Designing the attractiveness model of the grocery store for the purchase of young customers with emphasis on the reference group, ethnicity and religion

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Abstract

The increasing competition of new technologies and the spread of consumerism have challenged businesses And retail stores operate with very thin profit margins due to the ease of entry and market saturation. Therefore, managers of food stores should pay attention to the methods of attracting customers and obtaining information about how to design the physical environment and revise their marketing strategies so that they can gain more competitive advantage.

Therefore, the aim of the research is Designing a grocery store attractiveness model on the purchase intention of young customers with an emphasis on the reference group of ethnicity and religion and The approach used is also the 'grand theory' method that After obtaining opinions from experts and performing primary, secondary and selective coding of extracted concepts. The researchers validated the verifiability, criticism, believability, and reliability of the results of the research coding paradigm And the central causal factors, intervening, facilitating and hindering, and strategies, actions, and consequences were categorized And the final research model was presented.

Keywords: Store, Customer, purchase intention, Reference group, ethnicity, Religion.

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1. Introduction

In recent years, the increase in the inflation rate and continuous changes in the market and technology have caused confusion and reduced purchasing power of customers, and many stores cannot meet the needs of different buyers to choose a variety of products (Manshi, 2018). Retail managers constantly monitor the market trend and consider information related to the flexibility of supply and demand, company goals, purchasing behavior, production costs, and product quality in order to get the necessary feedback and be able to determine the value and longevity of the product. Increase customers. Because if a company cannot identify the early stages of a threat, it will weaken performance and reduce productivity (Perveen and Sharma, 2017). Therefore, the main question of the research is what model can be designed for the attractiveness of the grocery store for the purpose of buying young customers, emphasizing on the reference group, ethnicity and religion of the consumer. In this regard, the following goals have been proposed: Main goal: Designing the attractiveness pattern of the grocery store for young customers with emphasis on the reference group, ethnicity and religion.

Other objectives are: 1- Examining the central factors of the design of the attractiveness pattern of the grocery store for young customers with an emphasis on the reference group, ethnicity and religion. and religion. 3- Examining the background factors of the design of the attractiveness pattern of the grocery store with the intention of buying young customers with an emphasis on the reference group, ethnicity and religion. Ethnicity and religion. 5- Examining the facilitating and inhibiting intervening factors in the design of the attractiveness pattern of the grocery store for young customers with an emphasis on the reference group, ethnicity and religion. , ethnicity and religion.

2. Review of Literature

The structure of the market leads companies to continuously pursue market gaps and forces them to change their marketing strategies, and companies can re-configure and re-architect by creating a value network to meet the demands of stakeholders and customers. act Therefore, an improved business model can provide a holistic view, so that managers can compensate for previous shortcomings and improve the company's performance by creating new

opportunities (Berman, Evans, Chatterjee, 2018). In the meantime, it is very important to pay attention to the organizational culture, the basic values of the company, and the orientation of the employees. Who are the customers, how is their relationship with the suppliers, and how much resources (time, money) should be spent? is that they should be taken into consideration in the internal perspective. (Parvin Vesharma, 2017).

2-1) Store: The store environment is defined as a space to create special emotional effects in buyers, which, due to the availability of different brands and products, creates a general attitude in the minds of consumers (Zents, Moresht, Klein, 2017) Therefore, in order to maximize sales per square meter, retailers categorize the entire store space into 2 parts: 1) Sales area: an area where the store's goods can be stored with the help of shelves. showed proper arrangement and generally doubling the space of a shelf increases sales by 20% (Ogrok, Nakas, 2018). A proper store assortment should strike a balance between these two areas, as it maximizes sales per square meter, and retailers, by consistently focusing on the leading brands and reducing the brands that sell less, increase the depth of their assortment. in each category, but the narrow and irregular levels of the product and the small number of sellers cause the loss of potential customers and decrease the profitability of the store, in the meantime, strategic agility and flexibility are very important, which It is necessary for the company to take action against its competitors with anticipation and effective performance.

