



Journal of Promotional Communications

Publication details, including instructions for authors and subscription information: <http://promotionalcommunications.org/index.php/pc/index>

The Sweet Smell of Success: An Ethnography of the Waitrose Customer Experience
Emily Wells-Burr

To cite this article: Wells-Burr, E. 2016. The Sweet Smell of Success: An Ethnography of the Waitrose Customer Experience, *Journal of Promotional Communications*, 4(1), 165-190

PLEASE SCROLL DOWN FOR ARTICLE

JPC makes every effort to ensure the accuracy of all the information (the "Content") contained in the publications on our platform. However, JPC make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the Content. Any opinions and views expressed in this publication are the opinions and views of the authors, and are not the views of or endorsed by JPC. The accuracy of the Content should not be relied upon and should be independently verified with primary sources of information. JPC shall not be liable for any losses, actions, claims, proceedings, demands, costs, expenses, damages, and other liabilities whatsoever or howsoever caused arising directly or indirectly in connection with, in relation to or arising out of the use of the Content.

This article may be used for research, teaching, and private study purposes. Any substantial or systematic reproduction, redistribution, reselling, loan, sub-licensing, systematic supply, or distribution in any form to anyone is expressly forbidden. Terms and Conditions of access and use can be found at: <http://promotionalcommunications.org/index.php/pc/about/submissions>

Emily Wells-Burr

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

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

Keywords: Experience, Grocery, Food, Senses, Identity, Heritage; Authenticity, Nostalgia, Holistic

To cite this article: Wells-Burr, E. 2016. The Sweet Smell of Success: An Ethnography of the Waitrose Customer Experience, *Journal of Promotional Communications*, 4(1), 165-190

INTRODUCTION

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

The realm of consumer commoditisation is changing and the postmodern world of economic value has moved from being product, to experience driven (Pine and Gilmore 1998). Consumers express levels of enjoyment when grocery shopping (Koch 2012; Nielson 2015). Furthermore, with little research on supermarket experiences, the grocery industry is a focus for this research. Smilansky (2009) identifies that experiential marketing provides differentiation to survive price wars. Waitrose are positioned seventh in the supermarket share league (Statista

2016), justifying using Waitrose as a case study to create competitive advantage. According to Mintel (2015), the Waitrose consumer is the most likely to seek engaging retail experiences, yearning for enjoyment within their purchase making. Waitrose consumers are therefore the ripest segmentation for this observational research.

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

2

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

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

LITERATURE REVIEW

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

Experiential Marketing

Experiential marketing is a phenomenon that has been developed and explored in the retail (Pine and Gilmore 1998), entertainment (Holbrook et al 1984) hospitality (Walls 2013) and tourism (Lindberg et al. 2014) sectors. Tynan and McKechnie (2009) identify the grocery sector as an avenue of new exploration in experiential marketing. Recent studies around grocery and experiential marketing have offered new insights (Lang and Hooker 2013; Spanjaard et al. 2015), however a lack of empirical primary research also presents an opportunity for new contributions. Hirschman and Holbrook (1982) presented an argument for a widened perspective on both the 'information' and 'experiential' process regarding consumer behaviour. Hirschman and Holbrook (1982, p.134) state; "many products project nonverbal cues that must be seen, heard, tasted, felt or smelled to be appreciated properly."

Their contribution acknowledges that experiences are pivotal for future growth of organisations. They conclude that experiences consist of a steady flow of fantasies, feeling and fun, identifying experiences as multi-faceted and characteristically hedonic (Babin et al. 1994; Holbrook 1999). Prebensen and Rosengren (2016, p.144) further state "hedonic value includes social, emotional and epistemic elements." Pine and Gilmore's (1998) pivotal study further identifies the value of experience, identifying it as the fourth, ultimate stage in economic value commodity. This suggests organisations should focus on providing experiences for differentiation (Carbone 1998). Pine and Gilmore (1998, p.98) assert; "this transition from selling services to selling experiences will be no easier for established companies to undertake." Arguably, experience implementation is something that lacks understanding in the price war driven grocery sector (Revoredo-Giha et al. 2012). Pine and Gilmore (1998) identify four realms of what constitutes to an experience: entertainment, education, esthetic and escapist. Their research highlights the importance of engaging all five senses, similar to Schmitt (1999). "The era of the experience economy" Tsai (2005, p.432) Schmitt's (1999) revolutionary study further conceptualises five types of experience. Similar to Pine and Gilmore (1998), he identifies 'sense' as an experience type but further identifies 'feel', 'think', 'act' and 'relate' as fundamental SEMs (strategic experiential modules). However, Schmitt (1999) disregards identifying which SEM is strongest for consumption experiences. Brackus et al (2009) develops the concept of 'brand experience', defining it as the next marketing phenomena for businesses, in line with Pine and Gilmore (1998). Brackus et al (2009) identified experience types similar to Schmitt (1999), but tested their strength with brand experience, further developing its relevance for utilising experiences as a marketing tool. 'Sense' appears to have the strongest relationship with brand connections. This follows by 'affective' (feel), 'intellectual' (think) and 'behavioural' (act/relate). Lindström's (2010) study contributes that brand sense increases a consumer desire to buy a brand, suggesting 'sense' is the building block for generating meaningful consumer experiences.

Schmitt's (1999) concept of building holistic experiences is the most desired experience felt by consumers. It requires not just using two SEMs separately, but strategically connecting them. However, Schmitt (1999) neglects to recognise if

holistic experiences are subject to particular industries or applicable to all, presenting a key learning opportunity when observing Waitrose consumers. This provides an opportunity for a holistic framework to be proposed for Waitrose, in order to create compelling consumer experiences which can be adapted across the grocery industry.

