The pre-purchase journey of online shopping

A study of Swedish consumers’ online shopping
pre-purchase phase

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Abstract

With changing environments and the development of technology, the online marketplace is a relevant field in need of continuous study. As consumer act and behave differently due to cultural aspects as well as individual characteristics and external influences, there is a need for research in order to understand their behavior in this changing marketplace. This paper investigates the elements of Swedish online consumers’ pre-purchase journeys, and sought out to contribute in terms of illustrating the online shopping journey in today’s online environment from a consumer perspective. It does so based on a quantitative study in the form of an online survey based on 265 Swedish respondents.

The findings and contribution add information to the field of online shopping as well as mention some differences among online shoppers, mainly in terms of gender. In addition to contributing in terms of the different elements and steps involved in the online shopping journey, a model is presented illustrating the steps in a more fluid depiction that recognizes several touchpoints across the journey. The limitations are indicated in terms of time and scope, as well as in terms of relying on quantitative findings to a great extent. Future recommendations suggest continuous research in terms of the online shopping journey, as well as the combination with qualitative research in order to strengthen the method. The study contributions can be both managerial as well as for practitioners in terms contributing to existing research and providing a simple yet comprehensive illustration of the online consumer journey.

Keywords: Online shopping, e-commerce, shopping journey, consumer behavior, Sweden
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Thank you!
1 Introduction

1.1 Background

Along with the development of the Internet new opportunities emerged in terms of more technologically influenced ways of shopping; the possibility to make purchases online is a result of the introduction of e-commerce (Joines, Scherer & Scheufele, 2003). This relatively new marketplace online has brought along new possibilities as well as challenges for both consumers and online businesses (Richard & Chandra, 2005). In line with such development and an increasing access to the Internet, online retailing (e-commerce) has undeniably become a significant marketplace for businesses and retailers alike (Ebarometern, 2014). For most businesses an online presence has become close to vital in order compete and minimize risks of losing market share (E-barometern, 2014). Consumer purposes are said to have become one of the main reasons for using the Internet and a continuous increase in online shopping is seen where consumers are spending increasingly more money online (Joines et al., 2003; Hoffman, Novak & Venkatesh, 2004). Thus making the topic of e-commerce and online shopping a rather interesting and current one.

As online shopping is on the rise, and has been for a while now, consumers are also said to be spending more and more time simply searching for goods and services online (Joines et al., 2003). These steps of searching for information about products and goods online, as well as making actual purchases, are integral parts of today’s consumer journeys towards both online shopping and traditional (in-store) shopping (Wolny & Charoensuksai, 2014). Also, as new rapid development in terms of technological/online advancements highlight the fact that the online marketplace is changing fast, it is argued as important for scientific research to keep up with these developments (Darley, Blankson & Luethge, 2010).

Soopramanien and Robertson (2007) argue that while the number of Internet shoppers is indeed increasing, and especially so in western countries, researchers have not paid enough attention as to the why, how and when consumers use the Internet for their shopping. Thus, the importance of understanding consumer behavior has never been more important to retailers (Grewal & Levy, 2009). While consumer research is said to have once been left to manufacturers of consumer goods, retailers have now embraced this responsibility, spending millions of dollars to research, understand, and influence consumer behavior. (Puccinelli et al., 2009). Grewal and Levy (2009) also argue that research regarding e-commerce and Internet retailing (online shopping) must continue to be of primary importance, since increasing online sales are here to stay. Since research is said to be subject to geographical differences, there is a cultural aspect across the world that is affecting the online marketplace, it is argued that there is no true homogeneity among online shoppers, and that cultural differences are to be accounted for (Lynch, Kent & Srinivasan, 2001; Barnes, 2007). Furthermore, a greater deal of the international research is said to come from China and the United States (Bellman, Lohse & Johnson, 1999). This
research will however be focus on online shoppers in Sweden. According to a study conducted by Svensk Digital Handel (Swedish Digital Trade), PostNord, and HUI Research, the Swedish e-commerce turnover for 2014 was at 42.9 billion SEK. With a 16 percent increase from the previous year (2013), and a 17 percent increase from 2012 to 2013, there is a clear indication that online retail is gaining significant market share from that of traditional retail in Sweden. (E-barometern, 2014). Thus it is argued that Sweden can be considered as a relevant country in terms of conducting e-commerce research.

Existing research on the topic of online shopping has covered areas such as the development of e-commerce, the adoption of the Internet as a shopping medium as well as determinants and motivating factors of why some people choose to shop online and others do not (Hoffman et al., 2004; Richard & Chandra, 2005; Perea y Monsuwé, Dellaert, & De Ruyter, 2004). Other research issues that have been well emphasized within the field of e-commerce include, among others, the challenges posed by privacy concerns, trust and risks associated with e-commerce, and the effects of Web site designs (Grewal & Levy, 2007). However, less research has been conducted to examine online shopping in relation to customers’ personalized approaches of the shopping process itself. For instance, Häubl and Trifts (2000) note that very little is know about how consumers make purchasing decisions when it comes to online shopping and pre-purchase information search. Grewal and Levy (2009) argue that scientific interest regarding online retail research will continue its rapid growth. Some potential issues that are deemed relevant to this topic and suggested for future research include: the coordination of online and offline channels; and the interplay between customers’ online and offline activities (Grewal & Levy, 2009; Darley et al., 2010).

1.2 Problem discussion

It is argued that understanding consumer journeys has become a necessity today, in order to e.g. manage customer experiences and to optimize allocation of relevant resources (Wolny & Charoensuksai, 2014). The knowledge of how customers acquire information is said to be an important area for marketing management and is considered as essential in terms of businesses’ strategic decision making (Moorthy, Ratchford & Talukdar, 1997). Furthermore, the understanding of consumers’ external information search behavior is important to the development and application of effective market communication, especially since consumers in the information search stage can be influenced in terms of purchase decisions and promotions (Greig, 2003).

While research has made several contributions in the field of online shopping, it is said that there is still a lack of knowledge and a lack of understanding in terms of customers’ online shopping behavior (Perea et al., 2004; Häubl & Trifts, 2000). Since the online shopping process is described as an individual activity, it is affected by customers’ personal inclinations; for instance, a consumer’s decision-making style can influence the degree of
comparison-shopping (Park & Gretzel, 2010). Grewal, Iyer and Levy (2004) argue that even though consumers remain consumers regardless through which channel they shop, the way in which they shop online, and the inclination to do so, can still be different compared to traditional stores, noting the relevance of online shopping research. Chen and Chang (2003) call for more studies in order to improve the understanding of the nature of the online shopping process and experience. Additionally, consumers today engage in more complex shopping than before, making the aspect of multi-channel shopping a relevant and rather important one (Molenaar, 2010). Wolny and Charoensuksai (2014) also consider that the development in terms of mobile technologies and social media has led to multi-channel shopping journeys in which customers choose the path that they want to take. Thus, it is argued that these paths and consumer journeys taken need to be mapped in order to be understood (Wolny & Charoensuksai, 2014); and that the existing customer decision-making models are due for updates (Darley et al., 2010). Existing maps of customer behavior are said to have beneficial, however with the constant change and development in terms of technology and consumer habits this process needs to be continually observed and noted (Darley et al., 2010; Molenaar, 2010; Wolny & Charoensuksai, 2014).

1.2.1 Research questions

In line with the discussed need for further studies in the field of online shopping and consumer insight, this study seeks to investigate the online shopping of Swedish consumers. In order to guide the research of the study the following questions are asked:

What steps and actions are involved in the pre-purchase phase of consumers’ online shopping journeys?

What actions involving information search and comparisons do customers undertake throughout their journey of online shopping?

What is the nature of the perceived search and navigation process undertaken by online shoppers?

What are the influences that guide the different steps throughout the online shopping journey?

1.3 Purpose

The purpose of this study is twofold: to investigate the elements of Swedish online consumers’ pre-purchase journeys; and to contribute in terms of illustrating the online shopping journey in today’s online environment from a consumer perspective. The attention on customers’ individual approaches to online shopping and the activities within that process are seen as an interesting research area and one that the author seeks to explore in this paper. Additional information about the customer journey leading to up to a purchase has the potential to be of great value to marketers and businesses in the field and
provide them with valuable information. Thus, the main purpose of this study is to gain a deeper understanding of the elements involved in the pre-purchase online shopping journey of Swedish consumers. The focus of the research will be put on the pre-purchase stage of the online journey. Ultimately, the paper seeks to gain a better understanding of those activities and steps involved in the specific pre-purchase phase of their online shopping journey. Updating the consumer journey model in terms of online shopping could provide a welcome and beneficial perspective to the rapidly changing area of e-commerce.

The following hypotheses were developed in order to direct the study and its contribution:

**H 1:** The perceived search process complexity is the same for both male and female online shoppers.

**H 2:** The use of bookmarks/hotlists is an important aspect of the online shopping journey.

**H 3:** Online shoppers have a higher tendency for comparing across websites than using price-comparison sites.

**H 4:** Male online shoppers engage less in enjoyment shopping than female online shoppers.

**H 5:** Online shoppers that engage more in enjoyment shopping have a higher tendency of terminating the purchase process.
1.4 Delimitations

The focus and scope of this paper is centered on the topic of online shopping and the elements involved in relation to that activity, as well as the different steps taken through the process/journey. Thus certain delimitations have been made in order to guide and focus the research around the chosen topic. In line with the purpose of the study this research and theory will be in the realm of business-to-consumer (B2C) e-commerce, and solely focus on that type of online shopping; thus excluding both business-to-business (B2B) commerce as well as consumer-to-consumer (C2C) trading. The main focus will be on online shopping and specifically the pre-purchase phase of consumers’ online shopping journey, with certain aspects of multi-channel shopping as well due to the nature of today’s shopping environment. The pre-purchase focus entails that post-purchase elements of the journey will not be considered, nor will the actual purchase decision be focused on too deeply. The online shopping will further revolve around certain purchased goods and more specifically focus on retail goods, therefore e.g. tickets (travel and entertainment) will not be noted. Furthermore, the study will not be emphasizing the behavioral aspects in terms of psychological research; rather it will focus on general consumer behavior in relation to purchasing and decision-making. The geographical limitation entails a focus on the Swedish market as well as Swedish consumers in terms of the carried out research.
2 Methodology

This chapter aims to describe and justify the methods used in the research of this study. It will also explain how the research in the study was executed as well as which methods were utilized.

2.1 Research approach

The study follows a deductive approach meaning that it starts with theory followed by developed hypotheses as well as data collection, in order to arrive at the findings and evaluate them in relation to aforementioned theory and in relation to the hypotheses (Bryman & Bell, 2011). First and foremost secondary data is gathered, with the aim to establish knowledge and form a relevant foundation upon which the primary data later will be based on and analyzed. As such, the theory is the basis for investigating and answering the posed research questions (Bryman & Bell, 2011).

The research seeks out to examine the online shopping journeys of Swedish consumers in order to gather information on the subject as well as to contribute in terms of the knowledge within the field. The research aim is also to present a clear illustration of how the online shopping journey can be played out based on research in the current shopping environment. Thus, a deductive approach is maintained since the study takes on a quantitative research, and as argued by Bryman and Bell (2011) a deductive strategy is most often associated with and applied in relation to quantitative research.

Despite the suitability and advantage of choosing a deductive approach in relation to having a quantitative data collection method, the limitations of that approach were also recognized (Bryman & Bell, 2011). The main concerns of qualitative approach are said to be connected to reliability, validity and generalization of the research. Therefore, as an attempt to alleviate any potential limitations of the quantitative method approach the initially considered research method for this study was a mixed-method research (Creswell, 2003); with the aim of incorporating a qualitative research method based on semi-structured in-depth interviews with 20 interviewees. However, due to time constraints and other unforeseen events during the finalization of the study, the qualitative data collected (and analyzed) was chosen to be omitted, that decision was also formed in an attempt to simplify the overall combination of processing and combining two different types of data which may or may not have benefited the study.
2.2 Research design

The theoretical framework is structured in a logical way in terms of covering the relevant topics and follows a funnel-like structure. The aim with the theoretical framework/literature review was to build the relevant knowledge upon which the research can be based, and to set a solid foundation for the entire study.

The theory of this study is based on existing models and theories of consumers shopping processes and online shopping concepts, such as: the traditional consumer buying process/decision-making model by Engel, Kollat and Blackwell (1973); the application of established consumer models in online settings (Butler & Peppard, 1998); multichannel shopping models (Molenaar, 2010); and recent studies concerning the journeys of online consumers (Wolny & Charoensuksai, 2014).

