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Understanding Showrooming

- An exploratory research focusing on channel motivations and personal motivations that trigger showrooming.

by

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Abstract

Showrooming is an increasingly popular form of research shopping whereby customers evaluate and gather information at physical stores but end up purchasing the product online. Showrooming is a potential threat for physical retailers. The increasing product commoditization and increased price transparency due to an increase in online retailing, can result in physical retail stores bearing the costs associated with being used as a showroom without benefitting from the final sale. While showrooming has become a controversial topic, there are only a few studies that investigate showrooming and there is clearly a lack of research into the driving factors that result in showrooming. This study is an initial attempt to explore this under-researched phenomenon and contribute to the marketing literature within this field. Empirical data for this study was gathered by conducting 40 qualitative interviews outside physical stores. On the basis of the results of this research a framework is developed that gives insight into the interrelationship of channel motivations and personal motivations that encourage customers to showroom. The results demonstrate that both hedonic and utilitarian shoppers are prone to showroom. Most common utilitarian channel motivation to go to a physical store is the personal service while the hedonic channel motivation is to experience brands and products. The reason to continue shopping online turn out to be price, information, assortment and escapism & enjoyment. These are connected with several personal motivations including risk-aversion, attitude towards shopping, price-consciousness and rational attachment. The results of this study serve as a foundation for further research.

Keywords: Showrooming, Multi-channel shopping, Personal motivations, Channel motivations

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1. Introduction

1.1 Background

Due to the introduction of new technologies, customer shopping habits continue to change (Rigby, 2011). Especially the emergence of the internet as a shopping channel causes a constantly changing shopping environment that presents several opportunities and challenges for traditional shopping channels. Some scholars even suggest that the online channel can be considered as a disruptive development (Christensen & Raynor, 2003). Although scholars do not agree on this, it is obvious that many retailers' businesses models are affected by these developments and that customers' shopping behaviour changes (Sorescu, Frambach, Singh, Rangaswamy & Bridges, 2011). According to Shankar, Inman, Mantrala, Kelley and Rizley (2011) the major drivers of these changing shopping behaviours are trends in technology, economy and globalization. The introduction of powerful search engines, advanced mobile devices and online social networks enable marketers to reach and influence shoppers through new touch points during the purchase journey. This rapid penetration of the Internet has also enabled shoppers to have more control over the use and access of information (Neslin & Shankar, 2009; Shankar et al. 2011).

Additionally, economic changes have been proven to affect customer behaviour in both short- and long term (Shankar et al. 2011). The recent economic downturn has led to the fact that shoppers cut back on hedonic, i.e. focused on fun and enjoyment, spendings and are focused on finding the most attractive prices. The increased transparency and utilization of technology to self-gather relevant information combined with a focus on utilitarian, i.e. focused on maximize utility, instead of hedonic shopping motivations push customers out of the physical stores and into other channels who offer lower prices (Shankar et al. 2011; Patterson, 2012). Beyond that, globalization has given shoppers more choices than ever before (Metcalf, 2010). Due to a big variety in different products and brands, shoppers often do not make an immediate purchase decision, but rather search and evaluate products, prices and brands online (Shankar et al. 2011).

Due to the increased importance of the mobile channel, tablets, social media and the integration of these different channels in online and offline retailing, we are moving to a new phase in multi-channel retailing (Verhoef, Kannan & Inman, 2015). The scope of multi-channel retailing has broadened by considering issues such as the synergy across channels and the integration of the retail mix across channels (Neslin, Dhruv, Leghorn, Shankar, Teerling, Thomas & Verhoef, 2006). Some academics suggest that we are moving from a multi-channel to an omni-channel landscape (Rigby, 2011). Especially the changing role of the mobile channel into a key integrating factor between the online and offline retailing environment shapes the omni-retailing landscape (Lazaris, Vrechopoulos, Doukidis & Fraidaki, 2015). Different channels are interchangeably and seamlessly used during the consumer decision journey and it is difficult for retailers to control this usage. In the multi-channel environment, it is well known that shoppers use one channel to search for products but buy the product in another channel, also known as research shopping (Verhoef, Neslin & Vroomen, 2007). As research shopping gained some attention in the multi-channel phase (Verhoef, Neslin & Vroomen, 2007), showrooming, is becoming an important phenomenon in the omni-channel environment (Verhoef, Kannan & Inman, 2015). To understand how and why shoppers integrate different channels when shopping, it is important in the omni-channel environment to understand which channel motivations influence shoppers to either shop online, offline or combine different channels.

Showrooming is an increasingly common form of research shopping whereby shoppers evaluate and gather information at physical stores but end up purchasing the product online (Mehra, Kumar & Raju, 2013). Especially, the increasing importance of the mobile channel has made showrooming easier for shoppers because it enables them to use their mobile phone in-store to search for information and find attractive prices (Neslin, Jerath, Bodapati, Bradlow, Deighton, Gensler, Lee, Montagut, Telan, Venkatesan, Verhoef & Zhang, 2014; Shankar et al. 2011). Showrooming enables the shopper to enjoy the benefits from the offline as well as the online channel, in order to maximize the outcome of shopping. In this paper the researchers will define showrooming as; *“the practice whereby the customer evaluates and gather product information in physical stores store but decides to buy the product using an online channel”*. Showrooming as a verb will be further referred to as showroom and the customers who showroom will be referred to as showroomers. Offline retailer is a synonym for physical retailer/store and offline

shopping implies shopping in a physical store. The terms offline and physical will be interchangeably used during this research.

In this research showroomers are divided into two types, loyal and competitive showroomers. Loyal showroomers shop online from the same retailer as they visit offline, while competitive showroomers evaluate products in an offline store but eventually buy the product from a different online store. Despite attempts from retailers to influence shoppers to buy at their own online store, the risk that customers decide to buy at a competitive retailer during their decision process remains high since switching costs online are low (Ansari, Mela & Neslin, 2006). Research shows that shoppers who go online after a physical shopping trip seldom buy a desired product at the same online retail store (van Baal & Dach, 2006). Showrooming becomes a problem when shoppers evaluate products in physical stores to identify their “best fit” product, but end up buying the product at a competing online retailer (Mehra, Kumar & Raju, 2013). Showrooming is especially harmful for retailers when the shopper takes advantage of comprehensive pre-purchase services provided by the physical store but eventually decides to purchase the product from a competing online retailer (CRM Search, n.d.). This perspective on showrooming is a potential threat for physical stores who lose potential customers during the decision making process. Whether shoppers are likely to showroom or not may depend on their personal motivations. These personal motivations could influence the reasons for using different channels and integrating them during their shopping journey.

While showrooming is increasing in popularity (Neslin et al. 2014), there is little academic research that focuses on this phenomenon (Feit, Wang, Bradlow & Fader, 2013; Kalyanam & Tsay, 2013; van Heems, Kelly & Stevenson, 2013). According to Verhoef, Kannan & Inman (2015) there is a need for insights into what is driving showrooming behaviour of shoppers. By answering Verhoef, Kannan & Inman’s (2015) call for more research into showrooming behaviour, this study attempts to create an understanding of the underlying motivations that drive customers to showroom.

1.2 Relevance of Topic

Showrooming has become a very controversial topic that warrants attention from both e-commerce researchers and practitioners. With competition level reaching heightened levels, adaptation from physical retailers is necessary. As a result of the increasing product commoditization and increased price transparency due to an increase in online retailing, some physical stores bear the costs associated with being used as a showroom without benefitting from it (Rapp, Baker, Bachrach, Ogilvie & Beitelspacher, 2015). However, there are only a few studies that investigate showrooming and therefore there clearly is a lack of research into the driving factors of showrooming (Feit et al. 2013; Kalyanam & Tsay, 2013; van Heems, Kelly & Stevenson, 2013; Verhoef, Kannan & Inman, 2015). This study contributes to the marketing literature as one of the first studies that explores this relative new phenomenon. Since showrooming is becoming more common, it is important to develop a framework that provides insight into the underlying motivations that drive showrooming. The result will help retailers to understand showrooming from shoppers' perspective, which enables them to identify whether their customer base is likely to showroom. The result of the study will mainly be relevant to retailers who experience showrooming as harmful, thus will benefit from a more profound understanding of showrooming.

1.3 Purpose and Objectives

The aim of this study is to develop an understanding of showrooming and develop a framework that provides insights into the different channel motivations and personal motivations that drive showrooming. To explore the showrooming phenomenon this research will address the following questions:

1. What channel motivations and the interrelationship between these determine whether customers are likely to showroom?
2. What personal motivations influence showrooming and in what way?

Insight into channel motivations will be accomplished by reviewing existing literature focused on channel motivations to shop offline or online. This will enable the researchers to create an understanding of the interrelationship between the two channels. Furthermore, this study will include previous research about personal motivations that the researchers expect to influence shoppers' likeliness to showroom based on findings in related literature. Based on this literature a framework will be created that presents channel- and personal motivations that are expected to influence shoppers to showroom.

Since this research attempt to result in an understanding of shoppers' behaviour, the emphasis in this research will be on the shoppers' perspective on showroaming. Furthermore, since there is little written about showroaming in recent literature, the research will adopt an exploratory approach. This means that this research does not aim to generate significant measurable findings rather explore likely relationships. Qualitative interviews will be conducted with shoppers who exit selected physical stores. This research will focus on two different kinds of high-involvement products, namely, sports shoes and electronics. Sports shoes require a more personal/subjective fit compared to electronics, therefore we expect to see a difference in the intention to showroom when purchasing those products. The focus will be on two different retailers, specialty stores and big retail chains. According to Dougherty (2016), specialty stores are on the rise again since customers are looking for unique products. Additionally, (Belks, 2015) agrees that specialty stores are less prone to showroaming. The selection of physical stores and two kind of high-involvement products is based on the expectations to capture various intentions to showroom.

1.4 Outline of Thesis

This research is divided into six main chapters. Followed by the introduction, chapter 1, where the research topic is presented, chapter 2 reviews existing literature in the field of multi- and omni-channel and free riding behaviour, consumer decision making and channel motivations to shop offline and online. Furthermore, the literature review will include a presentation of personal motivations that are expected to influence the likeliness that shoppers will showroom. These insights will help to understand showroaming. The literature review will end with a theoretical framework, combining the theoretical standpoints previously discussed. Chapter 3, the method

chapter, will critically explain how the research will be conducted. Chapter 4 will include a presentation and analysis of the empirical data. This will be followed by a discussion of the research's result in chapter 5. The literature review and theoretical framework will be the foundation for the analysis and discussion. Finally, chapter 6 will present the conclusion of this research, practical implications, limitations and further research directions.

2. Literature Review

The following chapter will start by presenting aspects related to the emergence of showrooming followed by a review focused on channel motivations to shop offline and online, and personal motivations that are expected to influence the likeliness to showroom. The channel motivations include different attributes and advantages of the offline and the online channel and how shoppers are motivated by these attributes to shop in a specific channel. In this paper personal motivations refer to perceptions and needs which motivate individuals to behave in a certain way and in turn influence their likeliness to showroom. The literature review will end with a theoretical framework that summarizes our findings and serve as the foundation for the analysis and discussion.

2.1 Theoretical Background of Showrooming

Although showrooming is a relative new phenomenon, research into the multi-channel environment and related customer behaviour and trends have already been carried out. A thorough presentation of related topics will help to understand the emergence of showrooming.

2.1.1 Multi-channel and Omni-channel

Retail has changed dramatically in the last two decades, from a simple business model where only one single channel dominated (the offline channel) to a multi-channel model. Many retailers have initiated multi-channel strategies which are an essential part of their strategy (Neslin & Shankar, 2009; Verhoef, Kannan & Inman, 2015). Nowadays, customers use multiple channels to make their purchases. Shoppers can purchase anything, everywhere and anytime across different channels. This has created a huge challenge for retailers to manage this environment

effectively. With the proliferation of new channels, retailers have to deal with the design, deployment, coordination and evaluation of channels through which retailers and customers interact (Neslin et al. 2006). One of the most important challenges is to understand customer behaviour in a multichannel landscape. Retailers should consider questions such as; What determines customers' channel choice? What are the determinants for online/offline shopping and How do customers make decisions during their decision journey? Multi-channel and omni-channel shopping is highly concerned with showrooming, since showroomers use online as well as offline channels to make their final purchase decision.

Many authors have investigated factors and dimensions that drive customers to be multi-channel buyers. Schoenbachler and Gordon (2002) argue that perceived risk, past direct marketing experience, motivation to buy and product category influence multi-channel shopping behaviour. They argue that the need for convenience and whether customers shop for hedonic or utilitarian reasons can influence whether customers use multiple channels when shopping. Konus, Verhoef and Neslin (2008) show that customers who use multiple channels when shopping show a higher price-consciousness, higher innovativeness and higher shopping enjoyment compared to traditional one-channel shoppers.

While several authors focused on multichannel behaviour, Verhoef, Kannan and Inman (2015) argue that we are moving to a new phase in multi-channel retailing. With the introduction of mobile channels, social media and tablets, paired with the synergy and integration of these new channels into online and offline retailing, the retailing landscape continues to change. Several academics suggest that we are moving to an omni-channel environment (Brynjolfsson, Hu & Rahman, 2013; Rigby, 2011; Verhoef, Kannan & Inman, 2015). Physical retailers are unique in allowing shoppers to touch and feel products. Online retailers, on the other hand, try to convince shoppers to purchase online by focusing on utilitarian benefits such as wide product selection, low prices and additional informational sources (Brynjolfsson, Hu & Rahman, 2013). However, as the retailing industry evolves towards a seamless omni-channel environment, the distinctions between online and offline will vanish (Brynjolfsson, Hu & Rahman, 2013).

Especially, recent developments in the use of mobile technology has led to a broader framing of the multi-channel environment to an omni-channel landscape and incorporates cross-channel information gathering (Rigby, 2011; van Bruggen, Antia, Jap, Reinartz & Pallas, 2010). The telecom industry continues to upgrade its infrastructure, which increases the use of smart phones to gather product and service information online (Lunden, 2013; Holton, 2012). Recent research from Google (2014) indicates that 79% of smartphone owners can be regarded as mobile shoppers, using their mobile phones for some aspects of the shopping journey. Among those who use their smartphones during the shopping process, 84% do this in physical stores (Table 1.)

Table 1. Use of smartphone in-store (Google, 2014)

Price comparisons	53%
Finding offers and promotions	39%
Finding locations of other stores	36%
Finding hours	35%

The introduction of the mobile channel enables customers to go to a physical store, interact with products while at the same time go online to search for additional information or better deals elsewhere, and if this is the case, purchase the product online (Lunden, 2013). As a consequence, this presents a critical moment where retailers can win or lose (showrooming) potential customers. While this proliferation of additional information sources might be useful for shoppers, it creates potential problems for retailers, especially concerning showrooming (Thau 2013; Zimmerman, 2012).

2.1.2 Research Shopping

In the context of multi- and omni-channel behaviour, it is well known that customers use one channel to search for products and another channel for purchasing the product (Neslin et al. 2006). Verhoef, Neslin and Vroomen (2007) define this behaviour as research shopping. Retailers may lose the customer in the course of the shopping process as the customer is searching for a product in one channel but decides to purchase it through another channel.

