



UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Shopping within today's retail environment
Understanding how the practice of shopping is performed in
regard to omni-channels

Simon Einarsson

Master Degree Project in Marketing and Consumption

Graduate School

Supervisor: Lena Hansson

Spring term 2020

Abstract

Proceeding from the practice theory perspective, the aim of this thesis is to contribute to a better understanding of today's shopping within the retail industry. The purpose of this thesis is to examine how the practice of shopping is performed within today's omni-channel based retailing. A qualitative study was executed in form of semi-structured interviews with nine consumers in order to analyze their shopping practices. The results gave insight into how omni-channels works in practice. The study showed that shopping mostly consisted of two different activities, finding inspiration or information and then making the actual purchase. These activities were performed on both online channels, such as the company website and on social media, but also in the physical store, creating both long and short customer journeys. The study also showed that different kinds of element arrangements are necessary in order to perform the shopping practice. The thesis added to current research within shopping as practice, omni-channel shopping and customer journey, by illustrating how the shopping is performed by interacting with companies using various channels. Further, the thesis contributed with managerial implications and theoretical knowledge by strengthen the understanding of how the practice of shopping is performed in today's retail environment.

Keywords: *Shopping, Shopping practice, Omni-channel, Customer journey.*

Table of contents

- 1. Introduction 3
- 2. Theoretical framework 8
 - 2.1 Shopping from a practice theory perspective8
 - 2.2 Omni-channel shopping11
 - 2.3 Customer journeys12
 - 2.4 Discussion of theories13
- 3. Method 15
 - 3.1 A qualitative method.....15
 - 3.2 Semi-structured interviews15
 - 3.3 Sample characteristics.....17
 - 3.4 Data analysis18
- 4. Result and analysis 20
 - 4.1 Understanding the practice of shopping in an omni-channel environment20
 - 4.2 The configuration of shopping elements.....25
 - 4.2.1 Digital devices and the human body itself.....25
 - 4.2.2 Different meanings steer the shopping28
 - 4.2.3 Competence necessary while shopping31
- 5. Discussion 36
- 6. Conclusion 40
- 7. Reference list..... 44

1. Introduction

The retail industry has been seen as an always transforming industry and is characterized by change (Hagberg and Fuentes, 2018). Correlating with the more digitalized society today, the retail industry is moving towards that same direction (Hagberg et.al, 2017). Together with the usage of internet higher up in the ages within the Swedish population (Internetstiftelsen, 2019), the digitalization is bringing new ways of shopping which in turn have changed consumers' shopping practices. As any other practice, shopping is dynamic and changes over time. The shopping practice consists of several activities, such as the purchase of the product but also other activities leading up to the purchase, such as finding shopping inspiration before making the actual purchase (Fuentes, 2014). The shopping practice also consists of different components; competencies, meanings and materials, containing elements which all are part of how the practice of shopping is performed (Fuentes et.al, 2019). A change in an element within the practice creates new ways of performing the practice as whole.

According to the Swedish e-barometern made by PostNord, the e-commerce in Sweden increased by 13 % in 2019 reaching a turnover of 87 billion SEK and is forecasted to further increase by 11 % in 2020. That would equal a turnover of nearly 97 billion SEK in 2020, compared to 14.3 billion SEK in 2006 (PostNord, 2020). As a correlating factor of the increased e-commerce, a rise of new digital channels is becoming available for customers when shopping, for example, mobile channels and social media (Verhoef et.al, 2015). A channel can be described as "a customer contact point or a medium through which the company and the customer interact" (Beck and Rygl, 2015, p. 170). A concept in close relation to channels is touch points, which can be described as interactions happening within different channels (Verhoef et.al, 2015). It can for example be a customer buying a product or giving feedback to a company using one of the available channels. These interactions between the company and the customer creates so called customer journeys, which consists of all the touch points being used by the customer while interacting with a company (Halvorsrud et.al, 2016). This rise in number of channels, thus also the number of touch points, creates new ways of shopping for people. Nowadays consumers are interacting with several different channels, such as the webpage or social media, and are not forced to visit the physical store or even using the computer to purchase their products. Instead, they can make purchases using one or more digital channels. For example, shopping a product using their smartphone while on the bus commuting to work.

As considered, companies are today exposed for a growing channel fragmentation, pushing them into trying to create an omni-channel approach within their business (Lemon and Verhoef, 2016). An omni-channel approach comprises a seamless experience for customers enabling them to shop from different kinds of channels whenever they want (Beck and Rygl, 2015). In other words, whatever channel is being used, that channel should be well integrated with the company and their other channels that are available for the customers, in order to create a good shopping experience. Verhoef et.al (2015, p. 176) defines omni-channel management as “the synergetic management of the numerous available channels and customer touch points, in such a way that the customer experience across channels and the performance over channels is optimized”. Something that should not be underestimated in this approach is the physical store that still is an important channel for interactions between companies and their customers, also in this more digitalized society (Hagberg et.al, 2017). The majority of the purchases are still made in physical stores within city centers or shopping malls, where approximately twice as much customers purchased their last product compared to online purchases, according to a customer survey (PostNord, 2020). Still, due to the digitalization other forms of channels have risen in popularity, working as complement to the physical stores. An example of a channel that has been growing in popularity is the smartphone. According to the Swedish e-barometer, the majority of the customers had been shopping using their phone at least once in the last month, and just below half of the customers said that the majority of their online purchases were made by their phone (PostNord, 2020).

Earlier studies of omni-channels are mainly focusing on a business perspective, examining how companies take or should take this approach into consideration within their business and marketing strategy (Hagberg et.al, 2017). Grewal et.al (2017) concludes in their article that the key for future retailing is to see that the online and offline will meet up and also to understand how technology will affect both of these. In sum, retailers have to cover this in order to engage their customers and make their experience better. The practice perspective and the consumer perspective are less researched, making it a fruitful area of further research. Though, some studies have been conducted also considering the consumer perspective, but focuses more on a consumer behavior perspective in regard to an omni-channel environment and not so much on the actual practices taking place when shopping. Still, they contribute with the understanding and knowledge about omni-channel retailing. From a consumer

perspective, Mosquera et.al (2018) studies customer intentions to use a smartphone within physical stores in order to understand their behavior within an omni-channel environment. They use a quantitative method in form of a survey in order to add to the research of customer behavior. The study shows that among other factors, habits and hedonic motivation are strong reasons for smartphone use in a store. That people had learned to use the smartphone when shopping and used it without thinking about it themselves, but also the pleasure of using the smartphone are such reasons. Also, Barwitz and Maas (2018) are studying omni-channels, but together with customer journeys. By conducting study groups and interviews with both experts and customers, they wanted to examine why customers choose to interact with companies in certain ways. The study concludes that companies should integrate their channels more in order to create a better and more seamless experience for the customers when interacting with different channels.

The field of practice theory and shopping is wide. The development of shopping has been up for research before, and using a practice theory perspective within this kind of research has also been an occurring approach in earlier studies (Fuentes et.al, 2017). Fuentes and Svingstedt (2017) studies the practices of young adults regarding the usage and implementation of smartphones while shopping in stores. They show that the smartphone is commonly being used for various purposes in today's retail environment. Also, that shopping does not have to be done at a specific time or place, instead it can be performed during a long time due to the use of a smartphone. For example, searching for products using the phone in the morning and then come back in the evening to make the actual transaction of the product (Fuentes and Svingstedt, 2017) Similarly, Elms et.al (2016) studies the practice of grocery shopping in order to see where and when that shopping is performed. Their study shows that the combination of shopping from the online store and visiting the physical store is becoming increasingly more common among consumers for various reasons.

These earlier researches make interesting contributions to the fields of omni-channels versus practice theory in regard to shopping. Researchers within the field of omni-channels suggest that companies should strive for the creation of a seamless shopping experience and that consumers are using and changing between channels when they are shopping. At the same time, research within practice theory argue that the shopping practice consists of several activities performed on different channels. However, there is less research about how omni-channels works in practice. This raises questions about how consumers make use of omni-

channels when performing their shopping activities. Is the shopping experience really seamless for consumers? If that is the case, how much are they really taking advantage of this shopping environment? In other words, how are consumers utilizing different kinds of channels when shopping in order to interact with companies? These questions lead us into the objective of the study, which is to create a better understanding of today's shopping within the retail industry by proceeding from the practice theory perspective. Thus, the practice of shopping within an omni channel environment will be examined. In this thesis I want to contribute with knowledge about how consumers, regardless of what product, are shopping today in regard to businesses trying to create a better shopping experience due to the more digitalized retail environment. Since studies implies that companies should move towards a business that offers an omni-channel experience, you can ask how much it in the end really matters for consumers.

Against this background, the purpose of this thesis is to examine how the practice of shopping is performed within today's omni-channel based retailing. The types of activities consumers are performing when shopping, what elements are included in that practice and what channels are being used will be studied from a practice perspective. This purpose leads up to the following research questions:

- What activities are involved in the shopping practice?
- How are different channels being utilized in the shopping?
- What elements are included in the shopping practice?

Proceeding from the practice theory perspective, the study will focus on the shopping practices rather than the individual consumers themselves. The method chosen is a qualitative method in form of semi structured interviews. In total nine interviews were executed with consumers in order to understand their shopping practices. The study contributes with knowledge within the fields of shopping as practice, omni-channel retailing and customer journeys by studying consumers' shopping activities and what channels that are being used. By empirically examining how the shopping is performed, the study contributes with how omni-channels works in practice, which can be useful for companies to get a better understanding of how consumers shop due to the more digital retail environment.