Since there are many online shoppers and due to the fact that this research is concerned with the online shoppers’ tendencies for certain online behaviors as well as frequencies, there is a need for a research that enables and entails that. Quantitative research is described as being conclusive in its purpose as it aims to quantify the subject and identify how prevalent it is, by looking for results that are projectable to a larger population (Bryman & Bell, 2011). Thus, a quantitative research strategy was found as most suitable in terms of the research purpose and in order to gain reliable statistical results, as well as to attain a larger number of respondents that can be representative of the larger target market.

2.2.1 Questionnaire – online survey

In order to measure the research a questionnaire was designed in the form of a self-completion online survey. The questionnaire is chosen as the relevant instrument, and is designed in order to measure the research; an instrument in the form of e.g. a questionnaire is required in order to employ the measurement (Bryman & Bell, 2011).

A questionnaire consisting of 11 questions in total was designed by the researcher. The online survey was designed in Swedish together with all the instructions, in order to ensure higher response rates, general comprehensiveness as well as understanding among the surveyed respondents; this choice was made since the survey was administered in Sweden among Swedish speaking respondents. The translation was done by the same researcher who is fluent in both Swedish and English, to ensure consistency and a higher quality.

The developed survey and its construct can be found in Appendix A (Online shopping survey) and the questions can be seen in the next section below. The closed questions could be answered by selecting (one) or ticking (more than one) option, additionally nearly all questions allowed for comments to be made or other answers to be noted with the option marked as “other”. Three of the questions’ measurements designs were according to the 5-point Likert scale (which is a type of attitude scale) (Bryman & Bell, 2011), in order to evaluate the agreement with certain actions or behaviors. The following Likert scale format
was used for questions 6, 8, and 11: always (5); often (4); sometimes (3); rarely (2); and never (1). The rest of the questions had regular answers and statements which could be selected, for some questions more than one option was available. The questions and statements were based on the topic of online shopping and the different elements involved in that journey, as well as considering certain attitudes and activities encountered by online shoppers along that journey. After the completion of the survey, a test survey was launched involving 10 respondents of different ages and gender, in order to ensure that the questions and statements were understandable and that the survey as a whole was viable.

SURVEY QUESTIONS

The survey is comprised of the following questions and statements:

1. Gender?
2. Age?
3. How often do you shop online?
4. What do you shop online the most?
5. What are the three main advantages of shopping online instead of shopping in physical stores?
6. I visit online stores in order to…
7. In order to easily access my favorite store online I…
8. When I plan to purchase something online I usually…
9. What is usually the nature of the search process when you shop online?
10. What usually influences you to start your online shopping?
11. What makes you terminate/abandon a commenced online purchase?

In order to administer the questions to online respondents an online survey tool called SurveyMonkey was used. Wright (2005) mentions some of the advantages associated with using online surveys as being time efficient, involving a lower cost for use, attractive feature, and enabling researcher to reach large populations in a short amount of time. There are however some disadvantages of using online surveys as well, such as e.g. participant deception and respondents viewing the survey as spam or disturbing (Wright, 2005). The survey was deployed in the period of March 22nd to April 23rd (2015) through different channels.

2.3 Data collection

While the secondary data in this study consists of scientific papers and other relevant research documents and publications within the field of e-commerce, consumer decision-making and buying processes and online shopping; the primary data of the research is the data collected from the administered questionnaire (online survey). The following sections dealing with the sampling and response rate will give further insight surrounding the collected data.
2.3.1 Sampling

The need to sample data is considered to be inevitable, especially when dealing with quantitative research. While sampling there are a number of aspects that should be considered, such as e.g. the feasibility of different sampling methods. However the research purpose is emphasized as having the main focus in terms of dealing with different advantages and limitations. (Bryman & Bell, 2011).

The sampling frame of this research is made up of online shoppers in Sweden, the respondent selection is deemed as the most logical one since the research purpose is to examine the online shopping journeys of Swedish consumers. In order to reach the target audience within the sampling frame the surveys was sent out by e-mails to randomly selected Swedish residents, as well as posted through social media networks and other channels. Bryman and Bell (2011) argue that a sample is considered to be representative when it allows for the results of the sample to be generalized to the whole population. Due to the scope, time and costs this type of sampling is argued as being the most appropriate one; Neuman (2005) suggests that if carefully designed, the sampling can prove itself to be accurate (as if the entire population was reached).

2.3.2 Response rate

Due to the nature of administration concerning the survey, it is not revealed through which specific channel the responses were received, however the survey is estimated to have reached around 1200 people in Sweden. The collected data indicates a total of 272 responses; later on however, 7 responses were omitted since the answers indicated that those respondents did not shop online; after which a new adjusted total of 256 usable responses is arrived at. When calculating the response rate according to (Bryman & Bell, 2011), the result yields a response rate of 28,5%.

According to Bryman and Bell (2011) there are conflicting opinions of what the acceptable response rate is; while there are some published researches deemed reliable at a 18-25% response rate, others argue that a rate below 50% is unacceptable. Nulty (2008) argues that the type of instrument used is and important aspect here, since it is suggested that online surveys tend to have lower response rates when compared to e.g. paper surveys. Assessing the response rate of 28,5% in light of research arguments, it is assumed to be an acceptable rate, and seeing how it is an online survey.
<table>
<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
<th>Percent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>108</td>
<td>40%</td>
<td>272</td>
</tr>
<tr>
<td>Female</td>
<td>164</td>
<td>60%</td>
<td></td>
</tr>
</tbody>
</table>

*Table 1. Survey respondents*

### 2.4 Data analysis

In order to measure what has been proposed in the research the analysis is devised and executed following the empirical findings (primary data) as well as the proposed theory (secondary data). Bryman and Bell (2011) argue that in order to provide an overall understanding of the research environment and identify certain meaningful points different levels of analysis should be applied. This research will attempt to consider both the societal as well as the individual levels in terms of the analysis. Quantitative methods are said to attempt to establish both how people interpret their experiences and the world around them (MacDonald & Headlam, 2009); even so, a similar perspective while be maintained throughout the analysis. The responses gathered from the questionnaires will be analyzed in the most suitable ways, deemed by the researcher, and the response indications will be predominantly presented in terms of statistics. Furthermore, the analysis will be presented using a descriptive approach and will include illustrative and graphical presentations of the survey responses. The descriptive approach aids in describing the data itself that was collected (MacDonald & Headlam, 2009). The Internet based survey tool (SurveyMonkey) which was utilized in the administration of the questionnaire will also be used in terms of supporting the analysis; seeing how they allow for filtering responses as well as providing useful graphs and charts (MacDonald & Headlam, 2009). The analysis will in terms of potentially derived interest, segment and emphasize certain analytical parts based on demographical factors such as gender and age. Since the research does not seek to examine certain variables nor does it seek a cause-effect relationship, the evaluation will reflect that notion and will thus not require a complex statistical analysis.

### 2.5 Validity and reliability

According to Bernard (2000) “validity refers to the accuracy and trustworthiness of the instruments, data, and findings in the research” (p. 46); it is said to be concerned whether the measurement used during the research present credible information or not. One of the advantages of using an online survey is that respondents can answer at their own convenience, which is said to increase the research validity (Bryman & Bell, 2011). Additionally, the survey was constructed in Swedish so that the respondents could answer in their native language; which also increases the validity in terms of transmitting a clear message to respondents (Neuman, 2008). Additionally, the test survey was also conducted
in order to mitigate potential misunderstandings. Respondents across all of Sweden were surveyed, in order to avoid responses from too similar groups and one region (Neuman, 2008). Reliability is said to be concerned with the consistency of the methods of research that are to be used (Bryman & Bell, 2011). The survey was limited to 11 questions in order to maintain higher response levels (Neuman, 2008). The reliability is also said to be proven when the research can be re-applied during a different point in time, under the same conditions and produces the same results. The study has been designed and described in a manner so that it can be reproduced; replication was however not tested due to time limitations (Bernard, 2000; Bryman & Bell, 2011).

2.6 Generalization

Generalization is concerned with the quality standard of a research so that the relevant sample is able to represent the whole population (Bryman & Bell, 2011). The sample size of 265 respondents in this study has been selected in order to generalize to the larger population of online shoppers in Sweden.

The collaboration of PostNord and HUI Research results annually in studies of Swedish online consumers’ shopping habits in the e-commerce environment; E-barometern (2015) was based on 1106 respondents and E-barometern (2014) on 1066 respondents. Those studies can be used a reference point for certain responses in this study since it is researching the same population. In the events of congruent responses among the current study and the aforementioned regarding certain points and answers, this research can be assumed to have greater generalization potential.
3 Theoretical framework

The theory and previous research presented in this chapter aim at contributing to a deeper understanding of the chosen topic, as well as to provide a theoretical and contextual foundation for the study. In line with the research purpose, the focus on the pre-purchase phase of consumers’ online shopping journey will be emphasized in relation to the different topics focused on throughout the chapter.

The following illustration presents a brief structure overview of this chapter (see Figure 1).

![Figure 1. Structure overview](image)

3.1 E-commerce

While the notion of online shopping is within the realm of e-commerce, the two terms are at times used interchangeably. The following interpretations are provided in order to clarify and establish the terminology used throughout this paper. E-commerce has been defined as “the sharing of business information, maintaining business relationships, and conducting business transactions by means of internet-based technology” (Poon & Swatman, 1999, p. 9). Chaffey (2002) argues that e-commerce is traditionally defined as a subset of e-business that is solely concerned with business transactions made by using internet-based technologies. Online shopping behavior is conceptualized as “a shopping activity performed by a consumer via a computer-based interface, where the consumer’s computer is connected to, and can interact with, a retailer’s digital storefront…” (Häubl & Trifts, 2000, p. 5). As different technologies have been developed and enabled Internet access across multiple devices, certain definitions and terminology may become more suitable than others. Furthermore, Perea y Monsuwé et al. (2004) assumed a definition of Internet shopping (online shopping) as “the use of online stores by consumers up until the transactional stage of purchasing and logistics”. While that specific definition is mentioned as being narrowed down and somewhat limited (Perea y Monsuwé et al., 2004), it is nonetheless seen as fitting in terms of the context and in line with the research purpose of
this paper. Furthermore, it is thought of as being particularly suitable for this paper given the research focus on the pre-purchase phase of online shopping. Thus the abovementioned definition of online shopping will be assumed throughout the paper. The term e-commerce will be used to reference the online retailing business in general, while the term online shopping will be used more extensively and to refer to the actual online shopping process undertaken by customers.

Since the 1990s and into the 2000s there has been a significant change in the retailing marketplace, mostly due to a great increase in the use of the Internet by nearly all consumers and business segments (Grewal & Levy, 2009). Sweden is a particularly interesting country in terms of Internet access, and ranks high in the matter together with the other Nordic countries (Norway, Denmark and Finland). Research conducted by Statistiska Centralbyrån (SCB) in 2014, indicated that people between the ages of 16-85 in Sweden, equivalent to 92 percent or 7.1 million people, have access to the Internet in their homes through different devices. Internet access was found to be highest for people in the ages of 16-54, where between 97-99 percent have access to go online. The number was somewhat lower for people in the age of 75-85, where Internet access was estimated to be around 57 percent (SCB, 2014). In line with the technological advancements and Internet access, the growth of e-commerce has increased at a staggering rate in recent years and is still on the rise. These technological and digital developments have brought about significant changes for both consumers and businesses in the Nordic markets (Sweden, Norway, Denmark and Finland). (E-barometern, 2014).

The Internet is further said to have transformed the way consumers shop across numerous categories, as well as how most retailers do business with their suppliers and customers (Grewal & Levy, 2009). Joines et al. (2003) describe the Internet as having combined the entire purchasing process into one accessible medium, covering the whole process from product exposure to product purchase. As a result, consumers are now able to shop online for a vast assortment of products and services from all over the world (Joines et al., 2003). Furthermore, consumer purposes are said to have become one of the main reasons for using the Internet and a continuous increase in online shopping is seen where consumers are spending increasingly more money online (Joines et al., 2003; Hoffman et al., 2004). In 2013 the growth of Swedish e-commerce was at 17 percent, and the turnover was at 37.3 billion SEK (Swedish krona), in comparison to the traditional retail business, which grew at 0.8 percent the very same year (E-barometern, 2014). Recent research also shows that consumers in the Nordic countries purchased goods online at a total of 141.3 billion SEK (Swedish krona) in the year 2014 (E-barometern, 2015). Sweden had the highest turnover among the Nordic countries with goods purchased online at a worth of 55 billion SEK in 2014. In the period of April 2013 to March 2014) 70 percent of the Swedish population had purchased goods or services online (SCB, 2014). In Sweden, 35 percent of consumers in the ages 18-79 claim to shop at least once a month (E-barometern, 2014). The most popular segments with the highest turnover for the Nordic countries combined are (in descending
3.2 The nature of online shopping

Retailing trends have been described as indicating a shift from traditional store-based retailing towards an increased use and popularity of the Internet and e-commerce (Keen, Wetzels, de Ruyter & Feinberg, 2004; Balakrishnan, Sundaresan & Zhang, 2014). According to Perea y Monsuwé et al. (2004), online shopping is not just an additional way of shopping that offers customers the same outcomes in the final process as traditional (in-store/offline) shopping does. It is also argued that online shopping provides customers with added value, while at the same time however omitting certain other sources of value that are associated with traditional shopping (Perea y Monsuwé et al., 2004). For instance, while many consumers enjoy the convenience and other benefits associated with online shopping, a visit to a retail store is said to offer the possibility to examine the product/goods more closely before making an actual purchase (Balakrishnan et al., 2014).

