Analysing the changes in mobile technologies and how they have impacted on consumer purchase behaviour in clothing retailers.

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Acknowledgements

I would like to sincerely thank all the people who guided and supported me throughout the process of this retail project.

First, I would like to thank my supervisor Siobhan Magner, for the time she dedicated to meet with me and for her commitment in providing advice and guidance to support me throughout the completion of this retail project.

Secondly, I would like to thank my lecturer Jacklyn Tully, for her advice and guidance which further supported me throughout the retail project.

Thirdly, I would like to thank all who participated in completing my questionnaires for my primary research. For the support and feedback provided that benefits my overall results.

Finally, I would like to dedicate this work to my mother Annette who continuously portrayed her support and encouragement throughout the duration of this retail project.
Abstract

The researcher analyses changes in mobile technologies and how it has impacted on consumer purchase behaviour. As a result of the researchers findings they ultimately decided further investigation would broaden data available relating to this contemporary issue. Throughout both the primary and secondary research process the author seeks information on the impact of mobile commerce on consumer experience, consumer purchasing process and consumer involvement. The aim of this dissertation is to unveil the behaviours and attitudes of consumers within Generation Y concerning this particular topic. The author adopted Generation Y as their target market as a result of this age group following new trends and being open to new ideas (Reisenwitz & Iyer 2009).

Throughout the secondary research process the author seeks information that supports and rejects each research objective chosen.
1. Consumers Shopping Experience
2. Consumers Shopping Process
3. Consumer Involvement

Bagdare and Jain (2013) identifies customer experiences are changing. The author found that consumers’ expectations from retailers are growing and as a result retailers need to become more innovative in order to enhance consumers in-store experience (González, 2014). The researcher identified that the internet has become an integral part of consumers shopping process (Havas, 2013). Research exposed by Ellen (2014) depicts that consumers are becoming ‘Mobile First’, as a result consumers shopping processes are changing. Research by Miller (2014) and Bodhani (2012) support Ellen (2014) as they believe that online and offline retailing is now becoming an extension of one another. As a result of the above findings the author portrays further investigation into each objective in order to enhance the findings.
Following on from the secondary research the author identifies their research design methods and the rejected and selected tools that will be used throughout the primary research process. The researcher is using descriptive research for their research design method as the topic is a contemporary issue. Therefore causal and exploratory research does not apply any relevancy. As a result, the author has chosen online surveys to conduct their primary research as it posed the most compatible due to advantages and disadvantages illustrated by Malhotra (2012) and Domegan & Fleming (2007). The author includes the location, date and times of the survey launch within the methodology section.

Throughout the data analysis strategy chapter the researcher analyses their primary research findings and correlates it together with the findings from the secondary research. It was founded that the author’s primary research supports the data uncovered throughout the secondary research processes.

Finally, the author administers recommendations that they feel would benefit any further research conducted in relation to this topic area. The author then concludes the thesis by demonstrating the results of all the findings from both the primary and secondary research.
Chapter 1: Introduction
1.0 Introduction
This section illustrates the researcher chosen topic, including the research question, research hypothesis and research objectives. There is a small discussion on the topic area chosen in order to shed light on the background of the problem. The author further includes the organisation of the project within this section.

1.1 Research Question
Analysing the changes in mobile technologies and how they have impacted on consumer purchase behaviour in clothing retailers.

1.2 Research Hypothesis
Technology has evolved over recent years in terms of smart phones and in store technologies which in turn is effecting consumers shopping experience, as a result impacting on their shopping processes and increasing consumer involvement

1.3 Research Objectives
1. To analyse how mobile technologies have impacted consumer’s shopping experience in clothing retailers

2. To examine how evolving mobile technologies have changed consumers shopping process

3. To investigate the changes of consumer’s involvement in store due to new mobile technologies
1.4 Background to the Problem

According to many theorists such as Ellen (2014), Elliott (2013), Headland (2013), Newell (2013) and Pantano (2013) mobile commerce is dramatically changing consumers buying behaviour. Kourouthanassis & Giaglis (2012) define mobile commerce as services that are available whilst consumers are on the move. Research conducted by Aubrey and Judge (2012) has indicated that technology is changing and reshaping consumer’s behaviours and expectations. There is pressure on retailers to create effective in-store experiences for the shopper as consumers are well informed as to the capabilities of retailers, as a result of new social technology platforms. Newell (2013) also states that changes in technology are progressively linking in with consumers as retailers are aware that physical conditions in-store impact on sales. Burdett and Mader (2014) support the above research by stating that consumers now integrate technology such as their mobile in order to effortlessly compare products in-store with products online.
1.5 Organisation of the Research

The following sections are included throughout the retail project:

- **Literature Review**- The author gathers and analyses some of the literature that is available linking to the issue chosen. The author has included purely secondary research within this section. Firstly, there is an introduction to the development of mobile commerce. The author then portrays relevant support to each of their chosen objectives.

- **Methodology**- Research design, sampling and instrumentation are included within the methodology section. The researcher will include the research design approach that has been taken for the purpose of the project. This section includes the primary research that will be conducted and how the researcher proposes to conduct the research. It will enable the reader to identify how the variables of the studies conducted will be measured.

- **Data Analysis**- This section includes the summarisation of the author’s findings. The researcher completed data analysis of both their primary and secondary findings in order to reveal conclusions on each objective.

- **Conclusions & Recommendations**- The author includes the conclusions from their findings through both primary and secondary research within this section. Following on from these conclusions, the researcher composes recommendations for future research on this topic.
1.6 Limitations

The author chose to conduct their surveys online for the purpose of this retail project; however many complications were found with this form of primary research. The researcher found that participants were conveying answers that the analyst was not primarily seeking. It was also founded that it was extremely difficult to find willing participants over the internet and as a result the initial time frame had to be further extended. This had a major influence on the researcher’s already limited timespan. It was also brought to the researcher’s attention that the surveys did not work on certain smartphones; this was a major drawback as it limited the number of respondents. Survey participants did not complete all mandatory questions which as a result impacted on the overall number of applicable surveys.
Chapter 2: Literature Review
2.0 Literature Review
This chapter pertains to identify the literature analysed by the author in relation to the three chosen objectives. It includes published literature supporting the authors chosen topic. There are statistics and examples included were relevant throughout the literature.

Analysing the changes in mobile technologies and how they have impacted on consumer purchase behaviour in clothing retailers.

2.1 Introduction
The growth of m-commerce has impacted dramatically on retailers and consumers. The developments within m-commerce is subject to two major technological advances; the growth surge of smartphones and instant high speed mobile internet access (ZHANG et al, 2013). Mobile technology is influencing consumers’ in-store experience, their shopper purchase process and their involvement in stores. Research by Elliott (2013), Pantano (2013) and Ellen (2014) all confirm that the growth of m-commerce is redefining retailers operations. Headland (2013) establishes that this is as a result of an increase in smartphone holders and smartphone usage, with digitally connected consumers accounting for 40% of all consumers. A report published by eMarketer (a) (2014) foresees a 16% increase on e-commerce sales this year and a 3.6% increase of retail sales; these are minuscule in comparison to the anticipated increase of 64.8% in m-commerce. There are many routes consumers can take in order to complete their purchasing journey. These include omni-channel retailing, online retailing and shopping through their digital device. Many retailers initially struggled to compete in this technologically driven market, however with the introduction of smartphone applications, mobile marketing, QR codes and iBeacons, physical retailers have the ability to gain a competitive advantage by incorporating smartphones into innovative ideas.
2.2 Consumer Shopping Experience

Newell (2013) states that technology is establishing new opportunities for interactive technologies to create entertainment and shopping experience. Research by Pantano (2013) explains that ubiquitous retailing is becoming an integral part of retailer’s innovations. Bagdare and Jain (2013) states customer experience is changing and contemporary retailing is evolving. Many retailers have created a customer experience rather than an exchange process. According to Deloitte (2014), by 2016 smartphones in relation to consumer shopping experience could impact 15-18% of in-store sales; this is worth an estimated £35-£43 billion. Research illustrates innovation has become essential for firms to gain a better position in the market. Innovative firms have moved away from the traditional retailing and integrated more innovative techniques (González, 2014). Today retailers can be seen integrating technology into stores to create a differential advantage with technology and online capabilities. Analysis of this topic identifies that there are many factors retailers must consider to create effective in store technological experiences. Investigation of this research identifies the demand for retailers to connect with mobile-savvy consumers. Research by Jay Sang (2013) portrays the hedonic aspect of retail is becoming a critical factor within retailer’s decisions of technology adoption. As a result of changing consumers, Frazer (2014) demonstrates retailers must have the ability to seamlessly create a shopping experience by merging online and offline environments.
2.2.1 Omni-channel Retailing

Rigby (2011) reveals that retailers believe consumers will never disappear, however he illuminates that the surge of omni-channel retailing is changing consumers shopping objectives. The above research illustrates that retailers have the ability to impress many target markets by integrating technological interfaces. As a result of technologically savvy consumers, retailers have now integrated omni-channel strategies as part of a necessity for retail success. Research conducted by Berthiaume (2013) determines developing omni-channel technologies such as social media and mobile are redefining a typical ‘store’.

