

An Ethnographic Approach towards Understanding the Food Shopping Experience of the Elderly Consumer

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Abstract

The elderly consumer has become more attractive to food retailers as they have a higher disposable income and set aside a larger budget for their groceries. From the literature review, it was found that very little studies have focused on their retail needs and research in the United Kingdom is limited. In addition, previous studies adopt a quantitative approach through surveys or questionnaires and the results may not be a true account of the current scenario. The aim of this research is to investigate the current difficulties and challenges associated with supermarket food shopping among senior consumers in the United Kingdom so as to improve retail service design for this group of consumers. A qualitative ethnographic approach, that combines direct observations and semi-structured interviews, was employed to discover ageing consumers' natural supermarket shopping behaviours and their attitude and satisfactions of the current service from supermarket retailers. Aspects such as the use of trolleys and baskets; store layout and aisles; shelves and freezers; products; customer service; and the checkout experience were investigated. In this project, 14 elderly participants were invited and asked to undertake their usual shopping, followed by the task of finding and identifying 3 items at 2 different supermarket retailers. The purpose of the 3 items was to serve as a benchmark of issues that the participants faced at both stores. A box of icing sugar was chosen as it was found that its product location was inconsistent; the bottle of basil was selected as it was found that the packaging for similar herbs were identical; and the box of fish fingers would be a representative of the frozen food section and to find whether the glass doors were an issue. The participants were observed in a non-intrusive way and at the end of each shopping trip, they were given a face-to-face semi-structured interview to elicit additional feedback and to confirm the observation findings. The key problem areas that were found include access to products, size of packaging and signage. The problem of reaching high and low shelves is not unique to only shoppers in the United Kingdom and this barrier was also identified in other developed countries. In terms of the size of packaging, food products that were sold in bulk were unpopular among senior citizens as they were unable to transport them home and they would have a problem finishing the food. Lastly, in terms of signage, it was observed that because senior citizens were more likely to have eye ailments and poor posture, most of the signs mounted on the ceiling were less effective for them. This research has confirmed several key problems in the supermarket environment, and the study has provided greater awareness for retailers to consider their special needs and to build towards a more inclusive retail experience.

Keywords

Elderly consumers, retail experience, supermarkets, food shopping

1 Background

The course of ageing encompasses social, biological, and psychological changes (Wolfe, 2005); and as people age, their requirements change (Park and Farr, 2007). This means that the older consumer is distinct and mass marketing would be less relevant for them (Hollywood et al., 2007; Szmigin and Carrigan, 2001; Wilson et al., 2004). As senior citizens comprise a greater proportion of the population, they are attractive to food retailers (Pettigrew et al., 2005). Previous research has also showed that they set aside more money for food than other shoppers and they have become the most important consumer group (Sudbury and Simcock, 2009). Despite the importance of this market, retailers have still failed to provide senior citizens with a good shopping experience, such as access to the store, having adequate facilities, providing sufficient shopping equipment, and ensuring a high level of customer service (Brown et al., 2008; Myers and Lumbers, 2008). In addition, previous studies have only focused on the North American and European context, and studies in the United Kingdom have been limited (Weijters and Geuens, 2003). As cultural and retail environments are different, the findings from existing research would not provide an accurate picture about the elderly shoppers in the United Kingdom. More importantly, previous research was mainly undertaken through a quantitative approach such as questionnaires, and they only provide an indirect account of opinions (Kitzinger, 2004). This study extends further such research by using an ethnographic approach that combines direct observations and semi-structured interviews to allow data to be collected more accurately. It is therefore proposed that the use of the qualitative ethnographic approach would provide rich contextual awareness and great amount of natural research data (Seale, 2004). Obtaining responses from direct observations, semi-structured interviews and video & audio recordings would also help triangulate the research data, thereby increasing reliability of the results (Healy et al., 2007).