The remainder of the thesis is organized as follows. First, the theoretical framework will be presented considering theories about shopping. Second, the methodology used in the study will be explained. That will be followed up by a description of the result together with an analysis of the empirical material collected. The thesis will end with a discussion and concluding remarks regarding the practice of shopping, together with limitations and proposed future research.

2. Theoretical framework

In this chapter the theories used in the study will be presented. As stated, the purpose of this thesis is to examine how the practice of shopping is performed within today's omni-channel based retailing. The types of activities consumers are performing when shopping, what elements are included in that practice and what channels are being used will be studied from a practice perspective. With the purpose in mind, the theoretical framework regarding practice theory and practice of shopping will be introduced. Further, theories about omni-channel shopping and customer journeys will be presented.

2.1 Shopping from a practice theory perspective

The field of practice theory has been commonly discussed in research (Warde, 2005), and is considered as processes of practical and social accomplishment (Halkier et.al, 2011). Within this field the practice is seen as the key aspect to analyze (Fuentes and Svingstedt, 2017). A common definition of a practice originates from Reckwitz (2002, p.249) who describes it as “a routinized type of behavior which consists of several elements, interconnected to one another: forms of bodily activities, forms of mental activities, “things” and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge”. This definition of a practice is still being cited by authors in numerous articles regarding practice theory since it first was presented (e.g. Warde, 2005; Halkier et.al, 2011; Fuentes and Svingstedt, 2017).

Elements of a practice

A practice is considered as a triad of different components (Arsel and Bean, 2013). Variations of these components can be discerned in earlier research with various designations (e.g., Magaudda, 2011; Warde, 2005). Shove and Pantzar (2005) define practices as in form of the three different components; competencies, meanings and materials. These three types of components containing multiple elements of a practice are further explained and used in studies (e.g., Røpke, 2009; Fuentes and Svingstedt, 2017; Fuentes et.al, 2019). An author referring to both Reckwitz (2002) and Shove and Pantzar (2005) regarding these three components is Røpke (2009). She argues that the competence can be translated into the skills and knowledge necessary for doing the practice, competence a person often gets from earlier experience. Other influential factors regarding the competence can be principles, but also tacit knowledge. Meaning is about making sense of the activities being performed (Røpke, 2009).

The thought about what is good or not with performing a certain activity is in focus, but also what the person believes and feel when shopping. A meaning can be shared among several practices, such as the thought that a practice is healthy for you. Materials counts as the objects and equipment used during the practice, but also the human body itself. Further, Røpke (2009) argues that all these components can be either generic, thus shared among the public, or more specific towards a certain consumer.

These three components constituting a practice are also embraced in studies regarding the practice of shopping (e.g., Fuentes and Svingstedt, 2017; Fuentes et.al, 2019). Fuentes and Svingstedt (2017) discuss the same components within their study and argue that they are working together, which in turn is configuring the performance of the practice. Further, Fuentes et.al (2019) discuss different meanings of shopping and argue that consumers might be shopping for fun or because it is a necessity, and use materials like apps or visiting the physical store when shopping. They also mention competencies as in being able to pick the right product in the shopping process. For example, being able to receive high quality food when shopping for groceries (Fuentes et.al, 2019).

Shopping as practice

Within the field of practice theory, Fuentes (2014) discuss the concept of shopping as practice. In previous studies, two different shopping approaches is visible; psychological-economical and socio-cultural (e.g., Bäckström, 2006; Fuentes and Hagberg, 2013). Within the psychological-economical approach shoppers are viewed as rational individuals that are good in processing information, and the practice of shopping is based on rationality and economic factors (Fuentes, 2014). Consumers always look for the best offering and takes all pros and cons of a purchase in consideration. The rational and economical aspects of shopping are criticized by studies, who rather sees shopping as socio-cultural. Instead, shoppers are assumed to take social dimensions into account, such as emotions and meanings. The customers' identity building together with the culture are playing major roles in their shopping. Though, both these approaches are argued to diminishing the aspect of the actual practices taking place within shopping (Fuentes, 2014). Similarly, Arsel and Bean (2013) argue that within practice theory you can not theorize the consumer as a solely rational individual or a solely structure dependent individual.

Instead of seeing shopping from these two different approaches, it is argued that shopping is more of a social practice (Fuentes, 2014). In other words, indicating that practices are both social and material, including an installation of various entities (Fuentes and Fredriksson, 2016). From this perspective practices includes both meanings and materials, and both human and non-human elements (Fuentes, 2014). Fuentes and Svingstedt (2017) mention an additional aspect in their article and argue that shopping is one practice surrounded of social practices. Similarly, Røpke (2009) discuss this aspect of practices and argues that most activities have some kind of interplay with other activities. "This interplay is part of the bodily-mental activities held together by the elements" (Røpke, 2009, p.2492). Thus, within this view of shopping the focus is on the practical aspects involved, where "the social" is being created (Fuentes et.al, 2019).

Further, looking at shopping from a practice theory view, it is made out of several practices working towards the goal of purchasing a product (Fuentes, 2014). Thus, not only the "buying", but also activities leading up to that such as browsing for information or searching for potential products are part of the shopping practice. Fuentes and Svingstedt (2017) talks about the same view of shopping in their study. Even though they are focusing solely on shopping using the smartphone, they argue that the shopping practice is not limited to one activity, but instead all activities being part of purchasing a product, such as looking for information and window-shopping.

Fuentes (2014) argues that a shopping practice can be driven by hedonistic values, but also by more rational values, such as gathering information and comparing different products. The concept of hedonic vs utilitarian values is mentioned in several other studies (e.g., Bridges and Florsheim, 2008; Vieira et.al, 2018). Vieira et.al (2018) argue that hedonistic value comprises aspects as pleasure and high-arousal stimuli, and does not focus that much on task completion. In contrast to hedonic value, utilitarian value is more about being rational and the customers wants to do their shopping task as efficient as possible (Vieira et.al, 2018), something that even can be compared to work for people (Bridges and Florsheim, 2008).

Another aspect considering shopping as practice is that past and future practices seems to also affect the shopping. In other words, earlier experiences of shopping will have an impact on the present shopping being performed (Fuentes, 2014). Because as other practices, shopping is much based on everyday routines and habits (Fuentes et.al, 2019). Halkier et.al (2011)

argue that consumption is much based on the conventional way of consuming. In connection with this Fuentes (2014) claims that it is important to see shopping as a heterogeneous practice, where embodied knowledge and techniques play a big role.

2.2 Omni-channel shopping

The concept of omni-channels within retailing is a relatively new phenomenon. It can be seen as a development of the older multi-channel retailing considering the channels retailers are offering to their customers (Verhoef et.al, 2015). Multi-channel retailing usually consists of three different channels, the physical store, the website and direct marketing. Though, these channels are considered as separate entities within the brand and have no overlap with each other. While omni-channel retailing also offers more digital channels to consumers, such as social media, the channels are also more unified and works as one entity which enhances the shopping experience for consumers (Verhoef et.al, 2015). According to Kang (2018), shopping within an omni-channel environment allows the consumers to change between different channels, but also to use different devices such as desktops or mobiles. Still, also more traditional channels such as TV and radio are included in omni-channel retailing (Park and Lee, 2017).

As stated in the article by Verhoef et.al (2015); "As the retailing industry evolves toward a seamless "omni-channel retailing" experience, the distinctions between physical and online will vanish, turning the world into a showroom without walls" (Verhoef et.al, 2015, p.174). In other words, the boundaries between the different channels becomes blurred making the change between channels more seamless during both the search and the purchase stage when shopping. Compared to consumers within a multi-channel context, omni-channel consumers often use several available channels at the same time when shopping (Kang, 2018). Further, Beck and Rygl (2015) discuss omni-channels, implying that consumers can shop by seamlessly change between channels whenever they want.

Considering a seamless omni-channel approach, Arora and Sahney (2017) argue that it is important to know that all channels do not preferably work as a place for making the actual purchase, but can instead work as a source of inspiration or information when consumers are shopping. A concept of using and switching between different channels when shopping is studied by Verhoef et.al (2007), something they call research shopping. Their approach is that

the consumer search for information in one channel and then buy the product in a different channel, preferably by searching for products online and then buy the products on the website or in the physical store. Similar to research shopping, two more updated concepts are studied, called showrooming and webrooming. A common way of action for customers is to do research online before they purchase their product in the physical store, which is defined as webrooming (Arora and Sahney, 2017). As mentioned, this is the major form of research shopping discussed by Verhoef et.al (2015). The other way around is also a proven method within today's retail environment defined as showrooming, which means doing research in the physical store before purchasing the product online (Arora and Sahney, 2017). Kang (2018) argue that this can preferably be done from an online retailer with a lower price. Within an omni-channel context these are both popular shopping techniques for consumers to perform (Kang, 2018). According to the Swedish e-barometern, 42 % of the customers did practicing webrooming when purchasing their latest product and 10 % of the customers did practicing showrooming in regard to their latest purchase (PostNord, 2020).

