

The appification of retail settings

- A case study of Pinchos & Espresso Houses



LUND UNIVERSITY

Department of Service Management and Service Studies

Master thesis, Spring 2018

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Acknowledgement

I would like to thank people, who were in diverse ways participating in the process of writing this thesis. Completing this important assignment would not be possible without your great support.

Firstly, I would like to express my gratefulness to the participants of the interviews, their input have been a valuable part of this work. Thank you for sharing your opinions, experiences, and ideas. Needless to say thank you for your precious time.

Secondly, I would like to thank my family, boyfriend, and friends that have supported me in different, but all meaningful ways.

Most importantly, I would like to show my gratitude to my thesis supervisor, Christian Fuentes. He have guided me through the entire hard process, always provided great insights, constructive feedback, and ideas. The supervisions have always been inspiring, and source for further motivation. Thank you for your time, leading, and your sense of humour that have made this process into a less difficult experience.

Thank you all so much.

Helsingborg, May 2018, Alia El Faraj

Abstract

The aim of this paper is to conceptualise the integration of designed retail applications into retail settings, through selected case studies, and to contribute to an increased understanding of what happens when the retailers try to integrate smart tools into the retail setting, by looking at retailers' practices from the consumers' point of view, and how do they change the interactions with service staff and servicescape. In order to achieve the aim of this thesis, through the lens of Practice Theory semi-structured interviews, physical and digital observations were selected as suitable qualitative methods to study this phenomenon. For comprehensible illustration and understanding of digital shopping, Espresso Houses and Pinchos were selected as case study materials. The mobile applications of the Espresso House and Pinchos are similar in some ways, but also different both in functions that they do provide and in ways how they are integrated into the retail settings. The paper shows that the digital shopping is distinct from the mobile and regular shopping in various ways, especially since the applications generate much more controlled shopping practices, because of the pre-determined scripts. Various of meanings of shopping practices have been identified, such as convenience, novelty, benefits, and authenticity. The applications do encourage the consumers into specific set of operations in the retail settings. Lastly, the analysis showed that the role of the employees is more and more blurry and have strongly shifted from serving role to informing role in the settings, where applications have been completely integrated.

Keywords: digitalisation; smart devices; Practice Theory; mobile applications in store; integration of technology; appification; digital shopping.

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1. Introduction

1.1. Background

In recent years, the “*retail settings are shifting to a new concept of store/space wherein an extensive use of advanced technologies, largely integrated into daily life, takes place*” (Pantano & Gandini, 2017, p. 367). The digitalisation of retailing is a contemporary phenomenon, that is influencing everything within this sector including the current business models, commerce strategies, and purchasing activities (Hagberg et al., 2016). Due to this matter, retailers, likewise brands, are facing difficulties in approaching and satisfying the consumers. Even though, it may seem that retail digitalisation is a completely new phenomenon, it’s not actually completely true. The first attempts to digitalise retail appeared already in 1970’s. Through for instance barcodes, electronic cash systems, or electronic data interchange (EDI) with suppliers (Hagberg et al., 2016). Nevertheless, when internet access through personal computers (PCs) became a more frequent characteristic of average household in middle of 1990’s, the retailer’s initiated more serious efforts on online shopping (Doherty & Ellis-Chadwick, 2010). At this point, among others, the researchers estimated that future lays purely in online shopping, and that offline shopping is something that will slowly, but undoubtedly diminish, likewise the shopping high-streets. The forecasting did not completely come true (Doherty & Ellis-Chadwick, 2010; Hagberg et al., 2016; Kucuk & Krishnamurthy, 2007). On the other hand, what is observed in contemporary retailing is the attempt to combine offline and online shopping experience in the physical stores. This can be performed, thanks to for instance smart devices. Smart devices are important players. Not only that they became sort of accessory that the owner is always carrying around (Holmes, 2013; Shankar et al., 2010), but also, thanks to the smart devices new set of operations can be performed in store with their help (Cruz & McKenna, 2011; Fuentes & Svingstedt, 2017b).

Among others, Hagberg et al. (2016), Shankar et al. (2010) and Fuentes et al. (2017) argued that the smartphones are affecting the manner through which the consumers shop. Consequently, the smartphones should be in focus of retailers, to understand the consumers and to design successful business models and commerce strategies. However, the mobile technology integrated into retail setting is at such early stage, that is leaving the retailers with restricted comprehension of consumers, their behaviour, needs, and expectations. That is influencing in negative way the potential of designing suitable services (Yang & Kim, 2012). Additionally, the smart devices are posing new questions and struggles to the retailers, as they are not only making it harder to approach the consumers in store. But also, for instance that they are replacing the tasks and roles the

employees have in stores. According to Calienes et al. (2016), most important group of consumers are the millennials ‘the largest most influential’ group. That’s a group of consumers born between years 1982-2000. Studies pointed towards fact, that millennials are tempted to the hedonic values and technology. Therefore, retailers and brands must adjust their products and systems to this type of criteria, in order to satisfy the needs of millennials.

Besides, the increased individual customer engagement got more common in this industry (e.g. Fuentes et al., 2017; Madrigal, 2014). In that sense, not only that the employees are partially replaced by the smart devices, but also there is much higher pressure on the employers to educate the employees in different ways than ever before. In order so that the employees can be capable to deal with consumers equipped with the information, tools, and power that they never had before (Fuentes & Fredriksson, 2016; Fuentes & Svingstedt, 2017b; Marrewijk & Broos, 2012; Pettinger, 2004). In contemporary society, the mobile devices do not merely compensate the operations performed by personal computers (PC’s), but make a completely new role. Mobile phones are perceived as ‘personal accessory’ or ‘personal device’ (Holmes, 2013; Shankar et al., 2010). That is used for variety of operations, including the shopping management. For instance looking up product information, reading product reviews, managing mobile coupons, making purchases, comparing prices, checking finances, comparing products, locating stores, reminding oneself, and managing shopping lists (Spaid & Flint, 2014). From the advertiser’s perspective the mobile devices represent another opportunity for the promotion practices, due to the fact that the consumers do always carry the mobile phones (Atkinson, 2013). Smart devices, such as smart phones or tablets are more and more frequently integrated within retail both in online and offline purposes (Dacko, 2017).

The new way of retailing, expectantly pushes firms into understanding the new behavioural patent of consumers, in order to adapt the profiles and capabilities (Zhao & Balagué, 2015). The mobile marketing is a good example, of how the way of approaching consumers changed. By downloading the branded mobile applications (Hoehle & Venkatesh, 2015), the consumers changed the traditional way of marketing. Moreover, the retailers and brands discovered new opportunities how to reach the consumers, and in more pleasant way (Atkinson, 2013). Branded mobile applications, offer thanks to the GPS tracking system in smart devices more precise and targeted location based deals and information convenient to the consumers (Kang et al., 2015; Lee, 2005). Usually, the consumers find the commercials ‘annoying’ or ‘useless’. However, through the mobile applications the consumers themselves take the effort and first step in the communication with the retailer. Therefore, the pull advertising is perceived as ‘welcome’ and ‘useful’ (Alnawas & Aburub, 2016; Atkinson, 2013; Barnes, 2002; Bellman et al., 2011; Shankar et al., 2010). In view of the fact

that the integration of technology into the retail settings, in form of applications is contemporary phenomenon and haven't been studied by many researchers, this study will fundamentally illustrate, and answer the questions of *'What happens when retailers try to integrate smart devices into retail setting and how is it different to 'regular' or mobile shopping?'*

1.2. Shopping forms

Since shopping is a key concept that will appear throughout this research paper, the following sub-chapter will briefly introduce the field of shopping and shortly introduce the various shopping types that this research will compare, the definitions and their specifics.

According to Bäckström (2006), over the recent decades the researchers have provided increasing attention to the topic of shopping. In shopping literature, there is commonly a division among two large diverse shopping orientations. These are economic shopping (sometimes called convenience shopping) and recreational shopping. Within economic shopping, the consumers are mainly not interested to shopping activity or possess neutral attitude against shopping. The main interest lays in time saving or saving on monetary basis. Meanwhile, within recreational shopping, the consumers show interest and enjoy the shopping practice, that's why it's also called leisure-time activity (Bäckström, 2006). Bäckström (2006) studied shopping from various perspectives including leisure shopping, and has described shopping as a cultural phenomenon to which the consumers are continuously committing more time and money. In other paper, researcher defined *"shopping as a consumption activity that is consumed in a variety of ways depending on the individual consumers and the unique context"* (Bäckström, 2011, p. 200). With a socio-cultural perspective, Bäckström (2011) has divided the leisure shopping into three main themes. The themes were based on consumer meanings and practices: shopping as hunting, as scouting, as socialising. To sum up shopping has received attention in the researching area, and various motivations and meanings have been looked upon (Bäckström, 2011).

This research will study and compare three forms of shopping: traditional, mobile and digital shopping. In these forms of shopping, the shopping processes are different, likewise the methods of payment for the purchases. The **'traditional shopping'** is form of offline shopping, and can be defined as *"The action or activity of purchasing goods from stores"* (Oxford Dictionaries, 2018). Pantano & Gandini (2017) described the shopping as a social process, that is consisting of human-to-human interaction. The traditional shopping is performed in the physical setting, usually the purchase happens on specific place and time due to opening hours of the retail setting, and the consumers have options to pay either with cash or card. This type of shopping commonly includes

other forms of shopping, such as window-shopping, and the interaction between the consumers and service staff is on common basis natural part of the traditional shopping.

The **mobile shopping** is different in various ways compared to the traditional shopping. The mobile shopping can be defined as *“In general, m-shopping [mobile shopping] can be described as an advanced m-service that allows customers to browse or purchase products and services from retailers via mobile devices anywhere, anytime”* (Gross, 2015, p. 221), or as *“[m-shopping] empowers shoppers with the ability to gather information on the spot from multiple sources, check on product availability, special offers and alter their selection at any point along the path to purchase”* (Lai et al., 2012, p. 387). The necessary elements of mobile shopping are the smart device and internet connection. Online window-shopping is a common practice as well within mobile shopping. Nevertheless, the main difference compared to the traditional shopping is the possible to perform shopping independent of place or time (Yang & Kim, 2012), and non-existent or very limited interaction with service employees.

The last form of shopping, that this study will also focus on is the **digital shopping**. In multiple literature works, e.g. in Fuentes & Svingstedt (2017b) described the authors mobile shopping as shopping that is in some cases enabling the payment through smart device. Nevertheless, for the purpose of this paper, since the researcher saw potential of differentiation from the mobile shopping practice, the definition of digital shopping was developed and defined as: shopping form in which the smart device with installed applications, becomes tool for browsing and payment through various ways such as bar- and QR-codes. The special characteristic of digital shopping is the unique combination of online and offline. The necessity to perform digital shopping is smart device, mobile application, and internet connection. In this type of shopping, the payment is proceeded through the application, by various ways of payment such as by using the QR- or bar-codes, that are linked to users' bank account. One of core differences compared to the other types of shopping is that the retailer has special technological tools within the setting that are capable to for instance scan the various codes. The application is also used for multiple operations. In this type of shopping, there is a mixed discrepancy of consumer interaction with the employees.

1.3. Problematisation

‘What happens when retailers try to integrate smart devices into retail setting and how is it different to ‘regular’ or mobile shopping?’ is a question that haven't received as much attention as it should have by the researchers. This research will look into this question in relation to servicescapes and

interactions. Certainly, the technology of various types will be continuously appearing to a greater extent in the retail sector, and it's more than necessary to understand how it's influencing the retailers, consumers, and the retail setting (Voropanova, 2015). Holmes et al. (2013) believed that there is a large prospective in studying the mobile phones in shopping process, nevertheless that the research of consumers and their behaviour is restricted.

Research has rather looked at various topics within mobile shopping, such as how the mobile phones are influencing the shopping e.g. Hagberg et al. (2016), Shankar et al. (2010), or Yang & Kim, (2012). For instance, Fuentes et al. (2017) has looked into retail settings and how are the retailscapes changed through the in-store usage of smartphones and how are the relationships among consumers and retailers reshaped. Others have researched on the acceptance of technology by consumers (e.g. Meeker & Wu, 2013; Reyes, 2016). Doherty & Ellis-Chadwick, (2010) focused in their study on the adoption, application and impact of technologies within the retail sector. Another type of important studies, are these that identified motivations behind the adaption of phones into the shopping process (e.g. Cruz & McKenna, 2011; Spaid & Flint, 2014; Voropanova, 2015). For example, Fuentes & Svingstedt (2017a,b) studied the reasons behind usage of smartphones in the retail settings during shopping. Recently, also the integration of smartphones into the shopping were centred (e.g. Fuentes et al., 2017; Holmes et al., 2013; Spaid & Flint, 2014) or mobile applications (e.g. Alnawas & Aburub, 2016; Bellman et al., 2011; Dacko, 2017; Garg & Telang, 2013; Siwicki, 2014). Zhao & Balagué's (2015) research defined how to design successful mobile applications and what retailers can use these as tool for. Lastly, the attitudes against mobile marketing (e.g. Atkinson, 2013; Kang et al., 2015). Bellman et al. (2011) discussed the benefits of mobile marketing, that takes currently form of pull-advertising. While insightful, we are still missing the overall understanding of digital shopping, how are the applications integrated into the retail setting, or types of processes that are indivisible in the digitalised retail settings. Although, it's apparent that the smartphones have influenced the way consumers behave and experience the retail setting, yet it's unclear how and until what extent.

Based on previous literature, other studies focused on a discussion of offline versus online retail. However, not much of discussion have appeared about the combination of these two. Moreover, the discussions are usually covering the smart device usage by customers initiated by the consumers themselves, instead of this study, that will focus on the usage of smart devices designed, initiated, and enhanced by the retailers. Relatively few studies explored the retailers practices, from consumers point of view. Majority of research focused on the motives and benefits the consumers receive by using the smart devices within and outside the retail settings (e.g. Fuentes et al., 2017;

Voropanova, 2015; Wu & Wang, 2005). Or the benefits retailers obtain by adopting the technology (e.g. Alnawas & Aburub, 2016; Yang & Kim, 2012). Also, other existent studies focused on consumers' willingness to accept new technology, and on opinions regarding the marketing in mobile phones (e.g. Atkinson, 2013; Bellman et al., 2011; Shankar et al., 2010). In so doing, the researchers had opportunity to receive an overall view over the mobile shopping practices and the attitudes against digitalisation and technology in general. Not enough quantity of studies focused on observing *“how mobile shopping is carried out, what it involves, or how it is different from ‘regular’ shopping”* (Fuentes et al., 2017, p. 270). It should be noted that the smart device integration from the retailers is a new phenomenon and have not been studied to such great extent. For that reason, this paper will focus on the integration of smart devices into retail settings by designed branded mobile applications. Therefore, an overall understanding of how is the digital shopping different from the ‘traditional’ and mobile one, what are its specifics, what kind of shopping do the applications enable, how are the retail applications re-shaping the retail setting, or how is the way of seeing service staff changing should be gained at the end of this research paper.

1.4. Aim and research questions

Previous studies have addressed the way consumers use smartphones in retail settings. This paper will look at smartphones and their usage inside retail settings from a little different perspective. The research gap lays in lack of research focusing on the by retailer initiated smartphone integration into the retail setting. **The aim of this paper is to conceptualise the integration of designed retail applications into retail settings, through selected case studies, and to contribute to an increased understanding of what happens when the retailers try to integrate smart tools into the retail setting, by looking at retailers’ practices from the consumers’ point of view, and how do they change the interactions with service staff and servicescape.** That will be accomplished with help of three qualitative methods - interviews, observations, and digital observations in form of analysis of the applications. Selected retailers are Espresso House and Pinchos. These retailers, attempt in various ways to integrate smart devices into the everyday consumer routine of shopping within the setting. As supporters of increased digital shopping within Scandinavia, they turned to be perfect cases.

This study will be focusing on answering the following research questions:

RQ1. *What kind of shopping do the apps enable?*

RQ2. *How is the digital shopping different from mobile and regular shopping?*

RQ3. How is the digital shopping changing the way of seeing service staff?

As mentioned already previously, the digital transformation of contemporary retailing is inevitable. The amount of mobile applications constantly grows (Zhao & Balagué, 2015), likewise the general integration of technology into the retail settings. That also means that the practices of all actors around this sector are changing. The traditional shopping process takes new forms and loses its time constraints. For a seamless functioning of this type of transformation, for increased satisfaction among both retailers and consumers, and for common understanding among the actors, this kind of study is appropriate and needed. The lens of Practice Theory, particularly Shopping as Practice have been selected as tool of theoretical framework to answer the research questions. Specifically, because the amount of studies focusing on digital shopping through the lens of Practice Theory are scarce. Additionally, selected theoretical framework offered an opportunity to observe the integration of technology within the retail setting and to easily observe the doings and sayings of the actors within the setting. That in order to grasp the extent to which the integration influence the tasks that happen in the ‘traditional’ retail setting on regular basis. It serves as tool, that describes the relationship between actions and materials. Owing to the observed practices and interviews, the contemporary phenomenon of retail sector have been more closely revealed.

The rationale of this paper lays in the desire to aid the retailers to understand, in which way and for what purposes do consumers decide to download retailers’ applications, how is the interaction among consumers and retailers changing owing to the applications. Furthermore, how they change the way consumers interact with the servicescape. Due to the fact that retailers do try to integrate the technology in the retail settings, but struggle to approach consumers in right way, and encourage the consumers to download their applications. It’s important for them to receive some sort of clue in order to get on right track and to design the applications in right way to raise interest, and to satisfy the increasingly demanding consumers.

The theoretical contributions are following. The paper develops knowledge within the area of digital shopping. Mainly regarding the practices in process that are performed by various actors in the settings and attached socio-material scripts. But also, more specifically about the mobile applications, the shopping and operations that they do encourage. The meanings of shopping practices, that are produced through digital shopping. Additionally, this research study pointed more clearly against the problematisation of blurring borders among the service staff and consumers, leading to certain degree of confusion and uncertainty.

1.5. Structure of the paper

The remainder of this paper is organised as follows. First chapter is an introduction, consisting of a brief background about mobile shopping and technology within retail sector. The following chapter consists of a literature review. The literature review, points out the most important definitions, concepts, and previous studies on mobile shopping, digitalisation within retail sector, technology integration, mobile marketing, and branded mobile applications. Consequently, next chapter focus on the theoretical framework. Specifying how the practice theory will be used to approach the phenomenon, how will the interviews and observations be conceptualised, or what theoretical tools will be used to sort and analyse material. The next section, is a methodology chapter. Illustrating in detail how the study was performed. Consisting of description of data collection process, method discussion, observations, in-depth interviews. Explaining the sample selection and data analysis process. Lastly, the limitations and ethical concerns are highlighted. The following section, the analysis starts firstly with outlining the case studies and their specific characteristics. In which, Espresso Houses' and Pinchos' brief history, range of goods, and applications are introduced. The paper continues with following the process, case description what is the setting like, retail practices in the shopping process, what kind of shopping are the apps promoting, and what meanings are enabled, and changing the way of seeing staff. Finally, finishing with discussion and conclusion, consisting of limitations of the study, environmental and ethical considerations connected to the area of digital shopping, societal relevance, ultimately research and managerial implications that point towards future research directions.

