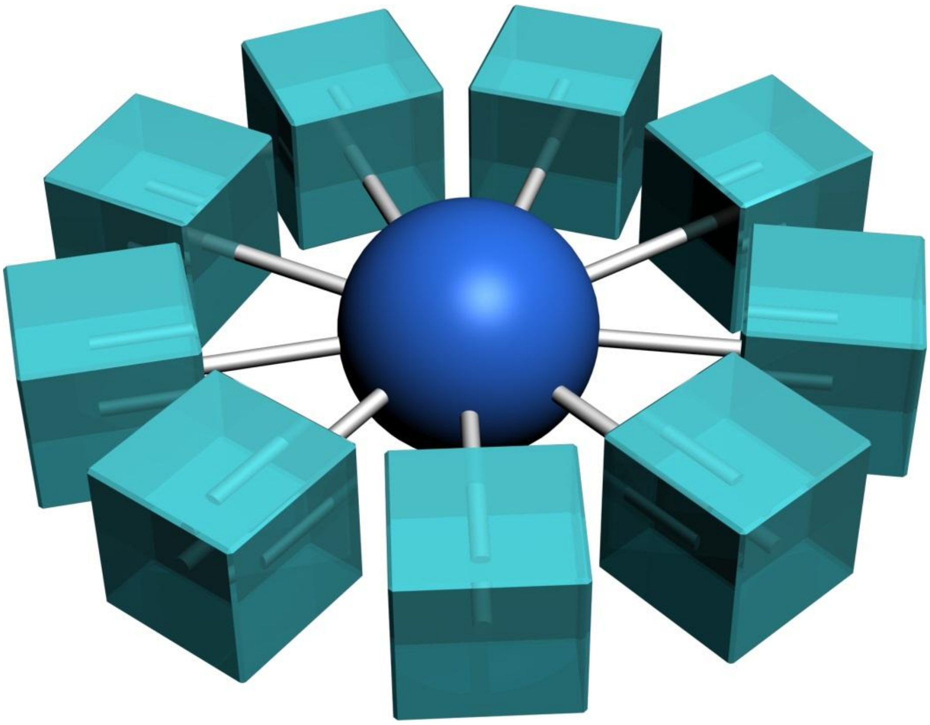
Young Consumers in a Multichannel World



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Abstract

Purpose: This study examines the views and perceived shopping habits of young consumers in their multichannel shopping experience with a focus on achieved utilitarian and hedonistic values through integrated usage of channels. The multichannel environment in this study consists of the physical store, Internet, mobiles and social media.

Methods: Mixed research methods were used which consisted of both questionnaires and semi-structured interviews. Two different classes of students at Lund University - Campus Helsingborg, were studied, a total of 182 persons at the age of 19-35. First the respondents were asked to answer questionnaires that related to their views and perceived shopping habits. Further 6 students were chosen through sequential mixed-methods sampling to participate in semi-structured interviews where the interviewees were asked more elaborative questions to provide deeper insight into the quantitative data.

Findings: In this sample it was found that the physical store and the Internet are regarded as self-evident services in retailers´ offering and the presence of these channels adds to the experienced value and may even to lead to more business. The physical store was found to be source of hedonistic values more than the online channel which was more found to be source of utilitarian values. However there were indications that hedonistic values may also be important in the online shopping experience. Also utilitarian values were often the reason for using the online channel. Strong support was found that integration in all channels, physical store, mobile and social media is conducted to achieve hedonistic values. Some indications were found that utilitarian values are also achieved although it was not strongly supported. Evidence was found that the mobile channel may serve hedonistic needs but also that it is regarded lacking in offering a satisfactory service interface. The findings therefore suggest that the mobile may even be a source of competitive advantage as there seems to be a general interest in using the channel although it is not regarded technically possible to a large extent at the moment. It was also found that there is an interest in connecting with retailers through social media but on a more personalized level than it allows for today.

Originality: The study deals with integrated use of channels in relation to hedonistic and utilitarian values which is something that has not been the focus in previous studies. Previous studies have to a large extent dealt with single channels in isolation, choice of channels or integration in a very limited sense, i.e. focusing on one retailer. They have also not incorporated newer channels in retail such as the mobile and social media.

Key words

Retail - Multichannel – Customer Experience Management – Experience Based Value – Integration - Hedonistic – Utilitarian – Physical Store – Online Channel – M-Shopping – Social Media

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1. Introduction

Multichannel retailing has been widely discussed in articles and books in the past few decades. It has traditionally been considered to entail channels such as the physical store, catalogues, phone services etc. Channels in retailing today are those I have already mentioned but now we have multiple other channels that make the scenario even more complicated, e.g. Internet, phones, social media etc. Darrell Rigby (2011) discusses in his article “The Future of Shopping” that appeared in Harvard Business Review in December 2011 how retail undergoes a drastic change about every fifty years and now it is time for a new disruption. Each big change does not eliminate prior business practices but rather changes and redefines the way business is done and in order to prevail retailers have to follow those waves and adapt (Rigby, 2011). The wave we are facing today is a wave of technology that is invading retailing and changing the landscape. Technology has made it possible for consumers to connect with retailers through various technological channels, such as phones, pads and computers. This means that consumers are connected everywhere at all times and retailers face the challenge of reaching and keeping these consumers that have the shopping world in the palm of their hands (Market, 2011a). The report “IT bland individer”, carried out by Statistiska Centralbyrån in Sweden, showed that round 75% of Swedes at the age of 16-74 study the Internet to look for products at least once in a three month period. This is a more popular daytime passing than surfing social media. The only larger activity online is sending and receiving email. The percentage is highest amongst younger people but even middle age people and the elderly use this attribute (Market, 2011b). Market (www.market.se) also did a survey in the spring of 2011 in collaboration with GFK (a research company) in relation to mobile-shopping (also referred to as m-shopping) amongst Swedes. It revealed that 19% of the respondents had used their mobiles for shopping and 30% believed that they would shop through their mobiles in the coming three years. 17% had done price research on their phones and 16% had done price research on the phone during a store visit. 20% had used the phone for reading product reviews and 32% used it to look for the nearest store (Market, 2012a). It is therefore clear that a new market in retail is emerging, as Rigby (2011) discusses, where the boundaries are becoming fuzzy between what is e-commerce and what is brick and mortar retailing. Consumers have so many opportunities to shop and have multiple points of contact with retailers that it is becoming more difficult to define where the actual shopping takes place. And this is how we need to deal with retailing today. It is not e-commerce vs. physical stores; it is simply retailing (Rigby, 2011). In the magazine Market (www.market.se) it is discussed how the biggest challenge for retailers today is to combine the physical store with the Internet and that those who will succeed are those that turn seekers into paying customers (Market, 2011a). But it is not only the store and the Internet that needs to be integrated as we now have other channels as well that complicates things even further. Much suggests that consumers want perfect integration of the shopping experience, the digital and the physical. They want to be able to touch and feel products in a store, get personal service and advice, experience an adventure etc. But they also want to take advantage of broad online selection, reviews and unlimited information. Retailers therefore must be innovative in trying to give customers this and more (Rigby, 2011). As Rigby (2011) also discusses many retailers have met the increased competition from online only merchandizers such as Amazon.com by cutting costs and limiting service and personnel, when they maybe should instead strengthen the asset they have that can make them superior to the online-only merchandizers; the actual stores. Going to a store can be so much more than just shopping, it can be an adventure. And technology is a means to provide even better service (Rigby, 2011). It is not so that we have to think of the online retail world and the physical retail world as two separate worlds, they are becoming increasingly intertwined (Morse, 2011).

1.1. Background

But what is multichannel retailing? Before continuing this discussion it is essential to establish a basic understanding of the concept. Levy and Weitz (2009) define multichannel retailers as *"retailers that sell merchandise or services through more than one channel"* (Levy & Weitz, 2009, p. 72). Although this is not an old definition of the concept it still has undergone drastic changes in only a few years. It is no longer just sales that go through more than one channel but rather mixture of sales and services that take place in multiple channels simultaneously. Zwass (1996) as sited in Zhang et.al. (2010) discusses that when the Internet emerged as a retail channel it was viewed by many as a transformative force that would change the way business is done, that customers would stop visiting stores and that physical stores would soon be extinct. This proved not to be the case. Today the Internet is rather seen as a complement to the physical store; a means for them to provide more value to their customers and improve efficiency (Zhang, Farris, Irvin, Kushwaha, Steenburgh, & Weitz, 2010, p. 169). And now the mobiles and social media have emerged as new channels that offer even further opportunities to provide value to consumers. In a multichannel environment the customer experience is therefore constructed through multiple points of contact between the retailer and the consumer. Meyer and Schwager (2007) define customer experience in the following way: *"Customer experience is the internal and subjective response customers have to any direct or indirect contact with a company"* (Meyer & Schwager, 2007, p. 118). Verhoef et.al. (2008, p. 32) also suggest that the customer experience is an all-inclusive experience, entailing everything from search to after-sale services and that it also includes multiple channels. The customer experience is affected by different values. This study focuses on two types of values; utilitarian and hedonistic. Utilitarian benefits are those achieved through purposeful shopping, i.e., buying a specific item for a specific purpose, e.g. buying a new pair of socks because of a need for them or a specific pair of pants for work. Hedonistic benefits are those achieved through the simple pleasure of shopping just for the experience (Babin & Darden, 1995). Increasing the value for the customer through all channels is therefore an important issue today. The main reason is that consumers are not limited to shopping from one retailer at a time as they can integrate different channels from different retailers and therefore the challenge for retailers is to keep customers within their own network and to do that it can be speculated that presence in multiple channels is essential. But too little is known about how consumers use multiple channels in an integrated way and an understanding of that is essential for retailers to be better equipped to organize their businesses and reap the benefits.

Multichannel retailing in its earlier form has been widely researched, i.e., services through different channels such as the physical store, Internet, catalogue, phone-centre etc. Many of those studies have taken the approach to study hedonistic and utilitarian motivations in the shopping process. But earlier research has to a large extent dealt with single channels in isolation (Dholakia, Kahn, Reeves, Rindfleisch, Stewart, & Taylor, 2010, p. 86). There are countless studies in relation to the physical store and the Internet as a shopping channel has also become an interest in variety of research. For example Vrechopoulos (2010) studied atmospherics in the online environment and Eroglu et.al. (2003) studied the impacts of hedonistic factors in the online shopping experience. The mobile as a shopping channel is also becoming more popular as a research subject, e.g. Kleijnen et.al. (2007) studied perceived utilitarian values in the mobile channel and found that they were an important influencer in using the mobile channel. And there seems to be a general interest in this new channel. Finally social media are also gaining more interest in the academic society, for example Kunz and Hackworth (2011) examined how top retailers use social media marketing and there is a big hype around social media in the retail world. Mobiles and social media are therefore becoming important in retailing today and have been studied in the single channel dimension as well. The most thoroughly researched subject within multichannel retailing however is the customer choice of channels (Leghorn, et al., 2006, p. 101), such as Schram-Klein et.al. (2007) study on channel preferences and Balasubramanian et.al. (2005) who also focused on channel choice. Verhoef et.al. (2007) studied research-shopping behaviour and Chiu et.al. (2011) studied *"cross-channel free-riding behaviour"*(p. 268) which focus on consumers who search for information in one channel but then buy the product from another channel. Multichannel retailing in relation to hedonistic and utilitarian values has also been studied before, such as Kwon and Jain (2009) who studied the effects of utilitarian and hedonistic motivations on multichannel shopping behaviour. They focused on non-traditional channels such as mail order, catalogues, Internet sites and TV and studied how utilitarian and hedonistic factors affect level of multichannel behaviour. Their study dealt with multichannel in the format of using many channels but failed to take notice of integrated use of channels. Studies that have focused on the integration of channels in relation to hedonistic and utilitarian values are almost none existent. However one recent study deals with this phenomenon. Lee and Kim (2010) studied the integrated use of channels. They studied how different integration practices of retailers, such as e-marketing, presence of store based customer service etc., affect loyalty and shopping orientations. They found that consumers want to be able to choose channel and therefore that the online channel and physical store are essential and complement each other. Their study deals with an important issue in retailing today but it is limited in a way that it only deals with five different integration activities and only focuses on the Internet and physical store in a single retailer dimension, i.e., how consumers perceive the integration by one retailer at a time. But no studies deal with the integrated use of channels independent of retailers to the best of my knowledge and I have also not managed to find studies that incorporate the newer channels in retail, mobiles and social media in relation to integration. Therefore understanding of how and to what degree consumers use different channels in an integrated way is limited and this inhibits developments in the field. It is no longer of the greatest value to understand why customers choose certain channels but rather to understand how they use available channels in combination, cross channels and cross retailers. By better understanding this phenomenon it can be speculated upon what services are most important in each channel, which channels to focus on and how to integrate services cross channels. This study is intended to add to existing knowledge by incorporating the integration angle cross channels and retailers and taking newer channels into account. It can therefore hopefully act as a basis for future research in the field which could take on a more comprehensive approach to the subject. Hopefully this study will also help retailers in developing their multichannel businesses, as well as to enhance understanding of the different challenges that face retailers today in the new retail world that is emerging with or without their approval.

1.2. Aim and Research Question

This study examines the views and perceived shopping habits of young consumers in their multichannel shopping experience with a focus on achieved utilitarian and hedonistic values through integrated usage of channels. Channels in this study refer to the physical store, Internet, mobiles and social media. It is considered appropriate to choose young consumers as an object of study for this purpose due to their active usage of different media such as the Internet and mobiles. In order to fulfil the aim of the study two different classes of first year students at Lund University, Campus Helsingborg (seven different programs), are asked to answer questionnaires that relate to their shopping experiences and habits. Further six students are chosen to participate in semi-structured interviews. All respondents are thirty five years old or younger.

I aim to answer the following questions through different hypotheses that are discussed in more detail in chapter 3. The questions I set out with are:

1. How do young consumers use multiple channels in an integrated way and what values are mainly achieved through integration?

    H6: Young consumers who have good experience in one channel are more likely to visit the same retailer in another channel

    H8: Young consumers combine the use of channels to increase their utilitarian value

    H11: Young consumers combine the use of channels to increase their hedonistic value

    Prior studies have not focused on the integrated usage of channels so by answering this question it is intended to add to existing knowledge by focusing on the integration, highlighted by utilitarian and hedonistic values. This knowledge can therefore serve as a basis for future research as well as to provide retail managers with knowledge about multichannel consumers which enables them to better manage the customer experience.

2. How important are utilitarian and hedonistic factors for the in-store experience versus the online experience?

   H1: The store is the most important channel for the young multichannel consumer

   H7: The online channel is more important for utilitarian reasons than the store

   H9: The store channel is more important for hedonistic reasons than the online channel

   H10: Young consumers appreciate the online channel for both hedonistic and utilitarian reasons.

   By answering this question I add to existing knowledge of importance of utilitarian and hedonistic values in these two channels. I am also able to better understand the importance of each channel and therefore reflect upon their importance in the integration.

3. How do consumers use new channels in retail and–mobiles and social media, and does experience in e-shopping affect level of usage?

   H2: Young consumers want to have a social relationship with retailers through social media

   H3: Experienced Internet-shoppers are more inclined to use social media channels for shopping and shopping related activities

   H4: Young consumers use the mobile actively in shopping and shopping related activities

   H5: Experienced Internet-shoppers are more inclined to use the mobile channel for shopping and shopping related activities

   By answering this question I aim to add to the knowledge of how the new channels in retail are used. Findings here also allow for a deeper understanding of the role these new channels can have in the integration of channels. The findings can also form a basis for many interesting future research which I will discuss later as well as provide information to retailers about how to manage the experience in these channels.

The first question guides this study and has the goal of explaining young consumers´ perceived shopping behaviour in a multichannel environment, with focus on integrated use of channels. Questions two and three can stand on their own to develop an understanding of different channels in isolation but by understanding their use and perceived value it is also possible to better reflect up on their role in the integration process. The hypotheses are answered in order to be able to answer each of the questions and thereby fulfil the aim of the study. The focus is on the store and online experience as well as mobile shopping and social media.

1.3. Disposition

In this first chapter I have described the focus of this study and given background information on its importance and the problem at hand. I have also declared my aim and the research questions I set out with. In the chapter two I account for the methods used in collecting and analysing data and describe limitations of each one. In chapter three I present the theoretical framework on which I base my analysis and account for earlier research in the field. In chapter four empirical material is presented. Chapter five is dedicated to discussions on the analysis where the findings are discussed in a wider context. Finally, in chapter six concluding discussions are carried out where both managerial implications as well as possible future research directions are accounted for.

2. Study Methods

In this chapter I account for the methods chosen and describe the process of collecting data and analysing it. In section 2.1. the chosen method for this study, mixed methods, is discussed. In section 2.2. the questionnaire design and the sampling process is described. In section 2.3. the design of interviews and selection of specific interviewees is described. Section 2.4. describes how the data collected was sorted and analysed. Finally section 2.5. offers a view of considerations related to the gathering and analysis of data and section 2.6. summarises the methodological discussions.

2.1. The Study

This study examines views and perceived shopping habits of young consumers in their multichannel shopping experience. For the purpose of this study it was deemed important to solicit the views of a large group of young consumers. A university is a perfect place to find many young people in one place. Therefore young consumers in this study are presented by a group of students at Lund University under the age of thirty five and younger. The multichannel environment in this study is made up of the physical store, the Internet, social media and mobiles. Other channels, such as catalogues and call-centres are ignored in this study.

2.1.1. Mixed Methods

The study is carried out in the form of *"mixed methods research"* (Bryman, 2008, p. 603), where different methodological strategies are used, both quantitative and qualitative in order to gain one integrated finding (Bryman, 2008). That is to say, the conclusion will not merely reflect upon the findings of different methods but integrate the findings to provide a deeper understanding than any one method alone could have done (Creswell & Tashakkori, 2001, p. 108). Both questionnaires and semi-structured interviews are used; the reasons for including these two methods in the research are discussed more deeply in sections 2.2. and 2.3. But as pointed out by Bryman (2008) conducting research using mixed methods has been criticised for incompatibility of methods and there are different ways of viewing the combination of methods; the *"epistemological version"* (Bryman, 2008, p. 606) and the *"technical version"* (Bryman, 2008, p. 606). The epistemological version assumes that it is not possible to combine qualitative and quantitative methods due to certain knowledge that is inevitable embedded in each method. The technical version however assumes that each method is independent and that they can be used to complement each other (Bryman, 2008, p. 606). In this particular research it is assumed that a fuller picture will emerge by combining the two methods and that the interviews will provide deeper understanding of quantitative data. The different methods will be combined to achieve *”completeness”* (Bryman, 2008, pp. 612-613), i.e., where the different methods are combined to get a fuller picture of a subject (Bryman, 2008). And as Silverman (2007) discusses numbers in qualitative research count and can improve the validity of qualitative research by separating *“fact from fancy”* (Silverman, 2007, p. 110). In this case the gathering of quantitative data compensates for the lack of hard core numbers in qualitative interviewing and qualitative interviewing is used to reflect up on the quantitative findings. It is therefore assumed that the methods complement each other in different ways. But before I go any further a deeper elaboration is needed on each of the two methods embedded in the mixed methods strategy used in this study.

2.2. Questionnaires

This section describes the design of questionnaires and the sampling process. Due to limited time and resources of this study the form of *“self-completion questionnaires”* (Bryman, 2008, pp. 216-217) was selected as it is a relatively cheap and effective way to reach a large group of young people. The questionnaire was tested in a pilot study before the actual admitting took place and some minor changes were made after comments received from the test group. The test group consisted of five students at the age of thirty five years old or younger. It is difficult to evaluate the rate of response in this particular study as not all students were present the particular lectures. A total of 290 students should have attended those lectures but according to my own rough counting about 210 students got the questionnaires. A total of 182 questionnaires were handed back in and therefore an estimated rate of response is 87%.

2.2.1. Sampling

As it is the aim of this study to understand views and perceived shopping habits of young consumers and usage of multiple channels it was important to find a convenient place to reach out to a large group in one place. Young people in this study are defined as people under the age of thirty five. One of the best places to reach many young people in once place is a university and due to my relations to Lund University a *“convenience sample”* (Bryman, 2008, p. 183) is chosen. Two different first year classes at the Institute of Service Management at Lund University – Campus Helsingborg were chosen. The institute offers seven different bachelor programmes that under the spring semester in 2012 were divided into two large classes. Those two classes of first year students at the department of Service Management were solicited for participation. Although a convenience sample such as this one does not give the opportunity to generalize the findings it does give access to a large group of young people in one place and can be used as a basis for assessing tendencies that future studies might base upon.

2.2.2. Design

The questionnaire was designed to take about five minutes to answer, with short and precise questions, see appendix 1. A variety of questions were asked in order to gain an understanding of the students shopping behaviour. Not all questions are used in the analysis but are never the less important for the larger picture, such as choice of interviewees etc.

The responsible teachers of the two classes were contacted by mail and asked for a permission to interrupt class in order to administer the questionnaire. Permissions were given to contact all first year bachelor students in two classes. First there was a class that constituted of three different programs; Food Service Management, Logistics Service Management and Equality and Diversity Management. Then there was a class that constituted of groups from four programs: Service Management – Health, Hotel and Restaurant, Retail and Tourism. After the permission had been granted a convenient time was set up. The questionnaires were admitted as follows:

Group 1: Food Service Management, Logistics Service Management and Equality and Diversity Management

Thursday 22nd of March, 2012. Class was scheduled between 13:00 and 15:00 and I was granted permission to enter the class at the beginning. According to information from the university office enlisted students for this class were 70 in total. Students were counted at the beginning of class and were 60 in total. However I cannot be certain that other students did not leave the room or enter between the time I counted and the time that the questionnaires were handed out. The responsible teacher introduced me and awoke interest in the subject. I got the opportunity to introduce myself and ask for the student’s contribution to the research through answering the questionnaire. Notice was taken that participation was voluntary. I did not get permission to hand out the questionnaires myself but the teacher´s assistant did so at the end of class and gathered the answers afterwards. I sat outside the class room and waited and got the results at the end of class at 15:00. A total of 53 questionnaires were handed in.

Group 2: Service Management – Health/Hotel and Restaurant/Retail and Tourism
Friday the 23rd of March. Class was scheduled between 12:00 – 14:00 and 15:00 – 17:00. According to information from the university office 220 students were enlisted for this class. I counted students before handing out the questionnaires and counted 150 students but students came and went very fast so this number is not exact. I got permission to come into class at the end of the first two sessions, about five minutes before 14:00, to hand out the questionnaires. I introduced myself and the study and asked for student´s participation on a voluntary basis. A few students went out of the room which was expected as I was taking up time from their break. But majority of the students stayed and filled out the questionnaire. I waited while the students finished the questionnaires and gathered them together afterwards. A total of 129 questionnaires were handed back to me.

In both cases students were asked to leave their name and a phone number in case they were willing to be contacted for further interviewing.

I will now discuss the latter method embedded in the mixed methods strategy used for the purpose of this study, semi-structured interviews.

2.3. Semi-Structured Interviews

This section describes the design of semi-structured interviews and the sampling process. The study deals with the integrated usage of channels. The method of semi-structured interviews is chosen in order to complement the information gathered from the questionnaires with additional information that was impossible to obtain through questionnaires. Qualitative interviewing is well suited where the interview can be managed in a way that it focuses on the research subject at hand and where there is an interest in gaining the interviewee´s opinions (Bryman, 2008, pp. 437, 467-468). These were important factors in this study as I wanted to steer the discussion towards certain aspects of multichannel shopping but at the same time allow for elaborations to provide a better understanding of the answers given in the questionnaires.

2.3.1. Sampling

The selection of interviewees was made after going through the answers to the questionnaires. As Bryman (2008) discusses one way of combining quantitative and qualitative research is through using questionnaires as a means to obtain a sample of people for interviewing (Bryman, 2008, pp. 619-620), or *"sequential mixed methods sampling"* (Teddlie & Yu, 2007, p. 90). However in deciding the amount of interviews to conduct there is always the controversy of how much data is enough (Whatmore, 2003, pp. 102-103) and it is difficult to say when you have reached saturation in this matter. It was decided to aim for 4-5 interviews, which in the end resulted in 5 full interviews and 1 short interview.

Choosing the interviewees

Of the 182 students that answered the questionnaire, a total of 35 students gave permission to be contacted for interviewing. Those were looked at and those who did not offer any additional information to open questions, such as why they do not shop through social media etc., were filtered out as they were regarded to be less likely to offer interesting discussions. After the first filtering 22 respondents were left; 6 men and 16 women.

In order to gain different insights it was desirable to solicit different individuals for interviewing. First I looked at Internet usage of those 22 respondents that were left. Of them 1 shops online less than once a year, 1 shops online once a year, 15 shop a few times a year, 4 shop once a month, no one shops 2-3 times a month and 1 shops online once a week. It was desirable to solicit interviewees with different Internet shopping habits to gain insights into different reasons and habits related to online shopping. Of the 6 interviewees chosen 4 shop online a few times a year and 2 shop once a month.

Then I looked at studies; 13 were studying in the Service Management programs, 5 were studying Logistics Management, 2 were studying Food Service Management and 2 were studying Equality and Diversity Management. It was desirable to solicit interviewees from different programs if possible to include the entire variety of respondents to the questionnaires. Of the 6 interviewees chosen 2 are studying Service Management programs, 2 are studying Logistics Management, 1 is studying Food Service Management and 1 is studying Equality and Diversity Management.

When I looked at social media, 21 out of the 22 were active on social media. Of those 21 persons, 17 log in multiple times per day and 4 log in at least once a day. This was therefore not a factor in choosing interviewees as all except one were active on social media. As it was important to gain information on usage of social media, and not why social media are used the one who was not active on social media was excluded. All of the 6 interviewee log in to social media multiple times per day.

When I looked at mobile usage it was revealed that 6 of those 22 answered yes to having used the mobile for shopping and the rest said no. Those who have shopped through the mobile have done so once or twice. One of the interviewees has shopped through the mobile but the others not. All of them use the mobile to some extent in shopping related activities.

The 6 interviewees who were chosen consisted of 2 men and 4 women at the age of 22 – 26 years. Each respondent is discussed further in the next section where I will discuss the design of the interviews.

2.3.2. Design

The interviewees were contacted through phone and asked to participate in interviews. Only those who had already given their approval to be contacted were approached. In total of 8 persons were contacted where the first two were unavailable. Then the next person on the list was contacted, a total of 6 interviews were conducted.

Interview questions

As this study examines the views and perceived practices of young consumers in multichannel shopping the questions are aimed towards that goal. The questions loosely followed an interview guide that was prepared before the interviews, see appendix 2. First interviewees were asked fundamental questions such as "What does shopping mean to you?", "What is good service to you?" and "What mostly affects your choice of store?". Then respondents were asked what multichannel shopping means to them. Then they were asked questions related to hedonistic and utilitarian values, such as what makes their shopping more fun or more simple. Questions related to the physical store were asked such as "What is the importance of the store?", "What is the importance of store employees?" other questions related to the store were added as the concept of the store came up in discussions. Questions related to the Internet were asked, such as "How do you use the Internet in shopping?", "What are important features in a website?", "What are important services online?" Respondents were asked questions related to mobiles and social media, such as "What is the role of the mobile in shopping?" and "What is the role of social media in shopping?" Additional discussions span out of these questions related to those media. Then respondents were asked questions related to the integration of channels, such as "Do you see any value in retailers having presence in different channels, such as a physical store, website, mobile presence, presence on social media etc.?", "Does this presence affect you choice of retailer?". Finally respondents were asked questions related to why they thought that the most frequently visited websites (according to the questionnaire), were so popular amongst respondents. In the end respondents were given the opportunity to add some information if they wanted.

Interview settings

The interviews took place at Lund University – Campus Helsingborg. As it was not possible to book a room at Campus and all open rooms were unavailable at the time of the interviews, the interviews took place in the hallway were a relatively quiet corner with chairs and a table was found. Interviewees came on time that had been scheduled over the phone. All interviewees were informed of the purpose of the interviews and all interviews were recorded given the permission from the interviewees. All interviewees were interviewed in their native language; 5 in Swedish and 1 in Icelandic, in order to minimize discrepancies due to language difficulties. The interviewees were as follows:

Interviewee 1: Male, studying Logistics Service Management. He arrived in time and seemed calm. He had no further classes this day and was therefore willing to sit and give elaborate answers. The interview lasted 63 minutes.

Interviewee 2: Female, studying Service Management. She arrived in time but had limited time available as she was on her lunch break. She was extremely interested in the subject and talkative. She had much to say about everything but as the time was limited it may have resulted in that fewer elaboration questions were asked. The interview lasted about 47 minutes.

Interviewee 3: Female, studying Logistics Service Management. She arrived earlier than scheduled and had a class scheduled after the interview. She seemed in a hurry and gave very short answers. Intended questions were asked but there was not much opportunity for elaboration. The interview lasted about 18 minutes.

