($F_{6, 396} = 4.989$, $p < 0.01$ (yogurt); $F_{6, 396} = 3.196$, $p < 0.01$ (gel)). Both perceived variety and perceived image had a significant moderating influence on how store flyer design affects store traffic and intention to buy. Our results suggest that store flyer design and its moderators play different roles according to the analyzed intention (intentions to visit the store and buy or intention to buy the SB) and product category (yogurt vs. gel).

Regarding the intentions to visit the store and buy, perceived variety had a significant positive effect (scenario IV: 0.224 (yogurt and gel), $p < 0.1$; scenario III: 0.241 (gel), $p < 0.1$) on the influence of longer flyers (20 pages) featuring the NB with a slogan on the cover page and shorter flyers (8 pages) featuring the SB

with a slogan, respectively. The perceived image had a positive influence on the intentions to visit the store and buy when considering shorter flyers (scenario I: 0.352 (yogurt) and 0.347 (gel), $p < 0.01$; scenario III: 0.394 (yogurt) and 0.403 (gel), $p < 0.01$). Therefore, we can assume that the consumer's perceived variety of the retailer's assortment enhances the effect of both longer (especially those featuring a NB with a slogan) and shorter (especially those featuring a SB with a slogan) flyers. The perceived image improves the positive influence of shorter flyers on the store traffic and intentions to buy regardless of the brand type on the cover (NBs or SB) and the presence or not of an institutional slogan.

The intention to buy the SB was affected differently depending on the variables of the scenarios and especially the category under analysis. First, both variables appeared to be significant for the yogurt category. Thus, perceived image (PSI) had a positive influence on all three scenarios (scenario II was used as a baseline; scenario I: 0.265, $p < 0.1$; scenario III: 0.274, $p < 0.1$; scenario IV: 0.257, $p < 0.1$). The perceived variety also had a positive influence (0.348, $p < 0.01$) on the relationship between scenario I and the intention to buy the SB. It suggests that the greater the consumer's perception of the retailer's assortment variety, the stronger the influence of shorter flyers featuring NB on the cover without an institutional slogan. Analyzing the gel category, the studied variables seemed to play a smaller role since only perceived image had a positive influence on the intention to buy the SB (0.284, $p < 0.1$) when considering the scenario I. These differences between yogurt and gel categories could be related to their purchase features. According to Dhar et al. (2001), yogurt is an essential item of consumers' shopping baskets and it is considered a "staple category" (high-penetration, high-frequency). Gel products are considered as a "variety-enhancer product"¹⁴ (high-penetration, low-frequency). Since consumers have a preference for these daily categories, they will consider different store aspects, such as variety and image, before buying (Voss et al., 2003).

¹⁴ For a greater detail on product categories, please see (Dhar et al., 2001).

As expected, our results confirm that the consumer's perception of the retailer's assortment variety and image positively moderates the impact of store flyers design on their intentions to visit the store and buy, and on the intention to buy the SB.

7.5.2. Store flyers design and the intentions to visit the store and buy

Using the regression model coefficients, it is possible to quantify the overall impact of store flyer design on the intentions to visit the store and buy and on the intention to buy a SB product. For this, we made estimations [2] (for the models with IVB as the dependent variable) considering SI, SIII, and SIV¹⁵, respectively, using the following equation¹⁶:

$$\frac{\partial IVB}{\partial SI} = \begin{cases} \alpha_7 PSI = 0.352 PSI \text{ (Yogurt)} \\ \alpha_7 PSI = 0.347 PSI \text{ (Gel)} \end{cases}$$

$$\frac{\partial IVB}{\partial SIII} = \begin{cases} \alpha_8 PSI = 0.394 PSI \text{ (Yogurt)} \\ \alpha_8 PSI + \alpha_5 PV = 0.403 PSI + 0.241 PV \text{ (Gel)} \end{cases} \quad [4]$$

$$\frac{\partial IVB}{\partial SIV} = \begin{cases} \alpha_6 PV = 0.224 PV \text{ (Yogurt)} \\ \alpha_6 PV = 0.224 PV \text{ (Gel)} \end{cases}$$

The effect of store flyer designs (of each scenario) on the intentions to visit the store and buy can be evaluated based on equations [4]. The result is achieved by substituting the mean values¹⁷ of the perceived variety and image in the sample of consumers under analysis. The mean values for perceived variety and image in our sample were 3.739 and 3.127, respectively. Substituting these values in the equations [4], we obtained the following values:

- Scenario I → $IVB = 0.352 \times 3.127 = 1.100$ (yogurt) | $IVB = 0.347 \times 3.127 = 1.085$ (gel)

¹⁵ Scenario II has been used as the baseline.

¹⁶ Authors only considered significant parameters.

¹⁷ We used mean item-scores instead of factor scores since they are more suitable for linear regression analyses (they assume no measurement error while factors scores assume some measurement error) (Hair et al., 1998).

- Scenario III → $IVB = 0.394 \times 3.127 = 1.232$ (yogurt) | $IVB = 0.403 \times 3.127 + 0.241 \times 3.739 = 2.161$ (gel)
- Scenario IV → $IVB = 0.224 \times 3.739 = 0.837$ (yogurt) | $IVB = 0.224 \times 3.739 = 0.837$ (gel)

Since the model constant estimates the expected IVB value for the reference design (scenario II), we can evaluate the actual influence of each design on consumer's intentions to visit the store and buy after estimating the moderating role of perceived variety and image, as follows:

- Scenario I: $IVB = 3.553 + 1.100 = 4.653$ (yogurt) | $IVS = 3.553 + 1.085 = 4.638$ (gel)
- Scenario II: $IVB = 3.553$ (yogurt/gel)
- Scenario III: $IVB = 3.553 + 1.232 = 4.785$ (yogurt) | $IVS = 3.553 + 2.161 = 5.714$ (gel)
- Scenario IV: $IVB = 3.553 + 0.837 = 4.390$ (yogurt and gel)

Our analyses demonstrated that scenarios I and III had the strongest influence on consumer's intentions to visit the store and buy. Longer flyers (scenarios IV and II) had the weakest influence, especially those with a SB, and without a slogan on the cover page. These results partially confirm our expectations (see table 1). Considering the presence/absence of a slogan, we confirmed our expectations that the presence of an institutional slogan increases the consumer's intentions to visit the store and buy. Nevertheless, the scenario I (without a slogan) had a stronger influence on the intentions to visit the store and buy than scenario IV (with a slogan). Considering the brand type on the cover page, all scenarios had a positive influence on consumer's intentions to visit the store and buy. Finally, regarding the number of pages, the results did not confirm our expectations. Shorter flyers had a stronger influence on the consumer's intentions to visit the store and buy.

Nonetheless, the overall positive influence of store flyers on the intentions to visit the store and buy, regardless of their design, corroborated previous studies affirming that this influence may positively impact sales (e.g., Allenby and Ginter, 1995; Dhar et al., 2001; Gijsbrechts et al., 2003; Zhang, 2006). Indeed, store promotions in store flyers are expected to positively influence the purchase (Mulhern and Leone, 1991; Volle, 1997).

7.5.3. Store flyers design and the intention to buy the store brand

To evaluate the consumer's intention to buy the SB, we made estimations [2] (for the models with ISB as the dependent variable) considering SI, SIII, and SIV¹⁸, respectively, using the following equation¹⁹.

$$\frac{\partial ISB}{\partial SI} = \begin{cases} 0.466 + \alpha_4 PV + \alpha_7 PSI = 0.466 + 0.348 PV + 0.265 PSI \text{ (Yogurt)} \\ 0.470 + \alpha_7 PSI = 0.470 + 0.284 PSI \text{ (Gel)} \end{cases}$$

$$\frac{\partial ISB}{\partial SIII} = \begin{cases} \alpha_8 PSI = 0.274 PSI \text{ (Yogurt)} \\ 0 \text{ (Gel)} \end{cases}$$

[5]

$$\frac{\partial ISB}{\partial SIV} = \begin{cases} \alpha_9 PSI = 0.257 PSI \text{ (Yogurt)} \\ 0 \text{ (Gel)} \end{cases}$$

Substituting the mean values of perceived variety (3.739) and perceived image (3.127) in the equations [5], we obtained the following values:

- Scenario I → ISB = 0.466 + 0.348 × 3.739 + 0.265 × 3.127 = 2.596 (yoghurt) | ISB = 0.470 + 0.284 × 3.127 = 1.358 (gel)
- Scenario III → ISB = 0.274 × 3.127 = 0.857 (yoghurt) | ISB = 0 (gel)
- Scenario IV → ISB = 0.257 × 3.127 = 0.804 (yoghurt) | ISB = 0 (gel)

Finally, we could evaluate the actual influence of each flyer design on consumer's intention to buy the SB after estimating the moderating role of perceived variety and image, as follows:

¹⁸ Scenario II has been used as the baseline

¹⁹ Authors only considered significant parameters

- Scenario I: $ISB = 3.053 + 2.596 = 5.649$ (yogurt) | $ISB = 3.053 + 1.358 = 4.411$ (gel)
- Scenario II: $ISB = 3.053$ (yogurt/gel)
- Scenario III: $ISB = 3.053 + 0.857 = 3.910$ (yogurt) | $ISB = 3.053 + 0 = 3.053$ (gel)
- Scenario IV: $ISB = 3.053 + 0.804 = 3.857$ (yogurt) | $ISB = 3.053 + 0 = 3.053$ (gel)

Our results suggest that scenario I had a stronger influence on consumer's intention to buy the SB of the yogurt category. Similarly to the previous results on consumer's intentions to visit the store and buy, shorter flyers had the strongest influence on the consumer's intention to buy the SB. Scenario II had the weakest influence on the intention to buy the SB. Scenarios III and IV had the same influence as scenario II when considering the gel category since neither perceived variety nor perceived image had a significant moderating role on the intention to buy a SB.

