

Lingerie Customer Value in an Omnichannel Environment

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Abstract

This study combines customer value creation and retail theories to identify sources of customer value creation within an omnichannel environment. This exploratory qualitative research included three information sources: (1) secondary data, (2) in-depth interviews with two intimate apparel retailing professionals, and (3) in-depth interviews with 22 women from various financial, social, and lifestyle backgrounds. Findings suggest customer value creation sources vary according to channel type. They also imply customer financial situation, lifestyle, physiological needs, and product category affect retailer brand choice. The same variables determine how they derive value from each source. We propose a customer brand channel choice model for the lingerie sector that could be tested in other inconspicuous products, such as fragrances. Managers and practitioners may benefit from the knowledge on customer value creation sources according to customer and channel characteristics.

Keywords: *Omnichannel; Lingerie; Value*

Track: Retailing & Omni-Channel Management