Generation Y: The Development and Use of Shopping Lists

Alexandre Arnaud
Jönköping International Business School. Sweden

Alexandra Kollmann
Jönköping International Business School. Sweden

Adele Berndt
Business Administration (Marketing)
Jönköping International Business School. Sweden

Abstract

Grocery shopping is one of the most basic elements of consumer behaviour and is a part of everyday life. For consumers to achieve their goals and make their grocery shopping trip efficient, many plan their shopping trip, as seen in the development and use of a shopping list. Previous studies have taken a general view of consumers and not investigated any one specific cohort. Generation Y is regarded as an important and knowledge cohort, with greater access to information and resources yet the development and use of shopping lists among this cohort is largely unknown. The purpose of this study is thus to understand the development and usage of shopping lists by Generation Y consumers. Use was made of a qualitative method to understand the development, usage and outcomes associated with list usage among this cohort. In total, 29 personal semi-structured interviews were conducted with interviews in supermarkets, the university or at the participants' house. The findings show that the majority of Generation Y consumers develop and use shopping lists, and use both paper and electronic lists. The purpose for their development is for reminding, planning and saving money. The respondents believe that lists help reduce unplanned purchases, as well as reducing the time spent and cost in store.

Keywords: Consumer behaviour, grocery shopping, shopping lists, Generation Y,

BACKGROUND

Grocery shopping is one of the most basic elements of consumer behaviour and is an important aspect for each individual in everyday life (Bawa & Ghosh, 1999). Park, Iyer and Smith (1989), seek to explain that grocery shopping is a routine type of consumer behaviour, and is characterized by two aspects "(1) multiple buying goals that must be achieved and (2) repetition at regular time intervals (e.g. once a week)" (Park, et al. 1989, p.422). For consumers to achieve their goals and make their grocery shopping trip efficient, they must plan their shopping trip. Planning may result in creating a shopping list that help them to direct their purchases. A shopping list can be described as a tangible note written down on envelopes, napkins, coffee filters or post-its, a mental note where items are being memorized (Block & Morwitz, 1999) or a digital note or application (app) which records this planning.

Shopping lists have been investigated by various researchers (Block and Morwitz, 1999; Heinrichs, Schreiber & Schöning, 2011; Kelly, Smith & Hunt, 2000; Thomas & Garland, 2004; Spiggle, 1987) and topics investigated include the differences between list users and non-list users (Thomas & Garland, 2004), factors influencing list writing and fulfilment (Block & Morwitz, 1999) and list contents (Spiggle, 1987). Research has also contrasted the lists of

consumers from different countries (Schmidt, 2012). Previous research has not focused on a specific cohort, and this includes Generation Y. Generation Y are an interesting group in this instance as Generation Y are driven by different values than the other generations (Valentine & Powers, 2013; Noble, Haytko & Phillips, 2009) and are considered to be highly active in the marketplace as they are the current and future consumers and little is known about their consumption patterns (Valentine & Powers, 2013; Noble et al. 2009). It is to this that this study seeks to contribute.

The paper firstly investigates the stages associated with shopping lists in grocery shopping and then reports on the study undertaken. The findings are then presented and the paper concludes with the discussions and implications for retailers.
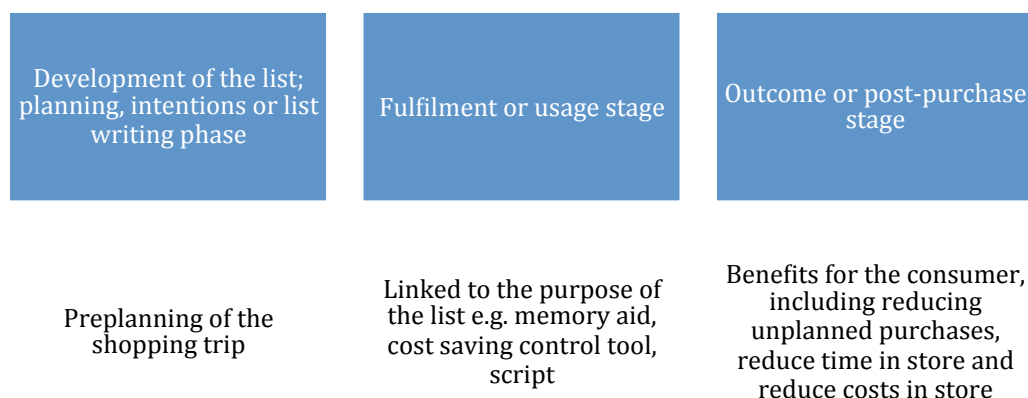
LITERATURE REVIEW