2. Literature review on mobile shopping

This chapter consists of a literature review on mobile shopping, consumption, and the integration of smart devices into retail settings. The purpose of this chapter is to introduce findings and concepts from previous researchers within this topic, and to provide an understanding to this phenomenon. This chapter will be divided into two themes, covering important topics within the area of this study. Theme 1 is moving towards a focused approach, by discussing how and why do people carry out mobile shopping. Theme 2 is covering in what way and why do retailers digitalise.

2.1. Theme I. How and why do people perform mobile shopping?

Yang & Kim (2012) mentioned that there have been discovered contrasting motivations for shopping through distinct retail sectors. Various retail shopping formats could possible activate the consumers in different ways. Nevertheless, shopping of consumers do usually incorporate combination of motivations (Yang & Kim, 2012). As main drivers of people's consumption has been identified the utilitarian and hedonic needs (Babin et al., 1994). The study by Babin et al. (1994) assessed shopping experiences by consumers, dividing into hedonic and utilitarian can be used identically as in the 'regular shopping', for the mobile and digital shopping.

2.1.1. MID's operating as tools for mobile shopping

Mobile internet devices (MID's) are important tools in contemporary form of mobile shopping. In contemporary society, the mobile devices do not merely compensate the operations performed by personal computers (PC's), but make a completely new role. According to, e.g. Holmes et al. (2013), or Spaid & Flint (2014) mobile internet devices are more often integrated in shopping operations. "*Shoppers were found to utilise MIDs as tools to assist with shopping management and social management behaviours, which combined to provide hedonic shopping experiences with emotional benefit to the shopper*" (Spaid & Flint, 2014, p. 73). Meeker & Wu (2013) argued, that the internet surfing on mobile phones has in some countries already exceeded the internet manipulation on personal computers (PCs). The technological improvements result among other things to that consumers' bond with their mobile devices (Rader, 2009). Mobile phones are perceived as 'personal accessory', 'personal device' or 'virtually pocket computers with internet access' (Holmes, 2013; Reyes, 2016; Shankar et al., 2010). Spaid & Flint (2014) discovered two main activities performed with the help of MIDs. These are shopping management and social management. Mobile phones are used to obtain information about the goods, to compare the prices

and offering, to make purchase-lists, to read blogs, to book tickets, to place an order, to pay the purchase, to search information, read consumer views (Fuentes & Svingstedt, 2017b; Hagberg et al., 2016; Kang et al., 2015).

The consumers started to use the MIDs for deal-seeking purposes, such as searching for discounted products and real needs. That means, limiting the span of the products to only those that the consumers are truly looking for. Spaid & Flint (2014) stated that consumers in contemporary society got used and adopted the technology of using for instance MIDs to improve the shopping experience. Based on existent research, customers do prefer to receive and trust more the feedback they obtain from consumer views, in comparison to the one they can receive from the employees in store (Fuentes et al., 2017; Fuentes & Svingstedt, 2017a,b). Also, study by Fuentes et al. (2017) showed that some consumers use their smartphones to search for information at their own, in order to avoid the contact with the employees of the store. In contemporary society, mobile devices became an item that follows the owner anywhere, anytime. Hence, the practice of using mobile devices for above mentioned operations is carried out at home, on the high-streets or inside the physical store. This type of practice has been defined as managing the mobile device ‘on the move’ (Holmes et al., 2013). MID’s are not only easy to use, but also offer plenty of useful functions (Fuentes & Svingstedt, 2017a,b; Spaid & Flint, 2014).

2.1.2. Employing retailer’s mobile applications by consumers

Currently, there are applications downloadable to the smart mobile devices that do open completely new door to the consumers. Branded mobile applications, shortly called apps are a phenomenon of contemporary retailing. During the last decade, there have been observed mobile application ‘boom’ entering the smart devices. *“Companies have to adapt to this new culture, ensuring that the profiles and competences of marketers properly adjust to new consumer behaviours in the market”* (Zhao & Balagué, 2015, p. 305). According to GSMA (2016) the total amount of mobile internet users worldwide is forecasted to increase from 1,6 billion users to 3,8 billion by reaching 2020. Based on these numbers, it’s natural process that the amount of mobile phone applications increase continuously (Garg & Telang, 2013). *“Branded mobile apps could be defined as software downloadable to a mobile device which prominently displays a brand identity via the name of the app and the appearance of a brand logo throughout the user experience”* (Bellman et al., 2011, p. 191). Loyalty programs send digital coupons to the loyal customers. And consumers have the opportunity to use the applications for variety of operations, such as to proceed orders, payments,

scan barcodes, compare prices, receive product information, location based services, information regarding ethical considerations, management of digital coupons, or for instance to receive information about the environmental impacts (Hagberg et al., 2016; Kang et al., 2015).

Following reasons serve as examples of motivations that have been identified for purchase of mobile apps by consumers: having fun, filling time, relaxing, escaping from problems, releasing emotion (Alnawas & Aburub, 2016). According to Shankar et al. (2010) the mobile devices started to influence the way consumers perform their shopping or perceive retail environments. The amount of software applications developed to be used during different types of shopping activities continuously grows (Spaid & Flint, 2014). Until recently, studies on the branded mobile apps focused on their functionality from the technical point of view (e.g. Kim et al., 2010; Wu et al., 2015; Yang, 2013), rather than on the benefits they can bring to the consumers by the application purchase and usage (e.g. Alnawas & Aburub, 2016; Zhao & Balagué, 2015). Bellman et al. (2011) discovered in their study that the mobile phone applications are in positive way influencing consumers' attitude against the brand. Also, that consumers' purchase intention is increasing thanks to the mobile applications, likewise the overall satisfaction and interests in the brand (Alnawas & Aburub, 2016; Bellman et al., 2011).

2.1.3. Optimising convenience, speed, and place independence

Based on a study that compared offline versus online shopping by Swaminathan et al. (1999), it was demonstrated that consumers that are mainly driven by the convenience, were interested in shopping online. Meanwhile consumers, that prefer and value social interactions, preferred the traditional offline shopping. Holmes et al. (2013) found almost identical results in their study regarding the adoption of mobile shopping. Arguing that the 'convenience' and 'accessibility' are the largest advantages appreciated by the consumers regarding mobile shopping. *"With the unique characteristics of mobile shopping (e.g., ubiquity, personalisation, localisation), consumers may exhibit different shopping motivations in using the mobile shopping channel from other traditional shopping channels"* (Yang & Kim, 2012, p. 779). Spaid & Flint (2014) had confidence that the attitudes against something have impact on other individual's willingness to use. Okazaki & Barwise (2011) believed that the launch of QR-codes made the mobile shopping not only simplified, but also more user-friendly and quick. *"//..// mobile shoppers are savvy and active shoppers because they utilise the advantages of the mobile shopping channel in search of better shopping ideas and information while enjoying exploring the innovative shopping tools and services offered"* (Yang & Kim, 2012, p. 785).

Another motivation, lays in the desire for product information. Even though, the contemporary retail stores offer more information than ever before, consumers still believe that, not always is the product information in-store sufficient enough. Last extrinsic motivator is the desire for trust. Consumers believe to large extent that the objectivity of salespersons is not high enough, and that neither the best interest of the consumer stand in focus. Hence, consumers have trust issues and prefer to go online, to read reviews of other consumers. Furthermore, consumers believed that smartphones are enriching their in-store shopping experience and make it to a greater extent delightful (Fuentes et al., 2017). Digitalised retailing equipped the consumers with more power and more competitive prices (Doherty & Ellis-Chadwick, 2010; Hagberg et al., 2016; Kucuk & Krishnamurthy, 2007). Indeed, smart mobile devices that have opportunity to connect to internet have continuously growing meaning within retail. Today, this type of devices are not only changing the consumer practices. As well, the behaviour in retail settings of both consumers and employees. *“The mobile shopping channel is different from typical online shopping because it provides services regardless of temporal and spatial constraints, enabling consumers to shop when they are on the move”* (Heinonen & Pura, 2006; cited in Yang & Kim, 2012, p. 779).

2.1.4. Utilising customised mobile marketing

MID's and retailers' mobile applications brought new ways of advertising. For instance quick response (QR) codes involve a novel way of advertising, and offer a pull-based perspective, in comparison to the classical push-style advertising. Mobile marketing offers more customised offers, as many of the promotion strategies are directly connected to customer's location or consumption pattern. There is a growing role of mobile marketing in the retail environment. *“Mobile marketing, which involves two- or multi-way communication and promotion of an offer between a firm and its customers using the mobile, a term that refers to the mobile medium, device, channel, or technology”* (Shankar et al., 2010, p. 111). Pull advertising is advertising type, in which the communication between the retailer and consumer was commenced by the consumer (Atkinson, 2013; Bellman et al., 2011). In this sense, the communication may be perceived as to a greater extent 'relevant' and 'meaningful' in comparison to the standard type of advertising (Atkinson, 2013), or 'welcome' and 'useful' (Bellman et al., 2011). Barnes (2002) agreed that this kind of advertising [mobile pull] could be indeed a more efficient way of advertising. Discussed that core specification for a prosperous mobile advertising are assumed to be - relevance, unobtrusiveness, and of course, added value. Pull advertising is suitable for both virtual e-tailing, likewise for the physical retailing (Shankar et al., 2010). *“It has the potential to change the paradigm of retailing*

from one based on consumers entering the retailing environment to retailers entering the consumer's environment through anytime, anywhere mobile devices" (Shankar et al., 2010, p. 111). Alnawas & Aburub (2016) described the pull advertising, as an 'effective marketing tool', that could possible become tool to obtain competitive advantage in relationship to other firms.

"Mobile location-based services (LBS) allow retailers to provide consumers with discounts or reward opportunities when they physically enter brick-and-mortar stores or scan the barcodes of products using their mobile cameras" (Kang et al., 2015, p. 210). Mobile LBS retail apps link the mobile channel and the consumers' in-store experience. By for instance providing tools that would aid the purchase decisions. LBS retail apps are then used for variety of operations, such as browsing and looking for products, coupons, deals, of course to purchase products in store. Or *"Consumers can use GPS functions on their mobile phones to find store directions or the store closest to their current location"* (Yang & Kim, 2012, p. 785). According to Leggatt (2014) consumers in the U.S. (in proportion of over 66 percent out of 140 million consumers) the probability of visiting a physical store offering mobile apps that provide certain benefits is much larger than those without. Pursuant to Siwicki (2014), the mobile applications can prevent the consumers to be affected by the rivalry. For instance, if the retailer sends mobile coupons with discounts to its loyal customers, firstly, the consumers will see a vision of saving money by scanning and visit the store. On the other hand, the consumers will also save time, which in turn will enhance the shopping experience (Yang & Kim, 2012). Perceived value, shopping style, brand trust, age affecting consumers' willingness to engage in mobile marketing. For location-based mobile marketing, it's the same kind of elements, including additional one, that is education (Persaud & Azhar, 2012).

2.2. Theme II. How and why do retailers digitalise?

The drivers of adaption of the technology are various to the retailers. The digitalisation of shopping equates to raising phenomenon within retail sector. However, the growing numbers of online shops, do not automatically mean decreasing numbers, or role of the physical shops. Retailers are aware of the current studies that are pointing on the mobile phones and their influence of creation of new shopping practices (Fuentes & Svingstedt, 2017b). Fuentes et al. (2017) observed shifting link among consumers, retailers and stores. Smart devices used within retail, in shopping activities are leading into re-shaping of informationscapes, socialscapes, and experiencescapes of stores.

2.2.1. Undermining to the pressure of improving customer experience

“The retail setting is characterised by an increasing usage of advanced and interactive technologies” (Pantano & Gandini, 2017, p. 367). Principally, consumers are continuously putting pressure on retailers to offer shopping availability anytime, anywhere from any type of device (Doherty & Ellis-Chadwick, 2010). *“Retailers provide consumers with various digital products and services that are adapted to the use of digital technologies and are simultaneously affected by the new forms of consumption associated with these digital technologies”* (Hagberg et al., 2016, pp. 694-695). Recently, there have been observed large increase in number of mobile-influenced offline sales (Madrigal, 2014). The smartphone follows the consumer everywhere, including the store setting. Walmart’s senior vice president, Gibu Thomas said that *“When customers are in a store with a smartphone, they want an experience that is the digital equivalent of the analog experience they have in store, that borrows ideas from online”* (Madrigal, 2014, p. 24). The giant retailer Walmart, created a mobile phone application, that offers variety of functions, such as search for good, goods information, or map displaying how and where to find that good.

An opportunity leading to smart retail are mobile augmented reality (MAR) apps. *“Augmented reality is a smart technology that adds value to retailers by being able to influence customer engagement (Pantano, 2009) as well as purchasing decisions (Pantano, 2014) and can be varyingly used in-store and out-of-store including at home (Valkynnen et al., 2011)”* (Dacko, 2017, p. 243). Even though, it’s new phenomenon within the research field, there is a rapid interest in studying MAR applications. MAR applications has an ability to improve the retail in several ways. They are adding value to the application, also can provide to a greater extent refined information at point of sale to the customers, additionally MAR applications do impact the consumer experience in a positive manner, and influence the customer decision making regarding the satisfaction. The self-service technology in general has been proved to be specifically adapted by the consumers searching for utility values. However, the MAR shopping applications, may motive the consumers and act role of hedonic value, by enjoying the engagement with technology. *“MAR shopping apps can be used to bring these products to life in a more-virtual environment thereby reducing the cost and management of physical inventory”* (Dacko, 2017, p. 245). Studies proved that MAR shopping applications can also provide retailer with stronger consumer loyalty, and that the higher shopper engagement together with the MAR applications can for the retailers’ benefit generate positive word-of-mouth (Dacko, 2017).

Even though the mobile phones carry on variety of benefits, *“[...] the unique characteristics of mobile shopping encounters (e.g. small screen, limited data processing capability, ubiquity,*

various types of mobile apps, and different platforms) create different consumer needs and wants than other shopping channels (e.g. in-store, catalog, and PC online shopping)” (Yang & Kim, 2012, p. 779). Owing to that fact, retailers started to integrate image interactivity technology (IIT) in order to enhance the displaying of the products, to provide an opportunity to the consumers to view and manipulate the photos of products in completely different way (Cano et al., 2017). *“Image interactivity technology (IIT) is a website feature that enables the ‘creation and manipulation of product or environment images to simulate (or surpass) actual experience with the product or environment”* (Cano et al., 2017, p. 407). The touch screens are not only available in smartphones and tablets, but also in store, used for instance as self-service technology. That becomes more and more popular in retail settings (Tüzun, Telli & Alır, 2016). Touch screens allows customers to perform variety of different tasks. Not only to find more information about the products, but for example to customise their shopping experience. The screens in-store, have positive influence on the extension of customer experience. Thanks to the screen-based product views, the browsing, results in greater shopper engagement, that on the other hand results in excessive degree of satisfaction with shopping. In turn that results in increasing purchasing intentions, once more resulted by positive product evaluations. The overall evaluation of this process is much higher on devices with touch screens in comparison to PC’s (Brasel & Gips, 2014; Cano et al., 2017). Consumers that would like to enjoy the benefits of online shopping, can feasibly do it owing to in-store touch screens. Not only that IIT affects the consumer experience in positive way, but also it has influence on fulfilling users’ hedonic needs (Cano et al., 2017). According to Wu (2005) IIT contributes to positive opinions about the retailer.

The necessity of IIT is to engage the customers, to obtain among other things consumer loyalty and successful conveyance of information online, or to motivate the consumers to purchase. IIT enables for example digital interaction on website, 360 degrees product rotation, or offer aiding evaluation of the shape, size, flow, movement of garments. Study of Cano et al. (2017) showed that the rotating and tactile simulation functions on IIT, are core influencers in the assessment process, and subsequent purchasing determination. Thanks to IIT, Yu et al. (2012) believed that the customers receive help in obtaining the realistic judgement regarding the consumer good.

2.2.2. Obtaining detailed consumer oriented data

Already when the internet became frequently used by the consumers, the retailers saw a potential in gathering the market research data (Doherty & Ellis-Chadwick, 2010). Through the digitalisation and adaption of variety of retailers’ applications, it’s much easier to receive consumer-oriented data.

The consumers' provide personal information into the applications, likewise the purchasing history. According to Kaufman-Scarborough et al. (2010) this type of consumer-oriented data will not only aid retailers to forecast the interest of consumers, but also in general to be able to offer improved customer service to the consumers. Furthermore, thanks to GPS-located functions of the applications inside the mobile devices, consumers do not only receive customised services, but the retailers receive detailed information about the movement of consumers, or their consumption patterns (Yang & Kim, 2012). Branded applications use moreover their customer relationship management (CRM) to collect user data. Optimising as well for instance the marketing research, to receive various informations from the customers (Alnawas & Aburub, 2016; Pantano & Migliarese, 2014; Zhao & Balagué, 2015).

2.2.3. Reshaping of the traditional retailing practices

The retailers face difficulties in several sectors, such as data integration, building trust, system usability, customer retention (Doherty & Ellis-Chadwick, 2010). *“The impact of advanced mobile technology and services on the retail industry has changed retailers' interaction with customers in delivering optimal shopping services at customers' finger tips and increasing individual customer engagement”* (Yang & Kim, 2012, p. 779). The mobile phones shape the new role of employees in the retail settings, as customers utilise the information they discovered online to in better way deal with the selling arguments of the employees. Alternatively to facilitate the process of asking the employees for products and services they demand. Due to this fact, customers are educated on much larger scale than ever before, hence the employees have to be 'experts' in a way to be serving the customers in satisfactory ways (Fuentes & Fredriksson, 2016; Fuentes & Svingstedt, 2017a,b; Marrewijk & Broos, 2012; Pettinger, 2004). The shifting role provides higher level of power to consumers, because of that the retailers must train employees on contemporary and future retail settings to be able to deal with this type of consumer group, in sufficient way, as mobile phones and their utilisation will become more and more common in future.

Role and tasks that the employees have to perform are already influenced thanks to the mobile phones. These are for example taking offers, payments, provide information, or advice regarding the goods and services (Fuentes & Svingstedt, 2017b). *“The integration of smartphones into this type of in-store shopping activity means that the retailscape is reconfigured and performed differently, and new links are made and new boundaries are drawn. This in turn, makes certain in-store service activities previously performed unnecessary”* (Fuentes et al., 2017, p. 274). Presence of the smartphones, created another struggle for the retailers.