Interviewee 4: Male, studying Food Service Management. He arrived in time and seemed calm and was willing to talk although answers were not very elaborative. The interview lasted about 32 minutes.

Interviewee 5: Female, studying Quality and Diversity Management. She came straight from class at the end of the day but seemed talkative and calm. The interview lasted about 41 minutes.

Interviewee 6: Female, studying Service Management. She was very interested in the subject and open in discussion. She had started her Easter break and was were calm and willing to talk. The interview lasted about 47 minutes.

Now I shortly discuss the methods used for analysis of data.

2.4. Analysis of Data

This section describes the analysis of data from mixed methods research. As Bryman (2008, p. 675) states it is important when using mixed methods to analyse findings in combination but not in isolation if the goal is to come to a finding that is more than the two findings combined. As such the analysis of data is done through analysing quantitative data according to the hypotheses formed and those findings elaborated upon through the qualitative data.

2.4.1. Questionnaire Analysis

The questionnaires were coded (Bryman, 2008, p. 315) and all answers put into the coding system. Missing data, or questions that respondents failed or chose not to answer, were excluded pairwise (Pallant, 2010, p. 127). As respondents were specifically asked to give only one answer to each question, double answers or answers that were noted between answers were regarded as missing. SPSS was used for analysing and sorting data. Many statistical tests assume normality in the population from which the sample is drawn. As normal distribution does not apply in this case, the sample is relatively small and most data is ordinal, non-parametric techniques apply (Pallant, 2010, pp. 204-213). I therefore only use Chi-Square tests to test for relationships (Pallant, 2010, p. 217) and phi coefficient and Cramer´s V (Pallant, 2010, p. 220) to measure strength of relationships where it applies. In some cases I test for correlations, through Pearson R where criteria are met and Spearman Rho where it applies (Pallant, 2010, p. 128). In some cases where each question only elaborates on a small piece of the picture I create scales (also called multiple-indicator measure) which allows for an analysis that incorporates all aspects of the issue in questions (Bryman, 2008, p. 147). Those scales are tested for reliance through Cronback´s Alpha (Bryman, 2008, p. 151). Finally in some cases a simple counting of answers is used, which can give an estimate of tendencies (Bryman, 2008, pp. 315-330).

2.4.2. Interview Analysis

As Crang (2003) discusses information is turned into data by recording the information and material gathered. To achieve this every piece of information related to the circumstances in the interview settings is written down in a diary, as it is easy to forget simple things that might affect the outcome of the interview (Crang, 2003, p. 129). All interviews were recorded after acquiring the permission of the interviewees and then transcribed word for word in Swedish, respective Icelandic. Quotations were translated to English, see appendix 3. In order to make the analysis manageable all transcripts were read thoroughly and then coded, as Bryman discusses (2008, pp. 504,550-552). Transcripts were coded and sorted into themes where each theme was formed based on findings from quantitative data in relation to each hypothesis (Bryman, 2008, p. 554).

2.4.3. Combined Analysis

As this research relies on mixed methods approach it is the combined analysis that matters and therefore I combine my analysis of different material into one common finding. As O´Cathain et al. (2007) discusses integration can occur at all stages in the research process, the design, sampling, analyses etc. Integration in this study took place in the design process as both methods reflect upon the same issue, in the sampling process through sequential mixed methods sample and in the analysis through combined interpretation of data; that is quantitative data is used as a basis for analysing qualitative data so that qualitative data reflects upon findings from quantitative data. But there is much debate about how to integrate and write up mixed methods research so that they actually deliver more than each method alone and it has been discussed that special care has to be taken in writing up mixed methods research (Bryman, 2007), so clarity in structure is sought after in the writing of this paper. This guides me in writing up the study.

But before I introduce the theoretical framework I follow in this study it is essential to discuss some credibility issues that affect the execution and findings of this study.

2.5. Credibility Issues

In this section credibility issues concerning this study are discussed. Those are important issues to keep in mind when reading and interpreting the findings of this study.

2.5.1. General Issues of Credibility

First it is important to acknowledge that the findings of this study are only representative of first year students in respective programs at Lund University, Campus Helsingborg. As Bryman (2008) discusses a convenience sample cannot offer generalizable findings due to its nature. A convenience sample was chosen due to the fact that it provided an excellent opportunity to reach a large group of young people in one place and sometimes such opportunities are too good to miss (Bryman, 2008, p. 183). It is also important to note that this study examines the views and shopping habits of young consumers mirrored in the views of students. Had I examined another group of young people, not students, I might have gotten different results.

There are also credibility issues related to the methods themselves. The method of using questionnaires has its downfalls in this kind of research, such as the lack of opportunity to get additional information for both the researcher and the respondents, the need for a short questionnaire and relatively few questions, the risk of unfinished questionnaires etc. (Bryman, 2008, pp. 218-219). These downfalls can be limited to some extent through the use of mixed methods. By conducting semi-structured interviews with a few respondents additional information, unavailable through questionnaires, can be acquired. It is also clear that by using questionnaires respondents are asked to answer questions related to their actions, which may not have to translate into actual behaviour in real life. Also students were interrupted at school hours, either at the end of class or in between classes, meaning that free time was taken from them. This may have induced them to finish off the questionnaires in as limited amount of time as possible and that may affect how well answers are thought through. Also the fact that a convenience sample is used may affect the findings of the study. If I had studied other groups of students of different ages or studying different subjects I might have come to different findings. Also, had I chosen other groups of young people who were not students I might also have come to different conclusions. And the chosen sample does not consist of early adopters of a new technique (social media and mobiles) and therefore does not necessarily represent the views of young people that might belong to that group.

In the case of the interviews the interview settings may affect the interviews and they may not necessarily reflect the respondents´ actual behaviour. As Silverman (2007) discusses putting people in artificial surroundings with a microphone and ask them to describe behaviour may not grasp the small details of actions or even give appropriate description of the reality (Silverman, 2007, p. 59). Also the fact that it was not possible to interview students in quiet surroundings may have affected how focused they were and the clarity of answers. Although an interview guide was followed it is not possible to exclude any bias that the I as a interviewer may have imposed on the interviews. Also the interviewees chosen for interviews may not have to be representative of the views of the entire group.

Finally by combining these two methods into mixed methods I complicate things even more and how I decide to combine and write up the analysis may affect the outcome of the study.

2.5.2. Validity and Reliability

In a few words it can be said that validity means "the truth" and that reliability refers to how you come to the same conclusions every time you look at data or that different persons come to the same conclusion when looking at the same data (Silverman, 2000, p. 188). As this study assumes mixed methods the reliability and validity may be improved through triangulation where findings from both qualitative and quantitative methods are cross-checked (Bryman, 2008, p. 379). However there are some issues that relate to qualitative and quantitative methods.

Reliability in quantitative research relates to how consistent measures are, e.g. if you ask respondents to answer questions and then do it again at a later time that you would get the same results. Due to the limited timeframe in which this study was conducted a double admitting of questionnaires was not possible. However internal reliability was strived for in cases where scales were created to measure attitudes through testing them by using Cronbach´s Alpha and striving for high internal consistency (Bryman, 2008, pp. 150-151). Validity in quantitative research refers to if certain methods or procedures actually measure the concept in concern (Bryman, 2008, p. 151). In this study *"face validity"* (Bryman, 2008, p. 152) was strived for by soliciting views of both the mentor and the questionnaire test group on if questions seemed relevant for measuring what was intended. Validity assumes reliability; measure cannot be valid unless it is reliable (Bryman, 2008, p. 153).

Reliability and validity in qualitative research are more obscure. A study is the researchers own responsibility and there are no exact tests to secure reliability and validity in a qualitative study (Patton, 2002, ss. 14, 433). For example Bryman (2008) discusses how there are those who have tried to stretch the same evaluation criteria that apply to quantitative research to qualitative research. Others have stressed that qualitative research should be judged quite differently (Bryman, 2008, p. 377). The best way to improve validity and reliability in a qualitative research is through careful design of the study and accurate gathering, analysing and interpretation of data (Merriam, 2009, s. 210). These factors were kept in mind during the research process.

I realize that validity and reliability can never be fully secured. No double admitting of questionnaires were conducted and therefore it is not reliable to say that measures are stable over time and as validity assumes reliability, as Bryman (2008, p. 153) discusses then validity is not guaranteed. However I have acted in good faith and used methods available to me as carefully and precisely as possible. Detailed description of the research process is strived for and provides for greater transferability of this study (Bryman, 2008, p. 378). Conformability (Bryman, 2008, p. 379) is sought after through acting in good faith and avoiding personal opinions or theoretical values of affecting the interview settings. However it is important to realize that my own interpretation and manipulating of gathered data inevitably influences the findings as Booth et.al. (2008, p. 134) discuss. But there are also mixed views on the importance of separating the author from the text. For example hermeneutic methods of interpreting texts assume that the researcher bonds with the text in order to understand it whereas positivist methods stress the importance of separation between the researcher and the text (Pushkala, 2005, p. 37). Therefore there seems to be no such thing as a perfect study but every effort has been made to strive for quality in this study. Finally, although the findings may not be generalizable they should provide some indications of tendencies that can construct a basis for further studies.

2.6. Summary of the Methodological Chapter

This chapter has focused on and discussed the methods chosen for collecting and analysing data. The format of mixed methods was chosen in order to both gain a general understanding of tendencies in multichannel usage amongst young consumers through questionnaires as well as adding to that information through semi-structured interviews. This allows for a deeper understanding of the subject. The empirical material was gathered through both self-completion questionnaires administered in lectures at Lund University – Campus Helsingborg and also through interviews with 6 chosen individuals from the original sample for the questionnaires. The analysis of data was carried out in a complimentary way where quantitative data was analysed using SPSS and qualitative data through recording, transcribing and sorting out answers into themes based on quantitative data. Now I turn the focus to the theoretical framework that guides this study.

3. Theoretical Framework

Chapter three focuses on chosen theories related to the subject of multichannel retailing. Multichannel shopping has been discussed and analysed in connection to different theories but for the purpose of this study I have decided to focus on a selection according to discussion here below. In section 3.1. I focus on the customer experience which forms a basis for this study as it is suggested that the customer experience is constructed and affected by what meets the customer through different channels and integration thereof. No hypotheses are formed in this section but it rather serves as a framework for the study and helps in analysing findings. In section 3.2. I discuss the concept of multichannel retailing to define and discuss the channels that are the focus of this study. Hypotheses are formed that help in answering the research questions. In section 3.3. I focus especially on experience based value and different needs that affect the value; utilitarian and hedonistic. In this section hypotheses are also formed that will later help in answering the research questions. Finally in section 3.4. I summarize the theoretical discussion, the research questions and the hypotheses formed. In this final section the hypotheses are grouped in a way that they can together answer the research questions set out with.

3.1. The Customer Experience

This section focuses on the customer experience. It is suggested that the customer experience is constructed through multiple channels and that the customer is affected by all that he encounters through different channels and by their integration. Therefore it is important to discuss what the customer experience is and what the determinants of customer experience are. Material presented in this section therefore mainly serves an explanatory role to develop a basic understanding of the subject as the customer experience is a main theme in this study. This discussion is also helpful in analysing the data gathered for the purpose of this study.

3.1.1. What is Customer Experience

Customer experience is an important issue in retailing today. Superior service is something that ambitious companies are striving for and giving the customer an experience that ties him to the company. The concept of experience economy was first advanced by Joseph Pine and James Gilmore. They said *"As goods and services become commoditized, the customer experiences that companies create will matter most"* (Pine II & Gilmore, 1998, p. 97). Meyer and Schwager (2007) define customer experience in the following way: *"Customer experience is the internal and subjective response customers have to any direct or indirect* *contact with a company"* (Meyer & Schwager, 2007, p. 118), meaning it is related to every contact the customer has with the company, the people´s touch, products, marketing, service etc. Verhoef et.al. (2008) added to this definition by submitting that *"Customer experience construct is holistic in nature and involves the customer´s cognitive, affective, emotional, social and physical responses to the retailer. This experience is created not only by those elements which the retailer can control but also by elements that are outside of the retailer´s control"* (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008, p. 32). It has been suggested that the customer experience involves every point of contact the consumer has with the retailer, entailing everything from search to after-sale services and that it also includes multiple channels (Harris, Harris, & Baro, 2003), (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). The customer experience is therefore impacted in different ways and in a multichannel environment the points of contact are multiple. The experience can be impacted through stores and Internet and other channels the retailer can control, as well through channels which are maybe less controllable by the retailer (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). The experience the customer gets when shopping from a retail company has become accepted in the industry as an important topic (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). Harris et.al (2003) discuss different reasons for the increased interest in the subject. They discuss how the customer interaction has moved from relationships whereas most companies today have some sort of a strategy for building a relationship with their customers, e.g. customer cards, emails etc.. Today it is the experience in the particular service encounter that matters and through that companies can gain competitive advantage (Harris, Harris, & Baro, 2003). Yet this topic has not received much attention in the academic society as pointed out by many (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). In the last few years however more attention has been noted by the academic society and the subject is now becoming a popular subject in managerial books as well (Frow & Payne, 2007). Some effort has been devoted to research on service experience management from a corporate angle, such as Bitner et.al (2008) which discuss the mapping of the service experience to provide spotless customer experience; that is mapping of everything from every single customer action, direct contact with the company as well as indirect, support actions and influences that affect the customer (Bitner, Ostrom, & Morgan, 2008). Others have studied the importance of experience whether it is of services visible to the customer or not, such as Tate and Johnstone (2010, p. 67), who discussed the *"line of visibility"*. This idea, originally discussed by Shostack (1984, p. 134), deals with a line that marks what the customers see and what they do not in the service process. As it is suggested that the customer experience is enhanced through multiple channels and their integration and that the customer experience is affected by experience based values, a discussion on the determinants of customer experience is essential and useful in the analysis of data.

3.1.2. Determinants of Customer Experience

The overall customer experience in the interaction with a company is determined by multiple factors. The subject has been studied from different angles but Verhoef et.al. (2008) presented a conceptual model of customer experience creation, where they explain and combine earlier research into a comprehensive conceptual model for the determinants of customer experience as it applies in a multichannel context, see Figure 1. I will relate back to this model in my final analysis, but now I discuss it´s implications.

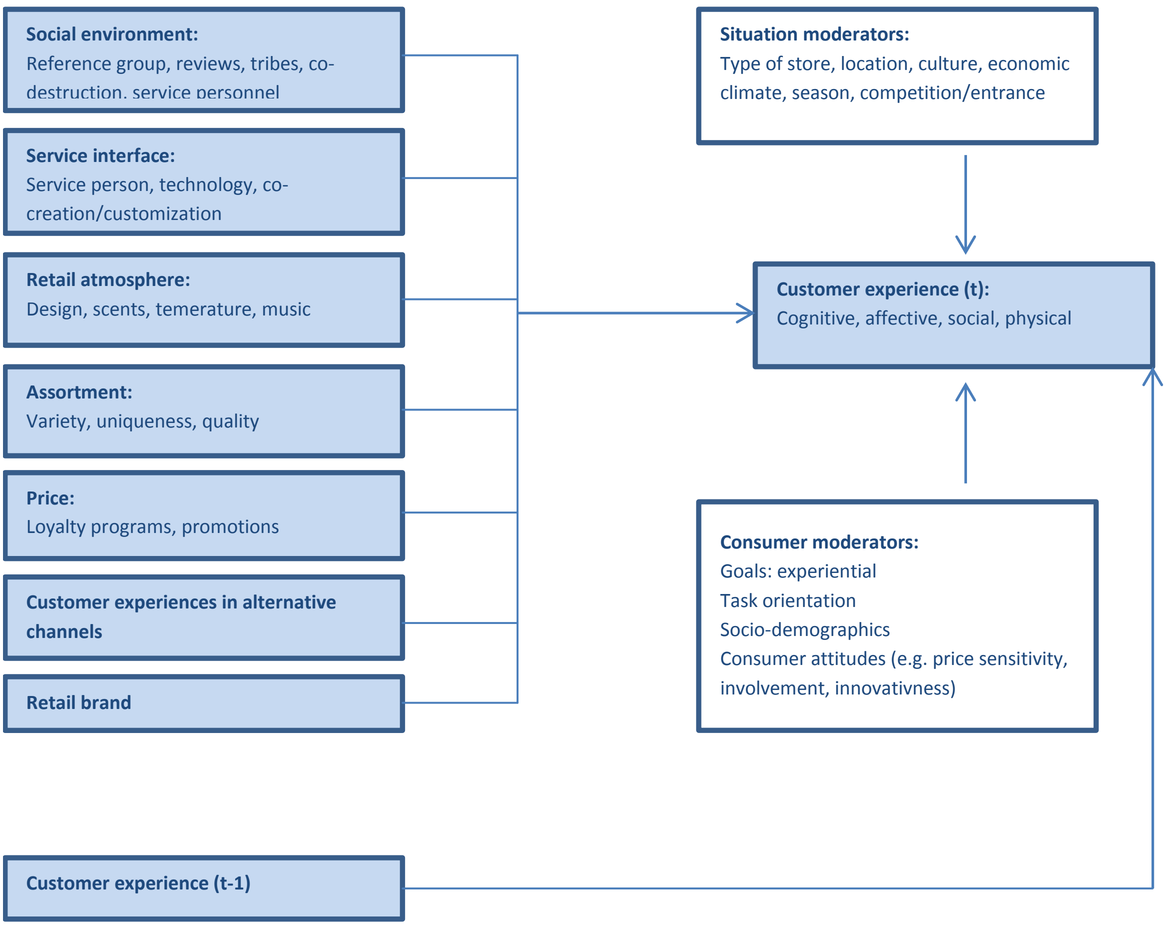

Figure 1: Conceptual model of customer experience creation (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008)

Verhoef et.al. (2008) discuss how these different factors affect the customer experience. I will discuss the parts highlighted in the model and relate to this study.

Social environment refers to how customers affect each other in the store, through websites or social media to name a few examples (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). In the case of mobile-shopping the social environment is more obscure. However programs such as Foursquare and Instagram can be thought of as social factors that can affect the experience. Today customers interact with each other through various platforms and can influence each other to a greater extent than before.

Service interface is e.g. store personnel, self-service check-out or the company website. These factors can have different effect upon the shopping experience. The functionality of the company website or self-service device can be a big influencer in how the customer experiences the shopping experience. But the employees in a store are not of less importance (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008).

Retail atmosphere can change the customer experience through both tangible and intangible factors and affect consumer behaviour (Puccinelli, Goodstein, Grewal, Price, Raghubir, & Stewart, 2009). Puccinelli et.al (2009) discuss atmospherics as three types of cues; design, ambient and social. These refer to factors such as lighting, colours and music in the first case, ambient refers to factors like special offerings and social refers to the service from employees and the atmosphere they create to name an example (Puccinelli, Goodstein, Grewal, Price, Raghubir, & Stewart, 2009).

Assortment refers to variety and quality of products. Many studies have shown that increased options of products leads to higher satisfaction but others such as Mogilner et.al. (2008) suggest that when customers perceive that there are large differences between the available options it gives them more satisfaction in the experience than when they have many available options. In the multichannel environment this issue has become especially important and widely discussed amongst professionals.

Price is a factor in deciding the level of customer experience. Much research has been done on different pricing strategies, co-ordination of pricing strategies, what effects those strategies have on customers etc. and it is an important factor in the customer experience (Grewal, et al., 2010).

Experience in alternative channels refers to how the model also recognizes that customer experience is not created in a single channel but is a dynamic phenomenon that involves the entire shopping process and multiple channels (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008). For example Cassab and MacLachlan (2009) found that the integrated service encounter in a multichannel business has a strong impact on the trust that customers have in the business and stress the importance of integrating the service interface. They discuss how important it is to combine all channels in a single service concept as multichannel customers evaluate the company from every angle, they form an opinion about the company based on the combined experience (Cassab & MacLachlan, 2009).

The retail brand is another factor that has been proven to affect the customer experience (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008), e.g. Fitzsimons et.al. (2008) found that a brand can have a certain behavioural effect on consumers; that is they respond in a certain way to certain brand. *"Brands convey information to consumers about the nature of the shopping experience – the retailer´s mix- they will encounter when patronizing a retailer. They also affect customers´ confidence in their decisions to buy merchandise"* (Levy & Weitz, 2009, p. 442). A brand can also have impact on customer satisfaction (Levy & Weitz, 2009) and those who will manage to brand a unified front; an integrated experience across channels will come out on top (Keller K. L., 2010) (Griffiths & Howard, 2008). The concept of the brand may therefore be especially important in a multichannel environment and will therefore be discussed in further detail in section 3.1.3.

According to this discussion the overall customer experience is decided by all of these factors combined. This model incorporates experience based values that I will discuss in more detail in section 3.3. However the model also incorporates the entire experience, including branding and experience in alternative channels. Therefore it serves a as an umbrella for all that the customer experience is built up of and shows that it is built through all channels indicating that lack of integration may result in losing customers to other retailers somewhere along the way.

Now I will shortly discuss the role of customer experience in building the retail brand.

3.1.3. The Branded Experience

Keller (2010) discusses the concept of *"customer-based brand equity"* (CBBE) (Keller K. L., 2010, p. 60), which assumes that *"the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time"* (Keller K. L., 2010, p. 60). According to this model it is the customer experience that counts and builds the brand. He discusses how a brand can be built through different channels and how design and activities in any of a company's channel (channel dimensions) can affect any of the five different factors of branding he defines as; brand awareness, brand associations, brand attitudes, brand attachment and brand activity (Keller K. L., 2010).

Channel Dimensions

There are different channel dimensions that consumers take into consideration when evaluating the image of a brand and making choices. Ailawadi and Keller (2004) discuss five channel dimensions of image and later Keller (2010) discusses these dimensions and takes the online channel into consideration. He does however not go into the mobile-shopping experience or social media, although he taps on the importance of those issues in a newer article (Keller K. L., 2011). I will therefore add a discussion about the mobile channel and social media based on Ailawadi and Kellers (2004) model and the additions that Keller (2010) later made. These five dimensions discussed are:

Access: Refers to how easy or difficult it is to access a store. In the case of a physical store meaning how far the customer has to travel and how easy it is to access, e.g. parking lots. When discussing online channels the access dimension could mean how accessible the website is through links on other websites etc. (Keller K. L., 2010). In the case of mobiles it could mean the availability of apps, sites directing you to company app or mobile website, e.g. Foursquare. In the case of social media the same can be thought to apply as to websites, e.g. "Follow us on Facebook" links etc.

In-store atmosphere: Refers to everything from lighting and design to how accessible and friendly the employees are in the case of a physical store. In the case of online stores these same factors can apply, as well as how easy the website is in use (Keller K. L., 2010). In the case of mobile platforms the same can be said to apply, how attractive the platform is etc. However I mean that the ease of use is especially important in this respect as it is so easy to leave the phone application. It is essential for the customer to be able to easily navigate the site/app and that it is appealing. In the case of social media the factor that might be most important is just that, “social”; how the customer is serviced through the social media and the attitude he meets.

Price and promotion: Refers to the prices offered by the retailer and in the case of the online channel it refers to transparency and how consistent prices are across channels (Keller K. L., 2010). In the case of mobiles and social media things get even more complicated and more channels to synchronize.

Cross-category product/service assortment: Refers to different products and services that a retailer offers. In the case of a clothing store for example this can mean everything from hair decorations to overcoats. How stores are organized can affect how the customer perceives this variety. The same applies for web stores and mobile stores, e.g. when recommendations pop up about complementary products to match a pair of pants it enhances the customer’s perceptions about the cross-category variety (Keller K. L., 2010).

Within-category brand/item assortment: Refers to variety of products within each brand/category, e.g. different colours, sizes, flavours etc. (Keller K. L., 2010).

Effects of Channel Dimensions on Brands

As I have discussed Keller (2010) means that different channel dimensions I have discussed affect brand awareness, brand associations, brand attitudes, brand attachment and brand activity. I will not go into much detail regarding different factors of branding but simply explain what is meant by each one to stress how important channel synergies are for the retail brand and therefore the company’s success.

Brand awareness relates to how the brand is presented and promoted, e.g. through how a brand is placed in the right location in a store so that it arouses the desired feelings. The same applies to online stores and mobile stores, e.g. where a product is placed on the page etc. (Keller K. L., 2010). As Levy and Weitz (2009) discuss brand awareness means that a customer can remember what kind of a store or product a particular brand is and connect those two together.

Brand Associations refer to the image people connect to a brand. Different channels can affect brand associations by providing extended services through multiple channels (Keller K. L., 2010).

Brand Attitudes refers to how certain attitudes that are linked to a brand can be formed through different channels by the information given, services of the sales people, the environment and everything that forms the customer’s judgement of the brand (Keller K. L., 2010).

Brand attachment refers to how attached a customer is to a certain brand and can impact whether the customer returns or not. This is specifically possible through employees by building a community of trust and friendship with the customers. This is also possible through online channels by building a community (Keller K. L., 2010), and one can especially imagine that social media are a strong platform for building attachments and as Kunz and Hackworth (2011) discuss social media are important in building relationships with customers.

Brand activity refers to how active the brand is in up-dating and providing information and activities. For example in store brand activity can be enhanced through displays with product recommendations, free trials, demonstrations etc. In the online store different reviews and recommendations and up-dated news can enhance brand activity (Keller K. L., 2010). Mobiles can be considered to follow the same laws as online stores with the addition of being able to provide push-notifications for example. Social media are exemplary for exhibiting brand activity, how fast and active companies are in responding to customer comments and up-dating their site with information.

As I have noted earlier much suggests that customers expect a seamless integration of different channels and as discussed here different attributes of different channels can serve different roles in building the brand. *"By blending information, entertainment and experiences, marketing channels can have cognitive, affective and cognitive (or behavioural) effects on consumers"* (Keller K. L., 2010, p. 60). You can imagine if you are to buy a pair of pants or shoes, these are products you can buy virtually anywhere and in time you must turn to the retailer that delivers the best service cross channels and therefore has the strongest brand in your mind; there is nothing more effective in building a brand than the actual experience of the customer, *"the delivered brand"* (Berry, 2000). For this reason it is important to bear this discussion in mind when reading the analysis chapter of this report.

3.1.4. Summary of the Customer Experience

This section has focused on the customer experience. It has been stressed that the customer experience is especially important in a multichannel environment and how different factors and their integration affect the experience. The customer experience is stated to be built through social environment, service interface, retail atmosphere, assortment, price, customer experience in alternative channels and the retail brand. All these factors have to work together to create exceptional customer experience and lack in integration may result in that customers leave a retailer´s network somewhere along the way to turn to another retailer. It is also suggested that the retail brand is built through customer experience, which even further stresses the importance of the subject. Therefore this section has merely presented ideas related to customer experience creation and determinants and serves the role of explaining what customer experience is and therefore provide ground for deeper understanding of issues presented later in this paper.

3.2. Multichannel Retailing

In this section I discuss the concept of multichannel retailing with special focus on different channels that are the focus of this study in order to explain why I have chosen to focus on these channels as well as to develop a basic understanding of the importance of each one. The channels that I focus on are the physical store, the Internet, social media and mobiles. Each channel is discussed in terms of statistics and existing literature as most studies so far have focused on each channel in isolation. Finally I discuss the integration of channels. Also in this section the first few hypotheses are formed.

3.2.1. What is Multichannel Retailing

Levy and Weitz (2009) define multichannel retailers as *"retailers that sell merchandise or services through more than one channel"* (Levy & Weitz, 2009, p. 72). I will not go further into the concept of multichannel retailing as I have already discussed different issues related to it but rather I discuss the four channels that are the focus of this study; the physical store, Internet, mobiles and social media, as already noted.

