

# **The Sweet Smell of Success: An Ethnography of the Waitrose Customer Experience**

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In partial fulfilment of the requirements of the award of BA  
(Hons) Public Relations at Bournemouth University

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## **The Sweet Smell of Success: An Ethnography of the Waitrose Customer Experience**

*Experiential marketing goes further than providing the consumer with just a product, it provides consumption experiences that evoke feelings of fantasy and fun. Experiential marketing is widely recognised in the retail, hospitality and tourism industries, however lacks exploration in the grocery sector. As the grocery industry is driven by competitive low prices; it is argued that Waitrose can utilise experiential marketing to adopt a point of differentiation, in order to compete against the supermarket giants. This ethnographic study offers an insight and analysis into bridging the gap between experiential marketing theory and practice in the grocery industry. This phenomenological approach indicates that: the senses, nostalgia, heritage, authenticity and the peripheral identity are pivotal factors that must be adopted to generate compelling experiences for Waitrose consumers in store. By utilising grounded theory, a holistic framework has been proposed to transform experiential marketing theory into practice for Waitrose. This paper assists in bringing the concepts that establish the Waitrose consumer identity to life in a fun, creative and fantasising manner, through the power of the senses.*

**Key words:** Experience; grocery; food; senses; identity; heritage; authenticity; nostalgia; holistic.

## INTRODUCTION

“Yet again I had recalled the taste of a bit of madeleine dunked in a linden-flower tea which my aunt used to give me...immediately the old gray house on the street where her room was found, arose like a theatrical tableau...” **Proust (1913, p.47)**

The realm of consumer commoditisation is changing and the postmodern world of economic value has moved from being product, to experience driven (Pine and Gilmore 1998). Consumers express levels of enjoyment when grocery shopping (Koch 2012; Nielson 2015). Furthermore, with little research on supermarket experiences, the grocery industry is a focus for this research. Smilansky (2009) identifies that experiential marketing provides differentiation to survive price wars. Waitrose are positioned seventh in the supermarket share league (Statista 2016), justifying using Waitrose as a case study to create competitive advantage. According to Mintel (2015), the Waitrose consumer is the most likely to seek engaging retail experiences, yearning for enjoyment within their purchase making. Waitrose consumers are therefore the ripest segmentation for this observational research.

The ‘Proustian phenomenon’ proposes that smells are the strongest sensory cue in recalling distant memories. However, Pichon (2000) claims that odours no more provoke memories than the other senses. Furthermore, literature regarding sight, touch and taste indicates that sight is the pivotal factor in driving and intensifying the other senses (DuBose et al. 1980; Peck et al. 2013). Schmitt (1999) and Brackus et al (2009) introduce ‘the senses’ as the fundamental basis for experiential marketing but neglect to elaborate on the consumer susceptibility of each sense. This paper seeks to argue that sight is the sense which Waitrose consumers are most predisposed to in store. It further proposes that the senses work holistically in order for optimal experiences to be felt. This empirical research will go further than identifying which of Schmitt’s (1999) five experience types Waitrose consumers are most susceptible to. It will analyse how Waitrose can utilise the concept of a holistic experience (Schmitt 1999), in order to connect all five experience types to create the most compelling in store experiences.

Consumer identity has been widely analysed within literature to understand how to market experiences to different groups (DeVault 1991; Poulsson and Kale 2004; Escalas and Bettman 2005). Literature was used to analyse what mediates the Waitrose consumer identity. As Churchill and Peter (1995, p.21) state, “successful marketing is customer driven, addressing the customer needs and desires.” With identity being a complex matter (Woodward 1997; Hecht et al. 2005), this empirical research will oppose that the central identity has a stronger connection with brands (Harmon-Kitzer et al. 2013) and propose that the peripheral identity has an equal strength of brand connection. It will further argue that sight is the pivotal sense which drives, intensifies and mediates the Waitrose consumer identity.

The value of ethnography combined with grounded theory is arguably the best method used for the purpose of this research paper, in order to obtain the most authentic and trustworthy findings (Glaser and Strauss 1967; Pettigrew and Cowan 2000). It is argued that the themes of: the senses, nostalgia, heritage and authenticity are at the heart of what constitutes to the Waitrose identity, enhancing the in store consumption experience.

## **LITERATURE REVIEW**

The literature explored in this paper will critically examine: experiential marketing, the senses and consumer identity. It will be analysed in conjunction with experiential marketing in the grocery environment, in particular looking at Waitrose. The gaps found in the literature will further contribute to the formation of the aims and objectives of this paper.

### **Experiential Marketing**

Experiential marketing is a phenomenon that has been developed and explored in the retail (Pine and Gilmore 1998), entertainment (Holbrook et al 1984) hospitality (Walls 2013) and tourism (Lindberg et al. 2014) sectors. Tynan and McKechnie (2009) identify the grocery sector as an avenue of new exploration in experiential marketing. Recent studies around grocery and experiential marketing have offered new insights

(Lang and Hooker 2013; Spanjaard et al. 2015), however a lack of empirical primary research also presents an opportunity for new contributions.

Hirschman and Holbrook (1982) presented an argument for a widened perspective on both the ‘information’ and ‘experiential’ process regarding consumer behaviour. Hirschman and Holbrook (1982, p.134) state;

“many products project nonverbal cues that must be seen, heard, tasted, felt or smelled to be appreciated properly.”

Their contribution acknowledges that experiences are pivotal for future growth of organisations. They conclude that experiences consist of a steady flow of fantasies, feeling and fun, identifying experiences as multi-faceted and characteristically hedonic (Babin et al. 1994; Holbrook 1999). Prebensen and Rosengren (2016, p.144) further state “hedonic value includes social, emotional and epistemic elements.” Pine and Gilmore’s (1998) pivotal study further identifies the value of experience, identifying it as the fourth, ultimate stage in economic value commodity. This suggests organisations should focus on providing experiences for differentiation (Carbone 1998). Pine and Gilmore (1998, p.98) assert;

“this transition from selling services to selling experiences will be no easier for established companies to undertake.”

Arguably, experience implementation is something that lacks understanding in the price war driven grocery sector (Revoredo-Giha et al. 2012). Pine and Gilmore (1998) identify four realms of what constitutes to an experience: entertainment, education, esthetic and escapist. Their research highlights the importance of engaging all five senses, similar to Schmitt (1999).

“The era of the experience economy”

**Tsai (2005, p.432)**

Schmitt’s (1999) revolutionary study further conceptualises five types of experience. Similar to Pine and Gilmore (1998), he identifies ‘sense’ as an experience type but further identifies ‘feel’, ‘think’, ‘act’ and ‘relate’ as fundamental SEMs (strategic experiential modules). However, Schmitt (1999) disregards identifying which SEM is strongest for consumption experiences. Brackus et al (2009) develops the concept of

'brand experience', defining it as the next marketing phenomena for businesses, in line with Pine and Gilmore (1998). Brackus et al (2009) identified experience types similar to Schmitt (1999), but tested their strength with brand experience, further developing its relevance for utilising experiences as a marketing tool. 'Sense' appears to have the strongest relationship with brand connections. This follows by 'affective' (feel), 'intellectual' (think) and 'behavioural' (act/relate)'. Lindström's (2010) study contributes that brand sense increases a consumer desire to buy a brand, suggesting 'sense' is the building block for generating meaningful consumer experiences.

Schmitt's (1999) concept of building holistic experiences is the most desired experience felt by consumers. It requires not just using two SEMs separately, but strategically connecting them. However, Schmitt (1999) neglects to recognise if holistic experiences are subject to particular industries or applicable to all, presenting a key learning opportunity when observing Waitrose consumers. This provides an opportunity for a holistic framework to be proposed for Waitrose, in order to create compelling consumer experiences which can be adapted across the grocery industry.

Lanier and Rader (2015) develop identifying experiences as hedonic (Babin et al. 1994; Holbrook 1999; Prebensen and Rosengren 2016) and looking at them from an expanded view, further binding empirical and theoretical concepts around consumption. Their classification of experiences is based around the stability (structure) or instability (anti-structure) of the consumer's identity and if the consequence of the experience is intended (function) or ambiguous (anti-function). Lanier and Rader (2015, p.496) define performance experiences as;

"to reinforce established meanings and enhance one's current identity within the broader society."

Performance experiences adapt aspects of fantasy and creativity (Kozinets et al. 2004; Maclaran and Brown, 2005), similar to what Hirschman and Holbrook (1982) define as what constitutes to an enriching experience. Performance experiences stem from stable identities and functional consequences which have underlying cultural forms, supporting the notion that food consumption are symbols of our cultural identity (Benson 1994; Baldwin et al. 2014). Lanier and Rader (2015, pg.495) state the purpose of performance experiences is to "promote functional consequences that ultimately

reinforce the identities.” Thus, the ultimate functional consequence of grocery shopping is to make a purchase, which will reflect the consumer identity. It is therefore predicted that Waitrose experiences type will identify as the performance type, based on the grounds that Waitrose consumers yearn for experiences and enjoyment in purchasing (Mintel 2015), and that food has underlying cultural connections to the social identity (Baldwin et al. 2014).

## **The Senses**

Schmitt (1999) neglects looking deeper into analysing the five senses. As Brackus et al (2009) define ‘sense’ as having the strongest connection with brand experience, sensory experiences deserve a deeper exploration.

Regarding touch, Gibson (1966) adopted the definition ‘haptics’, referring to seeking and abstraction of by the hand (Krishna et al. 2010). Peck (2010, p.18) argues touch is pivotal amongst other senses;

“the sense of touch is proximal, the other senses act through a medium; vision smell and hearing operate through the air whilst for taste, the wetness of saliva must be present.”

It is predicted that Waitrose consumers will engage in ‘touch’ predominantly in store as it is most accessible. According to Peck (2010), there are varying degrees of touch, identified through the taxonomy of touch scale in marketing. The scale was formed from observational studies at a grocery store, making it valuable to this research. The first three stages comprise of ‘instrumental touch’, defining touch as a means to an end. The fourth stage comprises of hedonic touch, in line with literature that constitutes hedonic as being the most enriching experience type (Hirschman and Holbrook 1982; Babin et al. 1994; Holbrook 1999; Prebensen and Rosengren 2016). Thus, the fourth stage on the scale is most desirable for Waitrose consumers to engage in. Peck et al (2013, p.195) proclaim;

“in the absence of explicit instructions to imagine haptically, individuals may be disappointed with the actual product when they eventually have the opportunity to touch it.”

This suggests that touch and vision are connected, in which visual cues enrich the touching experience. This supports Miller (1972), who argues vision has strong dominance over touch, further opposing Peck (2010) who argues that touch is the

proximal sense. This suggests sight has a central impact on touch experiences. The degree of touch in Waitrose stores will be examined closely with the relationship of sight, suggesting utilising the senses holistically will increase the quality of the experience.

Proust (1913) introduced the groundbreaking concept of the 'Proustian phenomenon', claiming that smell is the most powerful sense to provoke distant memories (Hirsch 1992; Reid et al. 2015). However, Pichon (2000) claims that odours are equally and no more effective in provoking memories compared to the other senses. This provides scope for the concept and strength of smell to be explored within Waitrose.

Colours of food determine perceived taste, rather than taste it self (DuBose et al. 1980; Hoegg and Alba 2007). Moreover, Elder and Krishna (2010) state that within food advertising, multi-sensory aspects combined together have a greater impact on taste, rather than taste being used singularly. This further supports the notion that the senses work best together to provide the most enriching experience, suggesting sight is the fundamental driver of the other senses. It also suggests taste is weaker at evoking feelings of fantasy and fun (Hirschman and Holbrook 1982) if used singularly. This research will analyse the strength of each sense and its impact and contribution to the Waitrose consumer experience.

## **Consumer Identity**

Poulsson and Kale (2004) examine how experiences transcend the hedonic. Their research explored the importance of personal relevance, which needs to be felt by the consumer for an experience to occur. Firat (1991, p.72) supports this by saying, "consumption can be a means of producing one's self-image." This suggests as personal relevance increases; higher levels of engagement will occur which drive more meaningful experiences, leading beyond satisfaction and into consumer attachment (McCole 2004). This provides clarity on Pine and Gilmore's (1998) concept, that retailers must engage to build experiences. It is suggested that Waitrose can engage their consumers by implementing Schmitt's (1999) experience types, but the concept of consumer identity must be understood for authentic experiences to occur. To date, a vast amount of experience literature is theory based. However, Vargo and Lusch (2004)



introduced a new research paradigm that aids in bridging the divide between theory and practice in experience marketing. They look beyond the experience itself into pre and post purchase, introducing a service-centred dominant logic. This suggests value is distinct by and formed with the consumer. They argue the importance of taking a holistic view in understanding the consumer experience. This highlights the need to understand what characteristics establish the Waitrose identity; in order to clarify which sense is prominent in mediating the identity, in order for a holistic experience approach to be feasible.

