

Although capable of influencing positively the consumer perception

[Business](#), [Decision Making](#)



Although the use of store flyers have lost some impetus in recent years, it continues to be one of the most important marketing tools used by retailers, due to both, communication with their customers and the economic and financial effect on their budget. In the United States it accounted for more than 65% of the budget of the companies of the sector in 2012 (Ziliani & Ieva, 2015). In Spain, more than 590 million Euros were invested in 2013, including a reduction of more than 30% of the budget compared to the year 2008 (Sánchez-Revilla, 2014). In Italy and France, the amounts invested exceeded one billion euros in each country during 2012, representing more than 50% of the budget of the retail companies in those countries (Gázquez-Abad & Martínez-López, 2016).

One of the most important factors for its application is related to its ability to influence consumers in the different stages of their buying cycle, at home and in the store (Ziliani & Ieva, 2015), to prove to be more effective than other traditional means of communication (Burton, Lichtenstein, & Netemeyer, 1999), and beyond that, are a source of financial revenue from manufacturers who also rely on flyers to get directly to consumers (Gázquez-Abad & Martínez-López, 2016). As an instrument of communication and promotion, store flyer has different goals: it promotes new products and discounts, as a short-term goal, it contributes to release their assortment variety, as a medium-term goal, and it improves retail image as a long-term goal. Consequently, different studies evaluated their influence on consumer behavior. They identified that certain characteristics of the flyer are capable of influencing positively the consumer perception about a greater assortment variety and the image of the establishment (Mimouni Chaabane, Sabri, &

Parguel, 2010), in the intention of visiting and buying products offered (Gijbrecchts, Campo, & Goossens, 2003) and, even, in those that are not offered and arranged on the flyer (Burton et al.

, 1999). As well as improving the sale of store brand products, which represent better margins and benefits (Gázquez-Abad & Martínez-López, 2016). However, the role that store flyer design can play in maintaining this causal relationship between perceived variety, image and purchase intention is not as well known.

Considerations about perceived variety and image need to be highlighted. Naturally, consumers tend to prefer assortments with greater variety, since they offer a greater possibility to find a product that best suits their preferences or needs both in the present or in the future (Townsend & Kahn, 2014). In addition to contributing significantly to greater satisfaction and loyalty (Chang, 2011).

According (Mimouni Chaabane et al., 2010), the variety perceived by the consumer is considered as one of the main factors of performance of the retailers. On the other hand, (Iyengar & Lepper, 2000), note that assortments with a wide variety of products negatively influence sales volume and negatively affect consumer satisfaction (Townsend & Kahn, 2014). Furthermore, the image of the establishment is also affected by the perceived variety (Semeijn, van Riel, & Ambrosini, 2004). That, in turn, substantially affects the consumption of products, especially store brand products (Diallo, 2012).

The perception of the image of the establishment is developed in the mind of the consumer (Zimmer & Golden, 1988) and formed on the basis of different attributes, being real and imaginary (Beneke & Zimmerman, 2014). As with the perceived variety, different evaluations, positive or negative, occur in the evaluation of the image of the establishment through the flyer, which consequently affects the intention to consume available products, being national or store brand (Mimouni Chaabane et al., 2010; Pieters, Wedel, & Zhang, 2007). Given the considerable strategic importance to retailers, it is important to understand the implications of how different flyer models, through different changes and combinations in basic attributes in their composition, affect their power and promotional effectiveness on consumer behavior, mainly related to the assortment variety, perceived image, and purchase intention, in particular the purchase of store brand products. However, it is observed in most of the recent studies, when evaluating the performance of the flyer, some results were related to the overall sales outcome, based on the total number of invoices issued, or on the traffic observed at the establishment, without actually identifying whether the consumer's contact with the flyer existed and whether it was actually influenced by this (Gijsbrechts et al., 2003; Luceri, Latusi, Tania Vergura, & Lugli, 2014). Others evaluated the efficiency of the flyer over the national company's perspective by comparing the number of products of national companies present on the flyer and their influence on consumer behavior without actually considering the brand of the retailer (Mimouni Chaabane et al., 2010).