3.2.2. Bricks and Mortar

The store is what most of us relate to as the foundation of retail, or at least I do. Although the role of the store is changing it does not seem to be going anywhere. I imagine we will continue to see stores in some format in the foreseeable future. As I discussed earlier many people thought that traditional stores would disappear when the first online shops saw the light of day. For example Lightfoot (2003) discusses the case of Egghead Software Inc. which was a successful multichannel retailer with presence online, physical stores, catalogues, call-centres etc. In order to streamline the company, the decision was made in 1997 to become a pure e-commerce company, a decision that must have seemed sensible at the time of the big dot-com bubble. However this proved to be the first nail in the coffin of Egghead as the company went under a few years later. Although there were many contributing factors to the fall of this strong branded, well known company Lightfoot (2003) points out that the company miscalculated the value in a multichannel strategy (Lightfoot, 2003). This is one of many examples that show just how important the stores are and also that focus on only one channel may be dangerous. This is also shown in recent examples, such as that Amazon is opening up their first physical store in Seattle by the end of 2012 (Market, 2012b). A few years ago many people would have thought that Amazon did not need to open a physical store; it is a pure online retailer. But this latest news show that no retailer is safe in its little bubble; if they want to compete with the big ones it seems to be multichannel that counts. But here it has been highlighted that the store is an important link in the multichannel environment and will probably continue to be so in the foreseeable future. Given that we have seen examples of successful online retailers that have decided that physical stores are essential in their offering as well as examples of successful retailers that have gone under after decision to abandon the physical store; I am inclined to suggest the following:

H1: The store is the most important channel for the young multichannel consumer

3.2.3. Twenty Four Hour Connection

The Internet is a channel that maybe has had the largest impact on our lives in recent years. In a recent report from Statistics Sweden (Statistiska centralbyrån) where the computer usage of the Swedish population was studied it was revealed that in the spring of 2011, 93% of the Swedish population between 16 and 74 years of had access to Internet in their homes and almost 9 out of 10 use the Internet daily or at least once a week. 70% of the respondents had ordered products or services online in the period April 2010 – Mars 2011. It is the age group 25-34 that shows the largest activity in e-shopping, where 87% of respondents did shop products or services online in this 12 month period. The corresponding percentage for the age group 16-24 was 79% (Statistiska centralbyrån, 2012). It is therefore clear that people spend increasing amounts of time online, whether it is at work or home and it provides consumers with 24/7 opening hours. It also provides retailers with the challenge of having up-dated information at all times and available services at the customer´s dispense. As customers interact with an electronic device in most cases and not a person when doing their shopping online it is even more important that all factors of the service experience are flawless. As Griffiths and Howard (2008) discuss it is of greatest importance for retailers to put effort and resources into the online experience, whether they are multichannel or pure e-retailers. The website should be considered to be the flagship store and customers should be able to have an engaging experience that offers interaction, illustrating product details etc.

For example they discuss how the future shopper crosses channels without any difficulty and therefore point out the importance of integrated services, e.g. to be able to return products ordered online in a physical store etc. (Griffiths & Howard, 2008). This is what we see happening today as I have discussed. The largest retailers in the world, such as Wal-Mart, Best Buy and Target, are starting to put focus on their Internet experience and putting pressure on other online retailers (Carlson & O'Cass, 2011). If companies are to compete in the big league they clearly have to focus on the Internet as a permanent channel. It is therefore impossible to discuss multichannel retailing without including the Internet. Much research has been done on consumer behaviour online but as I have discussed little is known about how it is used in an integrated way.

3.2.4. Everything is Social

Social media are a large part of many people's lives today. Facebook for example had 483 million daily active users on average in December 2011. To better understand the vastness of this market, it is interesting to note in this context that the population of USA is about 311 million ((Facebook, 2012), (About.com, 2012)). This is only Facebook. Then we have Twitter, LinkedIn, Foursquare, MySpace and the list goes on. And these media have changed. When we first saw social media they were more of a means to connect with old friends, stay in touch with new and maybe find a job. But as Goodson notes *"Facebook isn´t just for finding old high school flames and playing Farmville anymore – for a growing number of users, the ubiquitous social network is the latest place to find shoes and apparel"* (Goodson, 2011, p. 26). Social media have therefore invaded the retail section and are now a platform that retailers are becoming increasingly aware of. Six out of ten marketing managers in Sweden regard social media as the hottest topic and most important to deal with, this revealed a recent study where 200 marketing managers participated (Market, 2010a). And we see that an increasing number of companies are starting to use social media strategically. For example, a study that Handels Utredningsinstitut performed in collaboration with Posten and Svensk Distanshandel in late 2010, revealed that 40% of Swedish companies had a strategy for communicating with customers through social media, and of those who didn´t 33% planned to acquire one (Market, 2010b). Also a recent study in the USA revealed that 86 of 123 top retailers planned to have a social strategy set by the end of 2011 (Goodson, 2011). And the bigger companies are leading the way. Wal-Mart, the world's biggest retailer, has recently acquired a young technical company, Kosmix, to strengthen its position on the social market (Market, 2011c). Home-Depot has also ventured on social media through using available human resources to service the social media (Market, 2011d). Starbucks, Disney, Coca-Cola and Amazon have also started to sell their products on Facebook (Goodson, 2011). Goodson (2011) discusses in her article how companies have different methods of handling shopping through social media, either through uploading a storefront on e.g. Facebook or through merging their regular website with the Facebook site. But whatever the platform the central idea in her writings is that social media are just that; social. Customers want the interaction, discussions, opinion sharing etc. she discusses. Social media therefore have to work as social first, before any transaction can take place. Companies must give their customers reason for visiting the site, up-date it frequently and don´t clutter it with promotions (Goodson, 2011). It should be able to stand on its own, as an independent shopping channel she discusses. Goodson (2011) also discusses the ideas of Darin Hager, an owner of Hayday Footwear. He states that through one simple Facebook ad he gained 2000 followers in a month and saw many conversions into actual sales (Goodson, 2011). Social media can also help in building the brand and giving the customers something extra. Aaker (2011) discusses the role of social media in constructing the brand and communicating with customers in order to improve the *"value proposition"* (Aaker, 2011, p. 14). He discusses how social media can be a way of creating this little extra something. Social media can be used to create communities of customers where they can connect with the brand and other customers, sharing interests, tips, recommendations, reviews etc. (Aaker, 2011).

These are only a few examples of what is written in business articles. There is a big hype around social media and companies do not want to miss out. But despite this large interest in the subject from retailers the academic literature on the concept is scarce. I have not managed to find support in research that consumers actually want this social relationship with retailers. However there are research that suggests that consumers do not use social media for information gathering in shopping purposes, e.g. a recent study conducted by Lightspeed Research revealed that only 7% of the 1500 respondents said they used social media for gathering information on products and stores (Market, 2011e). Others have found that customers are not really that interested in social media as a shopping channel but might be induced to use them based on recommendations from friends (Harris & Dennis, 2011). Yet others have discussed the difficulties of enticing sales through social media without making the customers feel imposed upon (Kunz & Hackworth, 2011). This leaves the question if consumers want to have a social relationship with retailers open to speculation. Due to the large effort that is put into social media in retailing today, that a lot changes in one year and the fact that research that suggests that consumers do not want a social relationship with retailers is not entirely new I am inclined to test the following hypothesis:

H2: Young consumers want to have a social relationship with companies through social media

But what determines if consumers are interested in using social media for shopping purposes has not been studied to the best of my knowledge. However there are studies that indicate that prior e-shopping experience predicts m-shopping experience, such as Bigne et.al. (2005) who found that those who had previous experience with Internet shopping seemed to have crossed the line into virtual shopping and were more likely to engage in m-shopping. I mean that his can even be stretched to apply to social media shopping behaviour; that prior e-shopping experience can be a predictor of if consumers are interested in social media for shopping purposes. Therefore I propose the following:

H3: Experienced Internet-shoppers are more inclined to use social media channels for shopping and shopping related activities

3.2.5. The Mobile Generation

Mobile shopping has become a reality. By mobile shopping I mean shopping through the mobile using an application or mobile adjusted website. In a Swedish study from 2011 conducted by Posten including 1000 individuals and 1500 e-commerce stores it was revealed that the percentage of people who shop with their mobiles has increased from 4% in the end of 2009 to 7% in the beginning of 2011. In the same study 31% said that they could imagine shopping with their mobiles (Market, 2011f). However recent numbers from Google indicate that almost 80% of people use their phones in connection with shopping. About 67% use their phones for price research before buying a product in store and 23% use them for doing price research before buying online (Market, 2011g). Interestingly, only 23% of the companies included in the Swedish study did have a mobile-shopping strategy in place (Market, 2011f). But the evolution will most likely catch up to those who yet not have started adapting. The largest retailers are leading the way in embracing mobile solutions, such as Amazon, Walmart and Home-Depot. In the United States about 37% of e-commerce companies hade mobile adapted solutions in 2011, compared to 12% in 2010. This was revealed in a study conducted by Acquity Group where the 500 largest e-commerce companies were included (Market, 2011h). This is a large change in a short time and it is difficult to forecast where these numbers will lie in the end of 2012 but my suspicion is that they will be quite a lot higher. Mobile phones are used as a means of marketing as well as shopping. Broeckelmann (2010) found that 58.4% of respondents were positive towards mobile advertising and that people preferred messages that were aware of the location of the recipient. He also found that people preferred messages that had monetary incentives although that was not as important as the locational factor. Finally he found that if customers have the choice of price comparison through mobiles at the time of purchase around 50% will switch to an online channel if they find cheaper prices there (Broeckelmann, 2010). In his study, Broeckelmann (2010) found that customers regarded shopping through the mobile just as feasible as shopping through the Internet or a physical store. This indicates that the mobile channel is becoming just as an important channel as the Internet for traditional retailers and therefore I propose the following:

H4: Young consumers use the mobile actively in shopping and shopping related activities

Not much research has been devoted to m-shopping or what predicts it but there are some who have studied the subject. For example I have already mentioned Bigne et.al. (2005) who found that experience in Internet shopping together with social class and age are the factors that best predict m-shopping behaviour; those who had previous experience with Internet shopping seemed to have crossed the line into virtual shopping and were more likely to engage in m-shopping. However factors such as how often individuals use the Internet and gender did not prove to have a say in predicting m-shopping behaviour (Bigne, Ruiz, & Sanz, 2005). Lee and Lee (2010) also found the same predictor to be true, that those who had experience of using the Internet for services and shopping were more likely to engage in the same actions through the mobile. This discussion leads me to propose the following:

H5: Experienced Internet-shoppers are more inclined to use the mobile channel in shopping and shopping related activities

3.2.6. Channel Integration

I have now discussed the importance of the store and the Internet in retail but also newer channels such as the mobile and social media that have become an important factor of everyday life for many. In the beginning of this paper I discussed the lack of research on the integrated usage of channels even though customers have resorted to using services cross channels. It is no longer of the greatest value to understand why customers choose certain channels but rather to understand how they use available channels in combination. By developing an understanding of the integrated use of channels retailers are better equipped to manage the experience in a way that the customers do not leave their network somewhere in the shopping process. For that reason the integration of different channels is a challenging subject for today´s retailers. Research has shown that consumers want to have access to different channels and be able to choose (Lee & Kim, 2010). Other studies have shown that loyalty can be increased by integrating channels and that customers do not only assess value derived from one channel but rather in how different channels are integrated to enhance the service experience (Fernández-Sabiote & Román, 2012) (Schramm-Klein, Wagner, Steinmann, & Morschett, 2011). These studies indicate that the presence of different channels can increase loyalty and I also mean that good experience in one channel can lead consumers to using other channels of that particular retailer. I therefore propose the following:

H6: Young consumers who have good experiences in one channel are more likely to visit the same retailer in another channel

3.2.7. Summary of Multichannel Retailing

In this section I have discussed different channels that are the focus of this study and discussed issues related to their integration. Six hypotheses have been formed that will serve as a basis in answering the research questions I set out with. In the theoretical summary in section 3.4., I group the hypotheses in a way that helps answering the questions I set out with. Next I discuss different values that are influential in the experience.

3.3. Experience Based Value

In this section I introduce theories related to value and experience based value. I have discussed customer experience and different factors that affect the experience. The experience then provides experience based value, which can be both utilitarian and hedonistic. As it is the goal of this study to understand perceived shopping behaviour of the multichannel generation, theories related to this area are of importance in order to be able to understand what values are achieved in multichannel shopping and integrated usage of channels. I also discuss the formation of the next five hypotheses.

3.3.1. The Importance of Value

As previously discussed technology today enables consumers to engage in extensive search of products and information from the comfort of their home, car, train etc. We have mobiles, the Internet and social media at our disposal all the time, anywhere and can access information on almost everything in real time. The wide availability of information has made it a big influencer in the retail context. Consumers choose where to take their business in an enlightened way. They have access to information through various channels and can select the companies they do business with based on who gives them the most value (Prahalad & Ramaswamy, 2004). They no longer choose channels; they simply choose products where they can find them in a way that maximises their value. Prahalad and Ramaswamy (2004) point out that given the access consumers have to all sorts of information companies need to stop focusing on the products they are selling but focus on creating value for the customer through the shopping experience, e.g. by offering personalized service (Prahalad & Ramaswamy, 2004). One can say that in a multichannel environment this is especially challenging and it is therefore especially important for multichannel companies that sell physical products that the actual service that meets the customers in different channels is spotless, as the customers can buy the actual products anywhere really (Tate & Johnstone, 2010).

3.3.2. Value in the Experience

But what is value? Zeithaml (1988) defined value in the flowing way: *"Value involves a trade-off of give and get components"* (p.14), indicating that consumers make choices that maximise what they get and minimize what they give, whether it is money, time, resources etc. Sheth et.al. (1991) presented a theory explaining customer choices built on earlier theories dated all the way back to 1943. They identified five different values that customers aim to obtain and explain why customers choose how they choose, whether it are specific products, brands etc., in other words; why customers shop. Those values they discussed were; functional value, conditional value, social value, emotional value and epistemic value. This is a very vide definition of the value concept but highlights its importance. It is not the purpose of this study to analyse different theories related to value and therefore I will not go deeply into this concept but rather I focus on the value created in the shopping experience through utilitarian and hedonistic value.

One way of adding value to the retail proposition is through the experience. Mathwick et.al. (2001) discuss the importance of value and how retailers must try to establish a relationship with their customers so that they do return and the way to do that according to them is through delivering "experience based value" (Mathwich, Malhotra, & Rigdon, 2001, p. 40). They discussed how the customer experience should be evaluated in an extensive way, including value creation extending beyond price and quality, where the experience of consumption provides value (Mathwich, Malhotra, & Rigdon, 2001). Experiential value can provide utilitarian or extrinsic benefits as well as hedonistic or intrinsic, those decide together if a customer will become a return customer. Utilitarian benefits are those achieved through purposeful shopping, i.e., buying a specific item for a specific purpose, e.g. a new pair of socks because a need them or a specific pair of pants for work. Hedonistic benefits are those achieved through the simple pleasure of shopping just for the experience (Babin & Darden, 1995). Now I discuss these two types of values achieved by the experience.

3.3.3. Utilitarian Experience

Babin et.al (1994) discuss the utilitarian experience as *"the dark side of shopping"* (Babin, Darden, & Griffin, 1994, p. 644), meaning that the desired value is achieved simply through finishing the task of shopping. They name the example of Christmas gift shopping which is a typical utilitarian task, something that has to be done in a specific purpose (Babin, Darden, & Griffin, 1994). Utilitarian value derived from shopping has been widely researched in the single channel dimension but little is known about utilitarian value in the multichannel experience (Noble, Griffith, & Weinberger, 2005). Noble et.al. (2005) studied how different factors influenced information search in different channels and the frequency of purchases from each channel in a multichannel environment including physical stores, Internet and catalogues. They identified five utilitarian factors; information attainment, price comparison, possession and assortment seeking. I now discuss each of these shortly.

Information attainment refers to the amount of information customers can access through different channels and how this magnitude of information lowers the risk in customer purchases (Noble, Griffith, & Weinberger, 2005). As they discuss the amount of information and the "costs" associated with acquiring this information, e.g. time, is different in different channels. More information in shorter time offers more value. The Internet for example is a constant source of information but the physical stores and catalogues are more complicated in providing information. With the phones and pads today it is even easier to acquire information in an instant manner. For example Kwon and Jain (2009) found that those who are high information seekers are more likely to engage in multichannel shopping.

Price comparison refers to the time and energy devoted to searching and comparing prices. Therefore channels that offer time saving on price comparison should provide higher utilitarian value (Noble, Griffith, & Weinberger, 2005). In relation to combination of channels it can be assumed that by combining channels, lower prices can be attained for example. But as Kwon and Jain discussed they did not find price consciousness to be a factor in motivating multichannel shopping behaviour (Kwon & Jain, 2009).

Possession refers to acquiring the product in the shortest amount of time and Noble et.al.(2005) stated that physical stores allowed the customers to acquire products with the least amount of costs (Noble, Griffith, & Weinberger, 2005). If we look at the scenario today it is not certain that physical stores serve this role in an as dominant way as only 7 years ago. Today it is for example possible to have products delivered the next day when ordered online and it saves the cost of driving to a store etc.

Assortment seeking refers to the choices available to customers through the product variety in store; the more the variety the higher utility for the customer (Noble, Griffith, & Weinberger, 2005). Assortment in the online channel can be even greater due to low stock-keeping costs etc.

These factors that Noble et.al. (2005) discuss refer to choosing the channel that maximises the utilitarian value derived from the shopping experience but I mean that it can also be used to assess value from integration of channels. It is my feeling that the Internet for example offers more opportunities to serve utilitarian needs than stores, such as opportunities to gain information in as short time as possible on price comparison, assortment seeking etc., and through combining these two channels more opportunities for increasing utilitarian value for the customer arise. Studies have also shown that consumers use the internet more for utilitarian reason, such as Overby and Lee (2006) who found that consumers use the Internet primarily for utilitarian reasons. I therefore propose the following:

H7: The online channel is more important for utilitarian reasons than the store

I mean that these utilitarian factors discussed here can also be stretched to apply to the integrated usage of channels. For example Kwon and Jain (2009) studied shopping convenience in a multichannel environment, i.e. how multiple channels can make the shopping experience more convenient, e.g. taking up less time. They found that for moderate-level multichannel shoppers (engaging in 3 or less channels) that the convenience factor was influential in motivating multichannel shopping. For high-level multichannel shoppers they did not find support for this theory. But it indicates that by combining the use of channel greater utilitarian value can be achieved. I therefore propose the following:

H8: Young consumers combine the use of channels to increase their utilitarian value

3.3.4. Hedonistic Experience

Shopping is an experience and is competing with other experiences to an ever larger degree. This we see in shopping-malls today that offer entertainment of different kinds, stores that offer child-care and entertainment, restaurants and other exciting things. Customers do not suffice with a traditional store anymore, it has to offer something more (Rigby, 2011). Studies on the experiential value of consumption date as far back as to 1982. The experiential value of consumption assumes that consumers not only evaluate information and buy products but that they actually engage in an exciting experience when shopping (Holbrook & Hirschman, 1982a). Holbrook´s and Hirschman´s studies mark a beginning of studies in the area (Frow & Payne, 2007). Hirschmann and Holbrook (1982b) define hedonic consumption as *"Hedonic consumption designates those facets of consumer behaviour that relate to the multisensory, fantasy and emotive aspects of one's experience with products"* (Hirschman & Holbrook, 1982b, p. 92). Arnold and Reynolds (2003) identified six factors of hedonic shopping motivations. The categories they identified were:

Adventure shopping which refers to shopping for the mere excitement of being on a shopping trip.

Social shopping refers to the pleasure of being out on town shopping with family and friends and engaging in social interactions.

Gratification shopping refers to shopping as a reward, relaxation or escape from stress and bad mood.

Idea shopping refers to shopping as a means to shop to stay on top of fashion trends and innovations.

Role shopping refers to pleasure derived from shopping for others, finding the perfect gift for example.

Value shopping refers to shopping for bargains and sales, the enjoyment of finishing a challenge, finding the best product.

In a multichannel environment these shopping motivations can be said to apply in any channel and but integration of channels might in some cases possibly add to the value as I will propose later in this chapter. However there are different factors that can enhance the hedonistic value derived from shopping depending on which channel we are discussing.

The store

The entertainment value of a store is something that most shoppers can put a finger on and the value in a visit can vary; we may be pleased by beautiful design, interesting activities, pleasant conversations with the employees etc.. Nordfält (2007) identifies three factors that affect the customer´s feeling of joy in store:

Design factors refer to factors such as layout, colours, lighting, displays etc.

Background factors refer to factors such as smells, music and other sounds

Social factors refer to factors such as crowding and store employees.

There is a wide array of research on different impacts these in store factors can have on consumer behaviour, e.g. Ballantine et.al. (2010) studied effects of lighting, sound, space, layout, product display features and design features. They found for example that right lighting can enhance the experience, sounds and music can have a negative impact if used incorrectly and space has to be just right; to large space and to small can have a negative impact (Ballantine, Jack, & Parsons, 2010). Therefore hedonistic factors seem to be very important in the in-store experience, as highlighted by Babin and Attaway (2000) who found that hedonistic factors were very important to consumers and worth investing in for retailers. However there are those who have found that some these factors are not really that important to consumers. For example Bäckström and Johansson (2006) found that there was a large difference in what customers versus retailers thought of as enjoyable shopping experiences in store. Customers proved to take most notice of traditional values such as price, layout, assortment etc. but retailers were more focused on factors as recreation, activities, inspiration, innovation etc. (Bäckström & Johansson, 2006); that customers may take more practical issues into consideration whereas the retailers may think that more enjoyable factors are important. There are therefore mixed indications in relation to the hedonistic value in a store visit. But the light of this and previous discussion of the importance of the store for the sake of experience as well as discussions about the importance of utilitarian factors in the online experience I am inclined to propose the following:

H9: The store channel is more important for hedonistic reasons than the online channel

The online store

The hedonistic factors of a virtual environment are fuzzier, and may to a large extent relate to the opportunities offered through the website. The aesthetics in website design have not received much attention in academic research (Cai & Xu, 2011). There are a few exceptions though, e.g. Manganari et.al. (2009) introduced a framework for studying the virtual store environment. They defined four different dimensions which affect consumer behaviour in a virtual environment:

Virtual layout and design refers to the actual layout of the site, e.g. grid, free-form etc. There have been many different studies related to different ascetics in website design and how they affect consumers. For example Vrechopoulos et.al. (2004) found that a freeform website is more entertaining than gridlines although that is the preferred for navigating (Vrechopoulos, O'Keef, Doukids, & Siomko, 2004).

Virtual atmospherics refers to colours, music, fonts etch. There is also a variety of research on different atmospherics. For example Gorn et.al (2004) found that cool colours result in that the customers feel that they get quicker service and Biers and Richards (2005) found that cooler colours are likelier to result in sales in higher priced products

Virtual theatrics refers to images, interactivity, animation techniques etc. Study on this subject is also plentiful. For example Fortin and Dholakia (2005) found that animation, colours and graphics, that is a vivid site, is more likely to generate a favourable response from users (Fortin & Dholakia, 2005).

Virtual social presence refers to web counter, comments from visitors etc.

Manganari et.al. (2009) mean that those factors affect the internal state of the customer, along with the customer's general navigation strategy, i.e. if he is searching for a specific product or only for the shopping experience. The internal state of the customer then affects the outcome of the shopping by alienating the customer or drawing him in (Manganari, Siomkos, & Vrechopoulo, 2009). Manganari et.al (2009) used this framework for framing in earlier research in the area and found that virtual customers also wanted the whole product, the experience included. Therefore virtual stores can influence their customers towards a positive behaviour just as physical stores through different atmospherics, theatrics, social presence and design (Manganari, Siomkos, & Vrechopoulo, 2009). Others have also found that online behaviour can be motivated by hedonistic factors. Sorensen (2009) interviewed Wendy Moe on her research and she described two types of hedonic online shopping behaviours; hedonic browsing visits where the shopper may look around the site without looking for anything in particular and knowledge-building visits where the shopper may be looking for information that maybe will be used in later shopping (p.156). Therefore some may actually find it fun and interesting to surf the Internet for products and information. For example Fiore et.al. (2005) found that hedonic attributes of online experience were important in attracting customers although it was not considered a means to an end. However this indicates that consumers also evaluate the hedonic attributes of the online experience. I therefore propose the following:

H10: Young consumers appreciate the online channel both for hedonistic and utilitarian reasons.

From this discussion we see that different aesthetics are important in store as well as in the website design and although mobile aesthetics have not been widely research we can assume that it applies to similar laws. For example mobile websites are usually not much different from the regular ones except for adjustments made for mobile use. But how is channel multiplicity affected by hedonistic values? As I have discussed shopping can be a pleasure and incorporating multiple channels can enhance that pleasure. For example Kwon and Jain (2009) found that those who were looking to satisfy hedonic needs were more likely to engage in multichannel shopping experience than those looking to serve utilitarian needs. And Childers et.al (2001) found that the engaging hedonistic attributes of the technical media, such as the Internet, are just as important as the technical features of those media. This can be said to include phones and pads just as well as the Internet in today's situation. In the light of this and also what I have discussed about customer experience and the role of integration in enhancing the experience I propose the following:

H11: Young consumers combine the use of channels to increase their hedonistic value

3.3.5. Summary of the Experience Based Value

This section has focused on the values achieved through the experience and it has previously been discussed that the experience in enhanced through integration of channels. Two types of values have been discussed, utilitarian and hedonistic. Utilitarian values are those who are fulfilled by simply getting the shopping done and therefore factors that make the task simpler are desirable. Hedonistic values are those who are achieved through making the shopping more interesting, active, fun etc. It is suggested that the shopping experience is enhanced and influenced by utilitarian and hedonistic factors and different hypotheses have been formed that will form a basis for answering the questions I set out with.

3.4. Summary of the Theoretical Discussion

In this chapter I have discussed the theoretical background of this study. I have discussed the customer experience which is important in guiding the analysis. It is suggested that the customer experience is constructed through multiple channels and that the integration of channels enhances the experience as the customer is affected by everything he encounters in different channels. Determinants of the customer experience have been discussed, such as the social environment, service interface, retail atmosphere, assortment, price, experience in alternative channels and the retail brand. No hypotheses were formed in that section but it is useful in the analysis to allow for deeper understanding of findings. Then I have discussed multichannel retailing and different channels that are the focus of this study. From that discussion 6 hypotheses were formed. As an extension of the customer experience the concept of experience based value was discussed. Special focused is placed on utilitarian experience and hedonistic experience, which together construct the customer experience. In that section 5 more hypotheses were formed. A total of 11 hypotheses have therefore been formed that are used to answer each of the questions set out with in chapter 1. The questions I aim to answer are listed here:

1. How do young consumers use multiple channels in an integrated way and what values are mainly achieved through integration?

   H6: Young consumers who have good experience in one channel are more likely to visit the same retailer in another channel
   H8: Young consumers combine the use of channels to increase their utilitarian value
   H11: Young consumers combine the use of channels to increase their hedonistic value

   Prior studies have not focused on the integrated usage of channels so by answering this question it is intended to add to existing knowledge by focusing on the integration, highlighted by utilitarian and hedonistic values. This knowledge can therefore serve as a basis for future research as well as to provide retail managers with knowledge about multichannel consumers which enables them to better manage the customer experience.

2. How important are utilitarian and hedonistic factors for the in-store experience versus the online experience?

   H1: The store is the most important channel for the young multichannel consumer

   H7: The online channel is more important for utilitarian reasons than the store

   H9: The store channel is more important for hedonistic reasons than the online channel

   H10: Young consumers appreciate the online channel for both hedonistic and utilitarian reasons.

   By answering this question I add to existing knowledge of importance of utilitarian and hedonistic values in these two channels. By answering this question I am also able to better understand the importance of each channel and therefore reflect upon their importance in the integration, as discussed in questions 1.

3. How do consumers use new channels in retail – mobiles and social media, and does experience in e-shopping affect level of usage?

   H2: Young consumers want to have a social relationship with retailers through social media

   H3: Experienced Internet-shoppers are more inclined to use social media channels for shopping and shopping related activities

   H4: Young consumers use the mobile actively in shopping and shopping related activities

   H5: Experienced Internet-shoppers are more inclined to use the mobile channel for shopping and shopping related activities

   By answering this question I aim to add to the knowledge of how the new channels in retail are used. Findings can also here allow for a deeper understanding of the role those new channels can have in the integration of channels. The findings can also form a basis for many interesting future research which I will discuss later as well as provide information to retailers about how to manage the experience in different channels.

Now I will move the discussion and try to answer each hypothesis in an organized manner.

4. Empirical material

In this chapter I account for the material gathered for the purpose of this study. Two types of material have been gathered; responses to questionnaires and semi-structured interviews. In this chapter I refer to the questions from the questionnaire and phrases from the interviews, all questions from the questionnaire are to be found in appendix 1 and full translations of quotations from interviews are to be found in appendix 3. This chapter focuses on the material gathered but further analysis and discussion takes place in chapter five. In this chapter I first I account for background information on the sample before shifting the focus to the main themes that later guide the analysis. The first of the tree main themes that guide the analysis relates to material gathered concerning channel integration and the first research question. Then I account for material related to experience based value from utilitarian and hedonistic viewpoint and the second research question. Finally I account for material related to the new channels in retail; mobile and social media, and relates to the final research question.

4.1. Background Information on the Sample

Before accounting for the findings in more detail it essential to go through the basic characteristics of the sample as presented in the questionnaire responses, see appendix 1.

4.1.1. Age and Gender

The sample consisted of 129 (71%) women and 53 (29%) men. The average age of the respondents is 22.7 years where the oldest respondent is 35 years old and the youngest is 19 years old. 94% of the respondents are at the age of 20-26 years.