2.3 Customer journeys

In regard to customers interacting with companies using different kinds of channels, Barwitz and Maas (2018) discuss a concept called customer journeys. Customer journeys have in the recent years become an interesting subject to research, and several studies has been constituted within this field (e.g., Lemon and Verhoef, 2016; Barwitz and Maas, 2018; Harris et.al, 2018). A so called customer journey can be described as a “walk in the customer’s shoes”, visualizing in a chronological order the different touch points being used when interacting with a company (Halvorsrud et.al, 2016). Typically, all interactions before, during and after the purchase are being covered. Because of the digital transformation customer journeys are become longer and more complex in nature, and customers do interact with companies by several touch points comprising different channels, such as the website, social media or applications, according to Lemon and Verhoef (2016). By interacting with these digital touch points together with the physical store, various journeys can be created. These interactions comprise different kinds of activities. For example, customers might search for information and inspiration online, try out the product in the physical store and finally purchase the product online by using either the computer or their mobile phone (Harris et.al, 2018). Barwitz and Maas (2018) argues that a satisfied customer does want to repeat the same behavior when shopping the next time as well. Customers usually strive for consistency, thus earlier experience with channels will affect their upcoming choices. Though, since customers

are very individualistic, it is difficult for a company to design specific customer journeys themselves (Barwitz and Maas, 2018). In other words, it could be difficult to generalize what kinds of channels being used by customers. Instead, it is better to make change between channels seamless and let the customers create their own journeys according to Barwitz and Maas (2018).

The structure of a customer journey has been up for discussion in earlier studies. As mentioned, a customer journey typically covers all interactions with a brand or a company before, during and after a purchase. Still, they can differ from each other. For example, Stein and Ramaseshan (2016) argue that a customer journey is built up by four stages; search, evaluation, purchase and post-purchase. Instead, in order to make the customer journey a bit more manageable, Lemon and Verhoef (2016) present a customer journey divided into three stages; the prepurchase, the purchase and the postpurchase stage. During all these stages customers will interact with the company by different touch points. The first stage is called *prepurchase* and is describing all the interactions happening before the actual transaction of the product is taking place. It includes everything from the need recognition followed up by the product search before a purchase, to the consideration of how to satisfy that need. The second stage of this customer journey is the *purchase*. This stage considers all the potential interactions between the customer and the brand during the actual purchase. For example, the ordering and payment of a product. The third and last stage in this customer journey is called *postpurchase*, which considers the interactions taking place after the purchase has been made. This can for example include returns of products, word of mouth and potential repurchases (Lemon and Verhoef, 2016).

2.4 Discussion of theories

Building on these theories, the objective of the thesis is to get a better understanding of today's retail shopping. Also, see how omni-channels works in practice. By proceeding from a practice theory perspective, shopping is seen as several activities being performed consisting of various elements. As other practices, shopping is also affected by a socio-material aspect. The theories regarding omni-channel gives an understanding of how the shopping is performed in regard to omni-channels. That omni-channels creates a seamless shopping experience for consumers when changing between channels. The theory about customer journeys adds to the study by visualizing the channels used during the shopping. It

contributes with knowledge about how consumers are using and interacting with different kinds of channels and touch points while shopping, which is critical to understand since that is where all the shopping activities are being performed. All together, these theories contribute with research from different fields, thus creating a more complete picture of how shopping is performed in today's digital environment.

3. Method

In this chapter the methodology used in the study will be described. That includes how the study was executed, such as how the empirical data was collected and also how it was analyzed in the thesis.

3.1 A qualitative method

The purpose of this thesis is to examine how the practice of shopping is performed within today's omni-channel based retailing. The types of activities consumers are performing when shopping, what elements are included in that practice and what channels are being used will be studied from a practice perspective. Proceeding from practice theory and with the purpose of the study in mind, the methodology that was used was a qualitative method with the focus on consumers shopping practices. This kind of methodology is based on “soft” data, such as qualitative interviews or verbal methods of analysis (Patel and Davidson, 2011). The study took the form of personal interviews with consumers. The reason for making personal interviews with consumers was to get a deeper understanding in what their shopping practices looked like within today's retail environment. The shopping activities could be established, but also other aspects affecting the shopping practice, such as other practices and other people. As mentioned, the shopping practice included all the activities being performed before the actual purchase such as looking for information, up until the purchase of the product itself, but also potential activities after the purchase, taking place on an offline or various online channels. With that, the customer journey was used in order to visualize all interactions with the companies where the activities were performed. Included in the shopping practice were also the three components constituting a practice. Specifically, the competencies needed for performing the practice, the meanings of the shopping and the materials being used during the shopping. With that said, consumer stories about their shopping practices had to be retrieved, thus making interviews a good option to choose. The following parts of the method section will explain all the steps made during the study in order to make the course of action transparent, thus maintaining dependability and trustworthiness of the study (Eriksson and Kovalainen, 2008).

3.2 Semi-structured interviews

The form of the interviews was semi structured, with prepared questions following a specific order. Still, there was room for the interviewee to create their own answers (Patel and

Davidson, 2011). The reason for this kind of interview was to start with a base of questions, but also to give the interviewee a chance of sharing their own thoughts on the subject (Alvehus, 2013). This contributed to similarly constructions of the interviews, even though they could differ to some degree due to follow-up questions, depending on how the participants were answering the predetermined questions. Before the interview started the purpose of the study was conveyed in order to inform the participants what the study was about, thus not mislead them in an unethical way (Holme and Solvang, 1996). Also potentially critical concepts such as omni-channel and shopping as practice were partially described to the participant to prevent potential misunderstandings or confusions regarding the questions. The shopping practice was described as all activities connected to a potential purchase of a product, making the participants understand that not only the actual purchase of the product constituted the whole shopping practice. The participants were also asked if it was okay that the interview was recorded and they were told that all participants were kept anonymous. Since the study consists of individuals it is important to take the ethical aspects in consideration in order to respect the participants' integrity (Eriksson and Kovalainen, 2008). Therefore, their real names were replaced with made-up names presented in the result and analysis.

Following the interview guide, the interview begun with more personal questions regarding demographics, including age, gender and occupation, to get some overall knowledge about the informant. In addition, also questions concerning certain interests were asked in order to reflect on personal aspects that could have an affect on the shopping practice. For example, if they enjoyed shopping and if so, what industries they preferred to shop in. The interview continued with more open questions to receive general opinions about today's more digital shopping environment with the omni-channel approach in mind. The reason was to let the participant think more broadly about consumption before talking about their own specific shopping practices. Since the study proceeds from a practice theory approach the questions focused more on the practices rather than the individual performing them. Therefore, the general questions were followed up by letting the participants explain the shopping activities being performed during their shopping together with what channels they used. Everything from where they found inspiration or information to where and when they potentially purchased the product. Since the elements constituting the shopping practice had to be considered, the participants also had to describe why they shopped as they did and what materials they were using during the shopping, such as the computer, the mobile phone or

visiting the physical store. This was told together with describing each of the shopping activities. To not diminish the socio-material context and its effect on the shopping practice, also questions about where and why these activities were performed were asked in order to see how their understandings and knowledge influenced, but also how other social practices potentially affected their shopping.

All of the interviews were recorded to be able to focus on what was being said in the interview and at the same time access as much information as possible for the upcoming analysis. This also created the possibility to play back the interview as many times as needed, thus reducing the risk of missing important information (Patel and Davidson, 2011). In total nine interviews were made in order to receive a picture of various shopping practices performed by consumers. The interviews were done orally over the computer by using programs like FaceTime and Skype and they lasted for an average of 35 minutes each. Since all participants were from Sweden, the interviews were also made in Swedish to reduce the risk of misunderstandings and maintain a better flow in the conversation. Though, in order to create an even further view of the shopping practice, observations would have contributed with additional data to the study. Observing the consumers while making the actual shopping together with the interviews would have emphasized the actual practice being performed even more. Due to external circumstances as the current pandemic in the world, observations were difficult to perform in this case since the interviews could not be conducted face to face. Therefore, the empirical material collected was limited to the personal interviews solely.

3.3 Sample characteristics

The requirements for the consumers to take part in the study were that they had experience of any type of retail shopping activities they could convey, where they performed more than one activity during a shopping occasion. That could be various activities taking place on one or more offline or online channel while shopping. For example, either by purchasing something or looking for information or inspiration. The sampling took the form of a convenience sampling method since accessibility and suitability of informants were of high priority (Eriksson and Kovalainen, 2008). The recruitment of informants was based on personal referrals to include people with varying ages that also fulfilled the above requirements. The participants were first contacted via messenger in order to schedule a time for the interview. In total seven men and two women were interviewed in ages between 19 and 55 (Table 1).

Gustav	Man	22	Seller
Anna	Woman	19	Student
Jesper	Man	24	Student
Johan	Man	31	Student
Per	Man	27	Student
Markus	Man	27	Student
Fredrik	Man	25	Student
Oskar	Man	24	Engineer
Emma	Woman	55	Care assistant

Table 1. Interviews.

3.4 Data analysis

Each interview was, to the greatest extent possible, analyzed before the next interview was conducted in order to have the opportunity to change parts of it if something was missing and with that improve the upcoming interview. After the first interview was conducted, data about the materials used when shopping was lacking which contributed to an added question regarding that component in the next interview. This is an advantage of a qualitative method where the analysis of the empirical material can be done continuously (Patel and Davidson, 2011). This can give the interviewer ideas on how to receive better and more data from the respondent. Before the actual analysis was made the recorded interviews were transcribed into a text format to facilitate the analysis and get an overview of the collected material. The transcribed material was made in Swedish and then translated into English when integrated in the thesis. This translation was also the case regarding the citations that were presented in the result. In order to further facilitate the analysis of the transcribed empirical material a thematic analysis was conducted (Bryman, 2016). The answers were divided into different themes based on the theoretical framework in order to find potential patterns between the participants' answers, but also to prevent any potential biased results, thus maintaining

conformability and trustworthiness of the study (Eriksson and Kovalainen, 2008). The themes were based on the theory about shopping practice, more specifically what activities taking place but also the three components constituting a practice. Thus, the themes ended up being activities being performed during the shopping, together with the competencies, the meanings and the materials of the shopping practice. Each theme got a certain color code which made it easier to get an overview and a structure of the transcribed material. Finally, the results were presented in a text format. Adding to that, the results were partly presented in form of citations, which is a good way in showing what information that has been collected when doing a qualitative research (Holme and Solvang, 1996).

