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MAKING SENSE OF THE CUSTOMER JOURNEY
THE MOBILE DEVICES ROLE IN CONSUMERS' SHOPPING EXPERIENCES

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ABSTRACT

The changes taking place in the retail setting, both in consumer behavior and technological advancements, are making consumers' shopping experiences continually more intricate, especially for the younger generation who have come to expect a digital customer journey. Many retailers are moving towards an omnichannel strategy to cater to these new customer experiences to take form; however, the research on the customer journey in an omnichannel environment from the customer point of view is still sporadic. Hence, this study has aimed to examine how the customer journeys take form in an environment where omnichannels are under development, focusing on what impact the mobile devices have had and how the mobile devices have influenced the impulsiveness and contemplativeness of these customer journeys. Using an exploratory, mixed-methods approach including primarily a qualitative focus with quantitative aspects in the data-gathering, an understanding is developed about the arising customer journeys experienced. The respondents were sampled through convenience by several criteria, and the data collected through three phases of (1) structured interview, (2) shopping diary, (3) in-depth interview.

The article makes four main contributions to the body of customer journeys, mobile shopping, and omnichannel retail research. First, three types of customer journeys were suggested; the impulsive journey, the planned journey and the inspired journey. Second, six aspects were identified as triggers that could propel or sway the customer towards a purchasing decision. Third, the study contributed to the understanding of mobile devices' influence on impulsiveness and contemplativeness. Finally, by mapping the customer journeys and what eventual triggers are most influential for the customers, it contributes with managerial implications to help retailers better implement their omnichannel strategies to maximize the customer experience for today's customer journeys.

Keywords: *Customer journeys, Impulse purchases, Mobile shopping, Omnichannel retail*

1. INTRODUCTION

The retail industry has experienced several shifts in recent years, where technological advancements have contributed to new digitalized shopping experiences for customers (Cochoy, Hagberg, Petersson McIntyre & Sörum, 2017; Kang, Majer & Kim, 2019). One of the most significant developments to retailing and e-commerce has been mobile devices, which have facilitated more frequent and complex interactions between retailers and customers (Shankar, Venkatesh, Hofacker & Naik, 2010). Thus, while historically, brick-and-mortar stores have been the sole channel in the consumers' path-to-purchase (Mármol & Fernandez, 2019), customer journeys are today occurring anywhere and at any time (Rodríguez−Torrico, Cabezudo & San−Martín, 2017). Hand-in-hand with these developments, omnichannel shopping has emerged, where customers are now able to compose their own shopping experiences involving multiple intertwined touchpoints to create the best possible experience (Herhausen, Kleinlercher, Verhoef, Emrich & Rudolph, 2019).

Previous research has found that these changes towards a customer journey involving multiple touchpoints (e.g., Herhausen et al., 2019) and high mobile device usage are especially noticeable among the younger

population (e.g., Boardman & McCormick, 2018), indicating a generation divide. It seems only natural that the consumers who have grown up with these rapid technological advancements will have a different outlook than those who have not, and research indicates that the behaviors of both Millennials and Generation Z are drastically different from their pre-successors in their use of technology (Hall, Towers & Shaw, 2017). Therefore, gaining a comprehensive understanding of the impacts of the mobile device on these younger consumers' path-to-purchase is essential for retailers.

The customers' path-to-purchase is a widely researched area and has long remained unquestioned (Wolny & Charoensuksai, 2014). However, in recent years the applicability of pre-internet consumer behavior theories (e.g., Howard & Sheth, 1969; Engel, Blackwell & Kollat 1968) on post-internet consumer decision-making has been challenged in research (Wolny & Charoensuksai, 2014; Parsons & Descatories, 2016). Since then, the term customer journey has gained traction among researchers (e.g., Lemon & Verhoef, 2016; Wolny & Charoensuksai, 2014; Herhausen et al., 2019), which attempts to capture the more complex purchasing processes, with multiple intertwined touchpoints, that have arisen. However, mapping these customer journeys is progressively more difficult due to the increasing presence of mobile devices (Lemon & Verhoef, 2016). Some studies have been made on the subject in recent years (e.g., Wolny & Charoensuksai, 2014; Herhausen et al., 2019) attempting to capture the now more intricate purchasing processes by mapping and segmenting the customers and their customer journeys. Nonetheless, Mishra Singh & Koles (2021) found that, although not entirely lacking, decision-making research within omnichannel retailing is still a relatively unexplored and sporadic research

field, especially limited and dispersed in the consumer-focused area.

There are several observations by marketeers and practitioners that indicate a shift from the more traditional view of the decision-making process towards a complex and mobile customer journey; one such is the relatively new term micro-moments, coined by Google. The term refers to the occasions when a customer, in a moment of inspiration, immediately picks up their phone to search for information that results in a purchase (HBR-AS, 2016). Although the term has not been discussed in academic research, it indicates a shift that has been discussed by several researchers, which is the impulsiveness that mobile devices are seemingly inducing (Drennan & Sullivan Mort, 2003; Watson, Pitt, Berthon, & Zinkhan, 2002; Lee, Park, & Jun, 2014). The constant presence of mobile devices in consumers' daily lives makes them more prone to making impulsive purchases (Lee et al., 2014), further suggesting that the customer journeys of today's consumers have evolved.

To bridge this gap in existing research, this study aims to contribute to understanding how customer journeys take form in today's move towards omnichannel retailing, specifically how it has been influenced by the introduction of the mobile device and what impact this has had on customer impulsive and contemplative tendencies.

1.1 RESEARCH PURPOSE
With the changes occurring in retail, in terms of technological advancements and changing consumer behaviors, there is a need to better understand how mobile devices have influenced the customers' experience leading up to the purchasing decision. Previous studies have emphasized how mobile devices are used more frequently during shopping today, and some signals indicate that the

mobile itself is changing consumers' shopping experiences, e.g., increased impulsivity in shopping. Consequently, linking mobile devices to the customer journey will contribute to understanding how the customers' purchasing processes unfold today, which would make a difference for retailers when managing the customers' experience. As research (e.g., Boardman & McCormick, 2018) has found younger consumers to be the most frequent users of mobile devices in shopping, this study will focus on these consumers' shopping experiences.

Therefore, this study focuses on contributing to a better understanding of how the customer journey, specifically the pre-purchase and purchase stages, of young customers in today's omnichannel retailing are influenced by mobile devices and its relation to consumers impulsiveness and contemplativeness. Therefore, against this aim, the following research questions are posed:

How does mobile devices influence consumers' pre-purchase and purchase stages in the customer journey?

How does mobile devices influence consumers' impulsiveness and contemplativeness?

By studying the mobile devices' influence on customer journeys, the contributions are valuable when designing omnichannel strategies. Hence, this article will briefly describe the move towards omnichannel retailing to better understand the context where customer journeys are further explored. Therefore, this also means that other channels, such as physical stores and computers, will be discussed in relation to the mobile device as the concept of omnichannels does not prioritize one channel over others.

2. LITERATURE REVIEW
2.1 OMNICHANNEL RETAILING

As stated, major technological developments have taken place during the last decade, where consumers are increasingly using their mobile phones during their purchasing processes, contributing to the development of omnichannel retailing (Fiestas & Tuzovic, 2021). Most research on omnichannels makes a distinction between three concepts; multichannel retailing, cross-channel retailing, and omnichannel retailing, which all differ in the level of channel integration (Picot-Coupey, Huré & Piveteau, 2016; Beck & Rygl, 2015).

In short, multichannel retailing involves offering multiple channels (i.e., brick-and-mortar store, website, and direct marketing) on multiple devices (e.g., smartphone, iPad, desktop, physical store) for the customers to use during their purchasing process. However, in multichannel retailing, all channels are separate without any overlap or integration (Zhang, Farris, Irvin, Kushwaha, Steenburgh & Weitz, 2010). The next level of channel integration refers to cross-channel retailing, meaning that the retailer offers a semi-integrated experience between some chosen channels (Beck & Rygl, 2015). The final level of integration, omnichannel retailing, means retailers provide a seamless customer journey with all channels integrated for customers to be able to move between the different channels effortlessly to the point where the experience becomes borderless (Piotrowicz, 2019; Lazaris & Vrechopoulos, 2014; Kang, 2018; Hagberg, Sundstrom & Egels-Zandén, 2016; Verhoef, Kannan & Inman, 2015). For instance, while in the past, channels were separated and unconnected, the omnichannel experience allows customers to switch channels during a customer journey and seamlessly pick it up in another channel (Piotrowicz & Cuthbertson, 2014). Therefore, omnichannel retailing has facili-

tated a new type of customer experience to take place in the customer journey, and following the aim, this study is interested in how the mobile devices' role has influenced customer journeys in this omnichannel retailing.

2.2 THE CUSTOMER JOURNEY

One of the most recognized models within consumer behavior is presented by Engel et al., (1968) and was later revised by Blackwell, Miniard & Engel (2006). The model includes five stages that the customer goes through during the purchasing process; *need recognition, information search, pre-purchase evaluation, purchase,* and *post-purchase evaluation*. The five-stage decision-making model has been reviewed in the online shopping context (e.g., Darley, Blankson & Luethge, 2010; Teo & Yeong, 2003), in the multichannel context (Konuş, Verhoef & Neslin, 2008), as well as in the omnichannel context for high involved fashion shoppers (Lynch & Barnes, 2020). However, several researchers have argued that the decision-making model is too linear to capture the complexity of an omnichannel customer's decision-making and have instead suggested the customer journey, which tries to capture today's more intricate journeys (Barwitz & Maas, 2018; Wolny & Charoensuksai, 2014; Crosier & Handford, 2012).

The concept of the customer journey evolved from the traditional decision-making process to acknowledge the now more complex type of customer experience that digitalization brought (Lemon & Verhoef, 2016; Barwitz & Maas, 2018). Lemon & Verhoef (2016) summarized the customer journey into three stages; *pre-purchase, purchase,* and *post-purchase*, which is also accordant with previous traditional research on customer experiences (e.g., Howard & Sheth 1969; Neslin, Grewal, Leghorn, Shankar, Teerling,

Thomas, & Verhoef, 2006; Puccinelli, Goodstein, Grewal, Price, Raghubir & Stewart, 2009). However, Leomon & Verhoef (2016) defined that the customer journey is not a linear process of moving between these three phases, but rather an intricate journey with multiple touchpoints and multiple opportunities throughout. Herhausen et al. (2019) described how the multiple touchpoints now available have empowered customers to build their own customer journey that best suits them—further emphasizing the impact the mobile device has had on how customer journeys take form today.

For the purpose of this study, the customer journey's first two stages will be explored, namely the pre-purchase and the purchase stage. This delimitation is made since the pre-purchase and Purchase stages were described as the most decisive stages in terms of influence on the customers' intentions to purchase (Ellio, Fu & Speck, 2012; Rodriguez-Torrico et al., 2017), but also as these stages involve the most frequent use of mobile channels (Holmes, Byrne & Rowley, 2013; Rodriguez-Torrico et al., 2017).

2.2.1 PRE-PURCHASE STAGE

The pre-purchase stage reflects all activities prior to the purchase, traditionally including need recognition, information-seeking, and deliberation (Lemon & Verhoef, 2016). Need recognition acknowledges that the consumer purchasing process starts with the consumer identifying a need, either through an internal influence (e.g., hunger) or an external influence (e.g., an ad) (Blackwell et al., 2006; Kotler & Keller, 2012). As described by Solomon et al. (2006), need recognition occurs when the consumer identifies a discrepancy between their present circumstances and their ideal circumstances, and if that dissonance is significant, it will instigate a purchase—

further describing how an advertisement or promotion can rouse needs that the consumer has not yet recognized. However, although these findings are not necessarily wrong, other researchers (e.g., Wolny & Charoensuksai, 2014; Ashman, Solomon & Wolny, 2015) argue that today consumers are in a constant state of need recognition due to the endless information and advertisement they are exposed to at all times. Thus, Wolny & Charoensuksai (2014) instead described this phase as that of orientation or inspiration, in which the consumer does not consider themselves as shopping but rather skimming the market.

Nonetheless, once a want or need is recognized, the customer will search for information, either by heightened attention or through active information search (Kotler & Keller, 2012). While the first type of information search regards being more open to receiving information from their surroundings, the second regards actively searching for information (Ibid.). Ashman et al. (2015) argued that much of the information is gathered in the consumers' memory due to the constant exposure to impressions, meaning that they might already have gathered all the necessary knowledge to make a purchasing decision. Otherwise the consumer will gather information from their surroundings (Ibid.). Today, the most commonly described forms of information-seeking is through word of mouth (WOM), such as recommendations from friends, or online reviews, search engines, comparison websites, and social media (e.g., Ashman et al., 2015; Lecinski, 2011; Wolny & Charoensuksai, 2014). Several researchers also argue that the trust customers' feel towards information sources has shifted from professionally generated information, such as company websites, towards non-professionally generated information, such as influencers, social media, and customer reviews (Park & Cho, 2012; Wolny & Mueller, 2013).