2 Research Methodology

The aim of this research is to investigate the problems that senior citizens face at supermarkets and whether they have been disadvantaged by the current retail environment. The objective is to pilot the first stage of an empirical, cross-store chain investigation on the current difficulties and challenges associated with food shopping among senior consumers in the United Kingdom. Qualitative data was collected using direct observations so that the researcher would be able to examine the participants in a non-intrusive way and allowing the researchers to see what participants do in their natural environment (Langley, 1987). This will provide the researchers with a worldview of the situation and thereby gain first-hand knowledge (Thorpe, 2003). Video recorders, still cameras and field notes were used and to maintain reliability, the actual descriptions of what was being said or done was recorded (Dingwall, 1980).

After the observation process, the findings were confirmed through an interview. The purpose was to allow the respondents to discuss their own experiences freely from their own perspective. Leading questions from the interviews were avoided so that the responses would be from their views and not influenced by the researcher. In addition, every effort was made to ensure that the data collection was consistent throughout the process by using the same format throughout the survey. To ensure that the interview process was adequate and to improve the clarity of the questions, a pilot study involving an elderly female participant was carried out at 2 supermarkets. As a result, the 5-point Likert scale was replaced with a semi-structured format so as to achieve greater flexibility and to provide the opportunity to clarify issues that could not be obtained from a Likert-scale (Patton, 1990). The interviews were categorised into 6 aspects of the supermarket environment that was obtained from the literature review (Petermans and Van Cleempoel, 2009). The categories include trolleys and baskets; store layout and aisles; shelves and freezers; products; customer service; and checkout. There was an additional category for feedback and the list of questions is found in Appendix 2. The categories encompass key physical and experience-driven elements; and the semi-structured approach provides a more organised setting with the flexibility to determine which issues should be discussed in detail.

For this study, participants had to be above 65 years old and able to undertake their own food shopping at least once fortnightly. This ensured that they were mentally and physically capable of completing the research experiment. A total of 14 participants, comprising of 9 women and 5 men took part and their participation was voluntary. A small sample size was obtained as this was an exploratory study before committing towards a long term investigation. While every effort was made to obtain an equal number of

participants from both genders, female members still outnumbered males. Informed consent was obtained from each individual, explaining the rationale of the study, why they were chosen, that minimal risks would be involved, that their personal details would be secure and confidential, and they could withdraw anytime from the research. Each participant was required to visit 2 different supermarket retailers located in the same town on separate dates. Supermarket A had a small retail space, while Supermarket B had a larger store size. The purpose of having 2 different retailers is to examine the issues that they might potentially face while shopping at dissimilar retail environments. Both supermarkets were easily accessible by main roads with taxi and regular bus services. As video taking was not allowed at Supermarket A, photographs were used to capture key activities and a video camera would be used at Supermarket B. At the end of the data collection, still images from both devices would be used for analysis.

In the data collection phase, the respondents had to provide their personal and shopping details and a summary of their profiles are shown in Figure 1. 71.4 per cent shopped alone and 28.6 per cent had a preference to shop with others; 6 of them (42.8 per cent) conducted their shopping once a week; and an equal number did their shopping 2-6 times per week, with a small proportion (7.1 per cent) doing their grocery shopping daily. There was a heavy reliance on driving to the supermarket either on their own or with others (42.8 per cent), 35.7 per cent chose walking as their preferred mode of getting to the store, and 21.4 per cent chose public transport.

No.	Gender	Age Group	Marital Status	Usual Shopping Times	Shops	Frequency of Shopping	Mode of Transport
Participant 1	Female	65-74	Married	AM / Thurs	Alone	Weekly	Drive
Participant 2	Male	65-74	Married	Variable / Variable	Alone	Weekly	Drive
Participant 3	Female	75-84	Never Married	AM / Variable	Alone	2-6 Times / Week	Walk
Participant 4	Male	75-84	Married	Noon / Thurs or Fri	With Others	Weekly	Drive
Participant 5	Female	75-84	Married	Noon / Thurs or Fri	With Others	Weekly	Drive
Participant 6	Female	>85	Married	AM / Wed or Fri	Alone	2-6 Times / Week	Walk
Participant 7	Female	75-84	Widowed	AM / Variable	Alone	2-6 Times / Week	Public Transport
Participant 8	Female	75-84	Widowed	AM / Variable	Alone	Daily	Drive
Participant 9	Male	>85	Widowed	Am / Variable	Alone	Less Often	Public Transport
Participant 10	Female	75-84	Widowed	PM / Wed	With Others	Weekly	Public Transport
Participant 11	Male	>85	Widowed	AM / Tues	With Others	Weekly	Drive
Participant 12	Female	75-84	Married	AM / Variable	Alone	2-6 Times / Week	Walk
Participant 13	Male	75-84	Never Married	AM / Mon	Alone	2-6 Times / Week	Walk
Participant 14	Female	>85	Widowed	AM / Variable	Alone	2-6 Times / Week	Walk

