

## Abstract

Göteborg University  
School of Business, Economics and Law  
Department of Business Administration  
P.O. Box 610  
SE 405 30 Göteborg  
Sweden

Author: Malin Sundström  
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### They say the online-store is convenient

The starting point of this dissertation is the increasing number of Swedish consumers who use the Internet for shopping. Convenience is said to be an important ground for this choice. However, there are few studies that attempt to understand the true meaning of convenience. This study sets out to understand what convenience entails for Internet shoppers, what characterizes a convenient Internet shopper, what characterizes a convenient online product or service, and finally how different meanings of convenience can be explained in different shopping situations. The purpose of this study is to deepen the understanding of consumers' convenience grounds when shopping online. Qualitative data was collected from 24 respondents, 12 female and 12 male, living in the Swedish cities of Örnsköldsvik, Stockholm, Göteborg and Borås. Data collection was mainly conducted by means of group interviews and additional personal interviews, questionnaires and shopping experiment observations. The study has its theoretical outlook based in convenience literature, and convenience motives when choosing a particular store, however, adjusted to better fit the phenomenon of online shopping.

This theoretical approach emphasizes different dimensions of convenience and gives special insight into remote shopping consumers. Results show that convenience is an important ground for Internet shopping. Convenience in this context, can be seen from a psychological and/or behavioural perspective. However, grounds for convenience entail efficiency and rationality reasons for all of the respondents included in the study. These results indicate that convenience is best understood by using a resource efficiency approach. When using this approach the study shows the importance among the respondents to save time and energy, both from a psychological as well as a physiological perspective. Another useful explanation in order to understand the meaning of convenience is to use consumers' descriptions of themselves as planned or impulsive. In most cases the respondents describe themselves as planned consumers, which in turn indicate that the use of a resource efficiency perspective is valuable.

It is a great variety of products and services described as convenient, however the study pinpoints two exceptions: home electronic devices and tickets. The study shows that one reason for the differences in consumers' convenience perceptions is how time is perceived. Another reason is how customer perceives psychological or physiological energy. A third reason is how they perceive security and safety. Another important result is that convenience differs between women and men in the study. The female consumer gives priority to saving time and saving physical energy. The male consumer gives priority to timing. The study's results can help online businesses to identify how their customers perceive convenience to better design communication, virtual store, information, payment and delivery according to their wants and needs. Another practical implication drawn from the findings is to use direct delivery when possible and offer home delivery.

**Key words:** Internet shopping, on-line store, convenience, convenient, consumer, Internet customer, marketing.

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