

Designing a Marketing Pattern for Retailers of  
Consumer Goods on Fast Moving Consumer Goods  
and its Effect on Consumer Behavior

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**Abstract**

Today, due to the globalization of organizations and product diversity, product sales competition has become more important in the marketing of fast-moving consumer goods. Different strategies can be used to differentiate goods in retail stores. The importance of retailers of fast-moving consumer goods and its effect on consumer behavior prompted the researcher to investigate this issue. It should be noted that due to the prevailing culture in Iran (unlike abroad), Iranian retailers take responsibility for marketing their goods in stores. As a result, designing a marketing pattern for retailers of fast-moving consumer goods can have a significant effect on the prosperity of this market segment. In this research, through qualitative research method and interview, we designed the marketing model of retailers of fast-moving consumer goods and its effect on consumer behavior. First, by reviewing the theoretical literature and using the content analysis method from two ways, manually and using Max QDE software to the four main themes "Consumer factors in marketing, marketer tasks, store management and behavior "Consumer" achieved and the marketing model of retailers of fast-moving consumer goods and its effect on consumer behavior was designed based on theoretical studies and interviews with 10 retailers. Finally, suggestions were made to reduce the gap and achieve the desired situation.

**Keywords**

*Retailers' Marketing Pattern, Fast-Moving Consumer Goods, Consumer Behavior*

Received: 18/08/2021      Accepted: 21/11/2021

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### **Introduction**

Have you ever walked into a department store and wondered how the magic of scenery, smells and scenery came together? The scent of jasmine flower can be smelled from the perfume section. A collection of electric pumps, sandals and classifications in the shoe and visual trade segment of eye-catching colors and seasonal fashions depicting time. Such is the life of a retailer that combines art and science to create the environment in which you are the buyer (Bullard, 2016). The effects of store environment on consumer behavior, such as store visits and time spent in the store, have been extensively studied (Hyo-Jung 2011). However, researchers are looking for more studies to understand the effect of marketing on instant consumer purchases (Mattila & Wirtz, 2008). Retail includes the sale of goods and physical goods for direct consumption by the buyer, provided from a specific location, such as a store, boutique or kiosk, or from a shopping center, in small or single sections. Retail can include ancillary services such as delivery. Buyers can be individuals or businesses. In commerce, a retailer buys goods or goods in large quantities from manufacturers (directly or through a wholesaler), and then sells smaller quantities to the end customer. Retail establishments are often referred to as shops or stores. Retailers are at the bottom of the supply chain. Constructive marketers view the retail process as an essential part of the overall distribution strategy. The term retailer is also used in situations where the service provider serves the needs of a large number of people, such as utility services such as electricity (Kaplan, R.S. and D.P. Norton 2018: 112). Merchandising literally means marketing. It is a method of showing goods to customers in stores. In other words, it is a language or tool to persuade customers to buy that retailers use to communicate with target customers. Merchandising is the classification of modes and features of goods that are sold, or in other words, the way in which goods are shown to customers in stores. Another definition states: "Merchandising a brand ' is part of a sales promotion driven in a store ' to increase sales." In any

case, merchandising refers to point-of-sale business actions aimed at motivating customers (Álvaro & Óscar, 2015). In the International Marketing Glossary, "Merchandising" includes the range of marketing activities that take place at the point of sale and the goal is to sell as much as possible in the shortest time or to encourage the purchase of a new product. In addition to communicating the store image to customers, merchandising enhances the store's advertising activities and persuades customers to make (unplanned) purchases (Sedlezky et al., 2018). In general, it can be said that merchandising pursues two important goals and these two goals are nothing but: creating and improving a proper image of the store in the minds of customers and increasing the productivity of the sales space (Mahmoudian, 2015).