Pantano & Migliarese (2014) raised concerns regarding the 'self-service' systems in retail settings. They do believe that those are negatively influencing the quality, but also the amount the interactions among the company, employees and consumers. Additionally, *"the novel service encourages a shift from the traditional marketplace to a self-serving context [...], with consequences for the human capital traditionally involved in the process (i.e. front-line employees)"* (Pantano & Migliarese, 2014, p. 959). The integration of the technology into the retail settings results in continuously increasing automatization of the retail process. That, in exchange creates needs for improved resources and skills. As mentioned already previously, by for instance Fuentes & Fredriksson (2016) or Fuentes & Svingstedt (2017b) service staff have to be transformed into specialist as the consumers are more and more skilled in finding information regarding the services and products. Pantano & Migliarese (2014) sees the situation from a different perspective, by turning it into a positive opportunity. Stating that, the technological innovations are improving the opportunity for frontline employees to easily use the detailed information about the products and services, that the technology enables. That in return, can be time saving, can speed up the process of responding to the questions of the customers, also it may lower the volume of queues. The results in theory should be twofold, firstly the satisfaction should increase among the both employees and consumers, secondly the efficiency of providing services should be maximised.

As mentioned above, the inevitable downsizing of the employed service staff, and replacement of some tasks that are usually performed by front line employees by technology (Pantano & Migliarese, 2014). The role of front line employees versus technology have been studied by many including Grewal et al. (2017). Rafaeli et al. (2017) referred in their paper to previous studies, according to previous studies the consumers do necessitate the 'human touch' in order to grow relationship together with the frontline employees in the retail settings. The technology in contemporary retail settings do standardise the frontline services provided by the frontline employees. Nevertheless, according to Rafaeli et al. (2017), it's rather profiting to both retailers and consumers. Mainly due to one reason, because the helpful information can be easily accessible, and aids the retailers to forecast and target customer needs. In this type of situations, in specific retail settings, the technology integration has positive influence of the relationship among service staff and employees. Nevertheless, the negative influence of integration of technology into the retail settings is present as well. *"The more technology becomes an integral part of a firm's interactions with customers, the more difficult it will become to develop lasting bonds with customers; without a strong connect, customers are more likely to with providers"* (Rafaeli et al., 2017, p. 93).

Additionally, the growing integration of technology into shopping is drastically shifting the process through which the consumers are creating and sustaining the relationship with both retailers and other consumers. *“Although consumers may prefer the support of technologies, the real presence of an employee might contribute to build strong relationships with retailer, organization and brand, with benefits for loyalty and retention”* (Pantano & Migliarese, 2014, p. 964). That results in extensive challenge to the retailers, According to Pantano & Migliarese (2014) the retail settings that use technology offer advanced experiences, and provides space for various types of sociality. In spite of the fact that other studies, mainly the major older ones are talking about shopping as social process that is presupposing interaction on human-to-human basis, the various types of sociality that are engaged to the shopping in-store are replaced by human-to-technology basis.

Thanks to the smartphones, the traditional way of marketing material in store doesn't work anymore in efficient matter. Because the consumers search on Google, instead of noticing this type of advertising in store. Also, the smartphones in store are used for activities that are not purely connected to shopping, such as calling with friends. *“The reconfiguration of shopping activities resulting from the use of smartphones can also end up making the provisioning of service more difficult. That is, the use of smartphones disrupts the crucial service practices performed in-store”* (Fuentes et al., 2017, p. 276). Because of the smartphones, it's to greater extent difficult for the employees to approach consumers, not only that they are more 'busy' with other activities, such as calling, or listening to music. But also, that the consumers focus on 'multi-tasking' they perform by holding their smartphones, and at same time inspecting, holding, and purchasing consumer goods. That's why Fuentes & Svingstedt (2017b) stressed the importance of skilfully designed and functioning IT-structure, that could make the consumer mobile shopping process more efficient. Another great way how the retailers can adopt the technology is through finding a way how to incorporate consumers' mobile phone usage inside the store. One suggestion was for example to install touch screens in store. Retailers' task to attract customers to return back to physical stores is not easy. Nevertheless, for continuance of the brick-and-mortar retail settings it's more than necessary (Voropanova, 2015).

3. Shopping as Practice

The theoretical framework used for this paper is Practice Theory, seeing shopping as practice. In following sections will a short background about Practice Theory (PT) be provided, likewise the approach adopted to the phenomenon of this paper. In what way will the interviews and observations be conceptualised, and what theoretical tools will be used to organise and analyse the material.

“There are many practices in the world, and most people engage in a considerable number of them” (Warde, 2005, p. 141).

3.1. About practice theory

The theoretical framework is important part of the research paper, as it defines the way the researcher will understand, analyse, and interpret different information obtained. This paper will use Practice Theory as theoretical framework to identify and understand practices that occur thanks to the integration of retailer’s mobile applications into the retail setting. Practice theory is a social theory, under group of cultural theories. There are four existent types of cultural theories, and those are culturalist mentalism, textualism, intersubjectivisim, and last, practice theory (Reckwitz, 2002). The theory has been developed and improved at different stages by loads of well-known researchers. Among others Bourdieu, Giddens, Taylor, Foucault, Schatzki, Shove, or Reckwitz. Practice theory have been commonly applied within for instance social and human sciences. Mainly with aim to examine different phenomenons in science, policy making, sustainability, language, culture, marketing, consumer behaviour, technological change and learning (Nicolini, 2017). Although, practice theory is not a new concept, the concept has recently received interest of researchers within sociology, focusing on consumption studies (Røpke, 2009; Warde, 2005).

Practice theory is formulated on elementary idea that people are engaged in practices in their everyday life. Practices are therefore the core concept of practice theory. A variety of definitions occurred throughout the years that practice theory was developed. This paper will focus on practices based on the following definition:

“A practice is thus a routinized way in which bodies are moved, objects are handled, subjects are treated, things are described and the world is understood” (Reckwitz, 2002, p. 250).

A practice can be everything from shopping, drinking, sleeping, cooking, studying or eating. According to Røpke (2009) when people get questioned about their everyday life, the respondents do usually illustrate in detail practices that they are taking part in. That proves that practices are important to people, and carry some sort of meanings. The people are the ‘actors’, the ‘practitioners’, “*In practice theory, agents are body/minds who ‘carry’ and ‘carry out’ social practices*” (Reckwitz, 2002, p. 256). Consequently, as Nicolini (2017) debated the centre of attention does not lay in the effort of the individuals, but merely in the practice itself. Even though, the individuals are still present in the practise implementation, they are thought upon as ‘carriers of practice’. The theory builds on the role of the body and artefacts in all human affairs. Additionally, it’s focusing on two main concepts. The first one is intelligibility, and the second one is practical knowledge. Intelligibility defines how we (people) make sense of things. The practical knowledge on the other hand follows the the learned ability to perform things, with the absence of need to think first (Nicolini, 2017). Seeing that Practice Theory have been conveniently used within social science, and that usage and integration of retailer’s mobile applications consists of variety of practices, it is apparent that it’s a suitable theory to study the phenomena.

3.2. Approach of the phenomenon

The conceptualisation will follow Schatzki’s (1996) ‘nexus of doings and sayings’. Nicolini (2017) viewed practices as ‘set of organised sayings and doings’, argued what’s making practices distinct from each other is the variety and different way of combining the mixture of ‘sayings and doings’ (p. 21). The main object of practice theory is not to generalise, or to interpret connections among the constructs, but to contribute into further understanding of social affairs (Nicolini, 2017).

As mentioned above, practice theory approaches have been used in variety of studies. Nevertheless, the practice theory within mobile and digital shopping studies have not been frequently applied. Numerous of studies have focused during the last decade on mobile shopping from different perspectives. For instance, Spaid & Flint (2014) used Theory of Reasoned Action (TRA) for their study of the meaning of shopping experiences augmented by mobile internet devices, Kang et al. (2015) focused on in-store mobile usage and used Perceived Characteristics of Innovations framework (PCI). Or for example Alnawas & Aburub (2016) applied Uses and Gratifications approach (U&G) to study the effect of benefits generated from interacting with branded mobile apps on consumer satisfaction and purchase intentions. Fuentes et al. (2017) employed Actor-Network Theory (ANT) and socio-material constructs, in study of smartphones and the reconfiguration of retailscapes.

On the other hand, already mentioned study by Fuentes & Svingstedt (2017a) used Practice Theory (PT) in a study focusing on how young adults use smartphones to shop. In which, the practice of shopping was in focus, “*it means thinking of shopping as a set of doings and sayings, which are routinely performed and shared among consumers*” (Fuentes & Svingstedt, 2017a, p. 139). The interpretation of mobile shopping is following, simply it’s a type of shopping activity, that is assisted by a mobile phone. Based on Holmes et al.’s (2013) views and definitions, the mobile shopping is not exclusively the purchase itself, but includes all types of activities the are somehow connected in the purchase of goods or services. Important elements of shopping are (1) how the shopping is carried out, and (2) what it implicates. Studying mobile shopping with approach of shopping-as-practice includes divergent cognitive techniques, embodied knowledge, meanings, and artefacts (Reckwitz, 2002).

The theoretical tools used for analysis of the collected empirical material will be integration of Reckwitz’s (2002) elements of practice. These are *competence, material, and meaning*. First element of competence, stands for the know-how and capability to carry out the practice. Competences are something that is usually attached to the practitioner, obtained by experience and rehearsal. Second element of material, includes tools needed to perform the specific practice, for instance equipment, bodies, body parts, or objects. Third element, meaning is concerning the cohesion of the activities (Røpke, 2009). Important thing to underpin is that “*When new practices emerge, they can only be taken up by pushing aside existing practices*” (Røpke, 2009, p. 2493). Fuentes & Svingstedt (2017a) applied Reckwitz’s (2002) elements on mobile shopping in following way. Competence, represented the technical and shopping *competence*, knowing the retail and shopping e.g. how to find information, where, how to evaluate it etc. Owing to the fact that mobile shopping produces new set of competencies. Adding *technology* element, standing for the smartphone and ICT infrastructure, that means the mobile phone, and supporting networks such as WiFi-hotspots, 3G/4G networks. According to Fuentes & Svingstedt (2017a) the technology is not only making the whole mobile shopping practice possible. But also, the practice performance is formed thanks to the technology. *Meanings* generated by practices can be leisure-, social-, and functional shopping.

Among others, Schatzki et al. (2001) and Reckwitz (2002) observed that practices do at all times include ‘apprehending material configurations’. Practice approaches are separated based on the role material artefacts receive throughout performance and reproduction of practices. Practice approaches of posthumanist recognise the importance of non-human entities. Posthumanist insisted that the role non-human entities play in practices is greater than role of practice intermediary

(Orlikowski, 2007). Science and technology studies (STS) have been used by posthumanist in order to develop practice theory by including the active role of material artefacts and technology (Shove et al., 2012). Practices include human and non-human components that are influencing the construction of people's everyday life. *"Our practices, our lives, are reproduced and stabilised by material artefacts"* (Fuentes, 2011, p. 36). Therefore, it can be said that practices consists of both social and material components, mixed together in the practices of everyday life. Subsequently, practices are at the same time social and material (Orlikowski, 2007). *"Humans are constituted through relations of materiality - bodies, clothes, food, devices, tools, which, in turn, are produced through human practices"* (Orlikowski, 2007, p. 1438).

STS inspired concepts, so called scripts, explained how practices are configured by the material artefacts, and how material artefact configure the practices (Akrich, 2000 cited in Fuentes, 2011). Fuentes (2011) used the concepts of script, inscription, and de-description. The presence of these concepts concept STS have been core in order to describe the division of agency and meanings within human and non-human (e.g. things), or to elucidate what material artefacts has for position in merging practices of various actors. *"Scripts are materialised plans of action. They are texts inscribed in the materiality of an object that tell the user how to use that object"* (Fuentes, 2011, p. 40). This can be illustrated by a theater scenario, in which the scriptwriter decides who will act, and in what scene. The scripts have ability to influence the practices, by either encouraging, or discouraging them, and they do usually carry multiple meanings and practices. Consequently, the above mentioned concepts of scripting, inscription, de-description define in what way are the messages and agency delivered from the various actors, specifically from human to non-human actors. In this approach, there is no direct division between human and non-human actors. The script is illustrated by the user. Thereafter, through the operation it gets translated. However, the script and way of employment may be different. How do the users manage and react to the script is described by the de-description. Accordingly, it can be argued that *"other ways of using objects emerge as users 'position objects - symbolically and materially - within existing complexes of possessions and practice"* (Fuentes, 2011, p. 40). From a socio-material practice perspective, the world is socio-culturally and materially constructed. The socio-material practice illustrates how the world is 'socio-culturally' and 'materially' constructed, and simplifies the execution of social phenomena.

This paper will be inspired by the study approach of Fuentes & Svingstedt (2017a) on mobile shopping, as some type of shopping that is performed with help of a smart device. In this case, the mobile shopping itself is not a distinct practice, rather as an alternative form of shopping.

Arguing that the mobile phones change the way we shop. Not only that they're already re-shaping existent activities connected to shopping, but also add new ones, e.g. mobile window shopping, finding inspiration and staying updated, or reading product reviews and comparing prices. "*Most practices, and probably all integrative practices, require and entail consumption*" (Warde, 2005, p. 137). It's important to mention that the previous research has proved that distinct types of people do understand practices in various ways, based on the values and procedures that they do desire for (Warde, 2005). Also, that the practices are continuously changing, due to the various situations, and the ways how the actors "*adapt, improve and experiment*" (Warde, 2005, p. 141).

3.3. Shopping as Practice

Practice theory have been used to a limited extent in consumption studies (Warde, 2005). Homo economicus and homo sociologicus are mentioned in multiple literatures among others Reckwitz (2002) and Warde (2005). As well Fuentes (2014) mentioned in his research paper two core approaches to shopping. The first one is psychological-economic. It's inspired by field of psychology and economy, concerning rational decisions, based on calculations of for instance costs and benefits. The second one is socio-cultural approach. This approach focus on the social dimension of the shopping, on topics such as meanings, emotions, and identities constructed. Nevertheless, the first approach, psychological-economic is not viewing the performance of the practices. Fuentes (2014) treated in his paper, shopping as a social practice, "*treating shopping as practice means paying attention to the practicalities involved*" (Fuentes, 2014, p. 486). Digital shopping as practical accomplishment demands skills and knowledge necessary to be knowing how to perform these practices.

Cochoy (2007, 2008 cited in Kelsey et al., 2018) performed a study of supermarkets and supermarket equipment within the retail setting, for example the shopping carts or aisle design. Discovered that the devices, in this sense the supermarket equipment makes the shopper act and 'do things'. Gram & Grønhoj (2016) mentioned the concept of 'reverse socialisation' within shopping and consumption practices. In the 'traditional' concept of socialisation, the parents are teaching their children about various things and topics. Nevertheless, in contemporary society it has been observed that in some situations the role is shifting by the children actually educating their parents about products and consumption, such as IT-products or environmental issues. Looking at the purchases, but also the background like Keller & Ruus (2014) did "*household provisioning, cooking and transportation practices could be identified in the background, related to the ways parents and children made their purchases and interacted in the shop*" (p. 121). Believing that

shopping is as well an integrative practice. *“Shopping, by contrast, is an integrated practice, with understandings, know-how and teleo-affective structures”* (Warde, 2005, p. 150). Gregson et al. (2002) looked at the shopping practices, *“exploring how what people actually routinely do in acts of shopping (and how they talk about this) works produce an understanding of shopping space and shopping geographies”* (p. 599). Results of the study showed modes of shopping create the shopping spaces, and that the meanings of shopping are mainly created through the shopping practices, and that are based on the modes of shopping. Additionally, that the meanings that belong to the shopping spaces are volatile, due to the fact that they are created merely via practices (Gregson et al., 2002).

Having defined the previous theoretical standpoint of important researchers within the Practice Theory, important concepts, likewise the studies on mobile shopping that applied the Practice Theory, it's apparent in what direction the collection and analyses of empirical material will follow, and what assumptions and concepts will be followed.

4. An Ethnographic study

This chapter explains in detail how the research study was carried out. First, it describes the research methodology by discussing the ethnographic study approach. Following, contains of arguments for the case study sample, likewise interview sample selection. Thereafter, the applied qualitative methods used for the collection, and analysis of empirical materials are detailed. Moreover, the process of data analysis, ethical considerations and limitations are featured.

4.1. Research Methodology

This paper is inspired by an ethnographic approach. Ethnographic approach falls under qualitative methods. Research is an abductive study (May, 2011). After careful consideration, from the most popular among the qualitative methods following mixed methods were chosen - structured and digital observations, and semi-structured interviews (Silverman, 2013). Methods were used in order to understand the phenomenon of integration of retail mobile applications into the retail setting. The interviews focused on the opinions and experiences of the customers, and users of this type of technology. Meanwhile, the observations were used to observe people in their natural setting, with purpose of observing the practices in physical setting. By observing the interaction of employees with customers, along with the technology usage, and general integration into the setting. In 1970's humanist geographers started to use ethnographic methods. This type of research methods became popular among anthropologist (Cook & Crang, 2007; Silverman, 2013).

“The basic purpose in using these methods is to understand part of the world as they are experienced and understood in the everyday lives of people who actually ‘live them out’ ” (Cook & Crang, 2007, p. 4).

Ethnographic study is a good useful way how to study everyday activities and how do they change, in an interpretative way. Silverman (2013) argued that, for true understanding of the observed group of people, the researcher should engage long-term in the observations. Nevertheless, due to the length of this project, this essential of ethnographic observation was not possible to follow to a greater extent. In ethnographic research, the researcher is constructing obtained data, that procedure will be followed in this research. According to Silverman (2013), all people do actually interpret unconsciously what they hear and see in the world. Therefore, as researcher it is in most cases impossible to be completely objective.

Importantly, the conceptualisation of selected qualitative methods, the interviews and the observations will be managed in following way. The observations will focus on set of practices performed by different actors within the retail setting. Likewise, how is the application integrated into the practices. Meanwhile, the interviews will focus on asking the consumers about the practices they perform during the visit of the setting, usage of technology and smartphones, and most importantly on the usage of retailer's application.

4.2. Sample of cases

After genuine research over existent applications provided by the retailers, and in some way integrated into the setting, the applications for mobile devices of Espresso House and Pinchos were selected as sample of cases for this study. The selection was primarily motivated by the following reasons. Both Pinchos and Espresso House have, and still are during the past couple of years been progressively interested in the adoption technology, in comparison to many other retail players in Sweden. Both of the retailers based the technology on retailer application, that can be used through a smart device. Similarly, they have been trying to integrate their applications into the setting, even though they do it in slightly different ways and to different degrees. Espresso House application is interesting from several different aspects. First of them is the initiative of barcode scanning, that offers not only the convenience and speed, but also replace the regular wallet. Also, the unique functions such as sending gifts to other app users are interesting elements of the application. On the other hand, Pinchos is Sweden's first and only existent (by so far) app-restaurant. The application is unique in sense of performing all tasks, that would be performed in usual case by the employees (waiters). Includes everything from beginning to the end of the visit in the restaurant, from booking the table, picking up the order, until the final payment. Both applications serve simultaneously as 'loyalty cards' that offer the discounts for frequent app-users, and encourage diligent usage of the application. With view on increased consumer experience, loyalty, and perhaps effortless functioning of retail setting the retail applications are interesting phenomenon to study.