These results did not confirm our expectations (see table 1). Considering the presence/absence of a slogan, the presence of an institutional slogan did not increase consumer's intentions to buy the SB since scenario I did not include an institutional slogan. Our expectation on the influence of the brand type on the cover page was also not confirmed since scenario I featured a NB on the cover page. Finally, shorter flyers had a stronger influence on consumer's intentions to buy the SB, especially for the yogurt category.

7.6. Conclusions and managerial implications

The goal of this research was to evaluate the effect of different store flyer design features on the consumer's intentions to visit the store and buy and to buy the SB. The experimental results revealed some surprising and challenging conclusions.

First, we could observe that the flyer page length was the first aspect that retailers must consider. This result corroborates previous findings by Gijsbrechts et al. (2003) and Luceri et al. (2014)²⁰ that a higher number of pages does not influence the store sales performance. Thus, irrespective of the type of brand featured on the cover page and the presence of an institutional slogan, the improved store traffic and sales outcomes are achieved with shorter flyers (i.e., 8 pages) (see table 5).

Table 10 – Summary of conclusions

	Optimal flyer design	Moderating influence (PV/PSI)
<i>Intentions to visit the store and buy</i>	SB on the cover, 8 pages, with a slogan	Yes
<i>Intentions to buy the SB</i>	NB on the cover, 8 pages, without a slogan	Yes

This result seems to support the saturation phenomenon related to large flyers (containing 20 pages or more) indiscriminately sent by most retailers (e.g., Gijsbrechts et al. 2003). For instance, in Denmark, the average distribution frequency of flyers went up from once every month during the 1990s to once a week or even twice a week (Schimth and Bjerre, 2003). Spanish households frequently receive an average of five flyers per week, including food and non-food retailers (Larizgoitia, 2015). Nearly 89% of Dutch shoppers receive three flyers per week from supermarkets (Ravensbergen et al., 2015). Therefore, we advise retailers to print shorter flyers to positively influence the store traffic and intentions to buy their own brand. The strongest impact of shorter flyers is good news for retailers focused on reducing the costs of their marketing-communication strategy since longer flyers clearly increase expenses (Ieva et al., 2018). Printing shorter store flyers is also positive for the environmental issues²¹ derived from this promotional tool.

Our results demonstrated that the type of brand featured on the cover page and the presence/absence of a slogan will depend on what the retailer wants to

²⁰ This result refers to the hypermarket format in which the authors found a significant influence of number of pages

²¹The increasing environmental burden of store flyers has led to many initiatives in countries such as Denmark, France, Germany, the US, and the UK, where direct marketing associations have created mail preference lists through which consumers can decline to receive (unsolicited) store flyers (Simon, 2016).

enhance (intentions to visit the store and buy or intentions to buy the own brand). If the goal is to increase store traffic and general sales, then the SB with a slogan should be featured on the cover page. This result seems to confirm previous findings that featuring a wide variety of SB products throughout a flyer is more effective in increasing store traffic and sales (Lourenço and Gijsbrechts, 2013). Our findings extend this conclusion to the cover page of flyers. Our results are broader than the idea that featuring the SB on the cover page enables the retailer to strengthen its image. This strategy offers a flexible way to achieve a positive price positioning, which is an essential attribute of a retailer's store image in price-sensitive contexts (Volle, 2001) and helps to attract consumers to the store (Burton et al., 1999).

Contrary to our expectations, the best way to increase consumer's intentions to buy the SB is to feature a NB (without slogan) on the cover page. The "halo effect" (Ailawadi et al., 2006) could be a possible explanation for this result. Once inside the store, consumers rarely purchase only the items featured in flyers, but also other in-store promoted (non-featured) and non-promoted products (Mulhern and Leone, 1991). In other words, promoting one product category increases sales of other categories. Since store flyers are a type of feature advertising that increases sales by attracting customers attention, their use should have similar outcomes. Therefore, featuring well-known (national) brands on the cover page probably increases the probability of purchasing such NBs and also the intention to buy in-store promoted SB products (e.g., as special displays). This conclusion is especially relevant since the profit margins of non-promoted SB are presumably higher than those of promoted NBs (Luceri et al., 2014). In addition, the retailer can increase the fee revenues charged by manufacturers whose brands appear on the cover page.

Finally, retailers must carefully evaluate how consumers perceive their assortments and image since these aspects have a distinct moderating influence on the effectiveness of store flyers. Both aspects positively increase the influence of store flyers on the consumer's responses. Although it is true that such influence

will depend on the scenario under analysis, the whole influence of consumer's perception on the store is clearly positive. The better the consumer's perception of the retailer's variety and store image, the stronger the impact of flyers on the intentions to visit the store and buy and buy a SB product. This finding is supported by previous studies affirming that these variables are the main attributes that consumers consider when evaluating a retailer, which influence their purchasing behavior (Chang, 2011; Diallo, 2012; Kim and Kim, 2016). Since the perceived variety is also considered a functional attribute of image perception, retailers are advised to strengthen their store image to enhance the impact of store flyers. Given that the store image acts as an important predictor of attitude towards a SB (e.g., Dick et al., 1995; Richardson et al., 1994; Semeijn et al., 2004), and that the frequency of store visits strongly depends on the store image and attitude (see the meta-analysis by Pan and Zinkhan, 2006), it is worth to invest in the improvement of the store image. Finally, our findings also suggest that retailers should consider the product categories when evaluating the role of store image. For instance, we recommend retailers to use the penetration-frequency criterion proposed by Dhar et al.(2001) to control the moderating influence of store image and perceived variety.

7.6.1. Limitations and further research

Clearly, our study has limitations that require further research. Future research should investigate whether our findings could be implemented using alternative manipulations of store flyers. That is, there may be other design features that can be used to modify the consumer's perceived store variety and image when browsing a store flyer. These features could be the number and proportion of NBs featured in the flyer, the presence of less-known NBs, or the number of product categories. Another limitation arises from the online context in which the experiment was developed. Although it is true that retailers are increasingly investing in online flyers, the expenses with printed flyers continue to grow. Future research should replicate this study in an offline context. In addition, evaluating the impact of flyers design on other aspects, such as consumer

satisfaction or store loyalty, would be also interesting. It would be also important to replicate this experiment with flyers of other store formats (e.g., discounters) and in other geographical contexts. Finally, this study is based on a fictitious flyer of a fictitious supermarket. To validate our results, future research should test our hypotheses using a real flyer of a real supermarket.

**CHAPTER 8. INTENTION TO
VISIT THE STORE AND BUY: IS IT
INFLUENCED BY STORE FLYERS
DESIGN? ²²**

²² Resume was presented at the EMAC 2019. Conference hosted by the University of Hamburg, Germany, from Tuesday May 28 to Friday May 31, 2019.

8.1. Abstract

Purpose – The aim of the study is to evaluate different store flyer designs and assortment content displayed in flyers took by consumers as part of the heuristic decision-making process of visiting the store and buying. According to the energy efficiency principle, consumers use heuristics to make quick decisions based on little information. The evaluated store flyer design features were the brand on the cover page (BC), the use or not of an institutional slogan (SL), and the flyer extension (number of pages-NP). The evaluated assortment features were the number of advertised national brands (NB), brand in promotion (BP), and price range difference between the brands (PR).

Design/methodology/approach – Twelve different flyers were created as part of a mixed experiment combining a between- and a within-subject design. The moderating role of deal proneness was evaluated to illustrate the heuristic nature of the decision-making process. Finally, an online survey was conducted to analyze the impact of flyers on consumers behavior.

Findings – An extensive offer of products and longer flyers are no longer the best marketing strategy. The following flyer features were the most significant during consumers' decision process: shorter flyers, a small number of advertised national brands, a low price difference between the most expensive and the cheapest products, and the decreased number of products offer within and between categories. As a result, high deal-prone customers process information in a systematic way, using a large amount of information. Low deal-prone customers have a quicker heuristic process, using little information to make their decision.

Research limitations/implications – It is important to observe that there are other flyer design features that could also affect consumer behavior (e.g., different product categories and the number of product categories advertised). The impact of different well-known brands should also be considered. Further researches should develop a physical flyer and use interviewers to apply the questionnaire.

Practical implications – Our findings are relevant to researchers, retailers, and manufacturers. For researchers, we offer an improved understanding of how the flyer design affects the intentions to visit a store and buy. Both manufacturers and retailers can use these insights for better sales results. In addition, when we consider a printed flyer, the results corroborate for the creation and production of more environmental-friendly flyers.

Originality/value – This study is the first to evaluate the influence of flyer design and flyer content on consumers' intentions to visit a store and buy. Most of the studies on store flyers use econometric models at the aggregate level. Although some studies conducted experiments, this is the first to combine a between-subjects design with conjoint analysis. We also could illustrate the heuristic nature of the decision-making process, showing the moderating role of different levels of deal proneness in the way information is processed.

Keywords: Store Flyer; Fast Heuristics; Consumer Behavior.

Paper type: Research paper

8.2. Introduction

How can the store flyer design attract consumers to the store? Does it matter whether the brand in promotion is a national or a store brand? Does it matter whether the flyer is long or short? This research evaluates how the store flyer design and assortment content influence consumers intentions to visit the store and buy, which is the main goal of any retailer (Burton et al., 1999). Retailers use advertising to help increase sales and flyers are one of the most used tools (Gázquez-Abad and Martínez-López, 2016) since they allow massive distribution and are often more cost-effective than other media (Burton et al., 1999). In this context, considerable investments are made in flyer creation and distribution. This massive investment reflects in the number of printed flyers that consumers receive in their homes. In Europe, consumers received an average of 12 flyers per week in their homes during 2014 (ELMA, 2016). Germany increased the number of flyers delivered to households from 14 to 18 in four years (2010 to 2014) and Croatia, in the same period, from 8 to 11. In Finnish, an average of 15 flyers per week are distributed to consumers' homes. The Netherlands is one of the cities in which one receives the largest number of flyers per week at home, an average of 36 flyers (ELMA, 2016).

