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Young Mothers' Multichannel Behaviour: A Study of Channels and Touchpoints Combinations

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Acknowledgments

Thank you to all who walk beside me and inspire me daily, but especially to my family and friends.

<div align="center">

Little drops of rain whisper of the pain

Tears of loves lost in the days gone by

My love is strong, with you there is no wrong

Together we shall go until we die

My, my, my inspiration is what you are to me

Inspiration look, see

And so today, my world it smiles

Your hand in mine, we walk the miles

Thanks to you it will be done

For you to me are the only one

Happiness, no more be sad

Happiness, I'm glad

If the sun refused to shine

I would still be loving you

Mountains crumble to the sea

There will still be you and me

Robert Plant

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Resumo

Nos últimos anos, o estudo da experiência do consumidor tem recebido especial atenção por parte da comunidade científica e profissionais de marketing. Proporcionar experiências excecionais passa por compreender a jornada do consumidor através do seu ponto de vista. No entanto, a recente revolução tecnológica resultou no surgimento de novos canais de compra e pontos de contacto entre o consumidor e as marcas e, consequentemente, a complexidade destas jornadas aumentou consideravelmente.

No âmbito da literatura existente relativamente ao comportamento multicanal do consumidor, foi identificada uma lacuna referente ao modo como jovens mães combinam canais de compra e pontos de contacto. Numa tentativa de eliminar esta lacuna, esta tese propõe a criação de mapas de jornadas deste segmento de consumidores aplicadas a três cenários de compra. A análise destes mapas contribui também para a compreensão do papel das crianças nas decisões de compra das suas mães.

Os mapas de consumidor foram construídos com base em dados qualitativos recolhidos em 40 entrevistas em profundidade, tendo estes sido posteriormente analisados através da aplicação de metodologias de análise de conteúdo. Os resultados deste estudo permitiram concluir que a combinação de canais de compra e pontos de contacto feita pelas mães depende das suas necessidades e preferências. Consequentemente, não é possível desenhar um mapa de consumidor genérico aplicável a todas as participantes. Adicionalmente, o estudo do comportamento das mães nos cenários de compra selecionados sugere que a influência exercida pelas crianças depende do utilizador final do produto a ser adquirido.

Esta tese contribui para o desenvolvimento da investigação de comportamento multicanal e equipa os profissionais de marketing com dados relevantes sobre a jornada e processo de decisão deste segmento de consumidores. Além disso, este estudo alerta para a importância de proporcionar experiências que englobem todo o tipo de canais de compra usados pelos consumidores.

Key-Words: Comportamento multicanal do consumidor, Mapeamento da jornada do consumidor, Canais de compra e pontos de contacto, Jovens mães, Experiência do consumidor

JEL-Codes: Marketing (M31), General (M10)

Abstract

Over the last few years, customer experience management has gained considerable attention both from researchers and marketers. Outstanding customer experiences can be achieved through the analysis and design of customer-focused journeys. However, due to the technological revolution and integration, consumers' journeys became increasingly complex and difficult to understand as a consequence of the myriad of touchpoints and channels they can combine in the process of acquiring products.

A particular research gap was identified within the multichannel behaviour literature: the lack of updated studies on mothers' channel and touchpoints' combinations across all stages of the purchase process. In an attempt to contribute to close this gap, this thesis focuses on designing young mothers' customer journey maps for three shopping scenarios. The analysis of these maps also contributes to advance research on children's role in their mothers' purchase decisions.

The customer journey maps were built on qualitative data collected through 40 in-depth interviews, which was then analysed using content analysis techniques. This method was supported by the definition of four variables which were under the scope in this investigation. The output's analysis allowed to conclude that young mothers' channel and touchpoints' combination depends on their needs and preferences, and thus there is no "generic" customer journey. Additionally, the shopping scenarios under the scope suggested the existence of a connection between children's influence and the product end user.

This thesis contributes to the development of multichannel research and provides marketing managers interested in targeting this specific consumer segment with key insight into their customer journeys and decision-making process. Furthermore, it alerts marketers to the importance of providing seamless experiences englobing all types of channels.

Key-Words: Multichannel consumer behaviour, Customer journey mapping, Channels and touchpoints, Young mothers, Customer experience

JEL-Codes: Marketing (M31), General (M10)

Contents

List of figures

List of tables

1. Introduction

1.1. Background

Over the last few years, most companies within the retailing industry have recognized the customer experience as a crucial element for acquiring competitive advantage and creating value for customers (Stein, Ramaseshan, & Services, 2016). Major players such as KPMG, Google and Amazon have already pinpointed the reconstruction of their customers' experience as one of their top priorities and, consequently, created job positions for customer experience managers, vice presidents and officers (Lemon & Verhoef, 2016). Consumers attribute positive, negative or neutral sentiments to a product or brand depending on their experience with it (Carnein et al., 2017; Heuchert, 2019). This experience is defined as customers' cognitive, emotional, behavioural, sensorial and social responses that result from their interaction with a brand or service provider (Gao, Melero, & Sese, 2019; Vakulenko, Shams, Hellström, & Hjort, 2019).