3.2.1 Online and traditional shopping

E-commerce is said to have brought about great expansion possibilities for businesses; it is enabling businesses to effectively reach both established and new customers around the world through global accessibility and widespread use, unlike more traditional retail businesses (Limayem, Khalifa & Frini, 2000). However, despite the benefits of e-commerce, traditional retailers have been described as experiencing difficulties in establishing an online presence along with their already existing physical stores (Chen & Leteney, 2000; Lohse & Spiller, 1999). Many traditional retailers have invested a lot of money in order to build an online presence in an attempt to safeguard their business from becoming obsolete next to other competing online businesses (Keen et al., 2004). The main difficulties faced are said to be mainly in terms of the businesses being unable to use the same format for their online stores as in their traditional stores, this despite the fact that online shopping includes a lot of the same characteristics as traditional shopping (Chen & Leteney, 2000; Lohse & Spiller, 1999). It is nonetheless argued that the features of traditional shopping are generally found to be present in online shopping as well, although in other forms (Lohse & Spiller, 1999). Research findings even suggest that searching online has a positive effect on the number of shopping trips that customers undertake, which in turn also has a positive effect on online shopping (Farag, Schwanen, Dijst & Faber, 2007). Farag et al. (2007) even emphasize a lack in available empirical evidence concerning the relationship between online and traditional shopping and call for further studies within the field since the relationship is deemed an important one.
There is nevertheless a difference in regarding the features involved in traditional shopping when compared to online shopping (Lohse & Spiller, 1998). Consumers are described as being in different frames of mind and with different information needs, depending on if they are shopping online or in a traditional store (Burke, 2002). For instance, when shopping online the salesperson is replaced and instead other technological features are made available, thus the foundation of consumer trust changes in ways (Lohse & Spiller, 1998). Online shoppers are described as missing out on some of the experiences of traditional shopping in the sense that they are unable to e.g. interact with the salespeople, experience the atmosphere, or try and examine the products/goods (Li, Kuo & Russell, 1999). According to Li et al. (1999) those consumers that find certain specific features of traditional shopping important will opt for that mode of shopping rather than shopping online. However, despite some differences and downsides when compared to traditional shopping, online shopping is said to fulfill customer needs in new, more effective and efficient ways than traditional shopping (Grewal, Iyer & Levy, 2004; Chen & Leteney, 2000; Häubl & Trifts, 2000). New sets of tools are available to customers through online shopping, allowing them to make purchases at their own convenience, and users are becoming more experienced they are also increasingly appreciating these new features of online shopping (Bridges & Florsheim, 2008). Customers also have easy access to a lot of information online nowadays (Jiang, Yang & Jun, 2012; Pauwels et al., 2011), and the online market itself is characterized with heavier price competitions and comparisons than the traditional retail market (Brynjolfsson & Smith, 2000). It is also noted that traditional retailers face an increasing difficulty of competing on this premise of lower prices since there is a significant difference between the two shopping mediums (Grewal et al., 2004; Brynjolfsson & Smith, 2000).
3.2.2 Benefits and downsides of online shopping

In the following section the main values and limitations of online shopping will be briefly mentioned, both of these aspects will be further elaborated on in section 3.3 (Consumers and online behavior).

While there are some less ideal aspects of shopping online, there are still far greater known benefits associated with e-commerce and the ability to make purchases online (Jiang et al., 2012; Grewal et al., 2004; Perea y Monsuwé et al., 2004). Convenience is said to be one of the main motivations underlying customers’ reasons for shopping online (Jiang et al., 2012; Pahnila & Warsta, 2010; Lohse & Spiller, 1998). Specifically emphasized is the convenience of access, meaning the flexibility of time and space, that online shopping offers (Jiang et al., 2012). The main downsides attributed to e-commerce and online shopping are said to be customer concerns for Internet security and lack of trust when making purchases online (Lee & Turban, 2001).

THE BENEFITS OF ONLINE SHOPPING

Chen, Gillenson and Sherrell (2002) note that the benefits of online shopping are rather well known, and that the main and most commonly mentioned incentives for consumers to shop online are said to be convenience, a broader selection, lower prices, and a greater access to information. Furthermore, Grewal et al. (2004) also mention the following consumer benefits that are associated with online shopping, in comparisons to traditional shopping, namely: easy browsing, accessible knowledge/information, anonymity, and convenience (Table 2).

<table>
<thead>
<tr>
<th>Aspects</th>
<th>Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy browsing through the online assortments.</td>
<td>Low levels of effort, inconvenience and time investment for the consumer when browsing and searching for goods/products online.</td>
</tr>
<tr>
<td>Accessible knowledge and information about companies, products and brands.</td>
<td>Customers are able to make more informed decisions when shopping based on the easily accessible information online.</td>
</tr>
<tr>
<td>Greater anonymity when shopping online.</td>
<td>Consumers enjoy a high level of anonymity when shopping for sensitive products online compared to traditional stores.</td>
</tr>
<tr>
<td>Greater convenience when shopping online.</td>
<td>Consumers enjoy a greater level of convenience in terms of lower time costs compared to traditional shopping.</td>
</tr>
</tbody>
</table>

Table 2. Main benefits of online shopping (Grewal et al., 2004)
THE LIMITATIONS OF ONLINE SHOPPING

There are inherently some less favorable sides of e-commerce and online shopping in terms of risks associated with Internet use; trust is especially important in this channel since technology and information security are such an integral part of making purchases online (Gefen & Straub, 2002). As previously mentioned, consumer lack of trust in e-commerce is said to be one of the most common causes for not shopping online. The issue with trust is said to be especially true amongst those customers that are less accustomed to using the Internet and making purchases online. (Lee & Turban, 2001).

In their study, Belanger et al. (2002) examined the importance of three online aspects in terms of consumers’ intentions to shop online, namely: privacy, security, and pleasure features (convenience, ease of use, aesthetic features). While findings indicated that security features were the most important to customers, it was however discovered that both security and privacy were of less importance than pleasure features when it comes to consumers’ intentions to making actual online purchases (Belanger et al., 2002).

3.2.3 A mix of channels – multi-channel shopping

As the online marketplace has become a new scene for increasing consumption, both differences and similarities are said to be noticed between online and offline consumer behavior (Negroponte & Maes 1996; cited in Goldsmith & Horowitz, 2006). Furthermore, Brynjolfsson, Hu and Rahman (2013) argue that technology is changing the retail landscape in ways so that the distinctions between traditional and online retail is disappearing. Online retailing is described as providing consumers with great access to information, wide assortments of products and brand choices, possibilities to make advanced price and quality comparisons, and enabling them to interact with companies as well as other consumers in several ways (Negroponte & Maes 1996; cited in Goldsmith & Horowitz, 2006). Puccinelli et al. (2009) argues that consumers are using the Internet and these new tools available to them in order to shop more effectively than ever. Accordingly, consumers are said to be spending more and more time gathering information and simply searching for goods and services online (Joines et al., 2003). Consequently, online and offline retailers are facing competition head on, and are presented with both new challenges as well as opportunities pushing them to compete and develop their businesses in new innovative ways (Brynjolfsson et al., 2013).

As mentioned there are several reasons for customers to engage in online shopping instead of traditional shopping (Chen et al, 2002; Grewal et al., 2004; Puccinelli et al., 2009). However, despite certain advantages and consumers favoring online shopping, it is argued that they do not automatically result in consumers choosing either one or the other shopping mode indefinitely; instead consumers are shopping when and how it is most convenient for them (Cyr, 2000). Consumers today are described as being multi-channel shoppers and depending on the occasion they can also prefer traditional shopping to online shopping (Cyr, 2000). In fact Farag et al., (2007) suggests that online and traditional shopping tends
to complement and even generate the other. The new online developments and technologies such as smartphones and similar devices have made it possible to combine information from physical stores with online content, where the result is an omnichannel environment and a mix of information from both channels (Brynjolfsson et al., 2013). For instance, consumers can examine a good in-store and then end up purchasing it online because of e.g. a lower price, or they search for information online but then purchase the good in a physical store (Farag et al., 2007; Puccinelli et al., 2009).
3.3 Consumers and online shopping

The following chapter provides a brief overview of the online shopping context and a theoretical foundation of the elements involved in online shopping. The aim is to establish a basic understanding of consumer behavior and the influences in the online shopping environment. The focus of this study is however on the online shopping journey itself and the different steps involved in that journey. Thus theories regarding e.g. consumer behavior and technology acceptance will not be too deeply examined.

It is mentioned that despite the large numbers of consumers in both the US and Europe that engage in online shopping, it is still unclear as to what drives consumers to shop online and if those numbers could be increased in certain ways (Perea y Monsuwé et al., 2004). Hernández, Jiménez and Martín (2010) argue that the analysis of consumer behavior is a key aspect for the success of online businesses. Research regarding the buying behavior and factors influencing online consumers’ decision-making processes is said to have shown both similarities and differences compared to those of traditional consumers (Constantinides, 2004). It is suggested that online shoppers behave in fundamentally different ways when compared to traditional shoppers (e.g., Alba et al. 1997; Rohm & Swaminathan (2004); Shim, Eastlick, Lotz & Warrington (2001); Wolfinbarger & Gilly (2003). Additionally, it is mentioned that the tools used by online marketers in order to influence online buying behavior are somewhat different than the traditional ones. The online marketplace is described as a dynamic and evolving environment with changing tools and innovations that are designed to affect the online shopping experience. Constantinides, (2004). Hernandez et al. (2010) suggest that customer behavior is not static and does not remain the same since experience and continuous use affects perceptions, as a result they evolve in line with the online shopping experience that is acquired. Johnson, Moe, Fader, Bellman and Lohse (2004) on the other hand emphasize the importance of consumer characteristics and argue that they to a large extent influence certain behaviors (e.g. online search) more so than experience.

3.3.1 Consumer behavior

ATTITUDE AND INTENTIONS FOR SHOPPING ONLINE

Perea y Monsuwé et al. (2004) propose a framework based on the Technology Acceptance Model (TAM) to increase the understanding of consumers’ attitudes and intentions towards shopping online. The framework is further extended upon by exogenous factors in order to suit the online shopping context. The findings show that consumer intentions and attitudes towards online shopping are not only affected by ease of use, usefulness (functional/utilitarian aspects) and enjoyment (emotional/hedonic aspects), but also by a number of other factors. The additional factors are characterized as being exogenous and consists of consumer traits, situational factors, product characteristics, previous online shopping experiences as well as trust in online shopping. Perea y Monsuwé et al. (2004).
The elements of the proposed framework are seen below in Table 3, and will be mentioned further throughout the chapter.

<table>
<thead>
<tr>
<th>Influential factors</th>
<th>Description</th>
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<tbody>
<tr>
<td>Ease of use</td>
<td>Consumer perception that online shopping will entail minimum effort – how easy it is to use the Internet as a shopping mode.</td>
</tr>
<tr>
<td>Usefulness</td>
<td>Consumer perception of how effective/useful online shopping is, in terms of helping them achieve their goal.</td>
</tr>
<tr>
<td>Enjoyment</td>
<td>Consumer perception of the entertainment/fun aspects associated with the online shopping experience itself.</td>
</tr>
<tr>
<td>Consumer traits</td>
<td>Age, gender, education and income.</td>
</tr>
<tr>
<td>Situational factors</td>
<td>Time pressure, lack of mobility, geographical distance, context.</td>
</tr>
<tr>
<td>Product characteristics</td>
<td>Need for physical contact, assistance. / Feel, touch, smell, or try the product/merchandise.</td>
</tr>
<tr>
<td>Previous experience</td>
<td>Level of precious experience – positive or negative associations.</td>
</tr>
<tr>
<td>Trust in online shopping</td>
<td>Interpersonal (with web store) and institutional (with technology) trust.</td>
</tr>
</tbody>
</table>

Table 3. Factors affecting online consumers’ attitudes and intentions  
(Perea y Monsuwê et al., 2004)

Other than the TAM, researchers in the field have also looked at e.g. the Theory of Planned Behavior (TPB) as well as the Theory of Reasoned Action (TRA), which together with the TAM make up the dominant theories within this area (Cheung et al., 2003). Cheung et al. (2003) also argue that it is important to note that the classical theories of consumer behavior only make up a first step in understanding online consumer behavior, and that researches within the field should be focusing more on developing and examining new theories rather than rely too heavily on the already existing classical ones.