Lanier and Rader (2015) develop identifying experiences as hedonic (Babin et al. 1994; Holbrook 1999; Prebensen and Rosengren 2016) and looking at them from an expanded view, further binding empirical and theoretical concepts around consumption. Their classification of experiences is based around the stability (structure) or instability (anti-structure) of the consumer's identity and if the consequence of the experience is intended (function) or ambiguous (anti-function). Lanier and Rader (2015, p.496) define performance experiences as; "to reinforce established meanings and enhance one's current identity within the broader society." Performance experiences adapt aspects of fantasy and creativity (Kozinets et al. 2004; Maclaran and Brown, 2005), similar to what Hirschman and Holbrook (1982) define as what constitutes to an enriching experience. Performance experiences stem from stable identities and functional consequences which have underlying cultural forms, supporting the notion that food consumption are symbols of our cultural identity (Benson 1994; Baldwin et al. 2014). Lanier and Rader (2015, pg.495) state the purpose of performance experiences is to "promote functional consequences that ultimately reinforce the identities." Thus, the ultimate functional consequence of grocery shopping is to make a purchase, which will reflect the consumer identity. It is therefore predicted that Waitrose experiences type will identify as the performance type, based on the grounds that Waitrose consumers yearn for experiences and enjoyment in purchasing (Mintel 2015), and that food has underlying cultural connections to the social identity (Baldwin et al. 2014).

The Senses

Schmitt (1999) neglects looking deeper into analysing the five senses. As Brackus et al (2009) define 'sense' as having the strongest connection with brand experience, sensory experiences deserve a deeper exploration. Regarding touch, Gibson (1966) adopted the definition 'haptics', referring to seeking and abstraction of by the hand (Krishna et al. 2010). Peck (2010, p.18) argues touch is pivotal amongst other senses; "the sense of touch is proximal, the other senses act through a medium; vision smell and hearing operate through the air whilst for taste, the wetness of saliva must be present."

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

“in the absence of explicit instructions to imagine haptically, individuals may be disappointed with the actual product when they eventually have the opportunity to touch it.” This suggests that touch and vision are connected, in which visual cues enrich the touching experience. This supports Miller (1972), who argues vision has strong dominance over touch, further opposing Peck (2010) who argues that touch is the proximal sense. This suggests sight has a central impact on touch experiences. The degree of touch in Waitrose stores will be examined closely with the relationship of sight, suggesting utilising the senses holistically will increase the quality of the experience. Proust (1913) introduced the groundbreaking concept of the ‘Proustian phenomenon’, claiming that smell is the most powerful sense to provoke distant memories (Hirsch 1992; Reid et al. 2015). However, Pichon (2000) claims that odours are equally and no more effective in provoking memories compared to the other senses. This provides scope for the concept and strength of smell to be explored within Waitrose.

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

Consumer Identity

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

introduced a new research paradigm that aids in bridging the divide between theory and practice in experience marketing. They look beyond the experience itself into pre and post purchase, introducing a service-centred dominant logic. This suggests value is distinct by and formed with the consumer. They argue the importance of taking a holistic view in understanding the consumer experience. This highlights the need to understand what characteristics establish the Waitrose identity; in order to clarify which sense is prominent in mediating the identity, in order for a holistic experience approach to be feasible. Customer identity plays a huge role in experiential marketing (Poulsson and Kale 2004; Vargo and Lusch 2004). According to Baker (2006), understanding forms of

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

Ethnographic research on journeys within the supermarket highlighted grocery shopping as a way of constructing relational selves (Woodruffe and Wakenshaw 2011; Spanjaard et al. 2015). These scholars advise future research should focus on what aspects make everyday supermarket brands an item that forms part of an identity, providing an opportunity for empirical research to explore what constitutes a Waitrose consumer's identity. Woodruffe and Wakenshaw's (2011) research acknowledged the multi-faceted nature of identity (Woodward 1997; Hecht et al. 2005) and recognises that personal and social identities are constructed through grocery shopping. Baldwin et al (2014) defines personal identity as a means of knowing ourselves and the characteristics that make us who we are. Woodruffe and Wakenshaw (2011) further categorise social identity (peripheral) into the 'collective self', evident of grocery shoppers feeling belonging, as well as their social and cultural values. These two identities need to be explored within the observational research to discover the most dominant identity of the Waitrose consumer.

Thompson and Loveland (2011) state the struggle to define groups, presenting a challenge in identifying what identities to target through experiential marketing. Building on Woodruffe and Wakenshaw (2011), Harmon-Kitzer et al (2013) explore multiple identities, recognising that consumers allocate varying levels of importance to their shopping identities. Their ideology of 'identity centrality' allows multiple identities to be distinguished through the central, referring to the self-concept identity (Bruner 1990) and peripheral, relating to social identities. Harmon-Kitzer et al (2013, p.493) state, "centrality as an important predictor of greater self-brand connection". This suggests consumers engage with brands that are cognitively matched with their central identity, more than the peripheral identity. However, social identities have proved to play a role in food. As Benson (1994) explored, food is intimately linked to social class and moral identities. Furthermore, Baldwin et al (2014, p.96) states; "foods are not merely sustenance, but our intimately linked to our political, social moral, ecological, religious identities." Thus, the food products bought must be analysed for any reoccurring cultural themes, as well as social themes conveyed when observing the Waitrose participants. This will establish the strength of the peripheral identity against the central.

Conclusion

Schmitt's (1999) experience types are fundamental for applying a marketing approach to Waitrose's experiential marketing. Regarding 'sense', it is evident there is an academic blur on the strength and prominence of which holds the most potential for further mediating consumer identity, providing an avenue for research. Holbrook and Hirschman (1982, p.132) suggest that experiences fundamentally aim to provide feelings of fantasy and fun; "this experiential perspective is phenomenological in spirit, with a variety of symbolic meanings, hedonic responses and esthetic criteria." Furthermore, recent literature surrounding consumer experiences (Kozinets et al. 2004; Maclaran and Brown 2005) suggest performance experiences adapt aspects of fantasy and creativity, suggesting this experience type constitutes as the most enriching for identities to be enhanced. Therefore, this is the most admirable experience type Waitrose should aim to achieve. Lanier and Rader (2015, p.496) state; "these aspects are usually employed in performance experiences to maintain and enhance established social structures and cultural meanings."