4.1.2. Education

The respondents division between different study programs is to be seen in Figure 2 below.

Education

		Frequency	Percent	Valid Percent
Valid	1 Service Management - Health	19	10.4	10.4
	2 Service Management - Hotel and Restaurant	29	15.9	15.9
	3 Service Management - Retail	52	28.6	28.6
	4 Service Management - Tourism	29	15.9	15.9
	5 Food Service Management	12	6.6	6.6
	6 Logistics Service Management	31	17.0	17.0
	7 Equality and Diversity Management	10	5.5	5.5
	Total	182	100.0	100.0

Figure 22: Empirical Material - Education

4.1.3. Usage of Different Channels

Different questions were asked related to the usage of different channels

Online:

Respondents were asked if they shop online and how often, see questions 20 and 21. All of the respondents answered these questions. It was revealed that all of the respondents had shopped online and that the majority of respondents shops online a few times a year (2-11 times), see Figure 3.

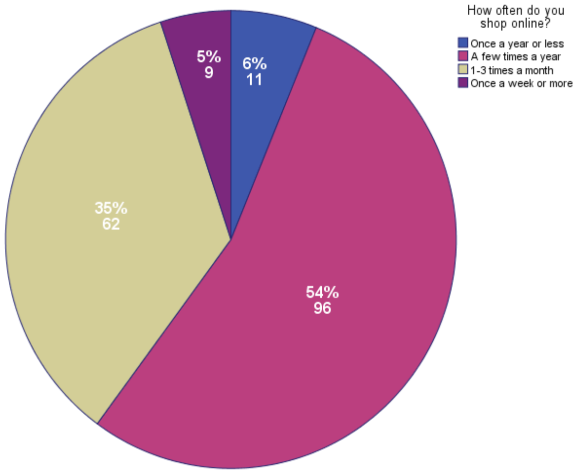

Figure 33: Empirical Material - Frequency of Online Shopping

A similar tendency was noticed when looked at answers to questions 6, 8, 10, 12, 14 and 16 where the respondents were asked how large a share of purchases of different products they carry out online. More specifically it was asked about electronics, clothes, shoes, books, sporting gear and other products. The majority of the respondents buy a small share of their total shopping through the Internet, see appendix 4, Table 4.1. However there are some noteworthy differences when it relates to books; whereas the majority of people buy very little or nothing of other products through the Internet the majority of respondents buy almost all books or all books they buy online, see also Table 4.1., appendix 4.

Mobiles:

Respondents were asked if they have used their mobiles for shopping (buying products) in questions 28 and 29, see Figure 4 below. All of the respondents answered this question and it was revealed that 74% of the respondents had not used their mobiles for shopping and 26% said they had. The majority of those who have shopped in the mobile answered that they do so more seldom than once a month, or 93.6%.

Mobile shopping

		Frequency	Percent	Valid Percent
Valid	1 Yes	47	25.8	25.8
	2 No	135	74.2	74.2
	Total	182	100.0	100.0

Frequency of mobile shopping

		Frequency	Percent	Valid Percent
Valid	1 Once a year or less	18	9.9	38.3
	2 A few times a year	26	14.3	55.3
	3 Once a month or more	3	1.6	6.4
	Total	47	25.8	100.0
Missing	System	135	74.2	
Total		182	100.0	

Figure 44: Empirical Material - Tendencies in Mobile Shopping

When respondents were asked to elaborate on how they use apps and websites in mobiles within shopping, they were asked if they have used them for buying, questions 30d and 31d, then the ratios were somewhat different. It was revealed that many people that answered "no" to having bought products through the mobile later answered positive to having used apps or websites in the mobile to buy products. The ratio of respondents that said they had never carried out these actions was down to about 50% in questions 30d and 31d.

Social Media:

Respondents were asked if they were active on social media and how often they logged in, questions 32 and 33. When asked if they were active on social media, 181 people answered and 96% of the respondents were active, see Figure 5.

Active on social medias

		Frequency	Percent	Valid Percent
Valid	1 Yes	173	95.1	95.6
	2 No	6	3.3	3.3
	3 Don´t know	2	1.1	1.1
	Total	181	99.5	100.0
Missing	System	1	.5	
Total		182	100.0	

Figure 55: Empirical Material - Social Media

Frequency of logging into social medias

		Frequency	Percent	Valid Percent
Valid	1 Once a week or less	3	1.6	1.7
	2 A few times a week (2-6)	2	1.1	1.1
	3 Once a day	17	9.3	9.8
	4 Multiple times per day	152	83.5	87.4
	Total	174	95.6	100.0
Missing	System	8	4.4	
Total		182	100.0	

Figure 66: Empirical Material - Frequency of Logging in to Social Media

When asked how often they logged in on social media, 174 persons answered and the majority of the respondents, or 87% logs on multiple times a day, see Figure 6.

Spending money:

The final background question asked was related to the amount of money the students have to spare each month on personal shopping, question 4. It was revealed that the majority of students or 75% had less than 2000 SEK each month to spare on personal shopping, see Figure 7.

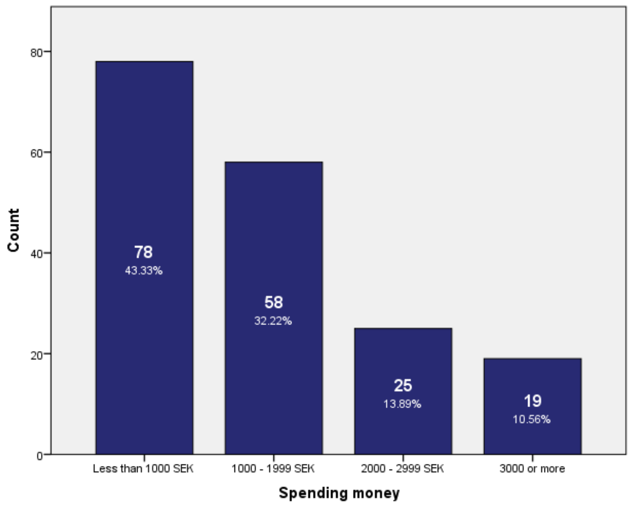

Figure 77: Empirical Material – Spending Money

4.1.4. Summary of Background Information

I have now accounted for the composition of the sample in relation to sex, age, study program and spending money as well as information related to the usage of different channels. I now turn the focus towards empirical material related to the hypotheses formed.

4.2. Channel Integration

As you may remember the first question I set out with in the beginning of this paper was: *How do young consumers use multiple channels in an integrated way and what values are mainly achieved through integration?* I now go through the hypotheses that I deemed appropriate for answering this question; H6, H8 and H11. I account for empirical material related to each one but analysis of it will take place in chapter five.

4.2.1. Experiences Cross Channels

H6: Young consumers who have good experience in one channel are more likely to visit the same retailer in another channel

In order to evaluate this hypothesis three direct questions were asked, questions 23, 24 and 25.

Online experience translates into physical store experience: First in question 23 respondents were asked how likely it is that a good experience in an online store will result in the respondent choosing the same retailer when choosing a physical store. 177 out of 182 respondents answered this question. 72% of the respondents said it was very likely or likely that they would choose the same store when choosing a physical store after having had a good experience in the online store, see Figure 8.

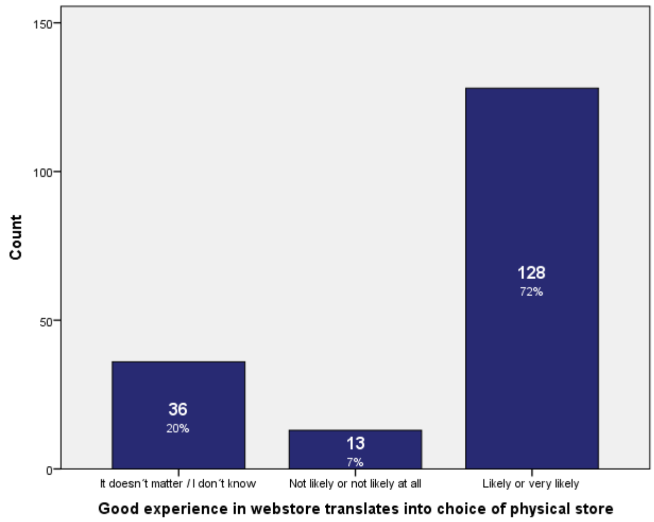

Figure 88: Empirical Material – Online Experience to Physical Experience

This was reflected upon in the interviews, such as that good first impressions in an online store are important, especially if it is the first contact with the retailer, as reflected in one interviewees answers to the question if he would be likely to visit a physical store that he has previous experience online: *"If I have visited the physical store before then the online experience has less impact but if I visit the website before visiting the physical store it has a* *bigger influence" (3.1).* Also the online channel was often discussed as essential in bringing the consumer to the store. That is if it was not possible to search for information on products and prices online before going shopping the interviewees speculated that in that case they might not visit the physical store. *"Regarding Internet, [...] absolutely if it is a new store, I want to see what kind of style they will offer. If the store is in a shopping mall and I am going there either way then I might not look it up, but if it is a bit out of the way and I have heard something about it, then I may go online and check instead of going all the way there just to feel… "aha, so this was the style… I do not like it at all"… so seeing a little what it has to offer… "(3.2).*

Physical store experience translates into online experience: In the next question, no. 24, it was asked was if a good experience in a physical store would be likely to translate into an online experience. All of the 182 respondents answered this question. It was found that 74% of the respondents thought it was likely or very likely that a pleasant experience in a physical store would result in an online experience, see Figure 9. A general theme in the interviews was that it

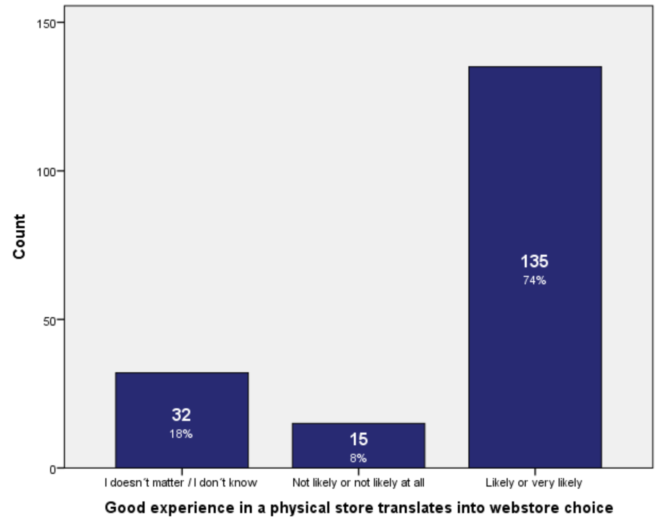

Figure 99: Empirical Material – Physical Experience to Online Experience

was considered somewhat self-evident that physical stores offer services online, such as: "*I love stores that have a website. I hate stores that do not, like Media Markt... I love Media Markt... it is so tidy and the store so nice but they do not have an online store... I just phuff... but I think they have now.. to me that is goodwill…" (3.3.).* and: *„Sometimes I wanted to have new clothes when I came home… then I appreciated that HM had an online store as well… I have been in their physical store and therefore it felt safer to shop through the online store…" (3.4.).*

Relationship: The relationship between those views represented in questions, 23 and 24 was investigated using a Spearman correlation coefficient. Spearman correlation coefficient is especially useful when evaluating relationships between two ordinal variables or when criteria for Pearson correlation coefficient are not met (Pallant, 2010, p. 128). It was found that r=5.85 and p= 0.000 indicating a strong positive relationship, see Table 4.2, appendix 4.

This relationship is significant as p=0.000, see Table 4.2 again. That means that a large majority of those who are likely to translate online experiences into physical store experiences are also likely to do the opposite, that is translate physical store experiences into online experiences.

Importance of a physical store: The final question that relates to answering the first hypothesis is question 25, where the respondents were asked if they find it important to have a physical store behind the web store, see Figure 10. The majority of the respondents or 62% does not think it is important to have a physical store behind the web store. Although the majority of the respondents did not find it important to have a physical store behind an online store it is a matter of speculation what meaning the respondents put into this question as many of the respondents found it important to be able to pick up products in store and return. They also buy minority of their total purchases online which may be reflected in the fact that a physical store is missing, such as: *"If they had a physical store then I maybe would have shopped more as then I would have been able to go there and test the products" (3.5).*

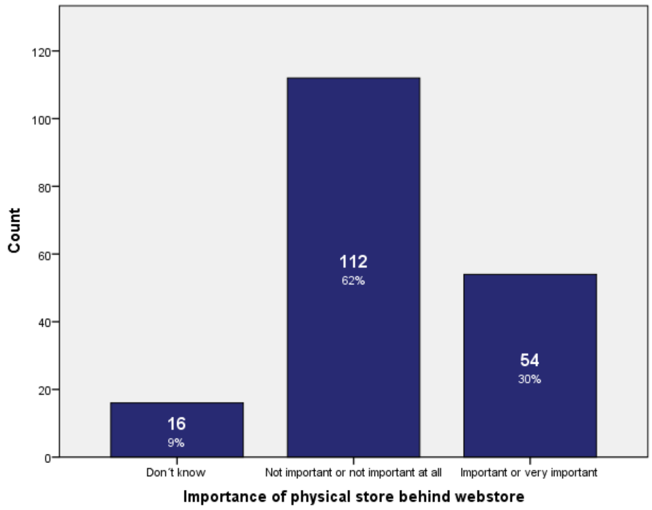

Figure 1010: Empirical Material – Importance of a Physical Store

It was not specifically asked about mobiles and social media in relation to this question. However it was revealed that about 50% of the respondents use mobile apps and websites to look for product information, 42% find companies through social media and 47% are accustomed to "liking" companies on social media to gain access to news and offers. It can therefore be suggested that these media are often an influencer in bringing consumers to physical or online stores.

4.2.2. Integration for Utilitarian Value

H8: Young consumers combine the use of channels to increase their utilitarian value

In order to evaluate this hypothesis I first need to define what I mean by "combine the use of channels". By combining channels I mean that consumers use different channels at one time or different times in order to accomplish the goal of shopping. In the questionnaire there are a few questions that relate to the integration of channels and also a few questions that relate to utilitarian value. As each question only captures a piece of the concept, whether it is combination of channels or utilitarian values, the creation of scales (also called multiple-indicator measure) allows for an analysis that incorporates all aspects of those issues (Bryman, 2008, p. 147).

Integration: In order to evaluate integration I created a new variable, or scale, consisting of variables related to integration. The scale measures level of integration in channel usage amongst respondents. In questions 17a-d, the respondents were asked if they use the Internet to do price or variety checks before going out shopping, if they tend to leave a store to go home and look online after having found products and if they do price comparison through the phone in store. Answers to individual questions are to be found in appendix 4, Table 4.3. In question 27 (a,b,d) the respondents are asked how important in-store-returns and in-store-pickup are for products that are bought online and how important it is to be able to see physical store stock status through the website. Finally questions 30 and 31 (a-d), also relate to integration where the respondents were asked how they use the mobile in shopping. As the mobile shopping channel in majority of cases is not an independent shopping channel but rather an extension of a store, an online store or both, using it for different shopping purposes can be regarded as integrating channels. All of these variables were combined into one by computing them and creating a scale, a reliability test was conducted. Cronbach´s Alpha was 0.815, see Table 4.4, appendix 4, indicating that there his high internal consistency between them (Pallant, 2010, p. 97) so I use the scale to represent the level of integration performed by the respondents.

Utilitarian values: In order to evaluate utilitarian values as a whole the same method of creating a scale was used. Utilitarian values both in the physical and the online channel were used. Question 20 relates to the physical store and question 26 relates to the online store. Both of these questions discuss to 5 utilitarian values (a,d,e,g,h); price, access to product information, ease of finding products, fast payment and product variety. As all these factors measure utilitarian values they are combined into one and a scale created. Then we find that Cronbach´s Alpha is 0.745, see Table 4.5, appendix 4, indicating that there his high internal consistency between them so I use the new scale to represent utility.

Relationship: The relationship between those two variables was investigated using a Pearson correlation coefficient, see Table 4.6., appendix 4. Pearson correlation coefficient is useful when measuring two continuous variables (Pallant, 2010, p. 128). It was found that r=0.146 and p= 0.094 meaning that there is not a significant relationship between channel integration and utilitarian values. I did not find any direct reflections that support the quantitative finding. On the contrary the general theme in the interviews in relation to integration of channels was that integration was often used in order to make shopping faster, easier or get lower prices, for example: *"When I have already been in HM stores for example then I already know which size I need… then maybe I shop online if I want to make it as simple as possible"(3.6.)* and *"If I take Siba for example, then I can order online, pick the product up in the store and through that get it for a lower price, that I think is a very smart solution" (3.7.)* and: "*When it relates to more expensive goods then I want to do more price research ahead and then I try to use as many channels as possible to get an idea of the price (3.8).* Also the matter was discussed in relation to the existence of different channels: *"It is responsiveness, to make it a simple as possible for me" (3.9).*

4.2.3. Integration for Hedonistic Value

H11: Young consumers combine the use of channels to increase their hedonistic value

To evaluate this hypothesis it is also useful to create scales, as in the last hypotheses, to capture the entire concept of integration and hedonistic values.

Integration: I use the same scale for integration as in the previous hypothesis.

Hedonistic values: Now I create a new scale for hedonistic values by combining the hedonistic attributes from questions 20 and 26 (b,c,f); personal service, experience/adventure, design. All of these variables were combined into one by computing them. A reliability test was conducted and Cronbach´s Alpha is 0.665, see Table 4.7, appendix 4, indicating that there is internal consistency between although it is borderline.

Relationship: the relationship between those two variables is investigated using a Pearson correlation coefficient, see Table 4.8., appendix 4. It was found that r=0.182 and p= 0.036 indicating that there is a significant relationship between combining channels and importance of hedonistic values although it is weak. This issue was well described by one interviewee when discussion the existence of mobile services: *"The company becomes very responsive, it beomes visible. It feels almost as if it is alive, you can take it with you" (3.10),* she discussed the joy in being able to show your friends and family what you have looked at in store through the phone and various aspects in that liking. Answers to individual questions also suggest that heodnistic reasons lie behind integration, such as the popularity of looking at pictures of products in the mobile, „liking“ on social media etc. In the sample there are therefore suggestions that hedonistic aspects in multichannel retailing may be of importance.

4.3. Hedonistic and Utilitarian Experiences in Physical Store and Online

The second question I set out with in the beginning of this paper was: *How important are utilitarian and hedonistic factors for the in-store experience versus the online experience?* I now go through hypotheses that relate to answering this question; H1, H9, H7 and H10. I account for empirical material related to each one.

4.3.1. The Store is Most Important

H1: The store is the most important channel for the young multichannel consumer

In order to evaluate this hypothesis it is maybe simplest to turn the question around. We have seen that the respondents shop a very small part of their overall shopping, through the Internet. We have also seen that a minority of the respondents shop through their phones or social media. It is therefore suggested that in this sample that the store is still the most important channel for the multichannel user. This is also reflected in question 18, where the respondents are asked what the most important source of information about products is. The respondents were asked how important the store employees, online reviews, recommendations from friends and family and social media are as a source of information about products, see Table 4.9, appendix 4. 72% responded that they found store employees important or very important as a source of information, whereas 43% found online reviews to be important or very important and 49% found social media an important source of information. Only friends and family scored higher than store employees, or 84%. This was also strongly supported in the interviews. All of the respondents claimed that the physical store was the most important channel to them, e.g.: *“If the physical store isn´t there and really shows; This is us… somewhere there it becomes real in a way” (3.11)*. There was a general consensus about this and also the importance of the store employees, for advice, services, discussions etc..

4.3.2. The Store is Hedonistic

H9: The store channel is more important for hedonistic reasons than the online channel

In order to evaluate this hypothesis we have to look at questions 20 and 26 (b,c,f), where the respondents are asked about their views on hedonistic aspects of online and physical stores, namely personal service, experience/adventure, design. To establish a stance on this hypothesis it is most useful to examine differences in average scores (on a scale of 1-5) on different hedonistic values in the case of the physical store versus the online store.

Personal Service: If we first look at 20b and 26b, see Table 4.10, appendix 4, where the respondents are asked how important personal service is in the physical store respective the online store. Answers are on the scale of 1 to 5, where 1 was not important at all and 5 was very important. Those who answered "do not know" were regarded as missing. The mean value for the physical store is 4.08 and 3.47 for the online store, indicating that personal service is more important in the physical store than the online store in this sample. The variance and standard deviation is also considerably higher for the online store. The interviewees commonly reflected up on the importance of the employees and they were almost exclusively mentioned first when asked about the importance of the store and also when asked what makes shopping more fun, for example: *"I am mostly influenced by the employees… that and organized shelves…" (3.12)* and *"There is also a social aspect of shopping, to reflect upon buys with someone else (store employee)…" (3.13)*. The aspect of personal service in the online channel was not as frequently discussed.

Experience: If we then look at answers to questions 20c and 26c, see Table 4.11, appendix 4, which were scaled in the same way, we see that the respondents were asked about the importance of the experience in a physical store vs. the online store. We see that the mean value for the physical store is 3.82 whereas it is 3.12 for the online store. The variance and standard deviation is also considerably higher for the online store than the physical store. Again we have a higher value in the physical store than the online one. This was supported in the interviews. When the respondents were asked what the found fun about shopping, it was often the experience of wandering between stores and looking at products, such as: *"I get in a really good mood just by going to stores and shopping malls"(3.14)* and *I think the physical store is more pleasant, it also gives a little bit of an experience, to walk around, I can spend a whole midmorning just looking and if I see something I like I buy it" (3.15)*

Design: Finally if we look at the answers to questions 20f and 26f, see Table 4.12., appendix 4, we see that the respondents were asked about the importance of design in the physical store versus the online store. We see that the mean value for the physical store is 3.84 and 3.92 for the online store. The difference in standard deviation and variance is also smaller than in the first two cases, indicating a more certainty in those answers. In this case we have a higher value in the case of the online store. However it was not specifically defined what design in the online channel means. Therefore it is possible that the respondents regarded design to apply to functional design. However that is not certain as the questionnaires did not allow for elaborations in this case but in interpreting these findings this should be borne in mind. The value for the physical store is also high and was discussed by the interviewees to some extent, mainly in regards to cleanliness and such factors, such as *“That it is clean and nice and in order“ (3.16).* There were no discussions that directly relate to if the store is more important in hedonistic views but all the respondents related the store to something fun.

We therefore see that the physical store scores higher in the case of the physical store in relation to personal service and experience but lower in the case of design.

4.3.3. The Online Channel is Utilitarian

H7: The online channel is more important for utilitarian reasons than the store

In order to evaluate this hypothesis it is important to look at the utilitarian factors in questions 20 and 26, that is a, d, e, g and h. There the respondents were asked to evaluate the importance of price, access to product information, ease of finding products, fast payment and assortment in the case of the physical store versus the online store. To evaluate this hypothesis I use the same method as in the last hypothesis and examine differences in mean values on different utilitarian values in the case of the online store versus the physical store.

Price: In Table 4.13., appendix 4 we see that the mean value for the physical store is 4.08 whereas the mean for the online store is 4.42, in regards to the importance of price. The standard deviation and the variance is also smaller for the online store indicating that there is a more precision in the value for the online channel. The importance of price is high in both the case of the store and the online store but considerably higher for the online store. Price was often mentioned in the interviews as a reason for choosing the online channel and the Internet was also regarded an important feature to simplify finding the cheapest product, for example: *“Often it is possible to sort by price; that is also helpful” (3.17)* and *„And then price of course, that it is possible to sort by price“(3.18).*

Access to product information: We see in Table 4.14., appendix 4, that the mean value for the physical store is 4.03 where as it is 4.52 for the online store in relation to the importance of access to product information. Here the standard deviation and variance are very similar. Again both of these values are high but considerably higher in the case of the online store. As it is not possible to touch and feel products in the online channel it was mentioned often in the interviews that access to detailed product information was especially important, for example: *“It is also important that you receive the right product, that they show right screening and the colors should match…” (3.19).*

Product accessibility: Now we look at the importance of the ease of finding products, see Table 4.15., appendix 4, we see that the mean value for the physical store is 4.34 where as it is 4.38 for the online store. The standard deviation and variance are higher in the case of the online store indicating that there is more uncertainty in the values relating to the online store. The interviewees did not directly relate the online channel to allowing for gaining fast access to products but rather that it gives access to products hard to find. However it was often mentioned how the online channel makes is simpler to access products in store, through ordering online and then pick up in store, such as: "*If I take Siba for example, then I can order online pick the product up in the store and through that get it for a lower price, that I think is a very smart solution"(3.7).* However when the respondents to the questionnaires were asked about the importance of in store pick-up" only 41% found it important.

Fast exit: As we see in Table 4.16., appendix 4, the mean value for the store is 4.02 where as it is 4.34 for the online store. The standard deviation and variance are a bit lower for the online store although there is not a large difference. Fast exit therefore seems to be more important to the respondents in the case of the online store than in the case of the physical store. It was often mentioned in the interviews that fast exit was important in the online channel, such as: *"That it is always easy to pay [...] that it is not some hassle; this card is not accepted, this is not possible, you have to have this information, log in here... That it is only "click"... bill or credit card... "click"" (3.20).* But respondents also found it important that information on the entire exit process should be available at very first glance so that the shopper would not have to go through the entire exit process to then find out some piece of information that adds to the cost of the product and might even be a deal-breaker, for example: "*That I can see delivery time, shipment costs, payment options, shipment options easily... not that I have to finish half of the buying process to see that it costs 89 SEK to ship,.." (3.21)*

Product assortment: Finally if we look at the importance of product assortment, see Table 4.17., appendix 4, we see that the mean value for the physical store and the online store is the same, or 4.52. The standard deviation and variance are higher in the case of the online store though indicating that there is a bit more uncertainty in that value. The online channel was mentioned especially as channel that allowed access to products otherwise hard to find, such as: *This one time I had trouble finding dresses, if I find it difficult to find something in stores or shopping malls, then I absolute go online and check, there you can find everything... (3.22).*

These examples show that the online channel is often a source of fulfilling utilitarian values and in many cases they are more important in that channel than the physical store.

In addition to these questions there were questions that were particularly directed at utilitarian factors in an online store. Those questions related to specific services available in an online store, such as in store pick up, free returns, in store exchanges, personal service, easy payment, fast delivery etc., see Table 4.18., appendix 4. The answers are on the scale of 1 to 5 where 1 means not important at all and 5 is very important. As we see in the table the highest mean value is in "importance of safe payment". Other factors that scored extremely high were "importance of in store returns/exchanges", "importance of free returns", "importance of online stock status" and "importance of fast delivery". Other questions here scored a high mean value although it was not as high as in the other four questions.

The respondents in the interivews were all able to reflect upon the importance of different factors relating to the utilitarian value of the Internet but the general conclusion about the importance of the Internet as a channel was that the Internet is more of an information channel to these repondents than a shopping channel which even strengthens it utilitarian value.

4.3.4. The Online Channel is Both Hedonistic and Utilitarian

H10: Young consumers appreciate the online channel for both hedonistic and utilitarian reasons.

In order to evaluate this hypothesis it is interesting to look at the mean values for each of the factors in question 26, where I have defined 3 hedonistic factors and 5 utilitarian in regards to importance when choosing an online store. In Table 4.19, appendix 4 these values can be seen and it is evident that the mean values for the hedonistic (the bottom three) factors are lower than for the utilitarian factors. However it is worthy to note that on a scale of 1 to 5 all scores are relatively high indicating that both utilitarian and hedonistic values are important although the utilitarian value of the online channel is even higher. This was supported in the interviews whereas the respondents mostly discussed utilitarian factors in relation to online shopping experiences. Factors such as categorization, product specification, information, fast exit, safe payment, user friendliness etc., were commonly discussed and I have already mentioned examples of a few. It seems important to the respondents that the process is simple and quick, for example: *"That the entire process is quick, and then I am happy" (3.23)*. However it was also mentioned that a personal touch to an online shopping experience gave the respondents more pleasure, e.g.: "*When I shop online I do not expect any* *contact at all, I only ask that they deliver the product within promised timeframe; that is all I care about. But when I then notice that there are actual people behind the website that answer quickly, write and inform me, something I had not bargained for, that makes me more satisfied*" *(3.24).* Also there are indications that the respondents find joy in just browsins, such as: *I can browse a lot... I browse a lot buy seldom buy, I can fill a whole shopping cart online but then I do not buy anything. But then I am just browsing, what do I want, what is in style you know... what will I buy when I have the money (3.25)."*

4.4. The New Channels in Retail

The final question I set out with in the beginning of this paper was: *How do consumers use new channels in retail – mobiles and social media, and does experience in e-shopping affect level of usage?*

I will now go through hypotheses that relate to answering this question. I account for empirical material related to each one.