Customers' experience with a brand arises throughout their journey with it (Kuehnl, Jozic, & Homburg, 2019). These journeys encompass every direct and indirect interaction or touchpoint, that takes place between a brand or service provider and the customer across the pre-purchase, purchase and post-purchase phases (Carnein et al., 2017; Fatma & Commerce, 2014). Customer journey analysis has evolved from customer behaviour research to experiential services' development, to the analysis of customers' service quality perception and recently to customer experience design (Berendes, Bartelheimer, Betzing, & Beverungen, 2018). However, according to Hamilton and Price (2019), researchers have failed to identify the unambiguous connection between customer journey creation and customer experience improvement.

Customer journey analysis is generally conducted through a process-design approach. This permits the gathering of all events and aspects within customers' journey in a single document or "organizational map". Such tool, the customer journey map (Heuchert, 2019; Moon et al., 2016; Norton David, 2013, p. 17), portrays the chronological flow of touchpoints that customers go through throughout their interaction with a product or service, from pre to post-purchase (Følstad, Kvale, & Practice, 2018; Rosenbaum, Otalora, & Ramírez, 2017), as seen from their perspective (Moon et al., 2016). Additionally, customer journey maps can be designed both for fictional consumers and for specific segments of

customers (Heuchert, 2019). Hence, customer journey mapping facilitates the analysis of the experience provided to customers and the identification of improvements to be made across all touchpoints (Moon et al., 2016; Rosenbaum et al., 2017).

Not all touchpoints, or encounters, depicted in the customer journey map are under the service provider's control (Herhausen, Kleinlercher, Verhoef, Emrich, & Rudolph, 2019). Regardless of their owner, each touchpoint within customers' journeys occurs through the use of a channel (Barwitz & Maas, 2017), which can be either physical or digital (Sousa, Amorim, Pinto, Magalhães, & Control, 2016). Apart from the most commonly used channels, such as store counters, websites or call centres, the technological evolution of mobile and social media gave room for the emergence of a wide range of new digital channels like social networks, product review platforms and mobile apps (Carnein et al., 2017; Hamilton & Price, 2019; Sands, Ferraro, Campbell, Pallant, & Services, 2016).

The online and offline blend that resulted from the digital evolution allowed customers to combine and merge multiple channels throughout their customer journey (Barwitz & Maas, 2018; Sousa et al., 2016). Consequently, consumers can now move seamlessly across channels and accommodate their channel choices to their needs and preferences (Bilgihan, Kandampully, Zhang, & Sciences, 2016; Sands et al., 2016), which results in personalised journeys and generalised multichannel consumer behaviour (Frasquet, Mollá, Ruiz, & Applications, 2015; P. C. Verhoef, Neslin, & Vroomen, 2007; Wolny, Charoensuksai, & Practice, 2014).

Stankevich (2017, p. 9) defined consumer behaviour as "the process consumers experience when they make purchases", which entails a series of factors, internal and external, that shape and affect their decisions. These factors can be separated into (1) cultural factors, (2) social factors, (3) personal factors and (4) psychological factors (Singh, Dhayal, Shamim, & Humanity, 2014). A commonly studied social factors' group, which can also be considered a cultural group, is the family. Family members often interact in a particular way in order to satisfy all members' mutual and individual needs, which depend on the size of the family, the family members' age, each person's role in the household, amongst others factors (Schiffman & Kanuk, 2004). Peter and Olson (2005) highlighted children's role in the consumption decisions and behaviour of the remaining family members (Peter & Olson, 2005).

According to consumer behaviour literature, factors that influence consumers' channel choices can be grouped into two categories (1) channel attributes, such as perceived price or convenience, and (2) consumer characteristics like channel experience and social influence (Barwitz & Maas, 2018). Indeed, perceived convenience can be a deal-breaker channel attribute for customers with limited time to spare, such as young parents (Dennis, Merrilees, Jayawardhena, & Wright, 2009). Additionally, the most studied consumer characteristics in terms of channel choice behaviour are sociodemographic traits such as gender, age and number of children (Nakano, Kondo, & Services, 2018).

It is not a coincidence that both channel attributes and consumer characteristics highlighted above relate to the theme of parenthood. Many scholars focused their research on family consumption behaviour as well as on children and teenagers' influence on their family decision-making process (Martensen & Gronholdt, 2008). Others developed studies on co-shopping, advertising, and consumer socialization theory, which is the "process by which young people acquire skills, knowledge, and attitudes relevant to their functioning in the marketplace" (Grossbart, Carlson, & Walsh, 1991, p. 155). The majority of studies emphasize the role of consumption in women's life when transitioning to motherhood (McNeill & Graham, 2014). However, there seems to be a research gap when it comes to understanding mothers' consumption behaviour, especially in a multichannel environment.