Figure 1: Participant and shopping details

The participants were asked to undertake their shopping at 2 different supermarkets and they were observed from a distance. They were required to identify a 500g box of icing sugar, a 10g bottle of basil and a box of frozen haddock fish fingers from both supermarkets. The items were of a specific brand and sold at both supermarkets. The icing sugar was chosen as it was found from the pilot study that its location was inconsistent, sometimes being placed at the home baking section or at the sugar section. In addition, the icing sugar came in 500g and 1kg quantities and the challenge was to locate and identify the correct item. The bottle of basil was chosen as it was found that the packaging looked identical to the other herbs and the only difference was in the label. The box of fish fingers was chosen as a representative of the frozen food and to examine whether opening and looking through the glass doors were an issue. Each participant had photographs of the 3 products to have a clear understanding of what to look for. After the shopping, face-to-face interviews were employed to confirm and validate what was observed. The researcher had the opportunity to show and clarify with the respondents the key scenes that illustrate their difficulties. At the end of the interview, the respondents were asked to summarise their shopping experience and to suggest improvements. The information from the observations and interviews were then compiled into a matrix based on the six categories as showed in Figure 2.

Category	Interview Findings	Observation Findings	Supporting Images
Trolleys and Baskets	Normally uses trolleys. No £1 coin needed at Supermarket B. She used a basket today as there were only a few items that she had to purchase.	There were no problems.	-
Store Layout and Aisles	She feels that the store is very small but did not have any problems finding the 3 items.	There were no problems.	-
Shelves and Freezers	She felt that the signage pointing to the categories of food were not clear.	She had to bend down quite a number of times to access some of the food items that she wanted. Some baking chocolates were also placed very high and became slightly dangerous to pull out the entire carton.	 
Products	She could not find the canned fruits as there were not were they usually were (she thought that they were at the tinned section). She commented that she usually has problems with items that are small and thin (such as pre-packed ham, chocolates on high shelves etc).	She could not find some of the canned fruits which she wanted and assumed that it would be at the canned vegetables section.	
Customer Service	She did not see any available staff around and could not ask for help.	She wanted to ask for help to find the canned fruits but no staff around her was available.	-
Checkout	She had some problems opening up the plastic bags due to dry fingers, but she had help. She does not use self-checkouts as she feels that the cashiers are much quicker and prefers to use cards for payment.	She had slightly dry hands and it made it hard for her to open up the shopping bags. However, the cashier was helpful and assisted her with the bags.	

Figure 2: Interview and observation findings

The next step was to analyse the data by reducing its size and scope, and translating this into a more useful form of information (Blaxter et al., 2001). The coding process simplified the data and selection was used to identify significant clusters that illustrate key points of the research (Miles and Huberman, 1994). This involved clarifying contradicting findings with the participants; bringing words with the same meaning together; merging broader terms into identical concepts; and putting topics that are frequently mentioned into a cluster (Spencer, 2010). This process was repeated for the 14 participants until no new themes could be found (Mason, 1996; Dey, 1993). Lastly, the process of tabulation converted the qualitative replies into quantity, so that patterns showing the number of problem areas could now be identified (Silverman, 2006) (Figure 3).