Regarding consumer identity, Harmon-Kitzer et al (2013, p.493) suggest the central identity is the most important for triggering brand connections; "the higher the rank of the identity and its measured centrality, the greater the connectedness with brands supporting the identity." However, Baldwin et al (2014) claims that the foods we consume are symbols of cultural identity, referring to health and cultural awareness. This presents an opportunity for exploration to identify the strength of the central and peripheral identities within Waitrose consumer experiences.

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

The objectives of the research paper are as follows:

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

METHODS

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

types specifically. Pioneer of sensory marketing, Schmitt et al (2015), recognises that ethnographic methods are useful as they provide an in-depth view of experiences.

The research methods used to fulfil the aims and objectives were mixed qualitative methods of ethnography embedded in grounded theory. Ethnography occurred in the form of an observed Waitrose consumer shop and the findings used the grounded theory approach. Fetterman (1998, p.2) states; "ethnographers are both storytellers and scientists, if their practice is systematic, the more accurate is the account given, thus the better the science." According to Glaser and Strauss (1967) and Pettigrew and Cowan (2000), ethnography provides dense description that works compatibly for grounded theory analysis, thus justifying the chosen methods. This is further supported by ethnographic pioneer, Geertz (1977, p.28); "'Culture' itself-is woven into the body of thick-description ethnography in the hope of rendering mere occurrences scientifically eloquent...the aim is to draw large conclusions from small" Ethnography assisted in critically understanding and providing thick descriptions of the in store 'experience world' felt by Waitrose consumers. Johnson (1990) claims ethnography has been advocated an effective research tool in the marketing industry of consumer behaviour, making it relevant to this research. The study also relied on participant-observation. Healy et al (2007) regards observation as a valuable tool for research into wider contexts that are social and personal, aligning with the environment being explored. Healy et al (2007, p.774) states; "traditional qualitative techniques, such as focus groups and interviews, are comparatively limited within the experiential environment, in that they cannot truly capture the informant's natural behaviour."

Desai (2002) acknowledges that in focus groups and interviews, participants say what they think they are expected to, reducing the authenticity of the results. Thus, ethnography is the most suitable approach to ensure the findings obtain high validity and authenticity. Wolcott (2008) argues that large sample sizes provide breadth over depth, creating generalisation and further compromising the in depth detail and validity. Thus, a sample size of ten was chosen for this research. According to Koch (2012), 65% of all grocery shopping is undertaken by women. Therefore, all participants were female. Franklin (2013) refers to all observation being a form of participation. To ensure the research was ethically sound, an ethics checklist was completed, and participants were instructed to fill out a consent form.

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

the field' research. It was used as a guide for observation and to prompt questions where it felt fit, natural and necessary.

A limitation of a phenomenological approach is that the natural setting may not be preserved. In order to gain rapport with participants, audio recording was not permitted. A debriefing synopsis was produced of all shops (appendix 4) and a participant observation diary of one participant was produced (appendix 5). This contributed to identifying key themes and to assist with the grounded theory analysis. There are many types of grounded theory that has been developed over generations (Charmaz 2006; Thornberg 2012). Theoretical application was applied from the pioneers of grounded theory, Glaser and Strauss (1967) and Strauss and Corbin (1990;1998). The purpose of grounded theory is to go beyond presumptions and understand the underlying process of what is occurring in social reality, by intervening to help resolve problems (Glaser 1978; Goulding 1998). Glaser and Strauss (1967) further state the aim of grounded theory is to generate new theory. This assisted in proposing a holistic framework for Waitrose to implement the most desired experiences for their consumers, providing differentiation (Carbone 1998) in a heavily price competitive industry (Revoredo-Giha et al 2012).

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

Table 1: Respondents Profile

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

The concept of naturalism, referring to analysing in naturally occurring conditions (Lofland 1967; Schatzman and Strauss 1973; Guba 1978; Belk et al. 1988; Brewer 2000) was adapted. The location for each observation was the Waitrose store chosen by the consumer, reflecting the natural setting of their shopping environment. Hammersley and Atkinson (1989, p.6) describes naturalism as “the social world being studied in its ‘natural’ state, undisturbed by the researcher.” Furthermore, I purchased a product at each Waitrose store to ensure the participants did not feel disturbed by my presence, creating a good relationship to build rapport (Fetterman 2010).

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

FINDINGS AND ANALYSIS

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

The Senses

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

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

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

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

There was only one store which provided tasting of ice cream. This experience provided entertainment (Holbrook and Hirschmann 1982) which enriched the experience. However, being positioned by the cereal on a small stand was less visually appealing, weakening the experience. This builds on empirical research that sight drives the other senses for more enriching experiences. Feelings of nostalgia were recalled by taste on a weakened level compared to smell, supporting Proust (1913). Participant 10 said;

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

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

This research fulfils objective 1 by identifying that the senses work holistically to further mediate the Waitrose identity, but ultimately sight drives the intensity of the other senses. The senses were key drivers in provoking and intensifying the ‘feel’ and ‘act’ experiences. Therefore, it is recommended that Waitrose utilise the visual aesthetics of foods, to showcase the textures to provoke desired taste. Combined with sweet tempting smells, the findings suggest this will enhance the feeling of nostalgia. The lack of sound was acknowledged by participants commenting on how quiet the store was. With no sound apart from the sound of the checkouts and people talking, it did not enhance participant experiences. This provides focus more future research in a store which utilises background sound.

