

The omnichannel shopping journey

KEMÉNY, ILDIKÓ

Associate Professor, Corvinus University of Budapest, ildiko.kemeny@uni-corvinus.hu

NAGY, ÁKOS

Assistant Professor, University of Pécs, nagy.akos@tkk.pte.hu

SZÜCS, KRISZTIÁN

Associate Professor, University of Pécs, szucs.krisztian@tkk.pte.hu

NÉMETH, PÉTER

Assistant Professor, University of Pécs, nemeth.peter@tkk.pte.hu

SIMON, JUDIT

Professor, Corvinus University of Budapest, judit.simon@uni-corvinus.hu

Abstract

With the development of technology, new challenges are emerging in the retail industry also. One of them is called as omnichannel retail, which we examine from the customers' point of view. Thus, the other side of the coin, the omnichannel shopping behaviour is an exciting, new research area, which identifies complex, dynamic customer journeys in order to understand the novelties of the buying decision making process.

Beyond defining the new terms, we focus our research on two subcategories, namely the showrooming and the webrooming behaviour. These two approaches have been challenging both retailers and marketers on the companies' side.

In our empirical research, we examined the current state of the new phenomena, and measured customers' preferences in buying sporting goods in Hungary. Based on our CAWI survey with 1000 respondents, we analysed the most preferred customer journey types and could measure the usage of the existing showrooming and webrooming opportunities. Furthermore, we could identify four customer segments based on their preferences related to buying decisions. Important result is that the omnishopper segment could be identified, which means that this special type of buying behaviour is prevalent in Hungary.

Keywords: omnichannel shopping, customer journey, showrooming, webrooming