Hi! I'm Paula

Associate Professor of Marketing at the University of Burgos (Spain). My research areas include omnichannel marketing, digital marketing and the impact of technology on consumer behavior.
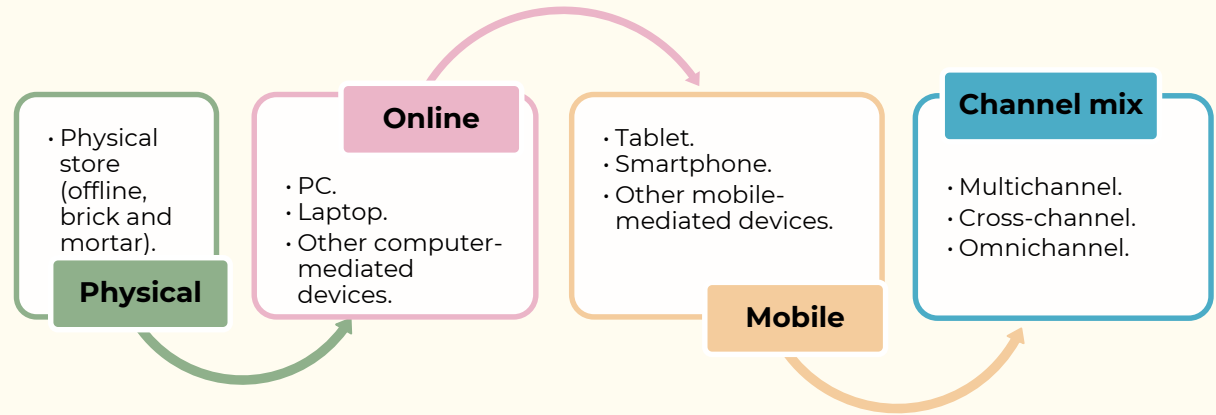
The session

Introduction

Technology and consumer evolution

Physical
- Physical store (offline, brick and mortar).

Online
- PC.
- Laptop.
- Other computer-mediated devices.

Mobile
- Tablet.
- Smartphone.
- Other mobile-mediated devices.

Channel mix
- Multichannel.
- Cross-channel.
- Omnichannel.

Consumer behavior has evolved in the last three decades as a consequence of the internet and technology evolution

Omnichannel management

Complex Customer Journey

The synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized.

We thereby acknowledge that the different channels interact with each other and are used simultaneously.

Verhoef et al. (2015)

Figures

- 💿 **69%** of consumers used their mobile devices to check products at home.

- 💿 **53%** used their smartphones to check reviews before talking to a store employee.

- 💿 By the year 2024, it is anticipated that "mcommerce" will constitute **40.4%** of total ecommerce sales.

- 💿 And by 2025, mobile sales are projected to account for **10.4%** of all retail transactions.

Source: Charlotte Blicher (2023)

Figures

- **71%** of customers consider their smartphone to be a major contributor to their in-store experience.

- Smartphone use affects over **28%** of the retail sales in the US.

- Mobile devices are one of the most common ways customers use to interact with omnichannel firms.
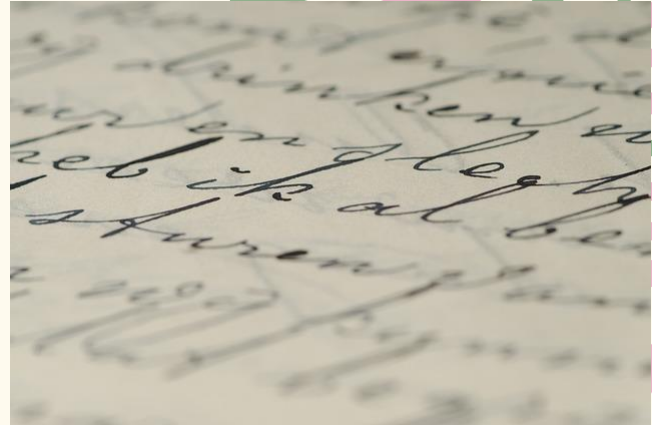
Our research

2017

Tell me what they are like and I will tell you where they buy. An analysis of omnichannel consumer behavior. Computers in Human Behavior, 68, 465-471.

2024

Effect of smartphone addiction on compulsive app downloading tendency: protective factors for generation Z consumers. Young Consumers, published online.

Research 1

Tell me what they are like and I will tell you where they buy. An analysis of omnichannel consumer behavior.

How two personal variables –impulsiveness and need for touch- influence the way consumers engage in omnichannel processes, **depending on each device** (PC vs. mobile)

Omnichannel process

Combined use of digital and physical channels in the two most critical stages of the decision-making process (Elliott et al., 2012).

OMNICHANNEL PROCESS BY MOBILE

+

OMNICHANNEL PROCESS BY PC

+

Consumer traits

Engaging in impulsive/contemplative behavior depends on consumers´ personality (Weinberg & Gottwald, 1982; Puri, 1996).