Nostalgia

According to Brackus et al (2009), the ‘feel’ type of experience has the second strongest correlation brand experience. This research was in agreement, however this paper delved deeper into revealing what exact ‘feel’ aspect Waitrose consumers felt. Schmitt’s (1999) research presented two types of ‘feel’ experience; moods and complex feelings, in which it is disregarded which aspect of ‘feel’ was most powerful. This research demonstrated Waitrose consumers connected strongly with their complex emotions. Complex emotions were explored deeper than susceptibility, revealing nostalgia as the complex emotion strongly provoked through the Waitrose experience. This supports literature that proclaims experiences fulfil a psychological benefit (Thompson and Loveland 2011; Vignolles and Pichon 2014). Duruz (1999) suggests that nostalgia is induced through food culture, specifically focusing on eating and cooking, evident from research. Participant 8 said;

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

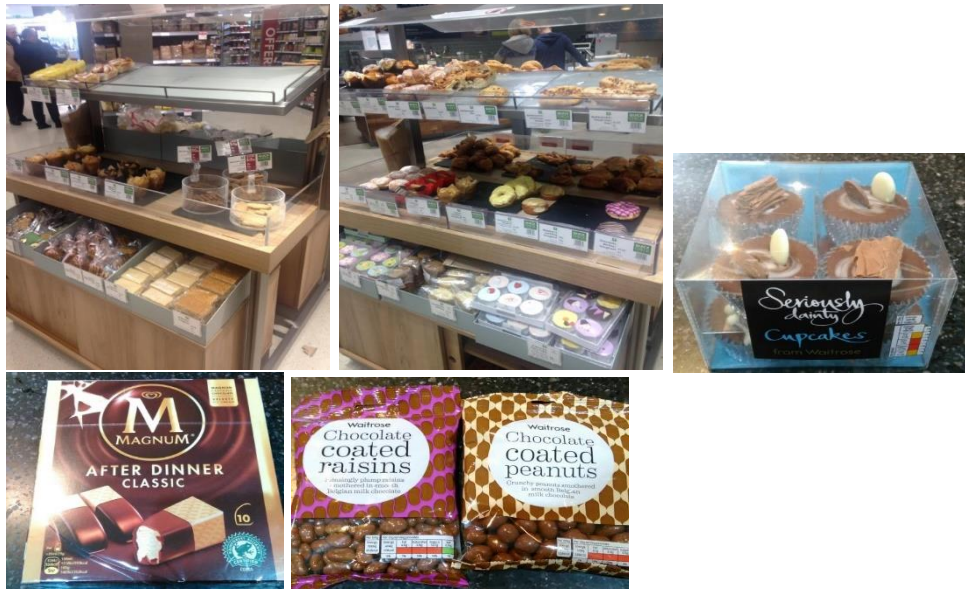
Vignolles and Pichon (2014) identify three types of nostalgia: positive, negative and ambivalent. The most felt type of nostalgia was ‘positive’, in which food products were linked to positive memories and moods of joy and happiness. All participants who experienced nostalgia, were in line with this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

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

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

Nostalgia was strongly felt when foods such as cakes were being fantasised over (Holbrook and Hirschmann 1982). Vignolles and Pichon’s (2014) research shows that sweets, biscuits and cakes are the most quoted foods that induced nostalgia, in line with this research. Furthermore, this finding supports and offers a further contribution the ‘Proustian phenomenon’, in which smell is claimed to be the strongest sense at recalling memories (Hirsch 1992; Reid et al. 2015). This research acknowledges smell is pivotal in evoking memories, but suggests nostalgia is felt more intensely when combined with sight. The smell of sweet odours was recognised by participants when recalling nostalgic memories. More specifically, the cakes that were displayed openly depicting beautiful textures and mouthwatering colours further provoked participants’ nostalgia. This suggests sight has a strong relationship in enhancing ‘feel’ experiences (DuBose et al. 1980). This research recommends Waitrose should utilise both sight (DuBose et al. 1980) and smell (Proust 1913) to trigger intensified feelings of nostalgia, evident to enrich the consumer shopping experience. This research offers a deeper insight to Pichon’s (2000) research, who argues that odours are no more effective than other sensory cues at eliciting memories. This suggests that smell is the initial sense to evoke nostalgia but sight drives the intensity of the complex emotion, which ultimately enriches the consumer experience.

Figure 1: Display and Products Which Provoked Nostalgia



Authenticity and Heritage

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

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

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

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

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

Figure 2: Display of Wine at Swindon (Left) and Winton Store (Right)



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

Figure 3: Products with Aspects of Heritage Purchased



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

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

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

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

on? That is what you call local and I would probably buy the meat from the deli all the time instead of once a week.”

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

“by romanticizing the past, people are able to construct authentic consumer experiences.” Thus, combining heritage with authenticity will help drive intensified feelings of fantasy, fun (Holbrook and Hirschman 1982) and escapism (Pine and Gilmore 1998), in line with the literature to what constitutes an enriching consumer experience. Ekelund’s (2015) study reveals that despite authenticity of product origins in supermarkets, there is a communication gap between consumers and supermarkets for the promotion of product authenticity, suggesting supermarkets inhibit the promotion of authenticity. Waitrose therefore need to focus on producing authentic experiences to enhance food heritage (Stiles et al 2011) through the ‘act’ experience type (Schmitt 1999). This paper reveals that sight, touch and smell were the ‘sense’ experiences participants truly engaged in, suggesting these mediums should fulfil the communication gap between Waitrose and consumers to create truly authentic experiences.

Consumer Identity

Consumer identity can be identified as the ‘relate’ experience type as Schmitt (1999, p.171) refers to ‘relate’ as; “Going beyond the individuals’ feelings...by relating to the individual self to the broader social and cultural context reflected in the brand.” Through its empirical finding, this research bridges the lack of knowledge by Woodruffe and Wakenshaw (2011) and presents an argument against Harmon-Kitzer (2013), who state that the central identity has the strongest connection with brands. The findings provide an insight into the identities of the Waitrose consumer regarding experience, in order to understand what characteristics mediate a Waitrose consumer’s identity. Furthermore, this maintains that identities are perceived to be an evolving complex (Hecht et al. 2005; Woodward 1997).

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

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

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

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

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

Two participants said they shop in Waitrose as they aspire to live the type of lifestyle of the people that shop there, indicating that stereotypes of grocery consumers are present in social identities. This is in line with Fournier (1998, p.367), who states that "consumers do not choose brands, they choose lives."