A shopping list can be described as a tangible item where items are written down on envelopes, napkins, coffee filters or post-its, or it can be a mental note where items to be purchased are memorized (Block & Morwitz, 1999). Shopping lists have taken on a new perspective with the introduction of electronic lists, where applications (apps) are made available by grocers (Heinrichs et al., 2011; Alton, 2013). Development and use of a shopping list suggests planning prior to the actual in store and reflect what the consumer intends to purchase during the visit to the grocery store.

Limited previous research has been published with respect to shopping lists (Refer Annexure 1). The focus in previous research has been the differences between consumers using lists and those not using lists (Thomas & Garland, 1996), the contents of lists (Spiggle, 1987), the formulation and use of lists (Block & Morwitz, 1999) as well as shopping lists as scripted behavior (Thomas & Garland, 1993; Thomas & Garland, 2004).

The stages associated with shopping lists

Research suggests that there are three phases associated with shopping lists, namely a development stage, a fulfilment (or usage) stage and an outcome (or post-purchase) stage. In each of these stages, the list has a specific role to play in the grocery shopping task.

Figure 1 Stages associated with shopping lists

Development of the list; planning, intentions or list writing phase	Fulfilment or usage stage	Outcome or post-purchase stage
Preplanning of the shopping trip	Linked to the purpose of the list e.g. memory aid, cost saving control tool, script	Benefits for the consumer, including reducing unplanned purchases, reduce time in store and reduce costs in store

Adapted from: Block & Morwitz, 1990; Gollwitzer, 1996; Solomon et al., 2010; Angstmann & Strauch, 2013.

Phase One: the development of the list

The development of the shopping list reflects the planning or intentions (goals) of the consumer, triggered by a need, problem or desire. By planning this future action, the task can be clarified, resulting in efficiency (Gollwitzer, 1996). In developing the list, the consumer is preplanning the shopping trip and under these conditions, there is an increased chance that only the planned items will be purchased (Block & Morwitz, 1999; Kelly et al., 2000; Nordfalt, 2009). Efficiency is increased as the focus is on retrieving the planned items stated on the shopping list, with research showing that consumers with shopping lists purchase less than consumers without shopping lists (Thomas & Garland, 1993). Efficiency can also be associated with expenditure and budgeting, as the planning itself minimises unplanned and impulse purchasing, especially when the list contains more than fifteen items (Spiggle, 1987).

Previous research suggests that the majority of consumers use shopping lists (of the various kinds), with figures ranging between 49% (POPAI, 1995) and 67% (Thomas & Garland, 2004). While lists can be mental or lists made on paper, the development by retailers (among others) of applications for smartphones and tablets enables consumers to also make electronic lists, though the extent of their use is currently unknown. Various sources of information are used to develop a shopping list, including store brochures, household needs and examining for missing items in the pantry. It may also be that the consumer decides at which store grocery shopping will be done. What appears on the list varies depending on product categories and the nature of the consumer. It is possible to record product categories, product classes, products or brands. Research suggests that the majority of items that appear on shopping lists are either product classes (49%) or product specifications (40%) while brands account for 5.6% of the items recorded (Schmidt, 2012). Regarding the nature of the consumer, research suggests that women may be more likely to develop lists (Thomas & Garland, 2004).

Phase Two: The fulfilment or usage stage: the purpose of shopping lists

Shopping lists play different purposes in grocery shopping, and it can take the form of memory aid, cost saving, script, planning tool and tool guidance. Common reasons for the use of a list include (1) not forgetting items (an aid to the memory); (2) control in the shopping process (3) control of expenditure and (4) to identify additional items that are considered special over and above list (Thomas & Garland, 2004).