### **Background**

Li et al. (2020) in a study modeled the prediction of consumer color preference using retail and merchandising data and they found that selective behavior is described by a polynomial model, whose performance shows the relationship between color characteristics and popularity. Jakhar et al. (2020) in a study prioritized the dimensions of visual merchandising for clothing retailers using FAHP, from their research results, four key dimensions and sixteen sub-dimensions were extracted. Weight was calculated using FAHP. "Video presentation" had the most weight, followed by "product information". Among the following dimensions, "Number of product images" is the highest score, followed by "Product Presentation Mode". The "changeable context" had the least weight. Kim et al. (2019) in a study entitled the effects of retail organization design on improving marketing with marketing showed that both centralized commercial reference and store collaboration between commercial goods and stores motivate the improvement of commercial goods through merchandising. In addition, control of result-based merchandise reinforces the positive relationship between store collaboration and improved merchandise marketing. However, in the

case of centralized commercial reference, it was found that outcome-based control had no significant moderating effect. Wu et al. (2015) in a joint study of visual product design in 3D virtual stores with a face theory approach. The research findings focused on three aspects of 3D virtual stores: Presentation of goods (installation, product density, how the product is presented and adjacent), store environment (layout and interior space) and advertising in the store (marking). This study showed the elements that these aspects have and the relationships between the elements. The findings suggest that retailers should design an environmental environment rather than a merely beneficial one. Clear identities help shoppers find a sense of ownership and boundaries, and stores need to offer a lifestyle solution instead of choosing a product. In 2018, Allah Dadi et al. conducted a study on "Designing a Digital Entrepreneurial Marketing Ecosystem for Iranian Internet Retailing". Based on the results, external and internal factors, values and actors formed the final model. It presents the final model of new concepts of product development through interactive investment, integrated channels, big data usage, sustainable service centers, shared economy, consumer production and the presence of different actors. In a study conducted by Zarei Azim and Naseri entitled "Study of the effect of consumer behavior situation on behavioral reactions mediated by perceived value and emotional responses in 2018, findings indicate that the situation of consumer behavior has a positive and significant effect on perceived value and behavioral response (directly and indirectly). Perceived value also has a positive and significant effect on emotional responses and emotional responses have a positive and significant effect on consumer behavioral response. Khamseh and Vosough conducted a study in 2017 with the aim of identifying and prioritizing the factors affecting the acceptance of innovative fast-food goods in the food industry. Findings showed that among all factors, the risk factor of accepting an innovative product has the most effect and the individual factor has the least effect on the acceptance of an innovative product. Also with the network

analysis process technique, the risk of accepting the innovative product in the first priority and the strategy of delivering the innovative product, innovative product introduction program, innovative product features, information, customer relationship, product test capability, environmental conditions, and individual factors were in the next priorities. In 2016, Mohammadian and Khajeh Dehdashti conducted a study to investigate the effect of emotional attachment between consumers and retailers on consumers' purchasing intent. Emotional attachment is the same as intense passion and interest in retail, positive evaluation of retail and expression of interest in retail. The results of the research hypotheses show that emotional attachment has a positive effect on consumers' intention to buy. Also, the three variables of retail store image, perceived transaction value, and consumer confidence in the store have a positive effect on emotional attachment. It was also found that the variable of factors related to corporate social responsibility has no significant effect on emotional attachment. In 2016, Azdi and Kazemi conducted a study entitled "The effect of merchandising on customer satisfaction and purchasing decision (Case study: chain stores in Shiraz)". The purpose of this study is to investigate the effect of merchandising on customer satisfaction and purchasing decision in chain stores in Shiraz. Findings indicate the positive effect of merchandising on customer satisfaction and the positive effect of customer satisfaction on the customer's purchasing decision. Also, merchandising has a positive and significant effect on the customer's purchasing decision with the mediating role of customer satisfaction. In 2016, Mohammadian et al. Conducted a study on "Identifying the social responsibility requirements of producers of consumer goods in the field of marketing." The results of the study presented 18 factors as social responsibility requirements in companies producing consumer goods with a marketing approach. These indicators with different effect power lead companies to apply social responsibility policies and identifies the stakeholders of the company's social responsibility policies, including primary and secondary stakeholders. In

2014, a study was conducted to investigate the relationship between consumer trust and confidence in the acceptance of retail brands by Bajlan et al. According to the studies performed in testing the hypotheses in this study, it was found that consumer attitudes toward retail brands have a positive relationship with their intention to buy. Our analysis shows that there is a linear and direct relationship between consumer attitudes toward retail brands and their intention to buy. Perceived benefits of retail brands have a positive relationship with consumer attitudes. Consumer confidence in retail brands has a positive relationship with their perceived benefits. Consumer confidence in retail brands has a positive relationship with their perceived benefits. Vazifedoust and therefore, according to the research background of the existing research vacuum related to the design of the marketing model of retailers of goods and its effect on consumer behavior becomes more apparent.