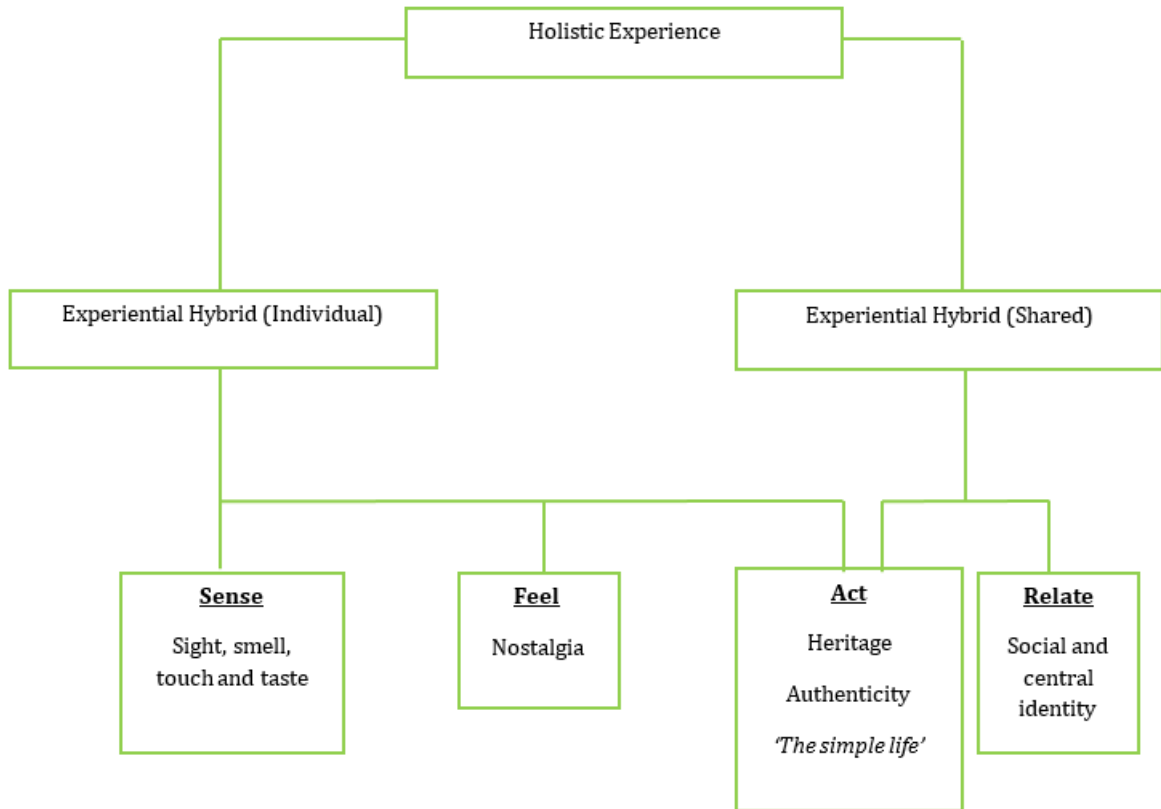
"I like coming in Waitrose because I know the types of people that shop here. It's just a nicer, more relaxed atmosphere and I like shopping in this environment with people that have more of an upper class lifestyle. It makes me feel good about myself and I like shopping with these groups of people."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

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

Holistic Experience

Schmitt (1999), emphasises that the ultimate goal of experiential marketing is to create holistic experiences. He says 'sense', 'feel' and 'think' are individual experiences, but 'act' and 'relate' are shared. Thus, there must be elements from both individual and shared for a holistic experience to occur. Although Schmitt (1999) acknowledges that strategic SEMs must be connected, there needs to be holistic reasoning between the Waitrose SEM concepts identified. Thus, this paper reveals the SEMs which Waitrose should be utilising, with justified holistic reasoning. See figure 4 for the holistic model proposed, adapted from Schmitt (1999).

Figure 5: Waitrose Holistic Experience Model



The holistic experience reflects findings from the research, providing justification on how these SEMs connect, rather than just exist side by side. Findings show that sight and smell provoked feelings of nostalgia, (Proust 1913; Hirsch 1992; Reid et al. 2015). This justifies the connection between ‘sense’ and ‘feel’ experience types. Also, this agrees with Lindström (2010), who suggests ‘sense’ is the building block for generating experiences. Regarding nostalgia and authenticity, there is a connection between these facets of ‘feel’ and ‘act.’ Featherstone’s (1994) research regarding authenticity suggests that a connection to real value has been lost in post-modern culture, leading to feelings of nostalgia. This suggests Waitrose consumers are feeling these complex feelings of nostalgia due to the lack of authenticity. However, ‘romanticising the past’ of food to create authenticity (Cook and Ryan 2015) could be perceived as nostalgia itself, as Zhou et al (2014, p.300) define nostalgia as “sentimental longing for the past.” This suggests nostalgia is both the driver of authenticity as well as the output if authenticity is absent. It is suggested that Waitrose should utilise nostalgia as a driver of authenticity, to successfully implement both experience types into their experiential marketing execution. Goulding (2001, p.583) argues that consumers experience nostalgia when visiting living heritage sites, identifying enriching experience characteristics from Hirschman and Holbrook (1982) and Pine and Gilmore (1998); “nostalgia involves a degree of imagination, *fantasy* and *escape* requiring the ability to filter out the negatives and embrace the positives.”

