

Persistence of customers during their shopping journey

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Abstract

Customer journeys take place over multiple channels and customers use different channels for different purposes. Since many channels are available to customers nowadays and they switch between them, several problems can arise during shopping journeys that may lead to cart abandonment, lower customer engagement and switching behaviour. When these shopping problems occur, customers may not persist and switch to alternative retailers. This research investigates how retailers can encourage customer persistence during their shopping journey and identifies the consequences of customer persistence for retailers. Preliminary findings show that customers are more likely to persist when retailers offer seamless journeys, good value for money, a unique offer, and switching costs. The effect of having a unique offer is strengthened by shopping journey seamlessness and relationships between good value for money, offer uniqueness and customer persistence are strengthened when customers perceive high switching costs. When customers persist, they are more likely to engage and less likely to switch to alternative retailers, which draws strong managerial recommendations for retailers.

Subject Areas: *Channels, Retailing*

Track: Retailing & Omni-Channel Management