Topic	Sub-Topic	Supermarket A	Supermarket B	Total Number of Issues
Trolleys and Baskets	Found it a hassle to insert and remove £1 coin for trolley.	5	0	5
	Own trolley does not accommodate basket well	2	1	3
	Baskets are too small	1	1	2
	Basket caught in retail hook	1	0	1
	Baskets are too heavy to carry	1	0	1
	Trolley kept sliding down at checkout till.	1	0	1
	Would like to see a trolley park available.	1	0	1
	Deep trolleys make it hard to reach for items at checkout	0	4	4
	Trolley hits edge of floor skirting	0	2	2
	Ineffective compartmentalisation of trolley	0	1	1
	Size of trolley too big to manage	0	1	1
	Trolley hard to control outdoors / during wet weather	0	1	1
	Walking support does not accommodate the basket well	0	1	1
	Total number of issues	12	12	24
Store Layout and Aisles	Finds store to be small and cluttered	8	0	8
	Finds store to be too big	0	1	1
	No clear exit route	0	2	2
	Passageway too long	0	2	2
	Narrow passageways	0	3	3
	Area should be cordoned off when repair work is ongoing	1	0	1
	Product displays were too small	1	0	1
	Products on floor obstructed passageway	2	1	3
	Signage should be improved	4	4	8
	Total number of issues	16	13	29
	Shelves and Freezers	Items placed too high	8	8
Items placed too low		2	7	9
Items placed too deep		2	4	6
Labels and items do not correspond		1	1	2
Over stacking made it hard to remove items		1	1	2
Crates were overhanging		1	0	1
Items were a distance away		1	0	1
Mirrors were a nuisance		1	0	1
No appropriate place to bag items or to place baskets		1	0	1
Low shelf made items hard to remove		0	3	3
Problems with items that are too wide		0	1	1
Reflective freezer doors make it hard to see what is inside		0	1	1
Total number of issues		18	26	44
Products	Prefers to purchase items in small quantities	8	5	13
	Location of product not appropriately placed	3	1	4
	Product labels were unclear	2	3	5
	Store did not have adequate range of products	2	2	4
	Promotional discounts do not serve needs	1	3	4
	Packaging hindered clear view of product	1	0	1
	Packaging not well manufactured	1	0	1
	Problems with small and thin products	1	0	1
	Difficulty when lifting heavy items	0	2	2
	Promotional labels were not clear	0	1	1
	Vegetable bags were not available	0	1	1
	Vegetable bags were placed too high	0	1	1
	Vegetable bags were too small	0	1	1
	Total number of issues	19	20	39
Customer Service	Customer service should show the way to the item	2	2	4
	Customer service unavailable nearby	2	0	2
	Location of customer service counter not clearly seen	0	1	1
	Staff working along the passageway blocked the shopper	0	1	1
	Total number of issues	4	4	8
Checkout	Long queues	3	1	4
	Difficult to open up plastic bags	3	0	3
	Small checkout area	2	0	2
	Had trouble using self-checkouts	1	0	1
	Card payment machine buttons are too small	0	2	2
	Lifting heavy items at checkouts was an issue	0	2	2
	Card payment machine display are too small	0	1	1
	Checkout service could be improved	0	1	1
	Would like to have express checkouts	0	1	1
	Would prefer a packing service	0	1	1
	Total number of issues	9	9	18
Additional Feedback	Loose pieces of packaging on the floor were a hazard	0	3	3
	Promotional discounts for non-food products are attractive	2	0	2
	Transport and location are deciding factors	1	0	1
	Would like to have more seats available	0	2	2
	Would like prices to be lowered	0	1	1

Figure 3: Tabulated findings

3 Results

In terms of trolleys and baskets, it was found that 5 participants at Supermarket A found it a challenge to insert and remove the £1 coin from the lock. At Supermarket B, the deep trolleys were unpopular with 4 respondents who found it difficult to unload the items during checkout. The deep trolleys were used when purchasing bulky items. At both supermarkets, a number of participants brought their own shopping trolley and utilised the in-store baskets. They suggested that there should be a trolley park to leave behind their shopping carts. From the study, it was found that the trolleys also served as a walking aid and this was highlighted by Meneely et al. (2009). A number of respondents also felt that they would like to have an attachment on the trolleys to secure their shopping list. While the availability and operability of baskets and trolleys was reported in the past (Pettigrew et al., 2005), none was reported during this study and this could be due to the fact that better shopping equipment was now in place.

In terms of the store layout and aisles, 8 participants at Supermarket A found the retail space to be small and cluttered; while at Supermarket B, 3 participants found the narrow passageways to be an issue. At both supermarkets, 8 of the participants felt that the signage could be improved and one of them commented “the signs were not very clear and I must have missed (seeing) a lot of things”.