A shopping list can serve as a memory aid when consumers are faced with multiple task decisions and distractions. In stores, they can rely on this memory aid to help them simplify their decision making. It is thus an internal or external tool or device used to enhance remembering (Block & Morwitz, 1999). In general, external devices (for example, written shopping lists) are the most used, as suggested in previous research (Thomas & Garland, 2004). A shopping list can also serve as a control device in that it can assist consumers from not buying items that are not listed, limiting potential in store effects on purchasing (Thomas & Garland, 2004). Shopping lists can also contribute to cost saving by enabling consumers to stick a pre-prepared shopping list and thus not buying more items than planned (Block & Morwitz, 1999). Thomas and Garland (1993) found that a written shopping list will, on average, reduce shoppers' expenditure thus contributing to budgetary control (Thomas & Garland, 2004). A shopping list can also serve as a script to be used in store to increase efficiency. Grocery shopping can be best described as a routine and repetitive behaviour and a necessary chore that needs to be done on regular basis and a script can be used to increase

efficiency (Iyer & Ahlawat, 1987). The script (list) provides the sequence that needs to be completed, and with the routine and repetitive of grocery shopping, it can also be referenced as scripted behaviour (Thomas & Garland, 2004). Shopping lists also serve as a planning tool. Shopping lists can serve as a planning tool as consumers tend to plan their purchase activities beforehand (Block and Morwitz, 1999) as well as the brands they would prefer to purchase. This can assist in limiting the effect of various in-store stimuli which seek to stimulate other needs and actions (Inman, Winer, & Ferraro, 2009). The list can reflect the brand name (or product category) enabling the consumer to purchase preferred products (Schmidt, 2012).

Phase three: the outcome or consequence stage

A specific outcome experienced by consumers is a degree of comfort which comes from having completed the task, and avoiding going back to the store (Thomas & Garland (2004). It has been suggested that there are three specific outcomes that consumers experience from using a list, namely a reduction in unplanned expenditure, reduced time in the store and reduced expenditure.

i. Reducing unplanned purchases:
    Unplanned purchasing has previously been described as impulse purchasing (Cobb & Hyer, 1986; Kollat & Willet, 1967; Abratt & Goody, 1990). However, Iyer (1989) makes a differentiation between unplanned purchasing and impulse purchasing. Impulse purchasing can be described as when a consumer experiences a sudden, a powerful and persistent urge to buy something immediately (Iyer, 1989) while an unplanned purchase is when a purchase decision that was made in the store and not considered before entering the store (Iyer, 1989; Park et al., 1989). Therefore, "all impulse purchasing is unplanned, but all unplanned purchases are not necessarily bought on impulse" (Iyer, 1989, p. 40). Unplanned purchases can related to the nature of the product, the personality of the consumer (Kollat & Willet, 1967) as well as the characteristics of the in-store situation (Iyer, 1989; Kollat & Willet, 1967; Abratt & Goodey, 1990). While a shopping list reflects planned purchase, consumers with shopping lists are most likely to make unplanned purchases (Hultén & Vanyushyn, 2011; Rook & Fisher, 1995). In-store stimuli such as special offers, product display, and alignment of packages influence the shopper to make unplanned purchases. When it comes to Generation Y and their unplanned purchase behaviour, they are far likelier than any other generation to make unplanned purchases (Tuttle, 2012). For Generation Y, it has been suggested that this cohort is more likely to make unplanned purchases just to "pamper themselves" (Tuttle, 2012, p. 1).

ii. Time in store:
    Efficiency can be viewed as important outcome of having a shopping list. Park et al., (1989) describe time spent in grocery stores as a major factor in grocery shopping. By pre-planning, the time spent in store can be limited as the shopper can focus on the products that they plan to purchase (Inman et al., 2009). Store knowledge (such as layout) can also limit the time in store.

iii. Cost in store:
    Preparing shopping lists, using ads, coupons, comparing unit prices and so on can act as a cost-saving technique and a way to budget for the shopping trip (Polegato & Zaichovsky, 1999; Martin, 2009). Previous research suggests that having a list can reduce expenditure in store. In research conducted by Thomas & Garland, shoppers with a list bought on average 36 items and spent $93.74 with an average time in store of 30 minutes while shoppers without a list bought 43 items (on average) and spent $106.87 with an average time of 31.2 minutes (1993). For Generation Y, saving money is their biggest priority in grocery shopping (Orsini, 2012). They are cost-conscious in

the sense that they are aware of the cost of the items they put in their shopping cart yet they are willing to spend a bit more on healthy and fresh grocery items (Orsini, 2012; Lachman & Brett, 2013). The price of the item affects the brands purchased as well as other factors such as coupons and loyalty discounts (Orsini, 2012).