O’ Brien (2014) defends Berthiaume indicating that the world of omni-channel has diminished traditional styles of retailing. Jaiswal (2014) further enhances O’ Brien and Berthiaume’s research by displaying that omni-channel strategies allow retailers to engage with consumers, whilst enhancing in-store experience. In contrast to the above researchers, Headland (2013) has suggested that omni-channels are non-existent, rather retailers understanding consumer’s behaviours in relation to emotions and their infrastructural nature.

Walker Smith (2013) specifies that retailing is no longer fixed to physical stores or websites. As a result of growing technology retailing experience now moves with the consumer as a result of mobile technology integration. Further research by Deloitte (2014) discovers that consumers now expect more from retailers in order to enhance their in store experience.
2.2.2 *Low Energy Bluetooth/Beacons*

Consumers’ in-store experience has dramatically changed as a result of mobile internet devices (MIDs). Consumers readily use their MIDs and their accompanying software in order to enhance their shopping experience (Spaid & Flint, 2014). Analyses of the above research justifies that it is not enough for retailers to purely sell their products and services, they must create an experience for consumers in order to compete in a tough technological market. This is further reinforced by Balasescu (2013); stating retailers need the “ability to stand up against competition.” Taylor (2014) reinforces the above research by concluding that consumer experience is shifting due to mobile technology. He found that retail stores have attempted to combat the new mobile era by incorporating devices equipped with Bluetooth Low Energy (BLE) technology (beacons) into their physical stores. In contrast to the above research Saettler (2014) founded that 80% of signals received in accordance to the beacons are inaccurate. Saettler (2014) confirms targeting capabilities are within the most reoccurring problems marketers’ faces on mobile interfaces. Saettler (2014) establishes that although iBeacon technology is an effective source for retailers, it is being implemented in less than 1% of retailers. This is as a result of consumer readiness and lack of information on technological interfaces (Elliott, 2013). In contrast to these limitations portrayed by Elliott (2013) and Saettler (2014) retailers should be aware that iBeacons are relatively cheap. Whiteside (2014) indicates that one of the major advantages of the iBeacon is the extensive platforms it performs through, as it is available on almost every leading smartphone. However, Whiteside (2014) further concludes iBeacons can disclose problematic features as many retailers are aware of data protection and opt against accepting the terms and conditions of consumers personal data. Consumers can turn off their bluetooth consequently rejecting retailer’s messages or advertisements.
2.3 Consumers Shopping Process

Havas (2013) and Ellen (2014) both support the above research conducted by Spaid & Flint (2014), Havas (2013) has demonstrated that for many of us the internet has become an integral part of consumers’ shopping process. Research by Ellen (2014) reinforces Havas (2013) by stating that shoppers are becoming ‘Mobile First’. This reveals consumers incorporate mobile technology in their purchase decision journey. Research indicates consumers are willing to move between technology, environments and communities in order to complete their tasks. This is a result of social media platforms and online browsing for cheaper alternatives. Consumers have become less loyal to retailers due to multiple shopping channels. Consumers are now more focused on value and are willing to browse to satisfy their needs. In contrast, Pantano (2012) implies that technology usage within retailers is limited due to consumers’ readiness and acceptance of new innovative technologies. It also has a major dependency on consumer’s skills and abilities. In contrast to the above findings, studies show that 43% of consumers are loyal to retailers. Research portrays these consumers are less likely to browse or buy online. However Goodall (2011) depicts these consumers are of an older age. Liao-Troth (2012) signals this is a result of Generation Y consumers being reliant on technology. Consequently it is important for retailers to change to meet demands in order to retain and gain a greater consumer base. Wilson (2014) suggests online and mobile value within Ireland will reach €5.9 billion in the retailing sector. This is a 13.4% increase since 2013.

2.3.1 Connected consumer

Headland (2013) proposes consumers have adapted to the new world of shopping; she suggests that consumers particularly women incorporate technological platforms when shopping. The digitally connected consumer has risen a staggering 10% from 30% to 40% over the last two years. Research by Goodall (2011) has proven that 57% of shoppers are comfortable shopping around and browsing the internet for better value. Research conducted by IBIS shows an increase of 8.6% per year in online revenue (Metrics, 2014). Studies show that only a third of shoppers try clothes on in-store. They browse stores and search online in order to find cheaper alternatives (Changing Ways, 2013). These results show that retailers need to be innovative with their ideas in order to gain and retain consumers.
2.3.2 Showrooming vs. Webrooming

As research by Havas (2013) clarifies, technology has become an integral part of consumer's shopping process. Showrooming has become a shopping phenomenon over recent years; this is a process by which consumers incorporate their phone to make comparisons online whilst shopping in store. Showrooming Boom (2013) indicates that there was a major showrooming increase between 2012 and 2013 with showroomers almost doubling. It is known to retailers as the “showrooming boom” with participants increasing by 158% from 2012 to 2013. As a result retailer’s sales dropped, research by Miller (2014) indicates that 45% of consumers will purchase online rather than in store for as little as a 2.5% saving. However a staggering 60% of consumers will buy online for a saving as low as 5%. An article published by It all adds up (2014) verifies that 30% of all online purchases are as a result of showrooming. However, Baker (2013) signifies that retailers need to work with new trends as opposed to seeing it as a threat. The growth of technological interfaces allows the transition of online and offline become more fluid. Retailers should target their online consumers by offering incentives in order to change their shopping process. However, further analyses of showroomers indicate that consumers are moving from this way of shopping and adopting the webrooming lifestyle.

Webrooming is browsing for products online and then going into physical stores to purchase products rather than purchasing online (Vujanic & Goldstein, 2014). Merchant Warehouse (2014) reveals that more consumers are adopting webrooming over showrooming. Research identifies that males predominantly webroom as opposed to showroom. Results of a survey conducted by Merchant Warehouse reveals 75% of males webroom as opposed to 63% of females. However, although retailers have been majorly impacted as a result of online capabilities, the growth of webrooming identifies an opportunity for bricks-and-mortar stores. The introduction of webrooming has seen showroomers participation decrease. As previously discussed 75% of males now interact in webrooming this is in comparison to 53% that involve showrooming in their purchases. It is also evident in female shoppers with 63% engaging in webrooming and a mere 40% engaging in showrooming (Merchant Warehouse, 2014).
2.4 Consumer Involvement

The introduction of the Consumer & Shopper Journey (C&SJ, 2011) Framework by ECR Europe enhances the clarity of the following author’s research. This framework is defined as “The mapping of the behavior and decisions of a group of consumers/shoppers, from consumption through to Purchase and Post Purchase.” Research conducted by Aubrey and Judge (2012) has indicated technology is changing; reshaping consumer’s behaviours and expectations. Bodhani (2012) suggests retailers need to bring online capabilities into stores to further involve consumers in order to increase opportunities and sales. Research by Miller (2012) supports Bodhani (2012) by implying retail environments are now becoming an extension of the online world. Simpson & Lobaugh (2014) identifies that digital technology influences 36% of retail sales. This is expected to increase by a massive 50% before the end of 2014. Consumers are increasingly using digital advances within their shopping journey. Smartphone devices alone account for 19% of retailers overall sales. In order for retailers to compete in a competitive market they need the ability to integrate innovative ideas into their stores in order to further involve participation of consumers in-store. The article published by It all adds up (2014) further specifies that 38% of consumers are willing to share their mobile details with retailers in order to receive better deals. Research by Mäki (2012) shows that consumer involvement may disrupt service efficiency as no two consumers require identical service.
2.4.1 Mobile Marketing

Research by Jones (2014) enlightens Havas (2013) identifying that technology has created challenges for consumers. Theorists such as Ellen (2014), Newell (2013), Pantano (2012, 2013) and Elliott (2013) imply that consumers are now using technological interfaces to engage with retailers, it is vital that retailers ensure essential incentives to increase consumers in-store involvement. Hamstra (2014) establishes that consumers who receive in store beacon messages are 19 times more likely to interact with this particular product. Although 19% of consumers have admitted that their shopping process within retail stores has decreased as a result of mobile technology, 22% have increased their in-store engagement (Jones, 2014). These results confirm that retailers have the ability to use online capabilities to their advantage. Growth in mobile technology has seen the surge of Quick Response (QR) codes and in-store apps. These mobile interfaces allow consumers in stores to interact with online capabilities. Jay Sang (2014) indicates that as a result of the growth splurge retailers should engage in mobile marketing in order to build sustainable and profitable relationships with mobile-savvy consumers. Jaiswal (2014) displays that early adopting retailers can take advantage of executing campaigns that is in the hands of consumers. Jaiswal (2014) reveals that whilst 90% of retailers use a mobile platform to advertise, retailers lack engagement as only 48% are actively using mobile connections to become involved with their consumers.