4.4.1. Mobile Activity

H4: Young consumers use the mobile actively in shopping and shopping related activities

In order to evaluate this hypothesis it is useful to look at answers to individual questions related to mobile shopping, both if the respondents have shopped through the mobile and how the use different mobile activities. As I have already mentioned the minority of the respondents use the mobile for shopping purposes, only 26% have used the mobile for shopping. However as seen in Table 4.23, appendix 4, the phone is mainly used for gathering product information and looking at pictures but less for price comparison and even less for buying. This was reflected in the interviews, none of the respondents were really interested in using the phone for shopping, mainly because they found it difficult and clumpsy to use, for example: *"When I go to a website in the phone… I feel… did I get everything, have a read everything, is there something missing because the screen is so small…* " *(3.26).* This is what was mainly discussed; obstacles to using the phone because of lack of user friendliness: *"It is much more difficult to shop through the mobile; you do not get the same perspective" (3.27).* However they did use the phone for other shopping related activities such as finding products: *"If they have an "app", I can use the phone to find out which product I want" (3.28)* and they also saw hedonistic opportunities in using the phone, such as using it as a store on-the-go: *"Then you can take up the phone and show […] then you can almost "hype" it up with your friends" (3.29).* Most of the respondents saw more possibilities for future usage, depending on how the technology develops. The respondents also saw use for the phone in terms of offerings, discounts etc., e.g.: "*Often when you get paper items then you never have them when you need them... something in the phone works really well..." (3.30).*

4.4.2. Social Relationship

H2: Young consumers want to have a social relationship with retailers through social media

In order to evaluate this hypothesis it is most useful to look at answers to individual questions related to social media shopping and shopping related activities.

The respondents were asked about their habits in buying through social media and "liking" companies to get access to special offers and news in questions 34 and 35. A total of 175 responded to these questions. Only 17 individuals in the sample have bought through social media, see Figure 11 below. Why we do not see a higher portion of respondents that shop through social media may be explained by the fact that they do not see social media as a shopping channel, e.g.: *"No, I see it more as marketing of a company and that you are then linked to the company website" (3.31).* Also when those who are not in the habit of buying through social media were asked to elaborate on the answers in the questionnaire there were four major explanations that were mentioned as the reason for not buying through social media, see Table 4.20, appendix 4. The majority or 41% of the respondents said it was not safe as was to be expected but more interesting was that 20% said that they were not interested, 16% said that they simply do not see the need as the companies have online stores and finally 15% said that this option is not actively used by companies.

About half of the respondents say they are in the habit of "liking" companies to receive news and offers, see also Figure 11. There are therefore many that seem to see something positive in "liking", such as: „*Facebook, I am definitely friends with Indiska, HM, Ellos and such to see... like; this is new, these shoes have a special price today... and then I go to the website... (3.32).* But what is also interesting here is to look at the answers to question 34 where respondents who do not "like" companies on social media are asked to elaborate on why they are not in the habit of doing that. The answers were grouped as seen in Table 4.21, appendix 4. A large majority of the respondents say that they do not "like" companies because of the fact that they think it is too much "spam" and that they mainly think of social media as just that, social; not for shopping. A few were worried about revealing too much of their identity by "liking" and many were simply not interested. This was also strongly supported in the interviews, such as: *"I feel it is annoying because you get a lot of advertisements and they* *gain access to a lot of information" (3.33).* It was pointed out that some wanted to have a relationship with retailers through social media but did not like how revealing it was such as: *"I like them… but not everybody needs to know that" (3.34).*

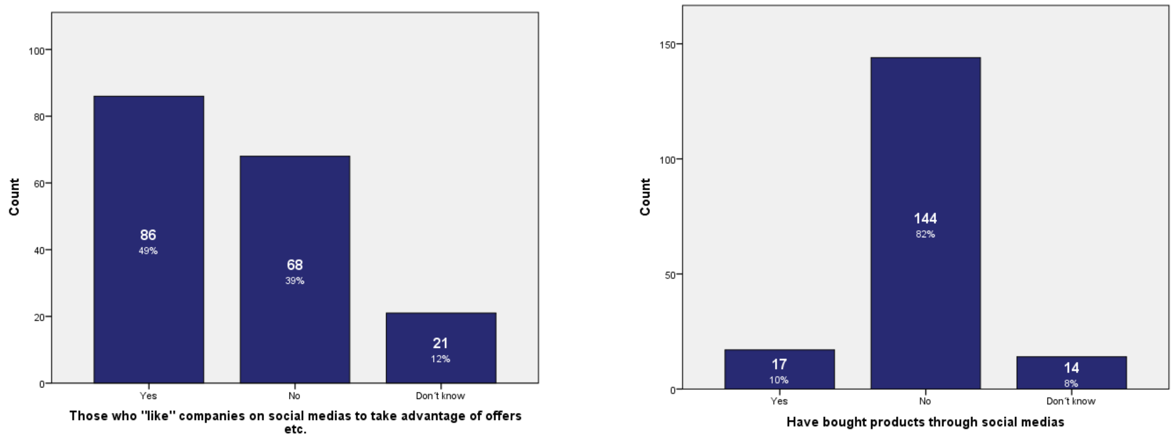

Figure 1111: Empirical Material Social Media – Like and Buy

Then the respondents were asked if they share their buys on social media or find retailers to shop from through social media, questions 36 and 37. A total of 175 answered the former question and 174 the latter. As seen in Figure 12, below, the majority or 72% of the respondents do not make a habit out of sharing buys through social media where as 17% do this sometimes or often. When asked if the respondents find companies through social media, 42% do that sometimes or often where as 49% seldom or never find companies through social media, see Figure 12, below.

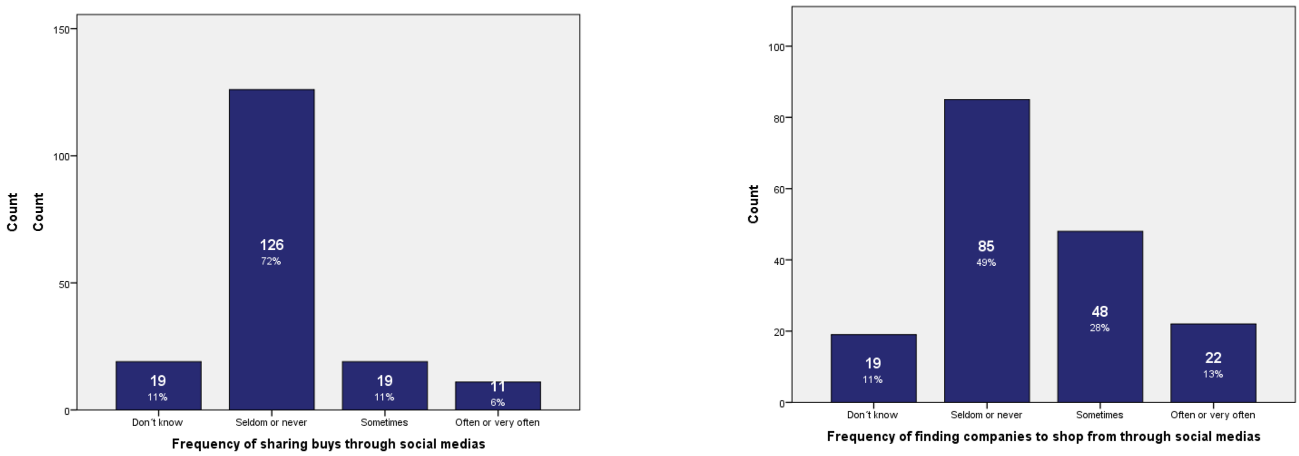

Figure 1212: Empirical Material Social Media – Share and Find

That 42% sometimes or often find retailers through social media may relate to it´s branding power, for example: "*It is hard to find those small nice stores, that might have items that you* *are very interested in. But if they do now show and maybe do not pop-up on Facebook, or you do not receive mail from them, they become hard to find" (3.35).*

Additionally social media were also seen as something of an extension of the person in online shopping; a way to identify you as a person, e.g.: "*Then you can log on through Facebook, become a user through Facebook. Then you do not have to go through all this hassle of creating an account you know, I do not bother for such small stuff... looking and shopping..." (3.36).*

4.4.3. Online Shoppers to Mobile Users

H5: Experienced Internet-shoppers are more inclined to use the mobile channel for shopping and shopping related activities

In order to evaluate this hypothesis it is necessary to study associations between online shopping frequency and mobile activities. In order to gain a relative equal distribution in groups of online shoppers it was decided to split the group as explained here below. Had I used other definitions for frequent versus infrequent online shoppers one group would always have consisted of very few individuals. Then relationship to mobile shopping and shopping related activities on the mobile was examined. First I study the relationship between online shopping and mobile shopping (yes/no question) through Chi-Square, which is useful when establishing a relationship between two categorical variables (Pallant, 2010, p. 217). Then I create a scale from other shopping related activities on the mobile in order to capture the entire mobile shopping activities in one variable.

Online shopping: First I divide Internet shoppers into two groups. First there are those who shop through the Internet less than once a month and then those that shop once a month or more. Then the association between these two different groups and different mobile actions are studied.

Mobile shopping: The association between online shopping frequency and the act of shopping through the mobile was studied through a Chi-square test, see Table 4.22., appendix 4. About 32% of those who shop more often online have shopped through the mobile where as 21% of those that shop less frequently online. Chi-Square is 2.645 and p=0.104 indicating that there is not a significant association between shopping online and shopping through the mobile. However it is worth to note here that there are very few persons that actually shop through the mobile and that can affect these findings.

Other mobile activities: Questions 30 and 31 (a-d) all deal with in-phone shopping activities (individual answers are to be seen in Table 4.23, appendix 4) and therefore provide the opportunity of combining them into one variable measure, a scale. Reliability of scale as measured by Cronbach´s Alpha was 0.911, see Table 4.24, appendix 4, indicating a high internal consistency between these variables.

Relationship: The association between these mobile activities and frequency of online shopping was investigated using Spearman correlation coefficient, see Table 4.25, appendix 4. There was a weak positive relationship, where r=0.211 and p=0.012. There is therefore not a big overlap in these questions although there are indications that those who have crossed the line to virtual shopping may be more inclined to using the mobile channel. However those who are used to online shopping also seem to prefer that format, for example: *"I feel too secure behind the computer, it feels safer… I believe it is the feeling of it…" (3.37).*

4.4.4. Online shoppers to Social Media

H3: Experienced Internet-shoppers are more inclined to use social media channels for shopping and shopping related activities

In order to evaluate this hypothesis I cannot create scales as questions relating to social media shopping activities are both yes/no questions and attitude questions on a scale of 1-5. Therefore I test for the relationship between online shopping and each variable related to social media shopping activities separately through Chi-square.

Online shopping: I use the same definition of different online shopper groups as for hypothesis 5.

Social media shopping: There were a few direct questions related to the use of social media for shopping purposes. The following questions apply: Question 34: *Are you accustomed to "liking" retailers on social media in order to receive news and special offers?*, question 35*: Have you shopped through social media?*, question 36: *Are you accustomed to sharing your buys through social media?* and question 37: *Do you tend to find retailers to shop from through social media?* First the association between online shopping frequency and the act of "liking" retailers on e.g. Facebook was studied through a Chi-square test, see Table 4.26., appendix 4. Chi-Square is 3.033 and p=0.220 indicating that there is not a significant association between shopping online and liking on social media. The same Chi-square test was carried out for the other three questions, see Tables 4.27.-4.29., appendix 4. None of these activities showed a significant association to online shopping frequency. Also only 9%

of the respondents had shopped through social media, 15% sometimes or often share their buys but around 50% are in the habit of "liking" companies in order to get access to news and special offers. It is difficult find insights to the findings from the quantitative material in the interviews as it was not possible to as if the respondents believe that prior online shopping experience influences their shopping behaviour on social media. However the respondents were all online shoppers to some extent and confirmed that there are mixed views on the role of social media in shopping, as I have already discussed.

4.5. Summary of the Empirical Chapter

In this chapter I have accounted for the empirical material gathered for the purpose of this study. I have grouped the hypotheses so that they together provide data that can be used to answer each of the research questions set out with. Quantitative data from the questionnaires has been presented as well as additional insights provided by the interviews. In the next chapter I discuss this material in a wider context and account for support or lack thereof in relation to the hypotheses formed and how these findings relate to the theoretical framework formed in chapter 3.

5. Analysis and Discussion

I have now accounted for the material gathered for the purpose of this study and now focus on discussing and analyzing this material in relation to the hypotheses formed before accounting for conclusions in the next chapter. Each section in this chapter is focused on analyzing data in relation to each of the three research questions.

It is worthy to note that this analysis is focused on the respondents that participated in the study and are therefore not generalizable to a larger population.

5.1. Background and Channels

In section 4.1. some basic attributes of the sample were discussed. In order to better understand the analysis it is essential to account for how the sample at large uses different channels in relation to theories and facts previously discussed. It is assumed that all of the respondents shop in physical stores and therefore that channel is not discussed specifically except in relation to the hypotheses, as we have seen the physical store seems to be the most important channel to the respondents.

Internet: An early inference I made was that despite the young age of the sample group and previously published numbers on Internet usage, e.g. as discussed in Market that 75% of Swedes in the age of 16-74 years study the Internet to look for products, at least once in a three month period (Market, 2011b), only 40% of the respondents in this sample shop online once a month or more, thereof 35% shop 1-3 times a month. However it can indicate that these young consumers use the Internet more as a means for gathering information and less as a means of shopping, which was reflected in other questions as well. It can also reflect the fact the study includes students that may have limited opportunities for shopping in general, and therefore not shop more often online. It was found the majority of the respondents had spending money of less than 2000 SEK per month which can also explain the fact that the respondents do not shop more often online, they simply may not have the money. In general it was revealed that a small share of total purchases of different products is conducted online in this particular sample. One notable exception was in the case of books. This may give rise to the idea that the Internet serves a more utilitarian role, as suggested in this paper, since responses from the interviews suggest that they regard shopping for books as more of a utilitarian shopping task, something that has to be completed in a short amount of time (Babin, Darden, & Griffin, 1994).

Mobile: It can be assumed that this sample does not represent high mobile users within shopping as I have presented. A small minority has used the phone for shopping even though some discrepancies appear to have formed when it relates to question 28 on the one hand and 30d and 31d on the other. This raises the question if respondents may have misunderstood the questions. Another plausible explanation is that respondents have answered the first two questions (27 and 28) truthfully but regarded the latter two questions include buying of e.g. buss tickets, ringtones etc. It is therefore difficult to evaluate if these findings give a truthful picture of mobile shopping. These findings are however somewhat surprising, given the young age of the respondents. However as you may recall Posten found in it´s study that only 7% of people had used their mobiles for shopping in 2011 and 31% of the respondents in a survey conducted could imagine using the mobile for shopping in the future (Market, 2011f), so these numbers are in line with what could have been expected on a theoretical basis. The same study also found that the phone was more used for other activities (Market, 2011g) as does also apply in this sample, as we saw in Table 4.23., appendix 4. One plausible explanation for this low rate of usage of mobile phones is the simple fact that as I have discussed the sample seems to consist of relatively in-active online shoppers, and as Bigne et.al. (2005) and Lee and Lee (2010) discussed online shopping tends to predict m-shopping behaviour. Although their findings focused on those who had crossed the line into virtual shopping or not it is assumed here that it can be a factor in explaining this low rate of m-shopping.

Social Media: As I discuss the findings related to social media in more detail here below I will suffice for now by saying here that in this particular sample social media seem to be a way of life. Usage of social media is dominant and almost all respondents are connected with social media, almost all of the time.

Now the basic characteristics of the sample in question have been introduced and the focus will be turned to the hypotheses presented in this paper.

5.2. Channel Integration

In this section I discuss findings related to the first research question: ***How do young consumers use multiple channels in an integrated way and what values are mainly achieved through integration?***

H6: Young consumers who have good experience in one channel are more likely to visit the same retailer in another channel

As we saw in section 4.2.1., a majority of the respondents in this sample are likely to translate good experience in an online store into physical store experience. There are indications that first impressions are very important in this case as reflected in the fact that some respondents stressed that bad experience in an online store might alienate them from the physical store if they are not familiar with the physical store from prior experience. The online store may therefore very well be the retailer's flagship store as regarded by this particular sample, or at least of no less importance (Griffiths & Howard, 2008). It can also be speculated that more channels may lead to more business as was evident in the interviews; in some cases the respondents might not even have visited the physical store if not for the presence of an online channel. This can also relate to the branded experience; when the respondents cannot think of a company they do not visit it and by seeing it online or in other channels they may be more likely to visit it. And as Keller K.L. (2011) discusses the access to a company through different channels helps in building the brand. If the respondents find the retailer online they may remember and pay a visit to the store. In the case of translating good experiences in a physical store into online experiences I also found that majority of the sample said that it was likely that would be the case. But in this case it seems to be regarded as natural to offer online service and is something that is expected. This gives rise to what Griffith and Howard (2008) discuss, that it is essential for retailers to put effort into online activities. Also there is a strong association between those two variables indicating that majority of the respondents translate good experience in one channel into an actual experience in another. However data indicates that the respondents do not care as much about if there is a physical store behind the web store, which the author interprets so that the respondents feel that online stores can well stand on their own. However there were connections between the physical store and the online store that were deemed as important by the respondents, such as in-store returns and in-store pick up and they also buy minority of their total purchases online which leads to speculations that they actually me find it important to have a physical store behind the online store, or that it at least adds to the value. This may also explain why they do not buy more online; the physical store is missing in the online offering in many cases. This was also supported in the interviews as it was mentioned that sometimes the respondents might have bought more online if there was a physical store behind the online stores. There are therefore indications that the respondents may find it important to have a physical store behind the online store. It can also be said that there are indications of that integrated use of mobile support and social media marketing may actually bring consumers to other channels such as the physical store and the online store as reflected in data that indicates that a large share of the respondents use the mobile and social media for finding products and retailers. Finally it can be said that good experiences in one channel may lead to traffic in other channels in this particular sample. This is in line with what Fernández-Sabiote and Román (2012) and Schramm-Klein et.al. (2011) discuss of added value through channel integration and that customers may become more loyal through integrated channels. I therefore found support for hypothesis 1.

H8: Young consumers combine the use of channels to increase their utilitarian value

As we see in section 4.2.2., there was not a significant relationship between channel integration and the importance of utilitarian values in the statistical analysis. However as seen in appendix 4.11 we see that the respondents use the Internet to some extent for price and variety research and in appendix 4.18 we see that they also use the phone to some extent for product information and price research. These are integrating activities. So although a significant association was not found here individual answers indicate that in this sample different media and their integration are used to some extent to increase utilitarian value. This is also reflected in the interviews. The interviewees use the Internet mainly for information search in order to get the lowest price possible. This is contrary to what Kwon and Jain (2009) found where they did not find price consciousness to be a factor in motivating multichannel shopping behaviour. But it is in lines with what Prahalad and Ramaswamy (2004) discuss that customer select the company that gives them the most value. In this particular sample price seemed to be an important factor, and as discussed by Noble et.al. (2005) usage of different channels can offer easier price comparison and therefore higher utilitarian value. The interviewees also discussed factors such as being able to get information through different channels which may lead to speculations that this particular sample consists of high information seekers as discussed by Kwon and Jain (2009). They also discussed how different channels allow them to acquire the product in a simple way if they do not have the opportunity to visit a store, or acquire possession which is an important utilitarian value as discussed by Noble et.al. (2005). These are all utilitarian factors which leads to speculations of if I had gotten different quantitative findings had I used other statistical methods to measure this relationship or if I had used individual variables and not scales. This is an interesting speculation for future studies. The importance of utilitarian factors was revealed in answers to individual questions in the questionnaires and commonly reflected upon in the interviews. Due to the common usage of different channels, both the Internet and mobile, in order to lower price and do product research I am inclined to say that I have some support for hypothesis 2 although it is not strongly supported. There are indications of that combination of channels may increase utilitarian value for the respondents although further studies are important to study if this relationship may apply.

H11: Young consumers combine the use of channels to increase their hedonistic value

In section 4.2.3., we see that there is support for this particular hypothesis. The respondents show some indications of actually combining channels for hedonistic reasons if we look at the quantitative data. Reflections from interviews indicate that more channels can give the retailer more of a personality, as in the case where the interviewee that saw the hedonistic aspects being able to show friends some shopping suggestions in the mobile. In this case the usage of multiple channels is related to multisensory, emotive and fantasy of the shopping experience as discussed by Hirschman and Holbrook (1982). Another interviewee enjoyed the browsing. Through that the consumers may be be satisfying hedonistic needs, such as value shopping (Arnold & Reynolds, 2003), where hedonistic value is achieved through finding the right product. This is also reflected in the popularity of viewing pictures of products in the phone and searching for products as well as the act of “liking” on social media which may be regarded to achieve hedonistic value. The overarching finding is that there are some hedonistic attributes that the respondents see in combining channels. This gives some support to what Kwon and Jain (2009) have discussed, that those who are looking to satisfy hedonic needs are more likely to engage in multichannel shopping. In this sample I did therefore find support for hypotheses 3.

5.3. Hedonistic and Utilitarian Experiences

Now I discuss the four hypotheses that relate to hedonistic and utilitarian experiences and aim to answer question 2: ***How important are utilitarian and hedonistic factors for the in-store experience versus the online experience?***

H9: The store channel is more important for hedonistic reasons than the online channel

When evaluating this hypothesis I looked at different hedonistic factors in both the online environment as well as in the physical store. First I was looked at personal service; it was found in the quantitative data that personal service was more important in the case of the store channel. The importance of the employees seems to be considerable. The social aspect of being able to discuss ideas with an employee was very important to the interviewees, which has been mentioned as an important hedonistic factor (Nordfält, 2007). It has also been discussed as an important factor in constructing the customer experience, as discussed by Verhoef et.al. (2008). These findings suggest that the customer experience is enhanced by personal service, especially in the physical store. A social presence online as discussed by Manganari et.al. (2009) was not regarded especially important by the respondents although they did mention that a personal touch might add to the experience and also that customer chats may be of use. The next factor that was looked at was the experience. The experience received a higher score in the case of the physical store. However experience was not explicitly defined and therefore experience can mean everything from design to activities. Experience as adventure shopping and gratification shopping as discussed by Arnold and Reynolds (2003) are important hedonistic values. It was often mentioned in the interviews that shopping was relaxing, fun, social etc.. If we relate to experience and gratification shopping we see that the hedonistic value of the experience in a physical shopping trip is high in this particular sample. It seems that the respondents enjoy the shopping experience in the physical store more than in the online store. The third hedonistic factor that was looked at was design, which has been identified as an important hedonistic factor (Nordfält, 2007). In the statistical part it was interesting to note that in this sample the design factors receive a higher score, i.e., are deemed more important, in the case of the online store than the physical store. However it was not specifically defined if “design” referred to functional design or physical appearance appealing design. In the case of a physical store design can really only refer to the physical appearance of the store. In the case of an online store, design can refer to the physical appearance of the website as well as functional design. Insights from the interviews indicate that in the mind of the respondents design refers to both to functional and hedonistic factors although functional factors were more discussed. So even though design gets a higher score and I have deemed it as hedonistic it can very well be possible that the respondents were thinking about functional value of the design in the case of the online store, that is that the website is designed so that customers can easily find products, in a short time, that it allows them to pay easily etc.. Also, the respondents in the interviews did not go much into specifics but simplicity was often mention in the case of the online store, which is a utilitarian factor. Because of the reasons discussed I am inclined to assume that design is equally important in both cases. To sum up hedonistic factors seem to be somewhat more important in the physical store than in the online channel and therefore I did find some support for this hypothesis. Personal service and experience are especially regarded more important in the physical store but differences in opinions on design are smaller. These findings support what Babin and Attaway (2000) discuss that retailers have to consider investing in hedonistic experiences.

H7: The online channel is more important for utilitarian reasons than the store

The statistical analysis in relation to this hypothesis revealed that in this sample the utilitarian factors receive higher score in the case of the online channel than in the case of the physical store, on all factors besides product assortment. Price, product information, product accessibility and fast exit are all considered more important online than in the physical store. In the interviews this was commonly reflected upon. Price seems to be especially important. The Internet allows for better comparison between stores and therefore adds to utilitarian value to the respondents by enabling them to find the cheapest product. The respondents also choose the online channel instead of a physical store when the price is lower. This stands in contrast to Kwon and Jain´s (2009) findings that price consciousness is not a factor in motivating multichannel behaviour, on the contrary it seems to be so in this sample. Product information also seems to be more important in the case of the online channel due to the fact that physical contact is lacking. Therefore better information seems to lower perceived risk for the respondents in the online buying process as Noble, et.al. (2005) discusses. Fast exit is a utilitarian factor related to possession as discussed by Noble et.al. (2005) and was deemed important in both the physical store and the online environment to the respondents in this sample. However it seemed even more important in the online environment. This highlights the need for simple processes and information transparency, hidden costs and delays lower the utilitarian value for the respondents. There were not noticeable differences between values in the case of product accessibility between the online store and the physical one. In both cases the values were very high indicating that this is an important utilitarian value to the respondents. Finally product assortment is considered equally important in the case of the physical store and the online store. Greater variety as mentioned by Noble et.al (2005) in the online channel was discussed as a very important factor, especially in findings products that are maybe hard to find in physical stores.

These findings are in line with what as Overby and Lee (2006) discuss that utilitarian factors are especially important in the online channel. This hypothesis is therefore supported; the online channel is more important for utilitarian reasons than the physical store.

H1: The store is the most important channel for the young multichannel consumer

Quantitative data suggests that the store is the most important channel even to these are young consumers and despite the changes that have happened in recent years in retail. The importance of the store can therefore not be underestimated, as discussed by Rigby (2011) and Lightfoot (2003). The store is both entertaining and social at the same time as viewed by the respondents. The store presents the brand and enhances brand awareness and brand association as discussed by Keller K.L. (2010); as reflected in the views of the respondents; the store shows what the company stands for. The store is also an important link in the customer experience (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros, & Schlesinger, 2008) where the service interface (the store employees in the case of the physical store), retail atmosphere, assortment and price all meet in once to create an experience. However as I have discussed the store cannot stand alone as viewed by the respondents; an online presence is an expected service and relates to the service interface discussed by Verhoef.et.al. (2008).

I did therefore find support for this hypothesis with the exception that even though the store seems to be the most important channel for these respondents they also expect services in virtual media, especially online.

H10: Young consumers appreciate the online channel for both hedonistic and utilitarian reasons.

From the quantitative material gathered for the purpose of this study it is clear that utilitarian factors seem to get a higher rating than the hedonistic ones. Utilitarian issues were dominant in the discussion about online channels such as factors discussed by Noble et.al. (2005), e.g. information attainment, price, speedy possession, assortment etch. I have also already said that utilitarian factors in the online experience are especially important. However hedonistic aspects of the experience also scored relatively high in the questionnaires and were reflected upon in the interviews. The joy of browsing the Internet in search for products was mentioned which is a hedonistic value in the online experience as discussed by Sorensen (2009) discussed. Also the pleasure from receiving a personal touch to the service experience was discussed as something surprising and enjoyable which leads me to speculate if certain hedonistic attributes in the online experience may even be a source of competitive advantage. As I mentioned Fiore et.al. (2005) discuss that hedonic attributes of the online experience can be important in attracting customers. Me findings suggest this may apply in this sample. Finally these findings partly comply with what I have already discussed in relation to Childers et.al (2001) ides that engaging hedonistic attributes of the online media are just as important as technical features. From this discussion I find that I have support for this hypotheses and the respondents appreciate the online channel both for both hedonistic and utilitarian values.

5.4. The New Channels in Retail

Now I discuss hypotheses that aim to answer question 3: ***How do consumers use new channels in retail – mobiles and social media, and does experience in e-shopping affect level of usage?***

H4: Young consumers use the mobile actively in shopping and shopping related activities

For shopping purposes the mobile does not seem to have reached the level of being considered a shopping channel in this particular sample. The majority does not use the phone for shopping and finds it difficult to use and do not really regard it a viable shopping option. This can indicates that the mobile shopping platform needs some improvements and better attending to on behalf of the retailers. This may be explained by the fact I have discussed that only 23% of retailers included in a Swedish study have an m-shopping strategy in place (Market, 2011f); this is simply not a viable option in today´s situation. The mobile does however add to the experience through offering more ways of coming into contact with the retailer and provide speedy access to product and price information which also are important utilitarian factors (Noble, Griffith, & Weinberger, 2005). It can also offer added hedonistic values as reflected in the comments on the joy of having the store in the mobile; on the go. To sum it up it seems that in this sample the phone is used actively for some shopping related activities but not in the actual shopping. There is however an interest for that usage but the interface does not provide for it to be a viable option as reflected in the views of the respondents. In this particular sample it seems therefore that the mobile has some way to go to be regarded as equal to Internet or a physical store as suggested by Broeckelmann (2010). However the mobile is regarded a smart fit for personal advertisements, offerings and coupons and the respondents were positive towards that option, which supports what Broeckelmann (2010) discusses. The hypothesis was that young consumers use the mobile actively in shopping and shopping related activities and therefore I say that this hypothesis is partially supported.