### **Method**

The overall purpose of this study is to design a marketing model for retailers of fast-moving consumer goods and its effect on consumer behavior from the perspective of experts. The qualitative method used in this research is theme analysis. Theme analysis is a way to determine and analyze patterns (themes) within text (data). This method organizes the data and describes and classifies them in terms of content. Content analysis can be well used to identify patterns in qualitative data. Data analysis using the theme analysis method is a continuous reciprocal process between text (data) and the initial coded themes and data analysis is done (Braun & Clarke, 2006: 206). The six steps of data analysis using theme analysis are: - Familiarity with data - Creating raw codes - Categorizing themes (themes) - Reviewing themes (themes) - Naming themes (themes). In this research, using qualitative research method of theme analysis to extract themes from the heart of theoretical studies and scientific texts. First, the interpretive and descriptive coding process

began. During coding, many of the main themes were identified and then categorized into organized themes. Using the relevant topics in the theoretical literature, the marketing model of retailers of fast-moving consumer goods and its effect on consumer behavior, all the codes extracted from the theoretical studies of 135 topics were identified. Ten retailers were selected for the interview.

### Findings

Open coding is the first step in data analysis and coding. During the open coding phase, the data from the interviews were carefully reviewed, the main categories and their subcategories were identified and the subcategories were identified. During these analyzes, the analytical techniques proposed by Corbin and Strauss (2005) were applied. The main units of analysis for open coding were concepts. Copies of interviews were reviewed regularly to find major categories, categories, and subcategories (Table 1).

Table 1  
*Open Coding*

Theme code	Theme	Text
C-2	Creating a proper mental position of the product in the consumer	Basically, the consumer chooses the product or service that gives him the most value. Therefore, in order for the company to be able to attract the customer and keep him among its customers, it must be able to better understand the needs and purchasing processes and offer more value to the customer than competing companies.
C-4	Store layout	The duties of marketers include: arranging goods in boxes, controlling product price tags, controlling inventory and ordering goods, negotiation on the arrangement of goods in the space of shelves, display of goods in accordance with the standards defined by a company (Khoye, 2010).
C-5	Store Design	
C-6	Visual Merchandising	
C-7	Advertising	
C-76	Store facilities	The best point from the customer's point of view is at eye level. This area is known as the Golden Retail area. The golden zone is the best zone for new and

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Theme code	Theme	Text
		unknown goods. The customer expects to always find a certain item on a certain shelf.
C-95	Store staff and jobs	The set of merchandising operations, which is also desired by the customer, is performed by the merchandising in his presence next to the goods shelf (or in the store). This person should leave a happy memory in the customer by fully explaining and expressing information about the goods, handling complaints and criticisms, and by creating a cheerful and open mind. An experience of a food product by conducting marketing operations in four convenience store stores in Tehran, and comparing the results with four other stores of the same chain in which marketing operations were not performed, concluded that in the stores of operation, the sales volume of the desired product has increased by 25%.
C-96	Design, color and graphics	
C-97	How to attract the buyer	
C-118	Measuring the taste of the buyer	The customer expects to always find a certain item on a certain shelf.
C-122	Placing and stacking goods on shelves and showcases	The goods should be arranged on the shelves in an orderly and principled manner so that the name of the product is in front of the customer and they can know the name of the product by observing it. Research has shown that following this principle has increased sales by between 15 and 20 percent. (Bumar 1997)
C-135	Cleanliness of shelves	It is very important that the shelf is clean.

B) Axial coding: For axial coding, there are different methods that can be used in the paradigm model of Strauss and Corbin (1994 and 1998), the process model of Ives (2001) and the model of Charms (2002). In this study, we used the paradigm model. This template helps the theorist to facilitate the theoretical process. The basis of the communication process in coding is based on the expansion of one of the categories (Danaeifard, 2005: 60). The components of central coding are central category, causal conditions, prevailing context, intervening conditions, strategies and interactions, and consequences. The relationship of other categories with the central category according to the paradigm pattern is shown in Figure 1.