2.4.2 Smartphone Applications

Spaid & Flint (2014) have identified that consumer shopping patterns have been fostered by software applications that assist consumers with a variety of shopping processes. These applications are also a motivational tool for retailers in order to change point-of-sale displays. Research illustrates that retailers should incorporate and customise in store apps in order to meet and exceed customer needs and expectations. In order to increase consumer involvement it is not enough for retailers to simply have a presence online; they must merge online and mobile together to impact on in store involvement (Brinker, Lobaugh & Paul, 2012). In contrast to the above, a report published by eMarketer (b) (2014) suggests that although mobile applications is where users spend most of their time, consumers use mobile phone websites to purchase.
Example:
US retailer Macy’s has incorporated a new feature onto their mobile app in order to enhance consumer involvement whilst in store. The new indoor GPS feature offers directions to consumers; it provides turn-by-turn directions in Macy’s massive NYC flagship store. This app created by Meridian also allows consumers to receive brand offers based on where they are located within the store. (Fiegerman, 2012)
2.5 Conclusion

Research by many theorists including Ellen (2014), Pantano (2013), Elliott (2013) and Newell (2013) has proven that mobile commerce is constantly developing which has a major impact on both consumers and retailers. The above theorists identify that mobile technologies have reshaped and redefined consumer’s shopper journey in terms of experience, purchase process and involvement. Reports published from organisations such as Deloitte and eMarketer have further reinforced the above authors as they provide statistical figures enhancing the research found. Consumers’ expectations are developing along with mobile commerce, however it has been identified by Pantano (2012) that consumers may not be aware of online capabilities due to lack of technological knowledge. Therefore it is important for retailers to consider the simplicity of technology implementation in stores. This will enhance the overall positivity of consumer experience, purchase process and product involvement whilst using technological interfaces.
Chapter 3: Methodology
3.0 Methodology

This section refers to design methods in which the autor will take throughout their primary research process. This section will include research tool selected and the chosen sampling processes. The author will further include a section relating to their fieldwork.

3.1 Research Question

Analysing the changes in mobile technologies and how they have impacted on consumer purchase behaviour in clothing retailers.

3.2 Research Hypothesis

Technology has evolved over recent years in terms of smart phones and in store technologies which in turn is effecting consumers shopping experience, as a result impacting on their shopping processes and increasing consumer involvement

3.3 Research Objectives

1. To analyse how mobile technologies have impacted consumer’s shopping experience in clothing retailers

2. To examine how evolving mobile technologies have changed consumers shopping process

3. To investigate the changes of consumer’s involvement in store due to new mobile technologies
3.4 Research Design Strategy

Research design strategy is the overall strategy the author commits to whilst integrating different components of the study in a logical way, ensuring the effectiveness of collecting and analysing all data in relation to the research question proposed (De Vaus, 2006). Domegan and Fleming (2007) further support De Vaus (2006) by expressing research design strategies is the opulent framework to guide the steps within the research process. There are three research design strategies; Exploratory, Descriptive and Causal research. The author has chosen descriptive research as their design method as they feel it is the most suited strategy to their specific topic. However, all three design strategies have briefly been explained with further emphasis on descriptive research as it is the researchers selected procedure.

3.4.1 Exploratory Research

Lores (2011) professes that exploratory research is conducted in order to gain a deeper insight into the chosen topic. Exploratory research allows the researcher to understand attributes within their field; however it does not provide definitive answers or conclusions. Domegan and Fleming (2007) express that exploratory research unearths previously undocumented research. Bairstow (2011) reinforces Lores (2011) by stating that it aids research in defining terms and concepts relating to the particular issue. Exploratory research allows the analyst to familiarise themselves with the projected topic. There are many different procedures within exploratory research that can be taken by researchers in order to assist there investigation. Lores (2011) and Domegan & Fleming (2007) both identify the following as primary research tools within exploratory research:

- Focus Groups
- In-depth Interviews
- Ethnographic Research
- Projective Techniques
However Lores (2011) also exposes the following secondary research tools are used to enhance exploratory research:

- Literature Review
- Case Analysis
- Benchmarking

### 3.4.2 Descriptive Research

In contrast to exploratory research, Chisnall (2001) defines descriptive research as research that spirals from previous extensive knowledge of a marketing variable. Domegan & Fleming (2007) suggest that it is traditionally the most common form of research used. Descriptive research is further divided down into longitudinal and cross-sectional data. Burns & Bush (2000) further depicts the meaning of these sub categories. Cross-sectional studies are defined as “snapshots” of the population. They are carried out in reference to sample surveys which represent a specific population. This nature of research is prevalent in marketing research as opposed to longitudinal studies. Burns & Bush (2000) define longitudinal studies as a form of repeatedly measuring the same population over a certain period of time; this is conducted by means of a panel. The author has chosen this design as a result of the chosen topic; this is not an unknown or undeveloped variable, it is quite a contemporary issue that has been discussed and researched intensely by many authors. However, the researcher wants to further intensify the degree of research conducted. The author is adopting the cross-sectional study by using a sample survey on Generation Y as opposed to longitudinal studies. Further emphasis of this choice will be discussed further on.
3.4.3 Causal Research

Domegan & Fleming (2007) and Chisnall (2001) both profess the equal definitions of causal research; both authors disclose that this is a method used in which to identify relationships and interactions between two or more associates. Lores (2011) further support the above authors by signalling that causal research is vital in order to determine the cause-and-effect relationship between acquaintances. Lores (2011) exposes that causal research can be conducted in two forms; experimental research and market testing. Malhotra (2012) supports Lores (2011) by identifying that experimentation can be conducted in a laboratory or as field experiments. Lores (2011) further identifies that there are three forms of market testing, standard market testing, controlled market testing and simulated market testing.
3.5 **Primary & Secondary Research**

Crouch & Housden (2000) define secondary research as data that has been previously published by another author and is usually collected and analysed for different purposes. Malhotra (2012) illustrates primary data as data that is originated by the researcher in order to directly address the research question.

3.5.1 *Secondary Research*:

Secondary research once initiated can be an overwhelming process as the volume of existing material can be a substantial amount (Malhotra, 2012). This form of research allows the author to investigate and analyse other research in order to further enhance the outcome of their topic. Throughout this research project it was customary for the author to write a literature review. The researcher also included case analysis within the literature review as it enhanced the overall discussion.

3.5.1.1 *Advantages*

Malhotra (2012) reveals many advantages’ of secondary data by stating that it is generally low cost with either zero or minimal costs occurring (depending on sources). It allows the researcher to identify their problem and gain further insights into their topic. Domegan & Fleming (2007) defend Malhotra (2012) by expressing the benefits of secondary data. By the researcher conducting a literature review within exploratory research they aided the clarification of the topic and the issues arising. The participation in writing a literature review benefits the author as it familiarises the investigator with appropriate terminology, concepts and definitions (Burns & Bush, 2000). It is available globally via online databases.

3.5.1.2 *Disadvantages*

Although secondary research has many advantages it also has disadvantages that are addressed by Malhotra (2012). The research is limited in terms of its relevance in today’s industry. There are concerns as to the accountability of some research produced. The content of the data may be of little or no relevance to the researcher’s topic. The currency of the data may not be up to date or applicable. The source from which the analyst gathered the information may not be dependable.
3.5.2  **Primary Research:**

Primary research is commonly known as field research. The researcher conducts primary research by physically collecting the data within their chosen field. The results concluded from the fieldwork are previously undocumented data. It consists of original, unpublished work founded by the researcher (Domegan & Fleming, 2007). Malhotra (2012) further enhances Domegan & Fleming (2007) by stating that this form of research can be expensive and time consuming. Primary research can be conducted through many forms:

- Observation
- In-Depth Interviews
- Surveying
- Projective Techniques
- Ethnography
- Focus Groups

3.5.2.1  **Advantages**

The researcher physically engages in the research process, therefore the collect the data first hand. This minimises irrelevancies in data collection. The data collected is up-to-date and of a reliable source (Burns & Bush, 2014).

3.5.2.2  **Disadvantages**

This form of research is time consuming as the analyst is required to personally collect the data. The researcher may falsely interpret respondent’s actions, providing inaccurate data. Representativeness is an area of concern as the research may have been conducted on a small number of participants (Proctor, 2000).
3.6 **Qualitative & Quantitative Research**

The author has chosen quantitative research as their preferential research method. Both qualitative and quantitative research is discussed below. The author has elected quantitative research as a result of research portrayed.