4.3. Interview sample selection

The interview sample selection is a significant part of the research. Not only that the respondents can provide a view through their eyes on certain issues. But also, in general the respondents are important element in order to make the results of the study compelling. The aim was to keep the gender between the samples as balanced as possible. In total 8 semi-structured interviews were

conducted. As shown in table 1, respondents were between 23 - 33 ages, 4 females and 4 males. Due to principle of confidentiality, respondents received pseudonyms (made-up names). In that way researcher could guarantee maximal protection of identity, likewise encouragement to freely speak and express opinions (Silverman, 2013). Cook & Crang (2007) discussed that, the results of the study are not purely laying in the importance of the disposition of interview, but also on the appropriateness of the respondent. Every individual who is familiar with any retail application of the case studies, and case setting was a suitable candidate. Purposive sampling method was adopted. Based on the previous knowledge regarding the respondents' familiarity with at least one app, the respondents were approached through direct contact. The background of the respondents that participated in the interviews was a mix of both Swedish and international. The sampling represented mainly students with various university backgrounds. The international respondents had the potential to add further input within this phenomenon of mobile and digital shopping, and retailer's applications, by for instance experience from respondents' homecountries. The purpose of the interviews was mainly to illustrate understanding of the selected respondents, rather than that interviews were used as some type of generalisation within this phenomenon (Elliott & Jankel-Elliott, 2003). As Howell (2013) argued, it's not possible to generalise, when conducting a phenomenological-based research project.

#	Name	Gender	Age	Occupation	Interview details
1	Michael	Male	26	Student	30/3/2018, 57 minutes
2	Marcus	Male	27	Student	1/4/2018, 55 minutes
3	Henrik	Male	26	Student	5/4/2018, 55 minutes
4	Sebastian	Male	33	Working	4/4/2018, 54 minutes
5	Viola	Female	33	Student	4/4/2018, 52 minutes
6	Leyla	Female	23	Student	2/4/2018, 54 minutes
7	Elena	Female	25	Student	4/4/2018, 63 minutes
8	Isabella	Female	23	Student	10/4/2018, 50 minutes

Table 1 - Overview on interviewees' information in this thesis

4.4. Semi-structured interviews

“Interviews yield rich insights into people’s biographies, experiences, opinions, values, aspirations, attitudes and feelings” (May, 2011, p. 131).

One of the sources of empirical materials are the semi-structured interviews. Relating to the above cited quote by May (2011), semi-structured interviews can provide the researcher with plenty of information from the respondents, surely under the condition that the interview is performed in right way. Especially owing to the fact, that in-depth interviews in general consist of open-ended questions. Also, large advantage lays in the opportunity to prepare the questions before the interview, and possible follow up questions. The popularity of this method between researchers lays in the opportunity to provide interviewees with space to express opinions to a greater extent, in comparison to for instance structured interviews.

“These types of interviews are said to allow people to answer more on their own terms than the standardised interview permits, but still provide greater structure for comparability over that of the focused or unstructured interview” (May, 2011, p. 135).

The largest advantage of the semi-structured in-depth interviews is the facilitated nature to request clarification or additional elaboration from the respondents throughout the interview (May, 2011).

On the other hand, the largest disadvantage of interviews is the matter of fact that, there is no guaranty that the interviewees will provide enough sufficient revealing or personal replies (Silverman, 2013). *“Inevitably, some interviews will provide more useful information than others”* (May, 2011, p. 136). Consequently, this type of interviews is time-consuming to perform, likewise the following steps such as data transcription, organisation and analysis. Additionally, due to the length of the interview, it may be hard at some point to avoid asking leading questions to the respondents. Nevertheless, the predetermined direction, and prepared questions for the interview are drawing away the attention of researcher from presence of other data. This study merges two qualitative method types. The interviews and observations are merged with a purpose and for two important reasons. First, naturally some research questions may be easier to answer by one of the methods. Second, the respondents do not always behave as they say, or believe to behave (Fellman, 1999). In some situations, they may not even notice some specific behavioural practices. Therefore, two different qualitative methods have been used in order to compare and combine the sources and results (Silverman, 2013).

It was important to make sure that the interview questions were corresponding, or at least assisting in answering the research aim and questions. For that reason, the interview guide was constructed. Interview guide is helpful tool in following the questions and topics that are necessary to be covered during the interview. Eventually, for this study two interview guides were designed

[see appendix 8.1. and 8.2.]. Mainly, because the retail applications and settings were not completely identical. Asking identical questions would not be meaningful, and specific enough. A pilot study was performed, to make sure that the questions are easily understood, and the answers were in right direction. Interview consent form was assembled to inform the respondents about their rights, such as the right to withdraw at any time (so called process consent) or to decline answering particular questions. Furthermore, informing about purpose of the project, meaning of their participation, and in what way will the obtained data be used [see appendix 8.4.].

Semi-structured interviews were conducted to gain deep understanding of the phenomenon, and the consumers point of view. All interviews were performed face-to-face, in English and in Swedish. Interviews were conducted at facilities of Lund University, student accommodations of the interviewer and interviewees around Skåne region in Sweden. And lasted between 52 - 63 minutes. The aim was to hold interviews length within 1-1.5 hours. In the view of the fact that Cook & Crang (2007) were convinced that this kind of length is long enough in order to receive principal information from the respondents, that can be used for development of discussion and as data for the analysis. Besides the researcher should pay attention to the arrangement of when and where should the interviews be realised, *“it is important to understand how various facets of people’s identities are very much immersed in the different spaces and places of their/our lives”* (Cook & Crang, 2007, p. 37). The success of the interviews lays in stimulating the respondents to speak comfortably. Besides, to escape as researchers the compulsions to ask either too personal questions, straight at the start of the interview and to ask leading questions. Research questions should not be asked directly either, respondents should not be aware of researchers interests and not be influenced in any way (Silverman, 2013). All interviews were audio-recorded, and have been fully transcribed. The transcribed documents generated a total of 102 pages of empirical material.

4.5. Structured and digital observations

Second source of empirical materials are the observations. The type of observations chosen are structured observations and digital observations. Owing to structured observations, it was pre-determined what the researcher will observe during the fieldwork. Using the field notes and thick descriptions to track observed practices, behaviour, reactions, and situations. By listening, watching, and experiencing the observed space. The field notes followed fieldwork guide, in order to increase the validity by May (2011) consisting of information such as time, date, social circumstances, language, intimacy, and social consensus. Employed key words, relation to the topics covered in the literature, or theoretical terms. Observations provided advantage in

opportunity to observe the practices in real setting. Structured observation was selected due to the fact that unstructured observation may be troublesome to narrow down, once too many objects, and practices are observed (Bryman, 2012). The disadvantage of observation in which researcher adopts the complete observer role, is that it may be more difficult to understand the ‘culture’ as you are not member of that group. Additional disadvantage is that the observations are time consuming, likewise the following organisation and analyses of field notes. On the other hand, the respondents of interviews do not always provide all information, or feel comfortable talking about all themes, in some cases they may not be conscious about them. The observations provide an opportunity to see unbiased practices. Nevertheless, as researcher, the reflexivity was used in order to continuously interpret obtained data ground on own values, knowledge, and experience (May, 2011).

The empirical material was collected by adoption of complete observer role, being in covert access. Motivation laying behind being undercover was mainly due to the fact, that in this type of setting it’s easiest to observe the actors in their natural situations without their awareness of being observed. The notes were made in smartphone, as that is the simplest way how to stay as unnoticed as possible to the actors of public setting. In order to keep the study as ethical as possible, no photos of the visitors were taken, likewise no personal information of the consumers have been recorded. Observation guide has been constructed to easily keep the process of observations focused [see appendix 8.3.]. Consists of areas of observations, divided into themes and issues observed. The main target of the observations was to understand the retail setting, practices, and scripts within it. Also, their frequency and probability of happening. In order to connect to the literature and the purpose what also to see integration of retail apps, what do people do at the specific setting, what kind of establishment is it, how does it fit in the environment, then how the app re-shaping the retail setting. Observations’ focal point was to answer questions such as ‘what is happening?’, to read the place in order to understand ‘what kind of setting is this?’, to observe practices, with aim of catching ‘what do people usually do in this setting?’, ‘what are the rules here and how are they negotiated?’, naturally noticing the verbal and non-verbal gestures. The total quantity of observations is 28 hours. Table 2 below provides a summary over observations performed during the data collection in this thesis.

Observations	Place	Details of the observation
Observation 1	Espresso House	29/3/2018, 5 hours
Observation 2	Pinchos	3/4/2018, 2.5 hours

Observations	Place	Details of the observation
Observation 3	Espresso House	9/4/2018, 7 hours
Observation 4	Pinchos	12/4/2018, 2 hours
Observation 5	Espresso House	15/4/2018, 2 hours
Observation 6	Espresso House	20/4/2018, 3 hours
Observation 7	Pinchos	21/4/2018, 2 hours
Observation 8	Espresso House	21/4/2018, 2.5 hours
Observation 9	Pinchos	6/5/2018, 2 hours

Table 2 - Summary of observations performed during the data collection in this thesis

The second observation type, the digital observations focused on the apps and their scripts. The main purpose was to focus on ‘what kind of actions do the apps encourage consumers to do?’. Looking at images and for implicit messages from the retailers to the consumers. Analyses was conducted in interpretational manner. Documented by screenshots taken through the smart device, meanwhile browsing in the retailer’s application. The interviews provided important insight into the consumers’ mind, how and why do they use the applications, the interaction with the employees. The structured observations provided opportunity to see it in practice. However, none of these methods took a closer look at the applications themselves, and what they try to bring for messages. That’s why, the digital observations had important role of filling out that type of gap.

4.6. Data analysis process

This thesis involved 8 interviews that generated over 100 pages of the transcription, around 30 hours of observations, and digital observations of two retailers’ applications. The data analysis process have been following. The priority was to analyse in transparent and understandable ways. The aim was to try seeing things through the eyes of the interview respondents as consumers. *First step* was to print the interview transcriptions, to highlight important answers of the respondents, also to match the answers of the different interviews in order to have an overview of respondents’ answers at similar topics at one place. To select extracts of ‘quotes’ from the interviews that will be used in the analyses to illustrate and describe certainly the opinions and experiences of the respondents.

Second step was to on a simultaneous basis, to organise the empirical data based on logical grouping and to find patterns from previous research. For instance, within the studies on selected

theoretical framework of Practice Theory, Røpke (2009) found out that practices do carry on meanings. Thereafter, the meanings of shopping practices were used as foundation to the empirical materials collected from the interviews. The answers of the respondents regarding the practices, and reasons behind the adoption of digital shopping were helpful in order to identify meanings. The literature review and the theoretical framework were systematically used to analyse field notes and interviews. Another example of how the previous literature was used is following. The patterns of interest in convenience of shopping (Swaminthan et al., 1999), curiosity in novelty of technology in general (Doherty & Ellis-Chadwick, 2010), or motivation to download and use applications due to benefits and discounts (Hagberg et al. 2016; Kang et al., 2015) have appeared previously in research, and have therefore been reasonable to use after that the similar patterns have been identified in the interviews. However, some concepts such as concept of authenticity were used in context of other literature known to the researcher from previous projects on shopping meanings and identity construction (Hollenbeck et al., 2008). In this type of situations, the concepts were modified and in some situations reshaped to fit into the context. Field notes from the observations were used to describe the various practices, that take place in the retail settings. Also, to compare the different retail settings.

Following step, *third step* was to go through the applications, as regular user, step by step in order to understand what are the applications encouraging consumers to do. The groupings of application were based mainly on what the application wanted to communicate, such as following signs, texts, colours, or directions.

Fourth step was to organise the empirical data and literature, and created groupings into themes. The themes were identified mainly based on the research questions, but also on the observed practices from the retail settings, and based on the descriptions from the interview respondents. Then afterwards, applied practice theory into the data, using the elements that are enabling shopping on both meanings and on the reading of space.

Last step was to use relevant photos from the field work from the various retail settings were selected and attached into the research paper, in order to strengthen the analyses, provided descriptions, and to bring the reader into the experience of the researcher. Transferability is however at least partially guaranteed by the thick descriptions at the observation sessions, likewise later in this study, it shows that the scripts are most likely predetermined and this kind of study can be performed again in similar type of retail setting. Results of a qualitative study can be usually transferred to other settings, however not into the generalisations over whole population. The goal of this research paper is understanding (Howell, 2013).

The quality and trustworthiness of this qualitative research was strengthened by following concepts of Guba & Lincoln (2000) the *transferability, credibility, dependability*. Transferability of research, depends on to what extent can the research results be applied to other people, settings, or situations. To support the transferability, thick descriptions are used during the research process, those are helpful to use in future when ‘repeating’ specific research. That’s why, especially in the data containing the description of the retail setting, consumers’ experiences and comments are important to be described well and in detail. The main idea of credibility lays in the degree that results of study can be relied on, and to what degree do the research results serve as constitution of the data. The credibility has been supported by on-going discussions with the supervisor of this research study. “*Credibility can be assessed through the presentation of evidence regarding the phenomena under investigation*” (Howell, 2013, p. 194). Dependability lays focus on audit. Every section of the research process, including the occurring problems must undergo an audition, in order to follow coherent progress. From raw data collection procedures to the interpretations, results, discussions, and conclusions of this research study. The audition was conducted by classmates, that read the through the paper to confirm the logical progress of the study.

4.7. Ethical concerns and limitations

Ethical concerns are important topic within social science literature (May, 2011; Silverman, 2013). “*...// ethics are fundamental in maintaining the integrity and legitimacy of research in society and in protecting practitioners and participants in its practices*” (May, 2011, p. 47). The research study was designed in order to follow ethical rules. Following ethical research principles by obtaining informed consent [see 8.5. interview consent form] by the interview respondents regarding the interviews (Silverman, 2013). The priority was to protect the respondents, to protect the identity of the respondents, respondents were given made-up names with confidentiality in mind. Also, during the observation sessions no photos were taken revealing face of any visitor within the retail setting area.

Following limitations were identified in this paper. First, the amount of cases could be perceived as restricted. Moreover, because integrated branded mobile applications within retail is a fairly new phenomenon, the applications are working on similar principle, however they are to a great extent different, and therefore maybe not the ‘best’ case studies to compare. Subsequently, since the applications are designed and used mainly by Scandinavian retailers, the study is restricted to a certain area. Ensuing the age of participants is not varied to researchers satisfaction due to availability circumstances.

Lastly, until today it's not clear enough even among the retailers, where the borders for retail go and 'what is a retail setting actually'. Hence, objects of case studies may by some individuals be perceived as not 'traditional' retail setting. The previous research has looked into more conventional grocery stores, clothing stores, stores selling furnitures etc, but in this sense have not been looking into restaurants and cafés. However, Pinchos and Espresso House could be viewed as special unique types of retail settings. *"The retail setting is characterised by an increasing usage of advanced and interactive technologies (i.e. mobile apps, Near Field Communication, virtual and augmented reality, etc.)"* (Pantano & Gandini, 2017, p. 367). In gratitude to the technology, *"retail settings are shifting to a new concept of store/space wherein an extensive use of advanced technologies, largely integrated into daily life, takes place"* (Pantano & Gandini, 2017, p. 367). The retail is taking new forms and new practices owing to the technology integration. Consequently, expanding the borders of what retail is, what does it include, and what happens inside the retail setting. Additionally, and most importantly *"[...] new technologies are revolutionising the consumer shopping experience and will set new expectations of what shopping can or should be in future"* (Grewal et al., 2017, p. 2). Therefore the conventional form of retailing is continuously questioned. As a result this type of settings were one of the central gaps in this field of study. This research contributes with further expansion of the borders, and alternatively with expansion of completely new type of retail setting that clearly consists of multiple retail elements.

5. Findings and analysis

This chapter will present the findings and analysis. I begin, however, by introducing the chosen case study objects, the retail settings. I discuss what type of settings these are, what kind of scripts are entailed in the settings, what kind of shopping practices are performed, what kind of shopping do the applications enable, what kind of meanings are connected to the shopping practices, and lastly an analysis of the changing role of seeing service staff.

Conducted analysis shows that (1) there are multiple differences between the digital shopping in comparison to regular and mobile shopping, main difference lays in pre-determined scripts that are not flexible in same ways as in other forms of shopping, additionally that consumer engagement is much higher, and that the involvement of the mobile application is necessary in order for the shopping to be performed, (2) the applications enable and encourage various practices, such as constructing loyal consumers and co-marketers, that they do enrich the shopping experience, and that the application serves as tool of convenience and speed, (3) that the shopping practices bring meanings to the consumers in form of convenience, authenticity, novelty, and benefits, (4) the way of seeing service staff shifted from service-providers to information-providers, also that the task that the employees do perform in service settings have changed and been taken over by the consumers, that in exchange created confusion among the consumers owing to blurring border of assigned practices among the actors.

5.1. Espresso House

5.1.1. Briefly about Espresso House



Espresso House opened in 1996 in Lund, Sweden by Charles and Elisabet Asker.

Currently, Espresso House branches are operating in four countries - Sweden, Norway, Finland and Denmark. The vision and mission of the coffee shop are to focus on creation of best coffee experience, and to provide excellent service

(Espresso House, 2016). The coffee shops offer everything from coffee, to non-alcoholic beverages, sandwiches and products from own bakery. Additionally, they are also selling coffee beans, tea, chai and sirup in coffee shop. And other tools, such as coffee grinders. Starting from April 2018, Espresso House made the decision to become purely cashless restaurant.

5.1.2. What does the Espresso House app offer and how does it work

Espresso House offers membership in form of opportunity to join the loyalty program ‘Coffee Card’. Members with Coffee Card receive automatically 10 percent discount on food and drinks on ordinary prices in all coffee shops. Customers can use the physical [plastic] card or use the digital one in smartphone. The digital card, will be automatically part of Espresso House-app. Espresso House app, which was introduced in 2014, provides personal offers, discounts and plenty of benefits. By visiting the Espresso House frequently, and by using the app it’s easy to reach to ‘golden level’. To reach ‘golden level’ the customers has to make at least five purchases in period of one month, with at least 20 SEK purchase. A month after reached ‘golden level’, it expires and is possible to reach again in the following month. Golden level offers additional benefits and offers. *What can you do with Espresso House app?* Pay with the mobile phone, receive 10 percent discount on each purchase, you can invite friends and receive gifts, receive offers and gifts, buy and send gifts, or charge someone else Coffee Card. Additionally, students receive 20 percent discount on take-away and special design student discounts. Currently, the Espresso House app doesn’t work in all smartphone devices (Espresso House, 2016).