4. Result and analysis

In this chapter the empirical material will be presented and analyzed together with the theoretical framework. It will begin by showing and analyzing the shopping activities and the customer journeys in the shopping with the omni-channel aspect in mind. That will be followed up by analyzing each of the components of the shopping practice; the material, the meaning and the competence, in order to focus more on each of the elements included in a shopping practice. In chapter 5 the activities and components will be discussed together to understand the shopping practice in its entirety.

Since shopping often contains a lot of different activities, the practice can be performed in many ways (Fuentes, 2014). Due to the interviews it was shown that the practice of shopping differed, but there were also patterns to be seen regarding the activities. This first section of the chapter will illustrate various shopping activities told by the participants in the study. It will show the most common shopping activities and what channels were the most common to use while interacting with the company. It will also show how these activities and channels can differ depending on what kind of product the shopping concerns.

4.1 Understanding the practice of shopping in an omni-channel environment

The digitalization of the society and the retail industry has open up new ways of shopping for consumers. The omni-channel approach within many retailers nowadays allows consumers to shop from and switch between different channels in a seamless way (Kang, 2018). The interviews showed that the majority of the participants saw this technology development and the emergence of new digital channels, encouraging consumers into performing their shopping activities on several channels, as a good thing and something companies should embrace. In other words, they saw the possibility to choose between different channels when shopping as something positive:

“... I think it's really important as a company to have as much as possible to spread and reach all ages, some people might like the physical store while others prefer online. But especially on social media, which is growing and companies can be seen and reach out to the consumers. I think it's both good and important...” - Gustav

An exception was Jesper who said; *“I think it's important that you as a company have a website, but apps and things like that I think is a little bit redundant and takes up unnecessary space in the phone”*. In addition, Johan thought that social media was not that important regarding interactions between consumers and a company. However, even though the majority of the consumers seemed to appreciate the availability of more online channels, some of these consumers' actual activities when shopping reflected something else. Markus thought that it was good for retailers to be visible and available on different kinds of channels and platforms. On the other hand, he thought it was enough with a physical store and a webpage when he was shopping himself. He enjoyed buying products in shopping malls and saw it as a fun activity, indicating that hedonic values were driving his shopping activities (Fuentes, 2014). Fredrik also agreed that it is important that companies are visible and available for consumers on for example social media. He himself most often visited the physical store when shopping. Overall, this showed that even though material aspects in terms of digital channels at a retailer affects the practice of shopping, also social aspects such as consumers' own shopping values have an impact.

As stated, shopping is not only one activity being perform, but instead it can be seen as several activities that together creates the body of that practice (Fuentes, 2014). In addition, these activities are performed on different channels during the shopping (Barwitz and Maas, 2018). The interviews showed that consumers engage in various activities during their shopping, taking place both online and offline. Thus, they were interacting with retailers by using various kinds of touch points. Anna said; *“Most of the time I start by looking at the company website for potential products and then I go to the physical store to see if they have the product there. Though, it could happen that the product I saw online doesn't exist in the physical store.”* This example describes a shopping practice being performed first online and then continues offline, thus an example of webrooming where the consumer finds inspiration online and then purchase the product in the physical store, described by (Arora and Sahney, 2017). Though, it also demonstrated a deficiency regarding the omni-channel approach within that company, where the seamless experience seemed to be absent. The two channels were not unified, which resulted in the consumer not buying the product.

The most common shopping practice seemed to be consisting of two activities, first finding inspiration and then purchase the product, who also Fuentes and Svingstedt (2017) discuss. These activities usually took place first online and then either on the company website or in

the physical store. In other words, webrooming was a common shopping practice. Social media, such as Instagram, Facebook and Pinterest, but also YouTube often worked as channels for inspiration but not as a place where the actual purchase was made, even though that alternative also was an option. Instead, the actual purchase of the product took place on the retailer's website or in their physical store. As Anna said about where she finds inspiration; *"It is Instagram which leads to blogs, and blogs often have a lot of links which gets you straight to the product."* Similarly, Per often got inspired on social media and then continued to the website in order to compare products and maybe also making a purchase. Switching through channels like this where different kinds of activities are being performed during the shopping demonstrates omni-channel shopping (Kang, 2018). In turn, this entailed relatively short customer journeys, where the touch points with the company were few. For the most of the time, only two channels were used in the shopping practice:

"... I have seen influencers advertise products in a way where you have a swipe up link and gets to the company website and purchased the products in that way." - Anna

"I had seen a nice jacket on Instagram from an influencer who had tagged the company Zara in the post. I clicked on that and ended up at Zara's own Instagram, but I didn't find the Jacket among all posts so I moved on to their website instead. I searched and scrolled through their products and found the jacket I was searching for eventually." - Markus

The concept of showrooming, where the consumer finds inspiration in the physical store before purchasing the product online (Arora and Sahney, 2017), was not as common. Though, Gustav described activities within his shopping that could be seen as a mix of webrooming and showrooming. It started off by him going to the physical store to look at an electronic gadget and continued with him going home to look at the website and find more information online and compare different alternatives with each other. He then ended up in the physical store again, where the actual purchase took place in order to favor the store and the personnel working there. In this case the social aspects of shopping came into play, where other people are making an impact on the shopping practice. Gustav choose to purchase the product in the physical store because of the personnel in the physical store, even though he could have got the product for a lower price online. Thus, showing the socio-material aspect which is affecting a practice (Fuentes and Fredriksson, 2016). Similar to that example, Jesper described a shopping practice where he was looking for a guitar. By first finding inspiration

on YouTube he then continued to the music store where the guitar was tried out. When the right type of guitar was found and tested in the store, he then looked for one at second-hand to purchase it for a lower price. Both these examples showed longer customer journeys, something that is more common today due to the digital transformation with more available digital channels (Lemon and Verhoef, 2016).

Considering grocery shopping the activities and channels differed compared to the shopping of other products. The majority of the customer journeys only consisted of one channel and almost all of the activities took place in the physical store where the groceries were bought. As Fredrik said; *“Food do I usually impulse buy. It is only in the physical store, I usually never buy groceries online. I typically buy the groceries on my way home from school.”* Even though the stores offered more channels, such as websites and apps, only the physical store was utilized.

Though, grocery shopping could in some cases also include more channels. Johan said; *“When I had advertisements sent to my home, I always read the discount coupons from Hemköp. Now I get them on my email instead and usually checks them out before I go to buy groceries in the store.”* Also, Emma said that she often gets texts or emails with discounts from her ICA store, that she uses later when visiting the physical store. Some consumers could also find inspiration on recipes online before going to the store. So did Per; *“I follow cooking channels on YouTube and that is where I get my inspiration. I like it when people cook the food since it enables me to see how it looks like and how it tastes.”* These examples showed the presence of omni-channels where inspiration of groceries and recipes were found online before going to the physical store.

What distinguished grocery shopping in particular with other types of shopping was that the routinized behavior had a big impact on the shopping practice, as Fuentes et.al (2019) talks about. The groceries were often bought on the way home from school or work as part of the consumer’s weekly routines. As Röpke (2009) discuss, it also showed how much affect other social practices have on shopping, and how they are interrelated. Since shopping for groceries is part of the everyday life, the convenience of performing that shopping in connection with leaving school or work seemed to be common. Because even though other channels were used to get inspiration, the actual purchase was for the majority of the shopping practices made in

the physical store. Thus, the purchase stage in the customer journey was executed in the physical store (Lemon and Verhoef, 2016).

Considering other products such as clothes and accessories the activities and the channels consumers used looked different. Much more information and inspiration search were done online from the website and social media channels before the clothes were bought either from the company website or in their physical store:

“I often scroll on my smartphone on different kinds of social media pages such as Facebook or Instagram, where I might see a picture of a certain product. One time I saw a pair of pants on a Facebook add that I clicked on and then ordered home.” - Gustav

Another example was told by Fredrik; *“I had talked about getting a new watch and then I saw one from an ad on social media. So I clicked on the ad and looked for a while. Then I decided to buy the watch and ordered it home from the website. When I first got it, I was satisfied, but relatively quick it broke and I mailed them for a new one. After a couple of weeks, I got something on the mail, where they told me that this is not the right watch, but you get it as well in addition to the other watch, as an apology for the late delivery.”* This shopping also showed activities within the postpurchase stage of the customer journey (Lemon and Verhoef, 2016), something that otherwise was not that common during shopping.

In sum, the consumers seemed to be very positive in regard to an omni-channel approach where they can interact with the retailer on several channels and change between them during their shopping. Though, most of the shopping practices included only one or two channels, where the activities were performed in form of finding inspiration or information before making the actual purchase. Thus, the omni-channel approach was taken advantage of to some degree. In other words, the physical store and the website were commonly used during the shopping, but not always other available channels the companies were offering. This seemed to be the case for basically all kind of retail shopping, even though grocery shopping more times consisted of a single channel. Except for the one deficiency with the seamless shopping experience regarding Anna who could not find the product in the physical store, even though she checked it out on the website first, the seamless experience when changing between channels seemed to work in most shopping practices. Thus, the channels seemed to be unified as Verhoef et.al (2015) discuss in regard to omni-channels.