### 3.6.1 Qualitative Research

Domegan and Fleming (2007) define qualitative research as the following:

*"Qualitative Research can be defined as the collection of data which is open to interpretation, for instance on attitudes & opinions, and which might not be validated statistically"*

Crouch & Housden (2000) broadens Domegan and Flemings (2007) definition by identifying that the emphasis of qualitative research is to produce a profound understanding, explanation and clarity of information. Qualitative research is often conveyed on a relatively small scale, which means it is generally more in-expensive and rapid in comparison to quantitative research.

### 3.6.2 Quantitative Research

Domegan & Fleming (2007) describe quantitative research as detailing the percentage of a characteristic present, this form of research assumes that previous knowledge exists and background information is available. Crouch & Housden (2000) enhance the above authors, by stating this form of research is a representative sample of a certain population. Burns & Bush (2014) connects with above authors indicating that quantitative research uses a formalised procedure to gather data from exemplary candidates.
3.7 Research Tools

3.7.1 Qualitative Rejected Tools
Due to qualitative research being rejected the following tools are consequently denied:

Table 1: Qualitative Research Tools Rejected

<table>
<thead>
<tr>
<th>Tool</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Focus Groups</td>
<td>Proctor (2000) describes focus groups as a group discussion consisting of eight to twelve people. This is led by a moderator who has previously devised discussion topics in order to provide data relevant to the selected topic.</td>
</tr>
<tr>
<td>In-Depth Interviews</td>
<td>Is a personal interview that is conducted on a one-on-one basis. The interviewer composes in-depth interview discussions prior to the interview. The objective is to gain relevant answers and insights that further intensify the research for the chosen issue (Burns &amp; Bush, 2014)</td>
</tr>
<tr>
<td>Ethnographic Research</td>
<td>Burns &amp; Bush (2014) illustrates projective techniques as a detailed study of attitudes and behavioural actions. This form of tool gathers insightful information that is collected over a prolonged period of time.</td>
</tr>
<tr>
<td>Projective Techniques</td>
<td>Proctor (2000) expresses projective techniques as the integration of stimuli in order to eliminate defence mechanisms and reach true feelings and emotions of the respondent about the related topic.</td>
</tr>
</tbody>
</table>
3.7.2 **Quantitative Tools- Rejected & Selected**

Malhotra (2012), Domegan & Fleming (2007) and Crouch & Housden (2000) convey the research tools suitable for descriptive research are questionnaires and observation. In light of the above the author has chosen questionnaires as it is compatible with quantitative studies for descriptive research. The author believes that it is the most suited form of research for their chosen topic.

3.7.3 **Rejected Tool: Observation**

Malhotra (2012) explains observation as monitoring behavioural patterns of people, objects and data in order to obtain information on a specific topic or issue this is further reinforced by Domegan & Fleming (2007). Following investigation of this research tool the author chose to reject it. Although research by Domegan & Fleming (2007) exposes that observation allows the observer to gain knowledge about actual behaviour as opposed to intended behaviour it is not of a beneficial nature to the author's specific subject. In contrast to the above, Malhotra (2012) manifests observation simply gives insight to behaviours but does not confirm basic reasoning and motivations. Proctor (2000) indicates that there are three relevant conditions that need to be met in order for observational techniques to be conducted effectively:

1. Event must be observable
2. Frequent occurrence of event
3. Experience must be complete over a short period of time

The author is aware as to the outcome they are searching for and as a result has opted against this form of research to avoid a biased answer. The ability to meet all three requirements (Proctor, 2000) is also unattainable due to the selected topic.
3.7.4 **Accepted Tool- Questionnaire**

Questionnaires have four main functions; collecting data, allowing researchers to make comparisons, enables analysts to perform biased activities and motivating respondents (Crouch & Housden, 2000). The researcher has chosen questionnaires as their research tool as a result of analysis of the following authors’ readings, Crouch & Housden (2000), Domegan & Fleming (2007), Malhotra (2012) and Proctor (2000).

3.7.4.1 **Advantages**

Domegan & Fleming (2007), Crouch & Housden (200) illustrate the following advantages to conducting questionnaires. Questionnaires are a reliable source as the analyst can personally conduct surveys. Surveys have minimal to no cost therefore they are cost effective and a cheap alternative for researchers. A survey is conducted with preset questions, therefore biased actions are minimised. They are relatively easy to use and cause little error.

3.7.4.2 **Disadvantages**

Although surveys have many advantages Malhotra (2012) and Proctor (2000) have further portrayed survey disadvantages. They can be time consuming for the researcher. Participants may be unwilling or unable to provide sufficient information. Depending on the authors topic respondents may be sensitive to the issue and as a result cease to complete questionnaire.

There are many forms of surveying methods including: Telephone, Personal, Mail and Electronic. (Malhotra, 2012, See Table 2)

3.7.5 **Rejected and selected forms (surveying):**

The author has rejected three forms of surveys and elected one form to lead their investigation. The three rejected tools are as follows; telephone, mail and personal. The author concluded from many theorists that these forms of surveys were unsuitable for the selected project.
### Table 2: Rejected Survey Modes: Advantages & Disadvantages

<table>
<thead>
<tr>
<th>Mode</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
</table>
| **Telephone** | • Unable to use visual stimuli  
• Out-dated  
• Limited to simplistic questioning  
  (Malhotra)  
• Respondents may opt to abbreviate  
  (loss of depth)  
• Difficult to establish rapport  
  (Crouch & Housden, 2000)  
• Ease of termination  
• Visual Aids  
• Consumers unresponsive  
  (Domegan & Fleming, 2007) |
| **Personal** | • Time Constraints  
• Potential for interviewer bias  
• High Cost  
  (Malhotra, 2012)  
• Travel Limitations  
• Biased Geographic Surroundings  
  (Anederson, 2014)  
• High Response Rate  
• Easier to motivate respondent  
  (Economic & Demographic Research, 2003) |
| **Mail** | • Low Social Desirability  
• No personal contact  
• Low Speed  
• Non-response consumers  
  (Malhotra, 2012)  
• No guarantee of actual respondents  
• Sequence bias  
• Interviewer bias due to geographical location of respondents  
  (Domegan & Fleming, 2007) |
3.7.6 Online surveys:

Subsequent to the research conducted by the author they concluded the most suitable form of surveying was online. There are two forms of online surveys, via e-mail and internet. There are numerous advantages and disadvantages displayed by many authors. Malhotra (2012) signifies the speed and precision of online surveying. As a result of online surveying being a live feed it has a quick response rate as well as rapid analysis. This is further professed by Domegan & Fleming (2007) who illuminates the cost effectiveness of online surveying. Online surveying has a dramatic savings increase as opposed to the rejected forms. The researchers target population is that of people aged between 18 and 30. The author felt online surveys was most compatible with this age group as social media can be incorporated. This is a major advantage as a report published by Cisco (2012) stated that 60% of Generation Y members check their e-mails, social media and mobile device subconsciously. Although there are many advantages, online surveying also possess disadvantages, a disadvantage heightened by Domegan and Fleming (2007) is security online or lack thereof. Malhotra (2012) foreshadows the above by conveying that some consumers may find surveying e-mails and requests to be a form of spam. Online also poses the risk of blind respondents, the analyst is unaware as to who is completing their survey, this is illuminated by both Domegan & Fleming (2007) and Malhotra (2012). Domegan & Fleming (2007) indicate this form of surveying can be rendered impersonal which may impact on the participant’s answers and cooperation.
3.8 Profile of Respondents

The author has chosen to execute their research on adults ranging from 18 to 30 years of age. The researcher has chosen this specific target market as a result of the major developments within m-commerce over recent years (Malik, 2013). Research by Jihyun & Hahn (2012) implies that Generation Y is extremely familiar with mobile technology. They are reliant on mobile technology to stay connected. Kumar & Lee (2008) further support Jihyun & Hahn (2012) as studies conducted show that mobile phones provide emotional value and increased satisfaction with products. There are no further requirements for the respondents to complete this survey.

3.8.1 Generation Y

Research published by Van den Bergh & Behrer (2011) discloses that people within Generation Y were born between the year 1980 and 1996. However, in contrast Gibson (2013) renders the age of Generation Y'ers indecisive as it can vary from author to author and the beliefs on different continents. Van den Bergh & Behrer (2011) display the characteristics of Generation Y as technologically savvy, these authors clarify that Generation Y’ers are difficult to “wow” and live through multichannel and multimedia as a result of their technologically advanced stimulation. Reisenwitz & Iyer (2009) manifest that Generation Y consumers follow fashion trends; they are not brand loyal and will switch from brands regarding the advancements in fashion curves. According to Gibson (2013) it is estimated that only 5% of all Generation Y adults do not own a mobile. It is also approximated that one third of the Generation Y consumers use the internet as their main source of news updates.
3.9 Fieldwork

As previously mentioned online surveying was the authors chosen tool. The survey was launched on the 15\textsuperscript{th} of July 2014 (See Appendix 1). The researcher was seeking a minimum of 70 participants in order to receive 50 applicable surveys. The survey was initially launched for 7 days. However, as a result of insignificant numbers and errors found throughout the editing process the author had to reopen the survey for a further 7 days in order to receive 50 usable surveys. As a result the survey was closed on 29\textsuperscript{th} of July 2014. The author also ran a pre-test questionnaire in order to eliminate any problems. This was to ensure minimal error (See Appendix 2). The author only required respondents within Generation Y, therefore the participants were chosen directly by the researcher. This eliminated the chances of receiving irrelevant surveys due to survey completion of participants outside the required age range. See appendix 3 for the questionnaire design and layout.
3.10 Sampling Process
Sampling can be defined as:

'choosing a small number of people or objects to represent the larger population or universe from which they are drawn’

(Domegan & Fleming 2007)

3.10.1 Define Sample Population
Sample population is the entire population within the target market the researcher has chosen to conduct their studies on. (Domagan & Fleming, 2007)
In relation to this retail project the author has chosen Generation Y as their target population.