Customer identity plays a huge role in experiential marketing (Poulsson and Kale 2004; Vargo and Lusch 2004). According to Baker (2006), understanding forms of customer identity is vital to experiential values. 'Forms' suggest that identity is dynamic and complex (Woodward 1997; Hecht et al. 2005), highlighting a need to discover what aspect of identity strongly mediates the Waitrose consumer. Belk (1988) further identifies that consumers engage in consumption experiences to reinforce their identities. Fournier (1998, p.367) states that "Consumers do not choose brands, they choose lives." Research further shows that people assign human properties to food (Gilmore 1919; Aaker 1997), suggesting food has a pivotal role to play in identity building. Furthermore, consumers develop identities for psychological benefits (Thompson and Loveland 2011; Vignolles and Pichon 2014) and personal satisfaction (Lang and Hooker 2013). This literature answers Hinde's (1979) question, to what degree is a consumer-brand relationship established with encounters of personal relevance? It is evident that personal relevance (identity), combined with psychological meaning (Schmitt's (1997) 'feel' SEM) and personal satisfaction (Holbrook and Hirschman's (1982) feelings of fantasy and fun) are the pivotal ingredients in forming experiences.

Ethnographic research on journeys within the supermarket highlighted grocery shopping as a way of constructing relational selves (Woodruffe and Wakenshaw 2011; Spanjaard et al. 2015). These scholars advise future research should focus on what aspects make everyday supermarket brands an item that forms part of an identity, providing an opportunity for empirical research to explore what constitutes a Waitrose consumer's identity. Woodruffe and Wakenshaw's (2011) research acknowledged the multi-faceted nature of identity (Woodward 1997; Hecht et al. 2005) and recognises

that personal and social identities are constructed through grocery shopping. Baldwin et al (2014) defines personal identity as a means of knowing ourselves and the characteristics that make us who we are. Woodruffe and Wakenshaw (2011) further categorise social identity (peripheral) into the 'collective self', evident of grocery shoppers feeling belonging, as well as their social and cultural values. These two identities need to be explored within the observational research to discover the most dominant identity of the Waitrose consumer.

Thompson and Loveland (2011) state the struggle to define groups, presenting a challenge in identifying what identities to target through experiential marketing. Building on Woodruffe and Wakenshaw (2011), Harmon-Kitzer et al (2013) explore multiple identities, recognising that consumers allocate varying levels of importance to their shopping identities. Their ideology of 'identity centrality' allows multiple identities to be distinguished through the central, referring to the self-concept identity (Bruner 1990) and peripheral, relating to social identities. Harmon-Kitzer et al (2013, p.493) state, "centrality as an important predictor of greater self-brand connection". This suggests consumers engage with brands that are cognitively matched with their central identity, more than the peripheral identity. However, social identities have proved to play a role in food. As Benson (1994) explored, food is intimately linked to social class and moral identities. Furthermore, Baldwin et al (2014, p.96) states;

"foods are not merely sustenance, but our intimately linked to our political, social moral, ecological, religious identities."

Thus, the food products bought must be analysed for any reoccurring cultural themes, as well as social themes conveyed when observing the Waitrose participants. This will establish the strength of the peripheral identity against the central.

## **Conclusion**

Schmitt's (1999) experience types are fundamental for applying a marketing approach to Waitrose's experiential marketing. Regarding 'sense', it is evident there is an academic blur on the strength and prominence of which holds the most potential for further mediating consumer identity, providing an avenue for research. Holbrook and

Hirschman (1982, p.132) suggest that experiences fundamentally aim to provide feelings of fantasy and fun;

“this experiential perspective is phenomenological in spirit, with a variety of symbolic meanings, hedonic responses and esthetic criteria.”

Furthermore, recent literature surrounding consumer experiences (Kozinets et al. 2004; Maclaran and Brown 2005) suggest performance experiences adapt aspects of fantasy and creativity, suggesting this experience type constitutes as the most enriching for identities to be enhanced. Therefore, this is the most admirable experience type Waitrose should aim to achieve. Lanier and Rader (2015, p.496) state;

“these aspects are usually employed in performance experiences to maintain and enhance established social structures and cultural meanings.”

Regarding consumer identity, Harmon-Kitzer et al (2013, p.493) suggest the central identity is the most important for triggering brand connections;

“the higher the rank of the identity and its measured centrality, the greater the connectedness with brands supporting the identity.”

However, Baldwin et al (2014) claims that the foods we consume are symbols of cultural identity, referring to health and cultural awareness. This presents an opportunity for exploration to identify the strength of the central and peripheral identities within Waitrose consumer experiences.

## **AIMS AND OBJECTIVES**

Following gaps in literature, this paper aims to explore the Waitrose consumer in store shopping experience. It seeks to analyse the types of experiences that consumers are most susceptible to and their identity type reflected. This paper will further propose a theoretical holistic framework for future use.

The objectives of the research paper are as follows:

1. To identify which sensory experience mediates a Waitrose consumer's identity
2. To explore the predominant SEMs (strategic experiential modules) Waitrose consumers are most predisposed to in store
3. To propose a holistic experience framework for implementation by Waitrose

## Methods

Anthropological studies of food systems have been studied globally (Richards 1995; Anigbo 1987). Lentz (1999 cited by Mintz and Bois 2002) explored food and social change. Spanjaard and Freeman (2015) used ethnography to understand that grocery buying is a ritual, derived by something deeper. Woodruffe and Wakenshaw (2011) provide the most valuable ethnographic research, identifying the multiple identities of consumers when grocery shopping. Thus, ethnography is a reputable method of food studies, suitable for this research. However, neither study has used Waitrose as a case study or looked at Schmitt's (1999) experience types specifically. Pioneer of sensory marketing, Schmitt et al (2015), recognises that ethnographic methods are useful as they provide an in-depth view of experiences.

## Research Approach

The research methods used to fulfil the aims and objectives were mixed qualitative methods of ethnography embedded in grounded theory. Ethnography occurred in the form of an observed Waitrose consumer shop and the findings used the grounded theory approach. Fetterman (1998, p.2) states;

"ethnographers are both storytellers and scientists, if their practice is systematic, the more accurate is the account given, thus the better the science."

According to Glaser and Strauss (1967) and Pettigrew and Cowan (2000), ethnography provides dense description that works compatibly for grounded theory analysis, thus justifying the chosen methods. This is further supported by ethnographic pioneer, Geertz (1977, p.28);

"'Culture' itself-is woven into the body of thick-description ethnography in the hope of rendering mere occurrences scientifically eloquent...the aim is to draw large conclusions from small"

Ethnography assisted in critically understanding and providing thick descriptions of the in store 'experience world' felt by Waitrose consumers. Johnson (1990) claims ethnography has been advocated an effective research tool in the marketing industry of consumer behaviour, making it relevant to this research. The study also relied on

participant-observation. Healy et al (2007) regards observation as a valuable tool for research into wider contexts that are social and personal, aligning with the environment being explored. Healy et al (2007, p.774) states;

“traditional qualitative techniques, such as focus groups and interviews, are comparatively limited within the experiential environment, in that they cannot truly capture the informant’s natural behaviour.”

Desai (2002) acknowledges that in focus groups and interviews, participants say what they think they are expected to, reducing the authenticity of the results. Thus, ethnography is the most suitable approach to ensure the findings obtain high validity and authenticity.

Wolcott (2008) argues that large sample sizes provide breadth over depth, creating generalisation and further compromising the in depth detail and validity. Thus, a sample size of ten was chosen for this research. According to Koch (2012), 65% of all grocery shopping is undertaken by women. Therefore, all participants were female. Franklin (2013) refers to all observation being a form of participation. To ensure the research was ethically sound, an ethics checklist was completed (appendix 1), and participants were instructed to fill out a consent form (appendix 2).

It has been acknowledged that it is unrealistic to approach the area of interest blinded, in which attributes of literature should be formed to help the researcher (Kools et al. 1996; Dey 1999). Furthermore, a limitation surrounding grounded theory and ethnography is generalisability (Johnson 1990; Goulding 1998; Pettigrew and Cowan 2000). Therefore, from literature, sub topics were incorporated into a coding sheet, to make field notes of each ethnographic shop in accordance to the research aims. Spradley (1979) states that skilled ethnographers interview people without their awareness by generating friendly conversations, the participant further guiding the questions. Therefore, the coding sheet design was produced in accordance with Daymon and Holloway’s (2010) ‘dimensions of the field’ research. It was used as a guide for observation and to prompt questions where it felt fit, natural and necessary (appendix 3).

A limitation of a phenomenological approach is that the natural setting may not be preserved. In order to gain rapport with participants, audio recording was not

permitted. A debriefing synopsis was produced of all shops (appendix 4) and a participant observation diary of one participant was produced (appendix 5). This contributed to identifying key themes and to assist with the grounded theory analysis (See appendix 6).

There are many types of grounded theory that has been developed over generations (Charmaz 2006; Thornberg 2012). Theoretical application was applied from the pioneers of grounded theory, Glaser and Strauss (1967) and Strauss and Corbin (1990;1998). The purpose of grounded theory is to go beyond presumptions and understand the underlying process of what is occurring in social reality, by intervening to help resolve problems (Glaser 1978; Goulding 1998). Glaser and Strauss (1967) further state the aim of grounded theory is to generate new theory. This assisted in proposing a holistic framework for Waitrose to implement the most desired experiences for their consumers, providing differentiation (Carbone 1998) in a heavily price competitive industry (Revoredo-Giha et al 2012).

The concept of theoretical sampling was adapted from Glaser and Strauss (1967) in order to select participants according to age, based on concepts found. As the Waitrose demographic varies from 20-55+ (Mintel, 2015), data collection began using a 58-year-old participant. When key themes emerged, the next participant selected reflected the younger demographic of Waitrose, to ensure the theme was coherent across the Waitrose demographic, increasing validity. According to Charmaz (1990), theoretical sampling is best applied when key concepts have been discovered, hence the approach. Participant information can be seen in figure 1.

### **INSERT FIGURE 1**

The concept of naturalism, referring to analysing in naturally occurring conditions (Lofland 1967; Schatzman and Strauss 1973; Guba 1978; Belk et al. 1988; Brewer 2000) was adapted. The location for each observation was the Waitrose store chosen by the consumer, reflecting the natural setting of their shopping environment. Hammersley and Atkinson (1989, p.6) describes naturalism as “the social world being studied in its ‘natural’ state, undisturbed by the researcher.” Furthermore, I purchased a

product at each Waitrose store to ensure the participants did not feel disturbed by my presence, creating a good relationship to build rapport (Fetterman 2010).

Open coding was adapted by Strauss and Corbin (1990; 1998), known as substantive coding (Glaser 1978). This involved analysing the coding sheets from each Waitrose observation and coding the data. The next stage involved memo writing, in what Gibson and Hartman (2014, p.183) refer to as “theoretical thinking.” Memoing involved analysing the codes and their relationships to one another theoretically (Glaser 1998). This led to developing the core category. Glaser (1978, p.93), states “without a core category, an effort of grounded theory will drift in relevancy and workability”, justifying the importance of this stage. From the core category, saturation of the key concepts was explored in the findings of this paper. Glaser and Strauss (1967) describe this stage as allowing the researcher to develop the key properties, allowing a theory to be developed.

## **FINDINGS AND ANALYSIS**

It is evident there is huge potential for Waitrose to utilise experiential marketing in store. In agreement with Brackus et al (2009), ‘the senses’ and ‘feel’ experiences were most felt by consumers, reinforcing that experiences are multi-faceted and characteristically hedonic (Morgan-Thomas and Veloutsou 2013). Moreover, this research reveals that Waitrose consumers are susceptible to feeling the complex emotion of nostalgia. The findings support Proust (1913), that the smell of sweet foods provoke nostalgia, but the findings indicate this was intensified through sight. This suggests sight is pivotal in mediating the identity of a Waitrose consumer, however the senses work best holistically. The findings indicate touch was predominantly experienced as a ‘means to an end’ (Peck 2010), highlighting a need for visual cues to enrich this sense. Regarding experience type, the findings “enhanced one’s current identity within the broader society” (Lanier and Rader 2015, p.496), identifying the performance experience type. The findings argue against Harmon-Kitzer et al (2013), suggesting Waitrose consumers are equally susceptible to constructing their social identities no more or less than the central identity.

### **The Senses**

Literature asserts that 'sense' has the strongest relationship with experience (Brackus et al. 2009). This research supports this notion, as it was evident amongst all participants that 'sense' is the experience type most predisposed to, fulfilling objective 2. Schmitt (1999) identifies that the five senses contribute to the overall experience, but he and Brackus et al (2009) neglect to specify the strength of each individual sense. This paper identifies sight as the most prominent sense, supporting Miller (1972). However, the research results provide opportunity for deeper exploration on the positive and negative relationship between all the senses. Thus, this is line with Hirschman and Holbrook's (1982) claim, that experiences are multi-sensory. Brand sense increases a consumer desire to buy a brand (Meyer 2010), further justifying that sense experiences are the building block to generating grocery experiences.

All participants experienced 'touch' within their Waitrose shop, all of which touched fruit and vegetables thoroughly. Regarding Peck's (2010) taxonomy of touch scale, it was evident that participants touched to feel the haptic product information. This research establishes that there is less susceptibility regarding 'hedonic touch', to generate feelings of fun in the grocery industry. However, through the experience of two participants, it was evident that Peck et al (2013) is accurate in assuming vision enhances the haptic experience.