In terms of shelves and freezers at both supermarkets, the respondents felt that they were either too high (16 participants), too low (9 participants) or too deep (6 participants). “If the shelves are too low, then I will have an issue because I have a bit of a knee problem when I bend down”. Another area of particular attention was the over-stacking of canned food at Supermarket B that made it difficult for them to remove the cans from the shelves (2 participants). The problem of poor product accessibility has been reported in previous research where older shoppers experience the inability to reach for products and considered it to be the main barrier towards a good shopping experience (Underhill, 2000). At a focus group, Pettigrew et al. (2005) found that reaching for products on higher shelves or from deep freezers was more difficult among older female customers as they tend to be shorter than younger adults and people lose their height with age.

In the relation to products, 13 participants from both supermarkets felt that there should be more products in smaller packaging. Other key issues include unclear labelling (5 participants), promotions and discounts that were not useful (4 participants) and that the range of products was inadequate (4 participants). There was a high preference for senior shoppers to purchase smaller quantities of food due to their lifestyle requirements and most of them lived in single-households. “I wanted (Maris Piper) potatoes but the big bags were too heavy and they didn’t sell loose ones”. In terms of product labels, it was found that the list of ingredients was important to those with a special diet. “I look at the ingredients – what goes inside. I have to look out for wheat as I can only take gluten-free food... and the expiry dates are sometimes too small”. This is confirmed by previous research that found elderly customers with visual impairments had problems reading labels and there was a clear need for larger text and contrasting colours on labels (ibid).

In terms of customer service, 2 participants at Supermarket A commented that they could not find a customer assistant easily. At Supermarket B, a participant felt that the information counter could not be easily seen and there was a need to have more staff available for help. At both supermarkets, 4 respondents felt that they would like the customer service assistants to show them the way to the product.

At the checkouts, 4 participants at both supermarkets indicated that the long queues were an issue. This is in-line with Goodwin and McElwee (1999) who found that the waiting time at checkouts were linked to the level of satisfaction among customers and long queues contributed towards their dissatisfaction. 2 respondents at Supermarket A were unhappy with the small checkout area, and another 3 of them found it difficult to open the plastic bags. At Supermarket B, 2 respondents felt that the buttons on the card transaction terminal was too small, and lifting heavy items onto the checkout was difficult. “The buttons are too stiff and small, and I sometimes enter the pin number wrongly”. When asked about the use of the automated checkouts, a respondent said that “I find them too slow and prefer to use the cashier as they are much quicker”. This has been supported in previous studies (Dean, 2008) that found older consumers having less confidence when using the self-service terminals and they missed the element of human interaction. However, it was found that 3 participants who took part in this study were comfortable with the self-service terminals and also used in-store scanners for their purchase. “They have a handheld scanner. I put my card in it and I go round with it. It still saves me from queuing and standing.” This shows that while most hi-tech equipment remained a barrier to older shoppers, there some who do embrace the use of technology.

When asked for additional feedback, 3 respondents at Supermarket B expressed their concerns about the loose packaging being left on the floor, and 2 of them would like to see more seats made available at the store. At Supermarket A, 2 participants felt that promotional discounts for non-perishable items were more useful than those for food. They explained that they preferred fresh produce and buying food in bulk was not practical.

When asked to locate and identify the 3 items from both supermarkets, it was found that there were more problems at Supermarket B (Figure 4). The item with the most issue was the box of icing sugar where the respondents only looked at the main sugar section and did not search among the home baking products. “I

was uncertain about the icing sugar because, in one of the stores it was with home baking, whereas at (Supermarket B) it was with the sugar.” The bottle of basil was the next product that had the most number of issues in Supermarket B as it was found that they were placed too high on the shelves. “They are too high and we tend to have a bit of (a) stiff neck, and have problems looking and reaching up.” While the box of fish fingers did not pose any major problems, the feedback from the respondents was that the freezer labels were either too small, or they had looked at the wrong section. 2 respondents added that the reflective glass made it difficult for them to look inside the freezers.