Previous research shows that customers often switch between online and offline channels when they move through different stages of the purchase process (Burns, 2010; Kalyanam & Tsay, 2013; Verhoef, Neslin & Vroomen, 2007). Kalyanam and Tsay (2013) refer to this as hybrid shopping, jumping across channels in the path to a single purchase. Furthermore, they make a distinction between two directions of research shopping. Firstly, research shopping can occur when the online channel free ride on the offline channel (showrooming), and secondly the offline channel can free ride off the online channel (research online buy offline, ROBO) (Kalyanam & Tsay, 2013). According to market research from com-Score (2012, cited in Kalyanam & Tsay, 2013), 35% of respondents have been showrooming, whose 50% was aged between 25-34. Interesting is the fact that six of ten showroomers reported that they originally planned to make the purchase at the physical store, but changed their minds while visiting the physical store. Industries which are most affected by showrooming are found to be consumer electronics (63%) and apparel, clothing and accessories (43%).

Burns (2010) refers to research shopping as customer free riding and defines this behaviour as, “*partaking in the pre-purchases services offered by full-service retailers without expense and subsequently make actual purchases from low-price, limited service competitors*” (Burns, 2010: 22). This implies that customers interact with numerous retailers before they make their final purchase decision, which is related to showrooming behaviour. The pre-purchase services offered by physical retailers, are comparable to collective or public goods (Burns, 2010). Pre-purchases services, such as information sharing by salespeople and product demonstrations, are often offered by full-service retailers in order to help the customer to make a well-informed purchase decision. Furthermore, pre-purchase services are often offered for free and before any purchase decision is made (Burns, 2010). Receiving pre-purchase services often does not require customers to complete a purchase in-store. Therefore, pre-purchase services, often offered by full-service physical retailers, enables customers to take advantage of pre-purchase services while subsequently buy the products at lower-priced, limited-service retailers (Burns, 2010). Consequently, full-service retailers may offer expensive pre-purchase services without taking advantage of the final purchase. In fact, they are adding benefits to the sales of lower-prices and limited-service retailers (Baal & Dach, 2006). According to Huang, Lurie and Mitra (2009) the

incentives to adopting free-riding behaviour are increasing, however they do not offer an explanation for this increase.

According to Verhoef, Neslin and Vroomen (2007), the most common form of research shopping is using the online channel to search for products and buy it in a physical store (Table 2.) (Verhoef, Neslin & Vroomen, 2007)

Table 2. Channel combinations (Verhoef, Neslin & Vroomen, 2007)

Information search	Purchase	Percentage
<i>Internet</i>	Physical store	43%
<i>Catalog</i>	Physical store	19%
<i>Physical Store</i>	Internet	16% → Showrooming
<i>Catalog</i>	Internet	11%
<i>Internet</i>	Catalog	6%
<i>Physical store</i>	Catalog	5%

However, Rapp et al. (2015) argue that in-store information search and online purchasing is significantly increasing. As showed by a more recent study by com-Score, 35% of customers showroom (Lipsman & Fulgoni, 2012 cited in Rapp et al. 2015). Overall, it becomes clear that free riding behaviour is a common behaviour in the multi-channel environment and occurs in different directions, but showrooming is becoming more popular.

Although the abovementioned research provides some interesting insights into customers that shop using multiple channels, they do not provide specific insights into motivations that influence customers to search for products offline and go online to make the eventual purchase.

2.2 Consumer Decision-Making

2.2.1 Traditional Decision-Making

Understanding how customers make decisions and arrive at their final purchase decision is central to consumer-behaviour theory and aims to explain how and why customers buy services and products (Goworek & McGoldrick, 2015). In order to understand the underlying motivations that lead to showrooming it is important to understand consumer decision-making along the retail path to purchase. Here, it is essential to understand how showrooming shape the consumer

decision making process and also to find out how pre-purchase activities, either online or offline, influence customers' intentions to showroom. Therefore, the interaction of consumers across multiple channels need to be examined (Wolny & Charoensuksai, 2014).

A traditional view on how consumers make decision is the Engel, Kollat and Blackwell (EKB) consumer-decision making model developed by Engel, Kollatt and Blackwell (1968) (Table 3.). This model assumes a sequential decision making process consisting out of 1) problem recognition, 2) information search, 3) evaluation of alternatives, 4) purchase and 5) post-purchase evaluation (Engel, Blackwell & Miniard, 1995).

Table 3. Consumer-decision making (Wolny & Charoensuksai, 2014)

Stage	Description
<i>1. Problem Recognition</i>	Consumers are consciously and unconsciously scanning the marketplace, they do not see themselves as shopping
<i>2. Information Search</i>	Consumers are intended to purchase and actively search for information in order to select products that can be included in their evaluation set
<i>3. Evaluation of alternatives</i>	Consumers evaluate and narrow down their choices and compare products on different attributes.
<i>4. Purchase</i>	Consumers decide on the final purchase, either using an online or offline channel.
<i>5. Post-purchase evaluation</i>	Consumers evaluate their purchase and share their opinions about the products with others.

This model depicts the purchase process as a series of discrete and sequential actions, typically initiated by the recognition of an unsatisfied need. It is grounded in a micro, utilitarian perspective and consequently views the decision making process as a solitary and rational process, where the consumer systematically accesses information in order to maximize utility

(Solomon, Bamossy, Askegaard & Hogg, 2014). The main factors that are assumed to influence decision behaviour are price, involvement, familiarity with the retailer/brand and the frequency of purchasing (Solomon et al. 2010). Especially product involvement plays an important role in the consumer decision making process. High-involvement products, or extensive products as they refer to it, require more thorough search compared to low-involvement products (Bauer, Sauer & Becker, 2006). This implies that high-purchase involvement products are attended by a much more deliberative and extensive decision-making process. Since showrooming requires using multiple channels and extensive research and evaluation, the risk of showrooming will be higher for high-involvement products compared to low-involvement products.

When connected to showrooming behaviour, information search (stage 2) will mainly be done in physical stores, whilst evaluation of alternatives and purchase (stage 3 & 4) will be done using the online channel. In the pre- and post-purchase stages, consumers can use different online- and offline channels while the purchase can only be made in one channel. Yet, this model assumes that consumers are rational and sequential in their decision making while research has shown that consumers are not always rational but are motivated by both utilitarian and hedonic factors (Childers et al. 2001; Monsuwé, Delleart & de Ruyter, 2004; Sahney, Gosh & Shrivastava, 2013). Additionally, the consumer decision making process has become more complex due to the recent advancements in connectivity, technology and access to product information (Court, Elzinga, Mulder & Vetvik, 2009). This model does not consider the increasing amount of touchpoints due to the development of the multi- and omnichannel environment. As a consequent, the traditional model has received much criticism recent years and has been subject to numerous reviews, revisions and extensions.

2.2.2 Consumer-Decision Journey

According to Court et al. (2009) traditional models fail to incorporate all crucial touch points and key buying factors due to the increasing amount of product- and channel choices, together with an increasingly well-informed consumer. This changes the way in which consumers do research and buy products. Therefore, they introduced a more nuanced and less linear view of how consumers make decisions, the consumer decision journey (figure 1.) (Court et al. 2009).

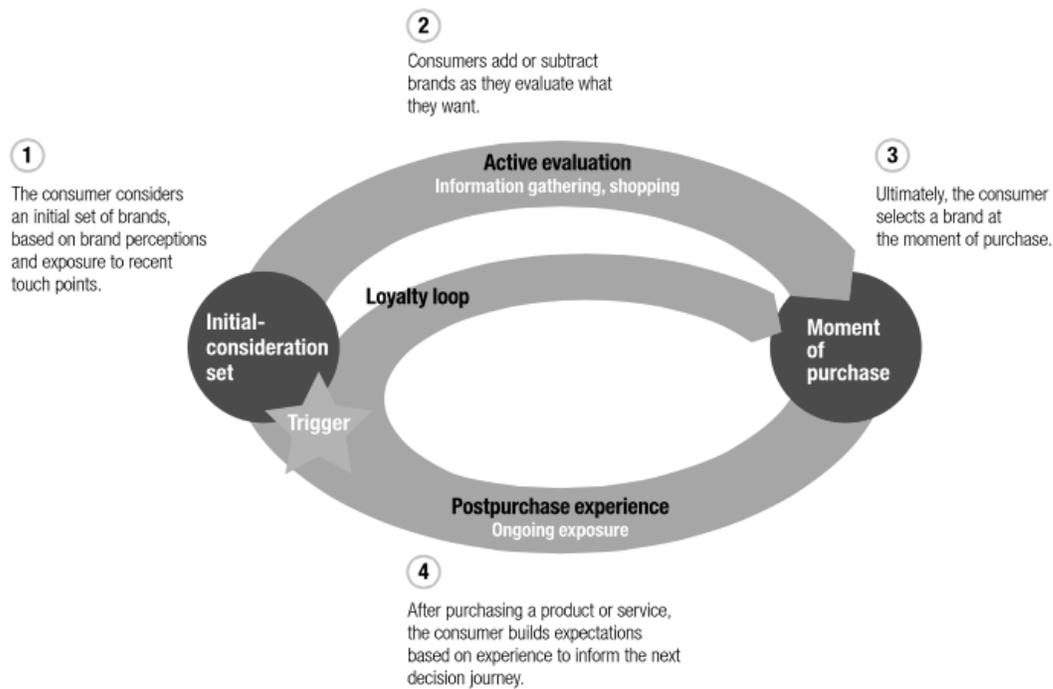


Figure 1. Consumer decision journey (Court et al. 2009)

Here, the decision-making process is a circular, instead of linear, journey with four phases: 1) initial consideration, 2) active evaluation, where consumers research potential purchases, 3) closure, when consumers buy products/services and 4) post-purchases, where consumers experience them (Court et al. 2009). The four primary phases present a potential competitive environment where marketers can win or lose. Different channels are interchangeable and seamlessly used during the customer decision journey. Consumers do not necessarily start at the first stage anymore (problem recognition), but consumers' interaction could span multiple channels and stop and start whenever customers choose to (Taylor, 2016). The decision process has a perpetual motion, with the direction in the hands of the consumer. The traditional view has changed and is constantly evolving, especially the pressure from omni-channel advancements leaves many companies behind (Taylor, 2016).

Gensler, Verhoef and Böhm (2012) state that channel choice is influenced by the channel attributes, quality, price, convenience and risk. They state that the importance of different

channel attributes differs across the different stages in the buying process. In the search stage, customers focus on gathering accurate and useful information that enables them to make well-informed choices. According to Wolny and Charoensuksai (2014) showrooming has been found to take place during the active evaluation stage, when physical product attributes are important. They state that the physical examination of products decreases the perceived risk of the purchase, even if the product will be eventually bought online. While in the purchase stage customers are often more focused on finding products with the lowest prices. In post-purchase stages, customers often want to minimize their effort using products and services (Gensler, Verhoef & Böhm, 2012).

2.3 Motivational Factors to Shop Online and Offline

Some authors focused on the factors that influence shoppers' intention to either shop online or offline. They argue that it includes both product and non-product related motivations, or in other words utilitarian and hedonic benefits (Childers et al. 2001; Monsuwé, Delleart & de Ruyter, 2004; Sahney, Ghosh & Shrivastava, 2013). According to Holbrook and Hirschman (1982: 92) hedonic motivations to shop are "*inspired by the desire for pleasure, joy and fun offered by the possession and use of products*", while utilitarian motivation to shop is "*more task oriented and inspired by consumers' effort to solve problems and address needs and want through cognitively processing product information*". If the shopper finds shopping only a necessary act, he or she will be motivated by utilitarian motives, such as convenience, price, product variety and product access (Konus, Verhoef & Neslin, 2008; Monsuwé, Delleart & de Ruyter, 2004; Sahney, Ghosh & Shrivastava, 2013). However, if the customer enjoys to shop and browse, the customer will be motivated by hedonic motives such as fun, excitement and escapism (Monsuwé, Delleart & de Ruyter, 2004; Sahney, Ghosh & Shrivastava, 2013).

According to Arnold and Reynolds (2003) it is not enough to only focus on conventional and utilitarian factors in today's environment. The entertainment aspects of retailing, "entertailing" as they call it, is increasingly being seen as a competitive tool (Arnold & Reynolds, 2003). Many physical retailers respond to this by implementing higher service levels, highly trained staff and a fun and entertaining environment, in order to compete with online retailers (Arnold & Reynolds, 2003). On the other hand, online retailers are appreciated for satisfying customers' utilitarian

needs due to the availability to easily compare products and prices and find detailed information (Sahney, Ghosh & Shrivastava, 2013). This chapter will review literature related to the main hedonic and utilitarian motivations for customers to either shop online or offline. Knowledge of these motivations will help to understand showrooming behaviour, which consists out of both online and offline shopping.

2.3.1 Utilitarian Motivations to Shop Offline

Personal Services

Shopping in physical stores enables customers to take advantage of pre-purchase personal services. Often, physical retailers provide trained, knowledgeable and helpful salespersons (Burns, 2010). Service employees can provide product information and selection assistance with the possibility to examine products before purchase (Burns, 2007) all while offering face-to-face interaction with store personnel (Rigby, 2011). This will help customers to make well-informed purchase decisions (Burns, 2010), and can motivate customers to purchase in physical stores. Although this triggers customers to shop at physical stores it should be noticed that retail salespersons are usually unable to correctly predict a customer's potential to engage in showrooming behavior. Therefore, it is possible that customers partake in the pre-purchase services but decide to make an actual purchase somewhere else (Burns, 2010). Research has shown that six out of ten showroomers were initially planning to make the purchase at the physical store but changed their mind while there (Kalyanam & Tsay, 2013).

Instant Access

Another utilitarian motivation to shop offline is instant gratification (Rigby, 2011). Offline shopping enables customer to make impulse purchases and bring the product home immediately (Herring, Wachinger & Wigley, 2014). Physical stores enable customers to see and touch the product before buying it, and shoppers are not concerned with online payment and delivery problems (Rigby, 2011).

2.3.2 Hedonic Motivations to Shop Offline

Entertainment & Social Interaction

As Westbrook and Black (1985) state, customers go shopping for much more than just acquiring products, and some people primarily shop to attain goals not related to product acquisition. For example, Tauber (1972) states that numerous social motivations help to influence shopping behaviour. These motivations include social interaction, communicating with others and reference group affiliation. Also, customers see offline shopping as an event (Herring, Wachinger & Wichley, 2014). People go shopping for social interaction, stress relief, excitement and the feeling of being in another world (Arnold & Reynolds, 2003). Previous research shows that customers who are motivated by social interaction and experiential factors prefer to shop within physical stores as opposed to the online channel (Rohm & Swaminathan, 2004).

Experience Brands & Products

Shopping offline enables customer to touch, feel, smell, taste inspect and try on products (Sachdeva & Goel, 2015). This will lead to an instant gratification of all senses which makes shopping offline more exciting and fun (Rigby, 2011). Customers do not longer fancy stores only because of the products they sell, but they rather fancy stores because it touches them emotionally as well as personally (Sachdeva & Goel, 2015).

2.3.3 Utilitarian Motivations to Shop Online

Convenience

Customers who value convenience of time, place and the complete buying process are more likely to purchase online. Online shopping saves time since the customer does not have to leave the house to go to a physical store and therefore does not need to dress up and furthermore can avoid traffic (Sahney, Ghosh & Shrivastava, 2013). Customers who consider time a scarce resource and avoid wasting time will therefore be motivated to shop online. Moreover, customers who experience time pressure have proven to be less likely to use multiple channels for search and purchase. They rather experience positive effects of single-channel usage (Konus, Verhoef & Neslin, 2008). Additionally, online shopping offers convenience since the customer can maintain anonymity while shopping, which is a further motivational factor for online shopping (Sahney, Ghosh & Shrivastava, 2013).