2-2) Food store: Today, food is distributed in markets in two ways: 1- Traditional method: including small street stores and traditional markets where farmers and peddlers sell their products and lack It is a refrigerator and a cooler, and all kinds of unbranded goods are offered to buyers. 2- Modern method: It includes supermarkets, hypermarkets and chain stores that offer goods in a self-service manner (Guo, 2019). As buyers try to buy recyclable and organic materials and minimize the use of antibiotics, flavorings and food preservatives, retail stores should adopt new methods and increase quality, safety and health. reduce product waste so that they can improve their productivity by satisfying customers(Hellstrom, Olson, 2017).

2-3) Customer: "Customer" is defined as a person who buys products and services, probably also the user of the product, while "consumer" refers to the end user of the product (Bastamante, Rubio, 2019). Today, the progress of information and communication technology has significantly changed the interaction between consumers and sellers, and software systems such as (MIS) ensure the efficient and timely flow of information and reduce errors in information transmission, and the system Scanning provides the possibility to read the barcode in the shortest possible time and facilitates order registration and faster payment, and many retailers also use electronic banking to pay customers' bills, and cashiers accept customers' credit cards and Some retailers also inform customers of the latest product changes by sending short messages (Zents et al., 2017). On the other hand, the young generation is immersed in the virtual world, and companies consider the number of people's likes on social networks to be a suitable criterion for evaluating customers, because young customers generally have higher education and use credit cards, and they always prefer new products. on the other hand, older consumers also have less shopping time and are guided to the store by past habits and opinions and prefer old brands (Mihik, Anik, Milakovich, 2018).

Therefore, in retail stores, customers are divided into different categories: 1- Purchased customers: such customers, due to the superior offer of the retailer, buy and do not go to competitors. But they are not profitable and they look for opportunities that if they are not fulfilled, they leave the company. 2- Pushed customer: customers who no longer buy and the company is not interested in continuing the relationship with them, because profitability 3- Pushed customers: customers whose company's performance does not meet their expectations. 4- Pulled customers: Competitors attract such customers by offering better products, prices, and services. 5- Transferred customer: due to changing needs such as customer's age, life cycle and family's opinion, their shopping style changes(Zents et al., 2019).

In other categories, customers are divided into 4 categories: 1- Main customers: the best customers who have a lot of loyalty and satisfaction and are profitable and are resistant to competitors' advertisements. 2- Lost customers: customers who are not profitable and often They complain and return the

products and do negative advertising. The loss of such customers may decrease the market share, but in the long run, it leads to an increase in the level of retail performance due to attention to profitable customers. 3- Free customer: customers who are very satisfied with the company, but also very profitable. are not. 4- Vulnerable customers: such customers are profitable but not satisfied. Therefore, retailers should know whether it is reasonable to pay attention to vulnerable and independent customers and if the answer is positive, detailed strategies should be considered for profitable customers(Berman et al., 2018).

2-4) Purchase intention: customers generally choose a particular store that matches their imaginations and needs due to the availability of a place and the selection of various products, by creating a relaxing atmosphere and easy access to the shelves, desire therefore, the sales staff should know what volume of products to put on the shelves, because the optimal space allocation has saved the time and effort of the employees, by increasing the productivity, the time spent searching for the goods (Mihik et al., 2018) and marketers use different operational strategies and techniques to achieve a competitive advantage in order to increase consumer purchases.

On the other hand, after dividing the market and determining the target market, customers can be classified into 3 levels of low, medium and high involvement according to the level of involvement in the decision-making process. 1- Low level of involvement: because decisions Consumers' purchases are not the same, their efforts in the decision-making process are also different, and it is difficult for marketers to change the old habits of consumers by introducing a new product. Like making decisions about products that are bought regularly and have little risk, and the decision time for choosing the product is also short. (Pushka, Stoyanovic, Shadich, Becich, 2018). Consumers are interested in changing the brand name and the price of the product is not high. such as shopping (coffee and tea) and marketers can encourage consumers to buy the desired product by offering free samples. 3- High level of involvement: some goods are rarely purchased and have high complexity and high risk. Therefore, understanding their purchase decisions is a challenging issue and companies are trying to find out how customers make decisions

according to (preferred brand and purchase amount, purchase time, amount of money available and payment methods)(Dardio, Banaitis, Tornell, 2019). In this sense, complex decision-making has 4 stages: 1- Paying attention to the product characteristics 2- Product packaging and information (color, ingredients, brand shape, food label) 3- Store environment Environmental design and social signs) 4-Consumer characteristics including purchase preferences related to taste, health motivation, nutritional knowledge and psychological state of the consumer such as (fatigue, appetite and attention to time limit) (Velasco) and Spence, 2019).