This suggests emphasis should focus on the positive nature of local food origins and the ideology surrounding knowing where our food is from. This provides a connection between experience types ‘feel’ and ‘act’, justifying a connection

between nostalgia and heritage. Waitrose therefore need to implement in store marketing cues through 'sense' to emphasise the heritage and locality of foods, provoking nostalgia. Furthermore, Gilg and Battershill (1998) suggest the interest of food origin is combined with nostalgic thoughts that food of the past was 'good and proper.' This not only provides another supporting connection between nostalgia and heritage, but aligns with the findings that Waitrose consumers aspire to the lifestyle of 'the simple life.' Furthermore, Salomonsson (1984) states that heritage and locality of food revitalises feelings of regional identity. This further suggests that there is a connection between 'act' and 'relate'. However, more research needs to be undertaken to understand the connection between heritage and social identity, particularly family identities and the concept of heritage and ingredients. This further aligns with literature explored from Baldwin et al (2014), who claims that the foods we consume are symbols of cultural identity.

CONCLUSION

The findings argue: the senses, nostalgia, authenticity and heritage are fundamental in enhancing Waitrose consumer identities. Sight is perceived as the driving sense which mediates the Waitrose consumer identity. However, the most enriching experiences entail the senses working holistically. The construction of the peripheral identity is deemed equally important as the central in Waitrose consumer experiences. Furthermore, the experience type Waitrose consumers endure is the 'performance experience', as consumers "reinforce established meanings and enhance one's current identity" (Lanier and Rader 2015, p.496) through their Waitrose shopping experience.

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

The peripheral identity has a pivotal role in the Waitrose shopping experience. The central identity was detected through emotions of nostalgia; however, the collective family identity was deemed equally important. This reflected the importance of produce quality, particularly the heritage and origin of food. The sense of sight is what ultimately provokes and drives the intensity of the other senses; suggesting this is the pivotal sense that mediates the Waitrose consumer

identity. Furthermore, a new angle of research on the heritage of food products and their sentiment and connection with social identities has emerged from this research.

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

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

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

REFERENCES

- Aaker, J. L., 1997. Dimensions of Brand Personality. *Journal of Marketing Research (JMR)* [online] 34, (3), 347-356.
- Anigbo, O. A. C., 1987. *Commensality and human relationship among the Igbo: an ethnographic study of Ibagwa Aka, Igboeze L.G.A. Anambra State, Nigeria*. Nsukka: University of Nigeria Press.
- Babin, B.J., Darden, W.R. and Griffin, M. 1994. Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research* [online], 20 (4), 644-656.
- Baker, S. M., 2006. Consumer normalcy: Understanding the value of shopping through narratives of consumers with visual impairments. *Journal of Retailing* [online], 82 (1), 37-50.
- Baldwin, J. R, Coleman, R. R, González, A. and Shenoy-Packer, S., 2014. *Intercultural communication for everyday life*. Chichester: Wiley-Blackwell.
- Belk, R.W., Sherry, J. and Wallendorf, M, 1988. A Naturalistic Inquiry into Buyer and

- Seller Behavior at a Swap Hee X. *Journal of Consumer Research* [online], 14 (4), 449-470.
- Benson, J., 1994. *The Rise of Consumer Society in Britain, 1880-1980*. London: Longman.
- Brewer, J. D., 2000. *Ethnography*. Buckingham: Open University Press.
- Bruner, J. S., 1990. *Acts of meaning* [Non-fiction]. London: Harvard University Press.
- Carbone, L. P., 1998. Total customer experience drives value. *Management Review* [online], 87 (7), 62.
- Charmaz, K., 2006. *Constructing grounded theory*. London: Sage.
- Churchill, G.A. and Peter, P.J., 1995. *Marketing: Creating Value for Customers*. Illinois: Irwin Professional Publishing.
- Cook, D.T. and Ryan, J.M., 2015. *The Wiley Blackwell Encyclopedia of Consumption and Consumer Studies*. Chichester: Wiley and Sons Ltd.
- Daymon, C. and Holloway, I., 2010. *Qualitative research methods in public relations and marketing communications*. 2nd edition. New Jersey: Taylor and Francis.
- Desai, P., 2002. *Methods Beyond Interviewing in Qualitative Market Research*. 3rd edition. London: Sage.
- DeVault, M., 1991. *Feeding the Family*. Chicago: University of Chicago Press. Dey, I., 1999. *Grounding Grounded Theory Guidelines for Qualitative Inquiry* San Diego: Academic Press.
- DuBose, C.N., Cardello, A.V. and Maller, O. 1980. Effects Of Colorants And Flavorants On Identification, Perceived Flavor Intensity, And Hedonic Quality Of Fruit-Flavored Beverages And Cake. *Journal of Food Science* [online], 45 (5), 1393-1399.
- Duruz, J., 1999. Food as nostalgia: eating the fifties and sixties. *Australian Historical Studies* [online] 30, (113), 231-250.
- Elder, R. S. and Krishna, A., 2010. The effects of advertising copy on sensory thoughts and perceived taste. *Journal of Consumer Research* [online], 36 (5), 748-756.
- Ekelund, L., 2015. Regional identity and authenticity as a means of reaching the consumer. *Acta Horticulturae* [online], 10 (1099), 181-192.
- Escalas, J. E. and Bettman, J. R., 2005. Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research* [online], 32 (3), 378-389. Featherstone, M., 1994. *Consumer Culture and Postmodernism*. London: Sage.
- Fetterman, D.M., 2010. *Ethnography: Step-by-step*. 3rd edition. California: Sage. Firat, A. F., 1991. The Consumer in Postmodernity. *Advances in Consumer Research*, 18 (1), 70-76.
- Fournier, S., 1998. Consumers and Their Brands: Developing Relationship Theory in Consumer Research. *Journal of Consumer Research* [online], 24 (4), 343-373.
- Gibson, J.J., 1966. *The senses considered as perceptual systems*. Boston: Houghton. Gibson,