4.2 The configuration of shopping elements

Shove and Pantzar (2005) define practices as in form of the three different components; materials, meanings and competencies. The interviews showed that the composition of these components could look very different in today's retail environment. Thus, the shopping activities involved various elements making the shopping practice unique, although similar patterns could be seen among consumers. This section will focus on each of the components individually in order to illustrate how different configurations of elements can contribute to how the practice of shopping is performed.

4.2.1 Digital devices and the human body itself

As new materials are developing practices, that is something that also affects practices such as shopping (Fuentes et.al, 2019). As stated, shopping within an omni-channel context allows consumers to interact with companies on several different channels, but also to change between channels and the devices they are using during their shopping (Kang, 2018). Clearly, it required different kinds of materials in order to take advantage of shopping from different channels. At the same time, this also created the possibility to customize the shopping by changing between different kinds of materials during different shopping activities. Evidently, according to the interviews, various materials were used in shopping practices. The smartphone and the computer, together with the body itself when visiting the physical store seemed to be the most common materials, either being isolated or in cooperation with each other during the shopping practice.

The smartphone - A convenient device for shopping

A digital device that has become more occurring within the shopping is the smartphone (Fuentes and Svingstedt, 2017). The interviews showed that the smartphone was a popular tool to use when casually scrolling through social media and potentially find interesting products to buy. In other words, the smartphone was often used within the activities of looking for inspiration, thus when the product was being discovered. Though, it was used when making the actual purchase as well:

“I always have the phone on me.” ... “Everything in the phone is made in an easy way, you have easy access to your bank and it's easy to fill in your card number. It feels like everything goes that much quicker when using the phone.” - Anna

With that said, the big usage of the smartphone as a device for shopping seemed to be because of the convenience that it is near to hand which in turn generates more spontaneous shopping. This can be seen in relation to the results of Fuentes and Svingstedt (2017) who argue that smartphones generate a more impulse-driven shopping. Further, the smartphone also allowed consumers to shop at any place whenever they wanted to, something Beck and Rygl (2015) argues as a positive effect of the omni-channel context. An example of this was given by Per who said; *“Sometimes when I'm on the bus I can use my smartphone in order to look for information.”* As with the example of grocery shopping on the way home from school or work described earlier, it showed that other social practices in a consumer's daily life also affect the materials being used. In this case the possibility to shop using the smartphone together with the boredom of commuting on the bus made it the optimal device to use in that situation.

The computer - A device with a superior interface

The computer was still the number one choice of equipment regarding all kind of retail shopping besides grocery shopping where visiting the physical store was most common. The computer was usually used during the whole shopping practice when being online. This was mainly because of the technologies it entailed, such as the bigger screen and the more convenient user interface:

“I'm a strong advocate for the computer. I usually sit by the computer and it's the smoothest way to find information, it's big and you get a good picture. It's possible to search on the phone also, but it's not as nice and you never get the same online flow as on the computer. I navigate much easier with a mouse and a keyboard compared to a touch screen.” - Per

The technology a computer entails was something several informants considered as a positive aspect. Johan continued; *“Using a computer makes it more clear and creates a better overview when filling in important information, such as the delivery information. When using a phone, it feels very unpredictable and zoomed, you don't get the feeling of control”*. Also, Markus said; *“When the webpages are being developed, they are usually based on a*

computer interface which also makes it better and more safe to use.” With that said, the computer seemed to be preferred because of the better overview when shopping. With the bigger screen it became easier to read the information, thus reduced the risk of missing important information when making the purchase which made it safer.

A combination of materials

It was for some participants common to switch between the smartphone and the computer when shopping at a retailer. For the shopping practices also involving the smartphone, the computer seemed to be more useful after the product was found. Most participants also wanted a better interface to easier navigate on the site in order to perform the activity of acquiring the product. Thus, in some practices the computer first entered in the later stage of the shopping:

“... I use both the phone and the computer, the first step when I discover the product is most often done on the phone, but then it's much easier to navigate using a computer...” - Jesper

It also seemed to be common to switch between devices during their shopping which demonstrates omni-channel consumers as Kang (2018) discuss. The shopping activities were performed on the device that was best fitted for that intended activity, making the whole shopping practice in this case being performed on different devices. Looking at this from a customer journey perspective, the smartphone was used almost exclusively in the prepurchase stage, while the computer was more common in the purchase stage.

As shown, materials such as computers and smartphones are significant parts of consumers routinized shopping activities in today's society. However, the physical store is still important and popular when shopping (Hagberg et.al, 2017). As materials does not only include technological equipment, but also the human body (Røpke, 2009), it can be seen as a popular material when shopping. Even though there were plenty of substitutes to visiting a physical store, such as using a computer, a smartphone or a tablet, many of the shopping practices were performed in city centers or shopping malls. Though, sometimes it could be in cooperation with a digital device such as the smartphone:

“I saw a celebrity wearing a maroon turtleneck with a grey suit. I think it was Joel Kinnaman during an interview. That one I will buy I thought, and wrote it down in my notes on my

phone. Later when I went to a shopping mall I looked through my notes and searched for “maroon turtleneck” on Google. Among other stores H&M showed up, so I went to their physical store, saw the maroon turtleneck, tried it on and then bought it.” - Markus

This example could be related to the thoughts of Fuentes and Svingstedt (2017) arguing that with new digital channels available, especially due to the smartphone facilitating consumers shopping practices, shopping could be stretched out. The inspiration of the product could be found one day, but the purchase could be made later on during another day. This also created a stretched out customer journey, where it might be a long time in between the prepurchase stage and the purchase stage.

4.2.2 Different meanings steer the shopping

Røpke (2009) describes the meaning of a practice as the idea of what is good or not with performing an activity. The interviews showed that different meanings steered the shopping practices being performed in today's retail environment. Some of them included certain shopping activities, such as looking for products or actually purchasing products, because it was fun while others included activities making the shopping practice smoother.

Social activity

The interviews showed that several of the consumers occasionally did shopping for their own enjoyment. As Røpke (2009) discuss, the meaning of doing a practice can be driven by emotions. Further, the meanings could also imply what kind of channels the consumer is interacting with. Considering shopping for pleasure physical stores within shopping malls seemed to be the first choice of channel. Markus said; *“I enjoy going to physical stores in shopping malls or city centers. I think it's nice and it's also a social activity”*. In other words, performing the shopping practice in physical stores allowed the consumer to hang out and socialize with friends at the same time. Also Anna was on the same track:

“I think it's easy and smooth and, in that way, it's good with digital shopping, but I think it's very nice to walk around in different shops when you want to do that as well.” - Anna

These examples indicated that hedonic values were being created while shopping and did not create the feeling of the practice as a necessity (Bridges and Florsheim, 2008). The shopping

was seen as a social activity, where you could hang out with friends and with that also making the shopping meaningful for you. In this case the shopping practice seemed to generate hedonic values from both the actual shopping and being around friends at the same time. In these circumstances all shopping activities seemed to be performed in the physical store, where the consumers strolled around looking for inspiration and also made the potential purchases at the same time. Thus, they were not using more than one channel in their shopping practice, making any potential omni-channels not utilized. Evidently, also the customer journeys were shorter and both the prepurchase stage and the purchase stage was done in the physical store. All the touch points with the company occurred in the physical store making the other channels such as the website and potentially social media channels not utilized.

Another activity indicating that hedonic value was being created due to the actual shopping only, was scrolling through social media for potential products. Anna said; *“When I am online looking for product to buy, it is most often just for fun.”* In this case the enjoyment of shopping was based solely on the shopping itself and shows that the shopping practice can be based on such values even though the social aspect of other people is not involved.

Convenience and time-saving

The omni-channel aspect within the shopping could also be seen as meaningful. Regarding the shopping practices that actually included different channels from the same company, it seemed to facilitate that practice. Emma said that she almost always shops for her groceries in the physical store but could also take help of the website and the app:

“I can google recipes and then find them on ICA’s website. There you can search on ingredients to find various recipes, that’s something I do more and more. I have the ICA app also, where I can find recipes and weekly menus if you want a whole list of recipes. So that is good. Preferably you want to make your shopping list in beforehand, but sometimes I use the app in the physical store also” ... “Since I always shop my groceries on ICA it’s automatically that I use their app and search for products there.” - Emma

Here, the consumer took advantage of the omni-channel approach ICA was offering to their consumers with their various channels. Using different channels simultaneously like this is a method of omni-channel shopping according to Kang (2018), something that otherwise was

scarce within all kinds of retail shopping. In this case, the cooperation and switching between the channels seemed to facilitate the shopping practice and something that the consumer was appreciating.

Another meaning seemed to be the convenience and time saving of shopping in a certain way. Per gave an example when he took advantage of an omni-channel approach when buying groceries:

“The ICA store I usually visit have a shop on their website where you can order groceries to your home. I usually check on that site before going to the physical store, in order to see if they have the products I’m looking for. Lately I have been using their e-shop in order to investigate if they had web cameras and tomato plants. In these cases, they did not have these products, thus I didn’t have to go to the physical store. In case they would have had the product, I would just go to the physical store and buy them there.” - Per

By first looking at the website it was also possible to see what the local physical store was offering, as long as the seamless experience was in fact working and both stores could be seen as one. In this case both channels were well connected with each other facilitating the shopping. Both these examples of shopping at ICA demonstrated other meanings than enjoyment and pleasure mentioned before. Instead, this was more about making the shopping as efficient as possible, something Vieira et.al (2018) writes about in their article. By utilizing more channels within the company it created a smoother shopping.