5.2. Pinchos

5.2.1. Briefly about Pinchos

The founders Magnus Larsson, Jessica Ekelöf Larsson, Johannes Råfsby, and Fredrik Mattsson set foundation to the restaurant in 2010. Nevertheless, first restaurant opened in 2012, in Gothenburg, Sweden. Pinchos are so far the only restaurant in Sweden relying merely on the application, so called an ‘app-restaurant’. The valuable attributes that Pinchos are confidence about are the circus theme and high level of technology, that turns the restaurant into a by consumers interesting retail setting. The future plans of Pinchos lay in further expansion both domestically and internationally. Currently, Pinchos opened new restaurants in Norway and Danmark. Furthermore, Pinchos plans in soon future to open restaurants in Finland (Pinchos, 2018).



5.2.2. What does the Pinchos app offer and how does it work

What can you do with the Pinchos application? Everything. And all you need is your smart device and the Pinchos application, that can be either downloaded in Apple Store or in Google Play. If you don’t own a smart device Pinchos has an iPad available at the restaurants to rent out. Therefore, all

consumers receive the same type of experience from the setting. Pinchos visit doesn't start as in the regular retail setting by entering the entrance door of the setting. Merely the experience starts considerably earlier, by making a table reservation at the closest Pinchos restaurant with the smart phone device. You will receive a personal table code, that you will mention at the entrance of the retail setting to the welcoming employees. When you arrive, it's time to take a seat at the reserved table and receive free popcorn. But the employees won't bring you the menu. The whole menu is available in the application. Among things offered can be found small tapas dishes, burgers, drinks or desserts. Not only that, but of course all potential allergy information. Pinchos (2018) states that *"It's for the reason, that you will know exactly what you are ordering"*. Through the app, you can make your order and enter your personal table code, send it away and then it's just time to wait. When your food and drinks are ready, the waitress doesn't bring it to your table. But you receive a notification in your phone, that your order is ready. Drinks are to be picked up at the bar, meanwhile dishes are picked up at the kitchen counter. When it comes to payment, you can choose the traditional option of paying to the waitress in either cash or with card, or to use the application for the payment. If the visitor will choose the first option, the visitor will be however disadvantaged compared to the second option. If the visitor will choose the second option, not only that the guests have opportunity to save the time, since they don't have to wait for the waitress, but also they will obtain Pinchos-bonus points on their membership account that can be later used for free tapas.

5.3. Reading the place: the retail setting and practices within it

This sub-chapter will provide firstly an overview over the retail settings, thereafter over practices within the retail settings. The aim is to analyse collected empirical materials and to answer following of the research questions: **how is the digital shopping different from mobile and regular shopping?** Through a detailed description and analysis of the various practices in the process, the differences the shopping kinds will become more evident.

5.3.1. Retail setting of Espresso House

According to Grewal et al. (2017) the customer experience is influenced by various instruments, including the retail atmosphere and assortment of the retail setting. Accordingly, reading of the retail setting is necessary part of understanding the following shopping practices, and meanings connected to them. Since Espresso House is a branch-based coffee house, there may be some differences in the organisation of the different retail settings. Nevertheless, the setting of Espresso

Houses is on common basis inspired by goal of creating some kind of ‘comfortable home feeling’ to consumers. With the music in the background, comfortable sofas, blankets, pillows, carpets, and green plants of all possible kinds. Encouraging the visitors to not only enjoy their visit and relax, but also eventually to stay for longer time compared to other regular cafés. The items sold are displayed nicely by the front desk, likewise the posters with the new arrivals, or temporary offers. The information regarding prices and sizes of goods are clearly set on the wall. Behind the cash register are hanging shelves with products that can be purchased both in store, and in the official web store. It’s clean and tidy setting, toned in relaxing beige, grey colours with details in wood.



Picture 1. Illustrating the retail setting of EH



Picture 2. Illustrating the displaying of goods in EH

5.3.2. Elements making the practices possible in Espresso House

Elements of *competence*, *technology* and *meanings* are described in following section (Fuentes & Svingstedt, 2017a). Espresso House has the knowledge of technology improvements, and does follow the trend of designing the applications in the retail sphere, and perhaps integrating them into the setting. The competence lays in the ability of employees to assist the consumers that deal with struggle, or that are confused regarding the application usage. Additionally, behind the competence of Espresso House as company is the capability to gain trust by the consumers, pursuant to which the consumers link their bank accounts to the Espresso House application. The technological element that is enabling the practice, to say the digital shopping, is the device that scans the barcode of the application. Another technological element is the designed application, that can be downloaded from both Appstore and Google Play. Additional technical elements are free Wi-fi, and wall sockets that are available in the retail setting. Owing to the elements that enable the practices

within the setting, visiting the Espresso House turns to be more than just a regular experience of getting a coffee in a coffee house.



Picture 3. Device scanning bar-codes from the EH-application

5.3.3. Retail setting of Pinchos

The setting of Pinchos is generally different from other restaurants. Friendly employees in circus outfits at the entrance of the setting do welcome and invite the restaurant visitors. The thematisation of circus attracts the visitors, and not only that, it turns the whole Pinchos visit to a very original one, thanks to the restaurant layout. The layout is very specific for Pinchos: drawings on the wall, tables divided into settings by type of circus cage bars, carrying names of variety of animals that are stereotypically part of the circus, the various decorations hanging from the roof such as cage with a trustworthy imitation of a parrot, money hanging on a ring, or marry goes around carrousel inspired horse. Or the circus tent hanging over tables. This kind of setting brings the visitors into the circus atmosphere, including the bathroom area that plays circus themed music. It's an experience, supported by delicious tapas dishes.

5.3.4. Elements making the practices possible in Pinchos

Identically, like in section 5.3.2. the elements further developed by Fuentes & Svingstedt (2017a) are used. For the practices to work well and to be possible to perform, a reliable system of the designed application is necessary. Since all the practices are performed through the application, or at least partially by receiving the notifications to for instance pick-up the food in the kitchen. As back-up serves the existent base of employees in form of waitress. The competence of providing a new way of service, that will still keep up to the expectations of the visitors, but at same time to provide a novel experience is a challenge that Pinchos restaurants are tackling in a good way. The competence of designing not too complicated application, that would be used to operate in the

setting is necessary. Mainly, because ages and social backgrounds of the visitors is so varied. The competence to make the visitors not only accept, but also to welcome and to trust the technology is very important. Since the application demands for instance the bank card information. To be able to perform the retail practices in Pinchos, it was necessary for Pinchos to offer free Wi-fi, so that consumers that do not have the 3G/4G connection, can still download and use the application in their smart devices during they visit. For those that do not own a smart device, Pinchos have the solution of renting out an iPad. To establish seamless experience, Pinchos do offer wall plugs by the different tables, so that the visitors do not need to worry that their devices would be out of battery. Designing such retail place is to provide the visitors with pleasant and fun experience. Visit of Pinchos setting should be, and based on interviews is a memorable visit of the retail setting. The new unique way of the whole restaurant experience changes the definition of the restaurant, the practices inside it, and the roles of the different actors.



Picture 4. & 5. Illustrating the retail setting of Pinchos restaurant I. & II.

5.3.5. Practices in the process

Every retail setting have some specific pre-determined socio-material scripts, that the actors, specifically in this case the employees (service staff) and the visitors (consumers), do at least partially follow, even though some of them are significantly de-scripted throughout the de-description process (Fuentes, 2011). In Pinchos and in Espresso House the situation is not much different regarding the practices in the process. Following section will describe the practices in the process of each setting, and discuss the challenging de-description in the digitalised retail setting.

5.3.5.1. Process of table acquisition

Process of table acquisition is one practice logically occurring within the hospitality sector. Therefore, it can not be ignored as part of the practices in process. Especially, because it's partially connected to digital shopping. More specifically, the practice of booking table through the application. In Pinchos the scripts in the process are defined clearly in a standardised way for majority of the Pinchos settings. There are merely two scenarios possible for the communication among the actors at the entrance of the retail setting. The first scenario is that, the customer has not made a table reservation. Hence, customer arrives at the entrance and ask if they are any tables available. Then, the employee takes a look into the computer screen to confirm the availability. Either there is a table available, thereafter the customer will be assigned one, likewise the information card with the personal code. Otherwise, the employee will apologise that they are full occupied, and that there is no available table unfortunately.

In second scenario, the table reservation has been already conducted before arriving to the entrance of the setting. This scenario is the most probable one, for the consumers that have already visited Pinchos earlier and have the knowledge of the frequent occupation of the setting. In that case, the employee will ask 'do you have any reservation?'. If the answer is 'yes', the visitor will inform about name and time of reservation. The employees have already prepared cards with the names and times of reservation. Afterwards, in both scenarios the visitor will receive the popcorn box, and follow the employee to be seated. In Espresso house the scripts and practices are less pre-determined and standardised. By entering the setting, the visitors choose themselves usually among two paths. The first one is to 'get a seat' by choosing a table, and leaving the jacket and belongings there, and afterwards going to the cash register section to make an order. The other one is to make an order first, and afterwards look for an available seat.

5.3.5.2. Digital shopping with smart device

Multiple practices inside the retail setting were connected certainly to the purchasing process with the smart device, and those practices are also central point of this research paper. In case that the visitors answered 'yes' to the standardised question of 'have you ever been in Pinchos previously?', then the visitors is left on their own to proceed the visit with all the tasks it consists. On the other hand, if they have answered 'no', the employees will take a little extra time by their table to explain that 'we are app based restaurant, we do use only the application, here is how you use it'. Of course, the visitors are free to ask, whenever they would have any time of question showing up on their

mind, any difficulty of the application usage, or any problem regarding the ordered items. The scripts determine following steps of the visitors: download the application, create a profile, start the ordering process, order drink and tapas dishes, confirm the order by typing the personal code, and then wait for the notification informing about the fulfilment of the order. There were lot of families accompanied by their children in Pinchos. Parents are the core actors of the practices, mainly choosing the drinks and dishes. The children do sometimes come around the table and look over shoulder, but spend and focus more time on enjoying the popcorn and listening to the music. The children are repeatedly playing with the decorations of the Pinchos setting. For example the parrot, or the lamps. In some cases, parents passed the phone to the children to chose what they would like to eat. It's self-evident that even children of age that could be expected to be pre-school age, to clarify without the ability to possibly read, the children are yet capable thanks to the pictures provided and easy pushing the button 'plus' to select and order their own food.

The other path in Espresso House equals to naturally walk to the cash register section. The visitors do many times spend significant time deciding what to order, usually the employees ask the typical question 'hi, what would you like to have?', 'hi, how you decided?' or 'hi, what can I help you with?'. In limited amount of situations do employees inform about the 'deal of the day' or about the 'Coffee card', the application and its benefits. More often, the visitor orders the items, pays with cash, or with the application. Nevertheless, starting from beginning of April, only application or card payments are possible. The customers receive the standard question if they would like to keep the receipt, and then the interaction is over. The visitors that pay with the application, do usually spend some time scrolling between the deals in their application, before they decide for one deal, that will be used by the activation. Afterwords, they scan their smart device against the device scanning bar-codes, and small sound as respond serves as confirmation that the payment went through.

5.3.5.3. Receiving notifications and picking up the order

Among other practices that have been performed by the actors was to move freely around the retail setting to pick up the order. But also to focus, and in case of Pinchos to observe the application when the notifications will appear. Once the application informs about the accomplishment of the order, the recipients are expected to rest up and go pick up the order, either by bar, or by the restaurant. At the 'pick-up' stations, the employees do ask 'what's your name?' in order to confirm that the customers pick up their own food, as each of the items is assigned small paper specifying what is the name of the item, and of the customer that has ordered it. The consumers do then

respond the name, the employee confirms that it's correct, and hands over the food. After the consumption, follows sometimes additional order of for instance dessert, the scripts are identical in that case. Usually the employees come and pick up the remaining dishes, interestingly compared to 'traditional' retail setting, only sometimes do ask 'was everything tasting good?', to confirm that the customers are satisfied with the quality of food and beverage.

The application is in addition employed to communicate with the visitors. Regarding for instance process of ordering, the application leaves notices such as 'your order have been received', 'we are working on your order', 'your order is ready to pick up'. In this sense, the visitor have exact information about the entire process, and can estimate the preparatory time. The digitalisation process keeps the employees, the waitress in this case, 'less busy' with regular 'standard' tasks. The visitors, the consumers do take over some of the 'standard' tasks from the waiters. Interestingly, not all of those practices are performed by all visitors. Frequently, during the observation session there was situation, in which one person grabs three drinks, or two boards full with the tapas. The visitors leave the image of being extremely excited to pick up their food. Of course, taking lot of pictures of the food. And the children. Children with the food. Children are in some situations not being part of everything, as they asked for instance 'what is the big thing there?'. When they were picking up the food from kitchen together with their parents.

Before receiving the order, the visitors in Espresso House do usually use the opportunity to collect some tissues, cutlery in case that they have ordered food, sugar in case of tea or coffee, and fill the glass with free water. Usually meantime the employees do prepare the order, and display it on a small table, that serves as 'pick-up station' and call the name of the ordered items. The visitors do immediately come, pick up the order, and return back to their seats.

5.3.5.4. Consuming and socialising

Importantly, in between the beginning and completion of the digital shopping, especially in case of Pinchos restaurant, there are practices performed by the respondents such as consumption and socialisation. Very commonly the consumers take out the smartphone, and connect to Espresso House's free Wi-Fi network. And surf through big part of their visit, alternatively take out their laptop. When the Espresso House visit is over, some of the visitors do follow the unwritten and commonly understood scripted rule of cleaning after themselves, and leaving the tray with used dishes in the stand for the acquisition. Nevertheless, many of visitors don't, and the employees come after to collect the tray with dishes, and to wipe the table. The dishes are collected continuously as well by the employees during the presence of the visitors. It's clear that the

communication between the employees and visitors in Espresso House setting is more open and flexible compared to Pinchos. The small talk is not commonly on the schedule of practices.

The practices are in Pinchos to a greater extent connected to the application, and smart phones in general. Already when the actors arrive in the setting, it's very common to see the visitors take variety of photos, and videos of the setting, likewise of the received order, such as drinks and dishes. During the consumption, the consumers talk with each other, but yet also use very frequently their smartphones. The guests (actors) do not always download their own application. It has been observed that more commonly they share one smart device, and make several orders inside it. It was commonly observed especially in case of couples, or family visits. In this case, the actors chosen their order, together in one phone, forming sort of social interaction, and new practice. In this practice the visitors are continuously browsing in the application, and interacting together. Pointing at pictures, commenting, and negotiating on what items to pick. Digital shopping includes children in completely new ways, new forms of socialisation in which the children were teaching technology, in this case how to use the application inside the smart device to the parents (Keller & Ruus, 2014).

5.3.5.5 Paying with the smart device

Important part of the digital shopping, and necessary practice that is always performed by the actors is the payment with the smart device. The procedure of payment with help of smart device has occurred within previous literature on mobile shopping e.g. Fuentes & Svingstedt (2017b). However, this type of literature discuss usually this kind of functions to a limited extent, and do not touch upon the ability to pay with the applications, rather mentions the payment in regards to smartphones in general. As latest when two hours pass of the Pinchos visit, it's time to pay. In this situation, two scenarios of options are available, to pay with the application or to summon a waiter. To pay with the application, demands the visitors to provide bankcard information, to type the sum that they will pay, including the tip, or to use the quick pay button with ten percent tip included already. When the payment is finished, the visitors will soon after receive the receipt by the waitress, and bonus points on their account. The second option of summoning the waiter, requires to push the 'summon waiter' button, soon after the waiter will arrive with the electronic payment terminal. The visitors can choose how much would they like to pay in tips. According to results from the interviews, it's more likely for the visitors to actually pay the tip, when they summon the waiter. Receive the receipt, 'thank you for your visit' and then it's finished. The communication

among the visitors and the employees is limited to a great extent, especially in case that the visitor have already been previously in a Pinchos restaurant.

The manner (practice) of scanning the smartphone does not seem to be a natural thing to do for many of the consumers in Espresso House, especially those in middle age and up. Very frequently the users were confused regarding the issue (practice) of how to scan the bar-code in the phone. Observations showed that in some cases several attempts were needed. On the other hand, this practice brings the novelty and excitement, that could be observed, once the scanning practice have been accomplished in successful way. The smartphones are integrated and continuously used by the visitors (actors) of the setting. Nevertheless, the application is only used during the browsing process at the beginning of the setting visit, and by the ordering, activating the discounts, and finally by the payment process. The rest of the setting visit is on usual basis not including the application, except for situational browsing. The main communication regarding the application among the employees and the visitors had two scenarios. In the first scenario, some of the things have to be paid twice, for instance free items have to be scanned separately, the other remaining purchased items have to be paid by additional scanning afterwards. In second scenario, the consumers asked the employees for further information regarding the application usage or content.

5.3.5.6. De-description in the digitalised retail settings

The scripts that are connected to practices within Practice theory were in focus, when observing the practices within retail setting. As mentioned in previous chapter, the socio-material scripts go through a three step process of (i) script, (ii) inscription, and (iii) de-description. The way the actor manage and reacts to the script is the process of de-description (Fuentes, 2011). In more standardised service providing settings, the de-description naturally takes expected form. However, the observations showed that the unexpected de-description process may also happen in a ‘standardised’ service setting, such as Pinchos. Specific type of services became normalised in the process. This kind of de-description occurred when an employee behaved in similar way as in a ‘traditional restaurant’, in order to provide another level of service standard. Warmly welcoming, but also continuously coming back to the table, to ask if the visitors are satisfied, if the food taste good, or if they need any help or have any questions. The restaurant was average full, as usually. This kind of behaviour may influence the dynamics of the setting, and create some sort of confusion as that is ‘not what the visitors are used to’. On the other hand, the visitors seemed to be pleased to receive this kind of service, that is combining the online and offline setting, and is different from the

standard behaviour of the waiters in Pinchos restaurant. In similar way, de-description process could be observed in some of the Espresso House. Not only that one out of many Espresso Houses, promoted the application to a greater extent by large poster that emphasised all the benefits that users receive. But also, availability of standard visit cards, that on one hand promote the application and its benefits, and on the other hand, instructs the consumers how to download the application. In general, according to the interview respondents they have not seen this kind of promotion in the retail setting. Neither many of them have been asked if they have the Espresso House application. But some exceptional employees have been mentioned in the interviews, that have been asking about the application and motivating the users to download it, in order to receive all the deals and discounts.