H2: Young consumers want to have a social relationship with retailers through social media

As we see in section 4.4.2. a majority of the respondents do not shop through social media, only 10% say that they have done so. They simply do not seem to see the need as retailers have online stores that are much easier to use than shopping through Facebook. This is in lines with what Harris and Dennis (2011) discuss that customers are not really interested in social media as a shopping channel and may give rise to speculations on if retailers are maybe focusing too much on developing solutions for social media shopping when they maybe should be focusing on some other attributes of these media. About 50% of the respondents do "like" companies to gain access to special offers and information, but another 50% does not. This gives mixed messages. Those who do not "like" have very strong opinion as to why they do not. They find that they are putting out too much information about themselves through connecting with retailers and that it becomes annoying to receive news and offerings. This highlights what Kunz and Hackworth (2011) have said that enticing sales through social media can be troublesome since customers may feel imposed upon. This also indicates that there are opportunities in connecting with consumers through social media but a more private approach should maybe be considered. Another aspect of social media was discussed; finding retailers through social media. About 41% said that they sometimes or often find retailers through social media. This is something that was reflected in the interviews, that if companies do not pop-up on Facebook the consumers might not know of its existence. This supports Aaker's (2011) ideas of the branding power of social media. Sharing buys was not revealed to be a common activity which even further stresses the importance of a private approach. One possible usage of social media in an integrated way was reflected in the comments about using social media as a means identify consumers in online shopping; to save the hassle of having multiple accounts with multiple retailers. This is however a service not widely offered by retailers. In my estimation this sample reflects the difficulties retailers face in relation to social media, it is a love-hate relationship. Some customers want to be updated but others find it imposing and too revealing. Connecting with consumer through social media at least has to be treated very delicately and care taken not to clutter the offer, as also discussed by Goodson (2011). She discussed the importance of having a social relationship with consumers before selling them anything. That was supported by the views of this sample. They would have appreciated a more personal approach to social media, i.e., that it was possible to stay in touch with companies without having it public. Therefore there is a fine line to tread as the customer experience can be destroyed or made through this social environment that is one peace in the experience puzzle discussed by Verhoef et.al. (2008). I therefore find some support for this hypothesis although it is not fully supported.

H5: Experienced Internet-shoppers are more inclined to use the mobile channel for shopping and shopping related activities

As Bigne et.al. (2005) and Lee and Lee (2010) discuss those who have crossed the line to online shopping are more likely to engage in m-shopping. As we have seen a very small part of the sample in this study are m-shoppers, if any since those how have shopped through the mobile have only done so on one or two occasions. I did not find a significant relationship between online shopping experience and mobile shopping. This was also reflected in the interviews and even though all of the respondents in the interviews were online shoppers to some extent they do not see the feasibility of m-shopping. They find it difficult, not really an option and unsecure. This contradicts Broeckelmann´s (2010) findings that consumers regard the mobile as a feasible shopping option. What they find mostly missing is that the phone is a viable option to use in shopping; that the service interface is functional. This can be related to Verhoef et.al (2008) ideas that the service interface is important in the customer experience. This is clearly highlighted in this sample. However the respondents see the possibilities in the phone and they use it in other shopping related activities, especially search for information and products. I also found a significant relationship between online shopping experience and other mobile activities although it was weak. Therefore there seems to be some overlap and those how are used to using the Internet for shopping may be more inclined to use the phone for shopping related activities. There are also indications of perceived hedonistic value in the phone, it has the potential to be used as something fun in shopping. Therefore I can say I found some support for this hypothesis although more research is needed to confirm this relationship.

H3: Experienced Internet-shoppers are more inclined to use social media channels for shopping and shopping related activities

It is evident that in this sample social media are an important aspect of everyday life. A large majority of respondents log on to social media multiple times a day but only a very small minority has shopped through social media or is accustomed to sharing buys. Quantitative data did not support that a relationship existed between those two activities. This may be explained by the fact that there is only a minority of the respondents that actually perform any shopping related activities on social media. This is therefore a relationship that needs further testing in order to establish if it exists. Therefore this hypothesis was not supported by the data.

6. Concluding discussion

In this chapter I account for the conclusions I have come to. In the beginning of this paper I set out with three questions I aimed to answer through the hypotheses formed. I now elaborate on and account for the answers I have come to.

The first question I wanted to answer was: *How do young consumers use multiple channels in an integrated way and what values are mainly achieved through integration?* This question I aimed to answer by evaluating three hypotheses that were discussed in section 5.2. and related to this question. Generally it can be said that young consumers in this particular sample use different channels in an integrated way despite not being heavy multichannel users. It has also been discussed that existence of different channels may affect the branded experience and through that loyalty may be increased as discussed by Schramm-Klein et.al. (2011). As shown the mere presence of different channels can lead the consumers to other channels and through that offer more opportunities for sales and services. Therefore the findings suggest that there may be valuable opportunities for retailers in presence in multiple channels and integrating the services. This is best shown in that the store still seems to be the most important channel but is none the less not regarded to fulfil the respondent's expectations if it stands alone. It has to be supported by a website; an online channel makes the store "complete". There are also indications that the physical store is an important link in the online experience although the respondents did not clearly state this when asked directly but in other questions it was deemed important. The physical store and the Internet are therefore important in the integration and used actively in an integrated way in this sample, which indicates that the presence of these two channels is considered essential.

What I was interested in testing was if the integrated use of channels was mainly done in utilitarian or hedonistic purposes. I did not find much support for the hypothesis that integration was done to achieve utilitarian values, through testing for correlation. However answers to individual questions indicate that some integration activities may increase utilitarian value. For example the respondents integrate the Internet and mobile in the experience in order to find the lowest price, best assortment, quickest and easiest way to shop etc. More research is therefore needed in order to establish if this relationship exists. However I found that the respondents do integrate channels in order to increase their hedonistic value. They browse for fun and through that serve hedonistic needs by finding the right products and socializing through different channels. They also found that by presence in different channels the retailer become more "alive". The mobile gives life to the retailer, allows for viewing pictures etc. and social media allow for opportunities to connect on a more personalized level. These findings give rise to speculation on if those who are looking to serve hedonistic needs are more inclined to engage in multichannel behaviour, as Kwon and Jain (2009) discuss. This is also a subject that needs further research. Finally it can be said that if we relate the answer to this first question to the model of determinants of customer experience (see Figure 1), discussed by Verhoef et.al (2008) that the customer experience for the respondents in this sample is built through experiences in multiple channels. The experience is affected by the service interface, whether it are store employees or an online interface and through integration they strive for finding the best value, whether it is price or assortment. However it has not been established that the integrated experience is enhanced by achieving utilitarian values although there are indications but there is evidence that the integrated experience is enhanced by achieving hedonistic values.

The next question I set out with was: *How important are utilitarian and hedonistic factors for the in-store experience versus the online experience?* Four hypotheses were formed that aim to answer this question.

First it has been shown that in this sample the store is by far the most important channel and therefore the importance of the physical store should not be underestimated, as discussed by Lightfoot (2003), even in relation to young consumers. The store appears to be a source of great hedonistic value for the respondents and it shows what the brand stands for, or brand attitudes (Keller K. L., 2010). It was found that hedonistic values were more important in the physical store than the online store, especially in the case of personal service and experience. The respondents like to socialise and discuss with store employees, they trust their advice and enjoy the active contact. They also experience the store as an experience, something to enjoy with friends and family, walk around and look at products. The store therefore seems to serve mainly hedonistic values although utilitarian values are also important, they may be regarded more self-evident. The online channel has become natural; something expected to be there. A retailer´s service is not regarded complete if there is not an online store as well which stresses the importance of putting effort into online activities (Griffiths & Howard, 2008). The online channel seems to satisfy utilitarian needs more than the physical store, especially in optimizing the shopping experience; finding the right price, the right product and finishing the task in a fast and effective way. This supports what Overby and Lee (2006) discuss that consumers use the Internet primarily for utilitarian reasons Price is also the biggest factor in this sample to lead consumers to shop in online channels. But the hedonistic aspect of the online channel is also important, even though it is not as important as in the case of the physical store. A personal touch seems to surprise the respondents and add to their enjoyment in the online channel but also just the mere presence of the channel to allow for browsing and looking. Therefore the hedonistic aspect of online shopping should not be underestimated.

It can therefore be concluded that in this particular sample the store is most important and serves both a utilitarian and hedonistic role although the hedonistic aspect of it is more important than in the case of the online store. The online channel serves mainly a utilitarian role but hedonistic aspects seem to be increasing in importance.

The final question I set out with was: *How do consumers use new channels in retail and– mobiles and social media, and does experience in e-shopping affect level of usage?* It was surprising to find out how little use of these new channels the young consumers in this sample actually have. The mobile for them is not actively used within shopping with the exception of looking at pictures of products and information. It seems not to be actively used in store either, for example for price comparison, as is often discussed. This seems to be largely reflected in the fact that the respondents simply do not like the service interface or feel that it is not fully functional. This is something for retailers to consider. However some glimpses of future possibilities were revealed in the interviews; that the use of phones might make a retailer more alive and mobile. It offers opportunities to add to utilitarian value as well as hedonistic if used correctly and this may highlight the fact that retailers may need to put effort into their mobile solutions. As the platforms and apps are today they seem to be more for show and less for practical use as reflected in the views of the respondents. The mobile also offers plentiful of opportunities in marketing related activities but more research is needed on mobile shopping behaviour to fully understand how consumer use this new channel. This particular sample does not consist of m-shoppers to a large extent and therefore offers limited opportunities for elaborations although some interesting insights were found.

Regarding the use of social media it was also surprising how little use the respondents see for usage of social media within shopping, especially in relation to all the hype around them. It can be said that in this sample social media are not seen as a shopping channel but more as a marketing channel, something that can strengthen the brand and create awareness of a retailer, as discussed by Aaker (2011). This is also highlighted in the fact that 41% of the respondents find retailers through social media. Social media in relation to marketing and branding should therefore not be underestimated. But there were mixed views on having a social relationship with retailers. About half of the respondents are accustomed to “liking” which indicates that this relationship may be of some value. However there are also strong indications in this sample that this relationship is regarded too revealing personal identity and experienced as too much spam. This shows indication that there are plentiful opportunities to connect with consumers through social media but also that it maybe should be done on a more personal level. Maybe communication through social media needs to focus on being social before doing anything else (Goodson, 2011). This highlights the challenge that retailers face in treading the fine line that retailing on social media is.

6.1. Final conclusion

I have now answered the three questions I set out with based on the data gathered. In the beginning of this paper I set out with the aim to examine views and perceived shopping habits of young consumers in their multichannel shopping experience, with a focus on value achieved through integrated usage of channels. I also included the new channels in retail, mobile and social media. I have said that the physical store and the Internet are regarded as self-evident services in retailers´ offering and by being present in both of these channels more business may be achived. Thus supports the findings Lee and Kim (2010) came to in their research that the presence of these channels adds to the experienced value. There is strong support that integration in all channels, physical store, mobile and social media is conducted to achieve hedonistic values, which is also something discussed by Lee and Kim (2010). However this study extends their findings by taking on a more comprehensive approach and also including the mobile and social media. It is therefore suggested by these findings that consumers use channels available to them to achieve hedonistic values which suggests that retailers might have to focus more on the hedonistic aspects of the multichannel offer in order not to lose customers to other retailers somewhere along the way in the shopping process. There were some indications that utilitarian values are also achieved although it was not strongly supported and therefore it would be interesting to see further studies on the subject. I found evidence that the mobile channel may serve hedonistic needs but also that it is regarded lacking in offering a satisfactory service interface. These findings therefore suggest that the mobile may even be a source of competitive advantage as there seems to be a general interest in using the channel although it is not regarded technically possible to a large extent at the moment. It was also found that there is an interest in connecting with retailers through social media but on a more personalized level which supports what Kunz and Hackworth (2011) found. This stresses the importance of handling social media in relation to retail with care as it can easily allow for a more personal relationship but just as easily destroys the experience and can result in the consumer blocking out the retailer. It is therefore clear that the multichannel experience is a complex phenomenon and multiple factors in the shopping process that can result in the loss of a customer. However many questions still remain unanswered and many new questions will undoubtedly emerge in the nearest future when dealing with such a vibrant subject. This discussion offers pathways for variety of future research as this field is relatively unstudied and I now will shortly discuss some possible avenues. I also shortly discuss some managerial implications related to the findings.

6.2. Future Research and Managerial Implications

I now discuss some possible future research avenues as well as reflect upon managerial implications of this study.

6.2.1. Future Research

The findings in this study only reflect in a small way upon the views and perceived behaviour of young multichannel shoppers and it would be interesting to see if some of these findings apply in a larger context. This field offers many interesting avenues for future research, especially within the field of customer experience management and channel multiplicity. A qualitative study based from a managerial perspective on the integration of channels might offer some interesting findings as well as a more comprehensive quantitative approach to studying consumer behaviour in relation to integration of channels. Also much work is to be in relation to newer channels such as the Internet, mobiles and social media. Mobile-shopping is an avenue that offers great opportunities for future research; it is an underdeveloped channel today and will undoubtedly gain more importance in the nearest future. A study on the hedonistic and utilitarian value in the mobile channel as an integrated channel would be interesting. Also social media offer variety of opportunities for future research. There is much to be learnt about the behaviour of consumers and shoppers on social media and an integrated approach, taking the views of consumers and retailers into consideration, could offer some interesting insights.

6.2.2. Managerial Implications

There are some managerial implications embedded in the findings of this study. Those implications are built on the findings from this study and may not have to apply in a wider context. Even though the findings are not generalizable they can never the less serve as indicators of different issues in multichannel retailing. The customer experience in a multichannel environment is clearly constructed through multiple channels and careful management of those channels seems to be essential to succeed with young consumers. First the importance of the physical store should not be underestimated. It is a constant source of joy, excitement, expertise etc. The employees play a big role in the store, both in services as well as in social interactions. Therefore retailers should be aware of not falling into the trap of limiting store personnel, which is something widely seen in retailing today. Secondly the online channel seems to have become a necessity and it is essential to put effort into online activities and combining it with the store in an integrated way. It is an expected service and provides consumers with opportunities to enhance their experience. Also the absence of this channel may lead to less business in the physical channel. Thirdly, the mobile channel is in its beginning phase and much effort has to be put into it, tailoring and making it more accessible, if it is to gain acceptance as a shopping channel. Effort in mobile solutions may provide an important competitive advantage. Finally social media are a question mark in relation to retail. Care must be taken not to be too intrusive but also opportunities on a more personalized level should maybe be looked into. Social media should maybe be considered more as a means for relationship building than anything else. Opportunities of linking consumers to companies and news and even online stores through social media should be looked into with greater care, and especially how this linkage can be achieved without revealing the person’s identity. Of course these are only reflections made from this particular sample and more research is needed to see if the same applies in a larger context.

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Appendix 1: Questionnaire

Denna enkätsundersökning är en del av ett mastersprojekt i Service Management – Retail vid Lunds Universitet, Campus Helsingborg. Jag vore jättetacksam om du skulle kunna ta dig tiden att svara på den men deltagande är självklart frivilligt.

Enkäten är 10 sidor, kolla noga om du har svarat på alla frågor. Om inget annat är angivit, vänligast välj endast ett svar på varje fråga genom att kryssa i rätt fält.

1. **Jag är**
   - □ Man
   - □ Kvinna

2. **Födelseår** ____________

3. **Vilken utbildning går du?**
   - □ Service Management – Health
   - □ Service Management –Hotel and Restaurant
   - □ Service Management – Retail
   - □ Service Management – Tourism
   - □ Food Service Management
   - □ Logistics Service Management
   - □ Equality and Diversity Management

4. **Hur mycket har du att spendera på kläder och personlig utrustning per månad (utöver mat)?**
   - □ Mindre än 500 kr
   - □ 500 - 999 kr
   - □ 1000 - 1499 kr.
   - □ 1500 - 1999 kr
   - □ 2000 - 2499 kr
   - □ 2500 - 2999 kr.
   - □ Mer än 3000 kr.

5. **Hur ofta handlar du elektronik och tillbehör till dina elektronikprylar?**
   - □ Mer än en gång i veckan
   - □ En gång i veckan
   - □ Några gånger i månaden
   - □ En gång i månaden
   - □ Mer sällan
   - □ Aldrig

6. **Hur stor andel av elektronik och tillbehör du köper handlar du på Internet?**
   - □ Allt
   - □ Största delen
   - □ Mer än hälften
   - □ Mindre än hälften
   - □ Väldigt liten
   - □ Inget

7. Hur ofta handlar du kläder?
- □ Mer än en gång i veckan
- □ En gång i veckan
- □ Några gånger i månaden
- □ En gång i månaden
- □ Mer sällan
- □ Aldrig

8. Hur stor andel av kläder du köper handlar du på Internet?
- □ Allt
- □ Största delen
- □ Mer än hälften
- □ Mindre än hälften
- □ Väldigt liten
- □ Inget

9. Hur ofta handlar du skor?
- □ Mer än en gång i veckan
- □ En gång i veckan
- □ Några gånger i månaden
- □ En gång i månaden
- □ Mer sällan
- □ Aldrig

10. Hur stor andel av skor du köper handlar du på Internet?
- □ Allt
- □ Största delen
- □ Mer än hälften
- □ Mindre än hälften
- □ Väldigt liten
- □ Inget

11. Hur ofta handlar du böcker?
- □ Mer än en gång i veckan
- □ En gång i veckan
- □ Några gånger i månaden
- □ En gång i månaden
- □ Mer sällan
- □ Aldrig

12. Hur stor andel av böcker du köper handlar du på Internet?
- □ Allt
- □ Största delen
- □ Mer än hälften
- □ Mindre än hälften
- □ Väldigt liten
- □ Inget

13. Hur ofta handlar du sportutrustning?
- □ Mer än en gång i veckan
- □ En gång i veckan
- □ Några gånger i månaden
- □ En gång i månaden
- □ Mer sällan
- □ Aldrig

14. **Hur stor andel av sportutrustning du köper handlar du på Internet?**
    - □ Allt
    - □ Största delen
    - □ Mer än hälften
    - □ Mindre än hälften
    - □ Väldigt liten
    - □ Inget

15. **Hur ofta handlar du andra varor än jag har frågat om här (t.ex. vitaminer, leksaker osv.)?**
    - □ Mer än en gång i veckan
    - □ En gång i veckan
    - □ Några gånger i månaden
    - □ En gång i månaden
    - □ Mer sällan
    - □ Aldrig

16. **Hur stor andel av andra varor du köper (som frågat fråga 15) handlar du på Internet?**
    - □ Allt
    - □ Största delen
    - □ Mer än hälften
    - □ Mindre än hälften
    - □ Väldigt liten
    - □ Inget

17. **Hur skulle du bäst beskriva dina shopping vanor?**
    Kryssa i rätt fält för varje påstående till vänster

	Aldrig	Sällan	Ibland	Ofta	Alltid	Vet inte
a. Jag kollar pris på Internet innan jag går ut och handlar						
b. Jag kollar urval på Internet innan jag går ut och handlar						
c. Om jag hittar varor i butik jag gillar, går jag hem och pris jämför innan jag köper						
d. När i butik - kollar jag priser på telefonen/surfplatta innan jag bestämmer köp						
e. Jag köper utan att göra någon prisjämförelse						

f. Något annat som du skulle vilja lägga till?

____

____

18. När du funderar på köp av varor och letar efter information om varorna, hur viktiga är följande källor för dig?
Kryssa i rätt fält för varje påstående till vänster

	Inte viktig alls	Inte viktig	Varken eller	Viktig	Väldigt viktig	Vet inte
a. Butikspersonal						
b. Online bedömning						
c. Rekommendation från familj & vänner						
d. Rekommendation jag får igenom sociala medier						

e. Andra viktiga källor, vilka?

---

19. När du handlar i butik, hur viktiga är personalen i butik vid följande service?
Kryssa i rätt fält för varje påstående till vänster

	Inte viktigt alls	Inte viktigt	Varken eller	Viktigt	Väldigt viktigt	Vet inte
a. Rådgivning vid val av varor						
b. Expertdiskussion						
c. Att de hämtar varor åt mig						
d. Att de tar emot betalning						

e. Annat, vad?

---

20. Vid ditt val av fysisk butik, hur viktiga är följande faktorer?
Kryssa rätt fält för varje påstående till vänster

	Inte viktigt alls	Inte viktigt	Varken eller	Viktigt	Väldigt viktigt	Vet inte
a. Pris						
b. Personlig service						
c. Upplevelse/nöje						
d. Tillgång till produktinformation						
e. Lätt att hitta varor						
f. Design						
g. Snabb betalning						
h. Sortiment						

i. Andra viktiga faktorer i en fysisk butik?

____

21. Har du någon gång handlat på Internet?
- □ Ja
- □ Nej

Om du har svarat nej på fråga 21., svara näst på fråga 23.

22. Hur ofta handlar du på Internet?
- □ Mer än en gång i veckan
- □ En gång i veckan
- □ 2-3 gånger i månaden
- □ 1 gång i månaden
- □ Några gånger om året
- □ 1 gång om året
- □ Mindre än en gång om året

23. Om du har bra erfarenhet av en webbutik, hur sannolikt är det att du väljer samma butik när du handlar i en fysisk butik?
- □ Väldigt sannolikt
- □ Sannolikt
- □ Inte Sannolikt
- □ Inte alls sannolikt
- □ Det spelar ingen roll
- □ Vet inte

24. Om du har bra erfarenhet av en fysisk butik, hur sannolikt är det att du väljer samma butik på nätet när du väljer webbutik?

- □ Väldigt sannolikt
- □ Sannolikt
- □ Inte Sannolikt
- □ Inte alls sannolikt
- □ Det spelar ingen roll
- □ Vet inte

25. Hur viktigt är det för dig när du handlar på Internet att det finns en fysisk butik bakom sidan?

- □ Väldigt viktigt
- □ Viktigt
- □ Inte Viktigt
- □ Inte alls viktigt
- □ Vet inte

26. Vid ditt val av webbutik, hur viktiga är följande faktorer?

Kryssa rätt fält för varje påstående till vänster

	Inte viktigt alls	Inte viktigt	Varken eller	Viktigt	Väldigt viktigt	Vet inte
a. Pris						
b. Personlig service						
c. Upplevelse						
d. Tillgång till produktinformation						
e. Lätt att hitta varor						
f. Design						
g. Snabb betalning						
h. Sortiment						

i. Andra viktiga faktorer i en webbutik?

____

____

27. När du handlar på Internet, hur viktiga är följande faktorer för dig?
Kryssa rätt fält för varje påstående till vänster

	Inte viktigt alls	Inte viktigt	Varken eller	Viktigt	Väldigt viktigt	Vet inte
a. Att kunna byta/returnera varor i butik						
b. Att kunna hämta varor i butik						
c. Att kunna returnera via post utan kostnad						
d. Att kunna se lagerstatus i fysisk butik						
e. Att kunna se lagerstatus i webbutik						
f. Att ha tillgång till en personlig kundservice via telefonsupport						
g. Att ha tillgång till en personlig kundservice via Internet						
h. Att betalning går smidigt						
i. Att man lätt kan navigera sidan						
j. Att det finns mycket produktspecifikationer						
k. Att betalning är säker						
l. Att leveranstid är kort						

m. Annat, vad?

____

____

28. Har du någon gång köpt varor igenom mobilen?

- □ Ja
- □ Nej

Om du har svarat nej på fråga 28., svara näst på fråga 30.

29. Hur ofta handlar du med mobilen?

- □ Mer än en gång i veckan
- □ En gång i veckan
- □ 2-3 gånger i månaden
- □ 1 gång i månaden
- □ Några gånger om året
- □ 1 gång om året
- □ Mindre än en gång om året

30. När det gäller "appar" i mobilen inom shopping, hur mycket utför du följande?
Kryssa i rätt fält för varje påstående till vänster

	Aldrig	Sällan	Ibland	Ofta	Alltid	Vet inte
a. Prisjämförelse						
b. Kollar bilder på produkter						
c. Information om produkter						
d. Genomför köp						

e. Annat som du använder "appar" i mobilen inom shopping för, vänligast förklara vad?

____

____

31. När det gäller butikswebsidor i mobilen inom shopping, hur mycket utför du följande?
Kryssa i rätt fält för varje påstående till vänster

	Aldrig	Sällan	Ibland	Ofta	Alltid	Vet inte
a. Prisjämförelse						
b. Kollar bilder på produkter						
c. Information om produkter						
d. Genomför köp						

g. Annat som du använder butikswebsidor i mobilen inom shopping för, vänligast förklara vad?

____

____

32. Är du aktiv på sociala medier, s.s. Facebook, Twitter, Foursquare mm.?

- □ Ja
- □ Nej
- □ Vet inte

Om du har svarat nej på fråga 31, svara näst på 37.

33. Hur ofta loggar du in på sociala medier?

- □ Fler gånger per dag
- □ En gång om dagen
- □ Några gånger i veckan
- □ En gång i veckan
- □ Några gånger i månaden
- □ En gång i månaden
- □ Mer sällan

34. Brukar du gilla företag på sociala medier för att ta del av nyheter och erbjudanden?

- □ Ja
- □ Nej
- □ Vet inte

Om nej, varför inte?

____

____

35. Har du handlat varor/vara igenom sociala medier?

- □ Ja
- □ Nej
- □ Vet inte

Om nej, varför inte?

____

____

36. Brukar du dela köp med dina vänner på sociala medier ?

- □ Ofta
- □ Mindre ofta
- □ Ibland
- □ Sällan
- □ Aldrig
- □ Vet inte

37. Förekommer det att du hittar företag för att handla ifrån igenom sociala medier?

- □ Ofta
- □ Mindre ofta
- □ Ibland
- □ Sällan
- □ Aldrig
- □ Vet inte

38. Vilken butikshemsida besöker du absolut oftast?

____

____

39. Vilken/vilka butikshemsidor besöker du ibland?

____

____

40. Finns det något jag har glömt och du vill lägga till?

____

____

____

____

Jag kommer att vilja intervjua några av er efter genomförandet av denna enkät. Jag är jättetacksam om du ställer upp. Det kommer inte att bli långa intervjuer och de kommer troligen ta plats på Campus. Om du vill lämna ditt namn (valfritt) och telefonnummer vore jag jättetacksam. Obs. även om du lämnar ditt namn och telefonnummer då räknas det inte som godkännande för intervju. Jag kommer att kontakta några av er som ställer upp för bestämt svar.

Svar kommer inte kopplas till nämn eller telefonnummer även om denna information lämnas.

Namn:________________________________

Telefonnummer: ________________________

Nej tack □

Tack för din medverkan ☺

Appendix 2: Interview Guide

1. What is shopping to you?
    a. What is good service and choice?
2. What is multichannel shopping to you?
3. What is fun shopping?
4. What is simple shopping?
5. What is the importance of the store?
    a. Store employees
6. What is the importance of the Internet?
    a. Services – important features
7. Meaning of the mobile in shopping?
8. Meaning of social media in shopping?
9. Integrated channels?
    a. Utilitarian/hedonistic
10. Branding – why are the popular stores popular?
11. Shopping in the future?
12. Is there something you would like to add?

Appendix 3: Translation of Quotations

Quotation 3.1.

English: "*If I have visited the physical store before then the online experience has less impact but if I visit the website before visiting the physical store it has a bigger influence"*

Swedish: Har jag varit i fysiska butiken innan jag har varit på hemsidan så har det mindre betydelse men om jag går till hemsidan innan jag faktiskt går till butiken så har det större betydelse (1).

Quotation 3.2.

English: *"Regarding Internet, [...] absolutely if it is a new store, I want to see what kind of style they will offer. If the store is in a shopping mall and I am going there either way then I might not look it up, but if it is a bit out of the way and I have heard something about it, then I may go online and check instead of going all the way there just to feel… "aha, so this was the style… I do not like it at all"… so seeing a little what it has to offer… "*

Swedish: Det mesta på Internet, […] absolut om det är ny butik, se lite vad det är för stil de kommer ha. Ligger den i köpcentrum så man ändå åker dit, så kanske man inte slår upp det för då är man ända där, men om den ligger lite avsidigt, och man känner nu har jag hört lite sådär, då kanske går man in och kollar istället för att åka hela vägen dit sen känna ok hej var det den stilen, för det tänkte jag inte alls ha liksom... Så lite se vad de har att erbjuda och så… (6).

Quotation 3.3.