With the development towards omnichannel retailing, the customers' information seeking has seemingly taken new forms (Lemon & Verhoef, 2016). The two most researched omnichannel practices for information gathering are showrooming and webrooming (Verhoef et al., 2015). Showrooming is generally described as using the physical store to research and explore the products, only to make the purchase online, potentially, at a different retailer with better price (Brynjolfsson, Hu & Rahman, 2013: Gensler, Leeflang & Skiera, 2012). On the contrary, the practice of webrooming is explained as researching online only to complete the purchase in-store (Brynjolfsson et al., 2013). Verhoef et al. (2015) defined both these activities as 'research shopping', where the customer research in one channel only to make the actual purchase in another. According to Konus et al. (2008), shoppers combining both online and offline channels in their purchases are more prone to be price-conscious, as they often put more effort into researching the best options. Similarly, according to Park & Lee (2017), consumers using mobile devices as a channel when shopping are more prone to be more deal prone due to the ease of doing research and finding information on the smartphone. Nonetheless, once the information has been gathered, a deliberation is made between brands and product alternatives based on the gathered information (Ashman et al., 2015).

2.2.2 PURCHASE STAGE

The purchasing stage, in turn, refers to all activities connected to the purchase itself, e.g., choosing, buying, and paying, and is often the phase where the least amount of time is spent (Lemon & Verhoef, 2016). Although a deliberation is made in the pre-

purchase phase, as described by previous research (e.g., Verhoef et al., 2015; Ashman et al., 2015), the actual decision is made in the purchasing stage (Lemon & Verhoef, 2016). Kotler & Keller (2012) described that the purchasing decision made in this phase had been found to have two influencing factors, the attitude of others and unanticipated situational factors. The first refers to how other people's opinions influence the customer's decision, while the second refers to aspects that could disrupt the customers' intention to buy (e.g., store personnel, another imperative purchase, or economic aspects). Kotler & Keller (2012) further suggests that another factor likely to influence the customer to change a purchasing decision is the perceived risk of the purchase, described to vary depending on the product price, level of ambiguity on product feature and quality, and level of self-assurance.

Other researchers have also discussed what factors might influence or sway the purchasing decision. Blom, Lange & Hess (2017) discussed the effects of promotions on the customers' purchase decision and found that both generic promotions and omnichannel promotions (i.e., personalized ads based on individuals' pre-purchase data) had a positive effect on the purchasing decision, especially if the consumer views it as a low involvement product. Prasad, Garg & Prasad (2019) argued that a determining factor influencing millennials' purchasing decision was online word-of-mouth, such as online reviews and social media posts, where a negative or a positive review online could sway the intention to purchase.

2.2.3 MAPPING CUSTOMER JOURNEYS

Lemon & Verhoef (2016) suggested that customer journey mapping was imperative to better understand customers' path-to-purc-

hase. This mapping can be done in various ways; while Wolny & Charoensuksai (2014) identified three multichannel customer journey types segmented by channel behavior, Herhausen et al. (2019) instead identified customer types segmented by the preference of touchpoints. However, while the former studied multiple customer journeys by the same customers, the latter studied individual customer journeys by different customers. As suggested by Herhausen et al. (2019), most younger consumers, which are the focus of this study, were segmented as multiple touchpoint shoppers, developed from Konus et al.'s (2008) multichannel enthusiasts. However, as the aim of this study is to improve the understanding of how the customer journeys of these younger consumers take form, it will take on the approach by Wolny & Charoensuksai (2014) and segment how these, most often, multichannel customer journeys take form.

Wolny & Charoensuksai's (2014) study mapped customer journeys among cosmetic shoppers and indicated that the participants' shopping journeys could be segmented into three categories: Impulsive journeys, Balanced journeys, and Considered journeys. The segments do include a customer journey similar to the three phases discussed by Lemon & Verhoef (2016) (i.e., pre-purchase, purchase, and post-purchase), but further suggested that the segments varied in the amount spent in each phase (Wolny & Charoensuksai, 2014). This is in some ways consistent with Lemon & Verhoef (2016), who explained that various types of customer journeys can arise for the customer depending on what touchpoints they interact with during which activities.

The impulsive journeys are characterized by fast purchasing decisions, with a smaller amount of time spent in the information-

seeking phase, instead considering experience and recommendations from friends and family as information. The study also found that customers in an impulsive shopping journey were more influenced by emotions, where, e.g., mood or new products with attractive packaging could easily sway the purchasing decision. The balanced journeys were usually initiated with inspiration from an ideal group (e.g., friends or celebrities) or an ad, followed by a more comprehensive information-seeking phase, which differs from the previous segment. The information gathering is described to include several different sources and shows inclination towards including showrooming and webrooming as activities used for information gathering. The final segment, the considered journeys, is described to include a comprehensive pre-shopping stage, meaning a more extended period where information is gathered in part subconsciously and in part consciously to be utilized for a later customer journey when a need or want emerges. These journeys presented by Wolny & Charoensuksai (2014) will be considered in the context of this study by taking into account the role of the mobile device and how it may have affected the customer journeys.

2.3 IMPULSIVE AND CONTEMPLATIVE SHOPPING

What Wolny & Charoensuksai (2014) suggests in their mapping of the customer journeys is that there are both impulsive and contemplative aspects to the customer journeys. Neither impulsiveness nor contemplativeness are new concepts, having been discussed in traditional consumer research for a long time (Rook, 1987; Weinberg & Gottwald, 1982; Piron, 1991). However, several researchers argue that the rapid technological developments in recent years have impacted how these behaviors take form in customers' purchasing processes (Lee, Park & Jun 2014; Drossos, Kokkinaki,

Giaglis & Fouskas, 2014; Rodriguez-Torrico et al., 2017).

Impulsive purchasing is generally described to occur when "*a consumer experiences a sudden, often powerful and persistent urge to buy something immediately*" (Rook, 1987, p. 191) and is often characterized by an emotional, intense experience with low cognitive control (Rook, 1987; Weinberg & Gottwald, 1982; Arnould, Price & Zinkhan, 2003). However, according to Stern (1962) and later Workman, Paper, Dever, Hartman, Reed & Ugray (2010), impulsive purchasing does not necessarily have to be unplanned, instead stating that impulse shopping can also include pre-purchase planning to various extents. Although all should be considered impulsive, they acknowledge the diversity to which impulsive purchasing takes form, from truly impulsive (i.e., spontaneous purchase at first encounter) to a planned impulsive (i.e., spontaneous but with previous experience with product).

Contrary, contemplative purchasing have been described as "*a buying action undertaken with a problem having been previously recognized*" (Piron, 1991, p. 483) and is often a natural step in the purchasing process, characterized by logic and control (Rook, 1987; Weinberg & Gottwald, 1982). Hand in hand with contemplative shopping behavior, Need-For-Touch (NFT) is often mentioned, which refers to the preference of collecting information through physical touch, and is further described to be influenced by two constructs; autotelic and instrumental. The autotelic aspect relates to the enjoyment derived from touching the product, while the instrumental aspect relates to gathering information through touching the product and its physical attributes (i.e., size, shape, material, weight) (Peck & Childers, 2003).

Previous research has found that there are several aspects affecting impulsive and contemplative purchasing. Drossos et al. (2014) distinguish between high and low involved products (from the consumer's perspective), finding that low involved products (e.g., clothing) were more likely to be purchased impulsively compared to highly involved products (e.g., furniture), which is consistent with previous research (e.g., Dittmar, Beattie & Friese, 1995). Drossos et al. (2014) further suggested that environmental cues in the consumers' surroundings, such as advertisement through a mobile device, can impact the intent to purchase impulsively. Similarly, other research (e.g., Watson et al., 2002; Drennan & Sullivan Mort, 2003; Lee et al., 2014) found that impulsiveness is correlated to the increased use of mobile devices and that the mobile device can provoke impulsive purchasing behavior in the consumer as its inherent characteristics (e.g., availability and responsiveness) induces impulsivity among consumers.

2.4 MOBILE DEVICES IN SHOPPING

As the mobile device became increasingly integrated into consumers' daily lives, it challenged the traditional retailing model. Due to the constant presence of mobile devices in consumers' everyday lives, retailers could suddenly be with their consumers at any time and any place (Shankar et al., 2010). Therefore, much focus of previous research has been on the perceived value the mobile device could bring as well as the adoption and acceptance of mobile devices as technology (e.g., Jimenez, San-Martin & Puente, 2019; Agrebi & Jallais, 2015; Chen, Yen & Chen, 2009; Bigne, Ruiz & Sanz, 2005; Li, Dong, & Chen, 2012; Wu & Wang, 2005). Although the focus of this study is not on technology acceptance among consumers, but rather on how mobile devices are used in

the customer journeys, it offers insights into why mobile devices are used to different degrees among consumers— essentially arguing that in order for new technology to be accepted a positive perception of useful-ness and ease of use is needed (Davis, 1989). However, Andrews, Drennan & Russell-Bennet (2012) highlighted how value would not necessarily translate into importance in the consumption practices due to the many channel options available today.

Further, Tyrväinen & Karjaluoto (2019) found that the technology acceptance among consumers could ultimately impact how the consumer uses the mobile device—where a consumer unfamiliar with the technology was more likely to appraise utilitarian aspects (e.g., ease of use), while a consumer familiar with the technology would be more likely to appraise hedonic aspects (e.g., enjoyment) (Ibid). The acceptance of mobile devices in retailing can also be linked to other studies on how and when mobile devices are used in shopping. For instance, research has found that the way consumers use their mobile devices in shopping greatly varies from making the actual purchase to comparing prices or gaining information about the products or availability (e.g., Groß, 2015). Holmes et al. (2013) and Cliquet, Picot-Coupey, Huré & Gahinet (2014) found that using the mobile device for shopping was primarily done in the activities of the pre-purchase stage, such as product and price comparisons. Thus, reinforcing this article's choice of focusing on the pre-purchase and purchase stages of the customer journey.

In this context, of combining channels in a customer journey, the mobile devices' constant presence and availability in customers' everyday lives arguably heighten the need to understand the mobile device's role in customers' shopping experience. Singh & Swaith (2017) aimed to fill the research gap

regarding the connection between the mobile device and its relation to other channels from a multichannel perspective. The authors describe how using multiple channels when shopping has become the norm as accessibility has arisen. Thus, although a consumer may have a preferred channel choice, a single purchase often includes a combination of channels (Ibid.). Further, the authors found that the chances for choosing the mobile device as part of a channel combination will be higher because of its convenience for searching, while a desktop may be the preferred choice when there is a will to compare prices (Singh & Swaith, 2017). Park & Lee (2017) described how the developing mobile technology and the emerging omnichannel environment add challenges for retailers. They cannot solely think about what products to offer any longer; now, they must also consider how they present their information through different channels. Some patterns identified in their study were how the type of product and the consumer demographic (e.g., age) are decisive aspects for the preferred channel choice (Park & Lee, 2017). Boardman & McCormick (2018) noted that younger people, in particular, view the different channels as separated from one another and choose channels depending on their separate benefits, suggesting that while younger consumers would use mobile phones for convenience, they might visit physical stores as a social activity.

3. METHODOLOGY
3.1 RESEARCH STRATEGY

Although customer journeys have been widely studied previously, the development towards omnichannel retailing and new technological advancements (i.e., the mobile device) has made the customer journeys more complex and intricate. Therefore, this study has taken an exploratory approach,

often used within relatively unexplored research areas (Bryman & Bell, 2011).

For this study, while it incorporates quantitative elements to augment the data collection, it is at its core qualitatively driven. It consists of two initial quantitative data collection phases to gain a better overview, and more comparable understanding, of the individual participants' shopping practices, which are further elaborated on during a final in-depth qualitative interview. As a divide seemingly exists within research (Cresswell, 2011), some researchers would describe this approach as mixed-methods, while others would not. Much existing mixed-methods research within omnich-annels and shopping processes incorporate a quantitative study and a qualitative study that are later compared jointly (e.g., Shi, Wang, Chen & Zhang, 2020; Huré, Picot−Coupey & Acker-mann, 2017), as it then can allow for both generalizability through quantitative methods and in-depth understanding through qualitative methods. However, as the aim is to better understand how the mobile devices have influenced consumers' customer journey and impulsiveness, this article takes a qualitative approach with certain quantitative elements to complement the qualitative study.

Thus, to gain insights into consumers' shopping experiences, a three-phase interview was constructed. This was done for two reasons. First, to categorize the customers' mobile shopping experiences as they happen, and second, to gain an in-depth understanding of those experiences. As mentioned, the first two steps use a quantitative approach with a structured interview and self-completion questionnaire (survey) acting as a shopping diary to minimize the differences between respondents and ensure the comparability and structure of the shopping journeys' reports (Bryman & Bell, 2011). These two methods (structured interview and

self-completion shopping diary) are restricted in their potential answers and will not provide a deeper understanding for the subject, which is deemed acceptable as it is used as a way to gain knowledge of and structure the shopping journeys of respondents that will be further explored in the semi-structured interviews in phase three. Other studies on shopping behavior have also employed a shopping diary to gain insights into real-time experiences, e.g., Lynch & Barnes (2020) and Wolny & Charoensuksai (2014) who both used online blog diaries. However, Lynch & Barnes (2020) acknowledged the difficulty in maintaining the participants' interest over the course of the study, as keeping an online blog diary can be tedious. Thus, to make the process easier for respondents and ensure their participation throughout the three weeks, a self-completion questionnaire as a diary with predetermined questions was chosen instead. This approach limits the participant somewhat in the type of response they can provide, potentially resulting in a less detailed response than the respondent would have provided in a different setting, e.g., blog diary as with Lynch & Barnes (2020) and Wolny & Charoensuksai (2014).