REASONS FOR SHOPPING ONLINE

It is said that in order to understand retailing and consumer experiences, we must realize that consumers attempt to achieve some goal by shopping and using certain products or service (Ratneshwar, Mick, & Huffman, 2000). According to Tauber (1972) consumers shop for a variety of reasons, and those reasons may not necessarily always entail functional aspects such as a specific need for a product or service. Instead they might be motivated by enjoyment aspects, and for instance want or need entertainment, recreation, social interaction, or even intellectual stimulation (Arnold & Reynolds 2003). As mentioned consumers shop online for both utilitarian (functional) and hedonic (enjoyment) reasons, furthermore their attitudes and intentions towards shopping are strongly influenced
by personal characteristics (Perea y Monsuwé et al., 2004). Bridges and Florsheim (2008) suggest that consumers are increasingly coming to appreciate emotional experiences when shopping online. Wolfinbarger and Gilly (2001) find that consumers experience a significantly increased sense of freedom and control when shopping online compared to traditional shopping. It is also mentioned that as online shoppers become more experienced they tend to seek more hedonic value in relation to online shopping (Bridges & Florsheim, 2008).

As previously mentioned, convenience is often described as the main motivation as to why consumers chose to shop online (Chen & Chang, 2003; Jiang et al., 2012). Furthermore it is argued that there are five dimensions of convenience associated with online shopping, namely: access, search, evaluation, transaction and post-purchase convenience (Jiang et al., 2012). In addition to online shopping being convenient, consumers also find the lower prices attractive, as well the fact that there is enjoyment to be found in both shopping and browsing online (Chen & Chang, 2003). Online tools also offer efficient information search and comparisons to be made, including price searches and comparisons among alternatives (Häubl & Trifts, 2000). Furthermore, the online shopping mode offers consumers a wider assortment and broader selection to choose from, certain products might also only be available online with no alternative geographically close to the consumer (Grewal et al., 2004). Thus, as mentioned in the framework by Perea y Monsuwé et al. (2004) situational aspects such as geographical distance, time constraints, lack of mobility and even the need for special items have an affect on consumers attitudes and intentions, and might prompt them to choose online shopping instead of in-store shopping (Wolfinbarger & Gilly, 2003).

ENJOYMENT AND TASK ORIENTATION

Farag et al. (2007) suggest that online shopping is task-oriented (a time-saving strategy) for some shoppers and leisure-oriented for others, depending on the underlying motives to shop as well as where in the shopping journey/cycle the consumer is. Wolfinbarger and Gilly (2001) explain that online consumers shop for both goal-oriented and experiential reasons, just as offline consumers do, they both shop in order to acquire certain items. It is however argued that goal-oriented reasons are more common among online shoppers (Wolfinbarger & Gilly, 2001).

Utilitarian values represent non-emotional (extrinsic) motivational factors such as usefulness, ease of use and attaining low prices; while hedonic values represent emotional (intrinsic) motivational (both positive and negative) factors such as enjoyment, satisfaction or anxiety (Bridges & Florsheim, 2008). Furthermore, utilitarian value is described as being associated with accomplishing set shopping goals, while hedonic value is associated with the enjoyment of shopping for no specific reason (Demangeot & Broderick, 2007). Pahnila and Warsta (2010) argue that both utilitarian and hedonic values have a significant impact on e-commerce behavior and consumer shopping behavior. It is suggested that online stores
need to both benefit and amuse the customers, thus when designing websites and online stores those attributes need to be considered (Pahnila & Warsta, 2010).

DETERRENTS AND LIMITATIONS TO SHOPPING ONLINE

As previously mentioned privacy and security are said to be concerns for online shoppers, in that they represent the limitations and possible deterrents to online shopping (Chen & Chang, 2003). McCole, Ramsey and Williams (2010) find that certain fears surrounding the use of the Internet still hinder its use in terms of online shopping, although that a trustworthy and known business somewhat moderates those risks. In terms of the relationship between online businesses and consumers, trust is said to be of great importance in order for the consumer to be willing to take a potential perceived risk (McCole et al., 2010). Forsythe and Shi (2003) argue that while online shoppers do perceive some risks when shopping online, that those risks do not have a significant impact on the actual patronage behavior of online shoppers. Furthermore, it is suggested that the most common reason for consumers to hesitate and not shop online is due to not being able to see/touch the product prior to the purchase (Forsythe & Shi, 2003). Lee and Turban (2001) argue that consumers experience a sense of risk since they cannot verify the security online or check the quality of a product. However, according to Shim et al. (2001) previous experiences of rewarding online shopping and search may lead to decreased levels of perceived risk associated with online shopping and thus promote further use.

DIFFERENCES IN ONLINE SHOPPING

As previously mentioned in the framework by Perea y Monsuwé et al. (2004). Relevant consumer traits that are of interest in understanding why consumers shop online are said to be mainly demographic factors and personality characteristics (Burke, 2002). The main demographic factors consisting of age, gender, education and income, are said to have a moderating effect on the relationship between the general aspects and consumers’ attitudes towards online shopping, namely: usefulness, ease of use, and enjoyment. Wood (2002) notes that age may for instance affect the attitude or intention to shop online in the sense that younger consumers tend to be more interested in newer technologies such as the Internet; and thus be more willing to search for information and compare products online (Wood, 2002). In terms of other factors such as education, it is said that higher educated consumers are more comfortable with online shopping (Burke, 2002), and that education is oftentimes positively associated with ones level of Internet literacy (Li et al., 1999). When it comes to gender, it is argued that male consumers are more positively inclined to using certain types of technology such as the Internet, which may transcend into online shopping as well (Burke, 2002). It is also stated that men in general are more frequent online shoppers than women (van Slyke, Comunale & Belanger, 2002). However, while Garbarino and Strahilevitz (2004) found that female consumers perceive a higher risk associated with online shopping than men, it was found that those female consumers that do prefer online shopping are said to shop more frequently than male shoppers (Burke, 2002; Li et al.,
When it comes to motivational differences in terms of gender, the study indicated that female online shoppers exhibited stronger hedonic motivations than male online shoppers, meaning that they find it more enjoyable. Male online shoppers on the other hand scored higher in areas such as browsing and ongoing search for computers and related products. (Arnold & Reynolds, 2003).

3.4 The conceptual elements of the online shopping journey

There are different elements and steps involved in consumers’ online shopping journeys. In this section the different steps will be looked at further with a focus on the pre-purchase phase of the journey.

3.4.1 The consumer journey

The modeling of consumer decisions enables practitioners to explain and predict consumer behavior, making it essential for marketing as well as other business related strategies (Butler & Peppard, 1998; Darley et al., 2010). There are some generally known models of the consumer buying process and one of the more popular ones, developed by Engel, Kollat and Blackwell (1973), is the 5 step consumer decision-making process (Wolny & Charoensuksai, 2014). The model consists of the following steps: problem/need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Engel et al., 1973).

The illustration below (Figure 2) depicts the traditional consumer buying process and the general steps consumers are believed to go thorough in order to arrive at a purchase decision, or reject it.

![Figure 2. The consumer buying process (Engel et al., 1973)](image)

Butler and Peppard (1998) apply the model of the consumer decision-making/buying process to purchasing situations in the online environment in order to compare the traditional marketplace and the online marketplace. While the aforementioned model was developed according to consumers in traditional retail context, it is argued to hold much value and applicability to consumers in today’s multi-channel environments as well; Wolny and Charoensuksai (2014) also mention previous application of the decision-making model.
in digital/online contexts (Darley et al., 2010; Punj, 2012; Teo & Yeong, 2003). The different steps of the model will be further elaborated on in the next section (3.4.2) in relation to other steps/elements involved in the online shopping journey.

THE ONLINE & MULTICHANNEL CONSUMER JOURNEY

As previously mentioned online consumers today derive a lot of benefits from shopping online while they still have the option of traditional in-store shopping, thus they are able to select the most suitable mode of shopping and apply a multichannel strategy to their shopping journey (Cyr, 2000; Farag et al., 2007; Puccinelli et al., 2009; Brynjolfsson et al., 2013). Wolny and Charoensuksai (2014) consider that the development in terms of mobile technologies and social media has led to multi-channel shopping journeys in which customers choose the path that they want to take. It is consequently claimed that solely focusing on one channel and ignoring the fact that customers incorporate others is limiting effectiveness since the shopping modes are becoming increasingly mixed (van der Veen and Ossenbruggen, 2015). The consumer journey has been explained as ‘a description of customer experience where different touchpoints characterize customer interactions with a brand, product or service of interest’ (Clark, 2013; cited in Wolny & Charoensuksai, 2014, p. 319). Unlike the decision-making models, which are said to follow a linear structure, the customer journey is argued to be non-linear and to include different touchpoints and channels that customers engage in throughout the shopping journey (Clark, 2013; Wolny & Charoensuksai, 2014). It is also suggested that journeys and experience maps often times reflect an organizational viewpoint rather than taking into account that customers enact their own types of journeys (Clark, 2013).

The ORCA buying model (Figure 3) developed by Molenaar (2010) is said to depict a typical buying behavior, where it is stated that customers have more choices than ever before, especially referring to the multi-channel environment. The ORCA model illustrates a more fluid and less strict order of decision-making, with a non-linear mix of certain touchpoints; it shows that several channels can be used (online and offline) as well as that e.g. information can be gathered from different sources. According to Wolny and Charoensuksai (2014) the ORCA model incorporates a larger array of touchpoints than traditional buying models, making it useful when applied to the multi-channel environment despite its lack of academic validation.
In their study, Wolny and Charoensuksai (2014) following an inductive approach, map the self-reported multi-channel shopping journeys of 16 female respondents in the category of cosmetic products. The findings, based on both interviews and personal diaries, indicate numerous shopping journeys with differences in both information search and channel mixing. A pattern is detected whereby three journey types are developed, namely: impulsive journeys, balanced journeys, and considered journeys. (Wolny & Charoensuksai, 2014).

- Impulsive journey customers spend less time searching for information, instead they rely on e.g. previous experience and friends, they are also described as being easily overwhelmed by large amounts of information that can lead to impulsive decisions.
- Balanced journeys are said to be triggered by aspirational or reference groups such as e.g. celebrities, bloggers and friends, and both traditional and digital media. They also involve an extended search for information and evaluation among several sources and across different channels and platforms.
- Considered journeys are described as having an extended pre-shopping stage where customers ascribe to collecting information from numerous sources rather than shopping. That information is described as being stored in their personal database, and can be used in the future for evaluation when the need/want arises.

### 3.4.2 The online shopping journey and its elements

An explanation of e-commerce (online shopping) acceptance is described as a consumer’s engagement in an electronic exchange relationship with an online store, which is said to consist of several activities (Pavlou, 2003). The first steps that take place in that process
between the consumer and the online store are said to consist of fairly simple exchanges such as *browsing*, *information gathering*, and *product and price comparisons*. Additional steps include some personal information being provided by the consumer, such as the registration of an e-mail address, and other types of data collection in terms of e.g. cookies and log-data. (Pavlou, 2003). In the online environment there are for instance tools such as recommendation agents, utilized by sellers or third parties, that gather information in order to provide consumers with alternative or complementary product suggestions (Punj, 2012). The final steps often involve providing payment information and the address in order to complete the online purchase (Pavlou, 2003).

**FACTORS AND INFLUENCE**

In their study, Chen and Chang (2003) describe an online shopping process where three general online shopping components are identified, namely: interactivity, transaction, and fulfillment. These components with their associated factors are said to make up the online shopping experience. The interactivity factors are described as those that link the shopper to the online shopping site, e.g. Internet connection and Web site design, which can be likened to the physical environment in a store. Transactional factors have a direct effect on the purchase decision in terms of *value* (price/quality), *convenience* (location/time), *assurance* (security/privacy), *evaluation* (product information/comparisons), and *entertainment* (fun factor). Lastly, the fulfillment factors are delivery, exchange/return policies and post-purchase services. The transactional factors are argued as being the central part of the online shopping process since convenience and value are recognized as the most important benefits to online shoppers. (Chen & Chang, 2003).