- B. and Hartman., 2014. *Rediscovering Grounded Theory*. California: Sage.
- Gilg, A. and Battershill, M., 1998. Quality farm food in Europe: A possible alternative to the industrialised food market and to current agri-environmental policies: Lessons from France. *Food Policy* [online], 23, (1), 25–40.
- Geertz, C., 1977. *The Interpretations of Cultures*. New York: Basic Books.
- Glaser, B.G. and Strauss, A.L., 1967. *The discovery of grounded theory: Strategies for qualitative research*. New York: Aldine de Gruyter.
- Glaser, B.G., 1978. *Theoretical sensitivity*. California: The Sociology Press.
- Goulding, C., 1998. Grounded Theory: The Missing Methodology on the Interpretivist Agenda. *Qualitative Market Research: An International Journal* [online], 1 (1), 50-57.
- Franklin, M.I., 2013. *Understanding Research*. Oxon: Routledge.
- Glaser B.G., 1998. *Doing Grounded Theory – Issues and Discussions*. Sociology Press.
- Goulding, C., 2001. Romancing the past: heritage visiting and the nostalgic consumer. *Psychology & Marketing* [online], 18 (6), 565–592.
- Hammersley, M. and Atkinson, P., 1989. *Ethnography: principles in practice*. London: Routledge.
- Hammersley, M. and Atkinson, P., 2007. *Ethnography. principles in practice*. 3rd edition. Abingdon: Routledge.
- Harmon-Kitzer, T. R., Kumar, A., Ortinau, D. and Stock, J. 2013. When multiple identities compete: The role of centrality in self-brand connections. *Journal Of Consumer Behaviour* [online], 12 (6), 483-495.
- Healy, M. J., Beverland, M. B, Oppewal, H. and Sands, S. 2007. Understanding retail experiences — The case for ethnography. *International Journal of Market Research* [online], 49 (6), 751-778.
- Hecht, M. L, Warren, J. R, Jung, E. and Krieger, J. L., 2005. A Communication Theory of Identity: Development, Theoretical Perspective, and Future Directions. In: Gudykunst, W. B., ed. *Theorizing about intercultural communication*. Thousand Oaks, CA: Sage Publications Ltd, 257-278.
- Hinde, R.A., 1979. *Towards Understanding Relationships*. London: Academic Press.
- Hirsch, A.R., 1992. Nostalgia: a neuropsychiatric understanding In: Sherry, J.F. and Sternthal, B. *Advances in Consumer Research*. Utah: Association for Consumer Research, 390-395.
- Hirschman, E. C. and Holbrook, M. B., 1982. Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing* [online], 46 (3), 92-101.

Hoegg, J. and Alba, J. W., 2007. Taste perception: More than meets the tongue. *The Journal of Consumer Research* [online], 33, (4), 490–498.

Guba, E. G., 1978. *Toward a methodology of naturalistic inquiry in educational evaluation. Monograph 8*. Los Angeles: UCLA Center for the Study of Evaluation.

Holbrook, M., 1999. *Consumer Value: A Framework for Analysis and Research*. Abingdon: Routledge.

Holbrook, M., Chestnut, R, Oliva, T. and Greenleaf, E. 1984. Play as a consumption experience: the roles of emotions, performance and personality in the enjoyment of games. *Journal of Consumer Research* [online], 11, (2) 728-739.

Ilbery, B. and Kneafsey, M., 1998., Product and place: Promoting quality products and services in the lagging rural regions of the European Union. *European Urban and Regional Studies* [online], 5 (4), 329–341.

Johnson, J. C., 1990. *Selecting Ethnographic Informants*. California: Sage Publications Inc.

Kools, S., McCarthy, M, Durham, R. and Robrecht, L. 1996. Dimensional Analysis: Broadening The Conception of Grounded Theory. *Qualitative Health Research* [online], 6 (3), 312- 331.

Kozinets, R.V., Sherry, J.F, Storm, D, Duhachek, A, Nuttavuthisit, K. and Deberry-Spence, B. 2004. Ludic Agency and Retail Spectacle. *Journal of Consumer Research* [online], 31 (3), 658–72.

Krishna, A., Elder, R.S. and Caldara, C. 2010. Feminine to smell but masculine to touch? Multisensory congruence and its effect on the aesthetic experience. *Journal of Consumer Psychology* [online], 20 (4), 410-418.

Kuznesof, S., Tregear, A. and Moxey, A. 1997. Regional foods: A consumer perspective. *British Food Journal* [online], 99 (6), 199–206.

Landers, V. M., Beatty, S. E, Wang, S. and Mothersbaugh, D. L. 2015. The Effect of Online Versus Offline Retailer-Brand Image Incongruity On The Flow Experience. *Journal of Marketing Theory & Practice* [online], 23 (4), 370.

Koch, S.L., 2012. *A Theory of Grocery Shopping, Food, Choice and Conflict*. London: Berg 35 Publishers.

Lang M, and Hooker, N., 2013. An empirical test of experiential shopping in food retailing. *British Food Journal* [online], 115 (5), 639 – 652.

Lanier, C. D. and Rader, C. S., 2015. Consumption experience: An expanded view. *Marketing Theory* [online], 15 (4), 487-508.

Lindberg, F., Hansen, A. H. and Eide, D. 2014. A Multirelational Approach for Understanding Consumer Experiences Within Tourism. *Journal of Hospitality Marketing & Management* [online], 23 (5), 487-512.