Another convenience factor affecting the shopping activities was the home delivery and the delivery costs. This seemed to depend on what kind of products being bought. Gustav said; *“I buy quite a lot of products online, especially clothes and stuff. It is very easy and smooth, the home delivery is quick and its often free of charge. Also, you can return the products for no cost if it doesn’t fit.”* In contrary, Jesper said following considering the grocery industry; *“The delivery costs are a reason for buying the groceries in the physical store. It is not worth the extra cost of having the products delivered to the home.”* This was the case with Johan as well, who said; *“In order to benefit money wise from online grocery shopping the amount of products must be large in order to justify the delivery costs.”* The meanings of these shopping practices seemed to be more regarding economical aspects such as the price of doing a certain

kind of shopping. As Fuentes (2014) discuss, shopping can be about making the right choice by comparing different alternatives.

To conclude, the meanings seemed to differ and could be in regard to both material and social aspects of the shopping. It also became clear that all meanings with shopping does not calls upon an omni-channel environment. In other words, shopping where the customer journey only consisted of one channel and a single touch point.

4.2.3 Competence necessary while shopping

Shopping in today's digital environment with plenty of different channels available requires certain competence, but it also makes the consumers more competent in their shopping. Similar to the study by Fuentes and Svingstedt (2017), basically two different kinds of competencies were discerned from the interviews, shopping and technical competencies. First of all, in order to evaluate and choose between products from different channels consumers need knowledge about the product. Further, certain knowledge is also needed in order to shop using various online channels and digital devices. Knowledge that also can make the consumer more competent. With that in mind, it was showed that in some situations the competence affected the shopping practice.

Shopping competence

To perform a practice, as a person you might have to possess certain capabilities (Fuentes and Svingstedt, 2017). To start with, showing from the interviews it was apparent that to perform shopping by being online without any physical interactions with personnel you had to possess more knowledge yourself about what you were buying. One way of collecting information and knowledge seemed to be by finding reviews or videos online, where people talked about the product:

“I'm like this, I often see the personnel in the stores as sellers, they just want to sell their products. Especially in big electronic stores, sometimes they are very good and gives good advice, but sometimes it feels like they don't have the knowledge themselves. So, then I like to sit at home in peace and quiet and check out videos of people talking about the products instead.” - Per

Even though Per rather looked for information himself, the majority of the informants preferred visiting the physical store with their customer queries in order to gain more shopping competence. As Markus said; *“Even if I don't always have any specific questions from the beginning it feels good to have personnel available.”* It also became clear that there were certain products that were preferred to be purchased from the physical store. Examples of such products, mentioned by both Gustav and Anna, were tech products. The reason was that some aspects of the product could raise questions you as a consumer could not answer yourself. Therefore, the service and the knowledge store personnel usually hold could be a reason for visiting the physical store:

“Yes absolutely, if I would purchase some technical product then I would buy it in the physical store because I don't have any knowledge about tech. Or if I would have a question, then I wouldn't go after influencers recommendations, then you want real help and then you obviously go to the physical store. Also, if it is some special garment you need help with too.”

- Anna

Other people available online, such as influencers with knowledge about the product, was not enough to convince the consumer and instead the personnel in the physical store was needed. Thus, the shopping practice in this case was performed in the physical store.

Beyond the expertise of technically advanced products as reason for switching to the physical store when making the actual purchase, another aspect seemed to be of high importance. That was the aspect of being able to feel and touch the products and also try them out before choosing to purchase them or not:

“Instruments, like guitars I feel like I want to buy in a physical store, not necessarily because of the help but to be able to feel that certain instrument. It can be quite some difference between two instruments from the same brand and manufacturer. So that's a product where I feel that I in fact want to be in the store.” - Jesper

In fact, the shopping activities needed to be done on different channels, where the inspiration for the guitar took place on a channel online where different alternatives could be found before switching to the physical store where they were tried out.

Another type of product that preferably were purchased in a physical store was clothes. Apart from a few exceptions like Gustav, who shopped clothes online because it was convenient and you could always return the product for free, most consumers preferred the physical store. They argued that it could be difficult to get the right size without having the opportunity to try them out first, since different brands could measure their sizes of the clothes differently. This is information and knowledge about clothes that can not be transferred to the consumer if the shopping takes place online. Thus, it might be seen as tacit knowledge and skills you learn from earlier experience, which is a sort of competence discussed by Røpke (2009). As Emma said about social media and the physical store: *“It is really good that they are available on social media, then you can find some inspiration. But if I find something there, I rather go to the physical store and purchase it there. But like I said, I get inspiration on social media.”* Per said that it is important that you as a consumer have the opportunity to see yourself wearing the clothes before making a purchase. Another reason which also relates to earlier experience was that some participants did not like to return products and thought it was complicated, or even more so, they did not know how to do it because they had not done it before. With that reasoning they bought their clothes almost exclusively from the physical store. This shows that people relatively young and used to digital shopping still preferred going to a physical store, showing its importance in an omni-channel environment. Still, they often got inspiration for the clothes on both social media and the retailers webpage, but could not and did not want to make the actual purchase there. Again, this showed a customer journey where the activities in the prepurchase stage and in the purchase stage were performed on different channels.

“Physical stores will be necessary within certain retail areas since people don't have that much knowledge about certain products and then wants service and help, and also be able to feel and touch products.” - Gustav

Another industry where the shopping competence played a role in how the shopping practice was performed was the grocery industry. As Per said:

“A negative aspect of shopping groceries online is that you don't have the opportunity to pick the exact product, as you would have if you were going to the physical store yourself. Especially shopping for vegetables and fruits online is a gamble, since the employees packing

the groceries are typically not considering the perfect quality of the products in the same way as you probably would if you were picking your own oranges for example.” - Per

Thus, it was not possible to have the capabilities needed to always buy fresh fruits and vegetables online, since the quality of groceries always varied. As a consequence, that could promote shopping in the physical grocery store in order to always ensure a good product quality. As Fuentes et.al (2019) discuss, in order to buy good quality groceries certain competencies are necessary. That kind of competence could not be utilized online, since you as a consumer could not see or touch the actual product.

In sum, regarding the shopping competence it was clear that the omni-channel approach was to some degree present in consumers shopping practices. The competence needed to pick out and buy high quality groceries or clothes in the right size could not be utilized online, which made the physical store a better choice of channel where the products could be purchased. This was often done after the products were seen on the website or on the retailer’s social media pages in the first place. With that said, the consumers often had to switch between channels in order to perform their shopping activities. Thus, it was important to have a good seamless experience where the product was also available in the physical store when changing to that channel.

Technical competence

As the retail industry becomes more digital including more digital devices and digital channels, it also opens up to new ways of shopping. Ways that were not possible before. Even though the shopping competence seemed to be important and critical to perform the actual purchase of a product, the technical competence of interacting with more digital channels and devices created new shopping opportunities. Most consumers seemed to possess the technical competencies needed to take advantage of the omni-channel context and shop from different devices and channels. Gustav said; *“Spontaneous shopping is most of the time on the smartphone, otherwise I use the computer and their website.”*

As mentioned, using different kinds of devices and technologies, which is included in omni-channel shopping (Kang, 2018), requires knowledge about how to actually shop from these devices and interact with the online channels. Knowledge about how to make the transaction and use apps for example. Even though Anna had no problem with shopping from the phone

for example, she said; *“Some people could experience the online shopping difficult, and helpful things such as an automatically filled in credit card number could facilitate the purchase and get more people comfortable with that kind of shopping.”*

Further, as discussed by Fuentes et.al (2019) shopping practices are much based on habits, making it difficult to establish new practices. Even though the technical competence was there, the habit of going to the physical store was strong within many shopping practices. Therefore, the competence of using apps or making the actual purchase with the smartphone when shopping was not utilized that much.

5. Discussion

The purpose of this thesis was to examine how the practice of shopping is performed within today's omni-channel based retailing. The types of activities consumers are performing when shopping, what elements are included in that practice and what channels are being used will be studied from a practice perspective. In this chapter the result and analysis will be discussed and the shopping practice will be presented in its entirety.

The positive aspect of a growing amount of channels to use when shopping was visible from the interviews. It made the shopping more convenient which could be done at any time, and was something that companies should embrace in their businesses. However, this was not always visible when analyzing the actual shopping practices. Taking advantage of all the channels the companies were offering, such as the physical store, the website and apps for example, were not always the case. In some ways, channels were used by changing between them while shopping, but it was most of the time only two channels used in each shopping practice where the activities were performed; the website and the physical store. With that said, webrooming were common when inspiration was found online and the the purchase was made in the physical store. Thus, some shopping practices demonstrated an omni-channel shopping after all. Shopping that could be seen as a mix of showrooming and webrooming that Arora and Sahney (2017) discuss, was seen in practices as well, where the consumer changed back and forth between the website and the physical store. Also, one example of using the app in the grocery store in order to look at recipes and ingredients while shopping was visible.