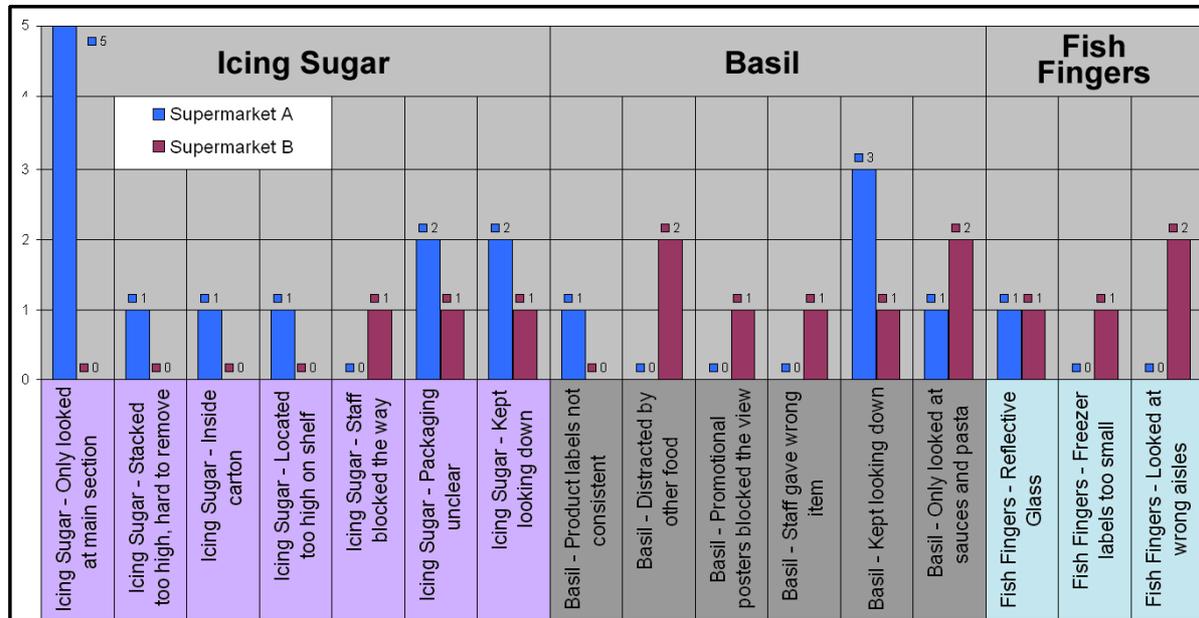


Figure 4: 3 items

4 Discussion and Implications

This research has revealed and confirmed a number of issues that senior consumers face while undertaking their food shopping in the United Kingdom. It has been identified that the access to products was the major barrier where products were placed too high (66.7 per cent); the packaging of products were too large (54.2 per cent); and items were located too low on the shelves (37.5 per cent). Other significant issues include poor signage (33.3 per cent); putting products too deep inside the shelves (25 per cent); and product labels that were unclear (20.8 per cent). At supermarket A, the top 3 issues include the packaging of products that were too large (33.3 per cent); items were placed too high (33.3 per cent); and that the store was small and cluttered (33.3 per cent). At supermarket B, the participants felt that the items were placed too high (33.3 per cent); the products were placed too low (29.2 per cent); and the packaging was too large (20.8 per cent).

The problem of reaching high and low shelves is not unique to only shoppers in the United Kingdom and this has also been reported among older consumers in the United States and in other parts of Europe (Leighton and Seaman, 1997). For example, the issue of inappropriate shelf height was also reported by Meneely et al. (2009) who highlighted that the inability to reach for goods contributes towards the main in-store difficulty and it meant greater reliance on customer service assistance. Having a better system of product display could also potentially improve the store layout and reduce clutter. The second issue concerns the size of food packaging where older people are more likely to live on their own. For example, a respondent stated that she wanted to purchase some tins of food but they only came pre-packed in six cans which was too large and heavy. The findings are in line with previous research where food products sold in bulk were unpopular among senior citizens (Hare, et al. 1999). The inclusion of senior shoppers in product and packaging design teams could be a way to ensure that their retail needs would be correctly met. In terms of store signage, senior citizens were more likely to have eye ailments and poor posture and ceiling mounted signs would be less effective for them. Previous research found that in-store familiarity had helped them find their way around the store but this sense of way finding could be affected when stock rotation occurs (Sidenvall et al., 2001). To counter this issue, Meneely et al. (2008) proposed that

