

Too convenient? The value of mobile in-store search

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Too convenient?

The value of mobile in-store search

Abstract:

Brick-and-mortar retailers face increasing competition from digital channels, as consumers value the convenience of online shopping. To compete, traditional retailers leverage technology to enhance the customer experience. This includes app-based services to facilitate pre-purchase activities and improve in-store convenience. While previous research has focused on shopping-unrelated in-store phone usage, we explore the impact of mobile services on in-store behavior. In collaboration with an app provider and two DIY stores, we investigate how mobile service usage before and during store visits affects in-store movement and purchasing behavior. Our analyses reveal that using the app-based product search inside the store leads to longer shopping duration, more purchased items, and higher spending. Overall, our analyses contribute to the literature on service convenience, technology usage in retail, mobile services, and provide implications for retailers considering a service-introduction.

Keywords: location-based services, convenience, retail services

Track: Service Marketing & Service Innovation