The colour of foods can be more pivotal in driving taste perceptions than actual taste itself (DuBose et al. 1980; Hoegg and Alba 2007). A small number of participants commented how the colour of products "looked tasty" which further provoked the sense of touch as a hedonic form, supporting the notion that the cue of vision allows haptic experiences to be felt hedonically (Peck et al. 2013). Participant 8 said, "you can imagine the sugary flavours" as she picked up and felt a cupcake. This agrees that sight intensifies hedonic touch, but also perceived taste and the intensity of sweet smells.

*"The visual display and the look of the food attract me more than wanting to taste it – especially the cakes. It gives a sense of fantasy and you can imagine the sugary flavours."* (Participant 8)

There was only one store which provided tasting of ice cream. This experience provided entertainment (Holbrook and Hirschmann 1982) which enriched the



experience. However, being positioned by the cereal on a small stand was less visually appealing, weakening the experience. This builds on empirical research that sight drives the other senses for more enriching experiences. Feelings of nostalgia were recalled by taste on a weakened level compared to smell, supporting Proust (1913). Participant 10 said;

*"Ohhh this flavour tastes so good. It tastes like that mint ice cream we had at the beach last summer, do you remember? This is probably a lot healthier for you though!"*

Regarding smell, three participants acknowledged the smell of freshly baked bread but it seemed to not enrich the shopping experience. This research shows that there is a link between smell and experience, but smell experiences are intensified when combined with sight, leading to the desire of taste. This provides scope for research on a larger scale to understand how sight, taste and smell can work holistically to enhance taste, as well as the relationship between taste and nostalgia. This further supports Krishna and Elder (2010), who argue that combining senses have a better capability of provoking fantasies of taste, rather than implementing taste singularly. Smell had a strong connection with the 'feel' experience type, further explored in this section.

This research fulfils objective 1 by identifying that the senses work holistically to further mediate the Waitrose identity, but ultimately sight drives the intensity of the other senses. The senses were key drivers in provoking and intensifying the 'feel' and 'act' experiences. Therefore, it is recommended that Waitrose utilise the visual aesthetics of foods, to showcase the textures to provoke desired taste. Combined with sweet tempting smells, the findings suggest this will enhance the feeling of nostalgia.

The lack of sound was acknowledged by participants commenting on how quiet the store was. With no sound apart from the sound of the checkouts and people talking, it did not enhance participant experiences. This provides focus more future research in a store which utilises background sound.

## **Nostalgia**

According to Brackus et al (2009), the 'feel' type of experience has the second strongest correlation brand experience. This research was in agreement, however this paper delved deeper into revealing what exact 'feel' aspect Waitrose consumers felt. Schmitt's (1999) research presented two types of 'feel' experience; moods and complex

feelings, in which it is disregarded which aspect of 'feel' was most powerful. This research demonstrated Waitrose consumers connected strongly with their complex emotions. Complex emotions were explored deeper than susceptibility, revealing nostalgia as the complex emotion strongly provoked through the Waitrose experience. This supports literature that proclaims experiences fulfil a psychological benefit (Thompson and Loveland 2011; Vignolles and Pichon 2014). Duruz (1999) suggests that nostalgia is induced through food culture, specifically focusing on eating and cooking, evident from research. Participant 8 said;

*"The display of these cakes and the choux buns remind me of when my mum used to take my shopping with her. Afterwards, we went to the local bakery and I was allowed to choose one cake and had a milkshake. The layout reminds me of a bakery and I can remember cutting the choux bun slowly and eating it. It brings back such happy memories."*

Vignolles and Pichon (2014) identify three types of nostalgia: positive, negative and ambivalent. The most felt type of nostalgia was 'positive', in which food products were linked to positive memories and moods of joy and happiness. All participants who experienced nostalgia, were in line with this type. Participant 1 said;

*"Ohh lets get these mini magnums. Do you remember last summer we took them down the beach? The weather was beautiful down Lyme Regis that day, I hope we get another summer like that."*

*"Wow, look at these cakes, don't they remind you of the ones granny made for us when we went to stay with her at Christmas? She used to always make fancy fairy cakes for me when I was little for a treat at the weekend."*

Nostalgia was strongly felt when foods such as cakes were being fantasised over (Holbrook and Hirschmann 1982). Vignolles and Pichon's (2014) research shows that sweets, biscuits and cakes are the most quoted foods that induced nostalgia, in line with this research. Furthermore, this finding supports and offers a further contribution the 'Proustian phenomenon', in which smell is claimed to be the strongest sense at recalling memories (Hirsch 1992; Reid et al. 2015). This research acknowledges smell is pivotal in evoking memories, but suggests nostalgia is felt more intensely when combined with sight.

The smell of sweet odours was recognised by participants when recalling

nostalgic memories. More specifically, the cakes that were displayed openly depicting beautiful textures and mouthwatering colours further provoked participants' nostalgia. This suggests sight has a strong relationship in enhancing 'feel' experiences (DuBose et al. 1980). This research recommends Waitrose should utilise both sight (DuBose et al. 1980) and smell (Proust 1913) to trigger intensified feelings of nostalgia, evident to enrich the consumer shopping experience.

This research offers a deeper insight to Pichon's (2000) research, who argues that odours are no more effective than other sensory cues at eliciting memories. This suggests that smell is the initial sense to evoke nostalgia but sight drives the intensity of the complex emotion, which ultimately enriches the consumer experience.

## **INSERT FIGURE 2**

### **Authenticity and Heritage**

Schmitt (1999) refers to 'act' experiences as relating to lifestyles as well as interacting with people. Research showed that participants yearned for simplicity in their lifestyle, yet expected enriching experiences at the same time. Their choices in products were traditional, yet high in quality. This was concluded and themed as 'the simple life.' A new unexplored concept of authenticity and heritage emerged; proving to play huge roles in enhancing these lifestyles, providing an opportunity for Waitrose to utilise this concept.

Authenticity was a factor that participants desired but felt Waitrose stores were lacking, regarding the layout of the products with little heritage reflection. Ilbery and Kneafsey (1998) identified a flaw and an opportunity for food brands to develop cultural authenticity, strengthening the need to utilise authenticity within Waitrose. The rigid, hygiene and 'sterile' layout of the store deterred participants and resulted in them having a negative 'mood experience' (Schmitt 1999).

*"I don't like the way the products are laid out on the shelves. It's too rigid. It doesn't make it feel like a fun experience, but feels very 'hygienic' and factory like."* (Participant 3)

When approaching the modern looking wine aisle in the Swindon store, participant 8 commented;

*“The wine is laid out very neatly but I don’t understand why they don’t use a dark rustic wood to display the bottles on. Even the lighting is very clinical. If they had dimmed down lighting with a rustic oldy worldly feel, I would feel as though I am in an authentic wine shop in a country village somewhere and would love the experience of finding a good bottle of wine. For me, it’s all about living the simple life – the simplicity of fresh veg, a good wine and fresh meat to create meals for my family.”*

### **INSERT FIGURE 3**

Food heritage and product origin was an aspect of authenticity identified. Evident from the products purchased, British heritage was a pivotal purchasing factor that was subconsciously thought about when shopping.

### **INSERT FIGURE 4**

Food heritage on a local scale was identified as a key motivation to purchasing products. Participant 3 said;

*“I look for local ingredients where I can in products. Even if the crisps have Somerset cheddar it makes me want to buy it more because I can resonate with the locality of the produce and I feel a bit of pride that the ingredients are produced where I live.”*

According to Kuznesof et al (1997), a location related origin of food gives customers an increased confidence value. Warde (1994) says that this can further help the consumer purchasing decision, making this pivotal to Waitrose’s marketing implementation. Participant 6 said;

*“I love buying the meat and cheeses from the deli counter. I mean, just look how nicely the meat is laid out in the display. It is so much nicer! I think it is not enough to just say the location of the meat. How amazing would it be if they told us the exact field and*

*farm the cow was grazing on? That is what you call local and I would probably buy the meat from the deli all the time instead of once a week."*

This makes the authenticity of heritage in food ingredients vital for Waitrose, as it is evident that consumers are susceptible to the product origin messaging. Cook and Ryan (2015, p,448) state;

"by romanticizing the past, people are able to construct authentic consumer experiences."

Thus, combining heritage with authenticity will help drive intensified feelings of fantasy, fun (Holbrook and Hirschman 1982) and escapism (Pine and Gilmore 1998), in line with the literature to what constitutes an enriching consumer experience.

Ekelund's (2015) study reveals that despite authenticity of product origins in supermarkets, there is a communication gap between consumers and supermarkets for the promotion of product authenticity, suggesting supermarkets inhibit the promotion of authenticity. Waitrose therefore need to focus on producing authentic experiences to enhance food heritage (Stiles et al 2011) through the 'act' experience type (Schmitt 1999). This paper reveals that sight, touch and smell were the 'sense' experiences participants truly engaged in, suggesting these mediums should fulfil the communication gap between Waitrose and consumers to create truly authentic experiences.

## **Consumer Identity**

Consumer identity can be identified as the 'relate' experience type as Schmitt (1999, p.171) refers to 'relate' as;

"Going beyond the individuals' feelings...by relating to the individual self to the broader social and cultural context reflected in the brand."

Through its empirical finding, this research bridges the lack of knowledge by Woodruffe and Wakenshaw (2011) and presents an argument against Harmon-Kitzer (2013), who state that the central identity has the strongest connection with brands. The findings provide an insight into the identities of the Waitrose consumer regarding experience, in order to understand what characteristics mediate a Waitrose consumer's

identity. Furthermore, this maintains that identities are perceived to be an evolving complex (Hecht et al. 2005; Woodward 1997).

Furthermore, this research reveals that the peripheral and central identities are equally prominent in Waitrose consumer experiences. Nostalgic memories mediated the central identity and the social identity was prominent through reflection of the family identity and heritage of food ingredients. This aligns with Belk (1988), who states consumers engage in consumption experiences to reinforce their identities. Moreover, family identity being constructed through grocery shopping gave participants a sense of personal relevance, which is felt for experiences to occur (Poulsson and Kale 2004), leading to higher levels of engagement (McCole 2004).

*"I use the Waitrose recipe books to make meals at Uni. My family do this at home all the time and I made a lot of meals for them and with my mum using them before I went to Uni." (Participant 2)*

*"I like the variety of products you can get here more than anywhere else. My husband likes the Waitrose marmalade with no bits and my daughter likes the Waitrose chocolate so we only buy this." (Participant 6)*

In line with Lanier and Rader (2015), the Waitrose consumer experience can be categorised as a 'performance' type. Most identities of the participants were stable and it was evident that social forms were underlying. This further supports Woodruffe and Wakenshaw's (2011) research; that both personal and social identities are constructed through grocery shopping, but fulfils a gap in providing identity information on the Waitrose consumer.

Prioritisation of exclusive brands was recalled in the context of the Waitrose group collectively, portraying a sense of pride to belong to this social group, reinforcing that foods are intimately connected to our social, moral, and communal identities (Benson 1994). This aligns with Woodruffe and Wakenshaw's (2011) reference to the collective self being constructed through grocery shopping, however further argues against Harmon-Kitzer et al (2013), who claim the central identity connects with brands more.

Two participants said they shop in Waitrose as they aspire to live the type of lifestyle of the people that shop there, indicating that stereotypes of grocery consumers

are present in social identities. This is in line with Fournier (1998, p.367), who states that “consumers do not choose brands, they choose lives.”

*“I like coming in Waitrose because I know the types of people that shop here. It’s just a nicer, more relaxed atmosphere and I like shopping in this environment with people that have more of an upper class lifestyle. It makes me feel good about myself and I like shopping with these groups of people.” (Participant 4)*

It is suggested that stereotypes of grocery shoppers and the effect on identity is a future angle of research.

### **Holistic Experience**

Schmitt (1999), emphasises that the ultimate goal of experiential marketing is to create holistic experiences. He says ‘sense’, ‘feel’ and ‘think’ are individual experiences, but ‘act’ and ‘relate’ are shared. Thus, there must be elements from both individual and shared for a holistic experience to occur. Although Schmitt (1999) acknowledges that strategic SEMs must be connected, there needs to be holistic reasoning between the Waitrose SEM concepts identified. Thus, this paper reveals the SEMs which Waitrose should be utilising, with justified holistic reasoning. See figure 5 for the holistic model proposed, adapted from Schmitt (1999).

### **INSERT FIGURE 5**

The holistic experience reflects findings from the research, providing justification on how these SEMs connect, rather than just exist side by side. Findings show that sight and smell provoked feelings of nostalgia, (Proust 1913; Hirsch 1992; Reid et al. 2015). This justifies the connection between ‘sense’ and ‘feel’ experience types. Also, this agrees with Lindström (2010), who suggests ‘sense’ is the building block for generating experiences.