On the other hand, this method ensures that the respondents' accounts are structured and comparable without getting carried away in their accounts, thus providing a precise account of the shopping experiences for the third phase. Furthermore, Park & Lee (2017) highlighted how much of the existing research regarding consumers' online shopping is done via survey data, which may affect how accurate these studies illustrate different relationships. Therefore, by combining the shopping diaries with subsequent in-depth interviews, the study's objective is to capture the actual conduct of the respondents while also having them elaborate on their reasoning.

An abductive approach towards theory is used for this study, where both deductive and inductive elements were used at varying stages (Eriksson & Kovalainen, 2008). Initially, this study is more deductive as it has a theory-testing element where the provided literature review of customer journeys (e.g., Wolny & Charoensuksai, 2014) is used for the empirical data collection and analysis, which in turn is inductively used to further the existing research and to complement the literature review.

3.2 DATA COLLECTION

The sampling of participants for this study was conducted through non-probability, purposive sampling to ensure the likelihood of each participant contributing to the study. Similarly, other researchers (e.g., Lynch & Barnes, 2020; Boardman & McCormick, 2018) within the omnichannel or mobile shopping context have sampled participants out of purpose. Participants were chosen based on the initial criteria that they would most likely engage in shopping during the following weeks, be between 20-28 years, and would be available during the three phases of the study. While online options have been the preferred choice among younger consumers today, the shift from traditional offline channels to online channels among older consumers is still under development (Boardman & McCormick, 2018). That means that there is a broader variation among the older consumers regarding channel choice when shopping. Therefore, by exclusively studying the younger demographic, it is more likely that the differences or similarities that the study will be able to identify will depend on what consumers who are already accustomed to online channels experience during their customer journeys.

In the first phase of the study, the pre-survey stage, 14 participants were purposely samp-

led, and a structured interview (see Appendix 1) was conducted to ensure the participant's suitability for the study based on the criteria mentioned above. The structured interview was conducted over the phone. Of the initial 14 participants, 12 were deemed suitable for phase two (see table 1) as they stated a high likelihood of engaging in shopping over the next three weeks when phase two would be conducted, while two participants were deemed unsuitable as they stated they would not engage in shopping. At this phase, the 12 participants were also given practical information about how phase two would operate, to ensure that everyone involved would have time to contribute fully. In addition, some concepts important in the study were explained in cases where the respondent did not know them before, such as omnichannels, multichannels, and touch-points. Other critical concepts, e.g., impulsiveness and contemplativeness, all respondents knew before and therefore did not need to be explained.

After the structured interview, phase two was initiated, where the remaining respondents carried out a shopping diary through a self-completion questionnaire during an approximately three-week period (28 February-23 March) to provide an accurate description of their purchases. Two delimitations are made at this stage regarding the products included in the examined purchases, where all types of purchases are included except for services-related purchases (e.g., hairdresser, streaming services, traveling) and food-related purchases (e.g., grocery shopping). Service-related purchases are excluded as their inherent intangibility and perishability make them hard for consumers to evaluate (Devlin, Ennew, Sekhon & Roy, 2015), while food-related purchases are excluded as they often pertain to routine purchases, making it harder to draw conclusions from the findings. During this time, the respondents were asked

to answer the questions (see Appendix 2) in the online shopping diary every time a purchase had been made. The shopping diaries included questions regarding the inspiration behind the purchase, what channels were used for different activities, and if they considered the purchase to be impulsive or not. By being asked to think about how their purchases occur in practice, the aim is to get as fair a picture as possible regarding how consumers actually behave and resonate. Encouraging consumers to think while, or immediately after, a purchase is made will hopefully lead to answers that correspond to reality while leaving less room for guesswork and assumptions. In some cases, the respondents filled in the questionnaire of purchases which they later returned. However, this was discussed during phase three, and even these cases contributed to the understanding of the customer journeys.

The third and final phase consisted of semi-structured interviews. The interviews consisted of two parts for each respondent (see Appendix 3). In the first part, they were asked to elaborate on each purchase they had registered in the shopping diaries from phase two. The second part of the interview focused on the participants' general accounts from previous experience in shopping, this to gain a deeper understanding and appreciation for the participants' mobile shopping practices. The semi-structured interviews followed an interview guide based on themes derived from the literature review, including customer journeys, impulsiveness, and channel preferences, yet allowed further exploration of areas appearing during the interview (Bryman & Bell, 2011). As the integration of omnichannels is still evolving, the knowledge regarding their meaning can vary significantly among the general public. After having had the notion of omnichannels explained in advance in phase one, followed

by answering questions connected to situations where omnichannel are present, the aim during phase 3 was to have participants familiar with the concept during phase three. To have a deep understanding of omnichannels was not a necessity to participate in the study. Nonetheless, to have an overall idea of what it means was considered necessary so that similarities and differences identified would not solely be linked to the individual respondent's level of knowledge.

3.3 DATA ANALYSIS

As stated, the data collected in phase one and two were first taken into account and analyzed for the in-depth semi-structured interviews in phase three. After completion, all interviews from phase three were transcribed to make the collected data easier to code and then coded with the findings from phases one and two.

Name	Gender/ Age	Phase 2 purchase	Phase 3 interview
Ajla	Female, 27y	1	5 April
Debbie	Female, 24y	5	1 April
Hanna	Female, 24y	5	31 March
Hannah	Female, 28y	3	5 April
Henrik	Male, 25y	2	31 March
Linnea	Female, 28y	3	1 April
Lisa	Female, 24y	2	2 April
Madeleine	Female, 24y	1	1 April
Maja	Female, 27y	3	31 March
Selma	Female, 23y	3	2 April
Valentina	Female, 20y	6	1 April
Walid	Male, 24y	1	5 April

Table 1. Participants.

For the analysis, the data from all phases were coded conjointly to gain an overview of the purchases made to map the customer journeys that took form. Table 2 shows the coded findings with four respective categories derived from the literature review. The findings from the phases were jointly analyzed based on aspects from the reviewed literature (e.g., customer journey, impulsiveness, mobile use). First, each individual purchase was initially structured by the first two steps of the customer journey, purchase and pre-purchase (Lemon & Verhoef, 2016), and the channels involved for each activity, shown in the second column in table 2. The pre-purchase phase was divided into the activities Need recognition and Information-search to provide a better overview of each purchase.

Once the purchases were structured based on the respective customer journeys, they were coded based on their impulsivity or contemplativeness, seen in the third column in table 2— where a yes represents an impulsive purchase and a no represents a contemplative purchase. A pattern emerged among the identified customer journeys, which evolved from the customer journeys presented by Wolny & Charoensuksai (2014). A similar thematic method has been used by other researchers in similar settings, e.g., Wolny & Charoensuksai (2014), who mapped the multi-channel customer journeys from personal diaries and interviews. Additionally, when coding the purchase phase of each customer journey, six aspects were identified as triggering factors in each customer journey that could propel the customer from the pre-purchase stage to the purchase stage (see column 3 purchase in table 2).

Also, during the analysis and as themes emerged from the collected data, additional literature was gathered to better interpret the results (e.g., the customer journeys by Wolny

& Charoensuksai, 2014), which is consistent with the abductive approach of this study.

3.4 RESEARCH QUALITY

As suggested by Lincoln & Guba (1985) and further reinstated by Eriksson & Kovalainen (2008), this article has considered the research quality from four criteria: credibility, confirmability, dependability, and transferability. Arguably, the study's credibility is verified through the researchers' familiarity with the topic through graduate studies and further reinstated from the comprehensive literature review presented in the previous chapter. To ensure the confirmability of the findings, quotes from participants have been presented with the literature review and interpreted in terms of customer journeys (pre-purchase and purchase phase) and impulsive or contemplative purchases (see table 2) to make it more comprehensible by others. Further, all the questionnaires for each of the three phases can be found as enclosed appendices (see appendix). The study's dependability has arguably been ensured in part due to the logical and documented presentation of the research process and the guidance provided by the faculty. Lastly, the documentation of the conducted method also substantiates the transferability of the study.

3.5 DELIMITATIONS

There are some limitations to the scope of this study. First of all, the generalizability is limited as this is a qualitative study with 12 participants, meaning the results will not be representative for a larger population. However, only focusing on 12 participants gave time to go into the depths of each individual and carefully follow up on each purchase they made during phase two. Further, the study is conducted among young Swedish consumers within the age range of 20-28, which naturally will impact the results as some consumption practices are culturally embedded and depending on demographics. At the same time, to have a defined group to study felt necessary considering the limited number of respondents. This means that the result is generated from an intended demographic. In a more extensive research context, one could then make comparisons between different demographic groups.

Another aspect that will have influenced both the empirical data collection method, as well as the shopping practices of the respondents, is the ongoing pandemic, which has in part restricted the possibility for the researchers to conduct interviews in person but, more importantly, have impacted the consumers shopping practices in terms of shopping in physical stores and the frequency of shopping. The in-depth interviews in phase three gave the respondents room to explain and discuss how their shopping habits have changed during the pandemic. In addition to discussing their registered purchases during phase two, this has made it possible to include experiences from before the pandemic. Nonetheless, based on what was said during the pre-interviews, besides visiting physical stores more rarely, the way the respondents use their mobile devices when shopping does not seem to have changed significantly.

4. EMPIRICAL FINDINGS

The empirical findings will first identify what impact the mobile device has on shopping for the respondents in general. Second, six influencing aspects are presented that are found to influence the customers purchasing decision, followed by three customer journeys that could be identified based on the shopping diaries conducted during phase two of the data collection.

4.1 THE MOBILE DEVICE IN SHOPPING

Although Holmes et al. (2013) and Cliquet et al. (2014) found the mobile devices to primarily be used during the pre-purchase stage, the respondents of this study indicated using their phones throughout the pre-purchase and the purchase stage to various extents. In the pre-interview during phase one, the participants were asked what touchpoints they use most frequently during a typical purchase, where ten out of twelve mentioned using their phones frequently when shopping; however, seven out of those ten mentioned using more than one option. Thus, although the mobile device is the preferred channel for many, it is often used in combination with other channels, supporting Singh & Swaith (2017), who described that although customers might have a preferred channel when shopping, they often combine channels.

In that sense, the findings also support previous research (e.g., Herhausen et al., 2019) that today's consumers, and younger consumers, in particular, are prone to design their own customer journeys by combining multiple touchpoints in their customer journey that best suits their needs. For the participants of this study, which are all young consumers, this finding might not be surprising when considering Hall et al.'s (2017) description of how Millennials and Gen Z differentiate from their pre-successors due to being brought up with using technology. As an example of how one of the respondents combined different touchpoints, Hanna said,

>*"I get all my inspiration from Instagram, YouTube and perhaps Facebook, through my phone. However, when it is time to purchase, I often go to the physical store, or as a second option I use my computer."*

The statement also indicates that the mobile device is still essential during the pre-purchase stage, as suggested by Holmes et al. (2013) and Cliquet et al. (2014). However, several other respondents testified how the mobile device has departed from simply influencing the pre-purchase phase and becoming a prominent channel for the purchase phase. When asked if she associates different channels with different customer journey phases, Ajla answered,

>*"Not really, I use my phone for everything. If the app is available I'll use that, if not I'll just go on the website on my phone. But honestly, I only use my phone, except if my size is out of stock, then I might visit a store if I really want it."* Further stating that, *"I never think that 'I should sit down and look at, for instance, the new Nelly.com collection on my computer.' That I will do on my phone, which means I can do it everywhere. Whether that is on the train, on my way home, or at work, I will use my phone."*

What Ajla describes shows the mobile devices' impact on shopping, the most significant one being the accessibility to engage in shopping wherever and whenever, without having to set aside time for it. While shopping was previously bound by time and space in many ways, such as being in a store or by a computer, the mobile device, just as described by Shankar et al. (2010) and Singh & Swaith (2017), has facilitated a completely different type of shopping to arise as the realm of shopping is constantly accessible to the customer. Similar to Ajla, many other respondents described how the constant presence of their smartphones made it possible to shop any time. Walid stated,
>*"The benefit of using my phone is how convenient it is, you always have it with*

you and it is close at hand, really close at hand.", further describing that, "If I had not had my mobile phone there would definitely have been less purchases, mainly because if I have nothing to do on the train, and I travel by train very often, it very often happens that I look at instagram, I see ads, maybe I go to a website and browse and see that they have a lot of discounts at the moment and that would never happen without my phone."