The nature of Generation Y
Generation Y is a frequently used term and also a popular one to describe those born from 1978 to 1994 (age 18 to 34) (Orsini, 2012). Tulgan (2009) describes Generation Y as the new young workforce, the future, the upcoming leaders, and the ones that have grown up with globalization and technology. Their main characteristics are highly educated, individualistic, mature and structured (Valentine & Powers, 2013). Moreover, Generation Y is the most culturally diverse generation and open-minded when it comes to different lifestyles such as single-house parenting, homosexuality etc. (Noble et al. 2009).

The weekly grocery shop may present a different perspective for Generation Y as they are replacing grocery stores for a quick-stop at convenience stores (Orsini, 2012). Besides the traditional way of grocery shopping, Generation Y has also embraced online grocery shopping, with 11% (between 18 and 24) and 13% (between 25 and 34) purchasing groceries online (Orsini, 2012). Generation Y prefers to have fresh products rather than unhealthy food, purchasing fresh fruits, vegetables and meat (Orsini, 2012).

THE RESEARCH PROBLEM AND RESEARCH OBJECTIVES
The main tool in planning a grocery shopping trip is to use a shopping list (Schmidt, 2012). Shopping lists are used by most households to do their grocery shopping, which tend to prepare a writing list when going shopping at discount stores or supermarkets (Schmidt, 2012). In general, lists assists in helping consumers to control their budgets, enforce discipline, and limit their purchases when shopping lists are used (The Integer Group & M/A/R/C Research, 2010).

Existing research on shopping lists has considered all customer groups, with no focus on a specific category such as age distribution, household size and income (Schmidt, 2012). Consequently, an analysis of these specific groups is relevant. One of these groups is Generation Y. Members of this cohort are driven by different values than the other generations (Noble, et al., 2009) and is very highly active in the marketplace (Noble et al. 2009), though little is known about their behaviour (Valentine & Power, 2013).

Thus, the purpose of this study is to understand and explain the usage of shopping lists by Generation Y consumers. As shopping lists serve can be developed and used in various ways, their use among Generation Y consumers is largely unknown and is the focus of this study.

METHODOLOGY
The study made use of personal interviews among 29 members of the Generation Y cohort, more than the minimum of 20 participants suggested by Baker and Edwards (2012). Participants in the study were recruited through making contact with them in-store (judgement sampling), or through referrals (snowball sampling). The judgemental criteria included being a part of this cohort while also making use of a shopping list (in the store).

The interviews took place either in-store or at a convenient place and time, as identified by the participant. Personal interviews were selected as they are able to provide detail on the reasons selected by participants for their use of a shopping list.

The interview structure was tested on participants similar to the cohort used in the study. This resulted in the refinement of the questions and a change in the way in which some of the questions were posed. The interview was structured around the phases as discussed.

A four step process was followed in the analysis of the data. The data was assembled using field notes, with the interviews recorded and transcribed. After this, the data was reduced by coding, meaning that the data were divided into categories in order to retrieve and organize the gathered data. The data was displayed using charts and spreadsheets to show the link between the various categories and linked back to the theoretical framework. Quotes from in the findings are provided to illustrate the responses received.

FINDINGS

In total the researchers conducted 29 interviews in various grocery stores (COOP, City Gross and Lidl) or in the participants' house or at the university, as this was the most convenient for both parties. A description of the Generation Y respondents is found in Table 1.

TABLE 1: PROFILE OF PARTICIPANTS

Gender	23 female; 6 male
Occupation	25 students; 3 employed; 1 unemployed

Findings with respect to the development of a shopping list

The development of the list was investigated in terms of the frequency of its use, the type of list used and the sources of information that can be used to develop the list.