**EXPERIENCE, DECISION-MAKING AND INFLUENCES**

The development of shopper typologies is an established stream of research in retailing with numerous studies investigating retail patronage behavior using a variety of bases, such as retail attribute importance, shopping motivations, attitude toward shopping, shopping frequency, and store loyalty (Ganesh, Reynolds, Luckett, & Pomirleanu, 2010). Most of these studies have concentrated on understanding consumer patronage behavior in traditional retail formats. Therefore, the typologies tend to be rather general and offer limited insight into how the goals of an individual consumer in a specific shopping situation influence his or her shopping behavior and experience. (Puccinelli et al., 2009). Furthermore, it is said that there is no typology that is universally accepted or completely correct (Barnes, 2007). It is also argued that there is no true homogeneity among online shopper since there is a cultural aspect affecting consumption patterns across the world (Lynch et al., 2001; Barnes, 2007).

Puccinelli et al. (2009) bring together contributions of various important consumer behavior theories and research streams involved in influencing customer experiences. The main areas mentioned are though of as not being too comprehensive while still offering a great deal of
insights to the field of retail (Puccinelli et al., 2009). An illustration below is presented showing the influence of certain elements of consumer behavior along the different stages of the decision-making process (Table 4).

- Goals, schema and information processing: goals depend on consumer needs / organized behavior
- Memory: previous experiences/information regarding e.g. price and comparison outcomes
- Involvement: degree of interest in product and gathering information about it
- Attitudes: context plays and important role, also previous experience and new information/marketing
- Affect: depends on e.g. mood, feelings/emotions, specific occasions
- Atmospherics: design, environment, atmosphere, social cues
- Attributions and choices: assigned causes to previous events/experiences (positive, negative, neutral)

<table>
<thead>
<tr>
<th></th>
<th>Need recognition</th>
<th>Information search</th>
<th>Evaluation</th>
<th>Purchase</th>
<th>Post-purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals, schema, &amp; information processing</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Memory</td>
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<tr>
<td>Involvement</td>
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<td>Atmospherics</td>
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<tr>
<td>Attributions &amp; choices</td>
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Table 4. Influences along the consumer decision-making process (Puccinelli et al. 2009)
As mentioned above, certain consumer behaviors have an influence on the different decision-making stages (Puccinelli et al., 2009). Rohm and Swaminathan (2004) suggest that specific goals, such as seeking more variety increases the tendency for online shopping, while a need for immediate possession of a certain product/good instead motivates in-store shopping. Bellman et al. (1999) argue that consumers are often times shop online in order to save time; if is the goal is to save time then a consumers behavior would be affected in the sense that the e.g. search and evaluation stages might be shorter, due to the opportunity cost of time (Punj, 2012). Consumers going through the different stages of the buying process are also said to be influenced by the level of involvement associated with the good/product being purchased (Constantinides, 2004; Puccinelli et al., 2009). Thus, the complexity of the purchase depends to a large extent on the type of product being searched for. It has been argued that high involvement products require longer searches, and that for habitual purchases the decision-making process tends to be shorter (Solomon, 2002; cited in Wolny & Charoensuksai, 2014).

**H 1:** The perceived search process complexity is the same for both male and female online shoppers.

**INITIAL INFLUENCES / NEED RECOGNITION**

Molenaar (2010) includes an orientation stage, in the ORCA model, that takes place prior to/and outside of the actual need recognition stage at which point consumers do not think of themselves as shopping, at that stage they may be e.g. browsing without any intent to shop. A similar or even related concept is the Zero Moment of Truth (ZMOT) formulated by Lecinski (2011) which refers to the first exposure a potential customer has of a product/service, it is described as a decision-making moment where marketing happens, and it can take place through different channels numerous times a day (cited in Wolny & Charoensuksai, 2014). At the initial stage of the decision-making process (need recognition stage) the consumer gains an awareness of the need/want, and a problem definition takes place (Butler & Peppard, 1998). The marketing issue at this stage is to recognize/identify the consumer and the problem; the online advantage for marketers at this stage is that certain programs are designed to know the customer and anticipate/advertise the relevant enticement (Butler & Peppard, 1998).

**BROWSING**

Browsing is defined as an “ongoing information search activity that is not associated with an immediate purchase task” (Bloch, Ridgeway, and Sherrell, 1989). It is described as a common human behavior in everyday life such as e.g. looking through a newspaper, window-shopping or browsing through websites online (Xia, 2010). Xia (2010) finds that people and consumers use browsing for both functional as well as recreational (enjoyment) purposes, and that they differ in terms of the reason and degree to which they browse; which is understandable since consumers also shop for different purposes (Tauber, 1972).
Nonetheless, browsing is described as a powerful information acquisition activity for consumer and that it has both favorable and unfavorable effects in terms of consumer buying (Xia, 2010). Despite the fact that browsing is seen as an information acquisition activity without the objective to necessarily make a purchase, it is still linked to consumer purchasing and has both a direct and indirect impact on it since it can lead to e.g. impulsive/unplanned purchases (Xia, 2010). Browsing can also lead to a more structured information search and information gathering, and thus indirectly influence purchasing behavior (Xia, 2010). In terms of the importance of online browsing, Montgomery, Srinivasan and Liechty (2004) analyzed browsing and user paths in an attempt to understand the sequencing of information, the purpose was also to indicate the use of web viewings in order to predict consumers’ paths. The findings, based on clickstream data, show that hit rates doubled when models included sequence or path information, indicating that path data is an important aspect in terms of predicting consumer behavior (Montgomery et al., 2004).

**NAVIGATION**

Thakor et al. (2004) in their study examine web-users usage of ‘hotlists’ as well as their ‘user orientation’ (goal-directed or experiential) towards the Web. The findings affirmed a significance of the use of hotlists in terms of web browsing behavior; furthermore it is argued that as the number of competing sites on the web increases, the advantage of hotlists should become more evident. It is additionally stated that there is a preference for users to access sites that are already stored in hotlists compared to those that need to be searched for through search engines; also it is claimed that users who categorize their hotlists have less need of search engines. Thakor et al. (2004) emphasize the probability that certain pioneering sites such as e.g. Amazon.com or eBay would be among the first to be added to such lists (and benefit from it), since they are the first to fulfill certain consumer needs.

**H2:** The use of bookmarks/hotlists is an important aspect of the online shopping journey.

**INFORMATION SEARCH**

In order to move from the need recognition stage in the decision-making process, consumers advance to the information search stage by taking action to gather knowledge; at this stage information is gathered from different sources both internal (e.g. memory) and external (e.g. sales promotions) (Butler & Peppard, 1998). It has been recognized that large numbers of consumers search more for information online than through traditional offline sources, assumedly since the perceived costs of search have been reduced (Alba et al, 1997; Häubl & Trifts, 2000). Punj (2012) emphasizes that search is reduced in an online setting, thus lowering the cost of search; high time costs lower search while low time costs increase search. Punj (2012) also mentions that in order for consumers to arrive at better-informed decisions they need to have good knowledge of how to search using the web and the relevant sites.
In their study, van der Veen and van Ossenbruggen (2015) examine how consumers search and find their way through the multi-channel shopping environments, where four search strategies are identified, namely: information seekers, reassurance seekers, peace-of-mind seekers, and convenience seekers. Information seekers actively look at what is available and then make choices without becoming overly influenced by others’ opinions; the Internet is their main channel for searching. Reassurance seekers also actively look for purchase possibilities, but might sometimes find too many choice options so that they need to take into account some advice too determine what suits them; they are just as likely to explore the market but use offline channels as well as the Internet (ultimate multi-channel shoppers). Peace-of-mind seekers do not actively look for all purchase opportunities, but are happy to receive advice; they use the Internet less than the other types and their key notion is confidence/security, they prefer personal contacts both during the orientation phase as well as when purchasing. Lastly, the convenience seekers often know what they want, and perform targeted searches to find what suits them; they are the least intensive channel users, the Internet plays an important role but with less of the self-service element, purchases are more likely to be made in-store, and they are less likely to consult social contact and others opinions.

**COMPARISONS AND PRICE / EVALUATION**

The evaluation of alternatives stage in the consumer decision-making/buying process involves the analysis and evaluation of different solutions found in the information search (Butler & Peppard, 1998). While traditional sources of information include e.g. past experiences and marketing sponsored information, the online environment and new technologies (e.g. intelligent shopping agents) enable consumer to make more defined and effective evaluations (Butler & Peppard, 1998). Online shopping comparison sites (price comparison sites), shop-bots and Internet/recommendation shopping agents that provide consumers with access to price and product information, have become a common element for online shoppers today (Häubl & Trifts, 2000); Punj, 2012; Jung, Cho & Lee, 2014). Price comparisons play an important role both in reducing search costs and in changing the perception of prices, price comparison sites help decision-making by providing price comparison information, which is rarely found in the traditional shopping context (Brynjolfsson & Smith, 2000). Senecal, Kalczynski and Nantel (2005) find that consumers who follow online product recommendations have more complex online shopping behaviors than consumers who do not. Park and Gretzel (2010) note that consumers that exhibit high perfectionism in shopping tend to engage in more comparisons and elaborate searches and comparisons. As previously mentioned consumers can for instance examine a good in-store and then end up purchasing it online (due to e.g. lower price), or they may search for information online but then purchase the good in a physical store (Farag et al., 2007; Puccinelli et al., 2009; Brynjolfsson et al., 2013). Wolny and Charoensuksai (2014) mention the different notions of going from a physical store to purchase online (show-
rooming, eMarketer, 2012), and going from online stores to purchase in store (web-rooming, Phillips, 2013) (p. 318).

**H 3:** Online shoppers have a higher tendency for comparing across websites than using price-comparison sites.

**WINDOW-SHOPPING**

Window-shopping is described as a common activity among both traditional and online shoppers (Xia, 2010); and as mentioned earlier, online shopping can be an enjoyment activity as well as a functional one, just as in-store shopping can (Wolfinbarger & Gilly, 2001; Bridges & Florsheim, 2008). Consumers’ online browsing behavior is mentioned as being influenced by both the consumer characteristics as well as retail environment (Puccinelli et al., 2009; Punj, 2012). Bridges and Florsheim (2008) describe a phenomenon known as *flow*, where the elements of it can be divided into two categories, namely: functional (e.g. satisfying shopping experience – utilitarian goals) and hedonic (time distortion, arousal, escaping online) flow elements. The affective influences (e.g. mood/emotions) as well the perceptual influences (e.g. graphic information) in the online setting can influence decision-making, since a psychological state of *flow* is a characteristic of the online setting (Hoffman & Novak, 1996). Flow can contribute to an enjoyable and enhances online experience that can lead to increased shopping or browsing (Bridges & Florsheim, 2008). Online shoppers that view the shopping as a fun and experiential (e.g. entertainment-seeking) activity may use the shopping cart as a place to put items for hedonic (enjoyment) reasons (Wolfinbarger & Gilly, 2001). While the cart can be used for entertainment reasons, it is also argued to be as a potential tool for online shoppers to organize their research, consumers may use the cart to e.g. narrow down selections and evaluate items of interest closer (Bloch, Sherrell & Ridgway, 1986). Kukar-Kinney and Close (2009) also argue that the cart can help customers to evaluate prices in a more organized display.

**H 4:** Male online shoppers engage less in enjoyment shopping than female online shoppers.

**SHOPPING CART – PURCHASE / TERMINATION**

The purchase stage in the consumer decision-making process is concerned with the action/activity of the purchase, including the issues of e.g. *means* of purchase, *where* to purchase as well as the actual decision to buy (Butler & Peppard, 1998). Butler and Peppard (1998) explain that relevant aspects of this stage are e.g. ease of ordering, payment, and the cost of potential shipping fees. It is important to note here that consumers do not only shop to buy (Butler & Peppard, 1998), other motives include e.g. learning about new trends and escaping from daily routines (Butler & Peppard, 1998; Wolfinbarger & Gilly, 2001). Thus, at this stage there is a risk that consumers also abandon the cart and terminate their shopping journey (Kukar-Kinney & Close, 2009). Kukar-Kinney and Close
(2009) describe consumer cart abandonment as occurring when consumers add goods to their shopping carts but for several reasons; end up leaving the site without going through with the purchase. As mentioned in the previous section, there may be different reasons for that behavior, Wolfinbarger and Gilly, (2001) argue that abandoning the shopping cart is more likely to occur if a consumer’s shopping journey is for enjoyment reasons.

**H 5:** Online shoppers that engage more in enjoyment shopping have a higher tendency of terminating the purchase process.
4 Empirical findings

In the following section the results of the quantitative data collection are presented. The results are comprised of data from 272 respondents, male and female, in different age groups. The findings are presented according to the order of the 11 questions in the administered survey.