What Walid describes is also an indication of how the mobile device has influenced impulsiveness, stating that using the mobile device is making him more impulsive and prone to buy more than he otherwise would. This is consistent with existing research from multiple researchers (e.g., Drossos et al., 2014; Drennan & Sullivan Mort, 2003; Lee et al., 2014 and Watson et al., 2002), stating that the mobile device often induces more impulsive behavior among consumers due to its constant presence. However, the findings suggest that this impulsive tendency is not constrained to pure impulsive purchases; instead, it influences multiple aspects and activities in the customer journey, further demonstrated in the segmented customer journeys below. The findings also indicate that it is not simply the impulsivity that is impacted by the mobile device but also the contemplativeness. This was especially noteworthy when Ajla described,

"You have access to so damn much on your mobile that you sometimes have to slow down a bit. All the alternatives available make you think that there is always something better, and that feeling can make me not go ahead with a purchase. So yes, although I might purchase more with my phone I also have more opportunities to compare between brands, products and prices."

In that sense, the mobile device will seemingly have a dual effect on consumers, where in some cases it induces more impulsive behavior for the consumer, leading to more frequent and spontaneous purchases, while in other cases, it can mitigate consumers' purchasing intention, where the amount of choices and information readily available to the consumer induces a more contemplative customer journey. When using the mobile device, the main benefit was the access to information at all times, making the information-seeking a much more effortless activity as it was always within reach, which is what seemingly is inducing the more contemplative behavior among the consumers. Even the few respondents who described a preference for using the computer for the information-seeking of a purchase stated that most often, their research starts on the mobile device on the go, only to be continued on the computer when at home. Although it is unclear in what instances the mobile devices' accessibility would induce impulsiveness, and when it would induce contemplativeness, it is clear that contrary to previous research (e.g., Watson et al., 2002; Drennan & Sullivan Mort, 2003; Lee et al., 2014) it can influence both behaviors and not solely impulsiveness.

To understand the influence of mobile devices on customer journeys, it is also vital to understand what motivates the consumers to use their mobile devices as opposed to another channel. The findings of this study indicated that to what extent the mobile device is used in the respondents' customer journeys could depend on a number of different things, yet most mentioned was the convenience. Lisa and Madeleine both similarly said,

"You always have your mobile in front of you so it's easy, and it's nice when

you're already logged in, so, for instance, what you do in the app and what you mark as favorite is saved so you have it later, when you log in to the computer and check more." - Lisa.

"The biggest reason is that the mobile is always here. Before, you had to get to the physical store, you had to plan a lot more. Then came the computers, but you have to go and get it, and it has to be charged. But you always have your mobile within a meter from you. It always has a battery. I can access it easily." - Madeleine.

These statements support what Boardman & McCormick (2018) argued regarding how younger consumers often used their mobile devices due to its accessibility; however, it further suggests that other channel choices are also due to convenience and proximity. Although some respondents stated how they preferred the computer as it was viewed as the safer and more reliable channel option, most would still turn to their smartphone as a first step when thinking of purchasing anything, as it was considered effortless. This would touch upon the Andrews et al. (2012) notion regarding how value does not immediately translate to importance within consumption as there is such a distinct selection to choose from these days. Hence, although the respondents see many benefits of using channels such as the computer or physical store, they often prefer their smartphone, at least initially, but often throughout the whole customer journey, simply because of its convenience and comfort. This does not necessarily lead to more or less purchases in the end, but it may result in more shopping being commenced, as the step to pick up a smartphone appears to be shorter than to bring out a laptop or go to a store. No matter what channel was used, most respondents

appreciated when the different channels were synchronized. Lisa had an example of this,

"I recently bought something online that I wanted to return in-store. It was not possible. It was weird and annoying as they are a large company. So I may choose their rivals next time."

To summarize, the mobile device has gone from being an essential part of the pre-purchase stage to also being present during the purchase stage. At the same time, one can argue that the separation between the stages has become less noticeable, as the mobile device helps enable several activities linked to shopping to happen simultaneously, no matter where the consumer is located. One of the significant impacts of the mobile device is how it facilitates more impulsiveness in some of the purchases while at the same time facilitating more contemplativeness in other purchases. Additionally, the expectations on re-tailers have risen due to consumers being active on many different channels and touchpoints, and the way consumers engage in shopping is, therefore, more complex to retrace. Thus, striving to identify and look further into different customer journeys makes it possible to gain a better insight into when the mobile device is especially influential and in what way.

4.2 CUSTOMER JOURNEY

When examining the results compiled from phase two and phase three (see table 2 below), the findings provided two significant findings. First, six triggers were identified that could sway the customer towards making a purchasing decision. Second, three journey types were identified when mapping the customer journeys. These findings are further discussed below.

Name / Product	Customer Journey	Impulsive	Journey type
Ajla #1 Clothes	**Need-recognition:** Want from external influence when walking by a store. **Info-search:** Active search from browsing app and other mobile stores. **Purchase:** In-store purchase as size was sold out in the app.	Product: Yes Purchase: No	**Planned Journey**
Debbie #1 Running shoes	**Need-recognition:** Needed new running shoes. **Info-search:** Much active search on mobile (search engines, websites, and online reviews), and in-store to test and consult personnel. **Purchase:** In-store, trigger was good price.	Product: No Purchase: Yes	**Planned Journey**
Debbie #2 Clothes	**Need-recognition:** Want from external influence in-store when purchasing something else. **Info-search:** None. **Purchase:** Immediately in-store.	Yes	**Impulsive Journey**
Debbie #3 Skincare	**Need-recognition:** Want arose after ads on social media. **Info-search:** Past experience from product. **Purchase:** App directed from social media, triggered by discount on ad.	Yes	**Impulsive Journey**
Debbie #4 Clothes	**Need-recognition:** Want from external influence, recommendation from friend (WOM). **Info-search:** Website, reviews, in-store. **Purchase:** Not completed, fitting room unavailable in-store.	No	**Planned Journey**
Debbie #5 Electronics	**Need-recognition:** Needed a toothbrush, want for an electronic one. From external influence, recommendation from friend due to ongoing deal (WOM). **Info-search:** None, only WOM. **Purchase:** Computer, triggered by deal.	Product: No Purchase: Yes	**Impulsive Journey**
Hanna #1 Cosmetics	**Need-recognition:** Want from external influence in-store. **Info-search:** Past experience. **Purchase:** In-store, trigger was good price.	Yes	**Impulsive Journey**
Hanna #2 Clothes	**Need-recognition:** Want from external influence on social media and WOM. **Info- search:** Little active search browsing on computer. Heightened attention from social media leading to want. **Purchase:** In-store, trigger was good price.	Product: No Purchase: Yes	**Inspired Journey**
Hanna #3 Clothes	**Need-recognition:** Want from external influence on social media (mobile), long inspiration. **Info-search:** Little active search of trying on in-store, heightened attention from social media leading to want. **Purchase:** In-store, trigger was good price.	Product: No Purchase: Yes	**Inspired Journey**
Hanna #4 Clothes	**Need-recognition:** Want from external influence on social media (mobile), and WOM. **Info-search:** Little active search of trying in-store. Heightened attention from social media leading to want. **Purchase:** Not yet completed, looking for options	No	**Inspired Journey**
Hanna #5 Furniture	**Need-recognition:** Need from internal influence. **Info-search:** Extended active search, both from newspaper, social media (mobile) and in-store. **Purchase:** Not yet completed.	No	**Planned Journey**

Hannah #1 Clothes	**Need-recognition:** Want from external influence on social media. **Info-search:** Active search browsing different mobile websites. Heightened attention from social media leading to want. **Purchase:** Mobile website.	No	**Inspired Journey**
Hannah #2 Clothes	**Need-recognition:** Need from internal influence, inspiration from social media (mobile). **Info-search:** Active search browsing mobile websites. Heightened attention from social media. **Purchase:** Mobile website.	No	**Planned Journey**
Hannah #3 Garden tree	**Need-recognition:** Want from external influence. **Info-search:** Active search online, recommendations from family (WOM), and store personnel. **Purchase:** In-store after personnel recommendation (expert opinion).	No	**Planned Journey**
Henrik #1 Jewelry	**Need-recognition:** Want from external influence in-store. **Info-search:** Little (search engine for online store). **Purchase:** Right color was unavailable in-store leading to online (computer) purchase.	Product: Yes Purchase: No	**Impulsive Journey**
Henrik #2 Contacts	**Need-recognition:** Need from internal influence, refill purchase. **Info-search:** Past experience. **Purchase:** Website on computer.	No	**Planned Journey**
Linnea #1 Clothes	**Need-recognition:** Want from external influence on social media (mobile). **Info-search:** Little active search on mobile website. Heightened attention from social media leading to want. **Purchase:** No purchase.	No	**Inspired Journey**
Linnea #2 Clothes	**Need-recognition:** Need from external influence on social media (mobile), and browsing mobile websites. **Info-search:** Little active search browsing websites, comparing. **Purchase:** Mobile website, trigger was good price.	Product: No Purchase: Yes	**Planned Journey**
Linnea #3 Running shoes	**Need-recognition:** Need from internal influence. **Info-search:** Past experience with product, In-store expert advice, price comparison online (mobile). **Purchase:** Mobile website.	No	**Planned Journey**
Lisa #1 Pet product	**Need-recognition:** Want from external influence- ad on social media **Info-search:** None **Purchase:** directly on social media app (mobile)	Yes	**Impulsive Journey**
Lisa #2 Pet product	**Need-recognition:** Need from internal influence. **Info-search:** Extended active search from online reviews, website (computer), and in-store **Purchase:** On website (computer) trigger was good price.	Product: No Purchase: Yes	**Planned Journey**
Madeleine #1 Furniture	**Need-recognition:** Need from internal influence, for new bed. **Info-search:** Extended active search. Past experience, in-store, mobile website. **Purchase:** Mobile, trigger was ongoing deal.	Purchase: No Purchase: Yes	**Planned Journey**
Maja #1 Home decor	**Need-recognition:** Want from external influence on social media (mobile) and recommendation from family (WOM). **Info-search:** Active search browsing mobile website and WOM, heightened attention from social media leading to want. **Purchase:** Mobile after ad reminded.	Product: No Purchase: Yes	**Inspired Journey**

Maja #2 Clothes	**Need-recognition:** Want from external influence when browsing in-store. **Info-search:** Short, tried on in-store. **Purchase:** No purchase as discount was not valid in-store.	Yes	**Impulsive Journey**
Maja #3 Clothes	**Need-recognition:** Want from external influence on social media (mobile) over-time. **Info-search:** Little active search when testing in-store. Heightened attention from social media leading to want. **Purchase:** In-store, trigger was a deal.	Product: No Purchase: Yes	**Inspired Journey**
Selma #1 Cosmetics	**Need-recognition:** Need, present for friend. From external influence, recommendation from friends (WOM). **Info-search:** None other than WOM. **Purchase:** In-store on the way to friend.	Yes	**Impulsive Journey**
Selma #2 Cosmetics	**Need-recognition:** Need from internal influence, refill purchase. **Info-search:** Past experience. **Purchase:** In-store on the way to work.	Product: No Purchase: Yes	**Planned Journey**
Selma #3 Clothes	**Need-recognition:** Want from external influence in-store. **Info-search:** Little active search when trying in-store. **Purchase:** Immediately in-store. Trigger good price.	Yes	**Impulsive Journey**
Valentina #1 Clothes	**Need-recognition:** Want from external influence on social media (mobile). **Info-search:** Little active search browsing (mobile), heightened attention from social media leading to want. **Purchase:** Website (mobile), trigger was discount.	Product: No Purchase: Yes	**Inspired Journey**
Valentina #2 Shoes	**Need-recognition:** Want from external influence on social media (mobile). **Info-search:** Little search mobile website. **Purchase:** Website (mobile), trigger was good price.	Yes	**Impulsive Journey**
Valentina #3 Cosmetics	**Need-recognition:** Want from external influence on social media (mobile). **Info-search:** None. **Purchase:** In-store purchase.	Yes	**Impulsive Journey**
Valentina #4 Clothes	**Need-recognition:** Want from external influence on youtube (mobile). **Info-search:** Little. Searching (mobile) for product immediately after want arose. **Purchase:** Directly on mobile website.	Yes	**Impulsive Journey**
Valentina #5 Perfume	**Need-recognition:** Want from past experience. **Info-search:** Active search in-store and search engine (mobile). **Purchase:** Mobile.	No	**Planned Journey**
Valentina #6 Clothes	**Need-recognition:** Want from external influence on mobile website when browsing. **Info-search:** None. **Purchase:** Directly on mobile website.	Yes	**Impulsive Journey**
Walid #1 Clothes	**Inspiration:** Want from external influence in-store. **Info-search:** Little active search when in-store comparing prices online (mobile) **Purchase:** Directly in-store, trigger was a deal.	Yes	**Impulsive Journey**

Table 2. Compilation of purchases phase two

4.2.1 TRIGGERS INFLUENCING THE PURCHASING DECISION

The results suggested several aspects that would impact the purchasing decision, or the channel choice, to varying degrees, often connected to what type of customer journey ensued (see table 3): *Time sensitivity; Expert opinion; Deal Prone; Ease of Use; Word of Mouth; and NFT.*

4.2.1.1 TIME SENSITIVITY

One of the aspects found to influence the customer journey, and its following purchasing decision was time sensitivity, where the time between trigger and purchase decision would influence whether the participant would follow through with the purchase. Thus, according to the participants' depictions, if the purchase is not completed within a reasonable period once a product is identified, it is less likely to happen. However, if the participants experienced a level of pressure in time, it could propel the purchase forward and incline the customer to skip or speed up parts of the customer journey, e.g., the information-seeking stage. In that sense, the feeling of now or never could push the participant towards a purchase, but it also meant that the longer the customer waits and considers the product, the less likely the purchase becomes.