Regarding nostalgia and authenticity, there is a connection between these facets of ‘feel’ and ‘act.’ Featherstone’s (1994) research regarding authenticity suggests that a connection to real value has been lost in post-modern culture, leading to feelings of nostalgia. This suggests Waitrose consumers are feeling these complex feelings of nostalgia due to the lack of authenticity. However, ‘romanticising the past’ of food to

create authenticity (Cook and Ryan 2015) could be perceived as nostalgia itself, as Zhou et al (2014, p.300) define nostalgia as “sentimental longing for the past.” This suggests nostalgia is both the driver of authenticity as well as the output if authenticity is absent. It is suggested that Waitrose should utilise nostalgia as a driver of authenticity, to successfully implement both experience types into their experiential marketing execution.

Goulding (2001, p.583) argues that consumers experience nostalgia when visiting living heritage sites, identifying enriching experience characteristics from Hirschman and Holbrook (1982) and Pine and Gilmore (1998);

“nostalgia involves a degree of imagination, *fantasy* and *escape* requiring the ability to filter out the negatives and embrace the positives.”

This suggests emphasis should focus on the positive nature of local food origins and the ideology surrounding knowing where our food is from. This provides a connection between experience types ‘feel’ and ‘act’, justifying a connection between nostalgia and heritage. Waitrose therefore need to implement in store marketing cues through ‘sense’ to emphasise the heritage and locality of foods, provoking nostalgia. Furthermore, Gilg and Battershill (1998) suggest the interest of food origin is combined with nostalgic thoughts that food of the past was ‘good and proper.’ This not only provides another supporting connection between nostalgia and heritage, but aligns with the findings that Waitrose consumers aspire to the lifestyle of ‘the simple life.’

Furthermore, Salomonsson (1984) states that heritage and locality of food revitalises feelings of regional identity. This further suggests that there is a connection between ‘act’ and ‘relate’. However, more research needs to be undertaken to understand the connection between heritage and social identity, particularly family identities and the concept of heritage and ingredients. This further aligns with literature explored from Baldwin et al (2014), who claims that the foods we consume are symbols of cultural identity.

## CONCLUSION



The findings argue: the senses, nostalgia, authenticity and heritage are fundamental in enhancing Waitrose consumer identities. Sight is perceived as the driving sense which mediates the Waitrose consumer identity. However, the most enriching experiences entail the senses working holistically. The construction of the peripheral identity is deemed equally important as the central in Waitrose consumer experiences.

Furthermore, the experience type Waitrose consumers endure is the 'performance experience', as consumers "reinforce established meanings and enhance one's current identity" (Lanier and Rader 2015, p.496) through their Waitrose shopping experience.

The findings add a valuable contribution to food and identity literature from a grocery perspective (Woodward 1997; Baldwin et al. 2014), advising professionals to equally target the central and peripheral identities. Moreover, the findings suggest Waitrose should combine the senses holistically to intensify feelings of nostalgia and to portray authenticity and heritage in Waitrose stores more effectively. The ethnographic approach provided the most valuable results opposed to using other methods (Desai 2002; Healy et al. 2007). This contributed to the justified proposal of the holistic model, to bridge the gap between theory and practice. Sensory cues were underutilised by Waitrose, suggesting they can use the model for future implementation to further differentiate themselves in a price war driven industry (Revoredo-Giha et al. 2012). A limitation of the holistic model is that it is applicable for Waitrose only, however the process of forming the model can be adapted within the grocery industry. In a highly digitalised era, the in store and online channel must be congruent (Landers 2015). A limitation of the model is that it does not apply to online channels, providing an opportunity for future research to develop the model.

The peripheral identity has a pivotal role in the Waitrose shopping experience. The central identity was detected through emotions of nostalgia; however, the collective family identity was deemed equally important. This reflected the importance of produce quality, particularly the heritage and origin of food. The sense of sight is what ultimately provokes and drives the intensity of the other senses; suggesting this is the pivotal sense that mediates the Waitrose consumer identity. Furthermore, a new angle of research on the heritage of food products and their sentiment and connection with social identities has emerged from this research.

Research indicates 'sense' was the strongest SEM felt, followed by 'feel', in accordance with Brackus et al (2009). This paper argues that sight was the strongest sense that Waitrose consumers were most predisposed to (Miller 1972; DuBose et al. 1980), followed by touch. However, the findings indicate touch was utilised in a 'means to an end' manner, suggesting Waitrose need to utilise the holistic approach to intensify the touch experience. The sense of smell promoted feelings of nostalgia, further supporting the 'Proustian phenomenon' (Proust 1913). However, this paper argues that sight intensifies nostalgia when combined with smell. It is argued that the senses are not just one of five concepts, but they work holistically together to create feelings of fantasy and fun (Holbrook and Hirschman 1982), to mediate identities and enhance experiences.

Nostalgia was identified as a prominent complex feeling, all felt positively (Vignolles and Pichon 2014) by Waitrose shoppers. Duruz (1999) suggests that nostalgia is induced through food culture and Baldin (2014) says food consumption are symbols of our cultural identity. Therefore, it is evident that the elements of: sense, nostalgia, authenticity, heritage and identity are holistically connected. Therefore, the proposed holistic experience model not only bridges the gap between theory and practice, but provide theoretical justification of how these elements are connected.

"Yet again I had recalled the taste of a bit of madeleine dunked in a linden-flower tea which my aunt used to give me...immediately the old gray house on the street where her room was found, arose like a theatrical tableau..." **Proust (1913, p.47)**

## RECOMMENDATIONS

A limitation of the holistic model presented for Waitrose is that it suggests which SEMs should be used, but does not give tactical suggestion on how to achieve the optimum holistic experience. See appendix 7 for recommended in store tactics.

## LIST OF FIGURES

FIGURE 1: PARTICIPANT INFORMATION TABLE

Participant	Age	Length of shop	Store
1	58	1 hour	Wellington, Somerset
2	22	30 minutes	Winton, Bournemouth
3	22	30 minutes	Winton, Bournemouth
4	53	1 hour	Crewkerne, Somerset
5	24	40 minutes	Wellington, Somerset
6	47	40 minutes	Winton, Bournemouth
7	22	35 minutes	Wellington, Somerset
8	70	1 hour 30 minutes	Swindon, Somerset
9	35	50 minutes	Wellington, Somerset
10	22	35 minutes	Winton, Bournemouth

FIGURE 2: DISPLAY AND PRODUCTS WHICH PROVOKED NOSTALGIA



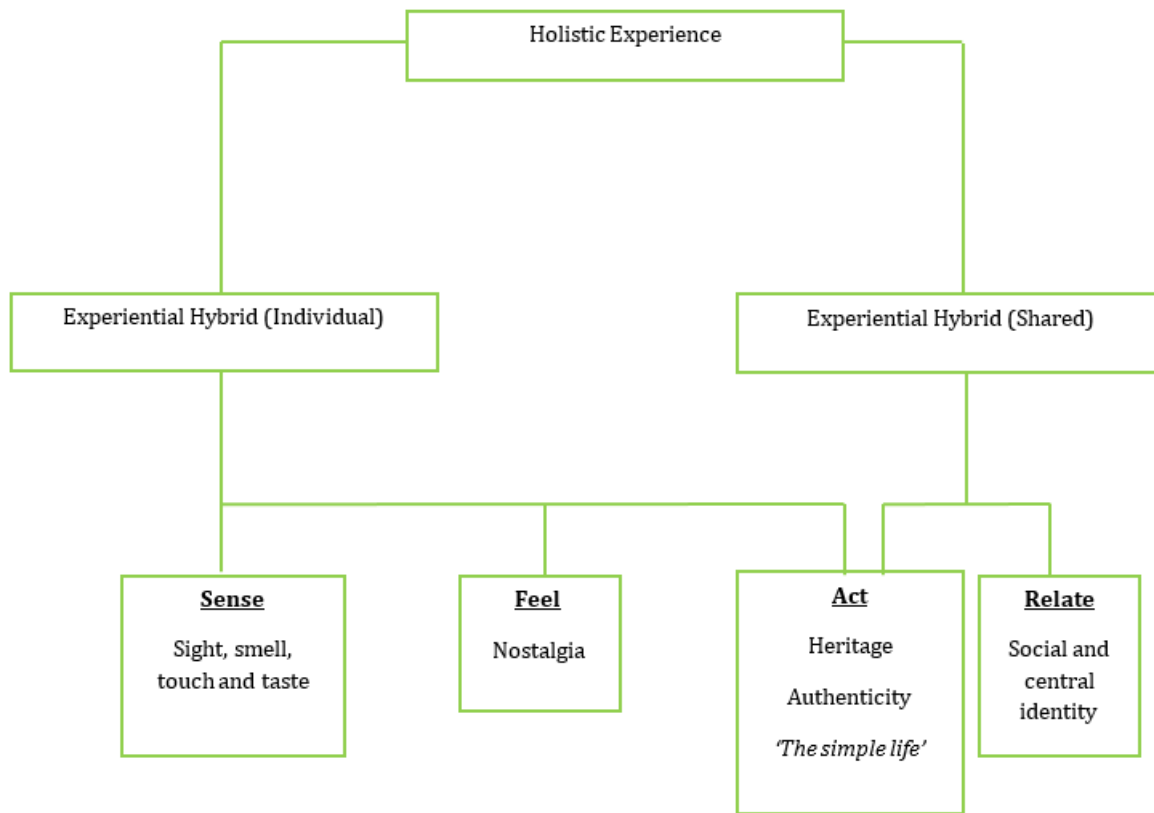
FIGURE 3: DISPLAY OF WINE AT SWINDON (LEFT) AND WINTON STORE (RIGHT)



FIGURE 4: PRODUCTS WITH ASPECTS OF HERITAGE PURCHASED



FIGURE 5: WAITROSE HOLISTIC EXPERIENCE MODEL



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## **APPENDIX**

### **APPENDIX 1: ETHICS CHECKLIST**



# Research Ethics Checklist

Reference Id	10676
Status	Approved
Date Approved	22/02/2016

## Researcher Details

Name	Emily Wells-Burr
School	Media School
Status	Undergraduate (BA, BSc)
Course	BA Public Relations
Have you received external funding to support this research project?	No

## Project Details

Title	How can the in store and virtual world of the grocery channel be bridged through experiential marketing: a case study of Waitrose
Proposed Start Date	08/02/2016
Proposed End Date	01/09/2016
Supervisor	Laura Bunt-Macrury

Summary - no more than 500 words (including detail on background methodology, sample, outcomes, etc.)

Literature identifies that experiential marketing and the concept of brand experience has been evolving since the mid 90's. However, academic literature presents gaps in experiential marketing of the grocery sector (Tynan and McKechnie 2009), and more importantly in regards to bridging the gap of digital and in store for grocery stores (Schmitt et al 2015). This identifies a clear research opportunity. I will be conducting qualitative semi structured ethnography studies to obtain results of the 'Waitrose shopper experience' from 3 Waitrose shoppers, aged between 30-50. I will also be collecting data from 7 online retail users aged 30-50. This will allow clear observation of shoppers habits, including analysing body language and how they engage with particular products, as well as their reasons for using retail online. Vargo and Lusch 2004; Poulsson and Kale 2004; Smilansky 2009 are a select number of scholars which highlight that consumers and their identity are at the heart understanding and implementing experiential marketing. This highlights an avenue of literature to explore in regards to my research of the Waitrose consumer identity. Ethnographic studies have been complimented for researching into the brand experience by experiential marketing pioneer Bernard Schmitt. By using ethnographic studies to analyse the 'typical' Waitrose consumer, observation and analysis will identify which SEM's (strategic experiential modules) the Waitrose consumer is most susceptible to, based on their lifestyle, goals and aspirations, in store shopping behaviour and online retail usage and behaviour. This will highlight whether these SEM's can work together to bridge the online and offline gap in experiential marketing and the concept of brand experience. By the end of this research project I want to clearly identify what strategic experiential modules grocery consumers are most susceptible to, both in store and online, as well as analysing if there is an opportunity to create a holistic experience for consumers, by combining these modules to reduce the 'experiential gap'. By using Waitrose as a case study, the recommendations will help them specifically to bridge the gap of online and offline, in which the research process will be adaptable to other grocery brands, both high and low end. Research questions for social science approach 1. What are the predominant SEM's (strategic experiential modules) Waitrose consumers are most susceptible to in store? 2. What are the predominant SEM's (strategic experiential modules) retail consumers are most susceptible online? 3. Can online and in store experiences be bridged through the concept of a holistic experience?