4.1 Survey – quantitative findings

The first two questions (1-2) asked were pertaining to the gender and age of the respondents. The results indicate that the gender distribution of the respondents is 40% male and 60% female. In terms of age, the respondents were divided into five categories within the range of 18-60+ where the age group 0-17 is not included. The particular age range was selected in order to cover a vast age population and divided according to suitable age groups for the research. The respondents are shown below (Figure 4) according to the following age groups and response percentage: 18-29 (42%), 30-39 (19%), 40-49 (17%), 50-59 (17%), and 60+ (5%).

![Figure 4. Age distribution of respondents](image-url)
Question number three (3); read “How often do you shop online?” was asked in order to determine the frequency of the respondents’ online shopping, the results are shown in Figure 5. Most respondents (about 37%) indicated that they shop online once or more per quarter, and the second highest answer indicated that around 31% of the respondents shop online once or more per month. There is a slight gender difference in terms of the shopping frequency here, where male shoppers show a higher frequency for shopping one or more per month. 13% percent of respondents indicated that they shop online once or more in six months, and the same amount (13%) indicated that they shop online once or more per year. 3% of the respondents answered that they did not shop online, and at about the same percentage, respondents indicated that they shop online once or more per week. There is also a noted difference in online shopping frequency depending on age, where the younger the age groups the higher the level of frequency for online shopping. With an increase in age group the frequency levels become more uniform across the scale.

![Online shopping frequency](image)

**Figure 5.** Online shopping frequency

The forth question (4) asked was concerning the most frequent goods/products shopped online, phrased as “What do you shop online the most?” According to the results (see Figure 6.), the respondents indicated that they mostly shop online for the following goods (in a descending order): Clothes/shoes (68.3%); Media (48.1%); Consumer electronics (28.4%); Cosmetics/skin care/hair products (26.7%); Whole foods/food supplements/pharmaceutical products (23.5%); Sporting goods/ outdoor equipment (21.4%); Other (14%); Furniture / interior décor (7%); Toys (7%). In the category “Other” the main answers that were added mentioned tickets of different sorts (travel, entertainment) and accommodations (vacation homes, hotels), other answers mentioned in this category are contact lenses, pet food, spare parts for cars as well as a few others.
Furthermore there is a noticed difference in the most frequently goods/products shopped online when comparing the results among male and female respondents. The top 5 highest rated categories for men are (in a descending order): Clothes/shoes, Media, Consumer electronics, Sporting goods/outdoor equipment, and Whole foods/ food supplements/ pharmaceutical products. For women the top 5 categories were (in a descending order): Clothes/shoes, Media, Cosmetics/ skin care/ hair products, Whole foods/ food supplements/ pharmaceutical products, and Consumer electronics.

**Question number five (5)** was concerning the main advantages of online shopping for the respondents in comparison to shopping in physical stores, with the following formulation: “What are the 3 main advantages of shopping online instead of shopping in physical stores?” The highest indicated aspect was that of convenience /comfort (26%), followed by the aspect of online shopping being cheaper (21%) as well as being time-saving (21%). Respondents indicated the “easier to find the right product” at 11% and the “other” at 2%. Answers indicated as “other” included primarily the aspect of online shopping being available 24/7 with no restriction of opening hours, as well as to preferring online shopping due to the lack of physical stores in certain areas, and being able to avoid crowds. There is a slight variation in response depending on age categories; while the main reason for shopping online in the 18-29 category is convenience followed by wider assortment, the main reasons in the 30-29 age category is due to lower prices followed by convenience.
**Question six (6)** asked about the reason/ intentions for visiting online stores, formulated as “I visit online stores in order to...?”, followed by four possible answers on a frequency scale ranging from “Always – Never” with additional frequency options in between. The respondents were given the task to assign frequency levels to the following statement categories: “Get inspiration for future purchases”; “Collect information for purchases in physical stores”; “Shop online”; and “Window shop (browse – with no intent to shop)”. The results shown below (Figure 7) indicate that: “Often” was the main frequency selected (43.3%) by respondents for the category “get inspiration”; for the category “get information” the main frequency selected was “sometimes” (40.4%); for the category “shop online” “often” was indicated (43.4%); and for the category “window shop” two equally indicated frequencies were selected (at 27.9% for both) “often” and “sometimes”. There are some notable response variations in terms of gender; the gender difference is most notable in the “window shop” category where the main response for female respondents is “often” and the main response for male respondent is “rarely”. Female respondents also show a higher tendency in terms of “getting inspiration for future purchases”.

![Figure 7. The advantages of online shopping](image-url)
Question seven (7) deals with the nature of navigation when searching for / accessing online stores. The question was phrased as follows: “In order to easily access my favorite online stores I…?” The respondents were given multiple options to choose from. The results are shown below in Figure 9. The two main responses given are “Search for them directly” at 55%, and “Save them on my computer/browser” at 24%. There are some differences both in terms of age and gender: male respondents indicate that they use bookmarks more than female respondents; and age differences indicate that younger respondents tend to use both bookmarks and save sites on smartphones slightly more than older respondents.

**Figure 8.** Reasons for visiting online stores

**Figure 9.** Navigating to / accessing an online store
Question eight (8) is concerned with examining the respondents’ approach before and while embarking on the online shopping journey. The question was phrased as following: “When I plan to purchase something online I usually…?” The respondents were given different categories for which to rate the main frequency levels in terms of their approach when shopping online. The frequency options are the same as mentioned in question 6, with a range from “Always – Never” and additional frequency options in between. The main frequency selected for the category “know exactly which store to order from” is “often” (46.5%); for the following category “compare the assortment online across different websites/stores” “often” was selected (45.3%); the third category “compare the online assortment with the one in physical stores” 33.5% was assigned to “sometimes”; and lastly, the category “use price comparison sites” got 31% for both “often” and ”sometimes” (31%). See Figure 10 below.

Figure 10. Approach when commencing online shopping

There were no significant response differences in terms of age, however in terms of gender three of the four options were affected. In the “compare the assortment online across different websites” option it was indicated that male respondents engage in that behavior more than female respondents, where there was a higher tendency for selecting the “always” option. In terms of “comparing the online assortment with the one in physical stores” female respondents indicated that they do so more frequently than male respondents. Lastly, the “use price comparison sites” option indicated that male respondents do so “often”, while female respondents indicated a higher tendency for the “sometimes” option.
**Question nine (9)** is regarding the search process involved in the pre-purchase phase of online shopping, formulated as follows: “What is the nature of the search process when you shop online?”. The respondents were given five options (including “other”) in order to describe the length of their search process as well as the level of comparisons. The results are show in Figure 11. The main category selected (at 60.9%) was the “Short search process online (some comparisons)”; the second (at 21%) was the “Long search process online (many comparisons)”; the third (at 18.5%) was the “Short search process online (no comparisons)”; and lastly, the “Long search process both online and offline (several comparisons)” at 7.6%. The open field for additional responses “Other” indicated that a few respondents noted that their search process may change depending on the good /product searched for and well as its value. Furthermore, there was a difference indicated in terms of gender that male respondents indicated that their search processes are more complex than female respondents search processes. There was a higher indication for both “long search processes online” as well as “long search processes both online and offline” for male respondents in comparison to the female respondents.

![Figure 11. The search process](image)

**Question ten (10)** was phrased as “What usually influences you to initiate an online purchase?”, with multiple options for the respondents to indicate what usually influences them to commence / begin an online shopping journey. The results are show in Figure 12. The main six categories selected are the following: “I realize that I need/want something” (86.4%); Web stores’ own page (29.7%); E-mail (29.2%); Friends/family (recommending something) (28.4%); Social media (advertisement) (24.6%); and “a visit at a physical store” (22%). The categories with lower percentages are presented in Figure 11. Additionally, the indications in “Other” are comprised of different mentions and include ones such as “YouTube channels”, influence of seeing someone who is wearing something, as well as a few commenting on the nature of unwanted marketing activities. The notable gender
differences are that female respondents tend to be more influenced by social media than male respondents, and male respondents indicated that they are more influenced by friends and family compared to female respondents.

![Figure 12. Influences of online shopping](image)

**Question eleven (11)** is regarding the reasons for terminating or abandoning a purchase and is formulated as follows: “What makes you terminate/abandon a commenced online purchase?”.

The respondents were given five category options for which to select the frequency leading them to potentially terminate an already initiated online purchase. The results are shown below in Figure 12. The following statements were selected at different frequency levels (indicating the main ones): “I want to examine the product/good in a physical store”, “sometimes” at 39%; “I have second thoughts / realize that I don’t want it”, “sometimes” at 50.2%; “I have put too many things in the shopping cart and can’t make up my mind”, “rarely” (30.9%); “I don’t want to / can’t wait for delivery”, “rarely” (40.8%); “I discover that there is a shipment fee that I wasn’t aware of”, “sometimes” (33.3%). Additional mentions in the “Other” section are comprised of answers such as: strange demands on shipment and indications of scam web sites, computer/IT issues, complicated web sites, complicated processes, insufficient information about terms and conditions, use of...
shopping cart as to-buy list with no intention to purchase, and negative/bad reviews on the web shop/site.

Figure 13. Reasons for terminating online shopping

The main differences in terms responses seem to be based on gender, the only option with no significant differences is the first one. In the notion of having “second thoughts” there is a higher tendency for female respondents for both the “often” and “sometimes” option. The third, forth and fifth option show significant differences in terms of gender; female respondents show a significantly higher indication for “having too many things in the shopping cart”, they also have a significantly higher tendency for “not wanting to wait for delivery” as well as “discovering that there is an unexpected shipment fee”.

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5 Analysis and discussion

The following chapter analyzes and discusses the findings in relation to the theoretical framework presented earlier, the chapter consists of two sections: The elements of Swedish consumers’ online shopping journeys (5.1) and The journey map (5.2). The structural outline of the chapter will follow a logical process in terms of combining the empirical results and the theory to ensure the most suitable fit between the two parts.

5.1 The elements of online shoppers’ journeys

This section combines the empirical findings and analyzed them in relation to the theory as well as in relation to the developed hypotheses.

DEMOGRAPHICS

The data collection yielded a sample of 272 respondents, however 7 respondents indicated that they do not shop online thus the useable sample arrives at 265 respondents. The gender distribution of the sample is 40% male and 60% female respondents. The highest male response rate is in the age category 30-39, while the highest female response rate is highest in the 40-49 age category; the highest response rate overall is in the age category 18-29.

In terms of the geographical aspect and focus on Sweden it is relevant to mention the inclination of Swedish consumers towards online shopping. It can be argued that since 70 percent of the Swedish population is said to have purchased goods or services online in 2014 (SCB, 2014), there is enough evidence to suggest that online shopping is a common activity for the Swedish consumers. Therefore, issues of trust and technology acceptance, that is nonetheless a relevant factor in the field of e-commerce, will not been focused on in the study. As the use of the Internet and general involvement concerning online shopping is relatively high in Sweden, this particular topic will not be assumed as being a substantial factor in terms of limitation.

ONLINE SHOPPING BEHAVIOR AND SWEDISH CONSUMERS

In Sweden, it is said that 35 percent of consumers in the ages 18-79 claim to shop at least once a month (E-barometern, 2014). The findings in this study show that the majority (about 37%) of the respondents indicated that they shop online once or more per quarter, and the second highest answer indicated that around 31% of the respondents shop online once or more per month. Which can be seen are relatively congruent in term of existing research.
The empirical findings in this study indicate that the top five most shopped categories are: Clothes/shoes (68.3%); Media (48.1%); Consumer electronics (28.4%); Cosmetics/skin care/hair products (26.7%); Whole foods/food supplements/pharmaceutical products (23.5%). Which is seen as congruent with the previously stated fact that while the most popular segments for the Nordic countries combined are (in descending order): clothes/shoes; consumer electronics; books/media; and cosmetics/skin-care/hair-care. The research in Sweden indicated the same top categories as in this study, namely that books/media are the second most popular category, while consumer electronics are at a third place. (E-barometern, 2015). The congruence of the empirical findings in this study and the ones mentioned in theory and previous research suggest that the study may very well be reflecting the true results in terms of the greater Swedish population.

REASONS FOR ONLINE SHOPPING

The empirical findings show that respondents value the convenience aspect of online shopping the most, followed by the price aspects (potential for cheaper products online), and the time-saving element. Other answers indicated also the aspect that online shopping stores are available 24/7 with no restriction of opening hours, as well as to preferring online shopping due to the lack of physical stores in certain areas, and being able to avoid crowds. This is supported in existing theory as convenience is often described as the main motivation as to why consumers chose to shop online (Chen & Chang, 2003; Jiang et al., 2012). In addition to online shopping being convenient, consumers are also said to find the lower prices appealing (Chen & Chang, 2003). Thus, the results are argued to be consistent with previous research and in turn confirms the reliability of the study.