Ajla described how her impulsiveness increases when shopping online due to the information provided by some of the retailers; stating that,

> *"(...) you get information on the app for example that might make me purchase a product that I otherwise would not have done, or at least would have waited with, like when it says 'there are only two pieces left in your size' or '35 other people are also watching this product right now' that can make me purchase*

> *something just so I don't miss it once I am done deciding."*

The statement indicates how the perceived time sensitivity moves her to complete a purchase faster than she otherwise would. The feeling she describes is similar to the definition of impulsive behavior by previous research (Rook, 1987; Weinberg & Gottwald, 1982; Arnould et al., 2003) as the sudden och powerful urge to purchase due to an emotional experience with low cognitive control. Even so, time sensitivity is not always equivalent to impulsiveness in its truest form of making a spontaneous, unplanned purchase. Instead, it can also be an influencing factor on a planned purchase that triggers the purchasing decision or, as described above, could also result in certain purchases never being completed at all due to lost momentum.

4.2.1.2 EXPERT OPINION

The second observed aspect influencing the participants purchasing decisions was found in the need for an expert opinion when purchasing a, for the customer, complex or highly involved product. The seeking of an expert opinion (e.g., store personnel) has been researched previously as a determining factor in the customer journey. Kotler & Keller (2012) described it as one of the situational factors influencing the purchasing decision.

For this study's participants, these products varied altogether in type, from a bed, to a tree, to a skincare product. Nonetheless, the perceived lack of knowledge about the product and the complexity would move the participant to seek an expert opinion. If that opinion was deemed trustworthy, a purchase was likely to occur, but if it was deemed not trustworthy, it could completely abort the customer journey. Hannah said,

"In a physical store, I can sometimes doubt the knowledge of the staff, most often I'll ask the personnel if I am in a store and wonder something, but it's not always they know and sometimes they tell me something and I'll think "is this really right?", but it depends entirely on the impression of the person in the store and how much I can trust them."

Depending on the product, the expert opinion could be different types of professionals or public people. Maja stated that if she is looking for a new skincare product, she would often look at influencers on social media that she trusted from their previous recommendations or endorsements, while Hannah, who was buying a tree for her garden (see Hannah #3), sought the help of a professional gardener to guide her.

4.2.1.3 DEAL PRONE

One prominent aspect across all customer journeys was the participants' deal prone-ness; whether it was an impulsive or a contemplative purchase, a deal could propel the participant into the purchase stage. In that sense, the findings suggest that a deal (e.g., a discount, free shopping, or a gift) can trigger many customers to make a purchase no matter if it was a product considered for a long time or the first encounter with the product. For the findings of this study, a distinction is made between price sensitive and deal prone, whereas most participants described being price sensitive when making a purchase; some defined a deal to be the trigger that led them to purchase.

This aspect of deal proneness is consistent with Blom et al. (2017), who described that promotions could positively affect the purch-asing decision triggering a customer to make the purchase. However, while Blom et al. (2017) described that promotions were most influential on low involvement products, this

study's findings suggest that they did influence high involved products as well if timed right. Madeleine stated, concerning the purchase of a new bed (see Madeleine #1),

"It was not an impulsive purchase. I thought for quite a while. In addition to the function, I want it to fit in my home. And then the price, I thought 'is it worth that price?'. So I would still say that there were many different factors that made it necessary to think through a lot before I made the order. But then when it was on sale I bought it immediately."

Thus, a well-timed deal to a customer at the end of the pre-purchase stage and beginning of the purchase stage could be a triggering factor for high-involved products as well. However, Kotler & Keller (2012) found that the perceived risk of a purchase could be a crucial factor for the purchase, where price, level of ambiguity, and self-assurance determined the level of perceived risk. Thus, the deal that triggered Madeleine's purch-asing decision was most likely influenced by her extensive pre-purchase stage, which had likely made her more self-assured and decreased the level of ambiguity concerning the product at hand, while the promotion itself reduced the money at stake, leading to a lower perceived risk.

The importance of a deal as a trigger also became apparent when Maja described how she decided not to purchase due to a deal. When she was in-store and about to purchase a pair of pants (see Maja #2) with a student discount deal, the clerk informed her it was only an online deal and did not work in-store. She described,

"I felt a bit like 'hm maybe then I'll have to think about it, because I felt like that discount was what made the purchase worth it'." When asked if she instead chose to make the purchase

online with the discount she stated, *"No, I actually didn't (...) I felt like it gave me an eye-opener that I might not really want or need these anyway. So it did ruin a bit for them because I was in their physical store, stood at the checkout and about to make a purchase, but this whole thing with the discount made me reconsider the purchase, and I felt that it interrupted my flow. It just felt weird that I didn't get the same conditions at the same store."*

4.2.1.4 EASE OF USE

Some respondents described how the ease of use when browsing and going through the purchasing process would at times be a determining factor in their purchasing decisions. The findings indicated that providing an easily navigated customer journey will induce the customer in a shopping flow that can be broken if something unexpected disturbs them. Tyrväinen & Karjaluoto (2019) described that the level of technology acceptance could be a determining factor for this, where unfamiliar consumers often appraised utilitarian features, such as ease of use, while familiar consumers would appraise hedonic features, such as enjoyment. However, this was seemingly not the case for the respondents. Instead of appraising utilitarian aspects, the respondents expected their customer journeys to be smooth, only acknowledging the lack of ease of use when something disturbed their shopping experience, indicating an appraisal of hedonic aspects, where the enjoyment and experience were the main focus.

Thus, this aspect was not found to positively impact purchases per se; however, if something unexpected were to happen or an issue arose during the shopping process, it would have a negative effect on the participants' purchasing decisions. Linnea, as an example, described how when she found something on

Instagram that she wanted to purchase (i.e., and initiated customer journey), pressed the "purchase now" button and was unexpectedly redirected to an app instead of the website, she would abort the customer journey and not continue with the purchase, she stated,

"What annoys me the most about social media, and means that I would absolutely not make the purchase, is if I click a commercial 'buy now' and It directs me to download some app- that I refuse. I get that that's what they want me to do, but I'm not interested in that, and it also means that I won't go look up the product I was looking at on the website either because then I'm already annoyed."

In that sense, while the findings suggest that call-to-action buttons on commercials (e.g.,' buy now') or fast-purchase buttons on websites has a positive impact on the possibility of purchase, being directed to an app when expecting the website or similar experiences can "break the spell" and result in a negative purchasing decision. Similarly, other respondents described how if something occurred during the shopping experiences that negatively deviated from the expectation, it would likely disrupt the purchases, such as when Madeleine described,

"Sometimes I added items to my shopping cart because I had not decided yet if I truly wanted them. Then they disappeared if I switched to using the website. So I would have to go back and start scrolling from the beginning again. Similar experiences made me delete these apps."

These disruptions varied greatly, but some of the most common would be if the go-to payment or delivery method were unavailable. Also indicating that unexpected

disruptions could negatively impact the purchase.

4.2.1.5 WORD OF MOUTH

One of the more prominent aspects that were described to sometimes persuade a customer towards either a purchase or a non-purchase was having a product recommended either by friends, family, or even strangers in online reviews. This is consistent with Prasad et al. (2018), who discussed EWOM and how a positive or negative review could, in the end, be the determining factor for whether the customer completes the purchase. It is also consistent with Kotler & Keller's (2012) influencing factor, the attitude of others, which regards to what extent other's attitudes could sway the purchasing decision. These findings further indicate to the extent that WOM influences the consumers when making a purchasing decision, and supports both Park & Cho (2012) and Wolny & Mueller (2013), who found that consumers' trust has shifted from professionally generated information sources (e.g., compa-ny website) towards non-professionally genera-ted. Lisa, for example, stated,

"When I look at websites I'm really interested in the product information but also the online reviews. But there isn't always that many reviews, and I would appreciate if there were more, because sometimes if there is something that I'm considering buying and see that the online review is really bad or there is hardly any reviews at all, then I won't make the purchase"

Indicating that the trust put in other cons-umers' online reviews is seemingly much higher than the trust in the information provided by the retailers.

This aspect of WOM was found to be used in a myriad of ways in different customer journeys; Walid described how he most often, when shopping in a physical store, would look up reviews online and how "*it actually makes a really big difference on my purchases*". Others described how they used recommendations from the people in their vicinity to gauge the quality of a product. Debbie (see Debbie #5) chose not to do any information research about an electric toothbrush as her friend had recommended it to her, Maja (see Maja #1) described how her mother's recommendation and advice resulted in a purchase of a bed set, and Selma purchased a skincare product based on the recommendation of her sister. Thus, this aspect was found to strongly influence the respondents' decision-making, where a positive review from others would propel the purchase forward, while a negative review, or even an absence of reviews, would negatively influence the decision.

4.2.1.6 NFT

Another aspect that was found to sway the purchasing decision and influence the channel choice was what Peck & Childers (2003) described as NFT. The findings of this study supported what they described as instrumental need for touch, defined as the gathering of information through physically examining the product. Most participants described this need mainly concerning what they found to be more complex or unknown products, this could be everything from a more considerable investment, such as the bed Madeleine bought (see Madeleine #1) or a smaller investment but with more challen-ging to ensure the physical attributes, such as a pair of running shoes for Linnea (see Linnea #3). This was also described by Lisa, who stated,

"It may be that I found something online. And I want to see it in real life. Sometimes it can be difficult to determine the size online. Then big

purchases, like bed, TV and so on, we checked in reality before we bought. Then we first checked online but also wanted to see in reality before we decided. You want to see and feel, like the sofa, is it comfortable?"

The findings further suggested that this need was stronger with more contemplative purchases and was then included as a step in the information-seeking phase. However, the study also suggests that this need was not only present for physical purchases but also for purchases made online; it then took the form of, for example, ordering several samples to test at home only to return some or all if the physical attributes did not live up to the expectations. This was described by Valentina and Madeleine, among others, who stated,

"It is quite common for me to actually return purchases, at least internet purchases. Say I choose between 2 sizes, then I take both and send one back. Or if I just buy one size, and it does not fit. Then I'll send it back." -Valentina.

"I tend to buy two or three sizes to test. Then I take it on an invoice, Klarna. So I do not even pay anything but I have it on a clear invoice now and then I send back the two that did not fit."-Madeleine.

Indicating that the NFT aspect is present not only in physical purchases in-store but also in online purchases where the quality or physical attributes are hard for the customer to discern.

4.2.2 MAPPING THE CUSTOMER JOURNEYS

The empirical findings in this study support the claim of previous researchers (e.g.,

Barwitz & Maas, 2018; Wolny & Charoensuksai, 2014; Crosier & Handford, 2012) that the customer journeys' today are intricate and complicated without a clear line from start to finish. This became apparent in the difficulty for the respondents to describe what led up to the eventual purchase, in part, this could depend on the lack of reflection in one's own shopping, but it also seemed to originate from the more complex use of different channels combined in one customer journey.

It became clear that not only did the customer journey vary significantly among the participants but also for each participant individually in different purchases, both in which touchpoints were usually involved, what triggered the purchase, and how customers process the vast amount of information they encounter throughout the process. However, when mapped together with the reviewed literature (see table 2), several different themes were identified; the following customer journeys emerged among the participants' purchases (see table 3): *The impulsive journey; The planned journey;* and *The inspired journey.* These three customer journeys are similar in some ways and different in others to the three customer journeys proposed by Wolny & Charoensuksai (2014) and include various degrees of pre-purchase and purchase activities.

4.2.2.1 IMPULSIVE JOURNEY

To be considered an impulsive journey, the purchase was characterized by a generally short customer journey where the inspiration swiftly leads to a purchasing decision, often with little or no information-seeking, which is otherwise included in the typical customer journey Lemon & Verhoef (2016). The impulsive customer journey found among the participants in this study is similar to the impulsive journey found by Wolny & Charoensuksai (2014) among cosmetics

shoppers, which was also characterized as a fast purchasing decision with little time spent on information seeking. The most common denominators found among the impulsive journeys were how most of the purchased items were low involvement products with little perceived risk or products that the participant had some knowledge of before, either from their own experience or a recommendation from friends or family. As Wolny & Charoensuksai's (2014) study was conducted on cosmetics, which can either be high or low involvement products depending on, e.g., the customers' prior knowledge, or the product price, it is difficult to discern if the findings that the impulsive journey pertains more to low involved products, is coinciding with the study by Wolny & Charoensuksai.