The flyer design represents an agreement between the interests of retailers and manufacturers. Retailers are more interested in the persuasive ability of flyers of attracting consumers to the store to buy regardless of the product brand. On the other hand, manufacturers are more interested in evaluating the performance of promotional actions of their own products and improving their market share (Gázquez-Abad and Martínez-López, 2016). In addition, for consumers, seeing or reading a flyer is a motivated act that needs a purpose such as knowing the promotional products offered by the store, excluding any other motivation different from purchase negotiation (MacInnis et al., 1991). Therefore, it seems that consumers are influenced by specific flyer messages that attract them to the retailer. The advertiser should offer a wide variety of brands (familiar and

unfamiliar), add value to the assortment (Mimouni Chaabane et al., 2010), and have a good price positioning (Gijsbrechts et al., 2003; Luceri et al., 2014).

However, consumers have different reactions when receiving, processing, and memorizing information to make a purchase decision. In traditional models, consumers are considered as passive agents that make little effort (lazy) during the decision-making process and can be easily manipulated by peripheral advertisement signals (Petty et al., 1983). Nevertheless, since the dissemination of information technologies and the broad availability of information, the decision-making process is changing. According to Todd (2001), consumers have developed a heuristic decision-making process based on little information, following the principle of energy efficiency. Recent findings noted a decrease in consumers attention toward the last pages of long flyers (Pentus et al., 2018).

This study has two main objectives to understand the heuristic process used by consumers when they look at store flyers to gather information to make a quick decision of whether they visit a store and buy or not. First, we want to know which are the most relevant flyer design features affecting consumers' decision. For this, we conducted a mixed laboratory experiment combining a between-subjects design and a within-subject conjoint analysis. A fictitious flyer, featuring a fictitious brand and its respective products, was designed. The design followed the pattern of real store flyers regarding the format, extension, number of sections, and content. The experiment was conducted in a between-subjects design combining three two-leveled variables: 1) the type of brand of the hook product in the cover page - BC (a national brand or a store brand); 2) the use or not of an institutional slogan - SL; and 3) the flyer extension in number of pages - NP (20 pages or 8 pages). The conjoint analysis was used to evaluate consumers' preference regarding two product categories (yogurt and bath gel). The conjoint analysis also included three two-leveled variables: 1) number of national brands featured in the flyer - NB (one or three national brands); 2) the type of promoted brand - BP (national or store brand); and 3) the price range between the most expensive and the cheapest product offered in each product category - PR.

Second, we aim to increase the understanding of the basic mechanisms supporting the quick and economical heuristic of information processing. We illustrated the heuristic nature of the decision-making process, showing the moderating role of deal proneness during the information processing.

Our results provide unpublished recommendations to retailers and store flyer designers regarding the flyer features that are most likely to attract consumers to visit the store and buy. The flyer should be short and promote a store brand product without any institutional slogan on the cover page. Each flyer section should preferably promote a store brand with price ranges as low as possible. According to Todd (2001), the use of quick heuristics makes consumers choose shorter and simple flyers. Finally, considering that high deal-prone customers process the information with higher motivation and more systematically than low deal-prone consumers (Darke et al., 1998). Therefore, consumers prefer to make purchase decisions based on longer flyers.

8.3. Literature review

It is widely known that store flyers are one of the main advertising tools that have the greatest impact on consumers intentions to visit a store and buy products (Gázquez-Abad and Martínez-López, 2016). In this context, very few researches focused on the actual impact of different flyer designs and their respective assortment content features on consumer behavior.

Creating a flyer design requires complex decisions from managers such as the basic design features and the distribution scope (Gázquez-Abad and Martínez-López, 2016). In this research, we focused on the flyer design and content features that influence a series of sequential decisions. Three essential parts of the flyer structure must be considered when setting up a new store flyer: the cover page, the content, (defined by the number of pages), and the back cover. Each one of these elements has a different role. The cover page attracts customers and arouses their interest when looking at a physical or digital store flyer. To increase its persuasive effect, the cover page should feature a promotional hook product(s)

and some well-known stores also include an institutional slogan. The flyer content features information about the promotional products organized into recognizable categories (i.e., food, personal care, and home care). Within each category, several competitive products (store and national brands) with different prices are advertised. Usually, the flyer displays images of the products along with their denomination, prices, information about their features, and the type of promotion (e.g., a 70% discount in the second unit). Finally, the back cover includes retailer identification details such as the address, telephone number, website, and location on a map.

8.3.1. Heuristic decision making from perceived information to action

In the same way, our physiological system has adapted to function with the least energy consumption, the entire decision-making process, from perceived store information to the actual decision, must follow the same principle of energy efficiency (Todd, 2001). This implies that consumers use a cognitive system capable of making quick decisions based on little information. This heuristic process leads to a decision that is good enough but not necessarily efficient. However, the decision is, on average, better than that made by other consumers given the cost and benefit involved (Simon, 1955).

Besides the actual time and energy consumed during the search for information, based on previous experiences or advertisement stimuli, there is also an indirect cost represented by all other activities consumers could be doing (Bröder and Schiffer, 2003). There is also the cost of making bad decisions when considering excessive information. The process might be biased when past experiences are used to make new decisions, which ultimately lead to a decision worse than that made upon less information (Gigerenzer and Brighton, 2009).

Based on this information about searching costs, a sequence of heuristics has been created so the information process is quick and economical. These heuristics are based on search rules that end as soon as enough information to make a decision has been gathered (Gigerenzer and Brighton, 2009). The traditional systematic rational decision-making approach consists of collecting all

available information. Oppositely, new approaches assign value to the options before choosing the best one. These heuristics have also been used to study the behavior of Internet users during online searches. The users explore websites until they detect relevant information; if there is no longer interesting information available they start navigating again (Pirolli, 2007).

8.3.2. Flyer design features

Consumers will usually use a quick and economic decision-making process based on little information. Therefore, flyer designers are focused on what kind and the amount of information the flyers should bring to improve the chances of a better outcome. Since we are considering a retailer flyer, its main goal is to persuade consumers to visit the store and buy. Certainly, different goals would require different information features. Here, we assume that purchasing is the only motivation of consumers, regardless of any other recreational or entertainment motivation induced by different types of advertisements (O'Donohoe, 1994).

The first information consumers get from the flyer is that on the cover page and it will motivate them to continue reading (Gijsbrechts et al., 2003). There are different ways to feature the cover page of a flyer. There is usually the supermarket brand, the institutional slogan, the duration of the promotion, and one or more promotional hook products. Large well-known chains reduce the cover advertisement to a single hook product, either a national brand (NB) or a store brand (SB) product, and a large white space (Pracejus et al., 2013). It is known that the promotion of a NB or a SB is a differential strategy. The promotion of a NB on the cover page would be the most suitable way to influence brand-loyal consumers while promoting a SB product would affect the consumers loyal to the retailer (Manzur et al., 2011). The use of a fictitious store does not bring any memories to consumers and the only information helping them making a quick decision is the presence of a well-known NB on the cover page. The NB may influence the intentions to visit the store and buy. Considering this, we have our first hypothesis:

H1: A NB hook product promoted on the cover page will influence the intentions to visit the store and buy.

During previous exploratory research conducted to evaluate different flyers, we observed that some retailers feature a slogan on the flyer cover. In general, the most popular brands use slogans such as "Get used to our good prices" (Corte Inglés), "What is worth a lot, costs very little" (Aldi), "Quality and price very close" (Dia %). According to Iacobucci (2016), a slogan sends a message that emphasizes primary benefits of the store (e.g., variety and quality of products, services, and differentiated economic conditions) that influence pre-existing beliefs and the brand image (Kohli et al., 2013). Therefore, by sending a message that the store is very popular, a slogan can provide a cognitive shortcut that helps the decision-making.

H2: The presence of a slogan on the cover page will positively influence the intentions to visit the store and buy.

The effect of flyer extension (number of pages) on consumers decision is a well-studied topic. According to the rational decision-making theory, long flyers provide more information so consumers can make a better decision when compared with shorter flyers (Mimouni Chaabane et al., 2010). However, some studies did not identify a significant influence of flyer size on the in-store traffic (Gijsbrechts et al., 2003). It has been recently demonstrated that the level of attention that consumers direct to longer flyers is reduced in the last pages (Pentus et al., 2018). According to Todd (2001), our cognitive system has developed heuristics to make quick and energy efficient decisions based on little information. Therefore, contrary to the traditional theory, it is expected that shorter flyers will provide decisive information that encourages consumers to visit a store and buy more products.

H3: Consumers' intentions to visit the store and buy will increase when consulting shorter flyers.

8.3.3. Assortment features

Defining the content of each flyer section is part of the sequential decision process of establishing the flyer design features. In this phase, the number of promotional products, the type of promotion, the presence or not of a NB and a SB, and the price range of the advertised products should be established. To evaluate the type of information that consumers consider during their decision-making process, we defined two flyers sections directed to frequently purchased products (yogurt and bath gel). The yogurt page appeared in the food section (dairy products) and the gel in the personal hygiene section (bath products). In each page, NB and SB products were offered, including promotional items, and products with different price range between the most expensive and the cheapest.

Currently, there is not a consensus about the number of brands that should be advertised in each section and the proportion between NB and SB products. National brands are considered the most effective way to attract consumers and they consequently increase sales (Blattberg et al., 1995; Steenkamp and Dekimpe, 1997). Consumers tend to focus on brands they have already bought once (Keller, 1993), which have a better chance of meeting their expectations (Pan and Zinkhan, 2006). Also, featuring a large number of NBs in the flyer contributes to the store image and to the expectation that there is a large variety of products in the store (Oppewal and Timmermans, 1997). In the absence of other information about the store, consumers will be positively affected by the presence of NBs, which will increase the purchase intention (Mimouni Chaabane et al., 2010). However, Ieva et al. (2015) used free recall and recognition (commonly used as memory proxies) of products advertised in flyers to estimate their effectiveness and did not find any differences between the recall levels of SB and NB. Pieters et al. (2007), found that the excess of competitive advertising in a flyer with a wide range of information (brands, prices, and promotions) negatively affects consumer behavior. Therefore, featuring a small number of NB products (either in the yogurt or gel section) will facilitate the heuristics of quick decision-making and will attract more consumers to visit the store and buy.