With respect to the frequency of using a shopping list, the majority of the participants (68.9%) said they use a shopping list every time going grocery shopping. Those that do not use a list every time, still develop a list when organising a special occasion or when they have a lot of groceries to buy.

> *I try every time because it is way easier.*
> *Not so often usually if I want to cook something specific or cook something bigger so that happens like once or two times a week. Like last Friday I had one because I organized a barbecue and tomorrow I will have another one because I have the food safari [food contest] so usually I use shopping lists in special occasions.*

As to the types of shopping list (paper or electronic lists), some participants (41%) indicated that they used both types with paper lists developed when at home and both types when away from home. Paper lists were viewed as being easier and convenient to use. By contrast, 26% of participants indicated they only used an electronic shopping list, citing that they always have their phone with them, it is efficient and that it does not get lost (like paper).

The majority of the participants do not receive any advertisement leaflet as a source for list development, but identified needs (or kitchen search) suggested items to be purchased. Moreover, 31% of participants write their shopping list based on what comes to their mind rather the using retailer advertising. Some participants indicated they used the supermarket webpage to identify weekly discounts while one indicated that they used a supermarket app to find special deals. With reference to the structure of the list, the majority (66%), indicated they do not structure their list but just write down what it needed in no particular order. A further 26% used the supermarket layout to prompt them in this task. One of the participants said to

structure the shopping list in categories while another respondent used the supermarket leaflet to organise the list.

> *mostly it is looking into my closet and fridge and checking out what I am missing […] I just write down what comes to my mind first. There is also something that always triggers my mind like okay I am actually out of milk and have to buy milk so I write it down […]*

Findings with respect to the fulfilment stage

The majority of the participants (90%) indicated that the main reason for using a shopping list is to remind them of the items they have to purchase to avoid returning to the store, meaning that the list serves as a memory aid. Besides this reason, other minor reasons were being organized, efficient, easier, faster, saving money, saving time, guidance tool or using it for special occasions.

> *The thing is it is kind of reminding me of what to buy basically*
> *To remember. When I do my shopping I can easily forget something*

Findings with respect to the outcome (post-purchase stage)

iv. Unplanned purchases

Participants identified that they engaged in both impulse and unplanned purchases. In the case of impulse buys, participants linked it to the purchase of sweets. Participants also indicated they purchased items not written on the list but may need in the future or special offers (deals) in store or the purchase of new products.

I try to stick to the list that I prepare beforehand, and I do not think that I am buying any items that are not on my shopping list so often. But sometimes it does happen that I might walk pass the chocolate aisle in the supermarket and I just put the chocolate bar in my shopping trolley even though this was not on my shopping list.
It happens often when I see sometimes something for a good price.

v. Time spent in store

The majority of participants (62%) indicated that they believed a shopping list saved time in store as they did not wander around or have to go down every aisle searching for products. It also meant fewer trips to the store. The presence of a list does not limit purchase activities as participants indicated that they still look at brands, prices or take as much time as they need to do the grocery shopping.

[….] by using a shopping list is definitely saving me time and this is one of the essentials for using a shopping list
based on the shopping list I would say… I would wander wonder around, and like look at anything else the brands they have, the best price to get…

vi. Cost in store

The majority of participants (72%) indicated that that believed having a shopping list saved them money as they were able to stick to their list and so control what they spend but other respondents did not share this belief, as they regarded the list as items that were necessary but to which items could always be added.

If I just stick to the list, I know how much money, kind of, I am going to spend. […] So I use a shopping list to control my buying.
No, it is like what I write down on the shopping list is necessary but you know sometimes girls are looking around and always buy some extra stuff.

DISCUSSION

The purpose of this study is to understand and explain the usage of shopping lists by Generation Y consumers, specifically in the development, use and outcomes associated with a shopping list.

The development of the shopping list

The majority of participants in the study (68.9%) develop shopping lists, which is consistent with the findings in previous studies, which suggests that 55% of supermarket shoppers use shopping lists (Rickard, 1995). Thomas & Garland (2004) found that 67% of the shoppers use a shopping list but that only 42% of shoppers aged between 15 and 24 carried shopping lists. Angstmann and Strauch (2013) in their research in Jönköping found that 64.9% of the shoppers used a shopping list. This suggests that Generation Y consumers are similar to other consumers with respect to the use of shopping lists.