3.10.2 Sampling Method
There are two forms of sampling which are introduced by Bradley (2013) as Probability and Non Probability.

3.10.3 Probability Sampling
Proctor (2000) implies that probability sampling compromises samples in which the population selected have a known chance of being elected. This form of sampling enables sampling error to be estimated. Probability sampling must include all potential populous within the targeted range for it to be identified as a form of probability sampling. Burns & Bush (2014) expresses the four different probability sampling methods which are as follows:
<table>
<thead>
<tr>
<th>Table 3: Probability Sampling Methods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Simple Random Sampling</strong></td>
</tr>
<tr>
<td><strong>Systematic Sampling</strong></td>
</tr>
<tr>
<td><strong>Cluster Sampling</strong></td>
</tr>
<tr>
<td><strong>Stratified Sampling</strong></td>
</tr>
</tbody>
</table>

(Burns & Bush, 2014)
3.10.4 Non-probability Sampling

Non-probability sampling is formed of representatives who are subjective as opposed to objective. The selection is unknown, they are chosen consciously by the researcher. Domegan & Fleming (2007) and Malhotra (2012) identify the following forms of non-probability sampling.

Table 4: Non-Probability Sampling Methods

<table>
<thead>
<tr>
<th>Method</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quota Sampling</td>
<td>It is the most popular and is a way for the researcher to form a replication of their sample population without using random selection. This is got through predetermined controls, age, gender, social class etc. (Domegan &amp; Fleming 2007)</td>
</tr>
<tr>
<td>Judgement Sampling</td>
<td>The researcher uses their expertise to hand-pick the sample units. This method is cheap and time-saving but it depends on the researcher’s knowledge of population. (Domegan &amp; Fleming 2007)</td>
</tr>
<tr>
<td>Convenience Sampling</td>
<td>Convenience Sampling is chosen because the sample population are within easy access. This form of sampling allows questionnaires to be completed quickly, saving cost and time. (Domegan &amp; Fleming 2007)</td>
</tr>
<tr>
<td>Snowball Sampling</td>
<td>Snowball Sampling is described as forming an initial group of respondents; then seeking other potential representatives through them. (Malhotra, 2012)</td>
</tr>
</tbody>
</table>
The author chose non-probability sampling as their preferred method as they are unable to conduct a census on Generation Y consumers. Following on from research conducted non-probability sampling is more effective for the authors’ primary research method and their target market. The researcher has selected quota sampling as they are using random sampling with participant’s selection being predetermined by age.

3.10.5 Sample Size

The sample size is described as the number of variables that need to be included in the study in order to increase the value of the findings (Malhotra, 2012).

The researcher has accepted questionnaires as their chosen tool. As a result, they will conduct surveys on 70 people within their target market in order to achieve 50 successful surveys.
Chapter 4: Data Analysis Strategy
4.0 **Data Analysis Strategy**

4.1 **Introduction**

This chapter presents results of the findings of the author’s primary research and analysis derived from the primary methodology used which in the context of this project were questionnaires which have now been completed. Throughout this chapter the author has portrayed their findings through primary and secondary research using relevant statistics and graphs.

The following methods have been used to analyse the information collated:

**Editing:** Kinnear & Taylor (1996) suggests that this involves reviewing the questionnaires to eliminate irrelevant and incomplete surveys. This process allows the information gathered to become more clear and concise. (See Appendix 4)

**Coding:** all data should be recorded using numerical codes; there are two types of coding.

**Pre-coding:** this can be conducted on closed ended questions as the answers stay the same throughout the respondents participation.

**Post-coding:** this form of coding is needed for open ended questions as the answers will differ for each respondent. (See Appendix 4) (Malhotra, 2012)

**Tabulation:** Chisnall (2001) illustrates tabulation as the process by which the researcher documents the answers of each respondent. The tabulation process requires the author to add up the answers for each question. (See Appendix 4)

**Summarisation:** Malhotra (2012) describes summarisation as the process by which the researcher collects the raw data and summarises interesting findings in order to enhance the readers’ knowledge on the subject. (See Appendix 4)
4.2 Findings

4.2.1 Objective 1: To analyse how mobile technologies have impacted on consumer’s shopping experience in clothing retailers

According to a report published by Deloitte (2014) smartphones could increase sales by 15%-18% of sales due to in-store experience. Analysis of the researcher's surveys supports this evidence as 34% of respondents currently interact with their mobiles whilst in store whereas 16% are open to the idea. Therefore retailers need to be innovative and advance their mobile technologies in order to convert this 16% (See Figure 1). The researcher has found that 44% of their respondents have engaged in omni-channel shopping. However, the results portray that 20% of all respondents are unaware as to what omni-channel shopping is. O’ Brien (2014) and Berthiaume (2013) indicate that social media and developing technologies diminish traditional shopping habits. Further analysis of the authors research concurs with the above authors as 100% of respondents engaging in omni-channel retailing are members of Facebook, 68% engage with Smartphone Applications, 54% are members of Twitter and 59% use Instagram (See Figure 2). The presence of online activity determines that social media is a major influencer in shopping experiences.
4.2.2 Objective 2: To examine how evolving mobile technologies have changed consumers shopping process

Havas (2013) indicates that the internet is becoming an integral part of consumers shopping process. The author found their research reinforces Havas (2013) as 96% of respondents browse online (See Figure 3). Ellen (2014) reveals consumers incorporate their mobile on their shopping journey, however as previously mentioned the researcher identified that only 34% of their respondents incorporate their mobile phone (See Figure 1). Goodall (2011) suggests 57% of consumers are comfortable shopping around; the researcher's surveys supports Goodall (2011) as 52% of respondents do not consider themselves brand loyal consumers (See Figure 4). This indicates consumers are comfortable shopping around for particular products as opposed to shopping in a certain retailer. An article published by Showrooming Boom (2013) indicated there was a staggering increase of consumers participating in showrooming; it increased 158% from 2012 to 2013. In contrast, Merchant Warehouse (2014) reveals that more consumers are adopting webrooming as opposed to showrooming. The author reveals their research verifies the above report by Merchant Warehouse (2014) as 78% of survey respondents engage in webrooming as opposed to 62% engaging in showrooming (See Figure 5).
Figure 3

![Browsing Online](image)

<table>
<thead>
<tr>
<th>Online browsing</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>48</td>
<td>2</td>
</tr>
</tbody>
</table>

Figure 4

![Brand Loyal Consumers](image)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>24</td>
<td>26</td>
</tr>
</tbody>
</table>
Figure 5

Showrooming versus Webrooming

<table>
<thead>
<tr>
<th></th>
<th>Showroomers</th>
<th>Webroomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engage</td>
<td>31</td>
<td>39</td>
</tr>
<tr>
<td>No Engagement</td>
<td>19</td>
<td>11</td>
</tr>
</tbody>
</table>
4.2.3 **Objective 3: To investigate the changes of consumer’s involvement in store due to new mobile technologies**

Hamstra (2014) establishes that consumers who receive messages are 19 times more likely to involve themselves with this particular product. The author's research reinforces Hamstras’ (2014) statement as it was founded that 58% of all respondents said they would incorporate their mobile in store if they were to receive weekly offer updates (See Figure 6). However, in contrast to Hamstra (2014) and the author's research findings, a report published by eMarketer (c) (2014) portrays that a total of 33% of consumers will not sign up for concerns of the following, too many messages, intrusiveness and irrelevant messages. A report published by eMarketer (b) (2014) suggests that although smartphone applications is where consumers spend the majority of their time, mobile websites is where they purchase most products. Analysis of the author's primary research enlightens the above report as a total of 12 respondents shop from retailers online however a mere 3 use smartphone applications to make purchases (See Figure 7). Research by Brinker, Lobaugh & Paul (2012) suggests that it is not enough for retailers to merely have a presence online; they must unite mobile and online together in order to impact consumer involvement. The researcher believes retailer’s incorporation of mobile technology in stores will positively impact their sales as 74% of survey respondents said they would trust mobile technology whilst making a sale (See Figure 8).