Price

Customers perceive the price levels differently in the various channels, which influence their choice of channel when purchasing (Konus, Verhoef & Neslin, 2008). Online shopping offers a wide range of products and enables customers to easily compare products and prices among numerous retailers to a low acquisition cost (Konus, Verhoef & Neslin, 2008; Sahney, Ghosh & Shrivastava, 2013). Additionally, online retailers do not bear the cost from a physical store which enables them to offer lower prices (Rigby, 2011). Therefore, customers can easily find the best price online which provide utilitarian value and motivates customers to shop online.

Access to Information

The easy access to information of products, services, prices and delivery motivates customers to shop online (Sahney, Ghosh & Shrivastava, 2013). Customers can easily find objective reviews, customer reviews, comparisons and informative videos online. Additionally, it enables customers to communicate about products and services, which in turn leads to greater transparency about prices and quality issues (Verhoef, Neslin & Vroomen).

Assortment

Furthermore, customers are motivated to shop online when they demand special products, which are more likely to be found among the great variety of products online than in local stores (Sahney, Ghosh & Shrivastava, 2013). Especially, products that do not require the customer to feel, smell or touch the product before purchase, increase the motivation for online shopping (Konus, Verhoef & Neslin, 2008; Sahney, Ghosh & Shrivastava, 2013).

2.3.4 Hedonic Motivations to Shop Online

Escapism & Enjoyment

Escapism, pleasure and arousal are the underlying dimension of online enjoyment (Childers et al. 2001; Monsuwé, Delleart & de Ruyter, 2004; Sahney, Ghosh & Shrivastava, 2013). Online shopping offers a diversion from the routine day to day shopping mode and activities, without requiring the customer to go to a physical store or any time constraints, hence escapism. Moreover, online shopping is associated with exploration and innovativeness. Online shopping enables the customers to explore new and different products while searching online, which is a motivation to shop online (Konus, Verhoef & Neslin, 2008). Furthermore, enjoyment derives

from the self-gratifications that follows from the fun of shopping, including browsing online and impulse shopping (Sahney, Ghosh & Shrivastava, 2013).

Social Motivation

Social motivation is well associated with online purchasing. Customers can be influenced to shop online by a supportive social environment, perceived norms and recommendations from family and friends (Sahney, Ghosh & Shrivastava, 2013). Konus, Verhoef and Neslin (2008) stress that reference groups and social norms influence which channel customers choose to purchase from. Customers' choices are affected by a desire of approval from the social environment. Therefore, where online shopping is socially accepted and frequently used, self-expression is a hedonic motivational factor for online shopping (Konus, Verhoef & Neslin, 2008). Moreover, online shopping is a social motivation since it enables social interaction with other online customers, allowing discussions through chatting and blogging. Interactive sites gather customers with similar interests, thus customers can expand their network without the uncomfortable feeling of approaching a complete stranger (Sahney, Ghosh & Shrivastava, 2013). Virtual communities can create a desire for the customer to belong to the community, which in turn is a motivation to shop online (Sahney, Ghosh & Shrivastava, 2013).

2.3.5 Overview Online and Offline Shopping Motivations

Overall it becomes clear that utilitarian motivations dominate for online shopping intentions. Although this previous research demonstrates channel motivations to shop online or offline, it remains unclear what motivates customers to first go to a physical store and eventually complete the purchase online, as is the case for showrooming. However, this previous research is expected to help us understand the phenomenon.

Table 4. Hedonic and utilitarian channel motivations

	ONLINE	OFFLINE
Hedonic Motivations	o Escapism & Enjoyment	o Entertainment & Social Interaction
	o Social Recommendations	o Experience Brand & Products
Utilitarian Motivations	o Convenience	o Personal Service
	o Price	o Instant Access
	o Access to Information	
	o Assortment	

2.4 Personal Motivations

2.4.1 Risk Aversion

Studies have shown that when people are introduced to a new technology, some of the people will not only realize the benefits, but also be concerned about the risks associated with the new technology (Sjöberg & Fromm, 2001). Furthermore, research has shown that purchasing products is naturally combined with taking risks and usually customers favor to avoid risky options or actions when purchasing. Online shopping is concerned with different kinds of risks compared to offline shopping. Forsythe and Shi (2003) present the perceived financial risk involved with online shopping, which represents the perceived risk of conducting transactions online. If the customer perceives a great financial risk when purchasing online, the customer will be less likely to shop online (Forsythe & Shi, 2003). Consequently, customers who are risk averse are less likely to shop online and are therefore expected to be less prone to showroom.

However, research has shown that experience usually lead to accumulation of knowledge, which consequently reduce the perception of risks (Barnett & Breakwell, 2001). Furthermore, Soopramanien (2011) suggests that online shopping experience directly as well as indirectly influence customers' intention to shop online. Customers who have experience of online shopping will directly have increased intentions to shop online but also indirectly due to the fact that experience reduces negative attitudes and risk aversion (Soopramanien, 2011).

2.4.2 Price Consciousness

As previously described a price conscious customer seeks to find the best price for a certain product when shopping (Konus, Verhoef & Neslin, 2008). Earlier chapters have explained price conscious customers to be more motivated to shop online. Since the internet enable price conscious customers to search for the best price for a product, to a low acquisition cost, they will be motivated to shop online (Konus, Verhoef & Neslin, 2008). Furthermore, in their search for the best price, price conscious customers are less committed to a certain store or channel, but are more focused on finding the best prices (Martos-Partal & González-Benito, 2013). Thus, it is expected that price conscious customers are likely to interact with different stores and channels before completing their purchases, which indicate that they are more prone to showroom.

2.4.3 Attitude Towards Shopping

Research of Konus, Verhoef and Neslin (2008) have found that customers with a higher shopping enjoyment (hence, hedonic shoppers) are likely to use different channels during their purchase journey. These customers are not bothered by the extra time required to engage in extensive searching and shopping across channels since they enjoy shopping (Konus, Verhoef & Neslin, 2008). However, there are contrary findings concerning the motivations to either shop online or offline. Verhoef, Neslin and Vroomen (2007) reported that shopping enjoyment is a significant driver for search and purchase using an online channel, while Burke (1997) reports that the online shopping is less joyful for shopping since it lacks on entertainment, personal service and social interaction. Previous research shows contradictory conclusions, on the one hand shopping enjoyment encourage customers to use multiple channels, which will increase the likeliness that they will showroom. On the other hand, customers who enjoy shopping are mainly motivated by hedonic shopping motivations which have been proven to be more associated with

offline shopping. Due to these contradictory findings, the influence of shopping attitude on showrooming will be investigated.

2.4.4 Rational Attachment

Fishbein and Ajzen (1975) propose that people's choices and actions can be predicted when understanding individuals' beliefs and attitudes towards an action. This indicates the importance of understanding whether customers are rational or emotional when shopping, in order to predict their behaviour of showrooming.

Rational choice theory assumes that individuals are rational and make logical decisions based on the choice that presents them with the most benefit and satisfaction and that are in their highest self-interest (Green, 2002). However, in addition to self-interest, customers can also be motivated by sympathy, commitment, or by social responsible behaviour (Agarwal, 2013). Especially customers who feel emotionally attached to retailers are more willing to spend money there, even if meaningful and cheaper alternatives are available somewhere else (Agarwal, 2013). It has been found that customers who have emotional connections with certain stores are likely to spend 46% more money compared to customers without emotional attachment (Davey, 2014).

Showroomers can be viewed as self-interested shoppers since they make use of offline services but decide to purchase online to maximize their own utility. Therefore, it is expected that rational customers are more likely to showroom. In contrast, more sympathetic and emotional customers might feel guilty when making extensive use of pre-purchase services followed by purchasing online. Therefore, it is expected that rational customers are more likely to showroom.

2.4.5 Store-Loyalty

Store-loyalty reflects customers' willingness to repeatedly purchase from the same store due to favourable attributes of the retailer (Dick & Basu, 1994; Srinivasan, Anderson & Ponnabolu, 2002). Store-loyalty arises from the benefits the customer experiences when shopping. Depending on how the customer views shopping, the customer will search for different benefits while shopping (Martos-Partal & González-Benito, 2013). Understanding what drives customers

to be loyal to a certain store and complete the purchase in the physical store is expected to help to an advanced understanding of showrooming.

Price has great influence when determining purchase channel, especially for price sensitive customers. Price-focused customers perceive benefits from comparing prices across stores and are more likely to purchase from various retailers to receive the best price. Store-loyalty may mean lost monetary savings, thus price sensitivity correlates negatively with store-loyalty (Martos-Partal & González-Benito, 2013). Therefore, it is expected that less store-loyal customers are more prone to showroom.

Time also influences shoppers' likeliness of being store-loyal. If the customer aims to find the best offer for a certain product, the customer needs to consider the opportunity cost of the time spend on doing research. Customers who view time as a scarce resource are less willing to spend time on shopping. The switching cost, including time spent on research, is therefore higher for these customers, which results in store-loyalty (Martos-Partal & González-Benito, 2013). This implies that time-sensitive customers are store-loyal and as a result are expected to be less likely to showroom.

Customers who value excellent service quality will take it into account when determining where to purchase. Different dimension of quality, such as goods quality, service quality and employees' friendliness influence customers' image of a store. Research has shown that a positive store image creates store-loyalty, meaning that good service quality can lead to store-loyal customers (Martos-Partal & González-Benito, 2013). Therefore, it is expected that customers who have a favorable attitude towards a certain store are less likely to showroom.

When shopping is associated with enjoyment the customers will search for benefits such as entertainment, exploration or new purchase experiences. The search for exploration and new experiences is connected to impulsiveness. Impulsiveness is associated with spontaneity, thoughtless actions, quick acting and a lack of planning. For impulsive customers the main motive is not receive the best offer, thus they do not plan their shopping after. Instead impulsive customers are motivated by the psychological benefits and pleasure from their impulsiveness.

Since impulsive customers are spontaneously attracted to different retailers, they tend to be disloyal to stores (Martos-Partal & González-Benito, 2013). However, since they do not tend to plan their purchases rather than spontaneously purchase, these customers are not expected to showroom.

To conclude, previous research has shown that store-loyal customers are usually less price sensitive, more time and service sensitive and view shopping as a necessary act rather than enjoyment (Martos-Partal & González-Benito, 2013). Based on this, store-loyal customers could be expected to be less likely to showroom when shopping. Moreover, shopping enjoyment has a negative correlation to store-loyalty (Martos-Partal & González-Benito, 2013). Therefore, it is expected that customers who enjoy shopping and are impulsive in their purchase decisions, are less likely to showroom.

2.5 Theoretical Framework

Below a summary of the literature review is presented in a framework. This framework includes the main factors that will be considered in this research. The hedonic and utilitarian channel motivations that influence customers to shop online and offline are presented separately in the framework. Additionally, the personal motivations that are expected to influence customers' likeliness to showroom are presented. Using this framework, we attempt to answer the following questions; (1) What channel motivations and the interrelationship between these determine whether customers are likely to showroom? (2) What personal motivations influence showroaming and in what way? By answering these questions, we aim to create an understanding of the underlying motivations that drives customers to showroom. When completing the empirical data collection our aim is to demonstrate a final framework which shows the interrelationships between the different channel motivations that result in showroaming. Furthermore, the final framework aims to demonstrate how the personal motivations influence the likeliness that customers will showroom or not.

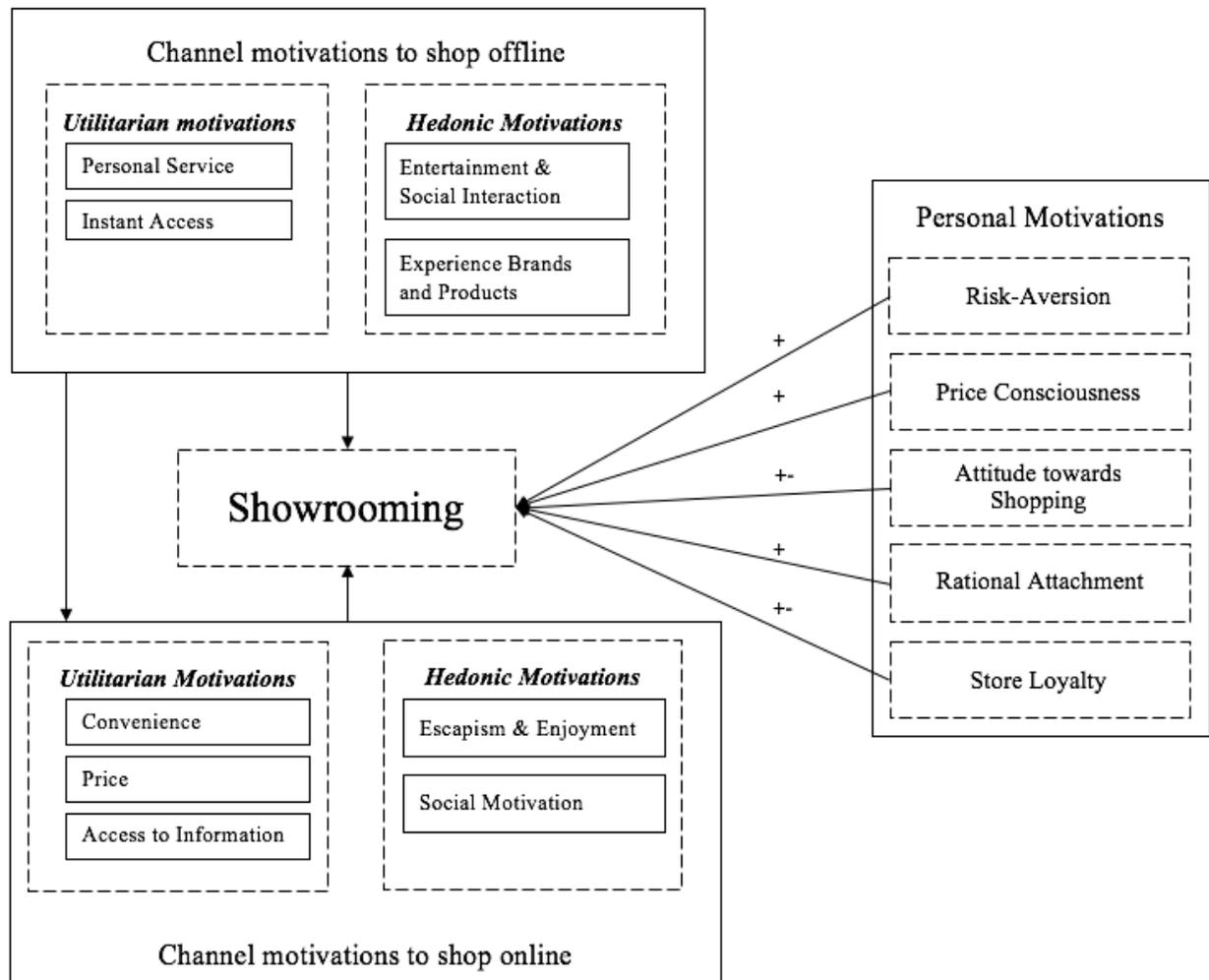


Figure 2. Theoretical Framework

3. Method

The following chapter will present and discuss our methodological approach and chosen research method. Our choice of method aims to result in trustworthy and authentic findings as well as a valuable contribution to the marketing field. The methodology chapter will start by presenting our research philosophy, which serve as a foundation for the choice of research design and method of data collection. Following, the data analysis construction will be identified. Furthermore, the trustworthiness and authenticity of the adapted method will be discussed. Finally, ethical and political aspects of the chosen method will be highlighted.

