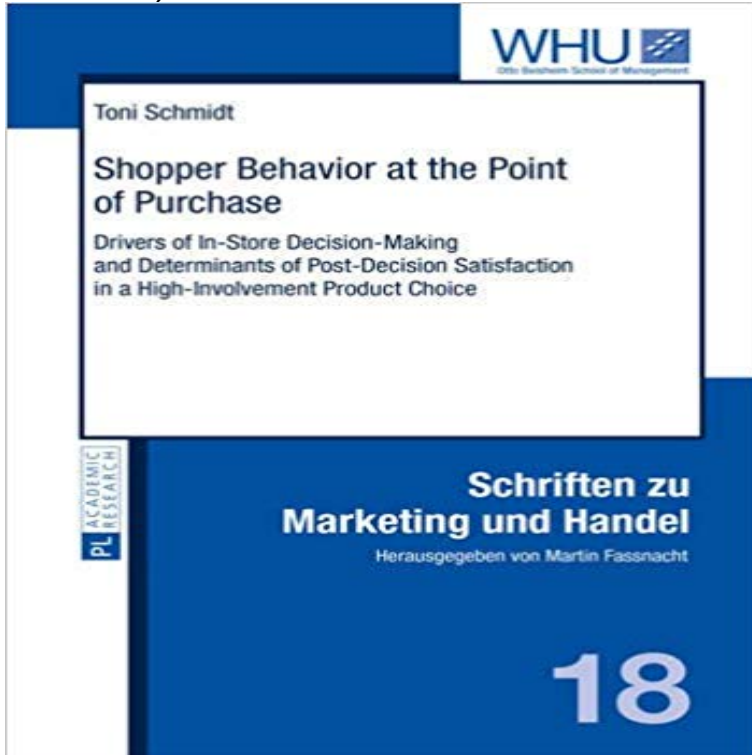


Shopper Behavior at the Point of Purchase (Schriften zu Marketing und Handel)



This book explores two central aspects of shopper behavior at the POP: decision-making itself and how it is affected by in-store and out-of-store factors, with a focus on the role of in-store attention, post-decision choice satisfaction and its determinants. It empirically researches these aspects using data gathered in an eye-tracking field experiment. These data allow for a precise analysis of attention at the POP, as well as of many other important variables of in-store decision-making. Overall, the results show that retailers have less influence on in-store decision-making than manufacturers, despite having control over the POP, as out-of-store factors have a stronger impact on in-store decision-making than in-store factors.

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