

# RESEARCH INSIGHTS

## RETAIL DURING THE PANDEMIC

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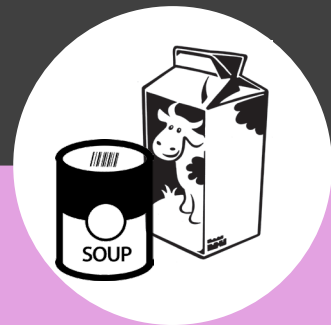
### Offer inspiration & encourage smart-phone use in stores<sup>1</sup>

In the current situation, consumers are likely to conduct shopping on an “auto-pilot”, lacking inspiration for new recipes or ideas. Offering consumers inspiration in store, or promoting smartphone usage during shopping can help. In fact, smartphone users spend up to 41% more when shopping.



### Pay attention to shelf organisation<sup>2</sup>

Disorganised shelves remind consumers that others have already touched the products. Especially during the pandemic this can increase fears of contamination and reduce willingness to buy products. Ensure that shelves are tidy and restocked throughout the day. A store can lose as much as 35% of the sales on messy displays.



### Help consumers access product information<sup>3, 4</sup>

Most detailed product information is presented on the back of product packaging. When consumers cannot touch products, they lack access to this information. Make it accessible with shelf labels of QR codes to product pages. Ensuring barcodes are visible can also help consumers look for information with their phones. Shoppers have been found to buy 4% more of healthy items when content information is easy to access.

1 Grewal, Dhruv, Carl-Philip Ahlbom, Lauren Beitelspacher, Stephanie M. Noble, and Jens Nordfält (2018), “In-Store Mobile Phone Use and Customer Shopping Behavior: Evidence from the Field.” *Journal of Marketing*, 82, 102-126.

2 Reynolds-McInay, R., J Nordfält, & M Morrin (2017), “How Product-Environment Brightness Contrast and Product Disarray Impact Consumer Choice in Retail Environments,” *Journal of Retailing*, Vol. 93(3), 266-282.

3 Grewal, Dhruv, Stephanie M. Noble, Carl-Philip Ahlbom, and Jens Nordfält, “The Sales Impact of Using Handheld Scanners: Evidence from the Field.” (2020), *Journal of Marketing Research*, 57(3), 527-547.

4 Ikonen, Iina, Francesca Sotgiu, Aylin Aydinli, and Peeter W.J. Verlegh, “Consumer effects of front-of-package nutrition labeling: an interdisciplinary meta-analysis.” (2020), *Journal of the Academy of Marketing Science*, 48(3), 360-383.