**Figure 6**

<table>
<thead>
<tr>
<th>Weekly Offer Updates</th>
</tr>
</thead>
<tbody>
<tr>
<td>58%</td>
</tr>
<tr>
<td>42%</td>
</tr>
</tbody>
</table>

- Yes
- No
4.3 Conclusion

The author amalgamates findings from both their primary and secondary research. This is to highlight findings within the primary research and establish if they support or reject published findings on each objective.

Firstly, the researcher found that analysis of primary research on objective one concurred with data found throughout the secondary research process. Summarisation of these findings portrays that smartphone technology and social media are influencing consumers’ in-store experience. Both primary and secondary research illustrates corresponding responses in relation to mobile commerce impacting consumers shopping experience.

Secondly, analysis of the authors primary research found that consumers shopping processes has adapted as a result of mobile commerce. Consumers are now more likely to browse for products online in order to compare prices. As a result, consumers are more likely to search for products but proceed in purchasing them elsewhere.

Thirdly, the author found that both their primary and secondary research concluded that mobile commerce development has an impact on consumer involvement in stores. These findings interpret that the incorporation of smartphone technology in stores will increase consumer involvement and further accumulate retailer’s turnover.
Chapter 5: Conclusions & Recommendations
5.0 Conclusions & Recommendations

5.1 Conclusion

The purpose of this retail project was to analyse the growth of mobile commerce and how it has impacted on consumers purchase behaviour in clothing retailers. The author found that these changes have influenced each objective they portrayed. This was supported by both the primary and secondary research processes.

It was founded that consumers shopping experience has adapted over recent years as a result of mobile technologies. Consumers are more willing to shop through multiple shopping channels to make a purchase. It has been identified that it is vital for retailers to be innovative with technological platforms in order to increase consumers shopping experience. However, it has been illustrated that some consumers lack technological knowledge, as a result the positivity of their shopping experience is impacted. It is within the retailer’s best interest to make the transition between online and offline capabilities as smooth as possible in order to create an indisputable shopping experience for consumers.

The author found consumer purchase processes have changed over recent years due to the rise in smartphone usage. It was exposed throughout both the primary and secondary research that consumers engage in both showrooming and webrooming in order to make a purchase. This has increased over recent years due to m-commerce developments. It was uncovered that most consumers are now connected online and are smartphone owners.

Both primary and secondary researches concur with one another in terms of the impact on consumer’s involvement throughout their shopping journey. Consumers are now using mobile technologies such as smartphone applications to involve themselves with products more frequently. However, research exposed that smartphone applications are not as dominant in returning investment for retailers. Consumers enjoy browsing smartphone applications, however they very rarely purchase through these channels.

On the basis of the evidence found throughout the investigation in both primary and secondary research, the author has identified that their research hypothesis is proven.
5.2 **Recommendations**

Primary research conducted was not gender biased; the author believes if further research was to be conducted on this topic it would be beneficial to base it on gender. The analyst believes this will portray more efficient and accurate insights into the chosen field. It will further portray whether males or females more dominantly interact with mobile technology throughout their shopping journey.

Following on from this, the author predominantly focused on consumers perspectives and the impact mobile commerce was having on their shopper experience, process and involvement. The researcher recommends if additional research commenced it would be constructive to seek information on retailer’s perspectives.

The criterion set before conducting this research was consumers within Generation Y (18-30). These are known as technologically savvy consumers (Van den Bergh & Behrer, 2011); the author feels that the research conducted further supports this statement. Therefore, the analyst recommends that further research of this topic should be conducted on Generation X as it will allow a deeper insight as to how mobile technologies is affecting the older consumer market.

The author concluded surveys limited the depth of the answers they received. Consequent to this the author believes any further research on this topic should be conducted through focus groups or in-depth interviews in order to gain a deeper understanding to consumers perceptions.

The secondary research investigated exposed that technology is consistently advancing; a report published in July by Kyrkos (2014) founded that consumers were adapting to boomerimming. This is whereby consumers adapt both showrooming and webrooming and intertwine them in order to proceed in purchasing. These is a process were consumers search products online, then advance to stores in order to see the product but return online to make the purchase. As a result of this recent finding the author would further recommend that retailers monitor new market trends and ensure they implement effective technology strategies as opposed to technological strategies that will be obsolete in the near future.
Appendix 1
Dear Fiona Kempie,

Your QuickSurvey has been successfully launched.

Your survey order status:

- Survey title: Mobile Commerce & Clothing Retailers
- Survey id number: 1189535
- Number of respondents targeted: 100
- Order date: 7/15/2014
- Payment method: Free

To view your QuickSurveys reports page, please click here.

If you’d like to create a new QuickSurveys, please log in.

Thank you for using QuickSurveys!

If you require any further assistance, please check our FAQ or email tgs-support@toluna.com.

Sincerely yours,

QuickSurveys Team
Appendix 2
Questionnaire Pre-test

The authors chosen research method was online surveys. In order to aid efficiency and eliminate any unusable questions the author conducted a pre-test.

| Pre-test Location | Online at Toluna QuickSurveys  
|                  | https://www.quicksurveys.com/s/i8MTe3 |
| Pre-Test Time Frame | 15<sup>th</sup> July 2014 9:23am – 18<sup>th</sup> July 2014 22:00pm |
| Participants | As this was a pre-test the author only required a total of 7 participants |

Pre-test Feedback

- Specific type of ranking question did not work on smartphones (Question 13- Drag & Drop)
- Participants unable to answer certain questions due to incorrect formatting (Question 6- Multiple Textboxes)
- Typing errors were brought to the authors attention
- Researcher had all answers as mandatory even though they were optional questions

Researchers Actions

- Adapted the ranking questions in order for them to be accessible on smartphones
- Reworded questions in order for the respondents to answer them effectively
- Removed questions and replaced them with alternative questions that were more relevant to the topic area
- Researcher sought out a colleague to proof read the survey before launching it
- Inserted definitions were necessary
- Researcher adopted each question throughout the editing process
Appendix 3
Question 01 - Choice

Q. Are you aged between 18 to 30?
   A. Yes
   No

Question 02 - Thumbs

Q. Do you own a smartphone?

Question 03 - Choice

Q. Do you browse online on your phone?
   A. Yes
   No

Question 04 - Numeric

Q. On daily average, how long would you spend browsing online on your mobile phone? (minimum 0, maximum 10 - hourly)
   A. [ ]
Question 05 - Choice

Q. Do you browse on any of the following?
   - Facebook
   - Smartphone Apps
   - Clothing Retailers
   - Twitter
   - Instagram
   - Solely online retailers (eBay, Amazon etc.)
   - None of the above
   - Other, please specify

Question 06 - Choice

Q. Have you ever purchased any clothing apparel from any of the above resources? (If yes continue to Q7, if no continue to Q8)
   - Yes
   - No

Question 07 - Open End

Q. What resource did you use to make these purchases?

Question 08 - Open End

Q. Do you feel like clothing retailers advertise effectively online? Please name 1-3 retailers (Facebook, Instagram, Twitter etc)
Question 09 - Choice

Q. Do you consider yourself a brand loyal consumer?
A. Yes
   No

Question 10 - Choice

Q. Do you interact with your mobile phone whilst shopping in clothing retailers?
A. Yes
   No
   Not usually, but I have in the past
   No but I am open to the idea

Question 11 - Choice

Q. “Multiple shopping channels is when consumers use more than one shopping path to proceed in making a purchase” In light of the above have you ever shopped through multiple shopping channels in order to make a purchase?
A. Select
   Yes
   No
   I am unaware as to what this is

Question 12 - Choice

Q. Do you feel any of the following when it comes to shopping online?
A. Lack of technological knowledge
   Unaware of benefits
   Untrustworthy of online retailing
   You are satisfied with shopping in store
**Question 13 - Choice**

Q. Have you ever found an item in store and proceeded to purchase it elsewhere?

A. Yes

No

**Question 14 - Battle**

Q. If you answered yes to the above question what would have enticed you to make this purchase in store?

- Better Value
- Better Advertisement

Other, please specify

**Question 15 - Open End**

Q. Have you downloaded any apps for clothing retailers? (Please Specify)


Question 16 - Ranking

Q. What would be of more importance to you as a consumer to encourage you to download retailing applications?

A. Better Value 1
   Increase Customer Satisfaction 2
   Better Advertising 3
   Enhance in Store Experience 4
   Increase in Product Information 5
   Other 6
   I don’t know / I don’t want to answer

Question 17 - Tiles

Q. Have you ever browsed online for clothing and continued to purchase it in store?

A. Yes  
   No

Question 18 - Thumbs

Q. Mobile commerce has increased over many years, do you feel like retailers incorporate mobile technology effectively in stores?