3.1 Research Philosophy

Developing a philosophical perspective towards research, involves making assumptions between two core dimensions: the nature of science and the nature of society (Burrell & Morgan, 1979). Research ontology is related to the nature of reality and existence, while epistemology concerns what constitutes acceptable knowledge in the nature of the world (Easterby-Smith, Thorpe & Jackson, 2012; Saunders et al. 2009). In determining the research philosophy, every researcher follows a different view on how to perceive the world, which in turn affects the adoption of research designs and methods (Saunders, Lewis & Thornhill, 2009).

Social constructionism as an ontological position argues that individuals create social properties and their meanings by interaction, rather than by phenomena ‘out there’ (Bryman & Bell, 2011). Additionally, the individual is constantly creating a personal reality considered as true, consequently there are as many realities as there are individuals in the world (Bryman & Bell, 2011). In this study, social phenomena will be viewed as created from the perceptions and actions of social actors, which is in line with social constructionism. Different customers are therefore assumed to perceive different situations varying as a consequence on how they view the world. Since the purpose of this study is to develop a better understanding of showrooming behaviour, the aim is to understand the customers’ different experiences, rather than searching for external causes and fundamental laws to explain their behaviour (Easterby-Smith, Thorpe & Jackson, 2012). This is an important foundation connected to the exploratory approach of the research. In this research showrooming behaviour is perceived as caused by social interaction,

where people construct and give meaning to the phenomenon in line with social constructionism (Bryman & Bell, 2011).

Regarding the epistemological stance, the researchers take the standpoint of a social constructionist known as interpretivist. This philosophy aims to understand what motivates social actors to behave in a certain way, by exploring the subjective meanings of motivations (Saunders, Lewis & Thornhill, 2009). Interpretivism argues that the research process needs to respect the differences between people and the objects of natural sciences and additionally requires the social researcher to grasp the subjective meaning of social action (Bryman & Bell, 2011). Reality is not determined by objective and external factors but is shaped by people (Saunders, Lewis & Thornhill, 2009). Since this study aims to capture the subjective meaning of the reasons behind the action of showrooming, the approach to the subject is interpretative. With an interpretative approach researchers are able to access individuals sense making by interpreting their individual experiences (Bryman & Bell, 2011). The emphasis will therefore be placed on the feelings, thoughts and motivations of individuals in order to develop an understanding of showrooming from individuals' perspectives in different situations. Concluded, this research philosophy requires a method that captures individuals' subjective understanding of showrooming.

3.2 Research Design

To study behaviour from a social constructionist dimension called interpretivist, requires words from the actors creating their behaviour and reality (Bryman & Bell, 2011). Given the philosophical assumptions and the aim of our study, a qualitative research approach is appropriate (Bryman & Bell, 2011). Capturing the subjective meaning of what drives customers to showroom requires a research method that allows closeness, depth and flexibility. A qualitative method enables the researchers to collect rich empirical material, which is favourable for this research. Furthermore, qualitative research is explorative in nature and aims at an understanding of the problem and its underlying factors (Malholtra, 2010). Bryman and Bell (2011) argue that the use of qualitative research is useful when the previous exploration of the research object is limited, which is the case for showrooming. Moreover, Bryman and Bell (2011) argue that only an explanatory case seeks to obtain a comprehensive understanding of a

certain phenomena where the case is not seen as subordinate to quantitative methods. This research will therefore adopt an exploratory approach, which aims to grasp an understanding of the underlying motivations behind showrooming. It is difficult to say beforehand which direction the study will take when trying to generate a better understanding of an under-explored phenomenon compared to testing existing theories. Therefore, it is valuable to have the possibility to adapt the process during the research. The exploratory approach has a comparatively unstructured attitude to the research process (Bryman & Bell, 2011) which is appropriate.

According to Bryman and Bell (2011) a deductive research approach gives the researcher the opportunity to test and possibly revise existing theory with empirical results. This research will partly adopt a deductive approach, as it aims to create an understanding of showrooming based on previous research about shopping motivations and behaviour. The opposite to a deductive approach is an inductive approach, which is adopted when the research aims to generate new theory from empirical findings (Bryman & Bell, 2011). This research aims to create a new understanding about the motivations that drive customers to showroom, which has previously not been thoroughly researched. This implies that the research also adopts an inductive research approach. Furthermore, as the research aims to contribute to literature by generating a new framework, a completely deductive approach is not preferred, rather a combination of deductive and inductive reasoning is required.

3.3 Method of Data Collection

3.3.1 Interviews

Since this study aims to grasp the different interpretations of reality, empirical data will be collected by interviews. Interpretivism includes a risk that individuals interpret words and concepts differently. However, interviews can be a solution to this problem since they allow the interviewer and respondents to define concepts and answers, which will reduce the risk of misinterpretations (Bryman & Bell, 2011). This is an important aspect to consider when researching something as complex as the motivations for a certain behaviour. A survey does not allow the interviewer to ask follow up questions or discuss the different concepts which increases

the risk for misunderstandings and a misleading result. However, interviews include a risk that the answers would not reflect the reality because in some cases people are not aware of how they act (Bryman & Bell, 2011). To handle this potential problem, observations could be viewed as complement to the interviews and open up for more context-sensitive interpretations of the customer shopping behaviour. Furthermore, observations are commonly used to study social phenomena in order to record, analyse and interpret behavioral patterns of customers (Saunders, Lewis & Thornhill, 2009; Malholtra, 2010). However, showrooming is not necessarily a visible behaviour since actions related to showrooming can also be explained by many other reasons. For example, customers who look at their mobile phones while shopping could compare prices online, yet it is also possible that they just send a message to a friend, read an email etcetera. Additionally, showrooming involves shopping in the offline channel followed up by shopping in an online channel. Therefore, it would require shadowing customers in order to be sure that they are showrooming and report their behaviour during the decision process. Since this raises ethical considerations observations are not desirable.

When conducting interviews there is a further risk that the respondent would not give an honest response to a question. The respondent may answer in a way that is socially desirable, the question could be found threatening, the respondent may not remember occasions or behaviour correctly and also the respondent may be influenced by aspects of the interviewer to answer in a certain way (Bryman & Bell, 2011). To avoid this, the researchers will clearly explain the purpose of the interviews, not put value in the questions, allowing the respondent not to answer the questions and finally give the respondents anonymity.

Qualitative interviewing focus on the respondent's perspective of the phenomenon, rather than the interview reflecting the researcher's concerns as for quantitative interviews (Bryman & Bell, 2011). Qualitative interviews are relevant for research that aims to understand factors such as decision-making, attitudes and meanings (Saunders, Lewis & Thornhill, 2009), which serves the purpose of this research. The interviews will adopt a semi-structured approach, where researchers use a list of relevant themes and questions that should be covered. The interview guide used in this study can be found in Appendix 1. Semi-structured interviews have the advantage of preparing the researchers while at the same time offering participants the possibility

to explain, elaborate or build upon their responses (Bryman & Bell, 2011). When the research adopts an interpretivist epistemology, Saunders, Lewis and Thornhill (2009) stress the importance of allowing respondents to explain and develop their responses. As the aim of the study is to view showrooming from customers' perspective, it is important that the interviews will allow the respondents to direct the interviews towards their reflections. Additionally, it is important to be open for new aspects of the phenomenon being studied since there has not been much research made in the field. Consequently, the probability that the researchers end up with a result that reflects individuals' thoughts and behaviour increases, which enables researchers to make sense of a phenomenon and build meaning around it (Bryman & Bell, 2011). Flexibility is therefore an essential factor during the empirical data collection.

3.3.2 Location

The level of product involvement reflects how personally important or interested you are in consuming a certain product and the amount of information you need in order to make a purchase decision (Bauer, Sauer & Becker, 2006). This research will focus on high-involvement products since customers are more likely to do extensive research and evaluate alternatives when purchasing high-involvement products, and as a result more likely to showroom (Smits, 2012). In this research, two high-involvement product types will be included, sports shoes and electronics. While sports shoes require a more subjective fit compared to electronics, we expect to see a difference in the intention to showroom when purchasing those products.

There will be a focus on two different kinds of retailers within both electronics and sports shoes, specialty retailers and large retail chains. The physical stores that are selected for this research are Löplabbet, Stadium, GH Data and Elgiganten, all located in Lund. A description of the different retailers can be found in table 5. Specialty retailers are mainly focused on selling a particular product range and associated items, with considerable depth in the products and mostly at premium prices in order to ensure high quality and expert guidance to customers (Management Study Guide, 2016). These retailers usually have well developed relationships with their customers, as a consequent their customers are more likely to be emotionally attached to them (Yim, Tse & Chan, 2008). Large retail chains, often organize their physical stores in departments, offering a variety of merchandise and offer scale advantages (Management Study

Guide, 2016). These two kinds of retailers will be included since it is expected that the intention to showroom for these two kinds of retailers will be different due to the difference in store-involvement, service levels and prices. Consequently, it is expected that the inclusion of different kinds of retailers will lead to a further understanding of showrooming.

Table 5. Retailer description

Company	Description
<i>Stadium</i>	Sweden's largest retail chain within sports clothing, with over 160 retail stores in Sweden, Denmark, Finland and Germany. They are focused on selling modern, functional sports articles and sportswear at the best price (Stadium, 2016).
<i>Löplabbet</i>	This is a retail specialist of running shoes and running products in Sweden. They have 17 stores around Sweden, with the best experts within running equipment who give excellent advice related to running shoes (Löplabbet, 2016).
<i>Elgiganten</i>	Elgiganten is a big electronics retailer chain, located in Sweden, Finland, Denmark and Norway. They own 77 stores all over Sweden (Elgiganten, 2016).
<i>GH Data</i>	GH Data is a small specialty store in the city centre of Lund. They are specialized in electronics with a special focus on laptops (GH Data, 2016).

3.3.3 Sampling

In this study the ambition is not to generalize a result to a population but rather to provide an in-depth exploration of the showrooming phenomenon. According to Bryman and Bell (2011) the best sampling method to use for an in-depth exploration of a central social phenomenon is purposeful sampling. Purposive sampling is a non-probability sampling method in which participants are selected in a strategic way because of their relevance in understanding a social phenomenon (Bryman & Bell, 2011). For this research that implies that the researchers will go to both specialty stores and big retail chains that sell high involvement products, in order to find potential participants.

Interviews will be conducted outside the physical stores, since it enables the interviews a unique opportunity to understand respondents' thoughts, motivations and feelings when they are fresh in mind (Integrated Research, 2014). Outside each physical retail store we approached persons exiting the store, who we estimated to be over 18 years old. We aimed to capture different genders and age groups in order to collect a diverse group of participants. When approaching individuals exiting the physical stores, we shortly presented our research and its ethical considerations, and asked whether they were willing to participate in this study. We choose to not include respondents younger than 18 years old, since the focus is on high-involvement products and they usually do not have enough income to spend on shopping. By approaching individuals outside physical stores rather than inside, we would not disturb the personnel or interrupt people while they were shopping, which we expected to increase the likeliness that people are willing to participate in the study. Additionally, we choose these settings for the interviews since we are interested whether customers completed a purchase in-store. When exiting a physical store, a final decision has just been made whether to purchase or not. Therefore, the environment will provide the researchers with actual, top-of-mind thinking which makes it a favorable environment to conduct interviews (Integrated Research, 2014). However, a drawback from this interview setting is the fact that some people had time-constraints and were not always willing to elaborate on their answers. Although, in general, this did not turn out to be a frequent problem. The amount of participants could not be determined beforehand since participants would be interviewed up to the saturation point was reached. This means that interviews were conducted until few, if any, new issues, topics or ideas are brought up. In this

research a saturation point was reached after conducting 40 interviews. Outside each physical store 10 interviews were conducted. The sample includes only Swedish respondents, and half of the respondents have reached an aged over 30 years old. Surprisingly, the division between men and women is also equal. A more thorough description of the participants in this study can be found in Appendix 2.

3.4 Data Analysis

After the interviews are transcribed, the qualitative data will be analyzed using sorting, reducing and arguing. The researchers will read the transcription multiple times while making notes in order to get intimate with the data (Rennstam, 2016). This is needed to get an initial direction, unveil concepts that may be relevant to the object of study and sensitizing concepts build on pre-understanding of the analyst (Rennstam, 2016). Thereafter, the data will be coded using coding schemes. Initial coding involves comparing relations, similarities and dissimilarities in order to deepen the understanding of the data. Important general codes will be applied to the data to identify the codes for further analysis. This will be followed by selective coding, which is the process of selecting the core category by choosing and omitting categories in order to create focus (Rennstam, 2016). The researchers eliminate overlapping and similar categories related to the theoretical ideas developed during the research. This will result in reduced categories that serve as the final category system for understanding the empirical material. Finally, these categories will be evaluated, theorized and interpreted in relation to the research question.

3.5 Trustworthiness and Authenticity

Validity and reliability are usually discussed when assessing the quality of quantitative studies. When evaluating qualitative studies Bryman and Bell (2011) suggest two primary criteria, trustworthiness and authenticity. For the study to be recognized as trustworthy the study should be implemented according to good practice and show transparency of the research process (Bryman & Bell, 2011). Therefore, all the steps of the study are clearly and openly presented and follow recommended principles. Besides that, credibility of the answers can also be improved by supplying relevant and clear information to the participants before the interviews (Bryman & Bell, 2011). We also attempt to create a friendly and supportive atmosphere where participants feel confident to answer openly and honest. Besides that, we will make sure that the interviews

will not take too long (around 15 minutes), which will minimize the feeling of wasting time which in turn will improve the quality and depth in the answers of respondents.

Furthermore, Bryman and Bell (2011) stress the importance of keeping complete records of all stages of the research process in an accessible manner. All records from the study starting from problem formulation until data analysis decisions are therefore accessible for peers to evaluate to what extent suitable procedures have been implemented. Finally, to achieve trustworthiness it should be clear that the researchers have not endorsed personal values or theoretical preferences to impact the conduct of the research and the results deriving from it (Bryman & Bell, 2011). However, this adds a risk of interviews being colorless due to fear of making subjective interpretations. To handle this problem, the purpose of the study should be clear to the researcher during the complete research process.

For the study to be acknowledged as authentic, the research should represent various perspectives among representatives of the social setting (Bryman & Bell, 2011). Since the interviews will take place outside different physical stores at different times and the adoption of purposive sampling in this research, the possibility for the respondents to reflect diversity will increase.