H4: Featuring a small number of NB products in the flyer will increase the consumer's intentions to visit the store and buy.

During our exploratory analysis, we observed different brands advertised in each product category and usually, one brand (NB or SB) had an outstanding promotion in comparison to others (e.g., buy 3 and pay 2) (Gijbrecchts et al., 2003). In this case, the argument supporting the following hypothesis is similar to that of H1. Promoting a NB product will be more effective to attract brand-loyal customers while promoting a SB product will be more effective for customers loyal to the retailer (Manzur et al., 2011). In addition, there is a synergistic effect of the advertisement of different NBs combined with pricing strategies on consumer behavior (Gázquez-Abad and Martínez-López, 2016). Therefore, since our SB is fictitious, promoting a NB product will be more effective in influencing consumers quick decision.

H5: The promotion of a NB product will provide enough information to increase consumer's intentions to visit the store and buy.

Evaluations of consumer behavior show that price acts as a non-physical signal that consumers use to make inferences about the product characteristics (Biswas et al., 2002). Consumers have difficulties in remembering absolute prices and use anchored evaluations, so the decision process is extremely sensitive to the price range of the advertised products (Simonson, 2008a). That is, the classification of a product as “expensive” or “cheap” is intrinsically subjective since the inferences arise from a comparative price evaluation (Allard and Griffin, 2017). It seems that consumers are often more sensitive to price variations rather than to brand loyalty (Gázquez-Abad and Martínez-López, 2016), mainly to the relative price variations between NB or SB products. Therefore, a lower price variation between products will facilitate a quick decision.

H6: The lower the price variation between products, the higher the consumer's intentions to visit the store and buy.

8.3.4. Moderation by deal-proneness

Following the principles of the energy efficiency theory (Todd, 2001), our model postulates that consumers use a cognitive system to achieve quick decision making based on little information. This inference process, obtained with few informative pieces, implies the use of heuristics. To demonstrate the relevance of this heuristic process, we will test if customers who claim to have a greater interest in the outcome of their decisions will be prone to use a more systematic decision-making process (that requires more information) instead of heuristics. To illustrate the heuristic nature of consumers valuation of flyers, we will investigate the moderating role of deal-proneness (DP). High deal-prone consumers (high DP consumers) respond more favorably to promotional offers, use discount coupons, diversify the purchase, buy large quantities, and have higher levels of price and value consciousness (Garretson and Burton, 2003; Gázquez-Abad and Sánchez-Perez, 2009). In summary, these are the consumers who are most interested in and motivated by the purchase process and have great pleasure in shopping. Following the premises of previous researches (e.g., Darke et al., 1998), we hypothesize that high DP consumers will systematically process the store flyer information. Low deal-prone consumers (low DP consumers) will process information in a heuristic way, using fewer informative pieces to make a decision to visit the advertised store and buy.

H7: High DP consumers will use more information to systematically make their decisions. Low DP consumers will use little flyer information to make their decision to visit the store and buy.

8.4. Methodology

This research examines what information consumers consider when looking at store flyers to make a quick decision to visit a store and buy. Although the heuristic evaluation processes do not lead to efficient decisions, they are fast, economical, and good enough for consumers making suitable decisions (Simon, 1955). To test our hypotheses, we conducted a mixed experiment combining a

between-subject analysis and a within-subject conjoint analysis, following the experimental design proposed by Huertas-Garcia, Gázquez-Abad, and Forgas-Coll (2016).

8.4.1. Participants

Supported by two Spanish universities, we sent an email invitation to more than 5,000 people asking them to participate in the experiment. We asked whether they are the usual responsible for purchasing home supplies and if they usually use store flyers to consult promotional products. To avoid bias during answers, participants who accepted the invitation received a message explaining only the general goals of the study (Pieters et al., 2007). The message also included instructions and a link to access the digital flyer for evaluation and the questionnaire.

We collected 812 evaluations of the yogurt page and the gel page; therefore, the final sample was composed of 406 complete and valid questionnaires. Analysis of non-response bias was performed through a t-test by comparing results of the fully completed and the incomplete questionnaires of each scenario. Results showed no significant differences between the groups, so the non-response bias was not a major concern in this study (Armstrong and Overton, 1977). A discriminant analysis of participants was performed: women were slightly more abundant (56%), participants between 26 and 40 years-old had the highest participation in the research (65%), most participants lived in a house of two persons (47%), and the majority had a college degree (57%).

8.4.2. Experimental Design

The experiment was comprised of three two-leveled variables in a between-subject half factorial design ($2 \times 2 \times 2$). The first variable was the brand promoted on the cover page (BC: NB vs. SB); the second was the slogan on the cover page (SL: presence vs. absence), and the third was the flyer extension (PG: 20 pages vs. 8 pages). The between-subject analysis was combined with a within-subject conjoint analysis, arranged in a three two-leveled experimental design ($2 \times 2 \times 2$).

The first variable was the number of promoted national brands (NB: three NBs vs. one NB), the second was the brand with an outstanding promotion over the others (BP: a NB vs. a SB), and the third was the price range of brands of the same product (PR: more than 20% vs. less than 20%). We choose a half-factorial design given the difficulty it would be for participants to evaluate eight pages of four flyers in a full-factorial design. We here propose a fractional factorial design grouped into blocks of two profiles, following the proposal of Yang and Draper (2003). Following this arrangement, each participant was asked to rate two pages (yogurt and bath gel, coded Y&G) of a single flyer. The dependent variable was the purchase intention (Grewal et al., 1998). The mixed experimental design encoded in a vectorial way is shown in table 1.

Table 11 – Experimental design

Scenario 1: Brand in cover national, 8 pages, without slogan.						Scenario 3: Brand in cover retail, 8 pages, with slogan					
Block	Profile	NB	BP	PR	Product	Block	Profile	NB	BP	PR	Product
1	1	-1	-1	-1	Yogurt	1	3	-1	+1	-1	Yogurt
	7	-1	+1	+1	Gel		5	-1	-1	+1	Gel
2	2	+1	-1	-1	Yogurt	2	4	+1	+1	-1	Yogurt
	5	-1	-1	+1	Gel		7	-1	+1	+1	Gel
3	5	-1	-1	+1	Yogurt	3	1	-1	-1	-1	Yogurt
	8	+1	+1	+1	Gel		4	+1	+1	-1	Gel
Estimations U=		2	2	2		Estimations U=		2	2	2	

Scenario 2: Brand in cover retail, 30 pages, without slogan						Scenario 4: Brand in cover national, 30 pages, with slogan					
Block	Profile	NB	BP	PR	Product	Block	Profile	NB	BP	PR	Product
1	2	+1	-1	-1	Yogurt	1	4	+1	+1	-1	Yogurt
	8	+1	+1	+1	Gel		6	+1	-1	+1	Gel
2	3	-1	+1	-1	Yogurt	2	1	-1	-1	-1	Yogurt
	8	+1	+1	+1	Gel		6	+1	-1	+1	Gel
3	6	+1	-1	+1	Yogurt	3	2	+1	-1	-1	Yogurt
	7	-1	+1	+1	Gel		3	-1	+1	-1	Gel
Estimations U=		2	2	2		Estimations U=		2	2	2	

8.4.3. Procedure

Participants were randomly assigned to one of the 12 versions of the store flyer. Each version had the same flyer design and the same visual stimuli except for the manipulated variables. To establish the evaluated variables and levels, an exploratory study was conducted evaluating flyers of the major Spanish supermarkets. During a congress about retail management, we discussed our

proposals with academics, retailers, and manufacturers. To avoid any store image and brand preference among participants, the flyer was designed for a fictitious brand (MÁS MARKET) and its respective products (e.g., Yogurt YOGUMAS, Gel JABONMAS, among others). The flyer was designed by a professional, following the usual structure and the suggestions of experts. Among the range of products advertised in the flyer sections (fresh, semi-processed, processed, personal care, and household products), real NB products selected after the exploratory study were included.

Participants were asked to look at the flyer as if they intended to buy any of the advertised products. Four bipolar seven-point scales (dependent variables) were used to estimate consumers intentions to visit the store and buy: “after browsing this flyer”: 1) I would like to visit the retailer store; 2) I will definitely buy from this store; 3) there is a high probability that I will buy from this store; and, 4) I would like to buy some product advertised in the flyer. This answers were rated on a scale from 1 (totally disagree) to 7 (strongly agree) ($\alpha = 0.884$, $F = 138.207$, $\text{Sig.} = <0.000$) (Grewal et al., 1998; Mimouni Chaabane et al., 2010; Sweeney et al., 1999).

In a separate section of the questionnaire, participants rated their deal-proneness in a five-item, seven-point scale adapted from Garretson and Burton (2003). For each item there were different bipolar scales: “In the purchases I make, getting a good DEAL”: 1) Means nothing to me/Means a lot to me; 2) Is not my interest/Is my interest; 3) Is boring/Is interesting; 4) Is unappealing/Is appealing; and, 5) Is unexciting/Is exciting ($\alpha = 0.840$; $F = 362.205$, $\text{Sig.} = <0.000$). High DP consumers are more willing to respond to promotional offers (Gázquez-Abad and Sánchez-Perez, 2009) and are positively associated with the purchase of different brands and quantity of promotional purchases (Schneider and Currim, 1991).

The description of the items, their alpha reliability coefficient estimates, the Kaiser-Meyer-Olkin analysis, and the adjustment of sphericity Bartlett's test, which were both satisfactory, are shown in Table 2.