As already noticed by previous researchers, the consumer and staff interaction takes a completely new form. The new ways of retailing are shifting the role of both consumers and the staff. It still provides communication, but of different sort (Pantano & Gandini, 2017). Through the various observation sessions, it can be declared that the communication between the staff and consumers varies greatly with significant differences among the observation sessions. During one of the observation sessions, the employees and the consumers spend lot of time, not talking only about Pinchos-concept, or the application, but also regarding recommendations ‘personal pick of the employee’, or general friendly talk to welcome the visitors and to make them feel comfortable in the setting.

From the other perspective, the kitchen is an open space that can be observed easily by other employees, likewise the visitors. The kitchen employees are evidently busy, and compared to the amount of waiters, the amount of the employees in the kitchen is significantly higher. Nevertheless, the vibes from the kitchen are leaving an expression of hard working employees, that are even so enjoying the time and having a great team of people. Pinchos represents a unique setting, in which the retailer’s application is integrated to a great extent. That is influencing the role of employees and visitors (actors). Practices performed by various of actors have changed, and resulted in re-description of predetermined scripts.

The app users seem to communicate more with staff, even though it’s usually more specific about the utilitarian side of the application. By asking for instance how to use the coupons, or how to ‘activate’ them. Or what type of drinks are included into the specific deal. Therefore, the employees take over sort of more informative role, in which customers are asking about something in the app. It could be suggested that the application is actually semi-integrated into retail setting, and rather used as exciting tool that is increasing the convenience. Perhaps the application is

integrated into the retail setting, but not into many practices that are taking place inside the setting. Actors use the semi-public setting for variety of practices, from the ones connected to the application such as scanning the barcode, activating discounts, sending gifts, reading in the application about for example different coffee types, and their specifics. But also, practices within the setting that are not connected to the usage application, such as socialising, studying, working, etc. In some Espresso House's settings for example at central station in Malmö or at central station in Helsingborg the application is promoted to much greater extent, e.g. pictures and small signs encouraging to download the application and receive great deals. The same sign is missing in the commonly observed branch of Espresso House.



Picture 6. & 7. Promotion of the Espresso House application in store I. & II.

5.4. Encouraging role of the apps to the users

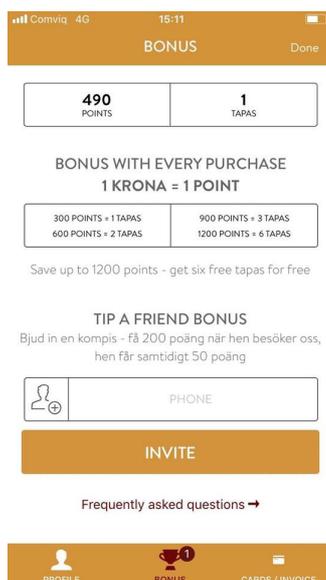
This section will analyse the content of the applications, and conduct a comparison between the Pinchos and Espresso House applications. This sub-section will focus on answering the first research question, **what kind of shopping do the apps enable?** In addition, the objective is also to answer the following questions: (1) what do retail applications provide to consumers? (2) what type of operations do they encourage consumers to do?

5.4.1. App as marketing device constructing loyal consumers & co-marketers

The core encouragement lays in construction of loyalty and increase of usage. Zhao & Balagué (2015) pointed in their research paper on loyalty as one of the important targets that retailers do,

when designing the mobile applications. Both Pinchos and Espresso House focused on small details in the application, that can motivate the consumers not to only keep and use the application, but also to recommend the application, and invite other friends, by providing small bonuses and benefits to the ‘inviting’ users. To construct the loyalty, not only inside the application, but also against the retailers seems to be the main objective. Interestingly, the literature on mobile shopping discussed as another important aspect that when designing the mobile applications, the retailers wish to use the application as tool that can be used for marketing purposes from the retailer to the consumer (Zhao & Balagué, 2015). Nevertheless, application used as marketing tool among consumers have not been commonly appearing in the current literature on mobile shopping. However, as observed by the interviews, that type of communication seems to function well, as couple of the respondents in the interviews mentioned that they have invited a friend:

“I have used my app for ... for informing one friend, I have informed my friend that the application exists, and is very good [...] then can I also receive a gift or so,.. and then it becomes also a little bit more fun” (Leyla, 23).



Picture 8. Screenshot illustrating the bonus collection in Pinchos and way of inviting a friend

The ‘Facebook’ logo is directly linking the customers into the official Facebook page of Pinchos. Evidently, Pinchos tries to encourage the customers, especially the loyal ones to press ‘like’ on that webpage. The bonus section in the individual profile enables with ease to see how many ‘points’ and free ‘tapas’ have been earned. It also contains the information about the bonus earning process. This page is by large yellow box encouraging the users to ‘tip a friend’ through the phone number typing. By successful tip, 200 points will be earned by the consumers, meanwhile the friend will

obtain 50 points. Pinchos have been noticeably focusing on current gender and identity discussions, by writing ‘hen’ instead of ‘hon’ or ‘han’. That means, that the ‘hen’ word is sort of neutral form not specifying any specific gender. This could be sort of hidden communication to inform that everyone is welcome. In the personal profile, the app users can set up own account, and choose among different animated circus themed pictures to set up a profile picture. Below the picture, is displayed name of the account user and phone number. This type of functions, are in general trying to make the consumers feel like they have received sort of customised and individual treatment, instead of just being ‘random’ or ‘anonymous’ application users. It seems that the strategies are working well, as the following respondent mentioned that:

“I thought that it was very cute [laughing]. I was not kind a expecting it at all. But I think it was, it’s different, and I think that it makes you feel more welcome as well, like ‘oh you can choose your own, and make it your own profile’ in a sense” (Isabella, 23).

Detailed information about the Pinchos-bonus, stressing the importance of ‘sharing is caring’ by advising a friend to use the app and to enjoy same benefits. The benefits sent to consumers by retailers inside the smartphones, have been frequently mentioned as main motivation of consumers in the research literature (e.g. Hagberg et al., 2016; Kang et al., 2015; Spaid & Flint, 2014).



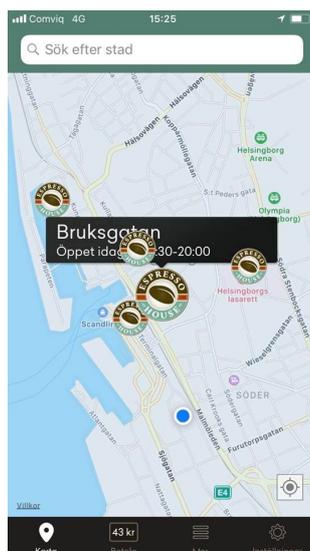
Picture 9. Screenshot illustrating a way how to customise own profile in the Pinchos-app

Owners of coffee card receive on monthly bases new offers, usually highlighted with red text stating ‘DEAL’, that catches certainly the attention of the consumers. In this section, the visitor can easily browse to find some eye-catching offers, and to use already obtained gifts, simply by one

click the offer is activated. There are present more classic functions, such as ‘invite a friend’. Function ‘register as student’ is another great way how Espresso house clearly manages to attract the consumers. Thanks to this opportunity, students receive extra discounts and offers compared to regular app user, and a middle-sized welcome warm drink for free. Offering ‘Gold member’ level at Espresso House is a way how to increase the frequency of visits in the setting, and to be eager to receive additional discounts.

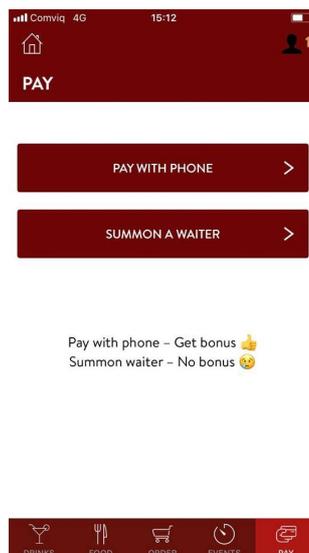
5.4.2. App as tool for simplification and speed

The main purpose of the application is to simplify and speed up the shopping, but also to increase the total number of the shopping practices. The utilitarian (e.g. Kang et al., 2015) and convenient aspect (e.g. Swaminthan et al., 1999) has been displayed in previous literature as main motivations for adoption of technology. That is in exchange encouraged in following ways. Right after starting the Pinchos application, the customers are encouraged to find the closest restaurant. The application is equipped with geo-location function, that provides a GPS-based leading for the customer right to the selected restaurant. The location-based applications received attention of researchers previously, since this type of applications do possess of various benefits, specifically the applications have the capability to delivered customised, timely- and location-specific offers and information (Kang et al., 2015). That was strengthened in this study, since among the interview respondents the GPS-based service to locate the closest restaurant have been a popular and commonly function, both among the users of Espresso House and Pinchos application.



Picture 10. Screenshot illustrating the geo-location function of Espresso Houses in the app

The ordering process in Pinchos is little tricky. Not only, that it's easy to press the large plus sign to order various meals and drinks, but also attractive pictures are hard to resist. On the other hand, the tricky part comes when confirming the order, in that step the goods ordered are displayed, likewise the quantity and price, however there is no total sum. It can be argued that when ordering in 'regular' setting the final total sum is not mentioned until the waitress comes with the bill. On the other hand, the application is following rather an online shopping approach and in that sense, the total amount of order is always displayed by adding the items into the basket. Hence, the customers do not have complete control over what they do order.

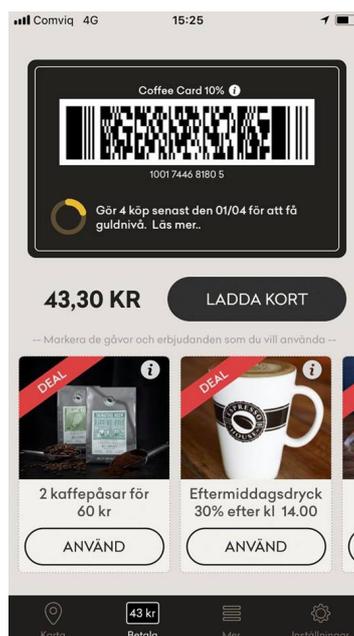


Picture 11. Screenshot illustrating the payment procedure at Pinchos app

The application is leading the consumers to do exactly what they want by very simple trick, since they would like to continuously decrease the tasks performed by the waitress, the bonus is offered only in case you will pay without summoning a waiter. Based on the interviews, it's apparent that this was main reason for the respondents to avoid summoning the waiter. Visitors can choose if they want to pay with the app (they have to register their bankcard information in that case) or to summon waiter. In case that visitors decide to pay with the app, there is 'thumbs up' emoji and they will receive bonus for that. On the other hand, if they will choose to summon waiter, they will not receive any bonus in their accounts and it's illustrated by a sad emoji. This type of communication, illustrates clearly what the Pinchos as company prefers, and how it's initially leading and motivating the consumers to do at the end what they do prefer. Additionally, in the payment process, the final sum is displayed, yet consumers have to confirm that sum by typing it additionally, and perhaps as the application is asking to add some tip, in that section for a regular user it may get

confusing. The self-payment opportunity, provides the consumers with the opportunity to save time and effort, to say the utilitarian aspect of mobile applications that is popular among consumers as well in previous literature (Kang et al., 2015).

The main page of Espresso House consists of the bar code for individual Coffee Card. The scannable bar-code could be perceived as way to modern digitalised retailed, thanks to which customers can completely skip to bring the wallet with bankcard with them into the setting. Non-wallet purchasing can be perceived as convenient and quick, and those can be also the benefits that are valuable to the customers. The main page includes, also information about how many more purchases should you as customer do in order to reach gold level until specific date. That's a direct way of encouraging the consumers to make some kind of purchase, to be 'upgraded' to a higher level, to receive additional offers. Yet, it can be a status sort of thing, as the area turns 'yellow' so all the other consumers standing around can see what colour your account has. The application says, 'congratulations, you are on gold level!', making it into some sort of motivation of competition to continuously reach this level. Bäckström (2011) identified shopping as hunting in her research, referred to previous research in which the consumers are 'on mission' and try to make best purchase. This perspective is transformed in little contrasting way into digital shopping. Interestingly at that time, the application does not encourage to purchases in same way, as before reaching the level. A large button, saying 'charge card' encouraging to continuously charge or recharge the value of the card.



Picture 12. Screenshot illustrating the bar-code and main page of the Espresso House app

5.4.3. App as tool enriching the shopping experience

As mentioned previously in this paper, consumers continuously expose retailers under pressure to enrich their shopping experience (e.g. Cano et al., 2017; Doherty & Ellis-Chadwick, 2010; Grewal et al., 2017; Madrigal, 2014; Zhao & Balagué, 2015). A video is integrated into the background of the ‘entrance’ page. The video tries to attract the customers to visit the setting, by showing the setting, and especially its atmosphere and dynamics, employees in fancy circus costumes, details on the unique decorations, carrousel, details on drinks, kitchen and food preparations in order to drag in the visitors into what they can experience Pinchos. In the main page of that part, hashtag of #EATPINCHOS is noticeable, encouraging consumers to visit the social media platform Instagram to see pictures of other visitors, employees, the dishes, drinks and the setting. In Espresso House app, the column ‘More’ offers some unique functions that are not very commonly founded in other retail applications. Such as ‘send a gift’ or opportunity to ‘charge someone else’s app’.



Picture 13. Screenshot illustrating the variety of functions that can be used in EH-app

5.5. Meanings of shopping practices

The interviews showed that the respondents do connect meanings to the various practices. These meanings will be presented in the following sub-chapter, and are illustrated in figure 1. Røpke (2009) concluded his study by finding out that practices carry on meanings. The interview findings are divided into meanings of the different shopping practices that are enabled by the retail apps, their descriptions and set of elements that enable the practice are pointed out. The elements are inspired by Reckwitz’s (2002) elements of practice - *competence, material, and meaning*.

Nevertheless, for this specific case are used the elements of practice, modified by Fuentes & Svingstedt (2017) applied on mobile shopping - *competence, technology, and meanings*. The set of meanings are likely to be identified in similar retail settings, because in this kind of settings the shopping practices are much more controlled because of the pre-determined scripts. Four identified meanings that shopping practices enable are: (1) convenience shopping, (2) shopping for novelty, (3) shopping for benefits, and (4) shopping for authenticity. Even though, the meanings of practices may seem very general, in following section they will be specified, and discussed. Due to various processes, things and artefacts do receive meanings (Jackson & Holbrook, 1995) that's also passable to shopping practices. Various forms of meanings are connected to the shopping. The research by Bäckström (2011) showed that *“one and the same consumer may ascribe multiple meanings to their leisure shopping”* (p. 205).



Figure 1. Figure over identified meanings in the research that enable Shopping Practices

5.5.1. Retail apps enable convenience shopping

The first meaning enabled by the retail apps is convenience shopping. This kind of meaning is very common within different types and forms of shopping, including mobile shopping and ‘traditional’ forms of shopping. Swaminathan et al. (1999) found convenience as main driver of the online shopping, in addition to that Holmes (2013) found this factor to be main driver of the mobile shopping as well. It's apparent that the convenience is the main motivation and source of meaning in the various forms of shopping (Okazaki & Barwise, 2011), including the digital shopping. For this type of meaning, consumers appreciate the convenience, to say more specifically for example ease, speed, comfort related to digital shopping through the usage of the applications. Nevertheless, in sense of digital shopping that means to be able to perform that form of shopping, the practice

requires a set of skills. Skill in form of knowing how to use the smart device, but also in this practice it's more than necessary to be well familiar with the application, and its functions in order to make it 'truly convenient'. To be able to gain this kind of meaning, the smart device, application, and the internet connection are important and required factors. There are multiple meanings created through the convenience shopping practice. Among others the time saving, feeling of efficiency, satisfying feeling of the know-how. Majority of the Espresso House respondents were in a way fitting to this group in various ways, based on their responds provided in the interviews.

One example is Marcus (27), that is frequently visiting the Espresso House setting, and use the Espresso House application. He was talking mainly about the speed, and effortless handling.

"[...] if I go to the store often enough, then I will download the specific application, sometimes you can link to your credit card or bank card, something like this so that you can load the money into the applications, and then when you are buying stuff then it can just [be] paid with the apps, so that you don't need to take out your card, and things like this. I feel like this is faster" (Marcus, 27).

He is usually in time pressure, because he likes to visit Espresso House in the morning, to buy a coffee before arriving to the Campus in Helsingborg. Therefore, he is usually choosing the 'take-away' option. In this meaning form of shopping, the convenience can be illustrated with the demand on speed, as Marcus (27) explains, in case the Espresso House setting is full, creating long waiting time, he will usually leave the setting without any purchase. Even though the purchasing itself would be faster by only scanning the bar-code in the application, in the shopping as practice, the whole process of acquiring an item counts, in this case also the waiting time.

"I think ... ummm... that the most important thing for me is to shorten the waiting time, because sometimes I feel like if I sit and then there is like a huge line before me, then maybe I don't want to use that store and buy anything from them, because I feel like I have to wait for a very long time, then sometimes if it's just for the coffee or just something, then I don't feel that it's worth waiting for like 20 minutes, just to get in line to order your food" (Marcus, 27).

In similar way, argues Michael (26) that the simplicity and speed are the benefits of convenience shopping. The whole practice have been summarised in a humorous way, by describing the whole operation as scanning the smart device and a 'peep' sound. Michael (26) mentioned furthermore that because the information is easily accessible through the apps, that it also saves him time.

“That ... that is... the transaction. It was not hard, it was very fast. Just scan you phone with the QR code I think, it was something against their scan or what you can call it and then just ‘peep’ and it was that” (Michael, 26).

Speed, time saving, ease and the smoothness of the operation have been mentioned also by for instance Henrik (26), Sebastian (33), or Leyla (23). Therefore, it’s clear that this type of shopping is performed frequently, and it’s partially pointing to the reason why do the consumers choose to use the mobile applications. Especially, in setting like Espresso House, it’s more on the voluntary basis, compared to the Pinchos, where the application is a necessary part of the visit.

5.5.2. Retail apps enable shopping for novelty

Another meaning that is gained by practice of shopping have been identified as novelty. Shopping for novelty, have appeared in the previous literature in for instance online shopping. Arguing that, the typical early adopters were young individuals interested in trying out ‘new cool systems and gadgets’ (Doherty & Ellis-Chadwick, 2010). According to research conducted by Bäckström (2013) the experience in-store of consumers is positively influenced by the smartphones, also the smart devices are bringing an adventurous feature. This can be observed as well in this study, the interview respondents were of young age, eager to try out the new functions that the digital shopping offers. Meaning of this practice doesn’t in comparison to others require specific competences, the only competences required are the open-mindset, willingness to learn or at least try, and interest in technology innovations. As usually the smart device and the application are necessary, even though the difference is that in this case, compared to the previous convenience shopping, previous knowledge about the usage is not vital condition. This meaning of practice generates a variety of meanings to the actor. For example, excitement following the the practice of trying some new, learning something new therefore expending the knowledge and skills, experiencing perhaps new functions that haven’t been tried before. This group of the respondents have been discovered in relation to both Espresso House and Pinchos. On the one hand, Espresso House respondents liked the new ways of payments, just by simply scanning the bar-code, or new functions such as sending a gift to a friend. On the other hand, Pinchos respondents have combined the appreciation of the application, and the novelty of the whole system, when the application is the only way how to order, or to do any operation at all inside the setting.