3.6 Ethical and Political Considerations

When conducting research, ethical and political issues arise at a variety of stages during the research and are of critical concern (Bryman & Bell, 2011; Malholtra, 2010). In order to consider political dimensions, the researchers will ask relevant retailers for permission to conduct interviews outside their stores. Additionally, the researchers will ensure that the obtained data and results will be treated as confidential and only used for predetermined research objectives (Malholtra, 2010). Throughout the whole research, it is important to continuously reflect over ethical issues (Bryman & Bell, 2011). Therefore, the researchers will provide the respondents with adequate and concrete information about the research project, address their questions and clearly explain their responsibility and expectations at the start of the interviews (Malholtra, 2010; Easterby-Smith, Thorpe & Jackson, 2012). Based on this, the respondents will participant in the study by their own will and interest and therefore have given their informed consent

(Bryman & Bell, 2011). Besides that, the respondents will be informed that they are not obligated to answer questions that make them feel uncomfortable or which they simply do not want to answer. Furthermore, the respondents can request to interrupt the interview at any point. This is in line with ethical issues, stating that the researchers have an ethical responsibility to respect the participants' privacy, dignity and feelings (Malholtra, 2010). Furthermore, to follow ethical guidelines it is important to ensure the integrity of the data-collection (Malholtra, 2010). Thus, the participants will be informed of the usage of recording equipment during the interviews and will be offered to receive the result of the study if they desire. At last, with regard to these ethical aspects, the researchers ensure the participants anonymity and take responsibility for the participants not being harmed as a result of the research (Bryman & Bell, 2011).

4. Analysis

The findings of the study at hand will be presented in the following chapter. Empirical data will be discussed in coherence with our theoretical framework and the literature review. Our primary focus is on the combined channel motivations as well as personal motivations that lead to showrooming. The chapter will start with presenting the findings related to the selected physical stores and high-involvement products. This is followed by a view on the change in customer shopping behaviour in recent years, which encourages showrooming behaviour. Thereafter, channel motivations to shop offline, online and to showroom are introduced. Finally, the analysis demonstrates how the personal motivations influence showrooming behaviour.

4.1 Store and Product Findings

When selecting physical stores and product type for conducting this research, one of our aims was to capture expected differences in customers' intention to showroom. However, when completing the empirical data collection, we have not been able to identify the expected differences between the diverse physical stores and products. Unanticipated, the respondents did not make a distinction between the specialty stores and the big retail chains. It is clear that they do not perceive any differences in the service, quality and expertise the various physical stores provide. Thus, an important finding of this research is that customers' motivations to showroom

do not differ between specialty stores and big retail chains. Moreover, the research shows that the respondents do not separate the high-involvement products within electronics and sports shoes when discussing showrooming. As a result, the research could not observe discrepancies for motivations to showroom for the different high-involvement products, rather a discrepancy between high-involvement and low-involvement products. Therefore, the analysis and discussion will not make a distinction between the different selected physical stores and products.

4.2 Multi- and Omni-Channel Environment and their Effect on Customer Shopping Behaviour

Many respondents mentioned that the access to internet everywhere is a reason to include different channels while shopping. It is convenient to have the ability to search for information everywhere and anytime. Respondents mentioned that, with the increased access to internet in the past five years, they are more involved in the shopping process and put more effort in looking up information and finding the best price.

“Nowadays, I compare more products and look up information before I decide to buy a product since it is so easy”. - Woman 56, Stadium.

When asking the respondents about the change in their shopping behavior in the past five years, most respondents mention that they are increasingly using the online channel to make purchases, search for additional information and compare products and prices. The interviews show that pre-purchase activities have increased and that respondents are more often using multiple channels when shopping.

“Well I shop more online; I think I wait a bit longer with making the purchase decision since I can easily look things up online”. - Man 32, GH Data.

This implies that customers, nowadays, use more different channels and interact with more retailers, both online and offline, before they make their final purchase decision.

Especially the mobile channel is increasing in importance, while shopping in physical stores. Showrooming is often associated with in-store mobile phone usage (Thau, 2013; Zimmerman, 2012). Respondents use their phone in-store in order to compare prices of different stores which increases the probability of showrooming since customers can immediately check where to purchase the product for the lowest price (Lunden, 2013). Some respondents mentioned that they use their phone while shopping.

“With the new smartphone generation. The use of smartphones has made it much more easy to get good information and quick”. - Man 26, Elgiganten.

“I might go for a fika and search for different prices then. It depends, sometimes in the store and sometimes at home”. - Woman 24, GH Data.

Another respondent mentioned that he takes notes in his mobile phone about the product and compares price later on pricerunner.

“Yes, that has happened a few times. I have taken notes about the product and compared prices on pricerunner”. - Man 32, GH Data.

Additionally, this research shows that customers appreciate when stores have a seamless integration between the online and offline shopping channel. Especially some of the respondents we interviewed at Stadium mentioned that they liked the seamless integration of their physical store and their web shop.

“You can buy from Stadium online as well. Then you order a product and they send it to this store. So they work both with the store and with the internet and I think that is good. Sometimes they even recommend you to look online for the product and then the product can be delivered to the store”. - Woman 53, Stadium.

When looking at free riding behaviour, some respondents mention that they rather go online first to look up information but eventually decide to buy the product in-store. Especially respondents

that do not care that much about in-store service rather do research online before going to a physical store.

“No, I usually appreciate to be left alone when I shop. So rather the contrary, I look up information online and then I usually like to go by myself when I browse in stores”.

- Man 33, Stadium.

“I like to search at home where I can look in peace and quiet and I’m not bothered by all the sales persons”. But then I don’t like to wait for a product so I always use to go to a store to buy it”. - Woman 25, Elgiganten.

However, when using multiple channels, most respondents mention that it is more common to make the final purchase online after they went to a physical store. Our findings suggest that showrooming is increasing in popularity today since more respondents state that they showroom compared to webrooming when including different channels in their shopping journey, this in accordance with previous research from Lipsman & Fulgoni (2012 cited in Rapp et al. 2015).

Although there is an increase in the use of multiple channels while shopping, it is important to mention that there are also respondents that only use one channel while shopping. Konus, Verhoef and Neslin (2008) emphasize that customers who experience time pressure are less likely to use multiple channels for search and purchase, they rather appreciate single-channel usage. This is indeed shown in our interviews, where the respondents argue that they do not showroom when they experience time-pressure.

4.3 Consumer Decision Making

During the interviews it became clear that the respondents have different ways of shopping and follow different paths in order to make their final purchase decision. Due to the ease of searching for information using different channels, our research shows that customers are today more likely to do thorough research before buying a product, compared to five years ago. Some respondents mentioned that they liked the product that they were looking at in the physical store but they wanted to do some additional research in order to make their final decision.

“Yes, I think I will come back but I want to do a bit more research and think about it since they were quite expensive”. - Man 28, Löplabbet.

However, it should be mentioned that the amount of research is highly dependent on the product involvement.

“If it is expensive yeah, but if it is cheaper stuff not really that much...I am more careful and do more research when I purchase expensive products and products that will last for a longer time”. - Woman 23, Elgiganten.

The decision journey has become more complex, customers do not necessarily start at the first stage (problem recognition) anymore, but they start and finish the decision journey whenever they want to. For example, some respondents stated that they did research already before going to the physical store, some of them bought the product in-store and others left the physical store in order to look up more information online. Also there were respondents that bought a product impulsively without product recognition or evaluating alternatives. Additionally, some respondents mentioned that they came to the physical store, not because they needed a product, but just for fun or to get inspiration. Our research clearly shows that the length of the consumer decision making process is dependent on the product. Like Bauer, Sauer and Becker (2006) argue, high-involvement products are attended by a much more deliberative and extensive decision-making process. Respondents often mentioned that for high-involvement products they visit a physical store but afterwards they go online as well to read recommendations and reviews etcetera. Sometimes they then decide to buy the product online instead of returning to the physical store. For example, one person answered the following on the question if he ever bought a product online, after evaluating in a physical store.

“Yes... sometimes I do that, when it’s an expensive product than I just want to get to know more about a product or see in in real life but I don’t want to make the purchase decision already. Then I just go home and do some more research and read some information and after that I decide which one to buy”. - Man 25, Elgiganten.

Since showrooming requires using multiple channels and extensive research and evaluation, customers are more likely to showroom when purchasing high-involvement products compared to low-involvement products.

The main factors that are assumed to influence decision behaviour are variables such as price, involvement, familiarity with the retailer/brand and the frequency of purchasing (Solomon et al. 2010). Some of these factors are also assumed to influence showrooming behaviour of customers (Verhoef, Neslin & Vroomen, 2007). An often mentioned reason in this research that influences how customers shop and the amount of channels they use, is the price. Besides that, brand familiarity turns out to influence the decision journey. One respondent mentioned that, when he is familiar with the brand, he is more likely to purchase the product online.

“Would never buy a tv online or a laptop, unless it is from a certain brand like Apple, I can find enough information. And you can always find a store close by where they would be willing to help you so, then it doesn’t matter that you buy it online. They don’t really care whether you bought it online or offline, they are always willing to help”.

- Man 30, GH Data.

4.4 Channel Motivations to Showroom

4.4.1 Channel Motivations to Shop Offline

The interviews show that the most common reason to complete a purchase in a physical store, is to get the product immediately. To purchase in a physical store does not include additional activities that stretches over time, thus the respondents perceive offline shopping as convenient.

“It is convenient to look at the product in the store and have someone to ask for help and bring the product home with me right away”. - Man 28, Elgiganten.

Furthermore, some respondent associate offline shopping with convenience because she does not have to search for, or read information about the product herself when shopping in physical

stores. Additionally, respondents stress that they are too lazy and do not have the patience to compare products and prices in both physical stores and online, but want to collect the product immediately.

“In stores you can get help without having to read a lot yourself. Because that is exhausting. Now I had to read about them all online and that is bothering”.

- Woman 21, Elgiganten.

“Well, if I have in mind that I want to buy something I would not go to the store first and then buy it online. I have very low patience, so I just want it immediately then...”.

- Woman 23, Elgiganten.

The interviews show that the motivations to complete the purchase in the physical store are often utilitarian. Most respondents who purchase a product in a physical store argue that it is convenient since they can immediately access and collect the product, which according to Herring, Wachinger and Wigley (2014) is a utilitarian motive to shop offline. Furthermore, offline shopping is perceived as convenient since it does not require the customers to search for information themselves, but the customer can take advantage of the salespeople's knowledge.

4.4.2 Channel Motivations to Shop Online

Most respondents agree that the biggest advantage related to online shopping is convenience, you can shop from wherever you like at any time. Moreover, it is easy to compare prices and the product can be delivered at home, which the respondents argue as convenient. A further reason why online shopping is associated with convenience is that the customer does not have to interact with other people, the customer can rather shop by him- or herself.

“You don't have to go by car to the big shopping centers which takes a long time, you need to park and then you should buy a parking ticket. And then you need to stand in long queues to the cashier and friendly, unless the product is out of stock. Finally you need to go back to your car and it's crowded in the parking lot”.

- Man 57, GH Data.

However, convenience is also the most common disadvantage with online shopping, because the customer first has to buy the product, wait for delivery and then pick it up. If the product does not meet the customer's expectations, it will additionally implicate more work in order to return the product.

“At the same time I think it's an effort to shop online because then you would have to go to the post office and then try it on at home and maybe return it”.

- Woman 44, Stadium.

Moreover, online shopping is highly associated with a bigger assortment compared to a physical store, which is a common motivation to shop online. Many respondents share the impression that the assortment in physical stores' is reducing.

“You can notice that there are less products in the stores, they have a smaller assortment”. - Woman 39, Stadium.

An additional interesting finding, which is not related to the high-involvement products shoes or electronics, is that one respondent mentioned that she shops online to keep her anonymity when purchasing products from the drugstore. In that way she can avoid the embarrassment she would feel purchasing those products at the physical drugstore, where other people could take notice of her purchases.

“Because there it's so embarrassing to purchase products. So then I have ordered it online”. - Woman 21, Elgiganten.

Sahney et al (2013) stress that online shopping is associated with convenience since the customer does not have to dress up to leave the house and consequently can avoid traffic. Convenience was indeed the main reason to shop online even though convenience was used inconsistently when describing online shopping. That online shopping is convenient because it offers anonymity (Sahney et al. 2013) was highlighted by the respondent who argued that products from the drugstore was more convenient to purchase online to stay anonymous. Additionally, the

interviews showed that the great assortment offered online is a motivation to shop online, which is in line with Konus et al. (2008) and Sahney et al.s' (2013) findings.

Social interaction and the social environment have also been argued to be motivations to shop online (Sahney et al. 2013) although our interviews have not shown this relationship. None of the respondents argued that online shopping is a social activity or is associated with social interaction.

4.4.3 Channel Motivations to Showroom

The interviews show that customers today like to do comprehensive research before making a purchase. The respondents who showroom appreciate the in-store service and like to take advantage of the knowledge and expertise of the salespeople. Additionally, they enjoy the social interaction when visiting a physical store. However, the access to information, broader assortment and possibility to compare prices drive customers to continue their research online. It enables the customers to search for information and compare prices in peace in quiet and without any time pressure.

“Because I have more time checking things out and look things up”.

- Man 20, GH Data.

“I often go to bookstores to check different books and see what looks nice and interesting. Then I check the price and compare with for example the online store Libris, and mostly it's cheaper so than I just decide to buy it online”.

- Woman 27, Löplabbet.

Our interviews also showed that showrooming is not limited to products which requires the customer to try on, such as clothes and shoes. Showrooming is rather more common when the customer wants much information about the product before making a purchase. These products are usually more expensive and intended for longer usage (high-involvement). Some respondents also mention that they showroom when they want to purchase a product they have never bought before, in order to see the product before making a purchase.

“But if it is something I am not that familiar with I rather go to a store first to get some advice and tips first. From people that know the product better than me. After that it is possible that I buy it online in order to do some additional research”.

- Man 31, GH Data.

“Because sometimes I just ask for information in stores but then I want some additional and more objective information online...So I mostly also find it cheaper online and it is so convenient nowadays to order products online”. - Man 24, GH Data.

The thorough research concerns both product information and price comparisons. If they find the product for a cheaper price online, some respondents will buy the product online. In that way the customer takes advantage of the benefits of both visiting a physical store by enjoying the service, and shopping online for a cheaper price. Although, the interviews showed that not all showroomers intent to showroom when visiting a physical store. Showrooming can also be a consequent of the physical store not having the right size or color of a product available for sale. If the product is available online, the customer will then purchase it from there. A further reason to showroom without intention is when the customer cannot decide whether to purchase the product while visiting the physical store. If the customer later decides to purchase the product, he or she will buy it online because it is more convenient than going back to the physical store.

“If I later decide that I still want a certain product I think it is really convenient that you can also order it online”. - Woman 56, Stadium.

From our research it becomes clear that showroomers are motivated by both hedonic and utilitarian motives. Some showroomers go to a physical store to enjoy the social interaction with salespeople in stores. According to Rigby (2011), Arnold and Reynolds (2003) and Burns (2010) this is a hedonic motivation to shop offline. However, for showroomers, socializing is not a reason to complete the purchase in the physical store, rather a motive to visit the store. The interviews also show that when purchasing a product for the first time, showroomers want to touch, see and try the product before a purchase. Rigby (2011) argues that the possibility to evaluate the product with all senses, makes offline shopping more exciting and fun, hence

provides a hedonic motive to shop offline. However, for some showroomers the purpose of physically evaluating the product in the physical store is not enjoyment, rather risk reduction. This will be further discussed under risk aversion. After visiting a physical store, the showroomers who are motivated by hedonic reasons enjoy to browse online to search for information or read recommendations and reviews. Customers can easily access objective reviews and information online (Sahney, Ghosh & Shrivastava, 2013), which is one of the main reasons why customers do not complete the purchase in the physical store, but choose to do further research online. However, for some showroomers the reason to purchase the product online is to receive the best price. Since online retailers do not bear the cost of physical stores (Rigby, 2011), they can offer low prices, which provides a utilitarian motive for showroomers to complete the purchase online. Consequently, showroomers do not mind spending time on research before a purchase.