2-5) Reference group: A reference group is defined as a person or a group of people who significantly affect people's beliefs, values, beliefs and behavior, and a person uses it as a basis for evaluations, wishes and decisions. It uses and the reference group may be big, small, formal or informal, and the smaller and more intimate it is, the stronger its influence on people. (Gebdamsi, 2019) and the member of the reference group is from social classes, similar or diverse culture including (family, friends, social class, selected subcultures, personal culture and other cultures. Since the reference group can be divided into , targeting and positioning to be effective, among the producers and suppliers of products and services, they seek to identify "opinion leaders" among group members and find out how to achieve their thoughts (Cordova, Sorichaki, Rikeldi, Ramos, 2020) because Their knowledge, personality, skills and characteristics affect the behavior and attitude of others.

On the other hand, the family is considered the "primary reference" and includes people who live individually or together with others in a residential area and are causally or relatively connected to each other, and one of the most influential groups is decision-making. It is a consumer purchase that provides the needs of 2 or more generations and is divided into two categories: 1- The family in which a person is born and grows up and the mother and father provide the person's education. And they affect a person's values, habits, way of life, type of recreation, way of eating, and type of clothing(Zents et al., 2017). On the other hand, children in developing countries play a key role in the purchase process, and the dictatorial role of parents who present children as passive is decreasing because they are more knowledgeable due to access to the

Internet (Gebdamsi, 2019).). In this grouping, you can categorize young customers based on their interest in classic or trendy style and timid or untidy customers.

2-6) Ethnicity: Today, companies need different strategies in order to have a special place in the market, according to the phenomenon of globalization and technological developments, and the most important of these strategies is the compatibility of global brands with local cultures (Putleri, Johnson, 2020) and Ethnicists believe that imported products harm the economy and well-being of their country and buying domestic products shows national pride and patriotism. Therefore, in ethnicity, marketers must answer two basic questions: Are the needs and preferences of ethnic minorities met? Do ethnic groups react to advertisements and media? (Solahayini, Sulaymiyah and Rahman, 2020) Since the understandable symbols are different in each country, it is necessary for marketers to communicate with opinion leaders and other organizations of the target community. establish and take into account the difference in accents and social behavior, pay attention to word-of-mouth advertising and dissemination of interpersonal information, and use the famous slogan "Thinking globally and acting locally" as the basis of action(Putleri, Johnson, 2020).

2-7) Religion: In recent decades, religion has attracted the attention of economists and sociologists, and researchers believe that religion is not only related to spirituality, but also related to people's lifestyles (Waller, Cassidy, 2021). And religions have rules that members must follow, which include certain prohibitions and orders, and consumers buy goods and products if religious laws approve their consumption, and these rules also include food consumption, which in Islamic concepts are known as "halal foods" and the word halal means "permissibility" and according to Islamic teachings, if the word halal is written on the packaging of a product, it means that the product is permissible, permitted and in accordance with Islamic laws, and in the religion of Islam, it is clearly It is emphasized about the consumption of food and drink products and products such as pork, alcohol and wine are not halal in Islam (Farhan, Rabbani, 2021) and if the product is in conflict with the religious beliefs of Muslims, customer loyalty will decrease(Waller, Cassidy, 2021).