INTENTION AND PURPOSE OF ONLINE SHOPPING

As previously mentioned consumers do not only shop to buy but have other motives as well which include e.g. learning about new trends and escaping from daily routines (Butler & Peppard, 1998; Wolfinbarger & Gilly, 2001). The findings of this study show that in terms of consumers’ intentions for visiting online stores, respondents of the survey indicated that the sometimes visit online stores to simply gather information (40.4%), while also to shop online which was indicated to be often by 43.4% of the respondents. For the category of visiting online stores to “window shop”, respondents replied that they both oftentimes and sometimes do that at a 27.9% rate for both. There were some notable response differences in terms of gender; where the female respondents indicated that they oftentimes visit online stores to window shop and the main response for male respondent was that they rarely do it. Female respondents were also seen as showing a higher tendency in terms of visiting online stores to gather inspiration for future purchases. These findings are also supported in previous arguments that online shopping can be an enjoyment activity as well as a functional one (Wolfinbarger & Gilly, 2001; Bridges & Florsheim, 2008)
Thus the hypothesis: “(H 4): Male online shoppers engage less in enjoyment shopping than female online shoppers.” can be accepted, since results clearly indicate that male respondents had a lower tendency for engaging in enjoyment shopping compared to the female ones.

INFLUENCES ON ONLINE SHOPPING

On the topic of what influences consumers to embark on an online shopping journey, the following was indicated in the findings: the majority (86.4%) of respondents said that they themselves realize that they need/want something; the secondly stated influence was indicated as being a Web stores own page; followed by promotion e-mail; friends and family influence; social media, and a visit at a physical store. This question can be likened to the first stage of the consumer decision-making process (the need recognition stage) where the consumer gains an awareness of the need/want, and a problem definition takes place (Butler & Peppard, 1998). Molenaar (2010) also mentions an orientation stage, which comes first and takes place prior to/and outside of the actual need recognition stage, and that consumers at that stage do not think of themselves as engaging in a shopping activity. The marketing issue at this stage is said to be to recognize/identify the consumer and the problem (Butler & Peppard, 1998). The findings suggest a gender differences here in terms of the fact that female respondents tend to be more influenced by social media than male respondents; while male respondents on the other hand indicated that they are more influenced by friends and family compared to female respondents.

ONLINE NAVIGATION AND BROWSING

As mentioned previously, there is an affirmed significance of the use of hotlists in terms of web browsing behavior (Thakor et al., 2004). It is also said that browsing can lead to a more structured information search and information gathering, and thus indirectly influence purchasing behavior (Xia, 2010). It is additionally stated that users show a preference for accessing sites that are already stored in their hotlists, compared to those that need to be searched for; it is also claimed that users who categorize their hotlists have less need of search engines. On the topic of the nature of navigation when searching for and accessing online stores, the empirical results show two main responses: the first being that respondents search for sites directly through search engines (55%); and the second (24%) being that they save them on the computer/browser (meaning that they save them as bookmarks/hotlists). The third most popular option (11%) indicated that save them on their smartphone. In this category certain differences were also apparent in terms of both gender and age; where male respondents were shown to use bookmarks more than female respondents, and younger respondents were shown as using both bookmarks and save sites on smartphones slightly more than certain older respondents.

The use of bookmarks seems to be a relevant strategy for a number of respondents, and as theory proposes that bookmarks and hotlists have an effect on shopping behavior (Thakor
et al., 2004); the hypothesis: “**H 2: The use of bookmarks/hotlists is an important aspect of the online shopping journey.**” is argued as being fairly true and relevant to accept. Thakor et al. (2004) also emphasized the probability that certain sites such as e.g. Amazon.com or eBay that are among the first to be added to such lists benefit from it. Therefore, the use of bookmarks/hotlist can be argued as an important aspect of the online shopping journey.

**COMPARISONS / EVALUATIONS**

The evaluation of alternatives stage in the consumer decision-making/buying process is described as involving the analysis and evaluation of different solutions found in the information search (Butler & Peppard, 1998). It is also said that certain sources of information such as past experiences and marketing sponsored information can influence consumer to make effective evaluations (Butler & Peppard, 1998). The findings of this study show that when planning to make an online purchase, 46% of the respondents indicated that they oftentimes already know exactly which store to order from beforehand. It can thus be speculated that they know due to previous experiences from that site, or because of the influence of e.g. marketing activities.

The online environment has brought about new technologies such as e.g. intelligent shopping agents enable consumer to make more defined and effective evaluations (Butler & Peppard, 1998). Furthermore online shopping comparison sites (price comparison sites), shop-bots and Internet/recommendation shopping agents provide consumers with access to price and product information, and have become a common element for online shoppers today (Häubl & Trifts, 2000); Punj, 2012; Jung, Cho & Lee, 2014). The empirical findings in this study show that when it comes to comparing the assortment online across different web sites/stores prior to making a purchase, 45.3% of respondents indicated that they often do so. The findings also show that male respondents engage in that behavior more frequently than female respondent.

When it comes to comparing the online assortment with the one in physical stores prior to making an online purchase, it was indicated that 33.5% of the respondents adhered to doing that sometimes. However, female respondents showed a tendency of doing so more frequently than male respondents. As previously mentioned consumers can for instance examine a good in-store and then end up purchasing it online (due to e.g. lower price), or they may search for information online but then purchase the good in a physical store (Farag et al., 2007; Puccinelli et al., 2009; Brynjolfsson et al., 2013). Price comparisons also play an important role both in reducing search costs and in changing the perception of prices, price comparison sites are said to help decision-making by providing price comparison information, which is less often found in more traditional shopping environments (Brynjolfsson & Smith, 2000).
The respondents in this study indicated that they use price comparison sites both often (31%) and sometimes (31%). While male respondents exhibited a higher tendency for doing so often, the female respondents indicated a higher tendency for doing so sometimes. Park and Gretzel (2010) argue that consumers who exhibit high levels of perfectionism in shopping tend to engage in more comparisons and elaborate searches.

The hypothesis: “**H 3: Online shoppers have a higher tendency for comparing across websites than using price-comparison sites.**” is thus confirmed since there is found to be a higher tendency overall for comparing across websites rather than using price-comparison sites.

**NATURE OF INFORMATION SEARCH**

As previously mentioned it has been recognized that large numbers of consumers search more for information online than through traditional offline sources (Alba et al., 1997; Häubl & Trifts, 2000). Punj (2012) emphasizes that the cost of search is lower in an online setting; and that in order for consumers to arrive at better-informed decisions they need to have good knowledge of how to search using the web and the relevant sites. In terms of the search process involved in the pre-purchase phase of online shopping, the following findings in this study were revealed: The main search process selected by 60.9% of the respondents was the short search process online with some comparisons; the second (at 21%) was the long search process online with many comparisons; and the third search process selected (at 18.5%) was the short search process online with no comparisons. The most complex, long search process both online and offline, with several comparisons got a 7.6% response rate.

Furthermore, the results indicated a difference in terms of gender, where the male respondents exhibited a higher tendency for more complex search processes than female respondents. There was a higher indication for both “long search processes online” as well as “long search processes both online and offline” for male respondents in comparison to the female respondents. Thus, the hypothesis: “**H 1: The perceived search process complexity is the same for both male and female online shoppers.**” cannot be accepted as true, due to the indicated discrepancies concerning the perceived complexity of the male and female respondents search processes.

The open field in the survey for additional responses showed that a few respondents noted that their search process might differ depending on the product being searched for and well as its value. As mentioned earlier, consumers going through the different stages of the buying process are said to be influenced by the level of involvement associated with the good/product being purchased (Constantinides, 2004; Puccinelli et al., 2009). Thus, the complexity of the purchase is said to depend on the type of product being searched for. It is argued that high involvement products require longer searches, and that the decision-
making process tends to be shorter for routine purchases (Solomon, 2002; cited in Wolny & Charoensuksai, 2014). The aspect of involvement has thus been implied to some degree in the findings and makes for a relevant suggestion in terms of future examinations regarding the consumer online search processes.

**TERMINATING PURCHASES**

The purchase stage in the consumer decision-making process is said to be concerned with the action/activity of the purchase, including the issues of e.g. *means* of purchase, *where* to purchase as well as the actual decision *to purchase*; the relevant aspects of this stage may be the ease of ordering, payment and the cost of potential shipping fees. (Butler & Peppard, 1998). Thus, at this stage there is a risk that consumers might abandon the cart and terminate their shopping journey (Kukar-Kinney & Close, 2009).

In terms of the reasons for terminating or abandoning an initiated purchase, survey respondents were given five category options to chose from and to the estimated frequency of that factor being the relevant one in leading them to terminate an already initiated online purchase. The want to examine the product/good in a physical store indicated a 39% rate for being the reason sometimes. Having second thoughts / realizing that the shopper doesn’t want it, was sometimes the case at a rate of 50.2%. The issue of having put too many products in the shopping cart and being unable to decide, got a 30.9% for rarely being the case. Not wanting to / being unable to wait for delivery was rarely the case at a rate of 40.8%. Discovering that there is an unexpected shipment fee was sometimes the reason, at 33.3%.

Additional indicated reasons for terminating an initiated online purchase are the following: strange demands on shipment and indications of scam web sites, computer/IT issues, complicated web sites, complicated processes, insufficient information about terms and conditions, use of shopping cart as to-buy-list with no intention to purchase, and negative/bad reviews of the web shop/site.

In the category of terminating shopping journeys due to second thoughts there is a higher frequency for female respondents to be more likely to experience (both often and sometimes). The third, forth and fifth option show significant differences in terms of gender; where female respondents show a significantly higher indication for “having too many things in the shopping cart”, they also have a significantly higher tendency for “not wanting to wait for delivery” as well as “discovering that there is an unexpected shipment fee”. Wolfinbarger and Gilly (2001) argue that online shoppers who view the shopping as a fun and experiential (e.g. entertainment-seeking) activity are said to potentially be using the shopping cart as a place to put items for hedonic (enjoyment) reasons; and while there may be many reasons for terminating a shopping journey, it is suggested that abandoning the shopping cart is more likely to occur if a consumer’s shopping journey is for enjoyment reasons.
As female respondents in this section seem to exhibit a higher tendency for terminating the purchase process, on account of the abovementioned reasons; and since it was established earlier in H 4 that male respondents engage less in enjoyment shopping than their female counterparts, it can be assumed that the hypothesis: “H 5: Online shoppers that engage more in enjoyment shopping have a higher tendency of terminating the purchase process.” is true and that those respondents that engage less in enjoyment shopping also have a lower tendency of terminating shopping journeys and abandoning shopping carts.
5.2 The journey map

In this section an illustration of online consumers’ shopping journeys is presented and discussed in relation to previous theory and the empirical findings of this study.

The premise for presenting a new map of online consumers’ shopping journeys has been the empirical research conducted in this study, as well as the inspiration found in previously mentioned and existing theory such as: the ORCA model by Molenaar (2010), the consumer journeys developed by Wolny and Charoensuksai (2014), as well as the consumer buying process developed by Engel et al. (1973).

They model aims to illustrate a fluid customer journey which incorporates and recognizes the relevant touchpoints and multi-channel aspect that are present in today's shopping journeys; as well as maintaining the logical order of the consumer buying process. In addition to recognizing the different touchpoints and multi-channel aspects throughout the journey, the model also incorporates certain elements found during this study, such as the element of navigation; as well as emphasizing the use of relevant tools (e.g. bookmarks/hotlists). The illustration is presented below in Figure 14, as the “Pre-purchase online shopping journey”.

![Pre-purchase online shopping journey](image)

Figure 14. Pre-purchase online shopping journey
The following are the elements considered in the pre-purchase online journey (illustrated above in Figure 14).

As previously mentioned the order of the steps in the illustration are based on the consumer buying process by Engel et al. (1973), which is seen as a logical and relevant process. Since the current study focus in on the pre-purchase journey, the post-purchase step from the traditional model is excluded; the need/recognition step is included but is considered under the pre-purchase step, which is to some extent inspired by Wolny and Charoensuksai (2014). Furthermore, the notions of fluidness and multi-channel touchpoints (e.g. in-store shopping and access through different devices) are also taken into consideration based on arguments and concepts from Molenaar (2010) as well as Wolny and Charoensuksai (2014).