Table 12 – Descriptive statistics of variables

Intention to visit and purchase - After browsing this flyer: (Grewal et al., 1998; Mimouni Chaabane et al., 2010; Sweeney, Soutar, & Johnson, 1999)		Component	Explained variance	Reliability α :	KMO	Bartlett's Test			
I would like to visit the retailer store		0.844				Approx. Chi-Square	df Sig.		
I would buy some products listed in the flyer		0.838							
I will definitely buy from this store		0.869							
There is a high probability that I will buy from this store		0.893	74.25%	0.884	0.795			1,861.000	6 0.000
Deal-proneness - In the purchases I make, getting a good "DEAL": (five items measured with the end points of) (Garretson & Burton, 2003)		Component	Explained variance	Reliability α :	KMO	Bartlett's Test			
Means nothing to me / Means a lot to me		0.859				Approx. Chi-Square	df Sig.		
Is not in my interest / Is in my interest		0.839							
Is boring / Interesting		0.737							
Is unappealing / Appealing		0.747	61.27%	0.840	0.838			1,566.077	10 0.000
Is unexciting / Exciting		0.721							

8.5. Results

The relationship between the dependent and independent continuous variables was evaluated using a regression model. We adjusted the scores of the intentions to visit the store and buy on the flyer design, content, and deal-proneness variables (centered on zero). The two-factor interactions between design features and deal-proneness were analyzed using ordinary least squares (OLS). There was a significant adjustment of the regression equation ($F(14, 812) = 10.963, p < 0.000, R^2 = 0.162$). Since the coding used for the analysis of variables was a vector, the β value represents the function slope. Although five of the six design and content feature variables had significant values, only two confirmed our hypotheses (Table 3). The relationship between the two product categories was not significant ($\beta_{Y/G} = 0.057; n.s.$) because respondents evaluated two different products in the flyer pages (yogurt and gel), demonstrating the external validity of the model.

The analyses revealed the heuristics followed by consumers capable of making quick decisions based on little information. The promotion of a SB on the flyer cover page ($\beta_{BC} = -0.170, p < 0.000$), the absence of an institutional slogan on the cover page ($\beta_{SL} = -0.186; p < 0.000$), and a reduced number of pages ($\beta_{PG} = -0.243; p < 0.000$) seem to be the informative items contributing to increasing the consumers interest in visiting the store and buying. Respectively, H1 and H2 are rejected since their assumptions point in the opposite direction. Hypothesis 3 is confirmed.

Considering the flyer content, it appears that the number of NBs featured in a particular product category has no effect on consumer behavior. The promotion of a SB product ($\beta_{BP} = -0.124$, $p < 0.000$) and the reduced price variation between products ($\beta_{PR} = -0.095$, $p < 0.021$) are informative items that also contribute to the intentions to visit the store and buy. Based on these results, H4 and H5 are rejected and H6 is confirmed. On the other hand, it seems that low DP consumers were more motivated by the flyer ($\beta_{DP} = -0.179$; $p < 0.000$) than high DP consumers. The results also revealed a significant two-factor interaction between deal-proneness and the presence of a slogan on the cover page ($\beta_{DP \times SL} = -0.081$; $p < 0.023$).

Table 13 – Results

Parameter	BC	SL	PG	NB	BP	PR	DP	Y/G	
β	-0.170	-0.188	-0.243	0.009	-0.124	-0.095	-0.179	0.057	
Hypothesis	t (value)	-4.829	-5.263	-7.041	0.251	-3.406	-2.306	-5.337	1.020
Test	Sig.	0.000	0.000	0.000	0.802	0.001	0.021	0.000	0.308

Parameter	DP x BC	DP x SL	DP x PG	DP x NB	DP x BP	DP x PR	
β	-0.030	-0.081	-0.007	-0.043	-0.010	-0.019	
Interaction	t (value)	-0.810	-2.270	-0.205	-1.267	-0.269	-0.556
Test	Sig.	0.418	0.023	0.838	0.205	0.788	0.579

To test H7, this interaction was analyzed more accurately and showed consumers who had evaluated one standard deviation below and above the average in the degree of deal-proneness (comparison of results are shown in Table 4). These results support the heuristic model [$F(7,106) = 3.397$, $p < 0.000$, $R^2 = 0.341$] in which high DP consumers use only two information pieces to decide whether or not to visit the store and buy. Their decisions were based on a large flyer ($\beta_{PG} = 1.360$, $p < 0.018$) and when there was not an institutional slogan on the cover page ($\beta_{SL} = -1.517$, $p < 0.002$).

Table 14 – Results of high and low deal-prone consumer

High DP Degree		BC	SL	PG	NB	BP	PR	Y/G
	β	0.165	-1.517	1.360	-0.172	-0.050	-0.653	0.304
Hypothesis	t (value)	0.290	-3.195	2.418	-0.415	-0.119	-1.472	1.059
Test	Sig.	0.772	0.002	0.018	0.679	0.906	0.145	0.292
Low DP Degree		BC	SL	PG	NB	BP	PR	Y/G
	β	-0.752	-0.259	-0.217	0.351	-0.241	0.066	-0.035
Hypothesis	t (value)	-2.599	-0.934	-0.823	1.370	-0.858	0.240	-0.138
Test	Sig.	0.011	0.352	0.412	0.173	0.392	0.811	0.890

Low DP consumers [$F(7,133) = 2.097, p < 0.016, R^2 = 0.198$] use a different heuristic, based on only one information piece. The promotion of a SB product on the cover page ($\beta_{BC} = -0.752; p < 0.011$) was the most influential variable for these consumers. These results confirm H7 since high DP consumers make their decision based on large flyers with a broad content, while low DP consumers pay attention to the promotion on the cover to make their decision.

These results support the relationship between flyer design features and a quick heuristics during the decision-making process. Although some consumers went in the opposite direction, most participants used a few flyer informative pieces to decide whether or not to visit the advertised store.

8.6. Conclusions and managerial implications

Here we proposed that the flyer design and content features influence the type of heuristics used by consumers when deciding to visit or not the advertised store and buy. According to Todd (2001), consumers receive and process information about a store to make a decision following the energy efficiency principle. Consumers use as little information as possible to make the decision; however, the final choice may not be necessarily the most efficient (Simon, 1955). We used 12 flyers, combining design and assortment features offered in two sections (yogurt and bath gel). We provided evidence to support the heuristic decision-making process and how flyer communicative elements contribute to such decision. Shorter flyers promoting a SB product on the cover page without any slogan were the most persuasive features for the analyzed sample. Considering the assortment variety in each section, SB products with an outstanding promotion and a low

price variation between products, regardless of the presence of a NB or a SB, were also informative pieces that consumers considered when making a decision.

The moderating role of deal-proneness during the heuristic decision-making process was proven to be effective. High DP consumers process information in a more systematic way, using long flyers without an institutional slogan to make a decision. Low DP consumers used flyers with the promotion of a SB product on the cover page as the only informative piece to make a decision.

Although five of the evaluated flyer features had a significant influence on consumers decisions, three of them did not follow our predictions. These contradicting features were related to the role of SB products. Recent researches show that SB products are no longer purchased exclusively by consumers loyal to the retail (Gázquez-Abad et al., 2015). This change is a consequence of the significant improvement and repositioning value added to these products (Corstjens and Lal, 2000; Gázquez-Abad et al., 2015). Based on our findings, it is possible to assume that promoting a SB product on the cover page represents more convincing information for consumers than promoting a NB. Similarly, consumers prefer SB products with an outstanding promotion over the other brands of each section. We also reinforce that this feature has a positive influence on low DP consumers. Store brand products with an outstanding promotion did not influence high DP consumers.

Considering the flyer extension, larger flyers did not have a positive influence on consumer behavior. Based on the energy efficiency principle, we realize that consumers are increasingly selecting the information they read. That is the reason why they prefer shorter flyers to quickly detect the promotional products they are looking for. Only high DP consumers prefer longer flyers providing more information.

Another interesting result was the effect of the presence of an institutional slogan on consumer behavior. Slogans are considered the second most important component of brand identity (Dass et al., 2014) and represent an important communication tool between retailers and consumers. Since our results showed

that the absence of an institutional slogan exerts a positive impact, especially on high DP consumers, they probably do not have the same effect on consumer behavior when considering the retailer market. As we detected in the exploratory analysis, only the most important retailers use slogans. This is probably linked to the fact that an institutional slogan expressed in an abstract language transmits the message that this is a premium supermarket with selected products and its prices might be higher (Allard and Griffin, 2017). However, more research is needed to link this hypothesis to the use of an institutional slogan in store flyers.

As previously mentioned, many consumers are more sensitive to price variations than to brand loyalty (Gázquez-Abad and Martínez-López, 2016), represented by disparities in the price range between NBs and SB products (Pieters et al., 2007). Our findings point to a consumer preference for a higher similarity between the prices of brands advertised in each section. This result shows an opposite heuristic to that of the price psychophysics in which consumers reaction depends on price variations (Grewal and Marmorstein, 1994). This reinforces a clear evolution of the quality of SB products in a way that consumers no longer distinguish between the quality of NB and SB products. These results seem to corroborate the current economic context of Spanish markets which has made consumers more sensitive to price variations and prefer cost-effective options (Gázquez-Abad et al., 2015; Gázquez-Abad and Martínez-López, 2016).

Finally, our results represent an update of the theory so far developed about the importance of flyer design for retailers and manufacturers. The results support the main role of flyers and their effect on consumer behavior and their relevance to retailers marketing planning. However, the outcomes are not that encouraging for manufacturers since consumers are increasingly choosing SB products due to the improved supplies advancement and quality evolution. Therefore, we reinforce that the flyer design and its content have contradicting consequences for retailers and manufacturers. Retailers and manufacturers must cooperate and find strategies that suit both interests and offer improved performance.

8.6.1. Managerial implications

Considering the importance of flyers as advertisement tools for retailers and manufacturers and the interest of consumers in using them to search for promotional products and brands, it is essential to previously establish the main goal pursued by the flyer design.

In this study, for instance, the intention to visit the store and buy has been established as a dependent variable and is a short-term goal. Therefore, when adjusting the flyer design, features that seem more relevant to its main goal must be highlighted. To achieve this goal, the flyer must be shorter, emphasize the advertisement of SB products, and display a small variety of products within and between categories. Slogans, which are so important in the formation of the store image, are not that important to attract consumers to the store. This is probably because slogans are effective as medium- and long-term tools, but not for a short-term goal. Therefore, if the main goal is, for instance, to improve the manufacturer image and not the retailer's, then a different set of design features should be considered. In addition, when we consider a printed flyer, the results corroborate for the creation and production of more environmental-friendly flyers.