2-8) Background of the research: (Farhan and Rabbani, 2021) in a research investigated "Factors affecting the repurchase of halal food by Muslim students in Yogyakarta, Indonesia". The results showed that the halal label and religious beliefs do not affect the intention to repurchase, but the brand image and Perceived quality of the product affects the intention to buy again. (Putleri and Johnson, 2020) in a research study "the influence of the country of origin on consumer purchase decisions in the United Arab Emirates" and stated that the purchase decision of consumers is mainly influenced by the country of origin. and demographic variables such as age and education do not have a significant effect on the purchase decision is a factor and price and physical appearance are also effective on satisfaction, but location does not have a significant effect on satisfaction. The findings show that there is a negative correlation between the dimensions of ethnic identity and consumer behavior, but it has a direct relationship with income and age, and the gender variable shows that women have a greater desire to buy.

 (Baluchi, 2018) in a study To investigate the role of religion, hostility and ethnocentrism in the desire to buy foreign products of Tehrani consumers; with the moderating role of the product price and the results show that religious prejudices have the greatest impact on the reluctance to buy goods and the effect of customer hostility on the willingness to buy was not confirmed and the moderation results also showed that the price, the effect of customer hostility It improves the willingness to buy. (Mansouri, Madiri, Izadi, 2016) investigated (the effect of personal selling indicators on the buying behavior of young consumers) in their research. The findings showed that personal characteristics, store characteristics, product presentation and sales promotion have a significant effect on the buying behavior of young people, and to increase sales, the seller's honesty, skill and ability, appropriate product quality, pleasant and appropriate store atmosphere, should be the main pillars of sales.

3. Methodology
 The current research is associated with interpretive paradigm and inductive approach and the data was collected with a semi-structured approach, foundational data technique, and the research sample includes 14 academic experts and experienced managers, and the sampling was first as a snowball,

until theoretical saturation and Data sufficiency has continued, therefore, a set of sampling has been used and the researchers have designed the model by analyzing and coding the data in 3 stages of open, central and selective coding.

4. Findings

4-1) Coding: Coding in the Foundation Data Theory is a type of content analysis and the founders of the Foundation Data Theory emphasize that research should be free from prejudice and bias, therefore "concepts" are the basic units or wisdom of analysis because of the mental image. And it is the conceptualization of the data that the theory is formed, not from the actual data itself. Compared to concepts, "categories" are more abstract and are the foundations of theory building and provide a means by which theory can be integrated, and "features" include subcategories of the open code type that have the task of providing more details about each category. and "dimensions" are also defined as the placement of features along a continuum (Lombart, Milan, Normand, Verholst, Labe Pinlon, Moreau, 2019). It is displayed in the form of a table and then its analysis is expressed in the form of the following tables.

Table 1. Primary coding

Primary coding	Primary coding
-Using lighting to increase motivation and positive impact on customers' feelings	-responding to buyers' complaints and opinions in order to gain long
-widening of corridors and preventing confusion in the queue of payment boxes	-term benefits
- coloring of walls and shelves	- understanding needs and desires
- cleaning inside the store	- value Understood
-the aroma and fragrance of the environment	- Previous attitude
-the effect of air conditioning, cooler, heater on satisfaction or Canceling the purchase	- Experiences
- interior design to achieve better sales	- Providing prices according to the level of customer expectations
- pleasant environment due to playing soothing music	- Product features and quality
-storefront and exterior of the store reflecting the interior	-Providing innovative and quality products
-entrance to the store and easy passage of customers	-Designing beautiful and colorful packaging
- weekly washing of the parking area and checking the lighting of lamps and floodlights	-Unique brand to attract customers
-choosing the right place for Competitive advantages	-Arrangement of products to attract Customer attention
- culture and framework of consumer behavior	-the existence of a performance evaluation system and improvement of work processes
- the effect of religion on buyers' judgment of product reliability	-customer communication to create a sustainable competitive advantage
- consumers' ethnocentric tendencies	-using technology in organizational communication and market development
- opinion of friends and connoisseurs	-implementing motivation strategies, growth

| - buyers' gender
 - age of consumers
- purchase amount of married people
- type of packaging information in the purchase of low -educated people
- amount of purchase volume According to income
- frequency of purchases according to job
-lifestyle and type of activities, attachments and thoughts
- making purchase decisions according to personal views and beliefs
- intention to buy again
- increasing sales
 - achieving company profit | -the outlook of the store according to the activities of competitors
 - long-term goals
- presentation Appropriate service and timely delivery
- Coordination of personnel with customers
- Good faith in providing services
 - Pleasantness of employees
-The effect of the appearance characteristics of sellers on the quality of services
 -Providing services to prevent crowding
-The risk of the store and its unfavorable performance
- The pleasant feeling of Buying
- increasing the company's share
- recommending buying to friends and family |