## External Ethics Review

Does your research require external review through the NHS National Research Ethics Service (NRES) or through another external Ethics Committee?	No
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## Research Literature

Is your research solely literature based?	No
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## Human Participants

Will your research project involve interaction with human participants as primary sources of data (e.g. interview, observation, original survey)?	Yes
Does your research specifically involve participants who are considered vulnerable (i.e. children, those with cognitive impairment, those in unequal relationships—such as your own students, prison inmates, etc.)?	No
Does the study involve participants age 16 or over who are unable to give informed consent (i.e. people with learning disabilities)? NOTE: All research that falls under the auspices of the Mental Capacity Act 2005 must be reviewed by NHS NRES.	No

<b>Will the study require the co-operation of a gatekeeper for initial access to the groups or individuals to be recruited? (i.e. students at school, members of self-help group, residents of Nursing home?)</b>	No
<b>Will it be necessary for participants to take part in your study without their knowledge and consent at the time (i.e. covert observation of people in non-public places)?</b>	No
<b>Will the study involve discussion of sensitive topics (i.e. sexual activity, drug use, criminal activity)?</b>	No

<b>Are drugs, placebos or other substances (i.e. food substances, vitamins) to be administered to the study participants or will the study involve invasive, intrusive or potentially harmful procedures of any kind?</b>	No
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<b>Will tissue samples (including blood) be obtained from participants? Note: If the answer to this question is 'yes' you will need to be aware of obligations under the Human Tissue Act 2004.</b>	No
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<b>Could your research induce psychological stress or anxiety, cause harm or have negative consequences for the participant or researcher (beyond the risks encountered in normal life)?</b>	No
<b>Will your research involve prolonged or repetitive testing?</b>	No
<b>Will the research involve the collection of audio materials?</b>	Yes
<b>Is this audio collection solely for the purposes of transcribing/summarising and will not be used in any outputs (publication, dissemination, etc.) and will not be made publicly available?</b>	Yes
<b>Will your research involve the collection of photographic or video materials?</b>	Yes
<b>Will financial or other inducements (other than reasonable expenses and compensation for time) be offered to participants?</b>	No

<p>By using transparent communication through the use of printed consent forms and a participation forms, participants will fill in the form prior to the observation to clarify their participation, the process of the ethnographic study and what is expected of them. The participation form will also verify if the participant would like to be identified as anonymous, or whether they give permission to use their identity within the research, which will be shared strictly between myself and my dissertation supervisor. If used at the conference, all participant's identity will be kept confidential. It is vital that this data is collected from this population of participants to accurately impact my research findings in comparison to the case study of Waitrose. Two separate participation and consent forms will be formulated for the purpose of the ethnographic shopping experience observation and the mini ethnographies of online retailer use as the expectations vary. The roles of all those involved in the ethnography, including myself will be made explicit. It is important to obtain consent of both the ethnography study and mini ethnographies because consent is needed to discuss the actions observed as well as comments made from the participants for accurate research findings. Obtaining the consent before carrying out the research will state that the data collected from the observation will only be used for the purpose of the dissertation, and shared between myself, my dissertation supervisor and those publics present at the conference. I will be taking photos of the items bought in Waitrose and store fixtures only. These will be included in the dissertation document and may be used for public show at the dissertation conference. No other photography will take place. Audio recordings will be used to record both ethnography studies for the purpose of transcribing only. This will allow me to clearly identify the quotes from each participant. The photos and audio recordings will be stored on a password protected USB stick and will be stored as a password protected file on the Bournemouth University drive only. The data will be safely deleted in August 2016, upon receiving my final dissertation grade.</p>	
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## Final Review

Will you have access to personal data that allows you to identify individuals OR access to confidential corporate or company data (that is not covered by confidentiality terms within an agreement or by a separate confidentiality agreement)?	No
Will your research involve experimentation on any of the following: animals, animal tissue, genetically modified organisms?	No
Will your research take place outside the UK (including any and all stages of research: collection, storage, analysis, etc.)?	No

## APPENDIX 2: PARTICIPANT CONSENT FORM



### Participant Consent Form – Waitrose ethnographic study

I am a student at Bournemouth University studying Public Relations and I am conducting an ethnographic study for my dissertation.

This research project is about experiential marketing in the grocery sector, using Waitrose as a case study. The research will involve observation of a Waitrose shopper from home to store and home again, to better understand their consumption journey. Questions will be asked throughout and photos will be taken of the products purchased only.

The details you provide below will be used for myself only. If you have any queries post the observation, do not hesitate to contact via email: [i7907908@bournemouth.ac.uk](mailto:i7907908@bournemouth.ac.uk).

Please tick the box if you would like your name to remain **anonymous** ☐

If you ticked the box above, please choose an alternative name for yourself which will be referred to in this research study:

-----

If you are happy for your full name to be used, please state it below:

-----

By signing this consent form, you are giving permission for your responses to be used within this research paper as well as permission for any photos taken of the products you buy.

Signature: -----

Date: -----



### APPENDIX 3: ETHNOGRAPHY CODING SHEET

#### Ethnography Brief

Dimension	Example
Space	Waitrose [state location]
Actor	[state Waitrose participant and other members]
Activity	Waitrose Shop [daily/weekly/monthly]
Objects	Grocery and supermarket products
Act	Food shop
Verbal and non-verbal behaviour & interactions	Ways of choosing products and reacting to instore cues
Events	Grocery shop
Time	[time it took to complete Waitrose shop]
Goal	Aims and objectives of the research project
Feelings	Attitudes and emotions towards products and in store objects/marketing.

<b>SENSE</b>	<b>Properties (store)</b>	<b>Products</b>	<b>Presentations (shopping bags, uniform, surrounds the product)</b>	<b>Publications (marketing, promotional, advertising)</b>	<b>Behavioural response</b>	<b>What does the SEM lead to? (purchase intention? Engagement?)</b>
Touch						
Sound						
Sight						
Taste						
Smell						

THINK	
Convergent thinking (rational, solve problem, task related)	Divergent thinking (more rewarding, emerged thinking)

FEEL	
Moods (light, positive, negative, neutral, unspecific)	Feeling/emotions: Basic e.g. joy Complex e.g. blends: nostalgia

RELATE	
Central Identity	Social Identity
Appearance	Class
Personal characteristics	Ritual: how long? What time they go?
Ethical views	Health and nutrition
Cultural views	Gender roles
Lifestyle	Economic
Produce quality	Family reflection/identity
Personality (conscience)	Stereotypical 'Waitrose' consumer: in-group

Touchpoints for Observation	
Parking	
Entering Waitrose	
Shopping Lists	
Employee Interaction	
Trolley/basket collection	
Paying for shopping	

## APPENDIX 4: PARTICIPANT DEBRIEFING SYPNOSIS

### PARTICIPANT 1

SEMS:

#### Sense

##### Sight

- Looked at flowers in entrance
- Did not pay attention to the gardening products at the entrance
- Looked at nicer more visually appealing alternatives and presentation e.g. boxed oranges
- Looked at all product packaging
- Looked at fruit and veg the most to select the best products

##### Touch

- Looked hard and felt vigorously at every product picked up, especially fruit and veg
- Fruit and veg to feel the ripest and best quality
- Put the bags Waitrose bags for life in the trolley, more freedom to touch products
- Less time touching the trolley, more time touching products

##### Smell

- Smells of fishmonger, meat and cheese counter but not acknowledged visually at all.
- Smell of fresh bread acknowledged and looked thoroughly, but not bought.

##### Think

##### **Convergent:**

- Thinking what they need for meals, discussing as a couple
- Thinking of Waitrose products, she only likes getting there (coleslaw, black pudding).

**Divergent:** More rewarding, emerged thinking (when picking the stir fry veg, meat thinking of the meal preparation/the day they are making it and the drinks accompaniments)

##### Feel

##### **Moods:**

Negative mood when looking at tomatoes they didn't like

Joy/happiness when looking at the cake/bread aisle

Little verbal communication with each other, more immersed in the products

## Complex:

Nostalgia of when last had magnums in the summer

Nostalgia of when had cake at granny's house (resonates nice cakes with family/home baking)

## Central

**Appearance:** Waterproofs and smart clothes (shirt, blouse) – reflects an outing ritual, rather than a chore

### Personal characteristics:

**Ethical views:** Strong views towards food bank and Waitrose community scheme.

Spoke about old tins they can bring next time and took time over picking the option for the green coin.

**Cultural views:** British heritage brands predominantly chosen (Hovis, Warburtons, Twinnings, English cheddar, british ox tongue, wiltshire cured ham, irish black pudding, clotted Cornish ice cream, Aberdeen angus mince, British chicken, Dutchy organic tomatoes).

**Lifestyle:** Diabetic so tends to choose healthier options and takes time looking at labels, lovers of cooking. Doesn't view products as ingredients but components of meal creating. Retired so free time to enjoy cooking.

**Produce quality:** free range eggs, high interest and thinking in the food bank and the Waitrose community green coin, organic, yoghurt.

## Social

**Class:** Middle/upper reflected in products bought

**Ritual:** 1 hour, leisurely shop, aisle by aisle, no specific route taken, no list.

**Health and nutrition:** Reflected in the 'touch' and 'sight' of products to see the healthiest option and most satisfying product for them

**Gender roles:** No dominant gender, shopped together. She supported her husband whilst daughter contributed to things she liked.

**Economic:** price not an issue, reflected in time taken to choose best product quality, most visually appealing. Also, no list.

**Family/reflection/identity:** Family shop with all three involved, reflected their lifestyle, rather than just one member of the family.

**Stereotypical Waitrose consumer:** not detected

## Touchpoints for observation:

**Entrance to Waitrose:** Not interested in promotional products e.g. flowers and discounted products. Waste of space?

**Employee interaction:** mentioned that the service is friendly and always helpful if needed

**Leaving store:** coffee bought afterwards and time spent looking at the food bank and the Waitrose community green coin option

**Meat/cheese/fish counter:** lack of interaction/acknowledgment

**Paying and packing:** both very regimented. Products placed on conveyer belt in food group order. When at home, all three family members talk and get excited about the

products and divergently think about how they are using the products in their cooking. High levels of happiness around the mini cakes and treats bought.

**Shopping List:** not present. Picked what they needed, but also what they wanted.

### **Route taken: no specific route, browsing**

Veg aisle spent the most time

Aisle by aisle

Promotions on end of aisle not acknowledged

Frozen aisle

Sweet aisle

Fresh bread and cakes spent 2<sup>nd</sup> most time

Passed over the fresh cakes for the café

### **Additional notes:**

- They don't use Waitrose.com. Have the time and enjoy going in store twice a week (gap → online needs to have incentive to connect instore).
- Like the variety, what they can look at and like the quality for their health
- They like the brands but also trust Waitrose as a brand and choose a lot of Waitrose essential tinned and meat.
- They purchase fresh meat occasionally from a butcher, rather than the Waitrose counter.

### **Themes identified**

#### **Experience**

Sense of touch (especially fruit and veg)

Sense of sight (susceptible to attractive and uniquely packaged food, in which the food is visible)

Sense of smell is susceptible but not utilised by Waitrose

Relate SEM stronger than feel SEM

Waitrose free coffee

Divergent thinking of nostalgia prominent

#### **Touchpoints of high SEM interaction**

Product aisle high interaction

Entrance to Waitrose lacks interaction

Employee friendliness appreciated

Waitrose 'community matters'

Free coffee (loyalty extras)

### **Quotes**

"Ohh lets get these mini magnums. Do you remember last summer we took them down the beach? The weather was beautiful down Lyme Regis that day, I hope we get another summer like that."



“Wow, look at these cakes, don’t they remind you of the ones granny made for us when we went to stay with her at Christmas? She used to always make fancy fairy cakes for me when I was little for a treat at the weekend.”

“I like the new cup, its thicker without the sleeve so it’s easier to hold”<sup>7</sup>

“ohh [reacts to the smell of fresh bread] Wow, these look so good but we already have bread”

## **PARTICIPANT 2**

SEMS:

### **Sense**

#### **Sight**

- Hovered and looked over the cake stand
- Looked and commented on how even the essential range looks exclusive compared to Lidl and Asda
- Looked and touched the Waitrose recipe cards

#### **Touch**

- Touched the avocados to feel the quality
- Interacted with wanting to use the scales to weigh her potatoes
- Touched the oranges to feel the ripeness

#### **Smell**

- Acknowledged the bread smell but did not buy

#### **Taste**

- Looked at the Waitrose sorbet packaging, held it and mentioned how tasty it looked

#### **Sound**

n/a

#### **Think**

**Convergent:** task related for what meals she needed.

**Divergent:** n/a

#### **Feel**

**Moods:** Joyous moods when picking the recipe card. She was happy and excited when she was getting the coffee.

**Complex:** Nostalgia and happy memories of when she went to Waitrose on her placement to cook her family a meal. She went into detail of how she cooked an

authentic Spanish meal from one of the Waitrose recipe cards and how she used to live in Spain with her dad when she was younger.

### **Central**

**Appearance:** Smartly dressed

**Personal characteristics:** Enjoyed interacting with employees. She asked them where something was and she said she felt like she was getting an exclusive service due to the staff member finding her within store and the manner of which they communicated with her.

**Ethical views:** n/a

**Cultural views:** She depends on the Waitrose recipe booklets for different food recipes and things. She uses them to buy new ingredients to experiment with and cook different cuisines when at Uni.

**Lifestyle:** Laid back, student but enjoys the finer things. Likes exclusivity.

**Produce quality:** high quality, trusts in the essential range to have high quality.

### **Social:**

**Class:** Middle to upper

**Ritual:** 30 minute, leisurely shop, aisle by aisle, no specific route taken, coffee bought afterwards and taken home with her.