English: "*I love stores that have a website. „I hate stores that do not, like Media Markt... I love Media Markt... it is so tidy and the store so nice but they do not have an online store... I just phuff... but I think they have now.. to me that is goodwill..."*

Icelandic: Ég einmitt elska búðir sem eru með netsíðu líka. Ég þoli ekki búðir sem eru ekki með, eins og Media Märkt… ég elska Media Märkt... það er svo snyrtilegt og svo fín búðin en það var ekki netverslun… ég fékk alveg bara ufff… en ég held þeir séu með núna... mér finnst það einmitt vera goodwill... (2).

Quotation 3.4.

English: *Sometimes I wanted to have new clothes when I came home… then I appreciated that HM had an online store as well… I have been in their physical store and therefore it felt safer to shop through the online store…"*

Swedish: Någon gång ville ja ha nya kläder till jag kom hem… Då uppskattade jag att HM hade en webbutik också… jag har varit i deras riktiga butik så då kändes det tryggare att handla i deras Internetbutik… (4).

Quotation 3.5.

English: *" If they had a physical store then I maybe would have shopped more as then I would have been able to go there and test the products…"*

Swedish: Hade de haft en butik så hade man säkert kanske handlat mer för att då hade man kanske kunnat gå dit och prova de här grejerna…(6).

Quotation 3.6.

English: *"When I have already been in HM stores for example then I already know which size I need… then maybe I shop online if I want to make it as simple as possible"*

Swedish: Med tanke på att man redan har varit inne till exempel på HM affärer och sånt så vet man ju vilken storlek som man har redan… så kanske det blir nätshopping om man vill göra det så enkelt som möjligt (5).

Quotation 3.7.

English: *"If I take Siba for example, then I can order online, pick the product up in the store and through that get it for a lower price, that I think is a very smart solution"*

Swedish: Om jag tar siba som exempel… så kan man beställa den på internät och säga att man vill hämta ut i den butiken och få det till ett par hundralappar billigare. Det tycker jag är en väldigt smart lösning… (1).

Quotation 3.8.

English: *"When it relates to more expensive goods […] then I want to do more price research ahead and then I try to use as many channels as possible to get an idea of the price"*

Swedish: När det är dyrare grejer […] då vill jag göra lite grundligare jämförelse innan och då försöker jag använda så många medier som möjligt för att få en prisbild (4).

Quotation 3.9.

English: *“It is responsiveness, to make it a simple as possible for me”*

Swedish: Det är ju lätt tillgänglighet, att göra det så enkelt som möjligt för mig (5).

Quotation 3.10.

English: *“The company becomes very responsive, it beomes visible. It feels almost as if it is alive, you can take it with you“*

Swedish: Det blir väldigt tillgängligt, det blir synligt. Det känns nästan som att det blir lite levande så här, man kan få det med sig (6).

Quotation 3.11.

English: *“If the physical store isn´t there and really shows; This is us… somewhere there it becomes real in a way”*

Swedish: Men om inte butiken är där och verkligen visar, det här är vi, där någon stans känns det lite grann som att det blir på riktigt (6).

Quotation 3.12.

English: *“I am mostly influenced by the employees… that and organized shelves…”*

Swedish: Man påverkas mest av personalen… det och utsorterade hyllor (3).

Quotation 3.13.

English: *“There is also a social aspect of shopping, to reflect upon buys with someone else (store employee)…”*

Swedish: Det finns ju faktiskt en social aspekt av att gå handla, just för att man kan faktiskt fundera sig med någon annan…(1).

Quotation 3.14.

English: *“I get in a really good mood just by going to stores and shopping malls”*

Swedish: Jag går på jättegott humor av att gå i affärer eller köpcentrar (6).

Quotation 3.15.

English: *" I think the physical store is more pleasant, it also gives a little bit of an experience, to walk around, I can spend a whole midmorning just looking and if I see something I like I buy it"*

Swedish: Annars tycker jag butiker är trevligare, det ger ju också en liten upplevelse, att man kan går runt, man kan spendera en hel förmiddag bara att titta och sen så fanns det något man vill ha och så köper man det då (4).

Quotation 3.16.

English: *"That it is clean and nice and in order"*

Swedish: Så klart att det är rent och snyggt, och någorlunda ordning (interviewee 6).

Quotation 3.17.

English: *"Often it is possible to sort by price; that is also helpful"*

Swedish: Ofta kan man också sortera efter pris, det är också hjälpsamt (1).

Quotation 3.18.

English: *„And then price of course, that it is possible to sort by price".*

Icelandic: Og svo nottlega verðið þar og að það sé hægt að flokka vel skilurðu (2).

Quotation 3.19.

English: "*It is also important that you receive the right product, that they show right screening and the colors should match…"*

Swedish: Det är också viktigt att man får rätt, att de visar rätt skärmning och färgerna skall stämma (3).

Quotation 3.20.

English: *"That it is always easy to pay […] that it is not some hassle; this card is not accepted, this is not possible, you have to have this information, log in here… That it is only "click"… bill or credit card… "click""*

Icelandic: Það sé bara alltaf létt að borga [...]. Að það sé ekki eitthvað svona vesen, að það megi ekki þetta kort, og það megi ekki svona, þú verðir að vita þetta, logga inn þarna… bara klick faktura senda heim, eða visakort… bara… klick… (2).

Quotation 3.21.

English: *"That I can see delivery time, shipment costs, payment options, shipment options easily... not that I have to finish half of the buying process to see that it costs 89 SEK to ship,.."*

Swedish: Sko að ég sjái leveranstid, fraktkostnað... og hvernig ég get borgað og hvernig ég get fengið levererad, að það sé létt að sjá það. Ekki þannig að ég þurfi að fara í gegnum hálfan innkaupaprósessinn og þá fæ ég að sjá að það kostar 89 kr að senda (2).

Quotation 3.22.

English: *"This one time I had trouble finding dresses, if I find it difficult to find something in stores or shopping malls, then I absolute go online and check, there you can find everything…*

Swedish: ett tag kände jag att det var jättesvårt att få tag i klänningar... känns det at det är svårt att få tag i något i butiken eller shoppingcentrar så går jag jättegärna till Internet och kollar, där finns ju allt (6).

Quotation 3.23.

English: *"That the entire process is quick, and then I am happy"*

Swedish: Att det går snabbt i helhet då är jag glad (5).

Quotation 3.24.

English: "*When I shop online I do not expect any contact at all, I only ask that they deliver the product within promised timeframe; that is all I care about. But when I then notice that there are actual people behind the website that answer quickly, write and inform me, something I had not bargained for, that makes me more satisfied*"

Swedish: När jag handlar på Internet då förväntar jag mig ingen kontakt från dem alls, det enda jag vill är att de skickar den varan jag har beställt innan de dagarna som de har lovat, det är allt jag bryr mig om. Men när man sen märker att det finns folk bakom som verkligen svarar snabbt och skriver och informerar, sån som jag inte har räknat med så gör det mig mer nöjd… (4).

Quotation 3.25.

English: *I can browse a lot... I browse a lot buy seldom buy, I can fill a whole shopping cart online but then I do not buy anything. But then I am just browsing, what do I want, what is in style you know... what will I buy when I have the money...“*

Icelandic: Þannig að ég skoða rosalega mikið… bara ég skoða rosalega mikið en kaupi rosalega sjaldan, ég get verslað alveg heila körfu í tölvunni en svo kaupi ég ekki neitt. En þá er ég líka bara að skoða, hvað langar mig í, hvað er í tísku, þú veist, hvað er það sem ég ætla að leita að þegar ég eignast pening... (2).

Quotation 3.26.

English: *“When I go to a website in the phone… I feel… did I get everything, have a read everything, is there something missing because the screen is so small…* “

Swedish: Jag kan känna, att om man går in på en hemsida som passar mobilen, så att man känner liksom, fick jag nu med allt här, har jag läst allt, är finns det något jag missar för att skärmen är så jäkla liten... (6).

Quotation 3.27.

English: *“It is much more difficult to shop through the mobile; you do not get the same perspective”.*

Swedish: Det år mycket jobbigare att handla i mobilen för att man får inte samma överblick (3).

Quotaion 3.28.

English: *“If they have an “app”, I can use the phone to find out which product I want”*

Swedish: I fall de har en app, då kan jag använda mobilen för att hitta vilken produkt jag vill ha (4).

Quotation 3.29.

English: *“Then you can take up the phone and show (...) then you can almost “hype” it up with your friends”.*

Swedish: Då tar man fram mobilen och för att jag skall kolla på den och den och den... Att man kan nästan hypa upp det lite i gänget (6).

Quotation 3.30.

English: "*Often when you get paper items then you never have them when you need them... something in the phone works really well...*"

Swedish: Ofta när man får pappersgrejer så har man de aldrig med sig, jag i alla fall. Något som ligger i mobilen… det funkar jättebra (6).

Quotation 3.31.

English: *"No, I see it more as marketing of a company and that you are then linked to the company website"*

Swedish: Nej jag ser det mer som att de vill marknadsföra ett företag och man sen i så fall blir länkad till företagets hemsida (4).

Quotation 3.32.

English: „*Facebook, I am definitely friends with Indiska, HM, Ellos and such to see... like; this is new, these shoes have a special price today... and then I go to the website...*

Icelandic: Jú Facebook, ég er alveg definitely vinur Indiska, HM, Ellos og eitthvað svona til að sjá sko, þetta er nýtt, nú eru þessir skór á tilboði og þá fer ég inn á síðuna (2).

Quotation 3.33.

English: *"I feel it is annoying because you get a lot of advertisements and they gain access to a lot of information"*

Swedish: Jag tycker det är jobbigt för at då får man massor av reklam och så får de tillgång till hel del saker (3).

Quotation 3.34.

English: *"I like them… but not everybody needs to know that"*.

Swedish: Men jag gillar dem men det behöver ingen annan veta (5).

Quotation 3.35.

English: "*It is hard to find those small nice stores, that might have items that you are very interested in. But if they do now show and maybe do not pop-up on Facebook, or you do not receive mail from them, they become hard to find"*

Swedish: Jag tror det alltså för att det är lite svårt att hitta de här små goda butikerna, som kanske mycket väl kan ha grejer som du är intresserad av, men syns de inte och de poppar kanske inte upp sidan på Facebook, eller inte får mail av någon anledning eller så, då blir det svårt att hitta de (6).

Quotation 3.36.

English: *“Then you can log on through Facebook, become a user through Facebook. Then you do not have to go through all this hassle of creating an account you know, I do not bother for such small stuff... looking and shopping...”*

Icelandic: Þá geturðu loggað þig inn í gegnum Facebook, orðið notandi í gegnum Facebook. Þá þarftu ekki að fara í gegnum allan þennan pakka að búa til account þú veist, ég nenni því ekki fyrir svona smáhluti... kíkja og versla... (2).

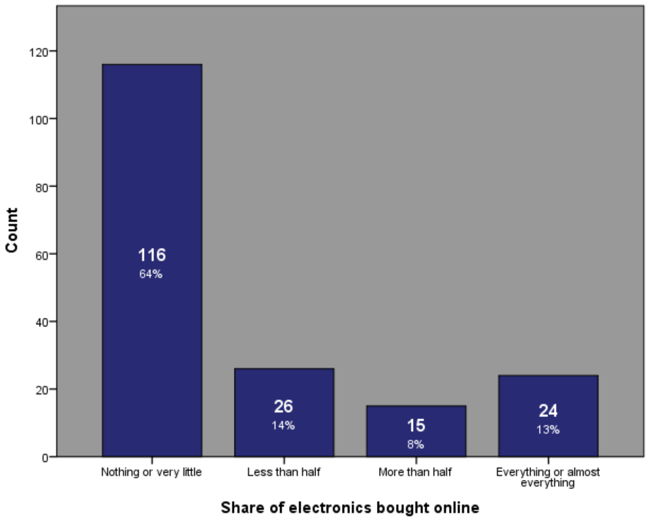
Quotation 3.37.

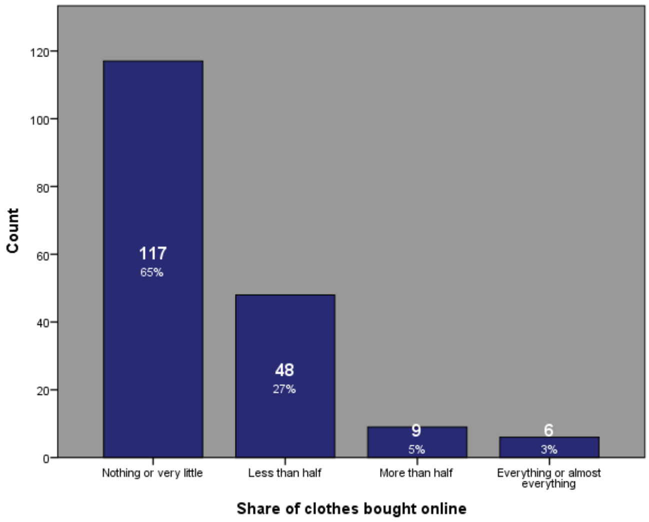
English: “*I feel too secure behind the computer, it feels safer… I believe it is the feeling of it…”*

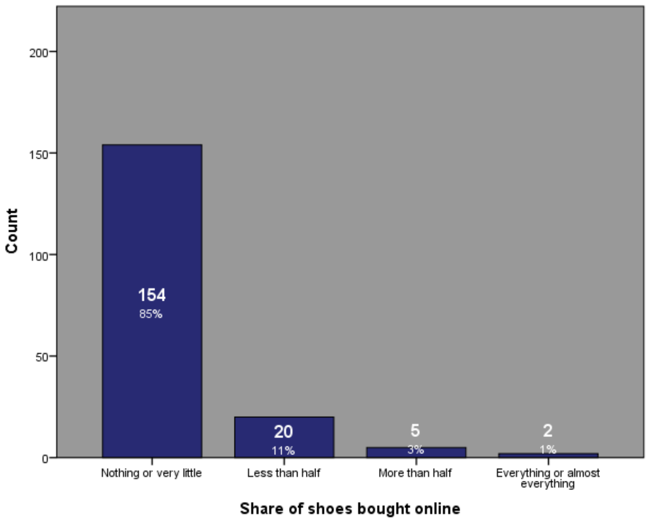
Swedish: Jag känner mig för trygg bakom datorn, det känns säkrare. Jag tror det är känslan av det (4).

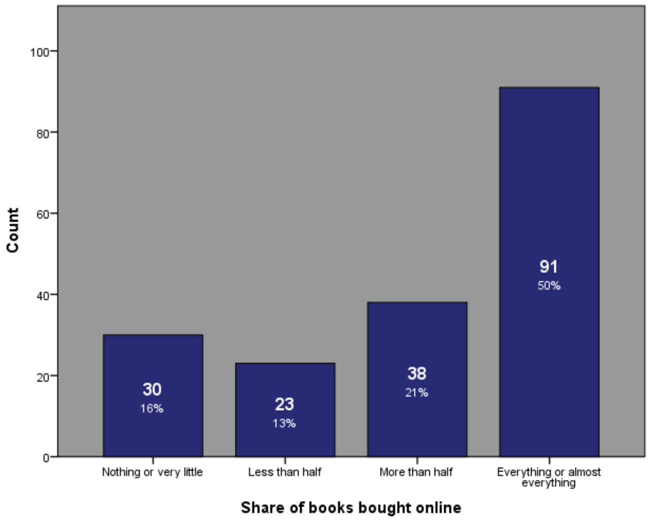
Appendix 4: Statistical Analysis Tables

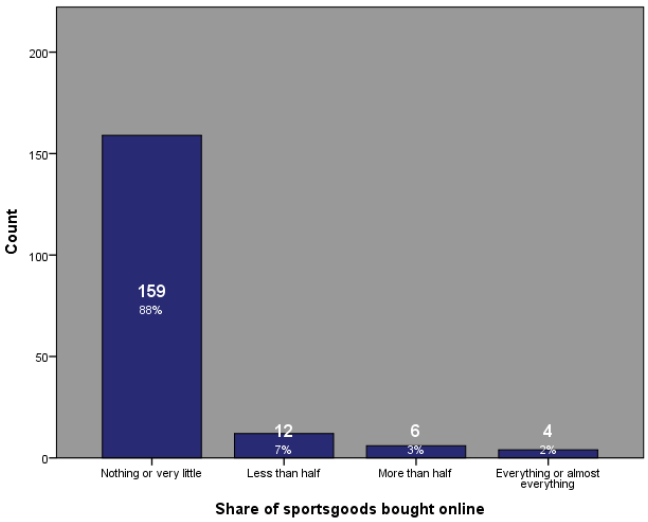
Table 4.1. Online Buying Habits











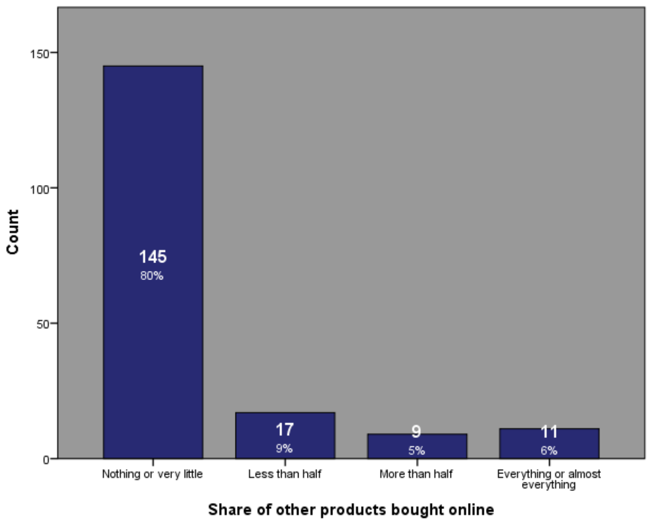


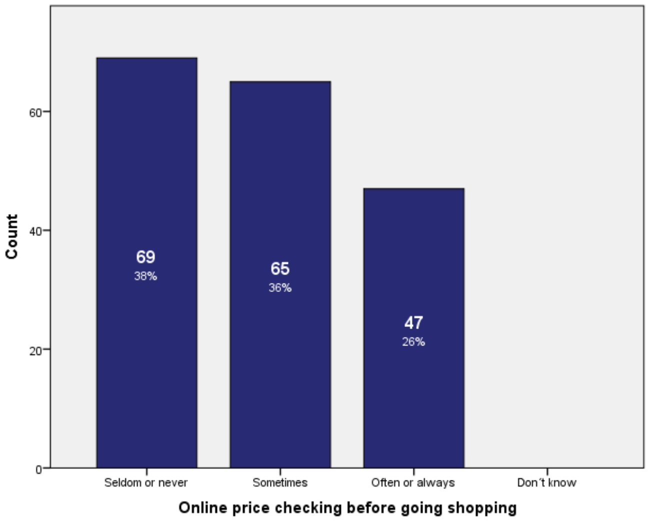
Table 4.2.: Bivariate Physical Store – Online Store

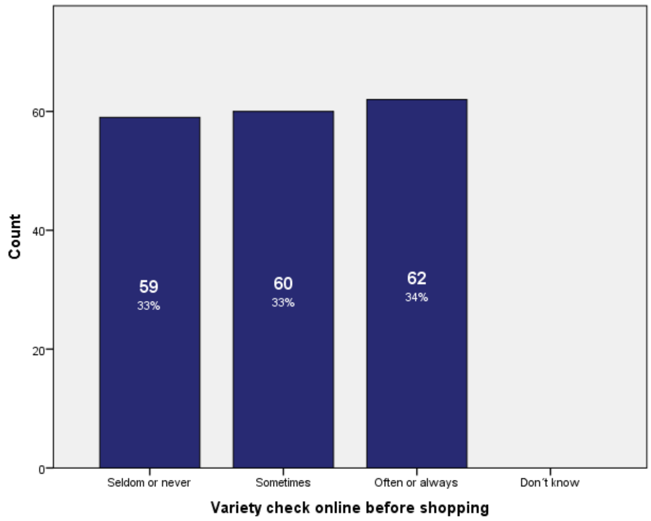
Correlations

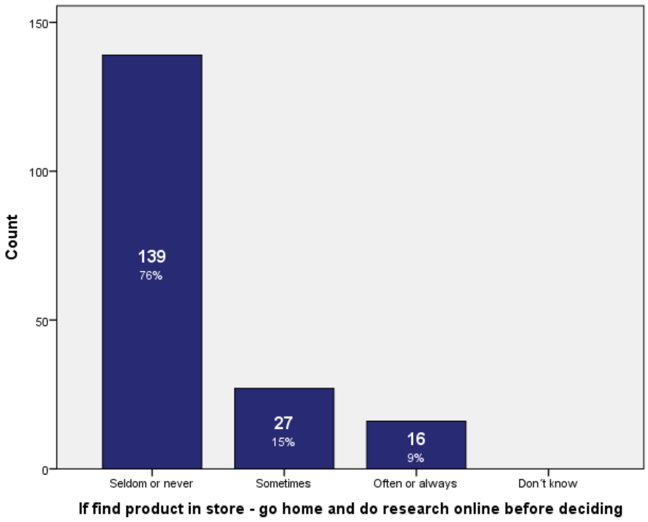
			Good experience in an online store translates into physical store experience	Good experience in a physical store translates into online store experience
Spearman's rho	Good experience in an online store translates into physical store experience	Correlation Coefficient	1.000	.585**
		Sig. (2-tailed)		.000
		N	177	177
	Good experience in a physical store translates into online store experience	Correlation Coefficient	.585**	1.000
		Sig. (2-tailed)	.000	
		N	177	182

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.3. Integration Activities







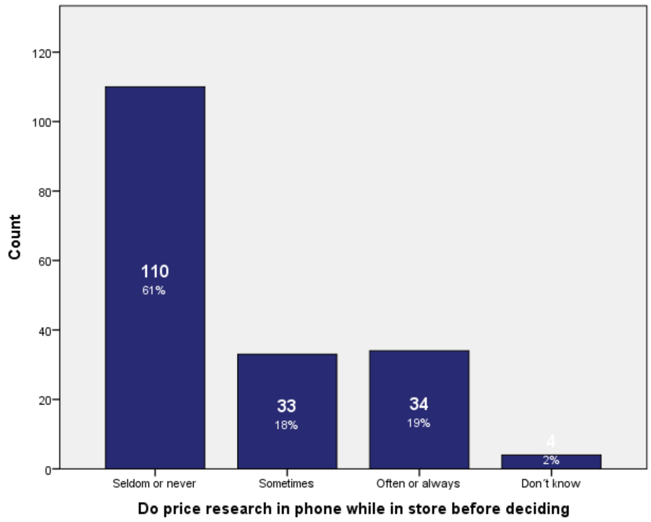


Table 4.4. Reliability Analysis Computed Variable Integration

Case Processing Summary

		N	%
Cases	Valid	138	75.8
	Excluded[a]	44	24.2
	Total	182	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.815	15

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online price check before shopping	37.67	67.990	.392	.807
Variety check online before shopping	37.51	67.419	.437	.803
Leaves a store to do online research	38.53	70.470	.317	.811
Phone reserach while in store	38.18	67.128	.366	.810
Importance of returns/exchanges in store in online shopping	36.18	79.522	-.242	.839
Importance of in store pickup in online shopping	37.00	76.584	-.058	.833
Importance of in store stock satus in online shopping	36.50	75.945	-.016	.829
Mobile apps for price comparison	38.33	64.195	.641	.789
Mobile apps for pictures	37.58	61.005	.676	.784
Mobile apps for product information	37.60	61.541	.680	.784
Mobile apps for buying	38.66	69.102	.390	.807
Mobile websites for price comparison	38.07	62.952	.727	.783
Mobile websites for pictures	37.62	61.010	.735	.780
Mobile websites for product information	37.69	61.150	.717	.781
Mobile websites for buying	38.66	67.482	.490	.800

Table 4.5. Reliability Analysis Computed Variable Utility

Case Processing Summary

		N	%
Cases	Valid	169	92.9
	Excluded[a]	13	7.1
	Total	182	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.745	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Importance of price when choosing a physical store	39.03	11.934	.245	.751
Importance of product information when choosing a store	39.10	11.615	.354	.732
Importance of product accessibility when choosing a physical store	38.77	11.643	.425	.722
Importance of fast exit when choosing a physical store	39.08	11.195	.384	.729
Importance of product assortment when choosing a physical store	38.59	12.125	.371	.729
Importance of price when choosing an online store	38.70	11.450	.423	.721
Importance of product information when choosing an online store	38.58	11.043	.479	.712
Importance of product accessibility when choosing an online store	38.69	11.193	.555	.704
Importance of fast exit when choosing an online store	38.75	11.548	.400	.725
Importance of product assortment when choosing an online store	38.57	11.508	.485	.714

Table 4.6. Bivariate Analysis Integration - Utility

Correlations

		IntegrationIndex_New_Updated	UtilityIndex_New
IntegrationIndex_New_Updated	Pearson Correlation	1	.146
	Sig. (2-tailed)		.094
	N	138	132
UtilityIndex_New	Pearson Correlation	.146	1
	Sig. (2-tailed)	.094	
	N	132	169

Table 4.7. Reliability Analysis Computed Variable Hedonistic

Case Processing Summary

		N	%
Cases	Valid	173	95.1
	Excluded[a]	9	4.9
	Total	182	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.665	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Importance of personal service when choosing a physical store	18.14	8.508	.404	.623
Importance of experience when choosing a physical store	18.42	7.955	.487	.595
Importance of design when choosing a physical store	18.40	7.963	.484	.596
Importance of personal service when choosing an online store	18.76	8.406	.179	.718
Importance of the experience when choosing an online store	19.10	7.443	.451	.602
Importance of design when choosing an online store	18.29	7.651	.461	.599

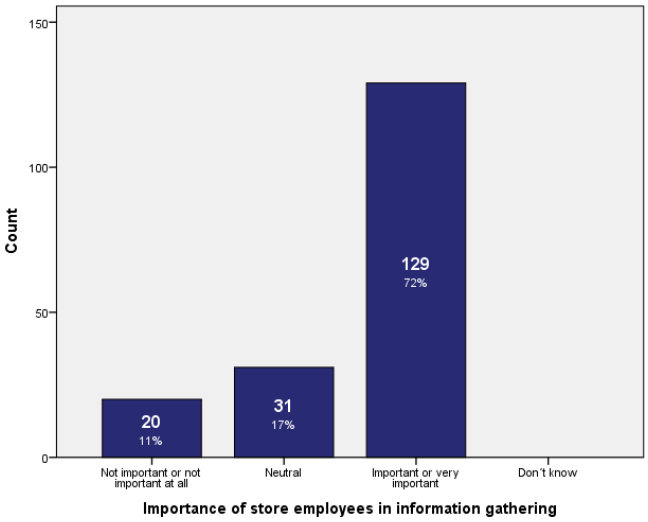
Table 4.8. Bivariate Analysis Integration Hedonistic

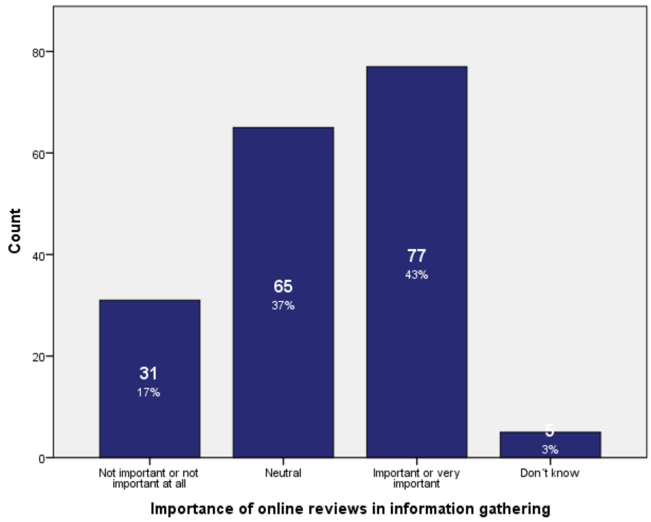
Correlations

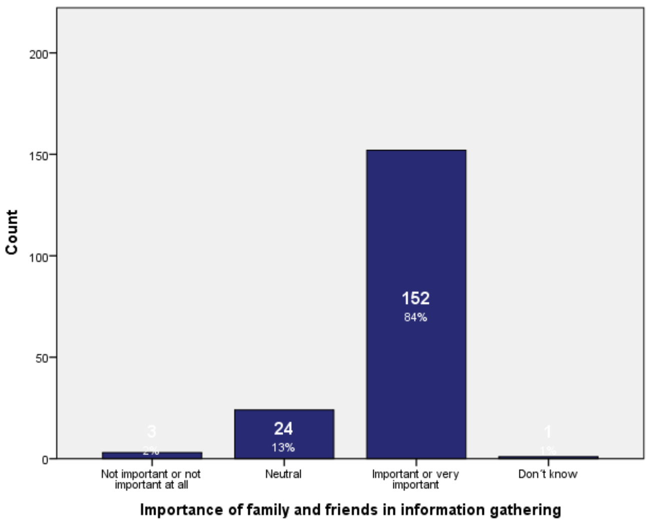
		IntegrationIndex_New_Updated	HedonicIndex_New
IntegrationIndex_New_Updated	Pearson Correlation	1	.182*
	Sig. (2-tailed)		.036
	N	138	133
HedonicIndex_New	Pearson Correlation	.182*	1
	Sig. (2-tailed)	.036	
	N	133	173