In the context of quick consumer decision and short-term goals of retailers, SB products are the protagonists. Retailers are undoubtedly winning the battle against NB, they are increasingly developing their own brands and strengthening their image. However, this strategy is not sustainable in a medium and long term since manufacturers are constantly innovating and developing new products.

8.6.2. Limitations and future studies

This study had restrictions and some proposals can be made for future researchers. During the experiment, we faced two limitations that can become opportunities for future researchers. First, we used flyer design features to achieve a short-term goal; therefore, different goals may raise different hypotheses. Second, we restricted the consumer motivation to an exclusively commercial interest, without considering other motivations related to entertainment. Then, other experiments

could estimate which design features turn the flyer into an entertainment tool and, therefore, into an image and empathy generator.

On the other hand, we addressed the consumer decision process supported by recent findings that question the rational decision-making process and replace it with a quick and economic process. However, we could not establish a variable explaining any causal relationship with this quick decision-making process. We could have considered, for instance, the time spent to make the decision as a mediating variable in this process. Another very common limitation to experimental studies is related to the purchase intention, we never really know the percentage of intentions to buy that actually would end up in the purchase.

We also considered other flyer design features that could also be evaluated such as different product categories, other flyer extensions, and the number of product categories advertised. For future studies, we propose to develop a fieldwork strategy using physical flyers and the participation of interviewees to improve the rate of complete questionnaires. Herein we choose electronic flyers and questionnaires due to financial restrictions. Finally, we used a fictitious retailer to avoid bias caused by a well-known brand. Studies using well-known retailers would probably have different outcomes. So, a new proposal would be to estimate the effect of different brands, and their flyer features, on consumers behavior

**CHAPTER 9. FINAL
CONSIDERATIONS, LIMITATIONS
AND OPORTUNITIES**

9.1. Final considerations and managerial implications

This research examined the short-, medium-, and long-term effects that specific store flyer design and content features have on the consumer's perception of the store. The evaluated design features of the cover page were the brand of the promoted hook product (national or store brand) and the presence or not of an institutional slogan. The length of the store flyer (number of pages) was also considered. We also evaluated the content resources, which some author also call competitive clutter (Pieters et al., 2007). We studied the effect generated by a high or low number of competitive brands of the same product (two brands: a national and a store brand; or four brands: three national brands and one store brand), the type of promoted brand (national or a store brand), and the price range difference between competitive brands. The store flyer design and content features were used as dependent variables to evaluate the mechanisms of the medium-term effect of the perceived assortment variety and the long-term effect of the store global image. Likewise, we intended to verify the influence of those features on consumers' behavior, particularly in their intentions to visit the store and buy and to buy a store brand product, which are short-term goals. In addition to the main research problem and objective, secondary objectives were defined at the beginning of the study and will be exposed in the following paragraphs.

Throughout the results and conclusions presented in the three previous chapters (chapter six, seven and eight) it is possible to conclude that the research objectives were satisfactorily achieved. This accomplishment resulted in several conclusions and complementary contributions to the knowledge of consumer behavior related to the influence of the store flyer design and content. As one of the secondary objectives, we wanted to identify the profile of consumers who participated in the research. It was possible to conclude that the store flyer still is an important marketing research tool of considerable importance for consumers of different ages, education levels, and gender. The use of the store flyer is part of the pre-purchase process, which is a result of the interest in the available opportunities. Store flyers are used to compare prices, to access the variety of

products, to help making a shopping list and to search for options that best suit the consumers' needs. The flyer also provides the first impression of the retailer, which is an element of the image formation process. Our results contribute to the marketing literature and reinforce the importance of store flyers for researchers, retailers, and industries.

Another objective of this research was to investigate the influence of store flyer design and content features on consumer's perceived variety of the retailer's assortment as an element of its perceived image. The perceived variety and image represent primary attributes that consumers consider during the analysis and valuation of a retailer (Chang, 2011; Diallo, 2012; Hoch et al., 1999; Juan Beristain and Zorrilla, 2011; Kahn and Wansink, 2004; Semeijn et al., 2004). This valuation is important to sectorial professionals and improves the scientific knowledge. The perceived variety of the assortment indicates a higher possibility of finding a product that suits the consumers' needs and positively affects their behavior when assessing the store image.

According to the findings of the individual analysis of each factor in chapter six, store flyers with a higher number of pages are one of the main aspects used by consumers to access the perception of the variety offered by the retailer after browsing the flyer. The presence of an institutional slogan on the flyer cover is recommended because it appears to be an interesting strategy that influences the consumer's perception that the supermarket is an important chain and that it has a larger assortment of products. Regarding the competitive clutter, the analysis of the store flyer content features demonstrated important results. The featuring of a higher number of brands within a category and a larger price range difference between a national and a store brand (that would supposedly have the lower price) were important clues to indicate the large store assortment. We also concluded that it is better to promote a store brand product rather than a national brand product.

According to the exploratory two-factor interaction analysis between the design and the main content features, some variables showed results that need to

be more carefully evaluated. Different variables showed opposite results in the two-factor interaction analysis compared with the results of individual analysis. This means that when the effect of some variable is evaluated together with another variable, the results are different than they would be if the variables were evaluated individually.

As previously described, a longer flyer and the featuring of a high number of brands of the same product in the store flyer had the strongest influence on the perceived variety. However, the interaction of these two variables negatively affected the perceived assortment variety. It means that longer store flyers should not expose a high number of products of the same brand in each section; the opposite strategy would be more suitable. A longer store flyer should advertise a few brands of the same product or a shorter flyer should advertise a higher number of brands of the same product.

Something similar happened with another interaction between the analyzed variables. Competitive brands with the largest price range difference between the same product of national and store brands positively affected the consumers' perceived variety in the same way as the store flyer length. However, when the interaction between these two variables was analyzed, it had a negative effect on consumers' perceived variety. Apparently, longer flyers are much more fitted to advertise products of similar prices rather than advertising products with a wide price range variation. On the contrary, it could be true that shorter flyers are more fitted to advertise different brands of the same product with a wide price range difference.

Considering the competitive clutter, it seems that promoting a national brand does not contribute to improve the variety perception. However, the promotion of a national brand product, in a competitive clutter, in a longer store flyer that displays an institutional slogan had a positive synergistic effect on the variety perception. All these examples demonstrate that excessively simple analysis does not accurately measure consumers' behavior. The evaluation of only

main variables does not give a complete idea of the reality, which can be better comprehended with the analysis of two-factor interactions.

These results demonstrate that professionals need to carefully evaluate all the design, the layout, size, and the content features of the competitive clutter, as well as the number of brands, price range, and the promoted brand to avoid negative effects on the expected result. All these results also question the perspective of cognitive psychology, in the sense that the more information the better. Offering a large amount of information throughout a long store flyer or exposing a wide variety of brands of the same product, is not a good differentiation strategy and does not contribute to the formation of a positive store image. This demonstrates the need to look for new ways of structuring and studying store flyers and brochures such as through a heuristic perspective. This seems valid since consumers are filtering the information they receive and are more selective in the choice of spending their time looking at store flyers.

Up to here, we investigated the effect of different store flyer design features combined with the competitive clutter on the perceived variety (a component of the store image). In chapter seven, we investigated the effect of three different store flyer design features — brand in the cover (national or store brand), the use or not of an institutional slogan, and the extension of the store flyer (number of pages) — on the consumer's intentions to visit the store and buy and to buy a store brand product. Besides that, we investigated how the consumer's perceived variety of the retailer's assortment and perceived store image moderate their behavior. According to our findings, models including the moderating effect of perceived variety and store image had a significantly improved capacity to affect consumer behavior and play different roles depending on the variable considered (intentions to visit the store and buy or intention to buy the store brand) and the product category (yogurt vs. bath gel).

Considering the moderating role of perceived variety and image on the intentions to visit the store and buy, the perceived variety had a positive effect on these intentions regardless of the store flyer length. In longer store flyers it is

better to feature a national brand with a slogan on the cover page. In shorter store flyers, the best option is to feature a store brand with a slogan on the cover page. When considering the moderating effect of the perceived store image, we concluded that shorter store flyers, regardless of the presence of a national or a store brand on the cover or of an institutional slogan, had the best influence on consumers' behavior.

When we wanted to evaluate the influence of store flyers on the intention to buy a store brand product, the first observation was that the perceived image played again a very important moderating role, especially in the yogurt category. The perceived image was significant in all the different scenarios evaluated. On the other hand, the perceived variety had a significant effect only for the yogurt category in one of the tested scenarios. The effect of perceived variety on consumers' behavior was significant in the scenario with shorter store flyers featuring a national brand on the cover without an institutional slogan.

As already discussed in chapter seven, these differences in the evaluation of the effect of perceived variety and image between the yogurt and gel categories can be related to their purchase features. Yogurt is considered a "staple category" (high-penetration, high-frequency) and it is an essential item of consumers' shopping baskets (Dhar et al., 2001). On the other hand, gel products are considered as a "variety-enhancer" product (high-penetration, low-frequency). Since consumers prefer daily categories, they will make different valuations of the store features, such as variety and image, before buying (Voss et al., 2003).

After concluding that the moderating effect of the perceived variety and image is positive, it is necessary to further evaluate which store flyer feature has a positive effect on consumers' behavior.

In order to encourage the consumers' traffic in the store and the intention to buy, retailers usually advertise a wide variety of products through long store flyers. Increasing the perceived variety represents an interesting strategy for retailers since it is also one of the elements of the process of store image formation (e.g., Ailawadi and Keller, 2004; Diallo, 2012; Juan Beristain and

Zorrilla, 2011; Mimouni Chaabane et al., 2010). Surprisingly, our results pointed to the opposite outcome. According to our findings, shorter store flyers appear to have the strongest impact on consumers' behavior. This result corroborates previous findings which showed declining consumer buying interests when facing large assortments (Chang, 2011). The strongest impact achieved by shorter store flyers is good news since it also influences the store traffic and intentions to buy store brand products. These results confirm that in order to influence the consumer's behavior and achieve greater purchase interest, in-store brand products or general products, retailers must carefully evaluate the store flyer features, especially its extension.