A) Open Coding: Open coding is an analytical process through which the concepts identified, their characteristics and dimensions are discovered in the data. It is based on all collected data, such as interviews, observations and events or own notes.

Table 2. Example of open coding

Code	Example of open coding
B11	Store lighting
B12	Spatial design and interior architecture
B13	Interior color
B14	proper temperature
B21	Location
B22	At the entrance, it is possible for all customers to travel
B23	Adequate parking
B31	motivation
B32	attitude
B33	Culture
B34	Consumerism
B35	Age

B) Pivotal Coding: Pivotal coding is the process of linking categories at the level of features and dimensions, and the theorist places an open coding category as a "pivotal phenomenon" and relates other categories to it. Based on the results of pivot coding, the foundation data factors are defined as follows become A- Causal factors: events and occurrences that affect the phenomenon and lead to its occurrence. B- Background factors: These are factors that the company cannot control.

C) Pivotal factors: a category to which other main categories can be related and appear repeatedly in the data. D- Factors of strategies and actions:

factors that are influenced by central, contextual and intervening factors (Bryant, and Charms, Ka, 2019)

D) Intervening factors: broad and general factors that act as facilitators or limits of strategies.

E) Consequence factors: factors that include the outputs of using strategies. The store as causal factors and (individual-demographic-cultural-psychological features of the customer) as background factors, as well as management factors and store products as factors of strategies and actions and inhibiting and facilitating categories as intervening factors and consequences of customers and store consequences as factors of consequences in The design of the attractiveness model of the grocery store was chosen for the purpose of buying young customers with emphasis on reference, religion and ethnicity.

Table 3- Paradigm, categories and factors

Paradigm	factor	categories
central phenomenon	Axial factor	The right temperature, the cleanliness of the interior, creating a pleasant and fragrant atmosphere, the lighting of the store, the use of soft music, the color of the interior, interior design and decoration, spatial and architectural design.
contextual paradigm	contextual	Gender-age-education-occupation-marital status-income-ability to express complaints, self-concept, lifestyle, motivation, attitude, perception, learning, ethnicity, religion, culture, reference group.
Casual paradigm	Casual	Location - the view of the entrance and around the store - convenient parking, at the entrance, the possibility of all customers' traffic
Paradigm of strategies and actions	strategies and actions	Fair prices, Perceived quality of products - Basic classification and arrangement of products, Branding of products, Appropriate packaging design, Realization of goals, Store strategy, Store vision, Providing mechanized services, Customer relationship management, Improving store performance
Intervening factors paradigm	Intervening factors	Customer's perceived risk, Customer's perceived crowding, Reliability, Empathy, Commitment and guarantee, Appearance, Friendly behavior of employees
Consequence paradigm	Consequence	Choosing a store and continuing, buy recommended ads, enjoy shopping, Profitability, increasing sales, gaining market share, competitive advantage