- Lindström, M., 2010. *Brand sense: sensory secrets behind the stuff we buy*. 2nd edition. London: Kogan Page.
- Lofland, J., 1967. Notes on naturalism. *Kansas Journal of Sociology* [online], 3 (2), 45–61.
- Maclaran, P. and Brown, S., 2005. The Center Cannot Hold: Consuming the Utopian Marketplace. *Journal of Consumer Research* [online], 32 (2), 311–23.
- McCole, P., 2004. Refocusing marketing to reflect practice. *Marketing Intelligence and Planning* [online], 22 (5), 531-539.
- Miller, E.A., 1972. Interaction of vision and touch in conflict and nonconflict form perception tasks. *Journal of Experimental Psychology* [online], 96 (1), 114-123.
- Mintel, 2015. *Supermarkets – UK – November 2015* [online]. London: Mintel Group.
- Mintz, S. W. and Christine, M. D. B., 2002. The Anthropology of Food and Eating. *Annual Review of Anthropology* [online], 31 (2), 99-119.
- Morgan-Thomas, A. and Veloutsou, C., 2013. Beyond technology acceptance: Brand relationships and online brand miexperience. *Journal of Business and Research* [online], 66 (1), 21-27.
- Nielson, 2015. *The Future of Grocery* [online]. US: Nielson.
- Peck, J., 2010. Does Touch Matter? Insights from Haptic Research in Marketing. In: Krishna, A., ed. *Sensory Marketing: Research on the Sensuality of Products* [online] New York: Routledge, 17-28.
- Peck, J., Barger, V.A. and Luangrath, A.W. 2013. In Search of a Surrogate for Touch: The Effect of Haptic Imagery on Perceived Ownership. *Journal of Consumer Psychology* [online], 23 (2), 189-196.
- Prebensen, N.K. and Rosengren, S., 2016. Experience value as a function of hedonic and utilitarian dominant services. *International Journal of Contemporary Hospitality Management* [online], 28 (1), 113 – 135.
- Proust, M., 1913. Du côté de chez Swann. in: Proust, M., *À la recherche du temps perdu*. France: Grasset and Galimard, 47.
- Pettigrew, S.F. and Cowan, E., 2000. Ethnography and Grounded Theory: A Happy Marriage? *Advances in Consumer Research* [online], 27 (1), 256-260.
- Pichon, R.S., 2000. Scents of Time. *The Sciences* [online], 40 (4), 34-39.
- Pine, J. B. and Gilmore, J. H., 1998. Welcome to the experience economy. *Harvard Business Review* [online], 76 (4), 97-105.
- Poulsson, S.H.G. and Kale, S., 2004. The Experience Economy and Commercial Experiences. *The Marketing Review* [online], 4 (3), 267-277.
- Reid, C.A., Green, J.D, Wildschut, T. and Sedikides, C. 2015. Scent-evoked nostalgia.

Routledge [online], 23 (2), 157-166.

Revoredo-Giha, C. and Renwick, A., 2012. Retailers price behavior in the UK fresh fruit and vegetable market. *Agribusiness* [online], 28 (4), 451-468.

Richards, A. I., 1995. *Land, labour and diet in Northern Rhodesia: an economic study of the Bemba tribe*. Hamburg: LIT with the IAI.

Salomonsson, A., 1984. Some thoughts on the concept of revitalization. *Ethnologia Scandinavica* [online], 14 (1), 34-47.

Schatzman, L. and Strauss, A. L., 1973. *Field research*. New Jersey: Prentice-Hall. Schmitt, B.H., 1999. *Experiential Marketing How to get Consumers to Sense, Feel, Think,*

Act and Relate to your company and brands. New York: Simon and Schuster Inc. Schmitt, B.H., Brackus J.J. and Zarantonello, L. 2015. The current state and future of

brand experience. *Journal of Brand Management* [online], 21 (9), 727-733.

Spanjaard, D., Freeman, L. and Young, L. 2015. Reflections on journeys within the supermarket. *Australasian Marketing Journal* [online], 23 (4), 303-310. Spradley, J.P., 1979. *The ethnographic interview*. New York: Holt: Rinehart and Winston.

Statista, 2016, *Grocery Market Share in the United Kingdom* [online]. UK: Statista, Available from: <http://www.statista.com/statistics/279900/grocery-market-share-in-the-united-kingdom-uk/> [Accessed 29 March 2016]

Stiles, K., Altiok, K. and Bell, M.M. 2011. The ghosts of taste: food and the cultural politics of authenticity. *Agricultural and Human Values* [online], 28 (2), 225-236.

Strauss, A. and Corbin, J., 1990. *Basics of qualitative research Grounded theory procedures and techniques*. Newbury Park: Sage Publications.

Strauss, A. and Corbin, J., 1998. *Basics of qualitative research techniques and procedures for developing grounded theory*. 2nd edition. Thousand Oaks: Sage Publications.

Smilansky, S., 2009. *Experiential Marketing: A Practical Guide To Interactive Brand Experiences*. UK: Kogan Page.

Thompson, S. A. and Loveland, J. M., 2011. Self-Construal and Identity: Integrating Identity And Consumption: An Identity Investment Theory. *AMA Summer Educators' Conference Proceedings* [online], 22, 193-194.

Tsai, S. P., 2005. Integrated marketing as management of holistic consumer experience. *Business Horizons* [online], 48 (5), 431-441.

Tynan, C. and McKechnie, S., 2009. Experience marketing: a review and reassessment. *Journal of Marketing Management* [online], 25 (5-6), 501-517.

Vargo, S. L. and Lusch, R. F., 2004. Evolving to a New Dominant Logic for Marketing.

Journal of Marketing [online], 68 (1), 1-17.

Vignolles, A. and Pichon, P.E., 2014. A taste of nostalgia Links between nostalgia and food consumption. *Qualitative Market Research: An International Journal* [online], 17 (3), 225-238.

Walls, A. R., 2013. A cross-sectional examination of hotel consumer experience and relative effects on consumer values. *International Journal of Hospitality Management* [online], 32 (1), 179-192.

Warde, A., 1994. Consumption, identity-formation and uncertainty. *Sociology* [online], 28 (4), 877-898.

Wolcott, H. F., 2008. *Ethnography: a way of seeing*. 2nd edition. Lanham, MD: Altamira Press.

Woodruffe-Burton, H. and Wakenshaw, S., 2011. Revisiting experiential values of shopping: Consumers' self and identity. *Marketing Intelligence & Planning* [online], 29 (1), 69-85.

Woodward, K., 1997. *Identity and difference*. London: Sage.

Thornberg, R., 2012. Informed grounded theory. *Scandinavian Journal of Educational Research* [online], 56 (3), 243-259.

Zhou, X., Wildschut, T, Sedikides, C, Kan, S. and Feng, C. 2014. Nostalgia: The Gift That Keeps on Giving. *Journal of Consumer Research* [online], 39 (1), 300-311.