Considering the other two evaluated features, type of brand of the hook product and the presence of slogans on the cover page, the results were dependent on the retailer goals. With a goal in mind (increase the intentions to visit the store and buy or the intention to buy a store brand product), retailers should evaluate the best configuration of the store flyer. If the goal is to increase store traffic and general sales, then the store brand with a slogan should be featured on the cover page. If the goal is to increase the consumer's intentions to buy the store brand products, featuring a national brand without a slogan on the cover page will be the best option.

In chapter eight, we aimed to understand the heuristics nature of consumers. Especially, which are the most relevant store flyer design and content features that consumers consider when making a faster decision about visiting the store and buy based on little information. We also evaluated the moderating role played by the deal-proneness level in the type and form in which the heuristic nature of the decision-making process is achieved. We achieved our goals and reinforced some interesting results about the consumer's behavior related to the use of store flyers.

We confirmed that consumers use heuristic during the decision-making process. High-deal prone customers process information in a more systematic way, using more informative pieces, while low-deal involvement consumers use very fast heuristics using few informative pieces to make their decisions.

Again, we demonstrated that offering a shorter store flyer is the best option, except for high deal-proneness consumers that prefer longer store flyers. Promoting a store brand product on the cover page of the promoted store flyer, which is a preference of low deal-proneness consumers, and featuring a small price range variation between products were the best options.

Some final considerations and managerial implications can be drawn. At first, we must emphasize that store flyer users are becoming increasingly selective about the material they will read. Consumers are mainly focused on information that is interesting to them. They are also looking for direct sources of information that present the most concise information. But this does not indicate that consumers do not use and read store flyers in the search for information. On the contrary, store flyers continue to be an important source of information during the search for promotional products, especially in the assessment of the retailer and store image.

Considering the importance of store flyers for consumers and for the retail sector, it is necessary to review the volume of information that will be presented throughout the store flyer. First, retailers should carefully evaluate the store flyer length, as well as the number of brands presented in each category. Considering the store image, the best results were also achieved when using shorter store flyers. The use of several brands of the same product had the same effect on consumer's behavior. It is better to select fewer brands and products than to offer a wide variety of products. We realized that the practice of using an institutional slogan needs to be reviewed since we observed a decrease in the positive evaluation of this variable. These evaluations were most likely linked to consumers who do not believe in the slogan message. Therefore, it is necessary to reevaluate the use of this strategy and observe whether the message really adds value to the retailer's image.

An interesting result was achieved in the consumers' evaluations of national and retail brands. Throughout the three studies, we realized that consumers are increasingly giving good evaluations to store brand products. Consumers

manifested the same level of trust between the two categories of products. This poses a complicated challenge to store flyer designers since they must keep a balance between competing brands and cooperation with manufacturers. The growth of retail brands is increasing the strength of retailers and the positioning of ads in the store flyers reflects this reality. Not only the manufacturer brands compete among each other, but the retail brands are increasingly getting space in the store flyers. In addition, retail brands are significantly contributing to the revenue volumes, the store image formation, the volume of consumer traffic, the market share, and the profitability (Pieters et al., 2007).

In this context, retailers are encouraged to increase the exposure to their own brands. However, without the manufacturer brands, it is not possible to offer a wide range of products to consumers. Therefore, they must continue to adapt to the manufacturer's demands. This poses a new challenge for designers and store flyers managers since many manufacturers believe that their advertising contributions are exploited by retailers, without a balanced financial return of their investments. It is currently possible to implement and develop new product lines with retail brands that captivate a growing and loyal public to store brand products.

Similar results could be observed when we evaluated the price range variation between national and store brand products. A large price difference between the cheapest (usually store brand) and the most expensive (national brand) product is not a competitive differential for the retailer. As already pointed out, the two categories of products (national and store brand) are equally evaluated by consumers. This enables retailers to develop new pricing and promotion strategies since promoting a store brand or a national brand product will have the same influence on consumers' behavior.

9.2. Limitations and opportunities

We should mention that, like any type of research, our study had limitations and created opportunities for future studies. The opportunities and limitations presented here could only be described due to the deepening of the theory and scientific knowledge during the evolution of the work. The experience acquired during the research and the difficulties (opportunities) allowed the perception of some limiting issues.

As a suggestion for future studies about the same theoretical framework, or about a different approach, is to consider the use of economic incentives to improve the response rate. Due to financial restrictions, no economic incentives were given to motivate respondents and, by convenience, a total of 5,426 surveys were sent to students of the School of Economic and Business Studies of the Open University of Catalonia (UOC) and the public in general from Catalonia. Even so, the selection for convenience will not introduce deviations from the total population, but we make it clear as a limitation the need to replicate the study in other samples of the population. Of the total number of surveys submitted, we received a return of 406 (7.5%) completed questionnaires.

The preparation of all phases of the survey followed a scientific rigor: the creation of the store flyer, the writing of the questionnaire, and the data analysis. However, the lack of incentives prevented us from reaching a better acceptance and participation of the volunteers. A higher number of complete responses would have helped to clarify some concepts that were impossible to evaluate considering the significance level. Also, with a higher number of responses, the evaluation and interpretation of the analyzed models would have been improved.

A digital version of the store flyer was used in this study. After sending an invitation letter endorsed by two universities, the store flyers were sent via electronic mail to a sample of selected consumers. Similar to what happens with printed store flyers, several consumers discarded the flyer as junk mail. Some consumers clearly do not like to receive advertisements since they consider it a mail invasion. Future studies can try to find incentives and develop new messages

or different ways to present the store flyers to achieve better acceptance and keep consumers interested in reading them. This issue is of crucial importance so that retailers and manufacturers would a better store flyer acceptance (either printed or digital) by consumers. They should also consider the impact that printed store flyers have on the environment if they are not correctly recycled.

We could also observe the increasing strength of store brand products considering their outstanding volume, when compared to manufacturer brands, and their perceived quality. The amount of store brand products is practically equivalent to the manufacturers' brands and they are increasingly present in supermarket shelves. The knowledge about the effect of store brands on consumers' behavior is still incipient regarding its acceptance and choice motivation when offered along with national brand products. Considering this lack of information, there is an interesting opportunity to further research. In fact, we created a fictitious brand for a fictitious supermarket and their respective brand products to avoid any brand image recall. Even so, the fictitious brand played an important role in the decision-making process of consumers. Undoubtedly, if a brand of a well-established supermarket chain was used, Mercadona for instance, other results could have been achieved. Another topic for future research would be the study of the competitive clutter between brands already present in the market with different levels of market penetration.

Future researches should investigate whether our findings could be implemented using alternative store flyer features. Different design features could affect differently the consumers' behavior. These features could be the use of different ad sizes in the competitive clutter, the use of different national brand products according to their market share (combining more- and less-known national brands), the number of product categories, etc.

One strong point of this research that should be highlighted is that a considerable amount of time was devoted to the questionnaire, with a detailed long planning in which expert researchers were consulted. An artist collaborated with the creation process and the store flyer graphic design. We tried to conduct

the research with the highest scientific rigor to achieve all the objectives using the best analyses. As an advice to future researchers, it is necessary to devote enough time to establish a wide range of objectives at the beginning of the research and develop questionnaires with scientific rigor so it would be easier to achieve the proposed objectives.

Another possible adaptation for further studies would be to adapt the objective to different types of activities that also use store flyers. These activities could be related to stores focused on electronic equipment, fashion products, drugs, DIY, gardening, toys, gift products, furniture, and sports, among others. In our study, we focused our attention on convenience products (yogurt and bath gel) and we could find differences between them. Therefore, it would be interesting to understand the consumer's behavior toward different types of retail store flyers (clothing, furniture, household appliances, etc.).

In general, the store flyer literature focuses on their short-term goals: attitude toward the store, intention to buy, intention to visit, etc. However, this study analyzed a medium-term goal, which is the perception of the assortment variety as a component of the retailer brand image. Nevertheless, there is much more to understand, and further studies must deepen the knowledge of the most relevant factors for medium- and long-term goals. The same can be applied to the retailer image. More research is needed about which are the store flyer design features that contribute to improve the retailer image since it is an important element for the retailer's long-term strategy to guarantee its permanence in a competitive market.

Another interesting research opportunity is related to the time interval between the moment in which the consumers receive the store flyer and the moment of a possible purchase. The evaluation of the effect of the store flyer on consumers' behavior shortly after receiving it, after a period spent browsing it, and after a purchase is made seem to be interesting research opportunities.

Although our study used a very sophisticated experimental design capable of evaluating the effect of the main variables and the two-factor interactions

without confusion, it did not fully capture the entire complexity and dynamism of the process of choosing and buying products from a store flyer. In this sense, a single study using a single sample represents a limitation since more studies would be required to externally validate the results achieved, particularly the results obtained from the interactions of two factors.

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ATTACHMENTS

Appendix A. Example of an experimental condition (in Spanish)

Más Market

¡ GRANDES OFERTAS !