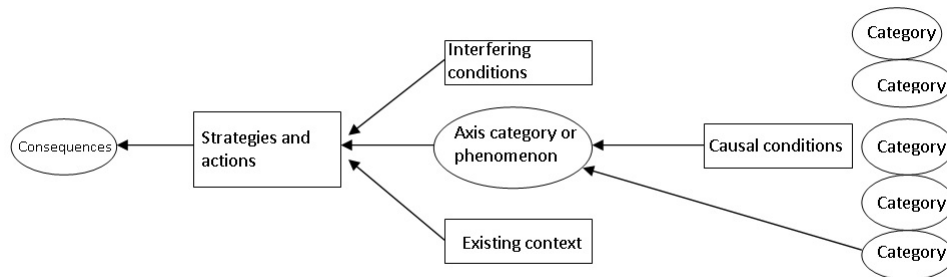


Figure 1  
*Paradigm Model*

The decision on how to group the themes was based on the content and theoretical foundations, and it was made sure that the themes under each network were about the same topics. Each group of themes resulted in a distinctly pervasive theme supported by a separate theme and a separate organizer. In general, there is no specific rule about the number of themes that make up a network but according to experience, if the number of themes is more than 15, the implementation of the fifth step will be difficult. Also, if the number of topics is less than four, it will be difficult to judge the data (Brano and Clark, 2006). Table 2 shows the axial coding.

Table 2  
*Axial Coding*

Code	Theme	The main theme
C-20	Speed in diagnosis	
C-28	Availability	
C-29	order	
C-30	Product layout	
C-34	Shelves are full	
C-37	Cleanliness of shelves	
C-38	Complementary goods	
C-39	Presence of a marketer next to a shelf of goods	

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Code	Theme	The main theme
	(or in a store)	<b>Consumer factors in merchandising</b>
C-42	Proper delivery of goods in the store	
C-43	Control of product price tags	
C-44	Inventory control	
C-45	Good-natured marketer	
C-46	The patience and compassion of the marketer	
C-47	Transmission of complaints and criticisms	
C-48	Show goods	
C-49	Signs and pictures	
C-50	Shelf location	
C-51	Price tag of fast-moving goods	
C-52	Environmental attractions (color _ light _ smell)	
C-54	Sort of goods	
C-55	Service and after-sales service	
C-56	Delivery of goods in less time than competitors	
C-57	Variety of goods	<b>Store management</b>
C-1	How to supply goods	
C-5	How to finance purchases and projects	
C-6	Display and supply of goods	
C-31	How to find a customer	
C-84	Product location	
C-85	How to communicate with the customer	
C-86	How to create, maintain and support a brand	
C-87	Maintain and increase customer relationships	
C-88	How to introduce goods	
C-89	How to choose a location for stores	
C-90	How to price	
C-91	How to create a competitive (sustainable) advantage	
C-92	How to identify and evaluate competitors	
C-93	How to advertise and inform	
C-97	Lighting and beautification of the supply environment	
C-134	Assessing the buyer's taste	
C-124	How to attract a buyer	
C-112	Creating a suitable mental position of the product in the buyer	
C-123	Use of design, color and graphics	
C-19	Arrange the goods on the shelf and in the showcase	
C-100	Store database upgrades	
C-70		

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Code	Theme	The main theme
C-75	Supply of unique and special goods	
C-79	Convenient location of the store	
C-73		
C-78	Low cost executive functions	
C-95	Committed and effective staff	
C-97	Price control and product labeling	
C-110	Negotiate the arrangement of goods on the shelves	
C-111	Order goods	
C-112	Compliance of product display with company standards	
C-115	Arranging and arranging goods on the shelves	<b>Marketer tasks</b>
C-116	Observe the process related to returned goods	
C-117	Permanent presence	
C-118	Good mood and politeness	
C-119	Gather information about goods	
C-120	Proper response	
C-121	Obtain information about F.A.B marketer profile goods	
C-122	product introduction	
C-123	Complaints handling	
C-124	Full description to the customer	
C-126	Appearance	
C-127	Provide appropriate facilities	
C-135	Consumption training while shopping	
C-101	Offer special discounts	
C-105	Temperature, sound and music in the store	
C-107	Variety and separation of offered goods	
C-108	Car park facilities	
C-109	Variety and separation of offered goods	

C) Selective (comparative) coding: Selective coding is the process of selecting the main category, systematically linking it to other categories, validating these relationships, and completing categories that need further modification and development. Selective coding based on the results of open coding and axial coding is the main step for pattern design. A central category is an idea or phenomenon that is the basis and axis of the process to which all other major categories are related. This category is the conceptual label or title that is considered for the design framework.