The start for these customer journeys varied; often, it was an ad or a post on a social media platform that motivated the purchase; at times, it was instigated by a recommendation from a family or friend; and at other times, it

was by seeing a product while shopping for something else. Blackwell et al. (2006) and Kotler & Keller (2012) stated that need recognition could be initiated through either an internal or external need. For the impulsive journeys in this study, most should be considered external, as the influence came from an external source, such as a recommendation or an ad, instead of a recognized need. In that sense, no need recognition occurred in the majority of these impulsive journeys, but rather a feeling of want and desire that triggered the purchasing decision, which was contrary to the findings of Lemon & Verhoef (2016) and Kotler & Keller (2012) as both described a problem or need recognition to be the initiator. Although the inspiration that ultimately led to purchasing for many respondents could be considered similar to this stage of need recognition, the distinction is found in the lack of real need most respondents described but rather an intense desire. This would be more similar to what Wolny & Chareonsuksai (2014) described as an orientation phase or inspirat-

Impulsive Journey	Planned Journey	Inspired journey
A generally short customer journey where the inspiration swiftly leads to a purchasing decision, often with little information-seeking. The inspiration arose from want rather than need, and the purchases were of low involvement products and/or products with low perceived risk. The mobile device has facilitated these journeys to take form.	A longer customer journey with an extended pre-purchase phase and a more thoughtful purchasing decision, including an in-depth research phase of active information-seeking. Most often include a definite goal as the inspiration arises from a need recognition rather than want. The majority of these journeys included multiple channels at different phases, both physical and online.	A customer journey where a longer phase of unconscious inspiration and heightened attention eventually leads to a purchase. The start for inspiration is unclear, yet most often arose from a want rather than a need, the journey could then be commenced with either a more impulsive or more contemplative purchase. The mobile device has a great influence on these journeys, especially in the inspiration phase.
Most influential triggers: • *Time sensitivity* • *Deal prone* • *Ease of use*	**Most influential triggers:** • *Expert opinion* • *Word of mouth* • *NFT*	**Most influential triggers:** • *Word of mouth* Otherwise hard to discern due to the journey's ambiguity

Table 3. The customer journeys' characteristics

ion phase to be the instigator of the customer journey. It could also be explained by Solomon et al.'s (2006) finding that this type of need recognition, through ads or external inspiration, is caused by a feeling of dissonance between the customer's ideal state and present state.

Nonetheless, the findings suggest that mobile devices are a driving force behind this shift, where much of shopping is no longer arising from an identified need but rather from a constant state of being inspired and a perceived dissonance from the ideal state due to different influences on the mobile device. Although inspiration and desires would have taken place nonetheless in more traditional forms, e.g., tv, or magazines, the mobile device has created a possibility for this inspiration to happen continuously throughout the day to much larger extents. Just as discussed previously, when Walid stated that he would not purchase as much without the mobile device, he further described how the mobile device had made these spontaneous purchases or information-seeking possible in his daily life to occur. Quite similar to Google's term of micro-moments (HBR-AS, 2016), he described that,

"Sometimes when I'm at the gym or maybe I'm on a train, just somewhere, I'll think "I have to look this up right now!", then I'll pick up my phone and start searching immediately. Maybe it's a trip I want to book, or maybe it's raining and I'll buy a new rain jacket. Those moments happen a lot."

This statement indicates an entirely new type of customer journey to take place thanks to the mobile devices' portability, suggesting that it greatly influences how customer journeys take form today.

Additionally, the findings suggest that while many aspects are influential in the purchasing decision for an impulsive customer journey, the most influential ones were *time sensitivity, deal proneness, and ease of use*. As an example of an impulsive journey, Debbie described how an ad on social media with a discounted luxurious skincare product (see Debbie #3) that she had some previous experience of led to her making an impulsive purchase, saying,

"It was an instagram story, or an ad or something, that came up and I know that product often sells out fast so I felt like it's now or never."

Her statement indicates the influence of the time sensitive and deal prone aspects on the impulsive customer journey. Similarly, Walid's purchases (see Walid #1) also indicated the impact these two aspects have on the purchasing decision when he, by coincidence, walked by a store that he usually does not visit. The store had an only in-store outlet, meaning that to him was a limited opportunity to purchase that would happen now or never as he would not be revisiting the store. He compared the prices on his mobile device while in the store to see whether it was a competitive price and realized that the store's price was better than anywhere else; thus, he made the purchase. However, he described,

"Had I not had my phone to compare the prices and realized how much cheaper the jeans were in-store than online, and if I hadn't felt like I wouldn't be going back to this store again soon, I would not have made the purchase right then and there. I would have waited and realized that I really don't need these jeans and I would have decided not to buy them."

The statement suggests that if he had chosen to wait, the purchase would likely not have happened, indicating how the time between trigger and purchase can sway the purchasing decision. Thus, it showcases the influence of both the deal prone and the now-or-never aspects on the purchasing decision. The finding further supports previous research (e.g., Drossos et al., 2014; Drennan & Sullivan Mort, 2003; Watson et al., 2002) that argued the correlation between impulsiveness and mobile devices.

As mentioned, the impulsive journey found among the purchases in this study was similar to that of Wolny & Charoensuksai (2014). However, what did differentiate them is the mobile devices' role in today's customers' shopping experiences, where the mobile device has made it possible for these types of purchases to occur whenever and wherever. In many impulsive journeys, the mobile device was ascribed a central throughout the participants' purchases, where it often was the only channel used. It was rare that several channels were used in this journey due to its fast purchasing decision and lack of research, and therefore it was found to be somewhat indifferent to retailers' omnichannel efforts, except the integration between social media platforms and the mobile website.

4.2.2.2 PLANNED JOURNEY

The planned customer journey in this study is similar to Wolny & Charoensuksai's (2014) description of a balanced journey. What makes them similar is that they are both more profound than the impulsive journey and include a more in-depth research phase. However, while the balanced journey (Wolny & Charoensuksai, 2014) emphasizes how the starting point is usually initiated by inspiration from an ideal group, the core of the inspiration in the planned customer journey is not essential for it to be categorized as

planned. Further, it could be argued that the planned journey is similar to what Wolny & Charoensuksai (2014) refer to as a considered journey as the considered journey has an extended pre-shopping stage, which is valid for the planned journey as well. However, while the consumers in the considered journey do not view their gathering of information as shopping, consumers within the planned journey often have a definite goal during the pre-stages. Thus, while the considered journey's pre-purchase phase is similar to what Kotler & Keller (2012) described as heightened attention, the pre-purchase phase of the planned journey in this study includes what Kotler & Keller (2012) instead described as actively seeking information.

That a purchase is categorized as a planned customer journey can be due to several different factors. A common trait for these purchases is that the decision-making process is longer and more thoughtful in most cases. Contrary to the impulsive journey, the need recognition in the planned journey is described to have arisen from need rather than want. Therefore, the planned journey is more cohesive to the traditional need recognition stage described by Blackwell et al. (2006) and Kotler & Keller (2012). These purchases usually need a more extensive information-seeking phase before a decision is made, where, similarly to the findings of previous research (e.g., Ashman et al., 2015; Lecinski, 2011; Wolny & Charoensuksai, 2014), the most commonly described information-seeking activities was through consulting friends and family, search engines and social media. This extended research phase is a reason that the planned customer journeys can be more complex. Nevertheless, it is not always the time spent that makes a purchase planned, but rather how much thought goes into the decision. Therefore, aspects such as *expert opinion, word of mouth*, and *NFT*

have a significant impact during the decision-making process, as all of those aspects have to do with gathering information.

Further, the results suggest that customers usually choose to actively use several channels for these purchases, making this journey compatible with the omnichannel customer experience where customers interweave multiple channels in a journey (Piotrowicz, 2019). Again, this has to do with the examination process. Customers want more information and are therefore more likely to visit different channels to acquire the desired knowledge. Research provided by Park & Lee (2017), Singh & Swaith (2017), and Boardman & McCormick (2018) also presents examples of how the many channel choices accessible today make consumers choose different channels for different purposes. One example of a planned customer journey purchase comes from Debbie (see Debbie #1). She had meant to buy a pair of running shoes for several months, and during this time, she had sporadically accumulated information about running shoes, more similar to the heightened attention described by Kotler & Keller (2012). Her active information search (Kotler & Keller, 2012) for the purchase was conducted through recommendations from acquaintances and research online, both through computer and mobile, and focusing on online reviews. When she visited the store, she asked the personnel for advice before completing the purchase, indicating the importance of expert opinion for high involvement products, stating,

"When I read online, I thought that this suits me, but I was not 100% sure so when I was in the store it was more to get the information I already had confirmed. The staff said the same thing that I had read online so I thought that if

two sources say the same thing, it should be correct."

Another example of the planned customer journey comes from Madeleine, who purchased a bed (see Madeleine #1) described previously in the deal prone aspect. Her purchase resonated with the planned customer journey as the journey started with an identified need, followed by an extensive information-seeking phase of both researching the retailers' websites, reading reviews and product information, and researching colors and quality. Madeleine's customer journey also indicates the impulsiveness that can take place in not only impulsive purchases but also in planned purchases, where the deal offered resulted in the immediate and spontaneous purchase of a product that she had already researched and contemplated. It also indicates the effect of the mobile device, where one of the discussions in previous research is centered around how the will to use the mobile device in shopping is connected to the strive to find lower prices or good deals. Park & Lee (2017) and Konus et al. (2008) pointed out that consumers are more likely to become deal prone consumers because of the ease of researching on the phone. While the respondents in this study did not solely use their phones to find the best prices during the planned journey, the mobile phone was the tool they used to easily stay updated on prices. Just like for Madeleine, deal proneness could, in many cases, be the definitive aspect leading to a purchase. Hence, the mobile device helps make it possible for a contemplative purchase to become partly impulsive.

When speaking of the purchasing stage, Kotler & Keller (2012) highlight how the perceived risk influences whether a purchase will be completed or not. As for the type of products common for the planned journey, it

varied. A common denominator, however, was that in several cases, it could have consequences if the purchase did not live up to expectations. Hence, many of the purchases in this category are highly involved products. What makes a product highly involved can sometimes depend on the price tag, but the price is not the only deciding factor. Examples of purchases viewed as riskier were illustrated by Lisa (see Lisa #2), a new pet owner who needed to do some additional research before purchasing necessities for her pet, and Valentina, who purchased a perfume (see Valentina #5). Valentina knew websites where she could purchase the perfume, looked up reviews, and smelled the perfume before. Still, she wanted to revisit a store to get another sample before ordering,

"When it comes to perfumes it is much harder to take a chance. You cannot go 'Nice bottle, let's buy it!' No, if it is a sweater, then you can do that."

In this case, Valentina wanted to avoid a situation where she had bought a perfume that she did not like, which she, therefore, would not be able to use. Returning a perfume was, in Valentina's experience, more complicated than doing the same with a sweater. This made her more anxious to research before making a final purchase.

Also distinctive for the planned journey is the importance of showrooming and webrooming (Gensler et al., 2012; Brynjolfsson et al., 2013). While the planned journey purchases can happen on one channel, most often, more than one channel is involved. Nine out of twelve purchases categorized as planned in the study did involve visiting the physical store alongside online research. Verhoef et al. (2015) defined this as 'research shopping', which again is in line with the purchases categorized as planned as they are

more thought through. A visit to a physical store allowed Debbie to ask personnel about the function of shoes, Madeleine the chance to see the color of the furniture in real life, and Valentina could smell the perfume. However, online research gave them the opportunity to compare prices, read reviews and get more specific product information.

4.2.2.3 INSPIRED JOURNEY

As previous research has acknowledged (Barwitz & Maas, 2018; Wolny & Charoensuksai, 2014; Crosier & Handford, 2012), more available channels and their integration have made the traditional decision-making model appear too linear to capture how the decision-making truly works. This was most obvious in the inspired customer journey. What mainly characterizes the inspired customer journey is its start, as the consumers have no clear goal of what they want to purchase or if they want to purchase anything at all. Nevertheless, this is how many purchases are initiated. A particular product will catch the consumer's attention without necessarily making them think it is a product they want to purchase. Nevertheless, being exposed to the product over time will eventually lead to a purchase or a loss of interest. The interest is, in some cases, directly focused on a specific brand or model, but more often, the interest is general.

Similar to the impulsive journey, the need recognition phase in the inspired journey does not originate from an identified need as traditionally described (Blackwell et al., 2006; Kotler & Keller, 2012) but rather from an inspiration or desire. However, contrary to the impulsive journey, the inspiration in this journey most often takes place over an extended period. As this inspiration can arise both from an internal or external influence, since there is no clear goal from the beginning of the inspired journey, it can

sometimes be difficult to define how or when the interest starts. The inspired purchases registered in the shopping diaries were all said to be wants rather than needs among the respondents. This goes with Wolny & Charoensuksai's (2014) take on a considered journey as the consumers at this stage do not themselves see what they are doing as shopping; they see it as skimming the market. As the purchases were not acknowledged as needs, the consumers do not purposely advance the process. Even so, within the considered journey, the consumers are still actively seeking out information which is not always the case for inspired journeys. However, Wolny & Charoensuksai's (2014) description of a balanced journey resembles the inspired journey of this study when considering the origin of inspiration, which often comes from a reference group (e.g., friends, celebrities, or influencers). Again, the difference between the balanced journey and the inspired journey is that consumers during the balanced journey seemingly have more thought behind their actions.