IMPULSIVENESS

Impulsive behavior

> The degree to which an individual is likely to make unintended, immediate and unreflective purchases.

Weun et al. (1998)

NFT

Contemplative behavior

> A preference for the extraction and utilization of information obtained through haptic system.

Peck & Childers (2003)

Hypotheses

Mobile omnichannel process

- The nature of mobile devices (proximity and immediacy) and mobile shopping quick responsiveness and convenience make the consumer more impulsive (Adelaar et al., 2003; Drosso et al., 2014; Lee et al., 2014; Watson et al., 2002).

- Mobile mk actions are designed to increase the sense of urgency (San-Martín & López-Catalán, 2013), which stimulate the impulse buying (Rook, 1987).

- Ubiquity is the main difference between PC and mobile devices (Okazaki et al., 2009). It allows to carry them everywhere and at all times, so consumers can search and purchase immediately (Li et al., 2012).

H1: Omnichannel process by mobile will be carried out more frequently by high impulsive consumers than by low impulsive consumers.

H2: Relative use mobile vs. PC in omnichannel processes is greater for high impulsive consumers than for low impulsive consumers.

Hypotheses

PC omnichannel process

- High NFT individuals access to haptic info at the evaluation stage in order to look for product info (Peck & Childers, 2003a) and to be sure about their judgements (Peck & Childers, 2003b).

- Computer characteristics provide better access to more information than mobile devices (Ozok & Wei, 2010) and enables info to be valued in a simpler and easier way (Strader & Inapudi, 2004).

- Info is crucial for higher NFT (Peck & Childers, 2003b), so computers will adapt better than mobile devices to perform the evaluation and decision process.

H3: Omnichannel process by PC will be carried out more frequently by high NFT consumers than by low NFT consumers.

H4: Relative use PC vs. mobile in omnichannel processes is greater for high NFT consumers than for low NFT consumers.

Results

OMNICHANNEL PROCESS BY MOBILE

<table>
<tr><td colspan="5" align="center">ANOVA for impulsiveness effects</td></tr>
<tr><td></td><td colspan="2" align="center">Impulsiveness</td><td>F value</td><td>P value</td></tr>
<tr><td></td><td>High (n=117)</td><td>Low (n=167)</td><td></td><td></td></tr>
<tr><td>Omnichannel process frequency by mobile   H1</td><td>1,957</td><td>1,674</td><td>6,043</td><td>0,015</td></tr>
<tr><td>Relative use PC vs. mobile   H2</td><td>0,389</td><td>0,566</td><td>6,573</td><td>0,011</td></tr>
</table>

OMNICHANNEL PROCESS BY PC

<table>
<tr><td colspan="5" align="center">ANOVA for NFT effects</td></tr>
<tr><td></td><td colspan="2" align="center">NFT</td><td>F value</td><td>P value</td></tr>
<tr><td></td><td>High (n=141)</td><td>Low (n=143)</td><td></td><td></td></tr>
<tr><td>Omnichannel process frequency by PC   H3</td><td>2,484</td><td>2,086</td><td>17,973</td><td>< 0,001</td></tr>
<tr><td>Relative use PC vs. mobile   H4</td><td>0,647</td><td>0,341</td><td>21,350</td><td>< 0,001</td></tr>
</table>

Conclusions

Mobile devices ubiquity and mk actions "calm" the urgent consumer needs.

Mobile sites must allow for fast and easy shopping.

Attractive calls to action, high usability with good quality images and only relevant information.

Transparency is basic to avoid negative experiences.

PC characteristics allow consumers to carry out the decision-making process with more detail.

Website design has an important role.

PC shopping entails additional time.

Haptic information: materials, textures, etc.
High-resolution images, zooms, and different views.

Research 2

Effect of smartphone addiction on compulsive app downloading tendency: protective factors for generation Z consumers.

How smartphone addiction impacts consumer consumption of apps and identify factors that may help prevent this addictive behavior (resilience, family harmony, social support and social capital) in young consumers.

Motivation

Mobile technology has potential side effects that cannot be ignored (Turel et al., 2021).

However, the potential negative role of smartphone addiction has not received much attention in consumer behavior studies.

The average person spends over **5h per day** on their smartphone (Kemp, 2023),

66% of smartphone users admit to being addicted to their devices (Darina, 2022; Ditrendia, 2021).

Gen Z is one of the most vulnerable age groups to develop smartphone addiction and smartphone-related behavioral problems (Kiss et al., 2020).

Proposal

Compulsive app downloading tendency: an individual's reduced control over [downloading] mobile apps (Okazaki et al., 2021).

Smartphone addiction: the "excessive use of smartphones in a way that is difficult to control, and its influence extends to other areas of life in a negative way" (Gokcearslan et al., 2016, p. 640).

Resilience: "a person's ability to maintain psychological wellbeing and adapt successfully to acute stress, trauma, or more chronic forms of adversity" (Choi et al., 2015, p. 309).

