

Customer Journey Segments and Shopping Motives – Insights from Western and Eastern Europe

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Abstract

This study identifies six customer journey segments based on channel preferences in the search and purchase stage and cross-channel behavior (showrooming and webrooming). Based on two representative samples from Germany and Poland, results show that Polish customers are stronger represented in a cross-channel and low-interest segment, while German customers are stronger represented in multi-channel, single offline and single online segments. We explain these findings by differences in retail structures and income levels between Western and Eastern Europe. We further analyze the impact of a broader range on shopping motives on segment membership. Results contribute to the literature in omnichannel and international retailing.

Subject Areas: *Channels, Cross-cultural and International Marketing, Retailing, Segmentation*

Track: Retailing & Omni-Channel Management