

Variety of shopping modes: Explaining consumers' adoption of diverse shopping strategies
from an optimum stimulation level perspective

Jean-Philippe Charron

Universidad Autónoma de Madrid

Ignacio Redondo

Universidad Autónoma de Madrid

Cite as:

Charron Jean-Philippe, Redondo Ignacio (2021), Variety of shopping modes: Explaining consumers' adoption of diverse shopping strategies from an optimum stimulation level perspective. *Proceedings of the European Marketing Academy*, 50th, (94563)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Variety of shopping modes: Explaining consumers' adoption of diverse shopping strategies from an optimum stimulation level perspective

Abstract

Technological advances have empowered consumers to use multiple shopping modes and retailers to increase their profitability through multichannel strategies. But pressure to reduce prices and provide costly services is seriously threatening the margins of many retailers. In an increasingly competitive environment, it is important to examine which shopping modes satisfy heterogeneous consumer preferences and which adaptation strategies provide better expectations for retailers. Our conceptual framework, consistent with the optimal stimulation level theory, proposes that the variety of shopping modes is attributable to the overall variety of consumer behavior. Our empirical research shows that a large majority of consumers prefer a low variety of shopping modes and confirms that this tendency is indeed linked to low levels of variety seeking in different behavioral areas.

Keywords: *showrooming; webrooming; omnichannel*

Track: Retailing & Omni-Channel Management