One example is Viola (33), when she got informed about the concept of Pinchos, and that she has to choose the application in the setting, she was little disoriented about what does it actually

mean in the sense of practice. Nevertheless, she and her company have received strong interest to use the application, after hearing about it, finding it exciting.

“[...] we were confused for 2 mins... then we were like ‘oh this is freaking cool’, yes yes let’s download it and then start to use it” (Viola, 33).

Other respondents, such as Marcus (27), said that he likes to try new things, especially like new functions with phones. Some respondents see the novelty in form of technology as our future, such as Henrik (26). Sebastian (33) shared the sort of greediness to try the Pinchos application as soon as possible. After hearing about the concept from his friends, he was very interested and wanted to try it, even though his first reaction was of finding it strange, but exciting. Apparently, this group of friends share same interests.

“[About awareness of the existence of Pinchos app] That's why we went there, cause we heard about this.... eh... we were discussing with some of my friends here ... that they have gone there, and ... they just told us that 'it's really weird, you use an application and stuff'. And I was just like 'we have to go there' ” (Sebastian, 33)

Not every respondent have been that impressed by the Pinchos, for instance Leyla (23) that has great experience from both of the settings, and finds the Espresso House’s application with her own words as “*clever invention*” that she finds good. She was excited when hearing about the application at first time, ever since have she been using the application, and shared her excitement by recommending it to her friends and family.

5.5.3. Retail apps enable shopping for benefits

According to study by Spaid & Flint (2014), the consumers use the MIDs, for deal-seeking purposes, for instance searching discounted products. In digital shopping the consumers are looking for direct discounts and benefits offered straight in the application. That ties back to the pull advertising, in which the consumers are intentionally looking for the communication with the advertisers for purpose of for example deals (Alnawas & Aburub, 2016; Atkinson, 2013; Barnes, 2002; Bellman et al., 2011; Shankar et al., 2010). The retailers are aware of the attractive aspect that the consumers seek, and therefore use their applications to send various types of discounts and promotions (Grewal et al., 2017). The interview respondents found receiving discounts in their application as positive and useful. For this meaning of practice, knowledge about the different types

of benefits and how to receive them is necessary, majority of the respondents when talking about what is the main reason to download the application, indicated that the different offers, deals, and discounts were the main reasons why they have decided to use the application. Another necessary competence to shop for benefits is naturally the general knowledge of operating a smart device, and the application that will be used as target of benefit. In order to for instance use the discounts from the Espresso House application, the actor must have knowledge of how to activate the discounts. But also how to charge the application with money, in order to be able to use the discount, etc. In Pinchos, free tapas will have to be added when the order is finalised.

Moreover, the respondents do not only see the benefits in form of discounts, for instance the Espresso House application is using the GPS 'location' that is not only identifying the closest Espresso House branch to you, but it also leads you there through the GPS map, additionally provides the information about opening and closing time. Pinchos provides benefit in form of having everything at the same place. As in other meanings of practices, smart device and the application is necessary. But also in some cases, collected specific amount of points. Thanks to this type of meaning, the consumers are not only more satisfied with their visit, but also they do appreciate more the retailer, the offerings, many times it gets more on the individual level, additionally the feelings of gratefulness, and sort of happiness are inevitable. Due to the fact that the application receives such positive feedback on individual level, the actors like to spread positive mouth of word, to recommend the application to their friends, family, or colleagues. Nevertheless, the users do not always recommend the application in willingness to benefit others, conveniently the practitioners of this shopping, do also envision their benefit, both Espresso House and Pinchos application do appraise those customers that do recommend the application by additional discounts, bonus points, or free products.

As majority of the interview respondents the benefits in form of discounts and special deals have been laying behind the shopping for benefits (e.g. Michael, 26, or Isabella, 23). Isabella (23) said in the interview that she enjoys very much receiving the discounts, because she believes that the coffee is little bit expensive, and as student you don't have lot of money to spend. In that case, she is welcoming the opportunity to save a fraction by using the application. Also, she is thanks to the deals and discounts 'rewarding herself' in form of cake, or a coffee. Marcus (27) can see the two-way benefit. In form of speed and in form of monetary savings.

"I feel like this is faster, and sometimes they will also, having special discounts or offers so that like they will be giving free stuff, like free drinks. That's attracting

you to use more the app” (Marcus, 27).

Leyla (23) took the benefit shopping into another level, by not only using her application to receive the coupon in form of free drink, but she have downloaded the application to other people in her close surrounding and used their discounts as well. Moreover, Leyla (23) is fully aware of another ways of receiving benefits, such as inviting a friend to use the application, through a SMS.

“The thing that attracted me was when she [the Espresso House employee] told me that ‘when you download it [the EH-app], then during the first time of usage you will receive a gift - a warm drink’. So then, I have downloaded it into my phone, to receive a free chai-latte. And then I have also downloaded it into my mothers phone, to receive another free chai-latte [...] ‘invite your friend’ [function in the app] and then you can also receive a gift” (Leyla, 23).

Some respondents identified other types of benefits, that are not in the monetary form. For instance Henrik (26) could identify advantages in form of technology securing some situations, or misunderstandings that do sometimes occur in this kind of service settings. Additionally, Henrik (26) said that he is sometimes browsing around in the Pinchos application to see if there is something new, or some new deals.

“It's... it's easy.. it's safe...and for example, if there will be any problem with something, you can just show the app, and you...you have all the details, that you have ordered this food, and if it's wrong food, they can't just argue with you. Because in the app, you can see that it's 'this' food. So yeah, I think that it's better for the consumer” (Henrik, 26).

Benefits can be of different shapes, not only in form of monetary such as discounts (by for example Elena, 25 and Henrik, 26). Henrik (26) have used and valued also other benefits, that provide him with for example better planning, or flexibility in everyday life.

“Other benefits are that you can see for example if there are any good deals, you can for example order, order, you can order food, you can plan your visit for example, and change time for visit, and so. And you have everything that you want in one place” (Henrik, 26).

Or the benefit in form of opportunity to focus on other things, such as the company instead of the communication with the waiter. Arguing that it's enriching the experience of the whole setting. He believes also that this kind of setting is a better fit for him.

“[...] I think that the application made it even better for me, you know, to focus on how it looks like inside, and ... instead of thinking where the waiter is and so. So, it... it makes me to enjoy the visit more I think” (Henrik, 26).

5.5.4. Retail apps enable shopping for authenticity

Authenticity in the shopping manner have appeared in various literatures, nevertheless majority of them have focused on the brands, meanings, and identities (e.g. Hollenbeck et al., 2008). In these studies the main shopping motivation and meanings behind them are the uniqueness and differentiation. This type of meanings of shopping certainly occurs due to the nature of digital shopping. The last practice of shopping identified is the shopping for authenticity. Knowledge about the existence of variety of ways how the retailers operate and what do they offer is necessary as competence for authenticity shopping, in order to be capable to evaluate if the setting or the system, program is actually an authentic one. In order to experience the authenticity shopping basic package of the smart device and application is necessary, likewise the internet connection. Shopping for authenticity is leaving multiple meanings by the consumers. The consumers experience something different, unique, interesting that can not be experienced somewhere else, or at least in more exclusive places. The consumers that do receive meanings from the practice of shopping for authenticity have been mainly discovered in relation to the Pinchos restaurant. Nevertheless, it's an unique situation, because some respondents perceived the application as authentic one, meanwhile others have focused on the layout of the setting that they find unique. This situation is very interesting because in order to experience any of the above mentioned elements, the other one is automatically included in this shopping practice. Therefore, the combination of the application and the layout becomes specific concept. That's why in this case, the practice as shopping may receive a slightly different dimension, that is however reasonable in these specific circumstances.

“It's different, it's pretty nice. Yeah, it's... I have not been to that kind of restaurant before where you order everything through phone” (Elena, 25).

Many of the respondents, such as Elena (25) haven't come across this kind of concepts before. And Elena is not the only one. Viola (33), Henrik (25), or Leyla (23) described the concept as very unique, different from others and interesting as well. Leyla (23) have also appreciated the layout, describing it as *“very cozy, decorative and very different”*. She said that the whole setting, is very different, making it into a nice experience every single time you go there. Sebastian (33) found the

combination of the setting and the application a little geeky in a way, but in that sense it's interesting and different from others.

"[...] they are different and kind of selling this service, where their employees are ready to pick up the... well what is left. And during time asking people,... but otherwise everything is done by the people by the app. It's very different. I have never seen it before" (Isabella, 23).

Isabella (23) described the practices in the Pinchos authentic, but describing, and comparing what activities do the consumers do versus those that the employees do, by concluding that this kind of unique match is something very outstanding. Thanks to the atmosphere Henrik (26) received the impression that the atmosphere is completely changing the purpose, and practices of visiting digital settings.

"[...] when you go to a regular restaurant, you just...it's... you are there for eating, just for eating. Because... but when you go to the Pinchos, it feels like more socialising, and you know to feel the atmosphere around you" (Henrik, 26).

Viola (33) believes that the practices that Pinchos encourage are actually part of image assigned by Viola to Pinchos. Being unique, but at same time following the development, and the direction a 'up-to-date' retailer should follow.

"I think...that...it's like really nice and part of like... like the personality of Pinchos concept and it's like a contemporary way of doing things" (Viola, 33).

Nevertheless, the Espresso House have encouraged shopping for authenticity as well. Isabella (23) sees the way of paying, and other functions of the application as something original that she haven't come across in other coffee house settings. In contemporary Sweden, functions such as payment through scanning of the bar-code through the application, are truly one of only few kinds.

"I like that, it's...eh...a quick method of payment,.. and I like that you can have offers in it, ... that's quite different than the other... at least here that I know of coffee house" (Isabella, 23).

5.6. Changing way of seeing service staff

This sub-chapter will focus on presenting the results, analysing them and responding the last research question, **how is the digital shopping changing the way of seeing service staff?**

Both interviews, and observations showed that the role of employees has changed, likewise the way of seeing service staff. The respondents assigned new roles to the service staff, including perception of what type of task should they be doing, and what kind of things should they be assisting the customers with owing to the appification of the restaurant. Research conducted by Yang & Kim (2012) discussed that thanks to the technology the interaction among retailers and customers is changing, and the individual customer engagement is growing. Fuentes et al. (2017) mentioned that the integration of smartphones is reconfiguring retailscapes, and that thanks to the smart devices tasks performed in store by service staff becomes needless. Employees have to be trained in different ways to receive more knowledge and skills, regarding the goods and services (Fuentes & Fredriksson, 2016). Mobile shopping means that employees do less tasks and inform less in general, but the employees are still having their part, at for instance cash register. Nevertheless, the digital setting such as Pinchos is except for the ‘seating’ at the beginning of the visit, completely leaving the customers to increased and individual engagement. Functioning IT-structure of Pinchos and Espresso are making the process and communication more efficient (Fuentes & Svingstedt, 2017).

The digitalisation of the retail setting, brings as already showed in previous research by for instance Fuentes & Svingstedt (2017) on mobile shopping, that the employees do receive another role. The tasks that they have performed previously, are partially switched, as the consumers took over. The availability of the information through the application, changes the way consumers interact with the employees. For instance, following quote from one interview, shows clearly that the information availability is influencing the contact with the employees. *“I think for me, if the ... the information is available through the application, I will try to find those informations, instead of asking the staff in store”* (Marcus, 27). On one hand, some tasks performed by the employees are diminished. On the other hand, the consumers have expectations on the employees to gain new skills, such as knowledge of technology, in this case of the applications. That’s why the retailers must spend more resources in educating the employees in this sense. It can be experienced as annoying or upsetting, when the staff are not capable to assist the consumers with the application of retailer that they are working for. *“And sometimes their employee in the store, are not exactly familiar with the apps as well”* (Marcus, 27).

The communication of the employees and the consumers is influenced in other ways as well. Some of the interview respondents received the impression that making contact with the employees is not encouraged. For instance Elena (25), when she was describing her experience in Pinchos restaurant:

“Ehm.... I think that just because the waiter just basically asked, when he showed us the table 'oh have you been here before?' and I just said 'yes', and then he left in a way. Of course, .. you could like ... you know normally just a.... I don't know..... just show the waiter 'oh can you come here', but you don't see them that often, because they are basically just welcoming the guest at the main door” (Elena, 25).

Additionally, when solving issues and problems connected to the application usage, some consumers do reject to contact the employees. Elena (25) and her family were visiting Pinchos restaurant, and faced problem in form of not receiving the notifications, both when the drinks and dishes were ready. Nevertheless, they did not contact the employees regarding this issue. *“Because we kind a thought that it was our own fault”* (Elena, 25). Based on this situation, it seems that the consumers take some sort of responsibility over their actions and in this case problems, as they might experience the application handling, and overall restaurant visit in overall excluded from the employees and their aid.

“I think that their role is to support the app, I think. The app is the main frame, and the waitresses are really like support” (Henrik, 26).

On the other hand, certainly that is not the main rule, many of the respondents described the employees as informative tool in the restaurant, that can assist in case they are asked to do so.

“It's more a guiding role, than a serving role. I would say. They can ... I think that they can have much more fun at work, they just go from a table to another, and asking 'Is everything okey? Can I help you with something?' and they are really helpful” (Sebastian, 33).

Some respondents adopted quite quickly to the new way of seeing employees in this kind of settings, others were confused about their presence and the role. *“[...] I knew that they are using apps, but I did not know that it's only the app and nothing else. Since they have the waitress there, so I was thinking.... that they have some sort of function if you say so”* (Leyla, 23). Except for Leyla (23), the respondents did in general welcome the new roles of the employees, and adapted fast to it. Mainly due to negative experiences in 'traditional' restaurant setting, the new way is more generally accepted, and the respondents do stress the benefits of this kind of situation.

“Well, because of the app, you don't have a waitress who is like eh, either slow or ... too fast, you know. Coming in every ten minutes and asking if you need something or so. So it's really good,

*because when you are out, you are focusing on your companions, instead of you know somebody who is coming, and asking questions like every 5th minute. So it's really good.
But they are there, when you need them” (Henrik, 26).*

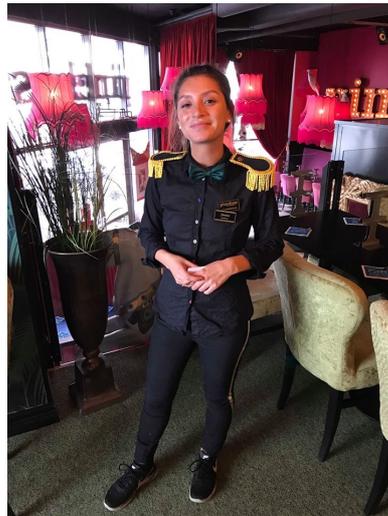
The importance of the employees have been discussed from various of perspectives, some believes that the employees are there *“I think.... that they are important in the sense that they are greet you, I think that that's a very important, and making you feel comfortable in the restaurant, and bring you kind of the atmosphere of ... of what Pinchos is” (Isabella, 23)*. Meanwhile, others believe that it's culturally linked to have someone in the restaurant, and for now it's necessary that the employees do not disappear completely, even though their role might be shifting.

*“But I think that it's more traditional to have somebody who like welcomes you when you enter the restaurant or so. And eh, yeah cleaning the tables and so. I think... I think that it's cultural because for example here in Sweden, we are used to you know have people in restaurant.
So I think that it's cultural, it's not impossible that it will disappear,
but maybe in 20 or so years later” (Henrik, 26).*

Hohner (2013) quoted Mattson and his discussion regarding the ‘technology and replacement of the employees’. According to him, the employees are not replaceable, rather that the guest receive more responsibility on variety of tasks, and that suddenly employees can offer higher level of service and have more time to talk with the customers, instead of running around with the plates. Study by Pantano & Gandini (2017) showed that the applied technology into retail settings do create new forms of socialising. Another research showed that the consumers do demand and appreciate still the human contact with the employees (Grewal et al., 2017). Jackson & Holbrook (1995) pointed towards the troublesome aspect of the elder generation and shopping. The novelty has not been welcome, and the preference of personal has been evident in discussion of improved ‘regular shopping’, forced payment by credits cards at supermarket checkouts. In Jackson & Holbrook’s (1995) study it was apparent that the aspects that are valued and appreciated by the younger group of consumers, are neither valued or appreciated by the elder consumers, more likely even unpleasant and troublesome.

In general, both the observations and interviews showed that the digitalised servicescape are much more controlled. The digital shopping provides much more tight de-scripted shopping practices. In comparison to ‘regular’ or mobile shopping, in which there is flexibility of the practices, and thanks to which amount observed practices can be endless. The digital shopping is

offering more standardised, predetermined set of practices, that are to a greater extent followed by its actors. That's mainly because the applications are integrated in a successful way into the setting.



Picture 14. Pinchos employee in the unique working uniform

In spite of that, based on the interviews and the observations there is significant confusion regarding the new service provision. For instance, there have been contentious discussions regarding the digitalisation, and new roles of the employees. In Pinchos restaurant task of picking up food and carrying it to the table lays on the visitors. Multiple of them in the interviews mentioned the troublesome stairs that they seem challenging to carry their food over, at same time as trying to balance the content on the brick. Nevertheless, what majority of the visitors do not know is that, if they are feeling uncomfortable, or just prefer to have their food carried by employees, that it's simply possible by requesting it by the employees. That means that the practices and tasks that have shifted on the consumers are not shifted permanently, and can get continuously negotiated by the service staff. Numerous respondents believe that they should tip for a service in restaurants. Nevertheless, it turned into a controversial discussion, when for instance in Pinchos, the respondents are missing the service, and therefore believe that the Pinchos asking for the tip is 'weird' or not appropriate as they are doing everything, what they would expect a waiter to do in another 'traditional' type of restaurant. "[...] because the waiters are not like serving you, so I don't think that I see the point of tipping in Pinchos" (Viola, 33). Therefore it can be argued, if all 'old' practices should follow into the appified setting, or alternatively to be transferred, but in a way modified matter to be perceived reasonable by the consumers.