**Health and nutrition:** High quality produce was important to her. The quality of the ingredients in products and the place it was from.

**Gender roles:** n/a

**Economic:** price sensitive due to being a student but felt Waitrose offered such a variety, she could get the same quality on scaled down budget.

**Family/reflection/identity:** Talked about how she made her family food last year. This led to talking about her a particular Spanish dish she made and further relating back to the time she lived in Spain when she was younger.

**Stereotypical Waitrose consumer:** not detected

### **Touchpoints for observation:**

**Entrance to Waitrose:** Little acknowledgment or interaction with flowers or chocolates

**Employee interaction:** High interaction with queries and friendly conversation

**Leaving store:** Spent time choosing her free coffee and discussing the process of a free coffee in an exclusive manner, implying she was proud to belong the Waitrose 'group', due to exclusivity.

**Meat/cheese/fish counter:** Not acknowledged

**Paying and packing:** n/a

**Shopping List:** None

**Route taken:** no specific route, browsing

### **Additional notes:**

- Link between social identity and nostalgia. Looking at in store marketing material provoked happy memories.

- Products were touched as a means to an end

### **Themes identified**

#### **Experience**

- Sense of touch (especially fruit and veg) to gain basic product information
- Sense of sight (susceptible to attractive and uniquely packaged food)
- Nostalgia highly detected, needs clarification on what sense is stronger at provoking happy, distant memories.

#### **Identity**

##### **Social**

- Family identity reflected through passion for cooking and nostalgia
- Middle – high class: detected through liking the finer exclusive things
- The quality of food produce was important, reflecting her nutrition and health

##### **Central**

- Cultural views of varied foreign foods

### **Touchpoints of high SEM interaction**

#### **Quotes**

“I like the little extra you get in Waitrose. Especially the coffee – You can get a latte, a regular, a cappuccino, regular milk and soy. I feel privileged for shopping here.”

“The essential range is so underestimated. I love it. I know I am getting the same Waitrose quality at affordable prices.”

“I use the Waitrose recipe books to make meals at Uni. My family do this at home all the time and I made a lot of meals for them and with my mum using them before I went to Uni”

### **PARTICIPANT 3**

SEMS:

#### **Sense**

##### **Sight**

- Looked at the Easter eggs in their attractive packaging
- Looked and touched the Waitrose recipe cards
- Looked at the colourful fresh soups, led to purchase
- Commented on the colour of the wine and how the shades were positioned to look nice and attractive, nearly made a purchase but didn't.

**Touch**

- Touched fruit and veg to feel the quality and gain information
- Touched the recipe marketing material but did not comment, just looked.

**Smell**

- Acknowledges the bread smell but did not buy

**Taste**

- Tasting would encourage her to do more of her shopping at Waitrose
- Commented on how tasty the soups looked

**Sound**

- Acknowledged how quiet is in the store

**Think**

**Convergent:** n/a

**Divergent:** She shops in Waitrose for a luxury experience. She feels feelings of exclusivity and pride when she shops there for special occasions.

**Feel**

**Moods:** Relaxed and calm, indicated she liked spending a lot of time browsing.

**Complex:** n/a

**Central**

**Appearance:** Smartly dressed

**Personal characteristics:** Appreciated the finer things in life

**Ethical views:**

**Cultural views:** Free range and organic

**Lifestyle:** Laid back, student but enjoys the finer things. Likes exclusivity

**Produce quality:** high quality trusts in the essential range to have high quality

**Social:** Family identity in the form of her boyfriend reflected

**Class:** Middle

**Ritual:** 30 minute, leisurely shop, aisle by aisle, no specific route taken,

**Health and nutrition:** health and gym important

**Gender roles:** n/a

**Economic:** on a budget

**Family/reflection/identity:** She shops in Waitrose especially when she is cooking for her boyfriend or family to get more luxurious high quality products. It feels more like a treat

**Stereotypical Waitrose consumer:** not detected

**Touchpoints for observation:**

**Entrance to Waitrose:** Didn't like the rigid layout of the store, lack of authenticity

**Employee interaction:** n/a

**Leaving store:** n/a

**Meat/cheese/fish counter:** n/a

**Paying and packing:** n/a

**Shopping List:** None

**Route taken:** no specific route, browsing

**Additional notes:**

### **Themes identified**

#### **Experience**

- Sense of touch (especially fruit and veg) for information on the product. Didn't seem to enrich the experience
- Sense of sight (susceptible to attractive and uniquely packaged food)
- Sense of taste desired but taste not experiences

#### **Identity**

##### **Social**

- Health and gym trends
- Middle – high class: detected through liking the finer exclusive things
- Communal identity of boyfriend reflected in the mention of products

#### **Central**

Produce quality

### **Touchpoints of high SEM interaction**

Didn't like the aisles being too rigid and clinical. She felt the store lacked authenticity which didn't reflect Waitrose to its full potential.

### **Quotes**

"I don't like the way the products are laid out on the shelves. It's too rigid. It doesn't make it feel like a fun experience, but feels very 'hygienic' and factory like."

"I would be more willing to shop at Waitrose if they did tasting with their products. When I was on placement I shopped at M and S on the basis that every time I went in there, they had tasting stations of different things. Now that is a shopping experience. And I actually bought a lot of the things I tasted. It became a bit of a standing joke with my family as me and a girl from work used to go once a week after work and spent a good hour in there."

### **PARTICIPANT 4**

SEMS:

### **Sense**

#### **Sight**

- Looked at the gardening products at the entrance and commented it looked how she wants her garden to look
- Drawn to the Easter products, didn't buy but engaged

#### **Touch**

- Touched the gardening products outside the store. She was drawn in by the sight of the way they were presented in garden huts. When she picked up the garden ornaments, it was evident she enjoyed touching them as her mood was happy, reflected in her body language and facial expressions
- Touched the bread to feel how fresh it was, which she bought

#### **Smell**

- Smell of bread acknowledged and bought
- Smelt the flowers and commented on how lovely they smelt and bought them
- Fish counter smell acknowledged and disliked
- Smelt a candle and commented on how nice fragrance was but didn't purchase

#### **Taste**

n/a

#### **Sound**

- Acknowledged how quiet is in the store

#### **Think**

**Convergent:** n/a

**Divergent:** When she found an exclusive product (fig and cranberry hot cross buns) she said she felt a sense of pride that gave her a rewarding feeling for finding something she knows people who shop elsewhere won't get.

#### **Feel**

**Moods:** Relaxed and happy

**Complex:** n/a

#### **Central**

**Appearance:** Smartly dressed

**Personal characteristics:** Very relaxed. Confident in herself but it was obvious she admired the type of people that shopped in Waitrose. It was evident she was caring, through mention of what her husband likes and that she wanted to find him something nice for his lunchbox

**Ethical views:** n/a

**Cultural views:** She liked the locality of food ingredients in products and looked for local ingredients as a preference in her choices

**Lifestyle:** Each product relates to her lifestyle and almost enhances it.

**Produce quality:** high quality trusts in the essential range to have high quality.

**Social:**

**Class:** middle

**Ritual:** 60 minute, leisurely shop, aisle by aisle, no specific route taken

**Health and nutrition:** Enjoyed the treat products, disregarding health

**Gender roles:** Shopping for her family, her husband and two sons

**Economic:** n/a

**Family/reflection/identity:** referred to her husband and children and their preferences and spoke about her family about who cooks what at home

**Stereotypical Waitrose consumer:** aspire to the Waitrose lifestyle and 'people' who shop there

**Touchpoints for observation:**

**Entrance to Waitrose:** the layout of the gardening products in the form of a garden shed provoked hedonic feelings of touch. Suggests sight and touch are connected.

**Employee interaction:** Mentioned she likes the service she gets in Waitrose

**Leaving store:** n/a

**Meat/cheese/fish counter:** Didn't like the smell of the raw fish

**Paying and packing:** n/a

**Shopping List:** None

**Route taken:** no specific route, browsing

**Additional notes:**

### **Themes identified**

#### **Experience**

- Sense of touch (especially fruit and veg, gardening)
- Sense of sight (susceptible to attractive and uniquely packaged food), particularly the more authentic layout of the gardening products.

#### **Identity**

##### **Social**

- Aspires to belong to the Waitrose consumer type. "Nicer people who shop there"

#### **Central**

- Produce quality – locality and heritage, quality of ingredients

## **Touchpoints of high SEM interaction**

Locality of ingredients in product choices prominent

### **Quotes**

"I look for local ingredients where I can in products. Even if the crisps have Somerset cheddar it makes me want to buy it more because I can resonate with the locality of the produce and I feel a bit of pride that the ingredients are produced where I live."

"I like coming in Waitrose because I know the types of people that shop here. It's just a nicer, more relaxed atmosphere and I like shopping in this environment with people that have more of an upper class lifestyle. It makes me feel good about myself and I like shopping with these groups of people."

## **PARTICIPANT 5**

SEMS:

### **Sense**

#### **Sight**

- Looked at the colourful packaging of the Easter eggs and bought one
- Looked at the colourful, nicely packaged fruit pots
- Looked at the bakery style cupcakes and bought one for her boyfriend
- 

#### **Touch**

- Touched the fruit packaging to get a better look at how fresh the fruit was
- Touched the cupcake packaging base in the cake section to feel how fresh and to get a better look, whilst sniffing the cupcake

#### **Smell**

- Actively smelled the cupcake in the cake section
- Evident that the sweet smell of cakes and biscuits make her linger around that section for longer

#### **Taste**

n/a

#### **Think**

**Convergent:**

Thinking what she needed for lunches for work for the week



**Divergent:** More rewarding, emerged thinking (side tracked by the cake aisle, looking at treats for herself and her boyfriend after a hard week at work) A sense of reward by buying indulgent sweet foods

### Feel

#### **Moods:**

Happiness when looking at the cupcakes

**Complex:** n/a

#### **Central**

**Appearance:** Work clothes with a smart coat

**Personal characteristics:** knows what she likes and doesn't like in Waitrose.

**Ethical views:** n/a

**Cultural views:** n/a

**Lifestyle:** Busy but enjoys the finer things in life, especially food ingredients

**Produce quality:** quality and freshness important, especially for fruit and fresh cakes

#### **Social**

**Class:** Middle

**Ritual:** 40 minutes, aisle by aisle to look at all products. No list used.

**Health and nutrition:** Not detected. The products she picked reflected what she enjoyed without health in mind (cupcakes)

#### **Gender roles:**

**Economic:** price monitored

**Family/reflection/identity:** Mentions of what her boyfriend likes in Waitrose. He is at Uni so cannot afford to shop there, so she gets him the Waitrose cupcake from the fresh section when he is back.

**Stereotypical Waitrose consumer:** not detected

#### **Touchpoints for observation:**

**Entrance to Waitrose:** Drawn in by the colours of the Easter eggs, did not acknowledge the flowers or gardening products

**Employee interaction:** none

**Leaving store:** n/a

**Meat/cheese/fish counter:** n/a

**Paying and packing:** n/a

**Shopping List:** Not used

**Route taken:** no specific route

**Additional notes:**

### Themes identified

**Experience**

- Sense of touch (all products) for product basic information
- Sense of sight prominent
- Sense of sight, led to touch, which led to smell of sweet products (connection between the senses)

## **Identity**

### **Social**

- Looked for the best products for her boyfriend
- She shops at Waitrose once every other week to get the exclusive things you can't get anywhere else. She mentioned that people are surprised when she says certain things like exclusive brand biscuits are Waitrose.

### **Central**

- A definite chocolate and cake lover reflected in the time she spent in these aisles and her love of looking at the exclusive brands of these type of products. High quality was initiated through looking at how the products looked in the packaging or on the bakery shelves

## **Touchpoints of high SEM interaction**

The connection between sight and smell. Sight led to touch and touch led to smell

## **PARTICIPANT 6**

SEMS:

### **Sense**

#### **Sight**

- Looked and commented on how nice the meat counter layout looked
- Did not pay attention to the gardening products at the entrance
- Looked at the Easter eggs in the bright packaging

#### **Touch**

- Looked hard and felt vigorously at every product picked up, especially fruit and veg
- Fruit and veg to feel the ripest and best quality

#### **Smell**

- Smells of fishmonger, meat and cheese counter acknowledged and lingered at the counter
- Smell of fresh bread acknowledged and looked thoroughly, led to purchase
- She thinks they need to get cooked meats out for the smell to overpower the raw meat. More appealing combined with tips from the Butcher. More than a shopping experience.

**Taste**

n/a

**Think****Convergent:**

Thinking what she needs to buy for meal and children, task related

**Divergent:** More rewarding, emerged thinking (she asked the butcher how to cook her joint of lamb best, immersed in conversation with employee. Sensory language: spoke about moisture of the lamb, the taste melting in the mouth, the taste of herbs and spices added and the crispiness of the skin → related verbal to sensory appealing)

**Feel**

**Moods:** Bubbly and happy, relaxed

**Complex:** n/a

**Central:**

**Central appearance:** Casual but smart, jeans, jumper and boots

**Personal characteristics:** Loved interacting with other shoppers, had a brief conversation with two people

**Ethical views:** organic and free range

**Cultural views:** heritage and locality of ingredients important

**Lifestyle:** Lots of spare time, freedom to shop leisurely, likes to go to farm shops and seek out the tastiest fresh and high produce. She loves to look fresh meals for her family using the finest ingredient

**Produce quality:** free range eggs, interest in buying local wherever she can. High produce quality of meats and cheeses.