The third step of selective coding: In this step, theoretical integration is done and research findings are presented through the production of a coherent fundamental theory(Bryant and Charms, 2019).
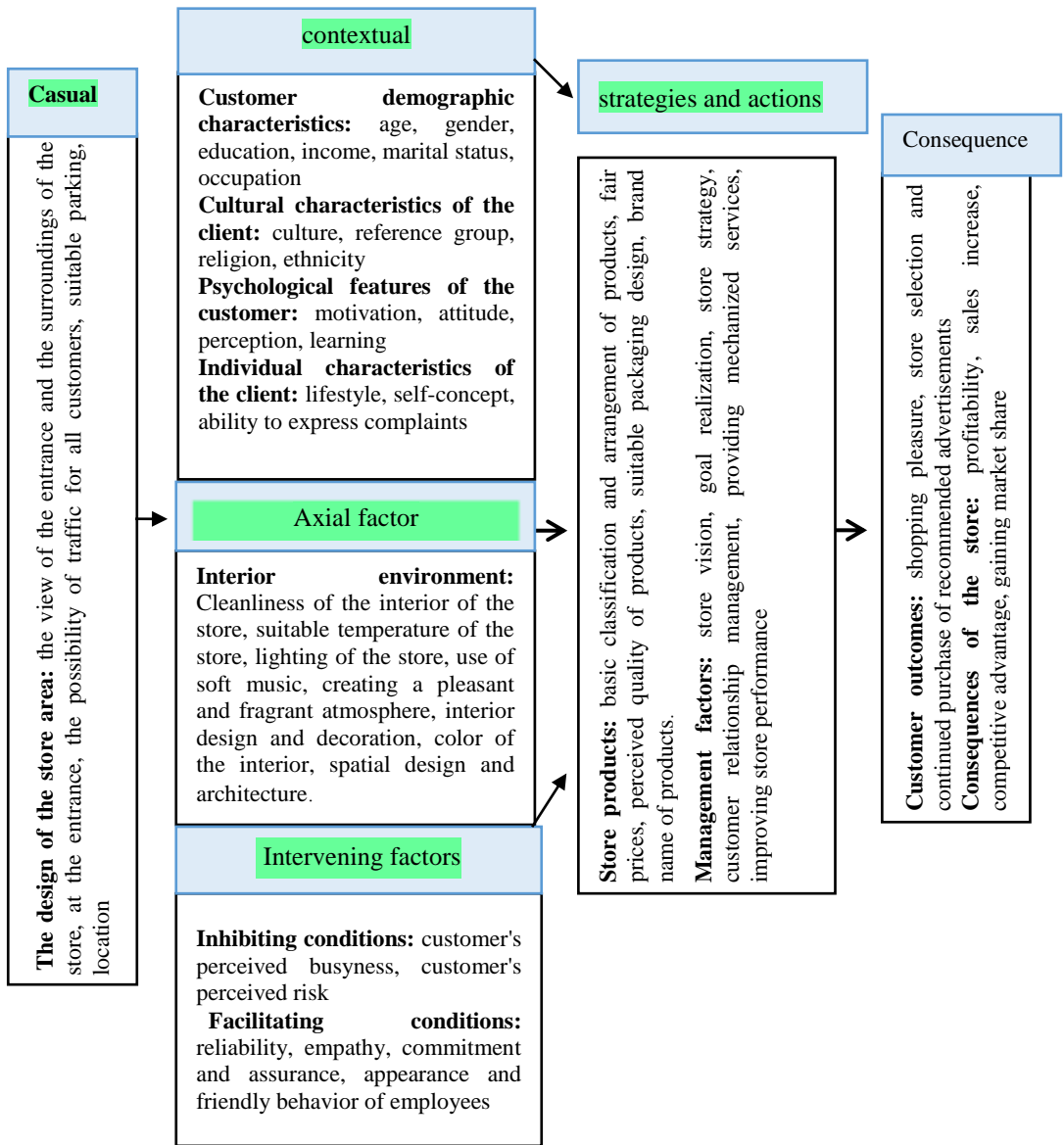
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Figure 1. The design of the attractiveness model of the grocery store for the purpose of buying young customers, with emphasis on reference, ethnicity and religion

4-2) Validity and reliability of the data collection tool: in the current research, after completing the three stages of coding, the researchers proceeded to validate, verifiability, criticism, believability and reliability of the results of the research coding paradigm and used the MAXQDA software to analyze and

analysis was used and the reliability was according to the codings and the researchers re-studied the raw data regardless of the coding done and checked the stability of the results and made the necessary corrections. Another expert was given that the results of his coding were compared with the researcher's coding and finally no discrepancy was observed in the codings and it was approved.