This could be seen in relation to Kang (2018) who discuss omni-channel shopping as the usage of several different channels, which was not the case for the majority of the shopping practices. With that said, the shopping being performed in these cases could for the most of the time not be classified as omni-channel shopping according to that definition. This might be due to various reasons, but one could be the social aspect in practices. The idea of several channels to interact with might sound good, but then other aspects affects the activities, such as other social practices, something Fuentes and Svingstedt (2017) discuss. Also, habits could have been a reason for not using several channels. As Fuentes et.al (2019) argues, many shopping practices seemed to be based of the consumer's common ways of shopping, which often excluded the usage of too many channels.

Though, the seamless experience between the physical store and the website seemed to be important, since it was on those channels the shopping practice often was performed. But also companies' social media pages were commonly used, often by performing activities such as looking for inspiration or information on Facebook or Instagram using the smartphone before making the purchase on the computer by visiting the company website. These activities were similar to the ones described by Fuentes and Svingstedt (2017) in their article. Both the smartphone and the computer were materials often used in shopping, either isolated or in a cooperation where different activities were performed. It was also shown that shopping practices included switching between the materials, i.e., computers and smartphones, something also Kang (2018) discuss. This was because of technological aspects, such as the screen size and a better user interface which the computer excelled in. In other words, it felt safer using the computer making critical information easier to read. This demonstrates the material in practices and strengthens the theory about practices as both social and material (Fuentes and Fredriksson, 2016). In this case, the material affected the shopping, because of a bad seamless shopping experience when using the smartphone, due to the limited interface on that device when making the purchase of the product. Thus, the choice of channel seemed to affect the choice of digital device, and also the other way around. The smartphone was always used when looking at social media, probably due to the fact that social media such as Facebook and Instagram are more adapted to the smartphone in form of apps, making those channels easy to interact with on that device. The company website on the other hand was most of the time not adapted to the smartphone, making the computer a better device to use in that case.

The human body itself was also commonly used by shopping in the physical store. Often by first finding the product using the smartphone or the computer and then continue to the physical store to purchase the product. Overall the customer journeys seemed to be relatively short with a small amount of interactions within the shopping, with some exceptions. In relation to Lemon and Verhoef (2016), who argue that the digital transformation has made customer journeys longer and more complex, it was not that visible in this study. Rather, the interactions and touch points were relatively few, even though the possibility to use more channels within the shopping practice did exist.

Further, the consumers seemed to possess the technology competence needed to shop from different channels. In other words, they knew how the technology worked with online channels and devices and could incorporate it within their shopping activities. Even though, the physical store was part of many shopping practices, omni-channels had opened up new ways and possibilities of shopping, making the consumer a more competent shopper with help of digital devices and channels. Similarly, Fuentes and Svingstedt (2017) discuss the importance of digital devices in form of the smartphone, and what competence it brings when shopping. Further, the practice could be done from different places and at any time which expanded the shopping boundaries. Though, this technical competence was not always utilized. Apart from a few exceptions, using apps and making the actual purchase on devices such as the smartphone was not that common. A reason for not taking advantage of new digital channels in full, might have been shopping habits that are hard to break. This also applied for younger consumers that are well versed in digital devices, showing how strong influence routines and habits can have.

The shopping activities and what channels being used also seemed to differ depending on the products. The capabilities of knowing if a product was good or not seemed to affecting the omni-channel aspect within the shopping practice. Since many products actually were found online it was not possible to determine some of the specifics of that product, such as good quality of groceries and good fitting clothes. That contributed to consumers visiting the physical store of the retailer in order to buy the right product with the help of physically see and touch the product, or with the help of store personnel giving recommendations. This seemed to be the case for most consumers in lower ages as well, which shows how important the physical store still is even in this digital retail environment, as the study of Hagberg et.al (2017) discuss. It is also interesting since clothing retailers are moving more and more towards online commerce. Still, the physical store seemed to be such an important channel regarding most shopping practices, even in today's more digital retail landscape. The purchase of groceries was most of the time performed in the physical store as well. A reason could have been because of conventional ways of consuming, as Halkier et.al, (2011) discuss. Even though online shopping is getting more common, buying groceries online is still relatively uncommon in the society.

Shopping could also be seen as a social activity, where pleasure and fun were aspects of high importance, which can be seen in relation with Bridges and Florsheim (2008) discussing

about hedonic values. Going to shopping malls or city centers with friends was such a shopping activity where both the actual shopping and the socialization with other people contributed to the shopping practice. In these cases, almost all of the shopping activities were performed in physical stores. Thus, the omni-channel aspect was basically nonexistent and the customer journey consisted of only one channel and a single touch point. In regard to the aspects of pleasure and fun as a meaning of shopping that Fuentes et.al (2019) discuss, scrolling through social media looking for inspiration of products such as clothes or furnishings were an activity often performed for those reasons as well, preferably while going with a bus or just being home chilling in the couch.

The convenience of actually using different channels within the same retailer were also meanings that made an impact on the shopping. Since the channels were connected and showed the same products it facilitated the consumers shopping practice. Either by facilitating the in-store shopping by using the smartphone in store together while picking up products such as groceries, or the convenience of checking available products in the physical store by using the website, avoiding unnecessary trips to the store. These examples regarding two different meanings showed that customer journeys are individualistic as Barwitz and Maas (2018) also discuss, and can be both complex and more simple in the design with more or less channels and touch points depending on the meaning of shopping.

By analyzing the shopping from practice theory, that perspective added to both omni-channels and customer journeys by focusing on the practical aspects of shopping. Thus, showing the practical aspects of interacting with companies using and changing between various channels. Practical aspects as in form of shopping activities, material, meanings and competence. In the end, it gave a deeper insight into the interactions consumers have with companies on different channels, thus improved the understanding of shopping.

6. Conclusion

This chapter process the purpose of the study and answer the research questions. It also presents the theoretical contributions of the thesis. The chapter ends with presenting managerial implications and limitations of the thesis together with recommendations of future research.

The purpose of this thesis was to examine how the practice of shopping is performed within today's omni-channel based retailing. The types of activities consumers are performing when shopping, what elements are included in that practice and what channels are being used were studied from a practice perspective. Proceeding from that purpose, the following research questions were stated; *“What activities are involved in the shopping practice?”*, *“How are different channels being utilized in the shopping?”* and *“What elements are included in the shopping practice?”* The study shows various activities being performed during the shopping. These activities most often consist of finding product inspiration or information by browsing on social media or visiting the physical store and then purchasing the product. The activities are often performed online on the computer or the smartphone, but also by visiting the physical store where the purchase most often is completed. The meanings of the shopping make an impact on what activities and where they are being performed. It can be because of social aspect such as shopping with friends or scrolling on social media for fun, but also that some activities make the shopping more convenient by not having to visit the physical store and instead do it online. The shopping competence also has an impact, where elements such as finding a good quality product or the right size of a garment affect the activities and where they are performed. In relation to that, the technical competence of using more digital devices and channels also expands the ways of shopping which can be performed almost everywhere at any time. With that said, it is clear that the shopping practice involves several activities performed on different kinds of channels.

The most popular channels seem to be the physical store and the company website, but also social media accounts where much of the product inspiration are found where consumers switch between them when shopping. On the other hand, shopping practices including three or more channels simultaneously, which is considered to be omni-channel shopping, are rarer. Thus, the majority of the customer journeys are relatively short, where the interactions with the company usually consists of two channels and touch points. Though, there are some

exceptions of customer journeys including more channels and touch points, such as apps and e-mail, together with the website and the physical store. The utilization of omni-channels is not that clear. Some shopping practices involves changing between several channels and also material devices, such as the website and social media by using the smartphone and the computer, while others includes only one or two channels and devices. In sum, a seamless experience between the physical store and the website seems to be critical, since it is the most common channels of interactions where the activities are performed during the shopping practice.

In relation to earlier studies regarding practice of shopping and omni-channel shopping, this thesis offers a contribution of how omni-channels are being utilized in practice. With a more digital retail landscape, the understanding of how omni-channels are used is critical in order to achieve a more complete picture of today's retail shopping. This study does not offer a full picture of omni-channel shopping. Instead, it contributes with knowledge regarding if and how omni-channels are being used within the practice of shopping. Proceeding from practice theory, this study adds to current research about shopping as practice (e.g., Fuentes, 2014), by empirically examining the activities being performed and on what channels, together with the necessary composition of elements. The study shows how the shopping is performed within an omni-channel context (e.g., Verhoef et.al, 2015). By also integrating customer journeys (e.g., Lemon and Verhoef, 2016), in regard to the practice of shopping, the study contributes with empirical knowledge about how different channels are used as places for interactions with companies while performing the shopping activities. Together the thesis contributes with knowledge to all these fields, thus creating a better understanding of today's retail shopping.

Managerial implications

The results contribute with some managerial implications. With the digital transformation within the retail industry it is important for companies to assimilate this development. Since consumers seemed to appreciate that companies are offering different kinds of channels it's also something retailers should dedicate resources on. Especially the seamless experience between the website and the physical store is important, since a lot of shopping activities are being performed switching through those channels. Thus, companies should offer products on their online channels but also keep having good resources in their physical store, as in competent personnel. Since the physical store is important within many shopping practices also for younger people, it is something companies should consider in their business.

Further, the computer is sometimes superior to the smartphone when shopping because of the better online flow and interface. Companies should think about dedicating resources in making their website compatible for use also with a smartphone. As mentioned, the smartphone is becoming more popular to use when shopping, thus making it an important device companies should focus on. Another alternative is to offer an app that enables the shopping practice to be performed in an easy way.