**Social:**

**Class:** Middle/upper reflected in products bought

**Ritual:** 40 minutes, leisurely shop, aisle by aisle, no specific route taken, list used.

**Health and nutrition:**

**Gender roles:** Traditional, female shopping for her husband and children.

**Economic:** price not an issue, reflected in time taken to choose best product quality, most visually appealing.

**Family/reflection/identity:** Family was referred to throughout. Talked about what her daughter likes and she had to buy a certain pack of chips and marmalade for her husband. She spoke about how her husband preps the meat on a Sunday and she cooks the veg, a family team effort

**Stereotypical Waitrose consumer:** not detected

**Touchpoints for observation:**

**Entrance to Waitrose:** Not interested in promotional products e.g. flowers and discounted products.

**Employee interaction:** had meaningful conversation with the employee about family and also the product quality of Lindt and the Lindt factory.

**Leaving store:** coffee bought afterwards. Spent time on selecting what coffee she fancied and took to her car.

**Meat/cheese/fish counter:** looked and interacted with the staff about what was new that week.

**Paying and packing:** employee interaction high

**Shopping List:** used but did not dictate route of store

**Route taken: no specific route, browsing**

Spent most time lingering at the meat and cheese counter

**Additional notes:**

### **Themes identified**

#### **Experience**

Sense of touch (especially fruit and veg)

Sense of sight (susceptible to attractive and uniquely packaged food, in which the food is visible)

Sense of smell is susceptible to bread

Locality and heritage of meat important

### **Touchpoints of high SEM interaction**

#### **Quotes**

““I love buying the meat and cheeses from the deli counter. I mean, just look how nicely the meat is laid out in the display. It is so much nicer! I think it is not enough to just say the location of the meat. How amazing would it be if they told us the exact field and farm the cow was grazing on? That is what you call local and I would probably buy the meat from the deli all the time instead of once a week.”

“I like the variety of products you can get here more than anywhere else. My husband likes the Waitrose marmalade with no bits and my daughter likes the Waitrose chocolate so we only buy this.”

“The staff are so knowledgeable. I love that you can go to the meat counter and they will tell you and show you the best way to cook the meat. Its first class service. I feel like I am getting a cookery class as part of my shopping experience, its great!”

“I’m not sure about the lay out. Every Waitrose is the same. Its smart but I guess a bit boring.”

## **PARTICIPANT 7**

SEMS:

### **Sense**

#### **Sight**

- Looked at the Easter eggs in the entrance
- Did not pay attention to the gardening products at the entrance
- Looked at fruit and veg to check the quality of the products

#### **Touch**

- Touched the fresh bread through the plastic film to feel the freshness
- Fruit and veg to feel the ripest and best quality
- Touched the tins of food to gain information

#### **Smell**

- Smells of the meat counter acknowledged and commented on how disgusting the smell of raw meat was.
- Smell of fresh bread acknowledged and bought. Comment of how it is so much fresher and softer when bought fresh compared to packaged. It was a weekend treat for her to buy this.
- The smell of coffee from the restaurant was acknowledged and reminded her to get a coffee at the end. The smell of the cakes on display was acknowledged but triggers from sight first.

### **Think**

#### **Convergent:**

- Thinking what she needed for meals, mentioned how she was shopping here as her boyfriend was coming to visit and the quality of food is nicer.
- Thinking of Waitrose products she had bought before (Waitrose exclusive Eccles cakes)

**Divergent:** More rewarding, emerged thinking (when picking the Eccles cakes, she mentioned how you can't get them anywhere else and that they were her boyfriend's favourite. Her mood lifted to excited at this point)

### **Feel**

#### **Moods:**

- 'Disgusted' mood when acknowledging the smell of the meat counter
- Joy/happiness when looking at something she had picked that her boyfriend liked
- Relaxed and immersed in her own thoughts

**Complex:**

n/a

**Central****Appearance:** Gym wear**Personal characteristics:****Ethical views:** n/a**Cultural views:** British heritage brands predominantly chosen (Twinings, English cheddar, Somerset cheddar crisps).**Lifestyle:** Very busy. Cares about health and exercise. Was looking at the products as components of a healthy meal creation. Enjoys cooking with and for her family, friends and boyfriend**Produce quality:** Organic yoghurt considered.**Social****Class:** Middle**Ritual:** 35 minutes, aisle by aisle to look at all products. List used**Health and nutrition:** Reflected in the way she looked and touched the products and from her personal appearance**Gender roles:****Economic:** price monitored but quality had priority**Family/reflection/identity:** Considerations of products for her boyfriend mentioned frequently**Stereotypical Waitrose consumer:** not detected**Touchpoints for observation:****Entrance to Waitrose:** Not interested in promotional products**Employee interaction:** none**Leaving store:** coffee bought afterwards and taken to the car**Meat/cheese/fish counter:** acknowledgement of raw meat smell**Paying and packing:** n/a**Shopping List:** Not used**Route taken:** no specific route**Additional notes:****Themes identified****Experience**

Sense of touch (especially fruit and veg)

Sense of sight prominent

Sense of negative smell from the meat counter. Sight then smell of sweet products from the fresh section triggered happy feelings

Waitrose free coffee

## **Identity**

### **Social**

Cooking and healthy as a lifestyle

Family/boyfriend identity reflected

Acknowledging shopping at Waitrose as a treat for luxury things

### **Central**

British heritage ingredients detected

Health and nutrition

## **Touchpoints of high SEM interaction**

### **Quotes**

“These Eccles cakes are amazing! You can’t get them in Tesco or anyone else. They aren’t your average supermarket brand. These are mine and my boyfriend’s favourite!”

“Eurghh, I hate the smell of the meat counter. It just smells so raw and animal like. It’s not appetising at all and really puts me off!”

### **PARTICIPANT 8**

SEMS:

### **Sense**

#### **Sight**

- Looked and commented on how nice the cheese layout looked
- Looked at the gardening products at the entrance and liked how they were displayed in garden sheds, adding to the realism and experience
- Liked the look of the boxed fruit in the more exclusive packaging

#### **Touch**

- Intrigued by the exclusive brands in the chilled aisle. Picked up to look at the product in nicer packaging (Charlie Bingham)

#### **Smell**

- Sweetness of cakes made her linger and look at the selection in depth → provoked nostalgic feelings.

#### **Taste**

- She thinks they need to get cooked meats out for the smell to overpower the raw meat. More appealing combined with tips from the Butcher. More than a shopping experience.

#### **Sound**

- Mentioned and acknowledged how quiet the store was.

### **Think**

**Convergent:** Task related, thinking what she needed for meals

**Divergent:** n/a

### **Feel**

**Moods:** n/a

**Complex:** Nostalgia – reminded her of when she was a child at the cake section – the way they were displayed in a bakery like stand.

### **Central**

**Appearance:** Smartly dressed

**Personal characteristics:** Liked interacting with employees. Referred to them as knowledgeable and friendly

**Ethical views:**

**Cultural views:** Traditional choice in products

**Lifestyle:** health, nutrition and lifestyle important to her

**Produce quality:** high quality, free range

### **Social:**

**Class:** Middle/upper reflected in products bought

**Ritual:** 1hr and half, leisurely shop, aisle by aisle, no specific route taken, coffee in the café afterwards.

**Health and nutrition:**

**Gender roles:** Traditional, female shopping for her husband.

**Economic:** price not an issue

**Family/reflection/identity:** Family was referred to throughout. Talked about what her husband likes, what her grandchildren will like for Easter and referred to her childhood.

**Stereotypical Waitrose consumer:** not detected

### **Touchpoints for observation:**

**Entrance to Waitrose:** Interested in gardening products.

**Employee interaction:** Referred to employees as 'friendly'

**Leaving store:**

**Meat/cheese/fish counter:** looked at how visually appealing the cheese was.

**Paying and packing:**

**Shopping List:**

**Café:** Liked the authenticity of the Waitrose café (teapot and cups)

**Route taken:** no specific route, browsing

Spent most time lingering at the fresh cake stand



## **Additional notes:**

### **Themes identified**

#### **Experience**

Sense of touch (especially fruit and veg) for information on products

Sense of sight (susceptible to attractive and uniquely packaged food, in which the food is visible)

Sense of smell is susceptible to cakes

Nostalgia highly detected

#### **Touchpoints of high SEM interaction**

### **Quotes**

“The wine is laid out very neatly but I don’t understand why they don’t use a dark rustic wood to display the bottles on. Even the lighting is very clinical. If they had dimmed down lighting with a rustic oldy worldly feel, I would feel as though I am in an authentic wine shop in a country village somewhere and would love the experience of finding a good bottle of wine. For me, it’s all about living the simple life – the simplicity of fresh veg, a good wine and fresh meat to create meals for my family.”

“The atmosphere is not that great for a big store, it feels really dead.”

“The display of these cakes and the choux buns remind me of when my mum used to take my shopping with her. Afterwards, we went to the local bakery and I was allowed to choose one cake and had a milkshake. The layout reminds me of a bakery and I can remember cutting the choux bun slowly and eating it. It brings back such happy memories.”

“I didn’t even notice the juice bar when I walked in. It just looks like a marketing gimmick to me.”

“The visual display and the look of the food attract me more than wanting to taste it – especially the cakes. It gives a sense of fantasy and you can imagine the sugary flavours.”

## **PARTICIPANT 9**

SEMS:

### **Sense**

#### **Sight**

- Looked at the gardening products at the entrance and was particularly drawn to the most colourful plants for her garden.
- Drawn to the Easter products, didn’t buy but engaged

- Looked at the pre-packaged vegetables due to how colourful they were and lingered around that section

### **Touch**

- Touched the vegetables, in particular the potatoes to feel how hard they were (means to an end)
- Touched the bread to feel how fresh it was (means to an end)
- Opened and touched the eggs to check they had not been broken (means to an end)

### **Smell**

- Smell of bread acknowledged and bought
- Smell of fresh donuts acknowledged and fantasised over. Mood lifted to excitement

### **Taste**

- n/a

### **Sound**

- n/a

### **Think**

**Convergent:** Very task related. She thought about what she needed for her revision classes (biscuits) etc. She weighed up the Waitrose Essential brand vs the Waitrose and put trust into the Essential range.

**Divergent:** n/a

### **Feel**

**Moods:** Relaxed and happy. Excited specifically when she looked at the ice cream and fresh cake aisle. Opportunity to bring these aspects to life?

**Complex:** Slight detection of nostalgia. Very basic. “everybody loves a custard cream, my mum always has a tin full at home.” She last lived with her mum 10 years ago.

### **Central**

**Appearance:** Smartly dressed for an outing, scarf blouse and smart jeans

**Personal characteristics:** Very laid back,

**Ethical views:**

**Cultural views:** Ingredients of local seemed more appealing

**Lifestyle:** into lifestyle brands, heat magazine, healthy living. Loves cooking and admires Heston and Nigella

**Produce quality:** high quality trusts in the essential range to have high quality.

**Social:**

**Class:** middle

**Ritual:** 50 minute, leisurely shop, aisle by aisle, no specific route taken.

**Health and nutrition:** cooking enthusiast

**Gender roles:** Shopping for herself

**Economic:** Not price sensitive, quality over price

**Family/reflection/identity:** When picking the Essential biscuits for her revision class she referred to 'everybody loves a custard cream, my mum always has a tin full at home.'

**Stereotypical Waitrose consumer:** aspire to the Waitrose lifestyle and 'people' who shop there

**Touchpoints for observation:** n/a

**Entrance to Waitrose:** Gardening products acknowledged

**Employee interaction:** General conversation at the checkout

**Leaving store:** Lingered at the

**Meat/cheese/fish counter:** Not acknowledged or interactive with

**Paying and packing:** Bought her own Waitrose for life bags

**Shopping List:** None

**Route taken:** no specific route, browsing. Paid particular interest to the cooking and home dining section

**Additional notes:**

### **Themes identified**

#### **Experience**

Sense of touch (especially fruit and veg)

Sense of sight (susceptible to attractive and uniquely packaged food)

#### **Touchpoints of high SEM interaction**

Touch and sight of specifically fruit and veg

Lingered over the Waitrose community box to decide where to put the green coin.

Reflects conscious and community spirit.

Sight and layout of the cooking and dining section which provoked touch and interest.

This reflected her identity and passion for cooking.

### **Quotes**

“‘Everybody loves a custard cream, my mum always has a tin full at home”

“I need to find orzo. I’ve seen a Nigella recipe that I am going to use but not sure where I would find it in here.”