Other, please specify
Question 19 - Battle

Q. What form of shopping do you prefer?

Online VS In-Store

Question 20 - Open End

Q. Please explain your above choice?

A. 

Question 21 - Choice

Q. If you were to receive a discount of less than 5% you alternate to mobile shopping?

A. Yes

B. No
Question 22 - Choice

Q. What would entice you as a consumer to start or continue use of mobile technologies in store?

A. Increase experience
   Better Advertising
   Better Value
   Product Information
   Weekly updates on special offers
   Other, please specify

Question 23 - Open End

Q. Do you feel like your shopping habits have changed over the past five years in relation to mobile technology increasing?

A.

Question 24 - Choice

Q. Would you trust mobile technology making a purchase?

A. Yes
   No
   Other, please specify
Appendix 4
Editing, Coding, Tabulation & Summarisation

**Editing:** The researcher had a total number of 73 online respondents for their survey. Following on from the editing the analyst was left with a remaining 50. The remaining 50 were compatible with the answers the author was searching for. Throughout this process the author eliminated a total of 23 surveys due to insufficient answers. The analyst found that the answers given for question 8 were not of relevant information. As a result the author has ultimately chosen to disregard this question.

**Question 1 - Are you aged between 18 and 30?**

There were no issues concerning this question, editing complete.

**Question 2 - Do you own a smartphone?**

There were no issues concerning this question, editing complete.

**Question 3 - Do you browse online on your phone?**

There were no issues concerning this question, editing complete.

**Question 4 - On a daily average, how long would you spend browsing on your mobile phone?** (Minimum 0, maximum 10 – hourly)

There were no issues concerning this question, editing complete.
Question 5 - Do you browse any of the following?

- Facebook
- Smartphone Apps
- Clothing Retailers
- Twitter
- Instagram
- Solely online retailers (ebay, amazon etc.)
- None of the above
- Other, please specify

There were no issues concerning this question, editing complete.

Question 6 - Have you ever purchased any clothing apparel from any of the above resources? (If yes continue to Q7, if no continue to Q8)

The researcher found that this question may have been unclear to some of the respondents, therefore it impacted on the results portrayed for questions 7 and 8.

Question 7 - What resource did you use to make these purchases?

This question caused the main element of confusion throughout survey (See figure 9). The researcher found that respondents were unclear as to the answers that this particular question was seeking. Analysis of this question found that 23 respondents answered irrelevantly therefore the author had to disregard the above 23 respondents. Following on from the eliminations the author had relevant, useable answers (See figure 10), editing complete.
Figure 9

Data Before Editing

<table>
<thead>
<tr>
<th>Category</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing Retailers</td>
<td>11</td>
</tr>
<tr>
<td>Solely online retailers</td>
<td>17</td>
</tr>
<tr>
<td>Smartphone Applications</td>
<td>3</td>
</tr>
<tr>
<td>Google, Safari etc.</td>
<td>2</td>
</tr>
<tr>
<td>Visa</td>
<td>2</td>
</tr>
<tr>
<td>Cash</td>
<td>3</td>
</tr>
<tr>
<td>Paypa</td>
<td>3</td>
</tr>
<tr>
<td>Reviewing</td>
<td>1</td>
</tr>
<tr>
<td>Peer Interaction</td>
<td>1</td>
</tr>
</tbody>
</table>

Figure 10

Data After Editing

<table>
<thead>
<tr>
<th>Category</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing Retailers</td>
<td>10</td>
</tr>
<tr>
<td>Online Retailers</td>
<td>12</td>
</tr>
<tr>
<td>Smartphone Applications</td>
<td>3</td>
</tr>
<tr>
<td>Facebook</td>
<td>0</td>
</tr>
<tr>
<td>Twitter</td>
<td>0</td>
</tr>
<tr>
<td>Instagram</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
</tr>
</tbody>
</table>
Question 8 - Do you feel like clothing retailers advertise effectively online? Please name 1-3 retailers (facebook, instagram, twitter etc.)

Throughout the editing process the author found that this question had many issues and as a result it impacted on the relevancy of information provided by respondents. It also resulted in respondents skipping the question. As a result the author has made the decision to disregard question 8.

Question 9 - Do you consider yourself a brand loyal consumer?

There were no issues concerning this question, editing complete.

Question 10 - Do you interact with your mobile phone whilst shopping in clothing retailers?

There were no issues concerning this question, editing complete.

Question 11 - "Multiple shopping channels is when consumers use more than one shopping path to proceed in making a purchase" In light of the above have you ever shopped through multiple shopping channels in order to make a purchase?

There were no issues concerning this question, editing complete.
Question 12 - Do you feel any of the following when it comes to shopping online?

- Lack of technological knowledge
- Unaware of benefits
- Untrustworthy of online retailing
- You are satisfied with shopping in store

The researcher found that some respondents were not answering this question, this is as a result of the analyst not providing an “other, please specify” option as a result it impacted on quality of results provided. Therefore the author had to disregard individual surveys.

Question 13 - Have you ever found an item in store and proceeded to purchase it elsewhere?

The researcher found no initial problems with this however, it did have an impact on the following question, editing complete.

Question 14 - If you answered yes to the above question what would have enticed you to make this purchase in store?

This question required the participation of the respondents who answered “yes” to the above question; however the author found that people who answered “no” have completed this question.
Question 15 - Have you downloaded any apps for clothing retailers? (Please Specify)

There were no issues concerning this question, editing complete.

Question 16 - What would be of more importance to you as a consumer to encourage you to download retailing applications?

- Better Value
- Increase Consumer Satisfaction
- Better Advertising
- Enhance in store experience
- Increase in Product Information
- Other
- I don’t know / I don’t want to answer

There were no issues concerning this question, editing complete.

Question 17 - Have you ever browsed online for clothing and continued to purchase it in store?

There were no issues concerning this question, editing complete.
Question 18 - Mobile commerce has increased over many years; do you feel like retailers incorporate mobile technology effectively in stores?

There were no issues concerning this question, editing complete.

Question 19 - What form of shopping do you prefer?

There were no issues concerning this question, editing complete.

Question 20 - Please explain your above choice?

The author found that not all survey respondents completed this particular question, therefore it impacted on the relevance of their overall survey and as a result had to be disregarded for the results process, editing complete.

Question 21 - If you were to receive a discount of less than 5% you alternate to mobile shopping?

There were no issues concerning this question, editing complete.

Question 22 - What would entice you as a consumer to start or continue use of mobile technologies in store?

There were no issues concerning this question, editing complete.
Question 23 - Do you feel like your shopping habits have changed over the past five years in relation to mobile technology increasing?

There were no issues concerning this question, editing complete.

Question 24 - Would you trust mobile technology making a purchase?

There were no issues concerning this question, editing complete.
Coding and Tabulation

Question 1: Are you aged between 18 and 30?

Coding:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

Tabulation: (Figure 11)
Question 2: Do you own a smartphone?

Coding: Tabulation: (Figure 12)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>1</td>
</tr>
<tr>
<td>Dislike</td>
<td>2</td>
</tr>
</tbody>
</table>

Question 3: Do you browse online on your phone?

Coding: Tabulation:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

Browsing Online

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>48</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

(See Data Analysis for graph)
Question 4: On daily average, how long would you spend browsing on your mobile phone? (Minimum 0, maximum 10 – hourly)

**Coding:**

<table>
<thead>
<tr>
<th>Average Daily Hours</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-3hrs</td>
<td>1</td>
</tr>
<tr>
<td>4-7hrs</td>
<td>2</td>
</tr>
<tr>
<td>8-10hrs</td>
<td>3</td>
</tr>
</tbody>
</table>

**Tabulation:** (Figure 13)
Question 5: Do you browse any of the following?

**Coding:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1</td>
</tr>
<tr>
<td>Smartphone Applications</td>
<td>2</td>
</tr>
<tr>
<td>Clothing Retailers</td>
<td>3</td>
</tr>
<tr>
<td>Twitter</td>
<td>4</td>
</tr>
<tr>
<td>Instagram</td>
<td>5</td>
</tr>
<tr>
<td>Solely online retailers (ebay, amazon)</td>
<td>6</td>
</tr>
<tr>
<td>None of the above</td>
<td>7</td>
</tr>
<tr>
<td>Other</td>
<td>8</td>
</tr>
</tbody>
</table>

**Tabulation:**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>48</td>
<td>2</td>
</tr>
<tr>
<td>Smartphone Applications</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>Clothing Retailers</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Twitter</td>
<td>25</td>
<td>22</td>
</tr>
<tr>
<td>Instagram</td>
<td>27</td>
<td>22</td>
</tr>
<tr>
<td>Solely Online</td>
<td>41</td>
<td>9</td>
</tr>
<tr>
<td>None of the Above</td>
<td>1</td>
<td>49</td>
</tr>
</tbody>
</table>
Question 6: Have you ever purchased any clothing apparel from any of the above resources? (If yes continue to Q7, if no continue to Q8)

Coding:  
Tabulation:  (Figure 14)

<table>
<thead>
<tr>
<th></th>
<th>3</th>
<th>47</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Question 7: What resource did you use to make these purchases?

