

This thesis presents work that was done within the Swedish Centre for Resource Recovery (SCRR). Research and education performed within SCRR identifies new and improved methods to convert residuals into value-added products. SCRR covers technical, environmental and social aspects of sustainable resource recovery.



Details matter to consumers and are something that retailers need to consider when creating a balance between in-store energy efficiency and an excellent servicescape. This is especially true in grocery stores where managers face the challenge of combining chilled groceries with a pleasant, attractive, and functional environment for consumers. By a unique combination of measured and perceived comfort parameters in supermarkets and qualitative studies of consumers' perceptions and behaviors in this "foodscape",

Ulla Lindberg's thesis provides knowledge of how to improve energy efficiency and the store layout for chilled groceries by adding consumer insights. She contributes to retail management within the grocery sector by presenting specific details on information needs in order to make improved decisions in terms of energy saving operations within stores. The details that matter concern how consumers perceive and behave in relation to doors or no doors on cabinets for chilled groceries. In particular, Lindberg's results show that consumers display different forms of approach or avoidance behavior in terms of accessibility, both beneficial and problematic. By elaborating these results in relation to "foodscape", she contributes to research on servicescape. Her thesis also contributes to research on in-store energy efficiency in relation to four challenges that retail grocery stores face: building design, retail context, consumer insights, and management. A common denominator for these challenges is that consumers need to be "part of the equation".

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EXPLORING BARRIERS TO ENERGY EFFICIENCY IN SUPERMARKETS

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