The empirical findings of the current study are also included throughout the model, in terms of e.g. navigation, as well as other additions and confirmations to the previous steps and elements (e.g. terminating purchases). The pre-purchase stage of the model deals with the initial influences and entrances into the online shopping journey, e.g. the inspiration from an actual retail web site and due to in-store inspiration. The main points added in terms of the navigation step is the use of bookmarks/hotlists, which has proven to be relevant in terms of guiding the online shopping journey, as mentioned in the previous section. The information search stage recognizes the search across numerous websites as well as the fact that some searches continue in-store. The evaluation stage mentions both across-site comparison as well as the use of price-comparison sites (this stage can also lead to shoppers continuing their search in-store). The purchase stage mentions the purchase activity itself (briefly, since the focus in on pre-purchase) as well as emphasizing the termination (shopping cart abandonment) aspect of that stage, which in turn also can lead to in-store shopping.
6 Conclusion

The purpose of this study was to investigate the elements of Swedish online consumers’ pre-purchase journeys and to contribute in terms of illustrating the online shopping journey in today’s online environment from a consumer perspective.

The purpose was achieved by investigating the elements and steps involved in the online shopping journey of 265 Swedish online shoppers and by examining existing relevant theories in relation to that. In order to further examine the specific elements of Swedish shoppers’ online journeys, a fundamental understanding of Swedish online shoppers was first established in terms of their online shopping habits. Since the majority of Swedes take part in online shopping and have access to the Internet, the relevance of trust issues and risk in terms of online technology was a less important factor in this particular study. It was found that 31 percent of the population (aged 18-79) shop online once or more per month, which is congruent with the larger study conducted by E-barometern (2015), allowing for greater generalizability. The top three most shopped categories are found to be: clothes/shoes, media, and consumer electronics, the results are also consistent with the research by E-barometern (2015) in terms of the Swedish population.

The online shopping journey is illustrated in terms of a model developed in relation to the findings and research conducted combined with previous theories. The illustration portrays a fluid online shopping journey model while recognizing several aspects in terms of multi-channel shopping and different touchpoints that are relevant in today’s shopping environments. Furthermore several elements of the online shopping journey were established. This in turn allowed for certain conclusions to be made based on the outcomes of the analysis.

The main reasons for shopping online were found to be convenience factors followed by the aspect of price and then the time-saving element, which was also found to be relatively consistent with previous literature. In terms of the intentions and purpose for visiting online shopping stores a main reason was found to be the purpose of gathering information with about 40 percent of shoppers indicating that they do it sometimes and about 43 percent said they do it in order to shop online. The interesting finding in this category was regarding window-shopping; where it was found that female shoppers visited online stores both in terms of window-shopping and gathering inspiration significantly more so than male shoppers. Which led to be concluded that male shoppers engage less in enjoyment shopping than female shoppers.

In terms of what influences consumers to embark on an online shopping journey, it was found that the majority of respondents indicated that they realize that they need/want something themselves, followed by being influenced by a Web store’s own page. The findings suggested a gender differences in terms of the fact that female shoppers were more...
likely to be influenced by social media than male respondents, while male respondents on the other hand indicated that they were more influenced by friends and family.

On the topic of navigation it was found that respondents mainly search for sites directly through search engines, and the second most frequent option is to save them on the computer/browser (meaning that they save them as bookmarks/hotlists). The use of bookmarks was assumed to be a relevant strategy for a number of respondents, and was found to be an important aspect of the online shopping journey in terms of navigation.

The findings showed that when consumers were planning to make an online purchase, 46 percent of the shoppers oftentimes already know exactly which store to order from beforehand. It is speculated that they know due to previous experiences from that site, or because of the influence of e.g. marketing activities. The shoppers were also shown as using price comparison sites both often and sometimes; male shoppers however exhibited a higher tendency for doing so often, and the female shoppers were found to do so sometimes. The outcome thus confirmed that there is an overall higher tendency for shoppers to comparing across websites rather than using price-comparison sites. When it comes to comparing the online assortment with the one in physical stores prior to making an online purchase, about 34 percent of online shoppers agreed to sometimes doing it, and the female shoppers were found to be doing so more frequently than male shopper. Regarding the nature of online shoppers’ search processes a difference in terms of gender was found, where the male shoppers were shown to have a higher tendency for more complex search processes than female shoppers. There was a higher indication for both “long search processes online” as well as “long search processes both online and offline” for male respondents in comparison to the female respondents.

Lastly, on the final issue of what leads online shoppers terminate already initiated online purchases; the main reason was found to be that shoppers have second thoughts / realize that they don’t want it, and secondly that they wanted to examine the product/good in a physical store. Furthermore, in the same category of terminating shopping journeys due to second thoughts there is a higher frequency for female respondents to be more likely to experience it (both often and sometimes). The third, forth and fifth option show significant differences in terms of gender; where female shoppers show a significantly higher indication for “having too many things in the shopping cart, they also show a significantly higher tendency for not wanting to wait for delivery as well as being likely to discovering that there is an unexpected shipment fee. As female respondents in this category seem to exhibit a higher tendency overall for terminating the purchase journey than male shoppers. It became apparent that the shoppers who engage less in enjoyment shopping also have a lower tendency of terminating shopping journeys and abandoning shopping carts.

It is important to know and understand the ways in which consumers shop as it is an evolving field, changes are fast and as technology develops it is important to stay updated
on the processes. Thus creating a process map proved as an interesting addition in terms of allowing for a simple illustration of scientific research that could be of great use for practitioners as well. Updating the consumer journey model continuously could provide a welcome and beneficial perspective to the field due to rapidly changing developments in the realm of e-commerce.

6.1 Limitations

The limitations of this paper are mainly concerned with the aspects of time and scope limiting the sample sizes and further in-depth investigations of the paper. The main limitation in terms of the research was the fact that qualitative findings were omitted due to unforeseen circumstances. The extensive field of consumer behavior is characterized by low levels of generalization due to the vast array of alternatives and personal choices in terms of individual preferences, strategies, needs, and tastes. Furthermore the sample size in terms of the quantitative data collection could be further expanded upon, while it is argued that the study would benefit from having a qualitative research as well. Another limiting factor is the geographical restriction and sole focus on the Swedish market, which adds restrictions in terms of international generalizability as it may differ from other markets. The differences in terms of respondents’ gender and age can also be seen as a limitation since a more even distribution is usually to be preferred. Furthermore, the use of statistical tools in the analysis might prove beneficial in of discovering additional outcomes.

6.2 Implications and future research

The attention on customers’ individual approaches to online shopping and the activities within that process are seen as an interesting research area and one that the author sought out to explore in this paper. Additional information about the customer journey leading up to a purchase has the potential to be of great value for marketers and businesses within the field and provide them with valuable information. The overall contribution of this research is adding to the insight and deeper understanding of the different steps that are involved in consumer online shopping journeys. Thus, providing interesting perspectives in terms of both theoretical and managerial implications. As the dynamic and technology-driven marketplace of e-commerce is developing it is inevitably calling for scientific research to mirror these advancements and keep developing in line with it. This paper has made an attempt to sustain the research within the field and hopefully add some valuable perspectives that contribute in terms of contemporary scientific research.

The theoretical implications of this research lie in their contribution to the research and literature within the field of online shopping and consumer behavior, and do so with a focus on the Swedish online marketplace and an emphasis on Swedish consumers. The paper contributes as well in terms of a more focused view on the pre-purchase phase of online
shopping, adding a clearer overview of the different steps involved in the consumers’ online shopping journey.

The managerial implications of this research contribute to a more straightforward overview of the consumers’ online shopping journey in terms of combining scientific research and theories with a more practical outlook that can be easily understood by managers working within the relevant business areas and others with an interest in the field.

Future research suggestions for similar studies include an increase of the population sample size as well as a more even distribution in terms of gender and age groups. The subject of consumer behavior in relation to online shopping remains a topical matter and further research focusing on the individual strategies and personalized habits of consumers would be welcomed. Furthermore, the aspects of demographic as well as geographic differences stand to be emphasized, especially since the online marketplace is changing rapidly and is characterized by a dynamic environment. Future research could also add value by developing a theoretical framework and conceptual model that are further away from traditional consumer theories; new approaches adjusted to the changing and dynamic environment of e-commerce/online shopping could be beneficial for both researchers and practitioners.
References


Molenaar, C. (2010). Shopping 3.0: Shopping, the Internet Or Both? Gower Publishing Ltd.


Park, Y., & Gretzel, U. (2010). Influence of consumers’ online decision-making style on comparison shopping proneness and perceived usefulness of comparison shopping tools.


Appendix A – Online shopping survey

The survey was administered in Swedish in order to increase response rates, and was later translated into English. The following is the original administered questionnaire in Swedish.

1. Kön (Gender)
   - Man (M)
   - Kvinna (F)

* 2. Ålder (Age)
   - 18-29
   - 30-39
   - 40-49
   - 50-59
   - 60+
3. Hur ofta handlar du online?

- ○ En till fler gånger per vecka
- ○ En till fler gånger per månad
- ○ En till fler gånger per kvartal
- ○ En till fler gånger per halvår
- ○ En till fler gånger per år
- ○ Jag handlar inte online

Annan:

4. Vad handlar du mest online? (Välj max. 5 alternativ.)

- □ Media (böcker, CD-skivor, data/TV-spel, tidningar)
- □ Kläder / skor (dam, herr, barn)
- □ Hemelektrронik (dator/datatillbehör, ljud/bild, elektroniska hushållsapparater)
- □ Hälsokost / Kosttillskott / Apoteksvaror
- □ Kosmetika / hud- och hårvård
- □ Sport / fritidsartiklar
- □ Möbler / heminredning
- □ Leksaker och barnartiklar
- □ Annan:

Annan:
5. Vilka tycker du är de 3 viktigaste fördelarna med att handla online istället för i fysiska butiker?

- [ ] Det är bekvämare
- [ ] Det är billigare
- [ ] Det finns ett större/bättre utbud att välja bland
- [ ] Tidsbesparande
- [ ] Det är enklare att hitta rätt vara
- [ ] Annat

6. Jag besöker onlinebutiker för att...

<table>
<thead>
<tr>
<th>Alltid</th>
<th>Ofta</th>
<th>Ibland</th>
<th>Sällan</th>
<th>Aldrig</th>
</tr>
</thead>
<tbody>
<tr>
<td>få inspiration inför framtida köp och kolla in sortimentet</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>samla information inför köp i fysiska butiker</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>handla online</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
<tr>
<td>&quot;förstörschoppa&quot; (tidfordriv - utan att handla)</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
<td>☐️</td>
</tr>
</tbody>
</table>

7. För att enkelt komma åt mina favoritsidor online...

- [ ] sparar jag sidorna på datorn (bokmärken, listor i webbläsaren)
- [ ] sparar jag sidorna i mobilen
- [ ] söker jag direkt efter sidorna online (Google/sökmotor, adressfältet)
- [ ] skriver jag ner sidorna på papper
- [ ] Jag har inga favoritsidor.
- [ ] Annat

________________________
________________________
8. När jag planerar att köpa en vara online brukar jag...

<table>
<thead>
<tr>
<th>Våra</th>
<th>Altid</th>
<th>Ofta</th>
<th>Ibland</th>
<th>Sällan</th>
<th>Aldrig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Veta exakt valken websida jag ska beställa från</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>jämföra utbudet hos flera webbutiker</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>jämföra med utbudet i fysiska butiker</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>använda prissjämförelsesajter (t.ex. Prisjakt, Pricerunner)</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

9. Hur ser sökprocessen oftast ut när du ska handla online?

- ☐ Kort sökprocess online (inga jämförelser).
- ☐ Kort sökprocess online (några jämförelser).
- ☐ Lång sökprocess online (många jämförelser).
- ☐ Lång sökprocess både online och i fysiska butiker (flera jämförelser).
- ☐ Annat

  ____________________________

  ____________________________
10. Vad får dig oftast att påbörja ett köp online? (Fler alternativ möjliga!)

- TV/radio (reklam)
- Tidning (annons)
- E-mail (nyhetsbrev/erbjudande)
- Instagram/blogg
- SMS (erbjudande)
- Jag kommer själv på att jag behöver (vill ha) något
- Sociala medier (annons/reklam)
- Internet (annons/reklam)
- Vänner/bekanta (reklunderar en vara)
- Webbutikens egna sida (erbjudande/reklam)
- Ett besök i en fysisk butik
- Kundtidning/katalog
- Annat

11. Vad får dig att lämna/avbryta ett påbörjat köp online?

<table>
<thead>
<tr>
<th>Jag vill undersöka varan i fysisk butik</th>
<th>Alltid</th>
<th>Ofta</th>
<th>Ibland</th>
<th>Sällan</th>
<th>Aldrig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jag ångrar mig/isin att jag inte vill ha varan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag harlagt flera säker i kundkorgen och kan inte bestämma mig för allt.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag vill/kan inte vänta på leverans.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jag ser att det tillkommer en frakt som jag inte har räknat med.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Annat
Previous studies within the field of Business Administration consist of a BSc in International Marketing from the University of Jönköping as well as a MSc in Strategy and Organization from Vrije Universiteit Amsterdam.