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### What helps or inspires busy moms while grocery shopping?

Swieykowski, Martin; Erlandsen, Hilde and Sjöberg, Thomas (2007)

[Department of Business Administration](#) [Mark](#)

#### Abstract

The purpose of this master thesis is to understand how busy moms experience their grocery shopping trips and the in-store environment. In gaining this knowledge, we aim at being able to suggest ways to improve the grocery shopping experience of busy moms; and present insights that can help food retailers in targeting this consumer group in-store. Methodology: We use an iterative approach, and work with photo elicitation interviews. We let our respondents capture their experiences in photographs, which then aid in recalling their memories in follow up interviews. Theoretical perspective: We base our theoretical perspective on environmental psychology where we use the original M-R model, and include personal and situational variables... [\(More\)](#)



SCHOOL OF ECONOMICS  
AND MANAGEMENT  
Lund University

Department of Business Administration  
Master Thesis in International Marketing and  
Brand Management  
May 2007

## What helps or inspires busy moms while grocery shopping?

*In what ways can in-store marketing influence the  
target group of "busy moms" in order to improve their  
shopping experience at grocery stores?*

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