4-3) The final model of the research: after analyzing the concepts of all the interviews, the concepts were categorized in the form of six categories and after the tenth study, the subcategory did not change, and according to the researchers, with the continuation of the interviews, the main categories were well It reached the required richness. Therefore, it can be said that the conceptual framework of the research has reached theoretical adequacy and the model emerging from the data can be presented.

5. Conclusion

The findings showed that retail stores should encourage customers to increase the intention to buy by creating a pleasant atmosphere and designing attractive shelves and showcases, and the use of light and lighting leads to highlighting the parts of the store and shaping the shelves. in order to influence the customer's perception. Color is also a powerful factor that creates the emotional and emotional states of customers and when the color of the product logo matches the personality of the goods or services, the customer thinks the product is more favorable, as well as the brightness and Inappropriate temperature, the use of unpleasant scents and unpleasant and too quiet music will reduce loyalty, and managers must ensure that the type of music used in the store is in accordance with the custom and culture of consumers in order to have a significant impact on the purchase intention. It is in accordance with the research of Gio, 2019- Ogrok et al., 2018 - Berman et al., 2018 and Zents et al., 2017. According to the second theorem: the choice of location is determined according to the company's mission and goals, and failure to choose the correct location will damage the brand image of the store, and one-way side paths, weak roads and pedestrian bridges, and lack of media. Local issues and crime and treason and illegal activities of a region have a negative effect on choosing a business location, which was also confirmed by Berman et al.

According to the third theorem: since decision-making styles are different in different cultures, for this reason, detailed market research should be done and cultural and social issues should be considered along with reducing marketing costs and long-term relationships with customers, and marketers should pay special attention to religion. have the society and the interests and tastes of ethnic groups and take into account the demands of customers, because without paying attention to this, the business will fail, which is confirmed by Valroxydi 2021-Cordova et al. It is 2020 according to the fourth theorem: the company must take into account the changes in the market and determine the price according to the price of the competitors and supply various products based on the market demand and determine the stage of the product's life and the bargaining power And customers' purchase history should also be considered and instead of discounting all products, discounts should be given to a certain number of products, and free testing should be used to introduce new products to encourage customers to buy, and the company's perspective should also be based on the and the number of customers, the level of loyalty, the acquisition of market share, the allocation of resources and the estimation of the profit margin should be considered, and the company should draw a perceptual map and set long-term and short-term goals that are in accordance with the research of Potleri and Johnson, 2020-Gov, 2019- Manshi , 2018 and Parveen et al., 2017. According to the fifth thesis: employees should create the confidence of customers and reduce the risk of purchase by fulfilling the promises given and the ability to answer and be friendly increase in order to gain a stronger position than the competitors. On the other hand, service and having work order and timely delivery are very important in the food industry, therefore attention to the customer should be prioritized, which Mihik et al., 2018-Manshi, 2018 Hellstrom, Olson, 2017 also confirmed it.

According to the sixth theorem: Retailers should provide new approaches to stay in global markets and improve their efficiency, effectiveness and productivity with decision-making knowledge and creative strategies, and by developing market share, gain customer satisfaction and earn profit. restructure and culture of the company and by creating an electronic ID and paying attention to all transactions, have the possibility to track the product and

increase the range of customers by receiving bank transfer instead of cash in paying bills and using wireless and IVR systems give, because buyers who have a positive mental image of the store's products and brand, it becomes easier for them to make a purchase decision, which leads to the intention of revisiting the customer. Therefore, in order to increase satisfaction, the company must use all its strength to be able to influence the customer's shopping experience, which is confirmed by Cordova et al.

The main limitation of the research is the difficult access to the interviewees and creating the necessary motivation to answer the interview questions, and due to the limitation of financial, time and human resources in conducting doctoral research and the gap in behavioral intention, this study was unable to identify demographic, cultural, and psychological differences. consider the behavior of customers, which is probably not enough in evaluating the overall purchase intention, and the innovation of the research is that it relies on the foundation's data approach to provide a model and carry out such research in order to complete and provide generalizable results at the country level, or Research in a specific range of store products can play an important role in identifying the attractiveness of the store for the purpose of customer purchase, which is always one of the most important concerns of marketers in the current competitive environment.

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