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.9. Information Gathering







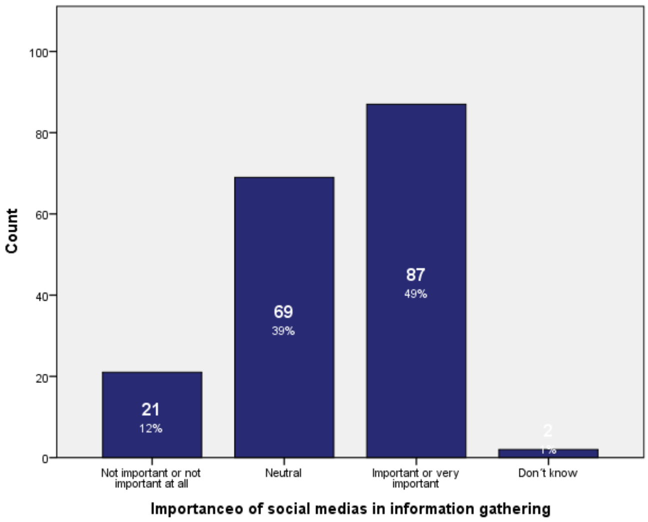


Table 4.10. Descriptive Analysis Personal Service

Statistics

		Importance of personal service when choosing a physical store	Importance of personal service when choosing an online store
N	Valid	182	176
	Missing	0	6
Mean		4.08	3.47
Median		4.00	4.00
Std. Deviation		.735	1.105
Variance		.540	1.222
Minimum		2	1
Maximum		5	5

Importance of personal service when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Not important	5	2.7	2.7	2.7
	3 Neither or	27	14.8	14.8	17.6
	4 Important	98	53.8	53.8	71.4
	5 Very important	52	28.6	28.6	100.0
	Total	182	100.0	100.0	

Importance of personal service when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	12	6.6	6.8	6.8
	2 Not important	19	10.4	10.8	17.6
	3 Neither or	50	27.5	28.4	46.0
	4 Important	65	35.7	36.9	83.0
	5 Very important	30	16.5	17.0	100.0
	Total	176	96.7	100.0	
Missing	System	6	3.3		
Total		182	100.0		

Table 4.11. Descriptive Analysis Experience

Statistics

		Importance of experience when choosing a physical store	Importance of the experience when choosing an online store
N	Valid	181	176
	Missing	1	6
Mean		3.82	3.12
Median		4.00	3.00
Std. Deviation		.792	.970
Variance		.628	.940
Minimum		1	1
Maximum		5	5

Importance of experience when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	1	.5	.6	.6
	2 Not important	8	4.4	4.4	5.0
	3 Neither or	46	25.3	25.4	30.4
	4 Important	94	51.6	51.9	82.3
	5 Very important	32	17.6	17.7	100.0
	Total	181	99.5	100.0	
Missing	System	1	.5		
Total		182	100.0		

Importance of the experience when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	11	6.0	6.3	6.3
	2 Not important	29	15.9	16.5	22.7
	3 Neither or	75	41.2	42.6	65.3
	4 Important	50	27.5	28.4	93.8
	5 Very important	11	6.0	6.3	100.0
	Total	176	96.7	100.0	
Missing	System	6	3.3		
Total		182	100.0		

Table 4.12. Descriptive Analysis Design

Statistics

		Importance of design when choosing a physical store	Importance of design when choosing an online store
N	Valid	180	178
	Missing	2	4
Mean		3.84	3.92
Median		4.00	4.00
Std. Deviation		.799	.929
Variance		.639	.864
Minimum		2	1
Maximum		5	5

Importance of design when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Not important	11	6.0	6.1	6.1
	3 Neither or	41	22.5	22.8	28.9
	4 Important	94	51.6	52.2	81.1
	5 Very important	34	18.7	18.9	100.0
	Total	180	98.9	100.0	
Missing	System	2	1.1		
Total		182	100.0		

Importance of design when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	4	2.2	2.2	2.2
	2 Not important	8	4.4	4.5	6.7
	3 Neither or	36	19.8	20.2	27.0
	4 Important	80	44.0	44.9	71.9
	5 Very important	50	27.5	28.1	100.0
	Total	178	97.8	100.0	
Missing	System	4	2.2		
Total		182	100.0		

Table 4.13. Descriptive Analysis Price

Statistics

		Importance of price when choosing a physical store	Importance of price when choosing an online store
N	Valid	181	177
	Missing	1	5
Mean		4.08	4.42
Median		4.00	4.00
Std. Deviation		.778	.670
Variance		.605	.449
Minimum		1	1
Maximum		5	5

Importance of price when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	2	1.1	1.1	1.1
	2 Not important	5	2.7	2.8	3.9
	3 Neither or	21	11.5	11.6	15.5
	4 Important	102	56.0	56.4	71.8
	5 Very important	51	28.0	28.2	100.0
	Total	181	99.5	100.0	
Missing	System	1	.5		
Total		182	100.0		

Importance of price when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	1	.5	.6	.6
	2 Not important	1	.5	.6	1.1
	3 Neither or	9	4.9	5.1	6.2
	4 Important	78	42.9	44.1	50.3
	5 Very important	88	48.4	49.7	100.0
	Total	177	97.3	100.0	
Missing	System	5	2.7		
Total		182	100.0		

Table 4.14. Descriptive Analysis Product Information

Statistics

		Importance of product information when choosing a store	Importance of product information when choosing an online store
N	Valid	182	177
	Missing	0	5
Mean		4.03	4.52
Median		4.00	5.00
Std. Deviation		.712	.716
Variance		.507	.512
Minimum		2	1
Maximum		5	5

Importance of product information when choosing a store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Not important	5	2.7	2.7	2.7
	3 Neither or	28	15.4	15.4	18.1
	4 Important	105	57.7	57.7	75.8
	5 Very important	44	24.2	24.2	100.0
	Total	182	100.0	100.0	

Importance of product information when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	1	.5	.6	.6
	2 Not important	2	1.1	1.1	1.7
	3 Neither or	11	6.0	6.2	7.9
	4 Important	53	29.1	29.9	37.9
	5 Very important	110	60.4	62.1	100.0
	Total	177	97.3	100.0	
Missing	System	5	2.7		
Total		182	100.0		

Table 4.15. Descriptive Analysis Product Accessibility

Statistics

		Importance of product accessibility when choosing a physical store	Importance of product accessibility when choosing an online store
N	Valid	182	177
	Missing	0	5
Mean		4.34	4.38
Median		4.00	4.00
Std. Deviation		.633	.682
Variance		.401	.465
Minimum		3	1
Maximum		5	5

Importance of product accessibility when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 Neither or	16	8.8	8.8	8.8
	4 Important	89	48.9	48.9	57.7
	5 Very important	77	42.3	42.3	100.0
	Total	182	100.0	100.0	

Importance of product accessibility when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	1	.5	.6	.6
	2 Not important	2	1.1	1.1	1.7
	3 Neither or	8	4.4	4.5	6.2
	4 Important	83	45.6	46.9	53.1
	5 Very important	83	45.6	46.9	100.0
	Total	177	97.3	100.0	
Missing	System	5	2.7		
Total		182	100.0		

Table 4.16. Descriptive Analysis Fast Exit

Statistics

		Importance of fast exit when choosing a physical store	Importance of fast exit when choosing an online store
N	Valid	181	179
	Missing	1	3
Mean		4.02	4.34
Median		4.00	4.00
Std. Deviation		.778	.703
Variance		.605	.494
Minimum		1	2
Maximum		5	5

Importance of fast exit when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Not important at all	1	.5	.6	.6
	2 Not important	2	1.1	1.1	1.7
	3 Neither or	41	22.5	22.7	24.3
	4 Important	86	47.3	47.5	71.8
	5 Very important	51	28.0	28.2	100.0
	Total	181	99.5	100.0	
Missing	System	1	.5		
Total		182	100.0		

Importance of fast exit when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2 Not important	2	1.1	1.1	1.1
	3 Neither or	18	9.9	10.1	11.2
	4 Important	77	42.3	43.0	54.2
	5 Very important	82	45.1	45.8	100.0
	Total	179	98.4	100.0	
Missing	System	3	1.6		
Total		182	100.0		

Table 4.17. Descriptive Product Assortment

Statistics

		Importance of product assortment when choosing a physical store	Importance of product assortment when choosing an online store
N	Valid	181	177
	Missing	1	5
Mean		4.52	4.52
Median		5.00	5.00
Std. Deviation		.543	.604
Variance		.295	.365
Minimum		3	3
Maximum		5	5

Importance of product assortment when choosing a physical store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 Neither or	4	2.2	2.2	2.2
	4 Important	78	42.9	43.1	45.3
	5 Very important	99	54.4	54.7	100.0
	Total	181	99.5	100.0	
Missing	System	1	.5		
Total		182	100.0		

Importance of product assortment when choosing an online store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3 Neither or	10	5.5	5.6	5.6
	4 Important	65	35.7	36.7	42.4
	5 Very important	102	56.0	57.6	100.0
	Total	177	97.3	100.0	
Missing	System	5	2.7		
Total		182	100.0		

Table 4.18. Important utilitarian factors in online activities

Statistics

		Importance of returns/exchanges in store in online shopping	Importance of in store pickup in online shopping	Importance of free returns in online shopping	Importance of in store stock satus in online shopping	Importance of online stock satus in online shopping	Importance of personal customer service through phone in online shopping	Importance of personal customer service through Internet in online shopping	Importance of safe payment in online shopping	Importance of fast delivery in online shopping
N	Valid	178	177	179	180	180	179	178	180	180
	Missing	4	5	3	2	2	3	4	2	2
Mean		4.25	3.42	4.54	3.92	4.32	4.11	4.09	4.84	4.44
Std. Deviation		.895	1.020	.620	.924	.787	.909	.797	.412	.636
Variance		.800	1.040	.384	.854	.620	.826	.636	.169	.405

Table 4.19. Utilitarian and hedonistic factors in online surroundings

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Importance of price when choosing an online store	177	1	5	4.42	.670	.449
Importance of product information when choosing an online store	177	1	5	4.52	.716	.512
Importance of product accessibility when choosing an online store	177	1	5	4.38	.682	.465
Importance of fast exit when choosing an online store	179	2	5	4.34	.703	.494
Importance of product assortment when choosing an online store	177	3	5	4.52	.604	.365
Importance of personal service when choosing an online store	176	1	5	3.47	1.105	1.222
Importance of the experience when choosing an online store	176	1	5	3.12	.970	.940
Importance of design when choosing an online store	178	1	5	3.92	.929	.864
Valid N (listwise)	167					

Table 4.20. Why not buy on social media

Those who don´t buy through social medias, why?

		Frequency	Percent	Valid Percent
Valid	1 Not safe	25	13.7	41.0
	2 No interest	12	6.6	19.7
	3 Didn´t know was possible	3	1.6	4.9
	4 Not used by companies	9	4.9	14.8
	5 Don´t see the need - we have websites	10	5.5	16.4
	6 spam	2	1.1	3.3
	Total	61	33.5	100.0
Missing	99 Not applicable	6	3.3	
	System	115	63.2	
	Total	121	66.5	
Total		182	100.0	

Table 4.21. Why not "like" on social media

Those who don´t "like", why?

		Frequency	Percent	Valid Percent
Valid	1 It has no benefits and is not used by serious companies	7	3.8	15.9
	2 Don´t have the energy	19	10.4	43.2
	4 Not interested	11	6.0	25.0
	5 Not thought of it	2	1.1	4.5
	6 Shows identity	5	2.7	11.4
	Total	44	24.2	100.0
Missing	99 Not applicable	6	3.3	
	System	132	72.5	
	Total	138	75.8	
Total		182	100.0	

Table 4.22.:Crosstabulation Mobile Shopping – Online Shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mobile shopping * Frequency of online shopping	178	97.8%	4	2.2%	182	100.0%

Mobile shopping * Frequency of online shopping Crosstabulation

			Frequency of online shopping		
			1 Less than once a month	2 Once a month or more	Total
Mobile shopping	1 Yes	Count	23	23	46
		% within Frequency of online shopping	21.5%	32.4%	25.8%
	2 No	Count	84	48	132
		% within Frequency of online shopping	78.5%	67.6%	74.2%
Total		Count	107	71	178
		% within Frequency of online shopping	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.645[a]	1	.104		
Continuity Correction[b]	2.107	1	.147		
Likelihood Ratio	2.612	1	.106		
Fisher's Exact Test				.118	.074
Linear-by-Linear Association	2.631	1	.105		
N of Valid Cases	178				

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 18.35.

b. Computed only for a 2x2 table

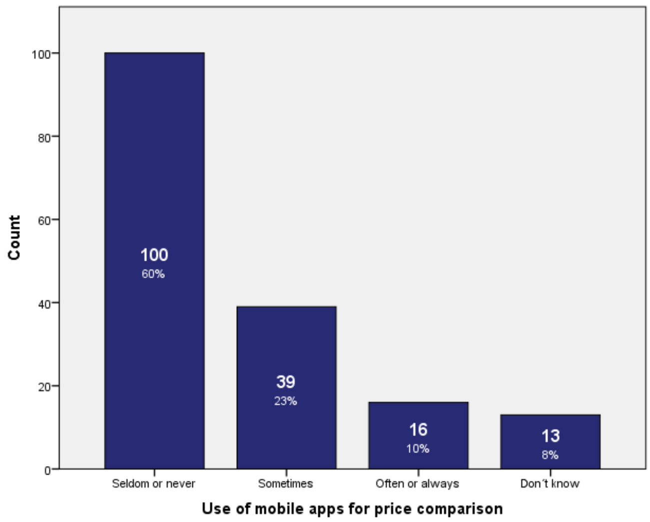
Symmetric Measures

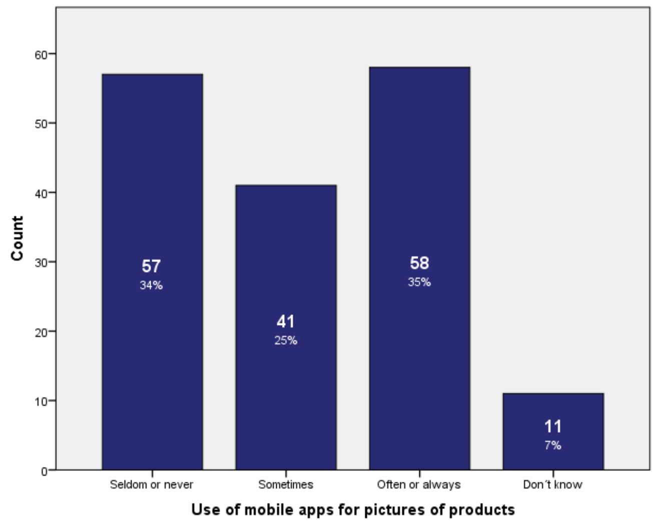
		Value	Approx. Sig.
Nominal by Nominal	Phi	-.122	.104
	Cramer's V	.122	.104
N of Valid Cases		178	

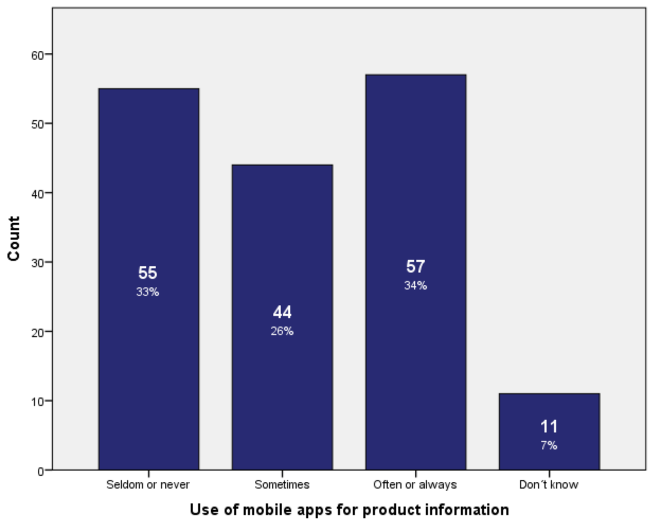
a. Not assuming the null hypothesis.

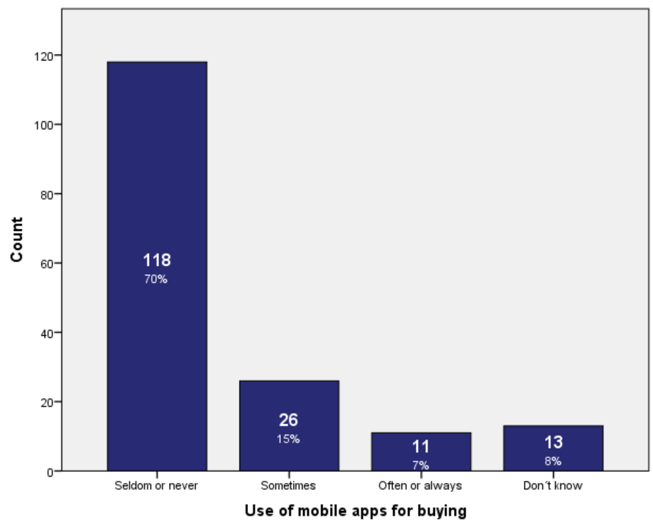
b. Using the asymptotic standard error assuming the null hypothesis.

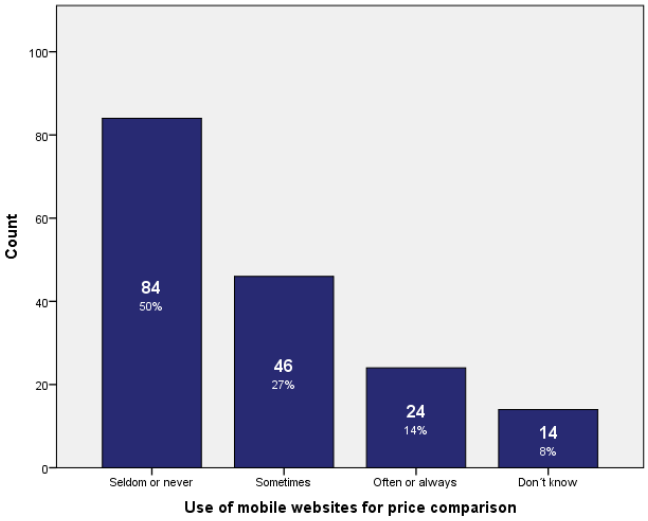
Table 4.23.: Mobile Shopping Behavior

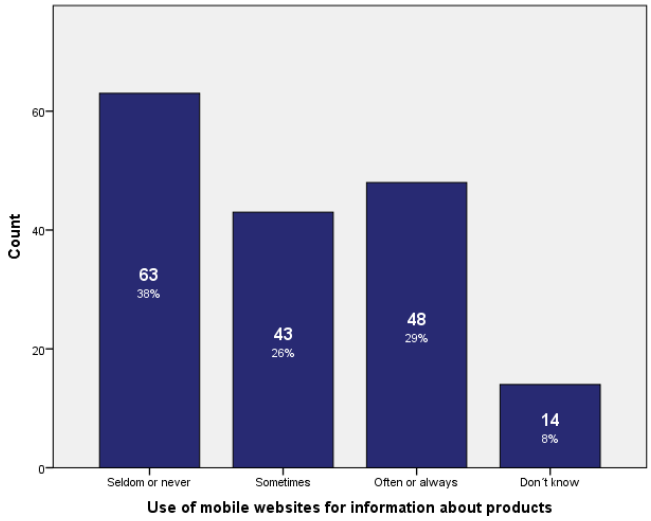


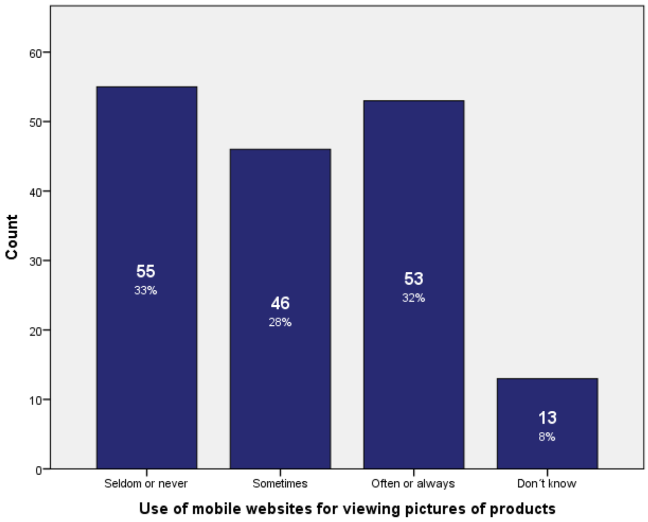







Count
100
80
60
40
20
0
84
50%
46
27%
24
14%
14
8%
Seldom or never
Sometimes
Often or always
Don't know
Use of mobile websites for price comparison


Count
60
40
20
0
63
38%
43
26%
48
29%
14
8%
Seldom or never
Sometimes
Often or always
Don't know
Use of mobile websites for information about products


Count
60
50
40
30
20
10
0
55
33%
46
28%
53
32%
13
8%
Seldom or never
Sometimes
Often or always
Don't know
Use of mobile websites for viewing pictures of products

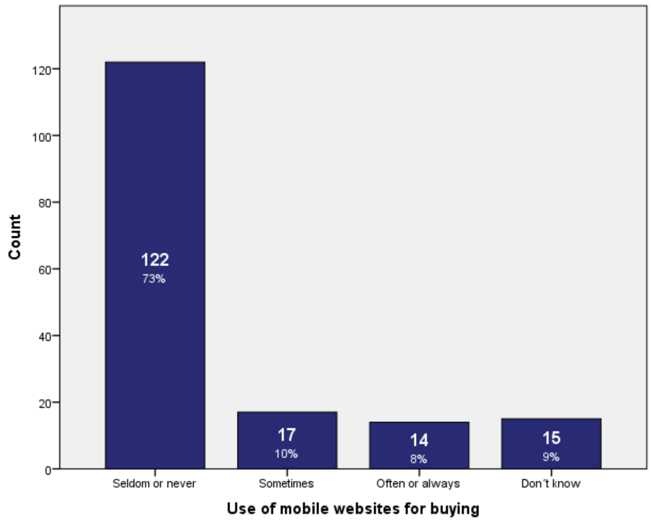

Count
120
100
80
60
40
20
0
122
73%
17
10%
14
8%
15
9%
Seldom or never
Sometimes
Often or always
Don't know
Use of mobile websites for buying

Table 4.24: Reliability Analysis - Computed Variable Mobile Usage

Case Processing Summary

		N	%
Cases	Valid	145	79.7
	Excluded[a]	37	20.3
	Total	182	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.911	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Mobile apps for price comparison	16.79	42.239	.677	.903
Mobile apps for pictures	16.05	38.491	.772	.895
Mobile apps for product information	16.06	38.711	.794	.892
Mobile apps for buying	17.11	45.335	.500	.915
Mobile websites for price comparison	16.53	41.529	.730	.898
Mobile websites for pictures	16.08	38.549	.834	.889
Mobile websites for product information	16.17	39.060	.792	.892
Mobile websites for buying	17.10	44.199	.585	.910

Table 4.25.: Bivariate Mobile - Internet

Correlations

			Frequency of online shopping	MobileUsageIndex_New
Spearman's rho	Frequency of online shopping	Correlation Coefficient	1.000	.211*
		Sig. (2-tailed)		.012
		N	178	141
	MobileUsageIndex_New	Correlation Coefficient	.211*	1.000
		Sig. (2-tailed)	.012	
		N	141	145

*. Correlation is significant at the 0.05 level (2-tailed).

Table 4.26.: Crosstabulation Social Media (like) – Online Shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Those who "like" companies on social medias to take advantage of offers etc. * Frequency of online shopping	171	94.0%	11	6.0%	182	100.0%

Those who "like" companies on social medias to take advantage of offers etc. * Frequency of online shopping Crosstabulation

			Frequency of online shopping		
			1.0 Less than once a month	2.0 Once a month or more	Total
Those who "like" companies on social medias to take advantage of offers etc.	1 Yes	Count	53	31	84
		% within Frequency of online shopping	51.5%	45.6%	49.1%
	2 No	Count	41	25	66
		% within Frequency of online shopping	39.8%	36.8%	38.6%
	3 Don´t know	Count	9	12	21
		% within Frequency of online shopping	8.7%	17.6%	12.3%
Total		Count	103	68	171
		% within Frequency of online shopping	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.033[a]	2	.220
Likelihood Ratio	2.963	2	.227
Linear-by-Linear Association	1.859	1	.173
N of Valid Cases	171		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.35.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.133	.220
	Cramer's V	.133	.220
N of Valid Cases		171	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Tabe 4.27. Crosstabulation Social Media (buy) – Online Shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Have bought products through social medias * Frequency of online shopping	171	94.0%	11	6.0%	182	100.0%

Have bought products through social medias * Frequency of online shopping Crosstabulation

			Frequency of online shopping		
			1.0 Less than once a month	2.0 Once a month or more	Total
Have bought products through social medias	1 Yes	Count	9	8	17
		% within Frequency of online shopping	8.7%	11.8%	9.9%
	2 No	Count	86	54	140
		% within Frequency of online shopping	83.5%	79.4%	81.9%
	3 Don´t know	Count	8	6	14
		% within Frequency of online shopping	7.8%	8.8%	8.2%
Total		Count	103	68	171
		% within Frequency of online shopping	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.517[a]	2	.772
Likelihood Ratio	.510	2	.775
Linear-by-Linear Association	.087	1	.768
N of Valid Cases	171		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.57.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.055	.772
	Cramer's V	.055	.772
N of Valid Cases		171	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.28. Crosstabulation Social Media (share) – Online Shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frequency of sharing buyes through social medias * Frequency of online shopping	171	94.0%	11	6.0%	182	100.0%

Frequency of sharing buyes through social medias * Frequency of online shopping Crosstabulation

			Frequency of online shopping		
			1.0 Less than once a month	2.0 Once a month or more	Total
Frequency of sharing buyes through social medias	1 Don´t know	Count	12	6	18
		% within Frequency of online shopping	11.7%	8.8%	10.5%
	2 Never	Count	56	32	88
		% within Frequency of online shopping	54.4%	47.1%	51.5%
	3 Seldom	Count	18	17	35
		% within Frequency of online shopping	17.5%	25.0%	20.5%
	4 Sometimes	Count	10	9	19
		% within Frequency of online shopping	9.7%	13.2%	11.1%
	5 Often	Count	7	3	10
		% within Frequency of online shopping	6.8%	4.4%	5.8%
	6 Very often	Count	0	1	1
		% within Frequency of online shopping	0.0%	1.5%	.6%
Total		Count	103	68	171
		% within Frequency of online shopping	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.241[a]	5	.515
Likelihood Ratio	4.566	5	.471
Linear-by-Linear Association	.961	1	.327
N of Valid Cases	171		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is .40.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.157	.515
	Cramer's V	.157	.515
N of Valid Cases		171	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

Table 4.29. Crosstabulation Social Media (finding) – Online Shopping

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Frequency of finding companies through social medias * Frequency of online shopping	170	93.4%	12	6.6%	182	100.0%

Frequency of finding companies through social medias * Frequency of online shopping Crosstabulation

			Frequency of online shopping		
			1.0 Less than once a month	2.0 Once a month or more	Total
Frequency of finding companies through social medias	1 Don´t know	Count	12	7	19
		% within Frequency of online shopping	11.8%	10.3%	11.2%
	2 Never	Count	26	18	44
		% within Frequency of online shopping	25.5%	26.5%	25.9%
	3 Seldom	Count	25	13	38
		% within Frequency of online shopping	24.5%	19.1%	22.4%
	4 Sometimes	Count	29	19	48
		% within Frequency of online shopping	28.4%	27.9%	28.2%
	5 Often	Count	4	4	8
		% within Frequency of online shopping	3.9%	5.9%	4.7%
	6 Very often	Count	6	7	13
		% within Frequency of online shopping	5.9%	10.3%	7.6%
Total		Count	102	68	170
		% within Frequency of online shopping	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.000[a]	5	.849
Likelihood Ratio	1.979	5	.852
Linear-by-Linear Association	.761	1	.383
N of Valid Cases	170		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 3.20.

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Phi	.108	.849
	Cramer's V	.108	.849
N of Valid Cases		170	

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.