### **PARTICIPANT 10**

SEMS:

#### **Sense**

##### **Sight**

- Looked at the flowers in the entrance and commented on how beautiful they looked
- Looked at fruit and veg to check the ripeness
- Drawn to the twinnings tea from their bright packaging
- Drawn in by the sight of the Waitrose own brand Easter eggs but did not buy
- Looked at the fresh cake section at the cupcakes with the bright colours but did not buy
- Purchased the Waitrose fresh soups and commented on how tasty they looked.

##### **Touch**

- Fruit and veg to feel the ripest and best quality

##### **Smell**

- Smells of the fish acknowledged and drawn in to looking at the salmon
- Smell of fresh bread acknowledged but not bought

##### **Taste**

- Oppo ice cream tasting stand hidden in the corner against the cereals. Branded representative handing out samples. She went to try two different flavours and got excited by the taste. A coupon was handed to her for 10% but she did not purchase. She commented on how she liked being able to taste things but never normally sees it in Waitrose.

#### **Think**

##### **Convergent:**

Thinking what she needed for meals

**Divergent:** More rewarding, emerged thinking (easily side tracked by the biscuit aisle and the Waitrose own brand of luxury cookies.)

#### **Feel**

##### **Moods:**

Noticeably increased Joy/happiness when looking at sweet treats (biscuits, ice cream, chilled dessert products)

**Complex:** Very light nostalgia. When tasting the ice cream she said it reminded her of the Cornish honeycomb ice cream you can get on the sea front from the ice cream hut in Bournemouth like herself and I did last year.

**Central Appearance:** Waterproofs and smart jeans and cardigan

**Personal characteristics:** Bubbly and excited

**Ethical views:** n/a

**Cultural views:** n/a

**Lifestyle:** Very busy but has the time to pick out the best luxury products that will satisfy her sweet tooth

**Produce quality:** Free range products

## **Social**

**Class:** Middle

**Ritual:** 35 minutes, aisle by aisle to look at all products. List used

**Health and nutrition:** Not detected. The products she picked reflected her love of exclusivity and sweet treats that

**Gender roles:**

**Economic:** price monitored

**Family/reflection/identity:** Mentions of what her dad buys in Waitrose. In particular the fresh fish and the Dutchy range. Mentions of how good the Dutchy tomatoes taste

**Stereotypical Waitrose consumer:** not detected

## **Touchpoints for observation:**

**Entrance to Waitrose:** Not interested in promotional products, drawn in by colours of the flowers

**Employee interaction:** none

**Leaving store:** n/a

**Meat/cheese/fish counter:** acknowledgement of fish smell which led to looking at the salmon

**Paying and packing:** n/a

**Shopping List:** Picked what they needed using a list

**Route taken:** no specific route

**Additional notes:**

## **Themes identified**

**Experience**

Sense of touch (all products), especially fruit and veg  
 Sense of sight prominent  
 Sense of smell led to looking at products  
 Sense of taste present which provoked vague feelings of nostalgia

### **Touchpoints of high SEM interaction**

Taste indicated more research is needed to get a better understanding of its place and implementation in the grocery environment

### **Quotes**

“The Duchy range is so good. My dad buys a lot of it, like the tomatoes and the ice cream. They use local or British ingredients so you can be naughty but know the ingredients are of a good quality.”

“Ohhh this flavour tastes so good. It tastes like that mint ice cream we had at the beach last summer, do you remember? This is probably a lot healthier for you though!”

## **APPENDIX 5: PARTICIPANT OBSERVATION DIARY**

When finding parking in the carpark, P1, decided to park further away, indicating the free time she intends to spend well in Waitrose. P1 was assisted on the shop by her 60-year-old husband and 28-year-old daughter. When approaching the store, the gardening products were placed outside the store. P1 did not acknowledge the products and walked straight in. Upon arrival of the store, P1 selected a small trolley from the trolley park. Flowers occupied the entrance due to Mother’s Day in which P1 acknowledged, touched and smelt the flowers but did not add any items to the trolley. She was in a very happy and relaxed mood and did not seem rushed in her manner. The ambiance of the store represented a typical grocery scene. No music was playing and all that could be heard was the sound of voices and bleeps from the checkout. All three members of the family got involved in the shopping process, selecting and talking about products to each other.

The first aisle selected to shop was the fruit and vegetables. All three family members were not using lists, and browsing the products by feeling and touching them (even the packed vegetables). This indicated that they enjoy the shopping experience and do not

consider the ritual a chore. P1 mentioned that she did not want to get the tomatoes she didn't like last time, in which they searched for alternatives and opted for selecting the Dutchy organic vine tomatoes. Interestingly, P1 took a little longer choosing oranges, evident that divergent thinking was taking place, in which she opted for the more premium boxed oranges. Little communication occurred between the family members and they each became immersed in touching and vigorously feeling the fruit and veg. When communicating, they confirmed a product with one another or asked for help on deciding on products. They referred to the meal preparation throughout the shopping trip and spoke about what days they were having what meals. Their moods became more joyous when talking about the meal preparation.

P1 slowly looked at products aisle by aisle, not taking a specific route, suggesting she likes to look at the products to see what she is most satisfied by. When approaching the meat, cheese and fish counters, the smell was overbearing, but was not susceptible to engagement from P1 or her family. It became obvious that product quality played a big role in the shop as the family members did not react or consume messages from the price promotions. P1 mentioned that she only like the Waitrose coleslaw and black pudding that they can only get in Waitrose, suggesting Waitrose' customers appreciate they more premium exclusive brands they stock.

When looking down the frozen aisle and selecting ice cream, P1 became very excited by the 'Magnum' products, recalling how they remind her of summer, in which she added to the trolley. This was evident that complex emotions and convergent thinking was present from the products. Both her daughter and husband became joyous and excited of adding these to the trolley. The joyous mood continued when going down the sweet aisle in which P1 husband excitedly added chocolate to the trolley. They spent time touching the bright and different shaped packaging and looking at sweet treats but did not add anymore to the trolley.

The fresh bread and cake section of the store stimulated emotions the most for all family members. They all spent time looking at the different cakes on offer and her daughter mentioned how some cakes reminded her of her granny's house, in which P1 was susceptible to the divergent emotion of nostalgia, further placing the cakes in the trolley. Interestingly, her husband was ahead and also picked up the same cakes without realising P1 had also, suggesting the little sweet treats are something the couple both get satisfaction from buying. The cakes were visually appealing and designed beautifully with sea through packaging, suggesting its visual appeal was something which enticed the purchase. Her daughter mentioned how she loves the smell of the fresh bread in which her facial expressions became very over excited. She took a deep sniff and looked at the fresh bread on offer, suggesting for such a plain looking product compared to the chocolate, the sense of smell has an important role to play. Even though they did not purchase the bread, there was high levels of engagement with the products and each other in which they spoke about their love for bread and referred it to breakfast time.

When passing the busy café, the noise of people chatting and busy atmosphere seemed to put P1 off, in which they headed for the check outs. When placing the products on the conveyer belt, P1's husband and daughter recalled the meals they had made before making the ingredients bought, and how yummy they were. They positioned the food on the conveyer belt carefully in accordance to where they were found in the aisle,

suggesting they had more care over the products purchased. P1 interacted with the employee and they spoke and laughed about Mother's Day coming up and the employee commented on how delicious the cakes looked. P1's body language showed a sense of pride and satisfaction. After paying, the three walked towards the front of the store where they looked at the food bank and mentioned how next week they would bring some tins. They also took some time over choosing which 'community matters' project to put the green token into, which indicated their lifestyle and personal conscious was tapped into, in which they felt satisfaction. P1's husband then went and purchased his free coffee with his loyalty card while P1 stood and spoke to her daughter about the flowers. Her husband commented on how the coffee cups have changed and instead of having a sleeve, they have a thicker cup to stop it being so hot. This indicates, the touch experience of sense is particularly strong. He also mentioned the quality of the coffee being good and it is something he looks forward to. It suggests that if improvements of the shopper experience were implemented, shoppers would be susceptible to noticing and appreciating the change.

When unpacking the groceries, P1, her husband and daughter recalled their shopping experience, talking about the products which they bought. They again made the connection to cooking and what meals they were prepare, all three getting excited. They mentioned about popping to the butchers in the week and to Tesco to get some wine to go with the meals in the week, suggesting there are areas in which Waitrose can improve their experience in these areas. When asked about online shopping, they said they sometimes use the click and collect for John Lewis but like going in to store to select their ingredients for cooking. They said they would use online more if it enriched or incentivised the enjoyment they experienced in store.

## APPENDIX 6: GROUNDED THEORY PROCESS

Open Coding	Memoing	Core Category
<ul style="list-style-type: none"> <li>-Happy memories triggered by products</li> <li>-Memories of childhood</li> <li>-Memories of family</li> <li>-Memories of enjoyable eating rituals</li> </ul>	<ul style="list-style-type: none"> <li>-The smell and sight of cakes and moreish products triggered these memories. There is a link between sweet 'treat' foods and happy memories.</li> <li>-There is a link between the sight of cake products that depict a bakery and the trigger of happy memories.</li> <li>-There is a link between the sense of sight and smell with the complex feeling of nostalgia.</li> </ul>	Nostalgia



<ul style="list-style-type: none"> <li>-Aisles rigid and tidy</li> <li>-Wine aisle too clinical and modern</li> <li>-Typical supermarket layout</li> <li>-High quality of ingredients in food products</li> <li>-English heritage</li> <li>-Local products preferred</li> </ul>	<ul style="list-style-type: none"> <li>-The aisles did not reflect the heritage of the products, presenting a lack of authenticity.</li> <li>-The wine aisle did not reflect the heritage of the wine in an experiential, sensory manner.</li> <li>-Products with English heritage ingredients as well as local ingredients were purchased.</li> <li>-There is a link between the authenticity and the origin and heritage of food products.</li> </ul>	Heritage & Authenticity
<ul style="list-style-type: none"> <li>-Attractive packaging design</li> <li>-Bright colours of packaging</li> <li>-Attractive layout of meat</li> <li>-Attractive layout of cheese</li> <li>-Attractive layout of gardening section</li> <li>-Touch of fruit and veg</li> <li>-Smell acknowledgment (sweet scents)</li> <li>-Products 'looked' tasty</li> <li>-Lack of taste opportunities</li> <li>-Sound not prominent</li> </ul>	<ul style="list-style-type: none"> <li>-The sense of sight and touch were the most susceptible by consumers.</li> <li>-The sense of sound was absent, only acknowledged in a negative manner regarding how quiet the store was</li> <li>-Only one taste experience occurred, provoking feelings of nostalgia and fun. It was evident sight combined with taste increases pleasure as the stand was positioned in the cereal aisle and not attractive to look at. Taste was mostly absent, but yearned for by participants.</li> <li>-The sense of smell, particularly sweet scents led to feelings of nostalgia.</li> <li>-Participants' experiences were enriched when smell and sight were used, which encouraged hedonic touch.</li> </ul>	Sense
<ul style="list-style-type: none"> <li>- 'Sense' the most susceptible to</li> <li>- 'Feel' susceptible to</li> <li>- 'Act' susceptible to</li> <li>- 'Relate' susceptible to</li> </ul>	<ul style="list-style-type: none"> <li>-Sense, feel, act and relate can work together to form a holistic experience</li> <li>-There are connections between sense and feel (sight, smell and nostalgia). Taste and nostalgia need further exploration.</li> </ul>	Holistic experience

	<ul style="list-style-type: none"> <li>-There are connections between feel and act (nostalgia, authenticity and heritage)</li> <li>-There is a balanced level of central and social identities portrayed through the shopping experience</li> <li>-Senses work best when paired together coherently.</li> </ul>	
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#### APPENDIX 7: RECOMMENDED IN-STORE TACTICS TO FULFIL EACH SEM

SEM (Strategic Experiential Module)	In store tactic
Sense (touch, smell)	<ul style="list-style-type: none"> <li>▪ Introduce pick your own vegetables to achieve hedonic level on touch scale. The sight of the 'miniature allotments' will further enrich the touch experience. This will also enhance the heritage and authenticity of foods. This will also emphasise the concept of the 'the simple life'</li> </ul>

	conveying the lifestyle of 'living off your own land.'
Feel (nostalgia)	<ul style="list-style-type: none"> <li>▪ Deliberate sweet scents projected around the fresh cake area will provoke feelings of nostalgia. Samples of 'cake of the week' to combine taste with smell will enrich the nostalgic feeling. By utilising an old 'village' style bakery shop and improving the visual aesthetics of how the cakes are presented in an 'oldy worldy' authentic manner will further intensify feelings of nostalgia.</li> </ul>
Relate (social identity)	<ul style="list-style-type: none"> <li>▪ The use of smell at the meat counter to project delicious cooked 'meals of the week' with taste samples will enhance and mimic the family passion for cooking. The smell will provoke feelings of nostalgia relating to 'the simple life' and homegrown cooked meals.</li> </ul>
Act (heritage and authenticity)	<ul style="list-style-type: none"> <li>▪ The information about the meat should be detailed down to the field and cow breed. This can be utilised through interactive digital pads which allow the consumer to click the location on the UK map. This will detail down to the aerial view of the location and to the field of the farm. These can be located at the meat and cheese deli counters.</li> </ul>