To sum up, analysis examined the way that Pinchos and Espresso House integrated the smart devices and mobile applications into the settings. It engages new practices and meanings, and describes the roles of all actors within the 'arena'. The analysis explored the process of digital shopping, in order to illustrate what happens when retailers adopt technology: (1) process of table acquisition, (2) digital shopping with smart device, (3) receiving notifications and picking up the order, (4) consuming and socialising, (5) paying with the smart device. The analysis focused except on the practices, also on the actions that the mobile applications encourage, convenience and speed, enriched experience, construction of loyal consumers and co-marketers. And on the meanings that are provided to the consumers by digital shopping such as convenience, novelty, authenticity, and benefits. The way of seeing service staff changed mainly due to several reasons. Service staff are replaced by both technology in form of smart devices, but also by consumers as the consumer engagement, in which the consumers are replacing the service staff in some operations is continuously growing. The interviews showed that from the consumers' point of view the role of service staff transformed from service providing to information providing. The study also showed that the rapid change in the retail settings sometimes leaves confusion about the (un)reasonable presence of for instance waiters in the restaurants, employee assistance or eventual rewarding of the employees in forms of traditional tips.

6. Discussion & Conclusion

6.1. Conclusion

The digitalisation is an inevitable part of the contemporary society (Hagberg et al., 2016). That is also reflected in the retail sector, by digitalised shopping and continuous growth of retailers' mobile applications (Garg & Telang, 2013; Zhao & Balagué, 2015). Previous studies have looked into the mobile shopping (e.g. Fuentes & Svingstedt, 2017; Holmes et al., 2013; Yang & Kim, 2012), or on the mobile applications (e.g. Alnawas & Aburub, 2016; Bellman et al., 2011; Garg & Telang, 2013; Hagberg et al., 2016; Kang et al., 2015; Spaid & Flint, 2014). Nevertheless, identified research gap laid in lack of studies focusing on the integration of the retailers' mobile applications into retail settings. **The aim of this paper was to conceptualise the integration of designed retail applications into retail settings, through selected case studies, and to contribute to an increased understanding of what happens when the retailers try to integrate smart tools into the retail setting, by looking at retailers' practices from the consumers' point of view, and how do they change the interactions with service staff and servicescape.** For this purpose, the applications of Espresso House and Pinchos, including the retail settings were selected to study. The phenomenon of digital shopping is predictable future of retail sector (Voropanova, 2015), that's why it was important to reveal the novelty of digitalised settings and this type of shopping practice. For that purpose following qualitative methods have been used: (i) semi-structured interviews, (ii) structured observations, and (iii) digital observations.

The study showed that the digital shopping is unique from the 'traditional' and mobile shopping in various ways, nevertheless the most important difference from the lens of Practice Theory point of view are the more pre-determined socio-material scripts, in comparison to other forms of shopping. The digital shopping unfolds space multiple practices within the retail setting, that are mostly connected to the usage of the mobile applications. The mobile applications represent a potential and threat at same time to the retailer. According to Pantano & Migliarese (2014) the integrated technology to retail settings is limiting the important communication among the service staff, the consumers, and communication among consumers, that in exchange influences in negative way the retailers' opportunity to build strong relationships with consumers. On the other hand, the mobile applications also enrich the shopping experience of consumers within the retail settings, and enable various forms of shopping and meanings that will be described more closely below. The study revealed the retail settings develop new practices and skills among consumers. The

employees in digitalised retail settings are losing their specific roles and practices. Nevertheless, they have been appointed new ones, and continuously keep an important role within retail sector.

RQ1. What kind of shopping do the apps enable?

The application encourages the users to use the application in following ways - *app as marketing device constructing loyal consumers & co-marketers, app as tool for simplification and speed, app as tool enriching the shopping experience*. The apps enable consumers to enjoy individualised profiles, but also encourage the consumers to invite others into the world of digitalised shopping, by rewarding the 'inviting' consumer. The whole shopping turns into a mission, such as achieving the status of 'Gold Member' at Espresso House. The apps frequently enrich the shopping of loyal customers by for instance sending gifts and bonuses. Moreover, the retailers continuously provide new functions in the apps, in order to enrich the shopping experience of the consumers. The applications enable comfortable shopping, that is guided and partially influenced by the retailer. These are *convenience, novelty, benefits, and authenticity*. The meaning of convenience is important to the consumers that do value speed, effortless, and simplicity in their process of digital shopping. Novelty is specific for the consumers that are excited, and eager to try new technologies, and functions. Most common, not only in the sphere of digital shopping are the benefits, in form of discounts, and various deals that are attracting the consumers. But also non-monetary benefits, such as in various functions of the applications. Lastly, the authenticity have been meaningful for the consumers mainly because the digitalised settings are very different in their mind and opinion, likewise the overall experience.

RQ2. How is the digital shopping different from mobile and regular shopping

The connection between app and physical environment is much closer, and better integrated in comparison to the regular and mobile shopping. Also, the shopping practices are more scripted, and there is less flexibility in the settings where the digital shopping is performed. The digital shopping demands more in comparison to the other forms of shopping. Not only that the smart device is necessary, but also the retailers' application. The application is used to perform greater scale of operations that would otherwise have to be performed by the service staff, or in some cases not even possible. The application is also used to communicate with the consumers, and to encourage them to perform specific practices. Digital shopping considerably requests more resources in form of knowledge and skills, that are necessary in order to be able to perform the digital shopping. The mobile shopping have already increased the customer engagement, and the digital shopping is even

expanding it. In mobile shopping the QR- or bar-codes are usually scanned by the smart device, meanwhile in the digital shopping the QR- and bar-code are 'being scanned' from the device of the consumer. Also, in mobile shopping, the consumers are usually reading the reviews online by other consumers before purchasing, meanwhile in the digital shopping, it's much more focused on word of mouth (WOM).

RQ3. How is the digital shopping changing the way of seeing service staff?

The service staff have similarly as in the case mobile shopping obtained new tasks that they have to perform within the retail setting. Besides, the consumers appointed the service staff to a more informative role, especially in case of the waiters. Hence, they are less serving and more informing. Leading the way of seeing service staff into a less important part and role of the visit. The new way of seeing service staff, thanks to the digital shopping have also brought confusion among the consumers. Due to this shift, the consumers do not always know what to expect from the employees. The border of the tasks performed by the service staff versus those that are performed by the consumers turns blurry. For instance what are the employees expected to do, and at point or where is the customer role taking over. Lastly, for the traditional retail setting, such as restaurant the reward in form of tip was common practice for many decades. Nevertheless, since the consumers do take over and serve themselves in more digitalised settings, such as Pinchos, it gets confusing for the consumers as they are not convinced about what they should leave the tip for after the setting visit. Yet, the presence of service staff is important aspect of the consumer experience.

6.2. Theoretical contributions to area of digital shopping

This study has enriched our knowledge of digital shopping in multiple ways. Firstly and most importantly, this study has filled large research gap within the area of digital shopping. Compared to other studies that looked into mobile shopping, and consumers' own initiation to use the smart device, this study focused on retail settings in which the consumers are encouraged and in some ways and settings nearly 'forced' to use their smart devices. Secondly, this study contributed to further knowledge of this topic through the lens of Practice Theory, since only limited quantity of studies on this topic has chosen specifically this lens. The integration of technology within retail settings was in focus and contributed to an overview over the practices of the retailers and their various attempts of enriching the consumer experience within retail settings. This study provided understanding over the applications of retailers, in order to improve our knowledge regarding the various forms of shopping that the applications do enable, also what kind of activities are

consumers encouraged to do through the applications. We have learnt about the (in some situations) nearly standardised processes of digital shopping within the selected case studies. Additionally, we learnt from context that in similar settings meanings are present also within the sphere of digital shopping and should therefore continuously receive attention in order to retain the yarn of consumers. This study has also enriched our knowledge concerning the scripts in less conventional retail settings, and unexpected de-scriptions. Our knowledge was enriched by further comprehension of seeing the service staff through the eyes of consumers and the blurring border within the tasks performed by employees and by consumers, likewise the overall recognition of necessary clarification of the role and importance of service staff. Lastly, as mentioned previously the definition of retail setting and general perception of what is and is not retailing continuously shifts thanks to the more and more applied and integrated technology, therefore the choice of case studies contributed to exploration of a ‘exceptional’ form of shopping and retail setting.

6.3. Limitations of the study

The limitations of this research are following. First limitation is the limited quantity of case studies’. The original designed plan of this study was to include third case study in form of more conventional type of retailer, the HEMTEX. Nevertheless, due to the technical problems the installation of touch-screens in Skåne region has been postponed to undetermined time. Second limitation is the matter of the unconventional retail setting. Even though, the research focused on studying the integration of technology into retail setting(s), it’s discussible if the selected case studies fall under the qualification of standard retail setting. Nevertheless, as mentioned throughout this research, the shape and practices within the retail setting are transforming, and therefore there is space for wider understanding of what retail is, and what shopping is, where and how can the shopping be performed (Grewal et al., 2017; Pantano & Gandini). A further limitation lays in the time restriction of this project, that didn’t allow the ethnographic study to be performed in long-term as is preferred by researchers to be length in this type of study (Elliott & Jankel-Elliott, 2003).

6.4. Environmental and ethical aspect of digital shopping

The research area raised a discussion of environmental and ethical issues. A few of them will be lifted in this section. From the **environmental** point of view, the digitalisation of retail settings brings benefits in form of saving nature and resources, by for instance not printing any menus, such as in Pinchos. The materials of loyalty cards, such as plastic diminished as the loyalty cards become

part of the applications. Several functions of the apps, such as the geological function are informing the consumers about the closest branches, therefore the unnecessary trips with vehicles are decreased. Nevertheless, the digitalisation does not only bring benefits. There is a constant pressure to update the smart devices by purchasing newer models, due to the fact that the applications are not designed for 'older' operative systems and devices, the questions of waste material is important to raise. Likewise, the continuous encouragement to consume more, as described in the analysis, the applications turns out into a mission of reaching specific goal, motivating consumers to consume more than they would otherwise, not good for the environment and sustainability. From the **ethical** perspective, certain questions must be lifted. First and most important is the question of privacy. Is it right that retailers' applications do collect the information about the users, their age, position, purchasing history among others, to provide personalised service, however the privacy and consumer protection? That can be questioned. Secondly, the question of safety. The applications require the bank card details to proceed the payments. Nevertheless, the safety of provided sensitive data is not completely assured. Lastly, is it ethical to grant bonus to some consumers and others not, based on the selected payment method?

6.5. Societal relevance, managerial and research implications

Although this study pointed mostly towards the positive side of the technology, and its benefits to the consumers. There are still some issues that needs to be discussed on level of **societal relevance**. Mainly for some obvious, in some cases for some hidden truth that not everyone in the society can be included into the process of digitalisation. That will impose in future challenges for the society, the more digitalised the various retail settings will become, and the less there will be other 'non' digitalised options. In some case already, such as in case of Pinchos already now. Firstly, not all the consumers do have opportunity, ability or skills to use the smart device. For instance, the elder generation is with difficulties following the digitalisation of the whole society, including internet banking etc. Therefore, it's not only difficult to make the elder generation accept the technological shifts, but also to learn to use. The poor population, may not have the opportunity to purchase the smart device, such as smartphone, that is a pricy item that may not be a priority to spend the limited resources on. In general the less tech-savvy group of consumers may be excluded from this change.

On the other hand, the disabled group of the population, such as blind or paralysed consumers may not be capable to use the mobile applications and its functions. Children that can't read, or do not have smart device, or consumers that do have older smart device are left out as well, as many of the mobile applications are designed for newer models. Lastly, many of the applications,

including the Espresso House and Pinchos can not change language into English, therefore large group in form of international students, expats, new arrivals to Sweden and others are left out. As discussed already in the analysis part, the humans are replaced by machines. That could be, especially observed in the case of Pinchos, where amount of employees, in this case the waitress is significantly lower than in other similar sized restaurants. The set of tasks performed by the employees is besides much lower, meanwhile the individual engagement of consumers is continuously growing. Also, thanks to the opportunity to receive the bonus by choosing to pay in the application, instead of summoning the waiter, is a clear message that the continuous amount of tasks performed by the employees will be continuously decreasing, and that the employees will be eventually completely replaced by the mobile application, and machine in form of a smart device.

When considering **managerial implications** on this paper, there are plenty of them. Thanks to this paper, the retailers have a unique opportunity to see what the consumers do receive and experience thanks to the applications. Managers have also an opportunity to reflect over the new perceived role of service employees, and if that's the ideal and desired direction. Furthermore, it should also be leading the retailers to be more considerate about how should the information inside the application, and general existence of the application be spread in an efficient way among the consumers. Further and final suggestion is to consider how to motivate the consumers to not only download the applications of the retailers, but also how to motivate them to keep the applications for future visits. Retailers will have to reflect upon the competition and the presence of the various applications, that are eventually decreasing the probability of the consumers to download application for each retailer that they are visiting routinely. Something like an unified application will be more than necessary in the future.

Research implications are straightforward. This study can be used as basis for numerous of further studies, such as of mobile shopping, digital shopping, digitalised retail settings and their specifics, integration of the mobile applications, or for instance role of employees in digitalised settings. Firstly, a similar study, but with larger sample of retailers and their applications could be performed for a wider overview over the retailers' practices. Alternatively to study the integration of mobile applications of the more 'traditional retailers'. Upcoming studies could also focus on how could the applications be integrated to a greater extent in seamless ways into the retail settings. How to prevent alternative errors within the digitalised settings. Or how are the digital shopping activities and servicescape re-shaped in settings, where are the shopping practices much more controlled because of the pre-determined scripts.

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8. Appendix

8.1. Interview guide 1 Espresso House

Theme 1: General questions about technology usage

Can you tell me about yourself?

Would you describe yourself as tech-savvy? Are you interested in technology?

What kinds of smart devices do you have? (e.g. smart phone, tablet)

What do you use these for? (different activities, occasions, situations, same device or different things, or different devices for different uses)

Do you use your smart device during shopping activities?

- Tell me about the last time you used your mobile device while shopping.
- What were you doing?

Have you purchased something through the mobile device?

- What have you purchased?

Theme 2: About applications in general

Do you have or have you ever downloaded any mobile application connected to a retailer?

- What type of application was it?
- Have you used this application in-store?
- In what way?

Have you been in other retail setting encouraging the smart device usage in various ways?

- In what type of setting?
- In what way was the retailer encouraging?
- In what country was that?

Theme 3: Retailer's application & visit of the retailsetting

Can you tell me about the last time you used the Espresso House application? (when, with whom, for what, where)

Do you remember why you first downloaded the Espresso House application? Can you tell me about it? (how did you find out about it, why did you download it, what was your initial impression)

Do you find the application user-friendly? (e.g. easy to download the app, setting up account, transfer money, understand how to use the coupons, necessary to approach employee to receive help or advice)

Have you met any problems / difficulties / pleasant experience regarding the application usage?

- Which in the case?

Tell me about your last visit in Espresso House:

- How long do you usually stay? (take away option?)
- Who is usually accompanying you? (alone, friends, colleagues)
- In case coming with a company, do they use the application?

What do you usually do for activities during your visit?

Are you aware of all functions and information that can be found in the application?

- Have you used any additional functions? (e.g. send a gift, money, invited a friend to the app)

Have you been browsing around in the app?

- inside Espresso house or outside (e.g. at home, school,)

Have you experienced a situation, in which you were curious about something, but avoided to ask the employee, by instead finding the answer in the application? (e.g. information about coffee, or about prices, webshop)

Theme 4: Mobile marketing

What is your opinion regarding commercials / advertising in general?

How do you feel about receiving the offers and promotions right in your app?

- Do you use these offers usually?

How are the extra offers and discounts offered in the application by extra purchases, affecting you and your purchases?

Do you have anything to add or comment at?

8.2. Interview guide 2 Pinchos

Theme 1: General questions about technology usage

Can you tell me about yourself?

Would you describe yourself as tech-savvy? Are you interested in technology?

What kinds of smart devices do you have? What do you use them for?

Do you use your smart device during shopping activities?

- Tell me about the last time you used your mobile device while shopping.
- What were you doing?

Have you purchased something through the mobile device?

- What have you purchased?

Theme 2: About applications in general

Do you have / or have you ever downloaded any mobile application connected to a retailer?

- What type of application was it?
- Have you used this application in-store?
- In what way?

Have you been in other retail setting encouraging the smart device usage in various ways?

- In what type of setting?
- In what way was the retailer encouraging?
- In what country was that?

Theme 3: Retailer's application & visit of the retailsetting

What do you think about Pinchos restaurant?

- About the idea that restaurant used?
- The layout? etc etc

Do you remember why you first downloaded the Pinchos application? Can you tell me about it? (how did you find out about it, why did you download it, what was your initial impression)

- Have you been aware of the necessity of usage of the application before entering the restaurant?

- Have you downloaded the application before your arrival in the restaurant?

Can you tell me about the last time you used the Pinchos application? (when, with whom, for what, where)

Have you followed 'how to order at Pinchos' guide?

Have you met any problems / difficulties / pleasant experience regarding the application usage?

- Which in the case?

Do you find the application user-friendly? (easy to download the app, setting up the account, connect bankcard, understand how to use the coupons, was it necessary to approach the employee in order to receive help)

Tell me about your usual visits in Pinchos:

- Are you booking table before the arrival or try 'drop in'?

- How long do you usually stay?

- Who is usually accompanying you? (alone, friends, colleagues)

- In case coming with a company, who of you is the one using Pinchos-application?

What is your opinion about using smart device for the variety of tasks in restaurant? (order taking, picking up, paying)

What activities do you usually do during your Pinchos visit?

Have you been browsing around in the app?

- inside Pinchos or outside (e.g. at home, school,)

Tell me about your impression of importance of employees in Pinchos?

Tell me about what does your payment procedure look like? (pay with card receive no bonus vs app receive bonus, tip, etc)

Theme 5: Mobile marketing

How do you feel about advertising in general?

How are the extra offers and discounts offered in the application by extra purchases, affecting you and your purchases?

Do you have anything to add or comment at?

8.3. Observation guide

What are consumers doing at the site?

How is the app used in these practices?

What is the service staff doing at the site?

How is the app used in these practices?

How does the app mediate consumer and staff interaction?

Describe the setting - describe the actors - describe the sequence of activities.

8.4. Interview consent form

Lund University [Department of Service Management & Service Studies]



LUND UNIVERSITY

Name of assignment: Master Thesis

- I. I agree to be interviewed for the purposes of the student assignment above.
- II. I understand that my participation is voluntary and that I am free to withdraw at any time. In addition, should I not wish to answer any particular question or questions, I am free to decline.
- III. I agree that the interview will be electronically recorded.
- IV. The purpose and nature of the interview has been explained to me, and I have been given opportunity to ask for clarification.
- V. I agree that I may be quoted directly in the assignment.
- VI. I agree that my name, alternatively a pseudonym (made-up name) may be used for the purposes of the assignment only.

Research investigator: _____

Signature of interviewee: _____

Name of interviewee: _____

Date: _____