The fact that there is no clear goal does not only make it difficult to determine where the journey starts, but it is also challenging to determine what aspects have an impact on whether a purchase is made or not in the end. As seen in the shopping diaries (see table 2), all purchases are both impulsive and contemplative simultaneously, or only contemplative. In many ways, the inspired journey resonates with an impulsive journey simply with more extended activities, where the inspiration takes place over a long period, most often resulting in a trigger that leads to more active information seeking that might eventually lead to a purchase. Thus, this again is linked to consumers thinking of a product over time without actively doing anything to proceed with the process, and in that sense, it can be coincidences that decide

what inspiration results in a purchase and what does not. Having said that, *word of mouth* was a prominent aspect for the inspirational interest to progress. Research (e.g., Ashman et al., 2015; Lecinski, 2011) has noted that information-seeking through *WOM* can include, among other things, both online reviews and social media. That was also the case for this study, as a lot of the participants' inspiration came from social media and influencers. Alternative sources of inspiration were family, friends, or other real-life encounters. Admittedly, it could be argued that there were other aspects that would push the purchase in the very end, such as *deal prone*, though that trigger was not as apparent as the triggers for the impulsive journey or the planned journey. For instance, Valentina (see Valentina #1) bought a pair of workout leggings after seeing a discount code from an influencer. Although she bought the leggings at a discount, she described that she had seen the brand having discounts quite regularly. Thus, it was not mainly the deal itself that made her complete the purchase, but rather the fact that she was once again reminded of them on social media. It was not until this time that she decided she wanted to buy them.

The role of mobile devices was essential for this journey to take place, as the most commonly described source for inspiration was through commercials, influencers, and friends' posts on social media platforms. The difficulty for the respondents to derive what actually triggered their purchasing process could be similar to what Kotler & Keller (2012) described regarding information-seeking, where the customer either gathers information through heightened attention or active information search. As stated previously, the ever-presence of the mobile device as a source of inspiration and information has resulted in a constant state of heightened attention for the consumers. At times the

participants got inspired to buy specific products they saw someone use in a picture, which would make them either click on a tag or a link on the post. Alternatively, they would go to the website themselves to search for the product. More often, the inspiration was general, making the participants aware of a product type without their interest being exclusively connected to a specific brand. Hanna (see, e.g., Hanna #2, #3, and #4), who registered several purchases that would be classified as an inspirational journey, said,

"First I see an item somewhere, perhaps online. Sometimes I do not even like it but am affected by seeing it a lot, in different combinations and so on. But when I do get inspired, I do not think "oh, they have this at Zara, let's run to Zara right away". I will more likely wait a while."

Another way to start the inspired journey happened when the respondents themselves decided to go online and start browsing through retailers' websites. Some respondents said they sometimes visited shopping websites without initially having any needs or wishes to purchase anything. However, browsing through the assortment made them inspired to shop. This behavior was described as a habit that occurred because of boredom. Lisa said,

"I will just open the app, for no reason, and start scrolling, I just look around, and then maybe I will find something I like."

Although browsing can lead to unexpected purchases, it sometimes stays as simply browsing. Hence, the mobile has facilitated a form of fake-shopping experience, where consumers browse different retailers' websites or apps and put products in the basket without any intention of actually fulfilling the purchase. This showcases how mobile devices have transformed shopping from actively purchasing products to a more leisure activity often instigated out of boredom. This behavior of simply browsing as entertainment indicates a high degree of technology acceptance among the consumers, according to Tyrväinen & Karjaluoto (2019), as the hedonic aspects of simply enjoying browsing on the mobile device was a prominent activity. Linnea said,

"My phone has made me go online to browse more often, but I don't think it leads to many decisions where I buy something."

Nonetheless, many participants spoke about how the constant subconscious exposure to products affects their purchases. In some cases, the respondents experienced how products they had looked at previously kept showing up on other channels. Maja described how a set of duvet covers (see Maja #1) she had seen on a retailers website reminded her of their existence even after she had left the webpage,

"Well, they just popped up on multiple channels after I had first seen them. They showed up on my Instagram, saying "hello, here we are". Because that is what a phone will do."

In other words, while it can be tricky to retrace the purchases that happen in the inspired customer journey, it is evident that mobile devices are a tool to gather information for customers. When the inspiration comes from elsewhere, the mobile device can also be a tool to keep the interest alive, even if it happens without further thought.

5. DISCUSSION AND CONCLUSION

This study aimed to create a better understanding of how the mobile device has impacted the customer journey of young shoppers and how the mobile device has impacted the impulsiveness and contemplativeness of these customers' journeys to facilitate for retailers when designing their customers' experiences and omnichannel strategies.

To answer the first research questions, the study has shown the myriad of ways that mobile devices have influenced consumers' pre-purchase and purchase stages in the customer journey. The opportunities that the mobile device provides shapes both the pre-purchase and the purchase stage of shopping as both consumers and producers are aware that information and alternatives are easily accessible if desired. Primarily, the mobile device has been established as a channel on its own that many younger consumers have as their preferred option when they want to shop. The mobile device as a channel, and the touchpoints available there, is appreciated as it is always available, and it makes it easy to do research or to do concise comparisons. Although many younger consumers do not mind using a computer, many still express that they consider it to be more inconvenient compared to the mobile device. Thus, it is not only internet access that makes the mobile device an attractive choice, but rather how compatible the mobile device is with customers' everyday lives.

In addition to the mobile device being a go-to channel for many, it is also often used in combination with other channels during a customer journey. Even in cases where another channel has been selected, the mobile device is at hand and can be used as a complement. Due to the increased access to information, such as price comparisons, customer reviews or substitutes, the mobile device contributes to an empowered customer that is more aware and able to make conscious choices.

Furthermore, the mobile device is also the tool where the source of inspiration often arises from. Constant exposure to products keeps consumers interested, whether it is an active choice or not. So, it can be said that the mobile device most often impacts every step of the customer journey. At the same time, the mobile device allows shopping to be controlled based on the customer's needs.

Regarding the second research question, the findings further suggest that mobile devices in shopping can lead to more impulsive purchases while at the same time allowing consumers to feel that they can afford to be more contemplative. The impulsive purchases are impacted by mobile devices for many reasons. The participants of this study are both used to social media and fake shopping, which was an activity they engaged in when they were bored. Although these activities happen without intentions to complete any purchases, the chances of them coming across products they would want increases, which often can lead to unplanned purchases. Furthermore, the mobile device makes it possible to do research quickly. Hence, the consumer can confirm information they would like to know before purchasing within a short time to ensure or validate their purchase. This occurs both online and in physical stores. Contrary, this is also the reason why consumers can be more contemplative. The opportunity to look up information enables the consumer to make a decision based on knowledge rather than other factors, such as stress. The complexity of the customer journeys and the width of how it affects impulsiveness versus contemplativeness suggest that adopting an omnichannel strategy is essential for retailers.

This study makes conceptual contributions to both the research on customer journeys and mobile practices, with four main contributions presented below.

5.1 CUSTOMER JOURNEYS

First, this study contributes to the research on customer journeys by suggesting three observed types of customer journeys; *the impulsive journey, the planned journey,* and *the inspired journey*, which take both technological development and multiple product categories into consideration.

The customer journeys, and the decision-making process, is a widely studied subject. However, as previous researchers have acknowledged, there is a need for better understanding the customer journey with new technology and new consumer behavior constantly evolving and making the previously linear decision-making model (Blackwell et al., 2006) into a more complex customer journey with multiple touchpoints involved (Barwitz & Maas, 2018; Wolny & Charoensuksai, 2014; Crosier & Handford, 2012). Therefore, derived from the suggested customer journeys by Wolny & Charoensuksai (2014), this study's findings segmented three customer journeys that aim to describe how customer journeys take form today. However, although the study partly supported Wolny & Charoensuksai's (2014) findings, it differed in several ways, leading to the suggestion of the impulsive journey, the planned journey, and the inspired journey. Arguably, much of the differences found in this study might be derived from the technological evolution and the resulting changes in customer behaviors that occurred in recent years, as well as the inclusion of multiple product categories. Thus, unlike previous research on the subject (e.g., Wolny & Charoensuksai, 2014), the study contributes to understanding how mobile devices have influenced the customer journey.

As suggested by the empirical findings, the mobile device was found to influence all segmented journeys significantly. Similar to what both Shankar et al. (2010) and Singh & Swaith (2017) described, mobile devices have facilitated purchasing processes to vacate the physically bound space of the brick-and-mortar store or the consumers' home (desktop) and instead facilitate for customer journeys to take place anywhere and at any time. Although it was evident that the mobile device has influenced the consumers' pre-purchase and purchase stages, how it has affected is more diffuse. In some ways, the mobile device would accelerate the different phases within the journey, e.g., information-seeking as it was made more accessible, while in other ways it would slow down the different phases, e.g., inspiration due to the immense alternatives and the possibility to easily resume the activity at a later time.

Arguably, the findings suggest that the mobile device has made the customer journey increasingly intricate, where it is now fabricated by numerous interwoven activities and touchpoints, varying between individuals. Thus, although the segmented customer journeys found in this study had clear distinctions between themselves, the individual purchases observed within each segment varied greatly in how the pre-purchase and purchase stages took form. This supports previous researchers' (Barwitz & Maas, 2018; Wolny & Charoensuksai, 2014; Crosier & Handford, 2012) findings that the customer journeys of today's customers are no longer linear; instead, it includes multiple purchasing processes where the majority is never continued while a few leads to a purchasing decision. Due to the vast amount of possible purchasing processes that the consumers are faced with, they are in a constant state of moving between research and consideration, making split decisions

numerous times a day. However, what ultimately leads a consumer to advance from the consideration phase and make a purchasing decision, and how to reach them at that moment, is what is most essential to understand for the retailers. To increase the comprehension of this defining moment in the customer journey, this study has identified defining triggers that propel the customer towards the purchasing decision. Understanding the three customer journeys, what categorizes them, and what triggers them could be used by producers when they design their strategies and target their content.

5.2 TRIGGERS OF PURCHASING DECISION

Second, the study provided six factors that strongly influenced the participants' purchasing decisions in the customer journey; *Time sensitivity; Expert opinion; Deal Prone; Ease of Use; Word of Mouth,* and *NFT.*

While previous research has suggested several factors that would influence the purchase, e.g., the situational factors, perceived risk (Kotler & Keller, 2012); promotions (Blom et al., 2017), and online reviews (Prasad et al., 2019), this study contributed several factors that could trigger or sway the purchasing-decision. These factors varied drastically in their influence on the different types of customer journeys; however, some conclusions can be drawn regarding what aspects influenced which journeys the most. As seen in table 3, while the impulsive journey was highly influenced by time sensitivity, deal proneness, and ease of use, the planned journey was highly influenced by expert opinion, word of mouth, and NFT, and while the inspired journey was harder to discern, the most prominent aspect of propelling a purchasing decision was word of mouth.

Identifying the journeys allows retailers to better cater and design the customer experience depending on what type of journey typically takes form for their customers and what type of aspects have the most extensive influence during those journeys. Therefore, retailers with highly involved products, where the planned journey is most likely to occur, should focus on well-educated personnel, both online, through customer service or chats on the website, and in-store and offer WOM information through online reviews. The time sensitive aspect, although most prominent in the impulsive journey, was present throughout the journeys, and it indicates that retailers need to shorten the time from need-recognition to purchasing-decision; as the longer it takes, the less likely it is that the purchase will happen, and especially that it will happen with the retailer's product rather than a competitor.

On the other hand, several respondents describe that this process of searching and browsing is a source of enjoyment, where it is seen as an activity rather than a chore. In that sense, while the retailers might aim for a completed purchase, the customer is often most satisfied with simply the act of shopping and browsing without any actual purchasing. Therefore, although it is crucial to create a setting where the customer is guided towards a purchase, it is also essential for the retailers to create a customer experience of enjoyment for the customer because that keeps them coming back to the retailer's website. Although it will not result in a purchase at all times, or even a majority of times, it will create an environment for the customer to enjoy the shopping experience. This also indicates that investing in a social media presence is essential for retailers to reach their potential customers during this vital phase of heightened attention.

The six triggering factors are not exclusively linked to the use of mobile devices. However, it is still important for retailers to understand them and to be aware of how they relate to the mobile device. For instance, for the factor *ease of use*, it means that when customers encounter products they would like to purchase on social media, the path from first seeing a product until the purchase has been completed should be smooth and not faced with major obstacles. Or, a product that is triggered by *NFT* that a customer sees online should perhaps have a physical store within reasonable distance, where the product is in stock. If NFT is a major trigger and one retailer cannot provide a solution for it, the customer will simply see that retailer as the source of inspiration, while then turning to another retailer who can provide such a possibility. As this study suggests that many customer journeys are initiated via the mobile device, it is favorable for retailers to be responsive to any potential triggers at an early stage as consumers are constantly being exposed to new products when browsing or using social media. Or else, the risk is that the consumers will lose interest before any purchase has been made.