Previous research of Kalyanam and Tsay (2013) states that not all showroomers plan to showroom when visiting a physical store, our research supports this finding. Online retailers offer a great variety of products (Konus, Verhoef & Neslin, 2008; Sahney, Ghosh & Shrivastava, 2013), which is one of the reasons why some respondents showroom even though they did not intend to do so when visiting the physical store. When the physical store does not have the product available and the customer can find it from an online retailer, he or she will complete the purchase online. Furthermore, respondents who unintentionally showroom because they cannot decide whether to purchase the product while being in the physical store, choose to complete the purchase online since it is more convenient. Instead of going back to the physical store, the customer decides to purchase the product online. This is in line with Sahney, Ghosh and Shrivastava's (2013) argument that online shopping is time saving since it does not require the customer to leave the house.

4.5 Personal Motivations to Showroom

4.5.1 Risk Aversion

In general, few respondents mentioned that they perceive risks while shopping online related to payment or deliveries. Most people state that they perceive less risk compared to some years ago due to improved payment guarantees. There was only one older woman that mentioned that she perceives financial risk while shopping online.

“Today you feel quite safe when you shop online. Even the payment methods are so safe nowadays”. - Man 26, Elgiganten.

Also some respondents mentioned that they prefer to shop from well-known retailers compared to foreign online retailers. However, most respondents do not perceive foreign online retailers as risky.

Respondents do mention that it is not always convenient to shop online, because you do not know if the product will meet the expectations and therefore there is a risk that you will have to return the product.

“But you cannot try it on when you shop online. Then it feels riskier to shop online”.
- Woman 26, Löplabbet.

However, this turns out to be a motivation to showroom. Customers try on or evaluate product in-store, but decide to buy the product online, avoiding the risk of the product not meeting customers' expectations. To solely receive service and product information from in-store personnel is sometimes not enough. Some respondents mentioned that they do not always trust in-store employees and are concerned that they will be misled by salespeople. Therefore, they prefer to search for objective information online.

“It was good, they could tell me some things about the products but I still think that there is more to find online and besides that they didn’t had everything that I was looking for so I will do some more research online”. - Man 25, Elgiganten.

Forsythe and Shi (2003) stated that the perceived financial risk involved with online shopping represents a reason for people to not shop online. However, our research does not support Forsythe and Shi’s (2003) finding. Most respondents mention that online shopping has improved recent years and customers usually do not perceive financial risk whilst shopping online. Online payment is no longer perceived as a risk, respondents rather perceive the risk of products not meeting their expectations when shopping online.

For the respondents who stressed that they do not fully trust store personnel, further research online after visiting a physical store can reduce the risk they perceive with purchasing the product. When continuing research online, many respondents then complete the purchase online, due to convenience and a better price. Consequently, this indicates that risk-aversion motivates customers to showroom. Since most respondents mention that they do not perceive any risk related to payment or deliveries, but rather to the fact that they are not sure whether the product fit their preferences or they do not fully trust store personnel. Going to a physical store and evaluate it in real life will eliminate this concern. So, showrooming to avoid the risk of products not meeting their preferences and additionally enables customers to look up more information or shop for cheaper prices.

4.5.2 Price Consciousness

Our research shows that customers who are very price conscious are more likely to showroom compared to people that do not care that much about price. Many respondents mentioned that prices online are often cheaper compared to offline stores. Next to information search, one of the most mentioned reason why respondents go to a physical store to evaluate a product, but eventually decide to buy it online, is the price. When asking a respondent about whether they sometimes look at a product in a physical store but eventually decide to buy it online, he gave the following answers:

“Yes, I have done it. I have purchased many cameras or lenses online after looking at it in a store. Simply because it was cheaper online”. - Man 57, GH Data.

Especially when participants purchase more expensive products, they are motivated to search for cheaper prices online.

“Yes, when it is about products that are more expensive then it’s easier to be motivated to look and shop online because then it is about more money”. - Man 32, GH Data.

As mentioned by Konus, Verhoef and Neslin (2008), price conscious customers are motivated to shop online since the internet enables customers to easily compare prices and search for the best deals. Our research supports these findings. Furthermore, Martos-Partal and Gonzalez-Benito (2013) mention that price-conscious customers are often less committed to a certain store or channel. Since most participants mentioned that they are not loyal to specific stores it was difficult to find any relationship between this. However, those three people that mentioned that they are more emotionally-attached to a certain store or know people who work in a store, stated that they are willing to pay a higher price, even if they know they could find a certain product cheaper online.

4.5.3 Attitude towards Shopping

From the respondents who showroom, most respondents enjoy shopping. This clearly shows that showrooming is associated with shopping enjoyment. Showroomers enjoy to go to the physical store, browse around and get inspiration but do not mind putting effort in going online afterwards, to read reviews, recommendations, watch YouTube videos and continue their searching. Therefore, these customers are more likely to showroom.

“If I have a lot of time I really like to shop around and browse in different stores and online”. - Woman 56, Stadium.

Most of the respondents who reported that they do not like to shop and often consider shopping as an effort, state that they are too lazy to compare prices or search online for alternatives.

“No. I’m too lazy and don’t want to waste my time on shopping”. - Woman 44, Stadium.

“Because I’m lazy. I’m in the store, see something I want and then I want the product directly, it’s easier to buy it directly. If I should then buy it online, I need to search for it and that takes too much effort. I just want it immediately so it is done”.

- Woman 25, Löplabbet.

Important to mention is that respondents stated that they like to shop in physical stores more when shopping for social reasons. One respondent, for example, mentioned that he shops in physical stores to keep the lively city center. He enjoys more to shop in physical stores compared to online in order to keep the social part of shopping, and he therefore argues that everyone has a responsibility to support the physical stores.

“Most often I don’t do that. What should I say, it’s the moral side of you that you should shop in stores. So it can be a lively city center, everybody should think like that. It enables the social aspect of shopping. I try to compromise a bit and sometimes I shop in stores when you can’t save that much on shopping online”. - Man 32, GH Data.

Besides that, the respondents are more impulsive when shopping with friends. Participants state that they do not think thoroughly about a certain purchase, they are rather more impulsive, which might be a reason to not showroom.

“When I’m online I just look through what I want and then I get what I want but it feels depressing because you know if you press the button all your money will disappear. And when you are in a store you don’t really think that way because you buy one thing here and one thing here without thinking about it. You just recognize when you come home”.

- Woman 23, Elgiganten.

4.5.4 Rational Attachment

Our research suggests that customers who do not feel guilty after leaving a physical store while having enjoyed in-store service are more likely to showroom. The combination between showroomers and not feeling guilty leaving the physical store while having enjoyed pre-purchase services (rational) is found very often.

“I have no problem with that. I think that, I don’t feel forced to buy, then I say that I will think about it or that I don’t know how I will decide. We’ll see if I will come back. And then maybe I know that I will not come back and buy online but it’s the type of social talk you do. To be friendly”. - Woman 43, Stadium.

Respondents mention that service in-store is really important and can convince them to make the final purchase in the store.

“There you got me! That can absolutely reach out to me. If I get an almost personal contact, then it can be difficult for me to leave without purchasing something”.
- Man 33, Stadium.

The in-store service clearly influences the likeliness to showroom. Sometimes, they are even willing to pay more if they enjoyed excellent in-store service. One respondent answered to the question whether she would be willing to pay a higher price in-store even if they know they can get it cheaper online.

“Yes, I can feel that I have a certain relationship to the store, yes. Because I have talked for a long time to the personnel and they have helped me and we have created a relationship. And that they have great service and then I’m willing to support their store”. - Woman 25, Löplabbet.

This turns out to be especially common when visiting small physical stores, respondents stated that they feel guilty leaving after taking advantage of the service compared to bigger retailers.

“If it is a small store I would feel guilty but if it was a big retail chain I wouldn’t care”.
- Woman 25, Löplabbet.

Agarwal (2013) mentioned that customers who feel emotionally attached to retailers are more willing to spend money there, even if meaningful cheaper alternatives are available somewhere else. Our research supports this finding, especially customers who are more emotional are willing to spend money in a store when they have received excellent service.

“Yes, because of the service then. If I get food information in the store, if I use the salesperson’s expertise, then I would be willing to pay a little bit more in the store and not go home and buy it online”. - Man 26, Elgiganten.

“It depends. If it is a great service I prefer to buy it from the guy or girl that gave me the service, but that depends when the service is average and I still want to get more information I rather buy it online”. - Man 33, GH Data.

For showrooming this implies that a great service in combination with more emotional attachment might prevent customers to showroom. However, if the respondents do not feel guilty leaving the physical store while enjoying pre-purchases service, it is assumed that they are more rational. They stated that they do not mind completing the purchase online after taking advantage of in-store service.

“No not really, I mean, it is there job to give information and I just think nowadays it is really difficult to prevent people going online to buy something”. - Woman 56, Stadium.

Concluded, this research assumes that customers who participate in showrooming behaviour are more self-interested and rational, they make logical decisions based on the choice that presents them with the most benefit and satisfaction.

4.5.5 Store-Loyalty

When researching store-loyalty, it was only a few respondents who could mention a certain store they are loyal to. These respondents argued that service and assortment create store-loyalty.

“And that I know the personnel and get good service. And that I know that they have the latest assortment”. - Woman 25, Löplabbet.

However, the few respondents who are loyal to a certain store are not necessary willing to pay a higher price in that store. They are rather more likely to return to the store. Especially, the respondents who mentioned that they are members of a store, stressed that it is mainly reason to repeatedly visit the store.

“Because I always go to Stadium since I have a member’s card there”.
- Woman 43, Stadium.

Most of the respondents are not loyal to any store and for some of them it is due to their impulsiveness. When they see something they want, they buy it immediately. However, many of the respondents are only impulsive when it comes to some products, whether a few of the respondents described themselves to always be impulsive shoppers.

“Yes. So when I’m in the store and see something I need then I buy it”.
- Man 33, Stadium.

The respondents who are always impulsive will not compare products and prices among different retailers, they rather value to complete the purchase at the moment, thus they do not showroom. For example, when we asked a respondent whether he was even willing to pay a higher price to acquire the product immediately even if he knew he could buy the product cheaper online he answered the following:

“Yes, in that case. That may just be the way I shop”. - Man 33, Stadium.

Dick and Basu (1994) and Srinivasan et al. (2002) stress that favorable attributes of the retailer can lead to customers being willing to repeatedly purchase from the same store, hence create store-loyalty. Although, the respondents who stated that they are store-loyal are not loyal towards a store in line with the definition that Dick and Basu (1994) and Srinivasan et al. (2002) present as store-loyalty. They argue that they are store-loyal based on their willingness to repeatedly visit the store. What benefits customers derive from shopping are individually and therefore customers will have different incentives to be loyal to a store (Martos-Partal & González-Benito, 2013). Our respondents' store-loyalty derives from great service and assortment, which Martos-Partal and González-Benito (2013) present as foundation to store-loyalty. However, it is important to stress that the respondents who are store-loyal are not willing to pay a higher price in that store, but they visit the store more often.

Impulsive shoppers do not plan their purchases to receive the best offer, they rather strive for the psychological benefits and pleasure from their impulsiveness. Therefore, they are not motivated to be store-loyal (Martos-Partal & González-Benito, 2013). Even though impulsive shoppers are not store-loyal, they were not expected to showroom since they do not search for or evaluate alternatives before a purchase. This was also shown in the interviews, where the impulsive shoppers argued that they are not loyal to any store or evaluate alternatives and offers, rather purchase when they find a product they would like. Consequently, they are not likely to showroom. It should be stressed that most respondents are more likely to be impulsive when purchasing low-involvement products.

Time consciousness was not mentioned by the respondents as a reason to be loyal to a store, as Martos-Partal and González-Benito (2013) argue. However, as mentioned in the multi-channel chapter, the interviews showed that the time consumption of using multiple channels is a reason why some respondents do not showroom.

5. Discussion

The aim of this chapter is to discuss the empirical findings in relation to previous literature in an attempt to answer our research questions. The participants in our study will further be referred to as shoppers, since they have spent time in a physical store but not necessarily bought something. This chapter will start by discussing the channel motivations followed by the personal motivations that influence the likeliness to showroom. The empirical result shows complex relationships between the channel motivations and personal motivations. In the following chapter an attempt will be made to highlight these interrelationships, in order to improve the understanding of showrooming. It should be mentioned that it is sometimes overlapping. Furthermore, the discussion will serve as a foundation for further research directions.

5.1 Channel Motivations

When it comes to decision making during the path to purchase, the traditional decision making model assumes a sequential decision making process (Engel Blackwell & Miniard, 1995). In contrast, Court et al. (2009) argue that, due to increased amount of touch points, the decision-making process is a more circular instead of linear journey. Our research stresses the latter, as the data clearly shows that shoppers follow a less-linear process, in agreement with the decision journey. This further strengthens the assumption (Court et al. 2009) that traditional consumer decision models should be questioned in the omni-channel environment. In the current omni-channel landscape it is therefore important to consider models that have a more flexible view of consumer decision making and do not view customers as merely rational. Especially the increased importance of the mobile channel has complicated the decision journey.

This research highlights the finding that the proliferation of the mobile channel can create potential showroom problems for retailers (Thau, 2013; Zimmerman, 2012). It has been found that some shoppers occasionally use their mobile phones while in-store in order to compare prices or look up additional information. Respondents mentioned that the new smartphone generation has made it much more easy to quickly look up information or compare prices while in-store. As Brynjolfsson, Hu and Rahman (2013) mentioned, the retail industry will transform more and more into a seamless omni-channel environment which will vanish the distinction between online and offline shopping. This has been shown in our research, Stadium has

succeeded in sending their customers in the physical store to their own web shop, thus creating loyal showroomers. This is the result of multi-channel synergy as already mentioned by Verhoef, Neslin and Vroomen (2007). Stadium succeed in facilitating the path of purchase by minimizing the risk of customers visiting other stores and prevent them from switching to competing retailers, which has also been highlighted by Verhoef, Neslin and Vroomen (2007). Especially, with the increasing usage of mobile phones, it can be discussed whether physical stores should focus on preventing showrooming, or rather focus on how they can draw benefits from in-store mobile usage by ensuring loyal showroomers. Shoppers who use their mobile phone in physical stores may not be the biggest threat to the physical stores, rather a possibility to manage showrooming. Our research shows that one of the main reasons why shoppers showroom is because they want additional information about a certain product. Showroomers want to take advantage of the salespeople's knowledge and expertise, although they also want objective information from online sources. When physical stores could facilitate the information search in-store by using mobile phones, they could possibly prevent showrooming and convince shoppers to complete the purchase in the store or in their own online store. Additionally, when shoppers do not have to continue their information search online they can purchase the product in the physical store and bring home the product immediately, which is one of the main reasons why shoppers do not showroom. Future research could focus on how to integrate the online and offline channel, using the mobile channel, in such a way that it decreases the retailer's risk of losing the customers during their purchase journey.