customers could be informed of these changes in advance. When asked to find the 3 items, the icing sugar was the most challenging for the participants at Supermarket A (50.0 per cent); while the bottle of basil was the most difficult to locate at Supermarket B (29.2 per cent). It is proposed that the icing sugar should be placed at the main sugar section and this highlights the need for products to be placed at a more appropriate location where possible. The next issue concerned the bottle of basil that was located too high on the shelves. While smaller stores would face shelving and storage issues, Pettigrew et al. (2005) suggested that the top shelves could be used to display popular brands and to ensure that the stock is continually rotated.

The findings of this research should be considered in light of its limitations. Firstly, this exploratory study comprised a small sample of 14 participants and while every effort was made to obtain an equal number of elderly males and females, the female participants still outnumbered males. Secondly, this study was limited to only 2 supermarkets. Despite inviting other retailers to take part, they declined participation. Thirdly, interpreting what was recorded during the interviews should be taken into account that there is a possibility of participant memory loss (Fournier, 1998; Holt, 1998). Rauterberg (2010) also highlighted that there is a possibility to miss out events that were of importance but did not occur during the observations. However, these issues can potentially be resolved by undertaking a long term study with a large sample size. The results from this study have several significant implications. Firstly, this research goes beyond existing studies by investigating the issues among matured shoppers in the United Kingdom. Secondly, the study has built greater awareness and provided a more focused area of research of the elderly shopper in the United Kingdom, thereby allowing for more inclusive design to take place. This research has confirmed problem areas in the supermarket environment including access to products, size of packaging and poor signage and the findings will allow retailers to cater towards a more customer-centered retail experience. Lastly, the use of triangulation by combining the use of observations and interviews has provided a more accurate, comprehensive and objective representation of the study. By combining a qualitative and quantitative approach, the result is a study that has greater rigour and richness (Denzin and Lincoln, 2000).

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7 Appendix

Appendix 1: Background Questions

1. Participant Details
 - Name of Participant
 - Telephone Number
 - Email Address
 - Gender (Male / Female)
 - Age Group (65-74 / 75-84 / >85)
 - Martial Status (Never Married / Married / Separated / Widowed)
2. Shopping Details
 - Name of store usually visited
 - Location of store usually visited
 - Usual shopping hours
 - Shops (Alone / With Others)
 - Frequency of visit (Daily / 2-6 Times a Week / Weekly / Less Often)
 - Mode of Transport (Walk / Cycle / Drive / Lift / Public Transport)

Appendix 2: Interview Questions

1. Trolleys and Baskets (Access / Usability / Handling)
 - Did you find it difficult to look for the trolleys and baskets? Why?
 - Were the trolleys and baskets easy to use? Were there any issues?
 - Was it easy to handle the trolleys and baskets during your shopping?
 - Could this be improved?

2. Store Layout and Aisles (Category Arrangement / Spacing / Distance)
 - How do you feel about the arrangement of the store layout?
 - Was the spacing between the aisles comfortable and adequate?
 - How did you feel about the distance of the aisles?
3. Shelves and Freezers (Height / Depth / Label display)
 - Did the height of the shelves pose any problems? Why?
 - How do you feel about the depth of the freezers?
 - Were the label displays on the shelves sufficiently clear?
4. Products (Information and Price Labels / Display of Products)
 - Was the information and price labels on the food products clear?
 - How did you feel about the arrangement of products?
5. Customer Service (Availability / Service Quality)
 - Were the customer service assistants easily available?
 - How was their level of service? Could this be improved?
6. Checkout (Manned Tills / Self-checkouts / Unloading / Packing / Paying)
 - Was the cashier till or self-checkout easy to use?
 - Were there any problems?
 - Did you have any issues when unloading the food for checkout?
 - Was it easy to pack the food?
 - Were there any issues during payment? Why?
7. Additional Feedback
 - How do you feel about the overall supermarket shopping experience?
 - Is there a major issue that needs to be looked into?
 - Suggest some ways to improve the retail experience.

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