In this way, it systematically links the central category to other categories and presents those relations within the framework of a narrative, and modifies the categories that need further improvement and development. In this step, the selected coding according to the main themes is given in Table 3.

Table 3  
*Selective Coding (Comparative)*

Code	Main theme	Basic theme	Abundance
C-20	Consumer factors in merchandising	Speed in diagnosis	2
C-28	Consumer factors in merchandising	Availability	5
C-29	Consumer factors in merchandising	Regular	3
C-30	Consumer factors in merchandising	Product layout	4
C-34	Consumer factors in merchandising	Shelves are full	5
C-37	Consumer factors in merchandising	Cleanliness of shelves	10
C-38	Consumer factors in merchandising	Complementary goods	6
C-39	Consumer factors in merchandising	The presence of a marketer next to a shelf (or in a store)	3
C-42	Consumer factors in merchandising	Proper delivery of goods in the store	4
C-43	Consumer factors in merchandising	Control of product price tags	4
C-44	Consumer factors in merchandising	Inventory control	1
C-45	Consumer factors in merchandising	Good-natured marketer	3
C-46	Consumer factors in merchandising	The patience and compassion of the marketer	5
C-47	Consumer factors in merchandising	Transmission of complaints and criticisms	2
C-48	Consumer factors in merchandising	Show goods	4
C-49	Consumer factors in merchandising	Signs and pictures	2
C-50	Consumer factors in merchandising	Shelf location	2
C-51	Consumer factors in merchandising	Price tag and name	8

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Code	Main theme	Basic theme	Abundance
C-52	Consumer factors in merchandising	Environmental attractions (color _ light _ smell)	4
C-54	Consumer factors in merchandising	Sort of goods	8
C-55	Consumer factors in merchandising	Service and after-sales service	3
C-56	Consumer factors in merchandising	Delivery of goods in less time than competitors	5
C-57	Consumer factors in merchandising	Variety of goods	2
C-1	Store management	How to supply goods	2
C-5	Store management	How to finance purchases and projects	3
C-6	Store management	Display and supply of goods	4
C-31	Store management	How to find a customer	1
C-84	Store management	Product location	3
C-85	Store management	How to communicate with the customer	5
C-86	Store management	How to create, maintain and support a brand	4
C-87	Store management	Maintain and increase customer relationships	1
C-88	Store management	How to introduce goods	3
C-89	Store management	How to choose a location for stores	7
C-90	Store management	How to price	4
C-91	Store management	How to create a competitive (sustainable) advantage	9
C-92	Store management	How to identify and evaluate competitors	4
C-93	Store management	How to advertise and inform	2

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Code	Main theme	Basic theme	Abundance
C-97	Store management	Lighting and beautification of the supply environment	2
C-134	Store management	Assessing the buyer's taste and taste	4
C-124	Store management	How to attract a buyer	3
C-112	Store management	Creating a suitable mental position of the product in the buyer	6
C-123	Store management	Use of design, color and graphics	3
C-19	Store management	Put the goods on the shelf and in the showcase	4
C-100	Store management	Store database upgrades	1
C-70	Store management		1
C-75	Store management	Supply of unique and special goods	2
C-79	Store management	Convenient location of the store	2
C-73	Store management		1
C-78	Store management	Low cost executive functions	3
C-95	Store management	Committed and effective staff	9
C-97	Marketer tasks	Sale of some exclusive goods in the region	4
C-110	Marketer tasks		5
C-111	Marketer tasks	Sales staff training	4
C-112	Marketer tasks		1
C-115	Marketer tasks	Price control and product labeling	2
C-116	Marketer tasks	Negotiate the arrangement of goods on the shelves	3

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Code	Main theme	Basic theme	Abundance
C-117	Marketer tasks	Permanent presence	2
C-118	Marketer tasks	Good mood and politeness	2
C-119	Marketer tasks	Gather information about goods	3
C-120	Marketer tasks	Proper response	6
C-121	Marketer tasks	Obtain information about F.A.B goods	4
C-122	Marketer tasks	product introduction	9
C-123	Marketer tasks	Complaints handling	7
C-124	Marketer tasks	Full description to the customer	8
C-126	Marketer tasks	Appearance	6
C-127	Marketer tasks	Provide appropriate facilities	4
C-135	Marketer tasks	Consumption training while shopping	2
C-101	Marketer tasks	Offer special discounts	1
C-105	Marketer tasks	Temperature, sound and music in the store	5
C-107	Marketer tasks	Variety and separation of offered goods	3
C-108	Marketer tasks	Car park facilities	2
C-109	Marketer tasks	Variety and separation of offered goods	2

The marketing pattern of retailers of fast-moving consumer goods based on the interview is as shown in Figure 2. Table 4 also shows the themes and codes associated with defining the marketing pattern of fast-moving retailers.