When further discussing the interrelationship between channel motivations that influence shoppers to showroom, our research shows that one of the main utilitarian motivations for shoppers to go to a physical store is to take advantage of the personal service. This is often combined with the utilitarian motivations to go online in order to access further information (Sahney, Ghosh & Shrivastava, 2013) and/or to find a cheaper price (Rigby, 2011). The risk that shoppers go online is especially high in combination with the personal motivation price-consciousness, which shows a interrelationship between channel motivations and personal motivations to showroom. This research demonstrates that especially the search for additional information influence shoppers to switch to an online channel. The online channel is accompanied with an excellent availability to look up additional information and objective

reviews as stressed by Sahney, Ghosh and Shrivastava (2013). Our research suggests that this is often accompanied with the personal motivation risk aversion. This research shows that shoppers perceive a risk of being misled by store personnel, therefore they go online in order to look up objective information. A further utilitarian channel motivation to complete the purchase online, after taking advantage of the personal service in the physical store, is to take advantage of the bigger assortment online. The broader assortment online turns out to be an important channel motivation for shoppers to purchase the product using the online channel. As previous research shows, six out of ten showroomers reported that they originally planned to make the purchase at the physical store (Kalyanam & Tsay, 2013). The result of this research reveals that the main reason why shoppers unintentionally showroom is because of the bigger assortment online. Respondents mentioned that they go to a physical store with the intention to buy a product, but end up buying the product online because they could not find the product they were looking for in the physical store. Sahney, Gosh and Shrivastava (2013) already mentioned that the product variety online is bigger compared to physical stores, but surprisingly this research shows that customers strongly perceive that the assortment in physical stores is decreasing. Most respondents acknowledge that this is a disadvantage when shopping in physical stores. This research shows that product variety and assortment turns out to be a strong driver for switching retail channels.

The most mentioned hedonic reason why shoppers go to a physical store is to experience brands and products. After browsing in physical stores some shoppers decide to continue to search for information, cheaper price or assortment, as has been discussed above. Additionally, some shoppers like to go online after experiencing brands and products in a physical store, because of the hedonic motivation escapism and enjoyment. They do not mind spending time and effort on shopping, since they enjoy to shop. These shoppers use both the offline and online channel to get inspiration and explore different channels. Although, our study did not show any relationship between the hedonic motivation social interaction and online purchasing as Sahney, Ghosh and Shrivastava (2013) suggested. The reason why the respondents did not express social environment and norms as motivations to purchase online, may not mean that social motivation does not influence them to shop online. It may just as well be due to the focus of the interviews. If the setting of the interviews would have been connected to online shopping instead of outside

physical stores, the interviews would possibly show a different result. Furthermore, to reveal an association between social motivation and online purchasing may require an in-depth focus on this relationship, which the conducted interviews do not include.

Convenience has been argued to be a utilitarian motivation to shop online by Sahney, Ghosh and Shrivastava (2013), which to some extent has been shown in this research. Although, the respondents also state that it is inconvenient to shop online and furthermore, they state that one of main reasons to purchase offline is convenience. The inconsistently use of the term convenience when describing shopping in different channels can imply that the different channels can be more or less convenient depending on the product shoppers would like to purchase and the situation. One respondent argued that it is more convenient to purchase products from the drugstore online, instead of in the physical store. This implies that the character of product influences which channel is most convenient to purchase from. Some respondents mentioned that it is more convenient to complete the purchases online when you have already left the physical store, compared to returning to the physical store. This implies that the situation influences which channel is most convenient to purchase from. Therefore, it is difficult to associate convenience with either only online or offline shopping, it is rather based on the circumstances. To develop a better understanding of how shoppers perceive convenience and how it influences showrooming behaviour, future research should address this subject more thoroughly.

Another important finding in this study is that shoppers do not perceive any differences in different sorts of high-involvement products, in this case shoes and electronics. Therefore, their likeliness to showroom does not differ between these products. This raises the discussion of which product attributes, if there are any, encourage customers to showroom. To enhance the understanding of showrooming, we suggest further research to include a bigger variety of high-involvement products.

5.2 Personal Motivations

Shoppers perceive less risk with online shopping nowadays, compared to five years ago. Shoppers argue that they do not associate online shopping with high risk, long delivery times or payment difficulties. This in contrast to what Forsythe and Shi (2003) argue, who state that online shopping presents financial risk by conducting transactions online. This contradiction can be explained by improved online payment systems, due to technological developments and that shoppers are more familiar with the internet as a shopping channel today. Many respondents underpin this finding. The only risk that shoppers perceive with online shopping is the uncertainty about whether the product will meet their expectations and therefore the risk exists that shoppers have to return the product. This research suggests that risk-aversion is a motivation to showroom. Shoppers try on or evaluate products in-store, but decide to buy the product online. Consequently, shoppers feel secure in their decision to purchase the product using the online channel. Shoppers avoid the risk of the product not meeting their expectations while still enjoying the benefits from the online channel. When shoppers are convinced that online shopping will result in a positive rather than negative outcome, the acceptance of the internet as a shopping channel will increase, this in line with findings from Shih (2003). Unexpectedly, our research also enlighten the risk shoppers perceive of being misled by salespeople in physical stores. Many respondents expressed their doubts about salespeople providing customers with honest and complete information. This is a further reason why shoppers today are motivated to continue to do extensive research online after visiting a physical store and may also entice customers to showroom. Further research should therefore focus on shoppers' perceived trustworthiness of salespeople in physical stores and how they can increase their confidence, which in turn can influence showroaming behaviour.

As stressed above, our research clearly shows that the lower prices offered in the online store is one of the motivations for customers to purchase online. Especially shoppers who are price-conscious are more likely to interact with different stores and channels before making their purchase decision, this in line with findings from Konus, Verhoef and Neslin (2008). Consequently, the likeliness that shoppers showroom is higher for price-conscious shoppers. However, it is important to mention that price is clearly not the only reason that determines the channel choice of shoppers. Another important aspect that turns out to be critical in determining

the purchase channel is service. Physical stores acquire a clear advantage since shoppers argue that they are willing to pay more for a product in-store after they enjoyed excellent service. Therefore, an additional finding in this study is that excellent service decreases the likelihood of showrooming. Especially, shoppers who are emotional and feel guilty if leaving the physical store after enjoying excellent service are more likely to buy the product from the physical store, even if the product is cheaper online. This implies that excellent service in-store in combination with emotional and sympathetic shoppers prevent showrooming. Agarwal (2013) argues that shoppers who feel emotionally attached towards a retailer are more willing to spend money there, even if meaningful and cheaper alternatives are available. Our research shows that shoppers who participate in showrooming are often more self-interested and rational, they make logical decisions based on the choice that presents them with the most benefit and satisfaction. Therefore, they also do not feel guilty leaving the physical store after enjoying pre-purchase services.

When it comes to attitude towards shopping, it is difficult to see clearly whether utilitarian or hedonic motivations are more likely to influence showrooming behaviour. Konus, Verhoef and Neslin (2008) state that people who enjoy shopping are more likely to use different channels while shopping. Our research supports this finding, hedonic shoppers are not only focused on acquiring a product but rather enjoy shopping and they do not mind continuing the shopping process online after visiting a physical store. On the other hand, Burke (1997) reports that online shopping is less joyful for shopping because it lacks entertainment, personal service and social interaction. Our research suggests that, whether hedonic shoppers are likely to go online or not, depends on the hedonic reason they go shopping. When shopping for social hedonic reasons, the majority of the shoppers mentioned that they rather go to physical stores, or begin the shopping journey in physical stores, instead of online stores. Some hedonic shoppers are more impulsive when shopping as a social activity with company, hence reducing the risk of showrooming. These results implicate that physical retailers should increase a fun, interactive and comfortable shopping environment in order to attract hedonic shoppers to their stores, thus reducing the risk of showrooming. On the other hand, some hedonic shoppers do not mind to put effort in going online to browse, and therefore are more likely to showroom. Utilitarian shoppers mentioned that they are looking for the best product for the cheapest price, which is a reason to showroom. On

the other hand, they are also not willing to put too much time and effort in shopping and want to collect the product right away, which is a motivation to complete the purchase in the physical store and to not showroom. It turns out that the reasons why shoppers showroom do not depend on shoppers' utilitarian or hedonic focus but rather on the time and effort they are willing to spend and the social setting.

Furthermore, our research shows that only a few respondents state that they are store-loyal. This could be explained by the finding that the respondents did not perceive any differences between the specialty stores and the bigger retail chains. Shoppers do not acknowledge any difference in service, quality and expertise between specialty stores and bigger retail chains. Following, shoppers' intentions to showroom do not differ between the different kinds of physical stores, contradictory to what Belks (2015) argues. Another explanation might be the myriad of alternatives that are available to customers combined with the possibility to compare and find objective information using the online channel. Most of the shoppers switch different retail channels during their shopping journey and are looking for the best offers, this could explain why there is a low level of store-loyalty towards specific retailers. Moreover, the increasing product commoditization (Rapp et al. 2015) may also influence shoppers' likeliness to be store-loyal. When various stores offer the same products, it can be discussed if shoppers' incentives to visit a specific store decrease. Our research shows that product familiarity reduces the perceived risk with purchasing the product in an unfamiliar store. This can also imply that product familiarity decreases shoppers' intention to be store-loyal. As our research shows, shoppers are more likely to use one channel A suggestion for further research is therefore to address how specialty stores can strengthen their value proposition and emphasize their extensive service and knowledge about products, in order to create store-loyalty.

The few respondents who mentioned that they are store-loyal by visiting a store more often than others, argue that it is because of the excellent in-store service. However, they are not willing to pay a higher price in that store, and therefore store-loyalty is not a reason to not showroom. This can imply that these shoppers are likely to showroom in that store, since they visit the store but not necessarily purchase from that store. This is contradictory to our expectations from the literature review, that shoppers who are store-loyal based on excellent service are less likely to

showroom. However, it needs to be emphasized that the respondents define store-loyalty differently than Dick and Basu (1994) and Srinivasan et al. (2002), which may serve as an explanation to why our result is contradictory to our expectations. Additionally, it should be stressed that the respondents who mentioned that they are store-loyal also argued that they are rational when shopping. Therefore, they want to take advantage of excellent service in-store, but are not willing to pay a higher price than necessary. This could further be an explanation to why these respondents are not less likely to showroom compared to the respondents who stressed they are not store-loyal. Due to the fact that there are only a few respondents who argue that they are store-loyal and additionally define store-loyalty differently than the literature review, it is difficult to discuss how store-loyalty influences customers' likeliness to showroom. Future research should therefore address the role of store-loyalty on customers' intention to showroom.

6. Conclusion

In this chapter the main research findings and final framework will be presented which serve as a foundation to answer the main research questions. Subsequently, managerial contributions will be presented. Lastly, research limitations and further research directions will be identified.

6.1 Main Findings

The increasing use of the online channel which enable customers to access extensive information, a big product assortment and price-transparency, have left many physical stores struggling with their new role of being used as physical showroom without taking advantage of the rewards of the final sale (Rapp et al. 2015). The path to purchase has become more complicated and the risk that physical retailers lose their customers during their purchase journey to online competitors is increasing. While Lipsman and Fulgoni (2012 cited in Rapp et al. 2015) stress that showrooming is increasing in importance, there still has been little academic research made into this topic (Feit et al. 2013; Kalyanam & Tsay, 2013; van Heems, Kelly & Stevenson, 2013). The high amount of respondents stating that they have been showrooming proves that showrooming is a widely adopted phenomenon today, which makes this a highly relevant research. The aim of the current study was to enhance a better understanding of the channel motivations and personal motivations that drives shoppers to showroom. In order to give insights

into this phenomenon an exploratory study has been made, by conducting 40 qualitative interviews with shoppers outside physical stores. Returning to the question posed at the beginning of this study, it is now possible to identify different channel interrelationships that motivate shoppers to showroom. This research is the first in our knowledge that provides a framework (figure 3.) that demonstrates what channel motivations and the interrelationship between these influence shoppers to showroom. Additionally, the framework addresses the second research question by showing whether personal motivations will increase (+) or decrease (-) the likeliness for showrooming. As our framework shows, the relationship between store-loyalty and showrooming has not been clearly identified.

The result from the interviews demonstrates that shoppers follow a more circular, rather than linear, decision-making process, in agreement with the decision journey suggested by Court et al. (2009). This further stresses the assumption that traditional models should be questioned in the current omni-channel environment. Especially, the interviews show that the increased use of the mobile channel has complicated the decision journey. Compared to five years ago, shoppers more frequently use their mobile phone in-store to search for additional information concerning the products. However, in contrast to research of Thau (2013) and Zimmerman (2012), who state that the increased use of mobile phone usage in-store can create potential showrooming problems for retailers, this research suggests that mobile phone usage in-store can also decrease the risk of showrooming. As presented in our final framework, one of the main motivations to continue the shopping process online after visiting a physical store is to access further information online. Additionally, the main motivation to complete the purchase in the physical store is to immediately bring the product home. This important finding can imply that if shoppers could access all the information required to make a well reasoned purchase decision while using their mobile phones in-store, they could be motivated to complete the purchase in the physical store.

Another interesting finding in this research is that shoppers do not identify any differences in service, quality or expertise between specialty stores and big retail chains. The absence of perceived differences demonstrates that shoppers' intentions to showroom do not differ between specialty stores and big retail chains. Although Belk (2015) argues that specialty stores are less prone to showrooming, our research shows the contradictory since shoppers do not perceive any

differences. This finding enhances the understanding of showrooming behaviour by showing that shoppers intentions to showroom do not depend on the nature of the retailer. Although, the respondents did not make a distinction between the different kinds of physical stores, the interviews reveal that shoppers are more likely to showroom when purchasing high-involvement products, compared to purchasing low-involvement products. Surprisingly, shoppers do not make a distinction between different kinds of high-involvement products. When purchasing high-involvement products, shoppers want to do thorough information search, using both offline and online channels. The channel motivations to showroom, to search for information both in a physical store and online, are highly associated with the personal motivation to showroom, risk aversion. Contrary to our expectations, risk aversion increases the likeliness for showrooming. This can be explained by our research refuting previous research which states that online shopping is associated with financial risk and therefore motivates people to not shop online (Forsythe & Shi 2003). Shoppers do not perceive any financial risk with online shopping, they rather express a perceived risk that the product will not meet the expectations. To reduce this risk, shoppers are motivated to showroom. Additionally, the research shows that some shoppers perceive a risk of being misled by salespeople in physical stores. This motivates shoppers to continue their shopping process online after visiting a physical store, to access objective reviews and information, which increases the likeliness of showrooming, which also demonstrates an interrelationship between channel motivations and personal motivations to showroom.

Personal service, which is a channel motivation to shop in a physical store (Burns, 2010), can motivate shoppers both to showroom and to not showroom, depending on the personal motivation rational attachment. Rational shoppers are self-interested and make choices based on maximizing their own utility, hence are likely to showroom. However, emotional and sympathetic shoppers are more likely to feel guilty when making extensive use of pre-purchase services without purchasing their preferred product there. Therefore, they are less prone to showrooming after experienced excellent service in a physical store. This research extends our knowledge of showrooming by showing that channel motivations and personal motivations to showroom interrelate.