These shoppers use both paper and electronic lists, with more participants using paper lists, due to their convenience. While previous research has investigated the use of lists in general, there is little research on the use of electronic shopping lists. Generation Y consumers are comfortable with using the electronic shopping list as they identified it as being convenient and always at their disposal (Noble et al., 2009). Despite this, some drawbacks of the electronic shopping list were identified, including battery life of devices, which may make the shopping list inaccessible while in the store.

Participants indicated they used the pantry (or the contents of the cupboard) to develop the list and do not use the advertising brochures while others were prompted by recipes or the supermarket webpage.

No clear structure to the list was identified, which is similar to the research conducted by Angstmann & Strauch (2013), though this was not a focus in this study.

Fulfilment or list usage

Previous research showed that there are five purposes for using a shopping list. These purposes are memory aid; cost saving; script; planning tool and tool guidance. The findings show that three out of the five purposes are consistent with previous research with lists primarily regarded as a memory tool (Block and Morwitz, 1999), cost saving (Polegato and Zaichovsky, 1999), and as a planning tool. The findings show that Generation Y consumers use a shopping list to remind them to purchase specific items (and saving a trip back to the store). This is consistent with findings of Thomas and Garland (2004), where 71% offered this as the primary purpose for using a list.

Previous research shows that the purpose of using a shopping list is to save money, a cost-saving technique (Polegato and Zaichovsky, 1999), through the use of coupons, advertisement leaflets and price comparisons. Cost saving also occurs as only the items written on the shopping list are purchased (Block & Morwitz, 1999), and research by Thomas and Garland (2004) found that 34% of their sample used a list for this purpose.

Performance stage or outcome stage

vii. Unplanned purchases

The findings showed that Generation Y consumers make unplanned purchases, irrespective of whether or not they have a shopping list. In this case having a shopping list does not affect Generation Y consumer to reduce unplanned purchasing. These

findings are in line with the studies of Hultén and Vanyushyn (2011) and Rook and Fisher (1995). They stated that having a planned shopping list does not necessarily mean that consumers will not make unplanned purchases. On the contrary, shoppers have the habit to buy spontaneously and are open-minded to unexpected purchases (Rook & Fisher, 1995). Kelly et al. (2000) found out that more than half of their respondents (63.7%) made unplanned purchases. A total of 50% of unplanned purchases were identified by Kollat and Willet (1967) and 60% by POPAI (1995). The high percentage of unplanned purchases could be linked to the retailer and the effectiveness of in-store communication (Nordfalt, 2009).

Other types of unplanned purchases include items that are not written on the shopping list, but recalled (or reminded) when in the store. This is supported in the study of Thomas and Garland (1996) that shows similar situations. Despite having a list, participants were open to purchase items because of the deals or specials offered in store, suggesting flexibility associated with a list.

viii.   Time in store
A list can be used to reduce the time spent in the store, and this finding is supported with the beliefs of the participants. A shopping list, as a type of script, can serve as a map to structure a shopping trip and therefore limiting any time wastage in the store. Participants suggested that having a list reduced the amount of time spent in-store, which is consistent with the findings of Thomas and Garland (1993). Factors that could contribute to this reduction is the planning associated with the shopping trip.

ix.   Cost in store
Participants believed that they save money when using a shopping list because they follow what is written on the list, look for low prices and control what to spend this helps to save money. Moreover previous research shows that Generation Y takes price into consideration and is aware of the items that they put in their shopping cart as their biggest priority is to save money (Orsini, 2012). Cost-saving associated with the use of a list has also been identified in previous research (Thomas & Garland, 1996; Thomas & Garland, 1993), lending support to these beliefs. Specifically, 34% of shoppers have used a shopping list to control in-store expenditure (Thomas & Garland, 2004).

There are a number of managerial implications associated with the lists. While lists are widely used by Generation Y consumers, they are still open to purchasing items that are not on their lists, if the product is perceived as a good deal or if it is a new product. This means retailers have the opportunity of making the sale, despite the presence of the list.