Limitations and future research

A limitation with the study is that it will not discuss and compare any cultural or demographic differences among the consumers, which can have some potential effect on the shopping practice. The age of the consumer might affect the shopping activities and also where they live. People living in cities compared to people living on the countryside might perform different shopping activities because of their physical location, or in other words, because of their distance to physical stores.

With that in mind, a potential future study could take more demographics in consideration. For example, study consumers in specific ages and then do a comparison between different age-groups. Also, see how the shopping practice differ depending on the physical location, where the distance to physical stores or the possibility to get the products delivered to your home could differ and therefore might affect the shopping activities being performed.

Another limitation with the study is that the company perspective is not taken in consideration when analyzing the shopping practice. Therefore, there is a chance that certain companies might steer the consumers to shop in a certain way, which could have an effect on their shopping activities and how they are performed.

Thus, a suggestion of further research is to also include a company perspective. This could be done by interviewing a manager in the company's marketing department that have knowledge in regard to their company channels. It could be interesting to see how consumers shopping practices stands in comparison to how the company is wanting their customers to shop and also how they work with omni-channels. This would also indicate if the companies are steering consumers to shop in a certain way.

A third limitation with the study is that no observations were made, but only in-depth interviews. Future studies could involve observations as well, in order to follow the practice of shopping closer and get more details about the activities being performed. For example, how the consumers really are seeking for inspiration and how they are moving on to the next channel when shopping.

7. Reference list

- Alvehus, Johan. (2013). *Skriva uppsats med kvalitativ metod: En handbok*. 1 Uppl. Stockholm: Liber AB.
- Arora, Sourabh ; Sahney, Sangeeta. (2017). Webrooming behaviour: a conceptual framework. *International Journal of Retail and Distribution Management*, 10 July 2017, Vol.45(7/8), pp.762-781.
- Arsel, Zeynep ; Bean, Jonathan. (2013). Taste Regimes and Market-Mediated Practice. *Journal of Consumer Research*, 01 February 2013, Vol.39(5), pp.899-917.
- Barwitz, Niklas ; Maas, Peter. (2018). Understanding the Omnichannel Customer Journey: Determinants of Interaction Choice. *Journal of Interactive Marketing*, August 2018, Vol.43, pp.116-133.
- Beck, Norbert ; Rygl, David. (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of Retailing and Consumer Services*, November 2015, Vol.27, pp.170-178
- Bridges, Eileen ; Florsheim, Renée. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 2008, Vol.61(4), pp.309-314.
- Bryman, A., 2016. Social research methods. Oxford University Press, Oxford.
- Bäckström, K. (2006). Understanding recreational shopping: a new approach. *The International Review of Retail Distribution and Consumer Research*. May 2006. Vol.16, pp.143-158.
- Elms, Jonathan ; de Kervenoael, Ronan ; Hallsworth, Alan. (2016). Internet or store? An ethnographic study of consumers' internet and store-based grocery shopping practices. *Journal of Retailing and Consumer Services*, September 2016, Vol.32, pp.234-243.
- Eriksson, Päivi and Kovalainen, Anne (2008). *Qualitative Methods in Business Research*. Los Angeles: SAGE

Fuentes, C. (2014). Managing green complexities: consumers' strategies and techniques for greener shopping. *International Journal of Consumer Studies*, September 2014, Vol.38(5), pp.485-492.

Fuentes, Christian ; Bäckström, Kristina ; Svingstedt, Anette. (2017). Smartphones and the reconfiguration of retailscapes: Stores, shopping, and digitalization. *Journal of Retailing and Consumer Services*, November 2017, Vol.39, pp.270-278.

Fuentes, Christian ; Enarsson, Petronella ; Kristoffersson, Love. (2019). Unpacking package free shopping: Alternative retailing and the reinvention of the practice of shopping. *Journal of Retailing and Consumer Services*, September 2019, Vol.50, pp.258-265.

Fuentes, Christian ; Fredriksson, Cecilia. (2016). Sustainability service in-store. *International Journal of Retail and Distribution Management*, 09 May 2016, Vol.44(5), pp.492-507.

Fuentes, Christian ; Hagberg, Johan. (2013). Socio-cultural retailing: what can retail marketing learn from this interdisciplinary field? *International Journal of Quality and Service Sciences*, 30 August 2013, Vol.5(3), pp.290-308.

Fuentes, C and Svingstedt, A. (2017). Mobile phones and the practice of shopping: A study of how young adults use smartphones to shop. *Journal of Retailing and Consumer Services*, 38: 137-146.

Grewal, Dhruv ; Roggeveen, Anne L ; Nordfält, Jens. (2017). The Future of Retailing. *Journal of Retailing*, March 2017, Vol.93(1), pp.1-6.

Hagberg, Johan ; Fuentes, Christian. (2018). Retail formations: tracing the fluid forms of an online retailer. *Consumption Markets and Culture*, 03 September 2018, Vol.21(5), pp.423-444.

Hagberg, J., Jonsson, A., and Egels-Zandén, N. (2017). Retail digitalization: Implications for physical stores. *Journal of Retailing and Consumer Services*, 39C: 264-269.

Halkier, Bente ; Katz-Gerro, Tally ; Martens, Lydia Halkier, Bente (Editor) ; Katz-Gerro, Tally (Editor) ; Martens, Lydia (Editor). (2011). Applying practice theory to the study of consumption: Theoretical and methodological considerations. *Journal of Consumer Culture*, March 2011, Vol.11(1), pp.3-13.

Halvorsrud, Ragnhild ; Kvale, Knut ; Følstad, Asbjørn. (2016). Improving service quality through customer journey analysis. *Journal of Service Theory and Practice*, 14 November 2016, Vol.26(6), pp.840-867.

Harris, Patricia ; Dall'olmo Riley, Francesca ; Hand, Chris. (2018). Understanding multichannel shopper journey configuration: An application of goal theory. *Journal of Retailing and Consumer Services*, September 2018, Vol.44, pp.108-117.

Holme, Idar Magne and Solvang, Bernt Krohn. (1996). *Forskningsmetodik om kvalitativa och kvantitativa metoder*. 3 Uppl. Lund: Studentlitteratur AB.

Internetstiftelsen. (2019). Svenskarna och internet. Obtained 2020-03-17 from: <https://svenskarnaochinternet.se/app/uploads/2019/10/svenskarna-och-internet-2019-a4.pdf>

Kang, Ju-Young M. (2018). Showrooming, Webrooming, and User-Generated Content Creation in the Omnichannel Era. *Journal of Internet Commerce*, Apr/Jun 2018, Vol.17(2), pp.145-169.

Lemon, Katherine; Verhoef, Peter. (2016). Understanding Customer Experience Throughout the Customer Journey. *Journal of Marketing*, Nov 2016, Vol.80(6), p.69.

Magaudda, Paolo. (2011). When materiality 'bites back': Digital music consumption practices in the age of dematerialization. *Journal of Consumer Culture*, March 2011, Vol.11(1), pp.15-36.

Mosquera, Ana ; Juaneda-Ayensa, Emma ; Olarte-Pascual, Cristina ; Pelegrín-Borondo, Jorge. (2018). (2018). Key Factors for In-Store Smartphone Use in an Omnichannel Experience: Millennials vs. Nonmillennials. *Complexity*, 2018, Vol.2018.

Park, Sangkyu ; Lee, Dongwon. (2017). An empirical study on consumer online shopping channel choice behavior in omni-channel environment. *Telematics and Informatics*, December 2017, Vol.34(8), pp.1398-1407.

Patel, Runa and Davidson, Bo. (2011). *Forskningsmetodikens grunder. Att planera, genomföra och rapportera en undersökning*. 4 Uppl. Lund: Studentlitteratur AB.

PostNord. (2020). E-barometern Årsrapport 2019. Obtained 2020-03-15 from: <http://pages.postnord.com/rs/184-XFT-949/images/e-barometern-arsrapport-2019.pdf>

Reckwitz, Andreas. (2002). Toward a Theory of Social Practices: A Development in Culturalist Theorizing. *European Journal of Social Theory*, May 2002, Vol.5(2), pp.243-263.

Røpke, Inge. (2009). Theories of practice — New inspiration for ecological economic studies on consumption. *Ecological Economics*, 2009, Vol.68(10), pp.2490-2497.

Shove, Elizabeth ; Pantzar, Mika. (2005). Consumers, Producers and Practices: Understanding the invention and reinvention of Nordic walking. *Journal of Consumer Culture*, March 2005, Vol.5(1), pp.43-64.

Stein, Alisha ; Ramaseshan, B. (2016). Towards the identification of customer experience touch point elements. *Journal of Retailing and Consumer Services*, May 2016, Vol.30, pp.8-19.

Verhoef, P. C., Kannan, P. K., and Inman, J. J. (2015). From Multi-Channel Retailing to Omni- Channel Retailing. Introduction to the Special Issue on Multi-Channel Retailing. *Journal of Retailing*, 91(2), 174–181.

Verhoef, Peter C ; Neslin, Scott A ; Vroomen, Björn. (2007). Multichannel customer management: Understanding the research-shopper phenomenon. *International Journal of Research in Marketing*, 2007, Vol.24(2), pp.129-148.

Vieira, Valter ; Santini, Fernando Oliveira ; Araujo, Clécio Falcao. (2018). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 11 June 2018, Vol.35(4), pp.426-437.

Warde, Alan. (2005). Consumption and Theories of Practice. *Journal of Consumer Culture*, July 2005, Vol.5(2), pp.131-153.