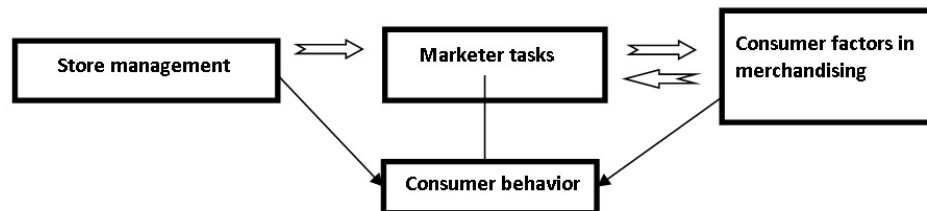


Figure 2  
*The Final Merchandising Pattern*

Table 4  
*Themes and Codes*

	<b>Definitive theme</b>	<b>Sample definition codes</b>
<b>Definition</b>	Consumer factors in merchandising	Arrangement of goods, cleanliness of shelves, orderliness of shelves, availability of goods, patience of the marketer, complementary goods, the presence of the marketer next to the goods shelf, the correct presentation of the goods, the control of the price tags of the goods, the control of the inventory, the hospitality of the marketer, the transmission of complaints and criticisms, the location of the shelves.
	Marketer tasks	Good manners and etiquette, proper response, obtaining information about F.A.B goods, market specifications, compliance of product display with company standards, observing the process related to returned goods, permanent presence, product introduction, handling complaints, arranging and arranging goods on shelves, grooming, training in consumption while shopping, variety and separation of offered goods, car parking facilities, temperature, sound and music in the store.
	Store management	How to supply goods, display and supply of goods, product location, how to find customers, how to finance purchases and projects, how to create, maintain and support the brand, maintaining and increasing customer relations, how to introduce goods, how to choose a place for stores, how to price, how to attract buyer feedback.
	Store management	Consumer loyalty, satisfaction with the purchase.



### **Conclusion**

The present study was conducted with the aim of "designing a merchandising model for retailers of fast-moving consumer goods on consumer behavior." To achieve a rich and comprehensive goal, we used a three-pronged and multidisciplinary research method. To this end, qualitative data by repeated study in theoretical studies and theoretical foundations in the field of marketing, merchandising, consumer behavior and fast-moving goods and using open, axial and selective three-step coding manually and using MAXQDA software in implementing the content analysis research method, we achieved 135 themes and four main themes. The main themes of the retailers' marketing model and its effect on consumer behavior include the desired factors of the consumer in merchandising, marketer tasks, store management, consumer behavior. Each theme includes activities in the field of merchandising according to theoretical foundations and theoretical studies. Merchandising in terms of theoretical marketing knowledge is a subset of field marketing and when the place of marketing activities finds a purposeful link with other marketing activities, its profitability and effectiveness will become apparent. Merchandising is the art of making changes in the business with the goal of attracting more customers and actually turning the clue into a real buyer. We define merchandising as a way to convey product information, promotions and special occasions, as well as to reinforce advertising messages through non-media means of communication. On the other hand, fast-moving goods are considered to be goods that are sold faster and their selling price is relatively low. Drinks, detergents, food supplements and other over-the-counter goods, some of the toys and food goods of many restaurants are examples of consumer goods. Usually (but not always) the profit margins of fast-moving consumer goods are not very high compared to other goods, and the profit of producers and distributors is provided by high sales volumes. Increasing the level of competition between retail units and expanding the range of customers' choice, has caused these units to pay special attention to

customers who make instant purchases. It is natural that the short store life of the product, the fast circulation of goods in the warehouse, less mental conflict of the customer with the product when buying, wide distribution networks and the high number of times you need to buy goods, are among the features and consequences of rapid circulation of a product. In other words, one of the ways to increase sales is to develop an instant buying method, which is usually possible due to marketing components.

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