Coding:  

<table>
<thead>
<tr>
<th>Resource</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone Applications</td>
<td>1</td>
</tr>
<tr>
<td>Clothing Retailers</td>
<td>2</td>
</tr>
<tr>
<td>Online Retailers</td>
<td>3</td>
</tr>
</tbody>
</table>

Tabulation: (Figure 15)
**Question 8: Do you consider yourself a brand loyal consumer?**

**Coding:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

**Tabulation:**

<table>
<thead>
<tr>
<th>Brand Loyalty</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>24</td>
</tr>
<tr>
<td>No</td>
<td>26</td>
</tr>
</tbody>
</table>

(See Data Analysis for graph)
Question 9: Do you interact with your mobile phone whilst shopping in clothing retailers?

**Coding:**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
<th>Not usually, but I have in the past</th>
<th>No but I am open to the idea</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interaction</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not usually, but I have in the past</td>
<td>3</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No but I am open to the idea</td>
<td>4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Tabulation: (See Data Analysis for graph)**

<table>
<thead>
<tr>
<th>Interaction</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>17</td>
</tr>
<tr>
<td>No</td>
<td>15</td>
</tr>
<tr>
<td>No but I am open to the idea</td>
<td>8</td>
</tr>
<tr>
<td>Not usually, but I have in the past</td>
<td>10</td>
</tr>
</tbody>
</table>
Question 10: "Multiple shopping channels is when consumers use more than one shopping path to proceed in making a purchase" In light of the above have you ever shopped through multiple shopping channels in order to make a purchase?

Coding:  
Tabulation: (Figure 16)

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>I am unaware as to what this is</td>
<td>3</td>
</tr>
</tbody>
</table>

![Omnichannel Shopping Chart](chart.png)

<table>
<thead>
<tr>
<th>Omnichannel Shopping</th>
<th>Yes</th>
<th>No</th>
<th>I am unaware as to what this is</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondents</td>
<td>22</td>
<td>18</td>
<td>10</td>
</tr>
</tbody>
</table>
Question 11: Do you feel any of the following when it comes to shopping online?

Coding:

| Satisfied with solely shopping in-store | 1 |
| Untrustworthy of Online Retailing       | 2 |
| Unaware of Benefits                     | 3 |
| Lack of Technological Knowledge         | 4 |

Tabulation: (Figure 17)

Feelings towards Online Shopping

<table>
<thead>
<tr>
<th>Lack of Technological Knowledge</th>
<th>Unaware of Benefits</th>
<th>Untrustworthy of Online Retailing</th>
<th>Satisfied with solely shopping in-store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>No</td>
<td>49</td>
<td>39</td>
<td>26</td>
</tr>
</tbody>
</table>
Question 12: Have you ever found an item in store and proceeded to purchase it elsewhere?

*Coding:*

*Tabulation: (Figure 18)*

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>
Question 13: If you answered yes to the above question what would have enticed you to make this purchase in store?

Coding: 

Tabulation: (Figure 19)

<table>
<thead>
<tr>
<th>Enticements to shop in store</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Better Value</td>
<td>1</td>
</tr>
<tr>
<td>Better Advertisement</td>
<td>2</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>3</td>
</tr>
</tbody>
</table>
Question 14: Have you downloaded any apps for clothing retailers? (Please Specify)

Coding:  

Tabulation: (Figure 20)

<table>
<thead>
<tr>
<th>Store</th>
<th>No</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>River Island</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>New Look</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Forever 21</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Topshop</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Ebay</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Littlewoods</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>Asos</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>Etsy</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Wish Clothing</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Abercrombie &amp; Fitch</td>
<td>11</td>
<td></td>
</tr>
</tbody>
</table>
Question 15: What would be of more importance to you as a consumer to encourage you to download retailing applications?

Coding:  
Tabulation: (Figure 21)

<table>
<thead>
<tr>
<th>Better Value</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Customer Satisfaction</td>
<td>2</td>
</tr>
<tr>
<td>Better Advertising</td>
<td>3</td>
</tr>
<tr>
<td>Enhance in store experience</td>
<td>4</td>
</tr>
<tr>
<td>Increase Product Information</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

![Downloading Retail Apps Incentives Chart](image)
Question 16: Have you ever browsed online for clothing and continued to purchase it in store?

Coding:

Tabulation: (Figure 22)

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
</tbody>
</table>

Webrooming

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>39</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
</tr>
</tbody>
</table>
Question 17: Mobile commerce has increased over many years; do you feel like retailers incorporate mobile technology effectively in stores?

Coding:  

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Like</td>
<td>1</td>
</tr>
<tr>
<td>Dislike</td>
<td>2</td>
</tr>
<tr>
<td>Other, please specify</td>
<td>3</td>
</tr>
</tbody>
</table>

Tabulation: (Figure 23)

![Table and chart showing the results of the survey questions related to mobile technology incorporation in stores. The table lists the number of respondents who liked or disliked the incorporation, with one respondent specifying an other category.]
Question 18: What form of shopping do you prefer?

Coding:  

<table>
<thead>
<tr>
<th>Form</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Store</td>
<td>1</td>
</tr>
<tr>
<td>Online</td>
<td>2</td>
</tr>
</tbody>
</table>

Tabulation: (Figure 24)
**Question 19: Please explain your above choice?**

**Coding:**

<table>
<thead>
<tr>
<th>Convenience</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Choice</td>
<td>2</td>
</tr>
<tr>
<td>Price</td>
<td>3</td>
</tr>
<tr>
<td>No Interaction</td>
<td>4</td>
</tr>
<tr>
<td>Enjoyable</td>
<td>5</td>
</tr>
<tr>
<td>Competitor Comparisons</td>
<td>6</td>
</tr>
</tbody>
</table>

**Online is respondent’s preferable choice**

| Ability to try on                | 1 |
| Easy Returns Policy             | 2 |
| Interaction                     | 3 |
| Product Evaluation              | 4 |
| Variety                         | 5 |
| Convenience                     | 6 |

**In-Store is respondent’s preferable choice**

| Untrustworthy of online shopping | 7 |
| Immediate purchase              | 8 |
Tabulation:

(Figure 25)

(Figure 26)
Question 20: If you were to receive a discount of less than 5% you alternate to mobile shopping?

Coding:  

Tabulation: (Figure 27)

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>2</td>
<td></td>
</tr>
</tbody>
</table>
Question 21: What would entice you as a consumer to start or continue use of mobile technologies in store?

<table>
<thead>
<tr>
<th>Enticements</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Experience</td>
<td>1</td>
</tr>
<tr>
<td>Better Advertising</td>
<td>2</td>
</tr>
<tr>
<td>Better Value</td>
<td>3</td>
</tr>
<tr>
<td>Product Information</td>
<td>4</td>
</tr>
<tr>
<td>Weekly updates of offers</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>6</td>
</tr>
</tbody>
</table>

*Coding:*

*Tabulation: (Figure 28)*
Question 22: Do you feel like your shopping habits have changed over the past five years in relation to mobile technology increasing?

Coding:

Tabulation: (Figure 29)

<table>
<thead>
<tr>
<th>No change (Solely In-Store)</th>
<th>1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Browse online more often</td>
<td>2</td>
</tr>
<tr>
<td>Solely shop online</td>
<td>3</td>
</tr>
<tr>
<td>Slight change</td>
<td>4</td>
</tr>
<tr>
<td>More open to shop online</td>
<td>5</td>
</tr>
<tr>
<td>Incorporate mobile</td>
<td>6</td>
</tr>
</tbody>
</table>
Question 23: Would you trust mobile technology making a purchase?

**Coding:**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>1</td>
</tr>
<tr>
<td>No</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
</tbody>
</table>

**Tabulation:**

<table>
<thead>
<tr>
<th>Trust in mobile technology</th>
<th>Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>37</td>
</tr>
<tr>
<td>No</td>
<td>11</td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
</tbody>
</table>

(See Data Analysis for graph)
**Summarisation**

The author found that almost all of their respondents browse online and are smartphone owners. It was illustrated upon analysis of the data that consumers are now more willing to shop through online capabilities than they were five years ago. The research exposes that more than half of all respondents have engaged in showrooming and webrooming throughout their shopping experiences. However, it was illustrated that 80% of respondents prefer in-store shopping as opposed to online shopping. This is due to the lack of trust from consumers towards online shopping. It was also expressed that although miniscule there are some respondents that feel they have a lack of technological knowledge. Following on from the investigation it was expressed that value was the main factor for influencing consumers to alternate to mobile shopping.
Appendix 5
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