It turns out that both customers who enjoy shopping (hedonic shoppers) and customers who are only focused on acquiring a product (utilitarian shoppers), are prone to showrooming (Figure 3.). When the hedonic motivation to shop is related to social interaction and shopping with friends, shoppers are more impulsive and consequently less prone to showrooming. However, when shopping in order to experience brands and products, hedonic shoppers do not mind spending more time on shopping in order to read reviews, recommendations, watch Youtube videos and continue their research. Therefore, the risk exists that shoppers continue their browsing online and finally complete their purchase online. Shoppers who mainly go shopping in order to acquire a product also differ in their likelihood to showroom. When the main motivation to shop in a physical store is the instant access to products, shoppers are not willing to put much time and effort in shopping and they want instant access in order to collect the product right a way. Consequently, this motivation to purchase the product in a physical store is a motivation to not showroom. On the other hand, when utilitarian shoppers are mainly motivated by price, they are more likely to purchase the product for a cheaper price online, after visiting a physical store.

We acknowledge that our study includes many factors when researching showrooming. However, as a result the research is the first study, in our knowledge, that identifies the interrelationship between channel motivations and personal motivations to showroom, which is an important contribution to existing marketing literature.

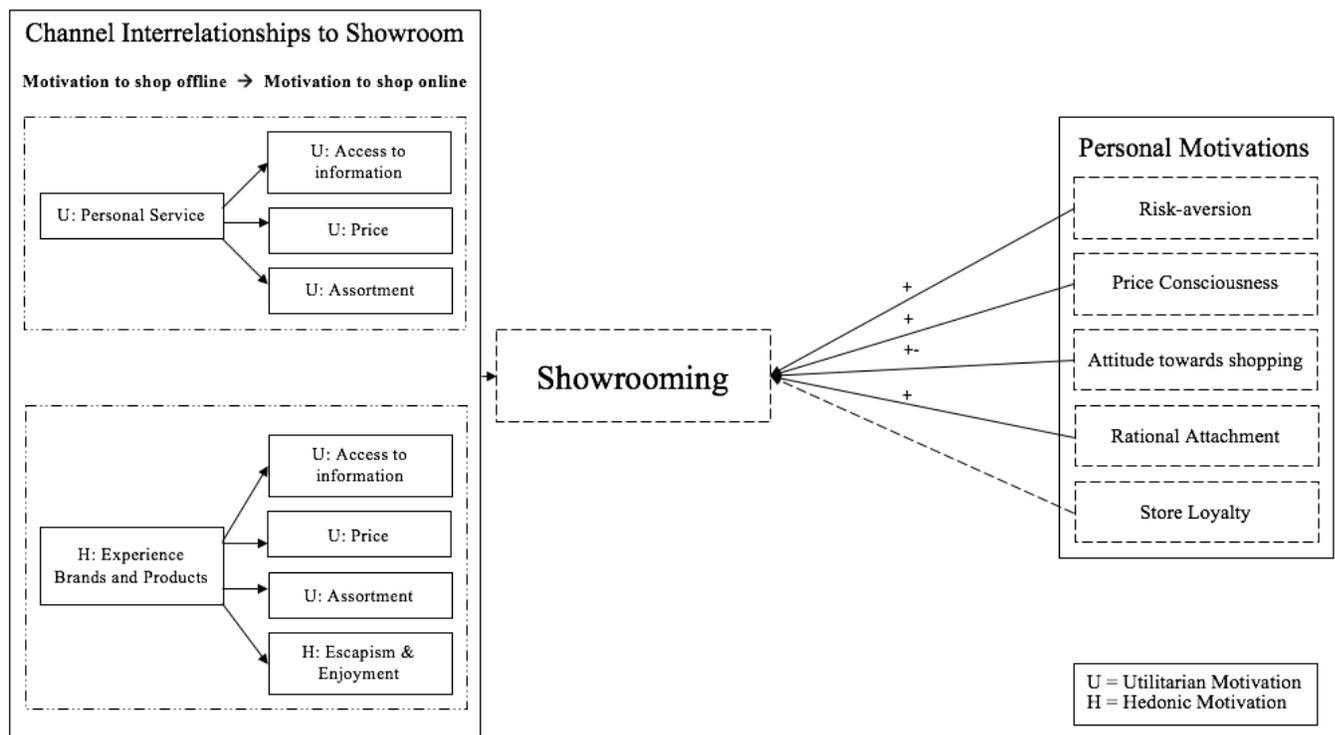


Figure 3. Final Framework

6.2 Practical Contribution

This study derives insight into the main drivers that lead to showrooming and will help retailers to understand this under-explored phenomenon. Insights into channel motivations help retailers to optimize their channel attributes while insights into personal motivations helps retailers to identify whether their customer base is likely to showroom. The implications of this research are twofold, physical retailers can either focus on preventing showrooming or they use showrooming in their benefit by guiding customers from their physical stores to their own online stores. Our study shows that shoppers appreciate a seamless integration between different channels. Shoppers often go online after a physical shopping trip since they want to have additional, objective information. When shoppers do not have to continue their information search online they can purchase the product in the physical store and bring home the product immediately, which is one of the main reason why shoppers do not showroom. An example to implement this

is, next to providing in-store service, physical stores could offer the ability to scan products with a mobile phone in-store in order to instantly read objective reviews and recommendations. Shoppers who showroom from a different place than the physical store may be a bigger challenge, since our research shows that these shoppers are not likely to return to the physical store in order to complete the purchase. When physical stores facilitate search for information and adapt their in-store marketing and offers to mobile phone usage in the physical store, they can decrease the risk of losing shoppers to competitors during their path to purchase. Physical retailers should therefore focus on how to integrate the online and offline channel, using the mobile channel, in such a way that it decreases the retailer's risk of losing the shoppers during their purchase journey.

Additionally, this research shows that unintended showrooming is common. Shoppers go to a physical store with the intention to buy the product in-store, however when the product is not available, shoppers sometimes end up buying the product online. In order to prevent shoppers from switching channels to competing retailers, physical stores need to develop customers lock-in for example by offering shoppers to order the product in-store.

In order to avoid showrooming, physical retailers should focus on in-store service and store-atmosphere. Our research shows that, especially emotional and sympathetic shoppers are willing to pay more than necessary when having experienced excellent in-store service. However, shoppers acknowledged that they do not always fully trust store personnel. Therefore, retailers should focus on improving their in-store service by taking time for their shoppers and provide them with objective information. Additionally, shopping enjoyment turns out to be a strong driver for shopping in physical stores and when shopping with friends, customers are more likely to make impulsive purchases. Therefore, physical retailers should focus on improving their shopping atmosphere and provide an environment that provides fun, entertainment, ambience and encourage social interaction. To conclude, this research suggests that for utilitarian shoppers, an excellent service level might prevent showrooming, while for hedonic shoppers an enjoyable store atmosphere might be a solution.

6.3 Limitations and Further Research Directions

Although this research provides important insights into the underlying motivations that drive customers to showroom, there are also some limitations that represent opportunities for future research. The scope of this research was limited in terms of settings for collecting empirical material. Interviews were only conducted outside selected physical stores. Possibly, the outcome of our study could have been different when also conducting interviews in a setting related to online shopping. Our proposal for further research is therefore to extend settings when studying showrooming. Additionally, this research is solely focusing on shoppers' perspective of showrooming, therefore it should be seen as a starting point that provides insight within the field. In order to enhance an overarching and complete understanding of showrooming, we suggest that future research should include retailers' view of showrooming as well. Moreover, the research investigates how pre-determined channel motivations and personal motivations influence customers' likelihood to showroom. Possibly there are also other factors that influence showrooming behaviour but are not included in the research's framework. However, when adapting semi-structured qualitative interviews respondents are empowered to highlight, in their mind, important aspects. Thus the choice of method minimizes the risk for excluding important factors that are not included in the constructed framework. Finally, since the research is conducted in a qualitative manner, it cannot be considered as a significant measurable research of showrooming, rather a qualitative framework which can be built upon in future research. In order to generalize findings, we suggest an extensive research including quantitative data.

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Appendix

Appendix 1: Interview Guide

This table depicts the questions used in the interviews. However, since the interviews were semi-structured, the questions serve as a guideline and give an indication of the questions being asked. This table orders the questions related to the different concepts in order to evaluate the empirical data.

Construct	Question
General Introduction Questions	<ol style="list-style-type: none"> 1. How old are you? 2. What is your nationality? 3. What are you planning to buy/ what are you looking for? <ol style="list-style-type: none"> a. What do you think about the prices in this store? b. What do you think about the in-store service? c. Do you consider buying the product here? (why/why not?) 4. How familiar are you with the internet? <ol style="list-style-type: none"> a. No? → Why not? 5. What do you think about the store? Do you come here more often? 6. How would you describe yourself as a shopper? 7. Have you ever bought a product online after checking it in a physical store? <ol style="list-style-type: none"> a. What advantages did you derive from it?
Multi-channel	<ol style="list-style-type: none"> 1. Have your shopping behaviour changed in the

	<p>last 5 years? (referring to if they have adapted to the multi/omni-channel)</p> <p>2. Which channel/channels do you usually use when shopping?</p>
<p>Decision Journey</p>	<ol style="list-style-type: none"> 1. How do you make purchase decisions in general? 2. Do you often combine different channels when searching for products? 3. What's the purpose of using different channels? (related to question multi-channel) 4. Based on answer on question 1: motivations to shop offline → do they go online/are they planning to come back to the store later etc.). 5. Did you already know what you wanted to purchase before going to the store? Have you gathered information before already or do you learn about it at the store? 6. In what channel did you start searching for the product? (information search) <ol style="list-style-type: none"> a. When say online (which device did they use?) b. Why did you decide to search for information on this channel (online/offline?) 7. How did you found out that you needed the product? (need recognition) 8. Did you compare different products (evaluation)? <ol style="list-style-type: none"> a. If yes → which channels did they use? b. Are you influenced by online reviews

	<p>and recommendations? → How did this influence your purchase decision</p> <p>c. Where did they focus on while comparing products (which attributes?)</p> <p>9. Does the purchase process differ based on the product type?</p>
Motivations to shop online/offline	<ol style="list-style-type: none"> 1. What do you consider when choosing channels for shopping? 2. Do you prefer shopping online or offline? Please explain. 3. How important recommendations from family and friends for you when you shop? <ol style="list-style-type: none"> a. How does it influence the way you shop? Online/Offline?
Motivation to shop online	<ol style="list-style-type: none"> 1. Do you have a favourite store online? <ol style="list-style-type: none"> a. Why is it your favourite? 2. What do you think about buying things online? 3. What influences you to buy the product online instead of offline (why do you make the decision to buy it online?) 4. What benefits do you derive from online shopping? Do you enjoy the experience? 5. What are the main disadvantages of buying products online? 6. Do you experience social interaction when shopping online? If yes, do you enjoy it? 7. Are there any products that you are more comfortable with buying online?
Motivations to shop offline	<ol style="list-style-type: none"> 1. What is the purpose of going to the store?

	<ol style="list-style-type: none"> 2. Why did you choose to come to this store specifically? 3. Do you have a store where you usually buy products? <ol style="list-style-type: none"> a. Why do you like this store? 4. What are according to you, the biggest disadvantages/advantages to purchase offline? 5. Utilitarian → How important is personal in-store service for you (do you often ask questions at store-personnel?) 6. Hedonic → When you go shopping in a store, do you enjoy it? Is it a social activity for you? Do you want to experience the products (touch, feel, see them) 7. Do you experience social interaction when shopping offline? If yes, to you enjoy it? 8. What could influence you to buy a product you usually buy online but instead choose to buy it offline?
<p>Personal motivations (not related to a certain product)</p>	
<p>- <i>Price consciousness</i></p>	<ol style="list-style-type: none"> 1. How important is price for you? <ol style="list-style-type: none"> a. Are you always looking for the best deals? b. Does it affect your choice of channel? 2. Is there something that could affect you to consider or actually pay a higher price than necessary for a product? → Is there something that could be more important?

	<ol style="list-style-type: none"> 3. When purchasing online, do you usually do online price comparisons before purchase?
- <i>Risk aversion</i>	<ol style="list-style-type: none"> 1. What do you think of online shopping? → Do you associate online shopping with risk? 2. Are you considering things like guarantee/returning when shopping? 3. Have you experience of online shopping? Positive or negative?
- <i>Store Loyalty</i>	<ol style="list-style-type: none"> 1. Why did you choose to buy the product at this store? 2. Have you considered other stores? 3. Have you ever bought a product from a store even if you knew you could buy it cheaper from somewhere else? → if yes, why? 4. What makes you buy a product from a certain store? 5. What influences you to be loyal towards a store?
- <i>Attitude towards shopping</i>	<ol style="list-style-type: none"> 1. Why do you go shopping (utilitarian/hedonic motivation?) 2. How do you feel about shopping in general? (hedonic or utilitarian focus, do they like and enjoy to shop?)
- <i>Rational vs emotional attachment</i>	<ol style="list-style-type: none"> 1. What did you think about the service? 2. How do you feel leaving the store without buying something? 3. Do you feel emotionally attached to this store? <ol style="list-style-type: none"> a. What makes you emotional attached to a store?

	<ol style="list-style-type: none"> 4. Is there anything that could affect you to buy a product from a store instead of from a cheaper online retailer? 5. Do you often make use of in-store pre purchase services? 6. How do you feel leaving the store without buying something after using in-store service? (Related to the store they exit) <ol style="list-style-type: none"> a. Does that depend on the products? 7. If you are in a store and receive help and advices from the personnel, do you tell them that you are thinking of buying it online?
<p>In-store use of mobile phone</p>	<ol style="list-style-type: none"> 1. Do you own a mobile phone? Do you bring it when shopping? 2. Do you often use your phone while shopping? Why?

Appendix 2: Description of Respondents

Table of respondents

Physical store	Gender	Age	Showrooming
Stadium	Female	74	Yes
Stadium	Female	44	Unclear
Stadium	Female	53	Yes
Stadium	Female	39	No
Stadium	Female	55	Yes
Stadium	Female	56	Yes
Stadium	Male	33	No
Stadium	Male	32	No
Stadium	Male	36	Yes
Stadium	Male	41	Yes
Löplabbet	Female	37	No
Löplabbet	Female	18	Yes
Löplabbet	Female	26	Yes
Löplabbet	Female	27	Yes
Löplabbet	Female	43	No
Löplabbet	Female	25	Yes

Löplabbet	Female	21	Yes
Löplabbet	Male	18	Yes
Löplabbet	Male	28	Yes
Löplabbet	Male	22	Yes

Physical store	Gender	Age	Showrooming
Elgiganten	Female	21	No
Elgiganten	Female	23	No
Elgiganten	Female	25	No
Elgiganten	Female	46	Yes
Elgiganten	Male	29	Yes
Elgiganten	Male	25	Yes
Elgiganten	Male	28	Yes
Elgiganten	Male	28	Yes
Elgiganten	Male	42	Yes
Elgiganten	Male	26	Yes
GH Data	Female	25	No
GH Data	Female	49	Yes
GH Data	Female	27	Yes

GH Data	Male	24	Yes
GH Data	Male	57	Yes
GH Data	Male	20	Yes
GH Data	Male	32	Yes
GH Data	Male	30	No
GH Data	Male	32	No
GH Data	Male	33	Yes