With reference to the use of shopping list apps, Orsini (2012) found that Generation Y is attracted when things are personal (targeted content), fun (user friendly app) and multiplatform (the app would be developed for more than one type of device). Some participants indicated checking the app or website as part of list development, which provide another advantage: the suggestion of products enable the retailer to highlight specific products (high margin, high stock, soon to be expired).

There are a number of limitations associated with this study. Many participants preferred to have the interviews take place at locations other than in the stores due to their having other matters to attend to. Another limitation was encountered during the interviews which were conducted in English (not the home language of the participants) and not in Swedish.

There are a number of possibility topics for future research, including a focus on the use of electronic shopping lists and their use within family structures. Currently little research has been conducted into the use of electronic shopping lists, both by individuals and within families. Use of a quantitative methodology to investigate this further would also add to the knowledge on this topic. Studies on the use of shopping lists in other part of Sweden, Europe and other countries on how shopping lists are developed and used would also enable the development in this area.

CONCLUSION

The purpose of this study was to understand and explain the usage of shopping lists by Generation Y consumers and the findings show that Generation Y consumers use both paper and electronic lists that were developed with no specific order or plan. They are developed to remind consumers about items to be purchased. While purchasing items that do not appear on the shopping list, the respondents believe that the list helps to reduce the time and cost spent in stores. Their list provides the basic components of the shopping trip while providing some flexibility if so desired, making it a reflection of purchase intentions.

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Annexure 1   Existing literature covering shopping lists

Authors	Purpose of the study	Location of the study	Method and sample	Key findings
Block & Morwitz (1999)	To explore the use of shopping lists as external memory aids	East Coast of the US	28 households were in a consumer panel and shopping was monitored over a 2 month period	The study included the planning and fulfilment stages associated with lists. Approximately 80% of items recorded on lists are purchased yet lists are not effective for reducing impulse or unplanned activities. Lists are effective at assisting consumers to purchase items that have been planned.
Kollat & Willet (1967)	To investigate unplanned purchase behaviour	US	596 interviews with 196 follow-up interviews	Unplanned purchases are those that consumers did not indicate a plan to purchase the item. Various types of unplanned purchases can be identified. Shopping lists affect unplanned purchases only when there are more than 15 items on the list.
Schmidt (2012)	To investigate pre-planned purchase intentions as reflected in shopping lists	Denmark	871 discarded shopping lists found outside retail stores	Findings are presented about the number of items on shopping lists, the frequency of brands and appearance of brand names in various categories as well as the price of products.
Spiggle (1987)	To investigate the content of shopping lists	US	129 shopping lists comprising 2854 items	Approximately 25% of the content of the lists were brand names while the balance were product categories, which suggests an openness with regard to products. Further, different consumer orientations may be reflected in shopping lists.
Thomas & Garland (!993)	To examine the effect of shopping lists on the time and total expenditure of shopping trips	New Zealand	285 in 1991 and 279 in 1992 among consumers doing their weekly or two-weekly shopping trip.	Shopping behaviour is scripted behaviour, and the presence of a list reduces expenditure in the store. It also found that the presence of children on a shopping trip increases the amount of expenditure and time spent in store.

Thomas & Garland (1996)	'To explore the extent to which shoppers might differ based on whether or not they have a shopping list.	New Zealand	325 shoppers were interviewed about their shopping trip and the shopping list and receipt were collected together with demographic information.	Shoppers with lists are less prone to in-store promotions than those who do not have lists. Thus shoppers without lists will buy more (in units and monetary terms) than those who do not have lists and the shopping of those without lists is less planned. Having a shopping list results in less being spent on promotional items
Thomas & Garland (2004)	To investigate how the presence of shopping lists moderates purchase behaviour	New Zealand	A survey was carried out and 262 interviews were also carried out, a combination of qualitative and quantitative methods.	The study contrasted those shoppers making lists, and those that did not make lists. List-shoppers are more likely to be female and controlled, and lists provide comfort to shoppers as well as control over expenditure. Despite their list, shoppers act with a degree of flexibility while in the store.