And in this way we fail to understand the true effect that different flyer templates have on consumer behavior. Our approach is from the Behavioural Decision Theory (BDT), which proposes that preferences are not stable due to the presence of framing and context effects. It is observed that the decision-making process of the consumer is affected and formed by the set of information to which it is exposed (Chernev, 2005).

As noted in the BDT, different assessments and choices in the decision making process occur through exposure to different scenarios, but objectively they may be equivalent, for example the presence or absence of a slogan on the cover (Levin, Schneider, & Gaeth, 1998). According (Payne, 1982; Simonson, 2008), preferences, or pre-disposition by certain attributes are versatile, and most frequently are developed based on the context to which the consumer is exposed and may change depending on how the decision-making process is formulated. Therefore, context effects are changes in perception generated by changes in the size of choice set, for example flyer size (van Lin & Gijsbrechts, 2016). In addition to being formulated, through pre-existing preferences by certain attributes, the presence of attributes that are less salient or with less impact in the presented context are equally important in the evolution of consumer decision-making (Simonson, 2008).

In this way, the establishment of preference is considered to be influenced by the general context to which the consumer is exposed, but which may vary as the scenario varies. Therefore, when considering the incomparable importance and complexity that the use of the flyer represents in the performance of retailers, its considerable economic /financial impact on its

budget and given the existing literature..... Based on our exploratory analysis with more than twenty brochures of supermarkets, we detected a quite similar structure, mainly related to the extension of the flyer, the promotion of a national or store brand product on the front page, and in some cases, the use of an institutional slogan. There is a clear need, and an important research opportunity, to explore in more depth the composition and effect of different flyer models on consumer behavior. Consequently, this study raises a key question: -What is the effect that different, but similar, flyer models have on consumer behavior? In this study, we propose to analyse the mediating role of the establishment image between the perceived variety and in the intention to buy in the shop and in the intention to buy retail's brands. Moreover, how this relationship is affected by the flyer design. To study this effect, an experiment was carried out with four flyer designs (scenarios), based on three different attributes: 1) its extension (with the possibility of using a larger or smaller number of pages); 2) the brand advertised on the first page (promote and advertise a product of own brand of the retailer or a national brand); and, 3) the use of an institutional slogan as an advertising incentive (presence or absence of a slogan on the front page) about consumer behavior. To achieve the objectives, based on the three basic attributes of the flyer presented, an experiment was developed among subjects to construct four distinct, but objectively identical flyer scenarios.

The analysis of consumer responses was performed through the modeling of structural equations, whose main issue was to improve the understanding of

the four main variables present in the performance of retailers: 1) perceived variety; 2) perceived image; 3) general purchase intention in the establishment; and, 4) intention to purchase a product from the retailer's own brand. To avoid the image effect of a known retailer (brand) was developed a fictitious retailer with its brand and also fictitious products. After analyzing different flyers of the main retailers present in the Spanish market and its different characteristics, a single subject design (intra-subjects) was used to complement the interior of the flyer with the presence of different national brands, promotional strategies, different price ranges and be the closest to a real exhibition of the flyer. Due to the considerable cost involved in the production and printing of a printed flyer a digital flyer was developed, which was made available electronically to the participants of the experiment. Through this theoretical model we intend to offer a deeper understanding of scholars and practitioners.

At the same time that we evaluate, from the perspective of the retailer (call of (Ailawadi, Beauchamp, Donthu, Gauri, & Shankar, 2009), the different characteristics of the flyer and its influence on consumer behavior, more precisely on the variety and perceived image and their intention to purchase. In addition to contributing to the analyzes through a digital flyer, sent and made available by email through an access link (call of (Ziliani & Ieva, 2015)), which represents a new frontier for retailers.