Family harmony: "a value that expresses the closeness, cooperation, and relationships among family members and contributes to the well-being of the individual" (Eksi et al., 2020, p.3).

Social support: "the perception that one is cared for, protected, respected, and valued by others and treated as a part of social network with assistance and commitment" (Eskandari and Baratzadeh Ghahramanloo, 2020, p.130).

Social capital: the resources embedded in social networks that individuals can use, access and mobilize for economic and noneconomic benefits (Chan, 2015).
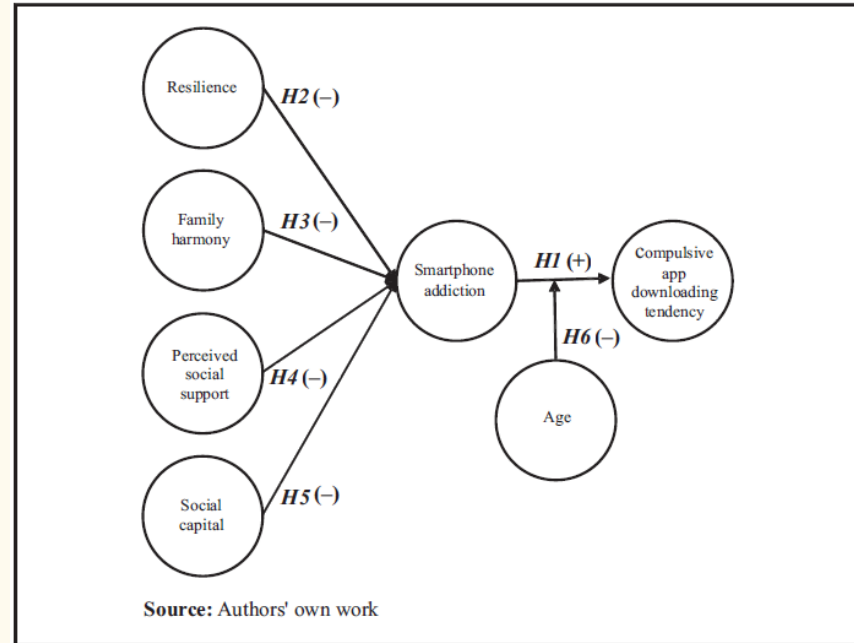

Figure 1 Proposed model

Source: Authors' own work

Table 3 Structural model estimation

Path	β
H1: Smartphone addiction → compulsive app downloading tendency	0.573***
H2: Resilience → smartphone addiction	−0.149**
H3: Family harmony → smartphone addiction	0.070$^{n.s.}$
H4: Social support → smartphone addiction	−0.013$^{n.s.}$
H5: Social capital → smartphone addiction	0.350**
H6: Smartphone addiction*age → compulsive app downloading tendency	−0.015***
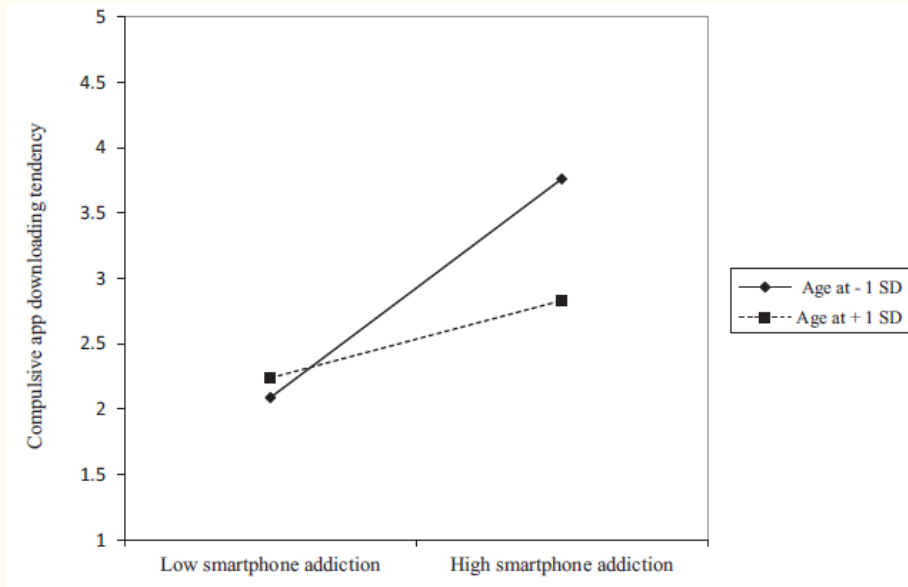
Results

Conclusions

Digital immersion and hyperconnectivity has increased compulsive and frequently erratic consumption patterns among young consumers.

Smartphone addicts tend to download apps impetuously, nonreflectively...

Social responsibility: permission marketing and help consumers to properly use their smartphones.

Any marketing communication requires a responsible approach.

Resilience as a cornerstone. Managers can use to promote healthy content downloading.

Different stakeholders involved

Promote safe environments.

Offer resources and information.

Thank you for your attention

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