Detergente en polvo
WIPP EXPRESS
44 cacos

11,95€

NO SE ENCONTRARÁN EN:
CC.LL. de Madrid (C/ BARCELONA), CC.LL. de Aragón (C/ D. Juan de Borja), CC.LL. de Cataluña (C/ F. Ferrer), Murcia (C/ TORRE)
CC.LL. de Valencia (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN)
CC.LL. de Aragón (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN), CC.LL. de Aragón (C/ ALBAICIN)
Y TAMBIÉN EN NUESTRA PÁGINA WEB: www.masmarket.com masmarket.es

Frutería

MARAJAL 1kg 1,95€	UVA negra 5kg 1,80€
PERA Conference 1kg 1,35€	MELOCOTÓN 1kg 1,50€
MECTARINA 1kg 1,60€	MAMARINA Golden 1kg 0,99€
FRESALS 4kg 1,99€	PLÁTANO Concolor 1kg 1,55€

Yogures y Snacks

Yogur DANONE natural pack 4 1,20€	Yogur YOGIMAS varios pack 4 1€
Pan tostado GUSTO normal 1,73€	Pan tostado TOTIMAS normal 1,48€
Pañales LAVI varios sabores 1,49€	Bollería BONY y TIGERTON pack 2 1,09€
Papas PAPANAS varios sabores 0,89€	Bollería DONUTS varios / chocolate pack 4 1,45€

Pañales y Colomias de bebé

Colonia JOHNSON'S BABY 250ml 2,90€	Agua de colonia CHICCO 250 ml 2,70€
Agua de colonia BABYMAJ 250 ml 1,89€	Agua de colonia BABYMAJ 250 ml 1,89€
Pañales MUGGLES 18 uds 7,99€	Pañales MUGGLES 18 uds 7,99€
Pañales DODOT 18 uds 12,49€	Pañales BABYMAJ 30 uds 5,46€

Higiene Personal

Gel LA TOJA normal / uso 2,10€	Toilets CHILLY 1,75€
Crema depilatoria VEET varios 1,80€	Gel MOBIL de Legria 1,50€
Aceite JOHNSONS unidas 1,92€	Desodorante AXE varios 3,44€
Desodorante AXE varios 3,44€	Desodorante REZONA Men / Women 2,98€
Crema de manos NIVEA 2,79€	

Pescados

Lengüetas peladas 1 kg 6,80€	Trucha ahumada 1 kg 9,20€
Merluza 1 kg 6,10€	Langosta P. 1 kg 11,80€
Salmon ahumado 1 kg 9,90€	Calamar limpio 1 kg 5,35€
Doradillo 1 kg 14,50€	Pescado 1 kg 4,20€

Carnes

Cerdo picado maza 400gr 2,50€	Pechuga de pavo 1kg 6,20€
Bistec de ternera 500gr 4,60€	Chuletas de cordero 500 gr 4,30€
Salchichón de ternera 1kg 9,80€	Pollo entero 1,5kg 3,49€
Membrillo carne maza 400gr 2,50€	Cerdo maza 1,5kg 5,95€

Vinos

Legante Reserva D.O. Rioja 75cl. 6,75€	Pisco Chiriqui 75cl. 3,45€	Abadía Reserva C. y Lda 75cl. 11,82€	Reserva D.O. Rioja 75cl. 3,20€
Domingo Blanco 75cl. 2,45€	Tropico Sauvignon 75cl. 2,80€	Epitima Reserva 2006 75cl. 2,66€	Año Viejo Chis 2007 75cl. 16,70€

Appendix B. Research Technical Data

Research technique: Online interview

Universe: Regular buyers of supermarkets that usually use store flyers to consult promotional products.

Geographical scope: Students of the School of Economic and Business Studies of the Open University of Catalonia (UOC) and the public in general from Catalonia.

Sample: Four hundred six complete questionnaires were obtained, representing 7.5% of the initial sample of emails sent (5,426)

Sample error: The presented data are of convenience and, therefore, it is not under the assumption of a random sample.

Field work: The field work was conducted between September and November 2012.

Sample Characteristics:

<i>Gender</i>	<i>Age (years old)</i>	<i>Residents of the same household</i>	<i>Studies</i>
Men 44%	19 - 25 years 19%	1 person 25%	Primary-secondary 8%
Woman 56%	26 - 40 years 65%	2 persons 47%	University - intermediate degree (Diploma) 29%
	41 - 65 years 16%	3 persons 16%	University - higher degree (Bachelor) 57%
		>4 persons 12%	Master / Doctor 5%

Appendix C. Questionnaire (in Spanish)

1. Después de hojear el folleto publicitario, ¿recuerdas haber visto anunciadas marcas de yogur?
 - a. Sí
 - b. No

2. ¿Cuántas marcas nacionales de yogur has visto en el interior del folleto publicitario?
 - a. 1
 - b. 2
 - c. 3 o más

3. ¿La/s marca/s nacionales de yogur que aparecen en el folleto mostraban algún tipo de promoción (e.g., promoción del precio, descuento en segunda unidad, etc.)?
 - a. Sí
 - b. No

4. ¿La Marca de Distribuidor de yogur que aparece en el interior del folleto, presentaba algún tipo de promoción (e.g., promoción del precio, descuento en segunda unidad, etc.)?
 - a. Sí
 - b. No

5. Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:
 - a. Después de hojear este folleto, definitivamente voy a considerar la compra de la Marca de Distribuidor de yogur de este establecimiento (1 a 7)
 - b. Después de hojear este folleto, existe una elevada probabilidad de que compre la Marca de Distribuidor de yogur de este establecimiento (1 a 7)
 - c. Después de hojear este folleto publicitario, prefiero comprar otra marca de yogur diferente a la Marca de Distribuidor de este establecimiento (1 a 7)

6. Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:
 - a. El yogur es una categoría de producto importante para mí (1 a 7)
 - b. Encuentro que es interesante hablar sobre yogures (1 a 7)
 - c. Disfruto comprando yogures (1 a 7)

7. ¿Cual es tu frecuencia de compra de yogures? (marca la opción que se corresponda con tu comportamiento)
- Nunca
 - Menos de una vez al mes
 - Una vez al mes
 - Varias veces al mes
8. Después de hojear el folleto publicitario, ¿recuerdas haber visto anunciadas marcas de gel de baño?
- Sí
 - No
9. ¿Cuántas marcas nacionales de gel de baño has visto en el interior del folleto publicitario?
- 1
 - 2
 - 3 o más
10. ¿La/s marca/s nacionales de gel existentes en el folleto mostraban algún tipo de promoción (e.g., promoción del precio, descuento en segunda unidad, etc.)?
- Sí
 - No
11. ¿La Marca de Distribuidor de gel presente en el interior del folleto, presentaba algún tipo de promoción (e.g., promoción del precio, descuento en segunda unidad, etc.)?
- Sí
 - No
12. Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:
- Después de hojear este folleto, definitivamente voy a considerar la compra de la Marca de Distribuidor de gel de este establecimiento (1 a 7)
 - Después de hojear este folleto, existe una elevada probabilidad de que compre la Marca de Distribuidor de gel de este establecimiento (1 a 7)
 - Después de hojear este folleto publicitario, prefiero comprar otra marca de gel diferente a la Marca de Distribuidor de este establecimiento (1 a 7)
13. Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:

- a. El gel es una categoría importante para mí (1 a 7)
 - b. Encuentro que hablar sobre gel es interesante (1 a 7)
 - c. Disfruto comprando gel (1 a 7)
- 14.** ¿Cual es tu frecuencia de compra de gel? (marca la opción que se corresponda con tu comportamiento)
- a. Nunca
 - b. Menos de una vez al mes
 - c. Una vez al mes
 - d. Varias veces al mes
- 15.** Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:
- a. Después de hojear este folleto publicitario, me gustaría visitar el establecimiento del minorista (1 a 7)
 - b. Después de hojear este folleto publicitario, me gustaría comprar algunos de los productos que aparecen en el folleto (1 a 7)
 - c. Después de hojear este folleto publicitario, definitivamente compraré en este establecimiento (1 a 7)
 - d. Después de hojear este folleto publicitario, existe una elevada probabilidad de que compre en este establecimiento (1 a 7)
 - e. Después de hojear este folleto publicitario, prefiero realizar mis compras en otro establecimiento (1 a 7)
- 16.** Señala, en una escala del 1 al 7 (donde 1=totalmente en desacuerdo y 7=totalmente de acuerdo), tu valoración de cada una de las siguientes afirmaciones:
- a. Parece que este establecimiento tiene una gran variedad de productos (1 a 7)
 - b. Todo lo que necesito parece estar en este establecimiento (1 a 7)
 - c. Este establecimiento parece tener muchas marcas (1 a 7)
- 17.** En las compras que hago, conseguir una oferta es (valora cada uno de los aspectos con una escala del 1 al 7, cuyos extremos se indican en cada caso):
- a. Nada atractivo (valor 1) – Muy atractivo (valor 7) (1 a 7)
 - b. No me preocupa absolutamente nada (valor 1) – Me preocupa muchísimo (valor 7) (1 a 7)
 - c. Es muy aburrido (valor 1) – Es muy interesante (valor 7) (1 a 7)
 - d. No significa nada para mí (valor 1) – Significa mucho para mí (valor 7) (1 a 7)
 - e. Nada excitante (valor 1) – Muy excitante (valor 7) (1 a 7)

- 18.** A partir del folleto publicitario que tiene el establecimiento, creo que éste es: (valora cada uno de los aspectos con una escala del 1 al 7, cuyos extremos se indican en cada caso):
- a. Muy caro (valor 1) – Muy barato (valor 7) (1 al 7)
 - b. Ofrece productos de mucha calidad (valor 1) – ofrece productos de muy poca calidad (valor 7) (1 al 7)
 - c. Aburrido (valor 1) – divertido (valor 7) (1 al 7)
 - d. Clásico/antiguo (valor 1) – Moderno (valor 7) (1 al 7)
 - e. Ofrece ofertas muy interesantes (valor 1) – ofrece ofertas muy poco interesantes (valor 7) (1 al 7)
 - f. Surtido muy completo (valor 1) – surtido muy escaso (valor 7) (1 al 7)
- 19.** Indica tu género:
- a. Hombre
 - b. Mujer
- 20.** Indica tu edad:
- a. 18 años
 - b. 19 a 25 años (ambos inclusive)
 - c. 26 a 40 años (ambos inclusive)
 - d. 41 a 65 años (ambos inclusive)
 - e. Más de 65 años
- 21.** Indica tu nivel de estudios
- a. Primaria-secundaria
 - b. Universitario grado medio (Diplomatura)
 - c. Universitario grado superior (Licenciatura)
 - d. Doctor/Máster
 - e. Sin estudios
- 22.** Incluyéndote a ti, ¿cuántas personas viven en tu hogar?
- a. 1
 - b. 2
 - c. 3
 - d. 4 ó más