5.3 IMPULSIVE & CONTEMPLATIVE MOBILE SHOPPING

Third, the study contributes to understanding what role the mobile device plays in influencing the customers' impulsiveness and contemplativeness. The findings support previous research that the mobile device is a driving force in purchasing impulsiveness (Drennan & Sullivan Mort, 2003; Watson et al., 2002; Lee et al., 2014), and further suggests that impulsivity has a significant impact on purchases, both in terms of what is bought and when the purchase is carried out.

Previous research (Groß, 2015) has found the mobile device to be used for many activities

throughout the purchasing process, such as price comparison, research, or the actual purchase. In the pre-purchase stage, the accessibility to reliable information was deemed especially valuable to the customers, no matter what type of customer journey took place, e.g., product information, price comparison or customer reviews. At times, it is not the information itself that is important, but the availability. For instance, some respondents spoke about how a lack of customer reviews could make them refrain from making a purchase. Hence, visiting one channel, such as a physical store, does not limit the experience to what exists on that channel.

Impulsivity was most often triggered by social media, deals, or seeing an item in a physical store. Thus, in line with previous studies (Drossos et al., 2014), it is noticeable that the surroundings and the device can impact impulsive purchases. Some suggest that impulsive shopping is correlated to consumers using their devices more (Watson et al., 2002; Drennan & Sullivan Mort, 2003); however, the respondents examined in this study have grown up using technology, and using their mobile devices is a natural part of their everyday lives. Accordingly, it is not the mobile device alone that triggers impulsive purchases but what one will encounter when using the mobile device. The constant exposure to products makes consumers acquire information about products both consciously and unconsciously. Although this happens with or without the mobile device, high usage of the mobile device will increase the external influences from, e.g., retailers and social media. In a sense, the findings suggest that the mobile device has contributed to a constant state of heightened attention, like that described by Kotler & Keller (2012), among many consumers, where although not actively

looking, the consumer is unconsciously browsing for new potential purchases.

Further, the findings suggest that the mobile device does not solely influence the impulsiveness but also the contemplativeness of consumers. While the constant presence of impressions seemingly induces more impulsive behavior, the availability also means that much of the impressions get lost in translation as the opportunity to purchase is an unabating possibility. In that sense, the mobile device has facilitated not only more impulsiveness but also for contemplativeness, where impulsive purchases do not necessarily have to be entirely impulsive, and contemplative purchases can have impulsive elements. Thus, similar to what Stern (1962) and Workman (2010) argued, it became clear that impulsive purchases did not simply refer to unplanned or spontaneous purchases; instead, the impulsiveness imbued the planned and inspired customer journeys to various extent. While the purchases in the impulsive journey resonate as the impulsive purchase in its truest form, there are impulsive aspects found in both the planned and the inspired journey, e.g., a purchase can be defined as contemplative, yet the moment of the purchase can be impulsive. This often has to do with a longer customer journey, where the inspiration phase is equated to a constant heightened attention followed by a trigger, such as a good deal or a recommendation, which makes the consumers finalize the purchase on a whim.

Consequently, to divide purchases into impulsive or contemplative purchases is possible, but one should keep in mind that there is sometimes a thin line. Further, this shows how complex it can be to follow the customer journey, as it sometimes is difficult to determine where it started. In addition to the difficulty of knowing where it starts, the risk is that the consumers get inspiration from one source while completing the purchase elsewhere. Moreover, it can often be a coincidence where the purchase takes place.

5.4 OMNICHANNEL RETAIL STRATEGY

Finally, with the increased understanding of customer journeys, the study contributes with suggestions to help retailers develop their online strategies.

The findings of the study suggest that omnichannel retailing was not always present in the customer journeys, even when the respondents were using several channels during one purchase, it was in many cases a matter of multichannel integration and not omnichannel, as the idea of omnichannels is to be able to move between the different channels effortlessly (Piotrowicz, 2019; Lazaris & Vrechopoulos, 2014; Kang, 2018; Hagberg et al., 2016; Verhoef et al., 2015). It became evident that some retailers had come further in the development towards an omnichannel strategy, while others were lagging, as the respondents noticed differences among retailers. Many of the respondents' negative experiences when shopping were linked to situations that could be avoided if the wished for seamless customer journey was already in place. Nevertheless, that the majority of retailers encountered by the participants had a well-functioning multichannel strategy, based on the definition by previous research (Zhang et al., 2010), could often be enough for the customer to have a satisfying experience. The findings indicate that there are situations where, although an omnichannel strategy from the retailer did not have a negative effect on the customers, it did not necessarily have a positive effect either, depending on what type of customer journey ensued. For example, the study suggests that an omnichannel solution would be optimal for the planned customer journey, beneficial for the inspirat-

ional customer journey, and indifferent, but not a disadvantage, for the impulsive customer journey. However, in an environment where small margins decide where the consumers spend their money, having a well-developed omnichannel strategy could be highly beneficial for the producers.

The journey that would benefit the most from an omnichannel solution would be the planned customer journey. Research (Lazaris & Vrechopoulos, 2014; Kang, 2018) suggests that retailers should combine digital and physical channels and strive for an interface between them by making it easy to move between different channels. As was prominent in the planned journey's purchases, many channels were involved before the purchase was made. Not only are showrooming and webrooming common, but the customers seek out different channels during their research phase to create the best possible shopping experience. Therefore, many of the features offered in an omnichannel setting are compatible with the customers' information-seeking. For instance, having easy access to the available stock in a physical store when webrooming or, without complications, reaching online customer reviews of a certain product on the smartphone when looking at the same item in a physical store. The planned journey is a longer customer journey, making it essential to keep the customer satisfied during the several stages of their shopping journey. Thus, offering a seamless movement between channels during the customer journey would positively impact the overall customer satisfaction.

As for the inspired customer journey, an omnichannel solution would likely be beneficial. When consumers are interested in a product without specific brands in mind, it is essential for the retailers to remain in the consumer's consciousness and be their go-to option when the inspiration, at last, turns into

a purchase. The findings suggest that most consumers are loyal to a few retailers, especially in fashion where customers are often loyal to retailers with platform strategies. Therefore, adopting an omnichannel strategy is a defining factor for retailers to keep the customer within their own "retailing sphere". For instance, it was common for consumers in this customer journey to browse retailers and add products to baskets without a purchasing intention at that moment. Thus, an omnichannel solution could be helpful as a saved shopping basket throughout different platforms could make a customer remember a specific product, which otherwise would have been just another temporary inspiration. Moreover, the findings indicate that often it is coincidences that will impact the purchases in the inspired journey. To capture a consumer's attention with a product does not necessarily mean that they will purchase your product in the end. By offering an enjoyable customer journey, it is more likely that the consumers will return to a retailer and hopefully find a product they will purchase. Hence, unlike the planned customer journey, where an omnichannel solution fits what that customer journey looks like, an omnichannel solution within the inspired journeys is to attract customers.

The impulsive customer journey is where an omnichannel strategy would be the most indifferent. Seeing that the findings indicated that customers most often skip the information-seeking stage and stick to one channel, an omnichannel solution would not directly impact the purchase itself. Hence, if it had been possible to distinguish all purchases belonging to the impulsive customer journey from other purchases, it might have been possible to say that investing in an omnichannel strategy is unnecessary. Having said that, for a company to have an omnichannel solution is not going to be a disadvantage as the loyalty built between consumers and

retailers is not separated by the different customer journeys. As mentioned, the participants said they usually go back to a few regular retailers, and almost all the participants said they are reluctant to purchase from new retailers or websites. This indicates uncertainty in the face of the unknown. Suggesting that consumers, if they are satisfied, will return rather than look for a substitute. Thus, a well-functioning omnichannel solution that has left the consumers satisfied during previous experience within other customer journeys will likely affect which retailers they visit for the purchases considered impulsive. As younger consumers are well-versed in the use of mobile devices in their shopping journeys, they have come to expect a faster and smoother experience throughout their purchasing process, where any error can disturb the customer journey; retailers need to focus on designing a seamless and easy experience.

5.6 LIMITATIONS & FUTURE RESEARCH

There are limitations to this study that needs to be taken into account. First of all, the sample of 12 participants means that the findings are not generalizable for a larger population. Therefore, as the results indicate three types of customer journeys identified among the participants' purchases, a similar study with a larger set of respondents would be preferable to further develop the conclusions drawn and test the validity of the suggested journeys. Also, while this study has focused on the younger population of ages between 20-28 years, a broader study would also do well in comparing how the customer journeys and the customers' shopping behaviors vary between ages. In addition, the study was conducted during a pandemic where the national restrictions in Sweden affected the retail industry, which may have affected the actions among the

participants. Hence, a similar study could be conducted when society returns to a so-called normal state, pre-pandemic.

The study further indicates a variation in customer journeys and purchasing triggers between low and high involvement products; therefore, studies focusing on how customer journeys vary between low and high involvement products could also be extended in future research. Also, to better understand what triggers consumers to make a purchasing decision and what marketing efforts should be further invested in by marketers, a more extensive study should be conducted between attribution of marketing efforts and triggers in the customer journeys. As Lemon & Verhoef (2016) suggested, this type of customer journey mapping could incorporate data-based and technological data collection methods to gain more accurate depictions of when a marketing effort leads to a purchasing decision.

Additionally, the results of this study indicate how mobile devices can have varying influences on customers' impulsivity and contemplativeness. While previous research has mostly indicated the impulsiveness that mobile devices induce, this study found that it also at times induces contemplative shopping behavior. Thus, this would be an interesting topic to explore further in future research.

As a final suggestion for future research, studies on how the customer journey takes place in omnichannel retailing and on what types of journeys are most compatible with an omnichannel strategy could provide many practical and valuable implications for retailers when framing their omnichannel strategy. As this study indicated that not all customer journeys are necessarily improved by the omnichannel strategy, more research should focus on analyzing this finding.

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APPENDIX
APPENDIX 1

Phase one: Pre-interview guide:

General information	Shopping behavior today	Mobile shopping	Omnichannel
Age, city etc.	How often do you shop?	How and when do you use your mobile device when shopping?	Have you made purchases recently involving at least two channels?
Are you available to document your purchases during the following 3 weeks?	Do you see yourself as impulsive or contemplative in your shopping behaviors?		
Are you available for an in-depth interview after the documentation of your purchases?	What channel (e.g., mobile, in-store, computer) do you usually use for shopping?		
	How has the pandemic impacted your shopping?		

APPENDIX 2

Phase Two: Purchasing online survey guide:

General	Customer journey	Impulsive/contemplative
Did you complete the purchase?	Did you use the same channels for all purchasing activities (pre-purchase and purchase activities)	How would you classify the purchase on a scale from 1-5, where 1 is impulsive and 5 is contemplative?
What did you purchase?	How did the want/need arise?	How long was the process from the need recognition to the purchase decision?
What channels did you use?	Did you do any research (information-seeking)? How and through what channels?	
What motivated you to choose these channels?		

APPENDIX 3

Phase Three: In-depth interview guide
The main questions are marked in bold, the remaining are follow-up questions when needed.
Step 1, questions regarding phase 2 purchases
An example of an interview guide for Hanna, purchase #3:

Generally about purchase	Need recognition	Information search	Purchase
Can you describe the purchase you made on 7/3 when you bought a dress? • Was this a typical purchase or did you proceed differently?	**Can you describe how you discovered this product?**	**Can you describe your research process further?** • Can you explain in more detail which channels you used for what and where were they via the computer or mobile phone?	**What made you complete the purchase?**
In the diary you stated that you used both mobile, computer and store for the purchase. Which channels did you use (eg social media, website, price comparisons, app)? • Do you use these simultaneously or separately? • Did you experience a seamless process between the channels?	**In the diary you mentioned social media, is this typically how you get inspiration?** • Did you make the purchase via instagram or how do you proceed?		**You stated it was an impulsive purchase, can you describe in what way?** • How long did it take from the time you saw the dress online until you completed the purchase in-store?

Step 2, Questions about general shopping behavior.

Customer journey	M-shopping	Impulsive/contemplative	Omnichannel
Can you describe a typical customer journey? • What channels are involved? How does it typically start? • How does it continue, are there any triggers?	**Can you describe how you use your mobile when shopping?** • In what situations do you use your mobile? • For which customer journey activities? • What motivates you to use your mobile device?	**How would you describe that the mobile device impacted your impulsive and contemplative tendencies in shopping?** • How does the access to information impact?	**Do you experience that retailers have a seamless customer experience between their channels?** • Is it easy to switch channels in a journey?
	Can you describe how the mobile device has impacted your shopping?	**Does the mobile have a positive or negative effect?**	**Do you associate specific channels for different shopping activities?** How?