Family decision-making within consumer behaviour research has been studied for almost 60 years. Different family members have different roles within this process (Wang, Hsieh, Yeh, & Tsai, 2004) which may depend on each members' authority as well as on the family resources. Children are often the initiator or the influencer within the process, and rarely the decision-maker (Dikcius, Pikturniene, & Reardon, 2017). In fact, most research studies focus on children's influence on their parents' consumption behaviour. According to Mehrotra and Torges (1977), even if children do not directly request a specific product to their parents, and thus exerting an active effect over their decisions, they can do it passively. This passive effect occurs because mothers know which are the products, food, clothes and toys their children prefer. Hence, they accommodate their purchase decisions to their children's preferences (Dikcius et al., 2017). Children's age and product category are also usually linked with their influence over their parents' decisions, particularly their mothers' (Mehrotra & Torges, 1977).

The second half of the 20th century brought deep changes to the role of women in society. As women began to pursue career-paths and spending more time at work,

maintaining the roles of mothers and wives often made them feel pressured and overloaded, especially the ones with young children. With their time restrained, women longed for simpler ways to shop and more convenient channels to do so (Maher, Marks, & Grimm, 1997). Accordingly, scholars that focused their studies on understanding women's channel choices concluded that (1) role overload, (2) time pressure, (3) convenience and (4) shopping enjoyment are decisive channel-choice factors for working mothers and wives (Maher et al., 1997). However, these studies were conducted before the digital revolution and the emergence of social media, thus they may not apply to the current multichannel retailing environment.

1.2. Research gaps

1.2.1. Lack of research on multichannel integration across the customer journey

According to Hamilton and Price (2019), customer journey literature still lacks research on the pre and post-purchase stages of the customer journey as well as on empirical frameworks designed from the customer's point of view. The few existing customer journeys empirical models were designed using blueprints, which focus on firms' perspective and thus lack customer focus. The remaining models are mostly conceptual (Lemon & Verhoef, 2016).

Furthermore, since the omnichannel retailing environment is a quite recent phenomenon, there is still no sufficient research on multichannel integration across the customer journey and thus on multichannel behaviour (Lemon & Verhoef, 2016). Existing customer journey models either focus on the analysis of the touchpoints and channels within one stage of the customer journey or on the journey across online channels (Anderl, Schumann, & Kunz, 2016; Baxendale, Macdonald, & Wilson, 2015). Extending theoretical knowledge on multichannel integration and behaviour can be achieved through the analysis of consumers' combination of channels and touchpoints across their customer journey. Closing this literature gap can have positive repercussions for marketing managers as well. By understanding the "how and why" beneath customers multichannel choices, across the customer journey, firms will be equipped with the necessary data to develop superior customer experiences (Peltola, Vainio, & Nieminen, 2015; Vakulenko et al., 2019).

1.2.2. Lack of research on mothers' multichannel behaviour

Children's role in parents' decision-making process has received a lot of attention from consumer behaviour researchers. Previous studies focused on analysing parents' perception of children's influence during the pre-purchase phase, specifically the need recognition stage (Martensen & Gronholdt, 2008). Others conducted research on children's influence on their parents' in-store purchase decisions (Grossbart et al., 1991). Scholars have also measured children's impact on parents' purchase decisions in specific areas of the decision-making such as choosing the type of product, colour, and brand (Nørgaard, Bruns, Christensen, & Mikkelsen, 2007). However, there seems to be a research gap regarding children's overall role across all purchase stages within their mothers' customer journey.

Additionally, and as mentioned, the existing studies on the impact of mothers' role overload, especially mothers with young children, on channel choice behaviour are prior to the digital revolution and, consequently, they do not reflect the current multichannel environment and today's mothers' journeys.

Hence, by focusing on the analysis of young mothers' customer journeys, this thesis will also explore the role of children on their mothers' multichannel choices behaviour.

1.3. Research objetive

To fill the research gaps presented in the previous section, this study focuses on the design of young mothers' customer journey maps regarding different shopping scenarios. The customer-centric approach adopted to create the journey maps assists the interpretation of participants' channel choice behaviour and touchpoints combination throughout their customer journey. The analysis of all touchpoints from pre- to post-purchase will also provide insight into the role of children on their mothers' journey. The goal of this study is to answer the following research question: "How do young mothers combine different channels and touchpoints across their customer journey?"

To do so, 40 in-depth interviews were conducted with women, aged between 30 and 41 years old, with at least one child. The participants were asked about their consumption habits regarding seventeen shopping scenarios, which were then downsized to three based on the relevance of the information collected for this study. These scenarios are (1) monthly grocery

shopping, (2) clothes and fashion items purchase for personal use and (3) clothes and fashion items purchase for children. Being these interviews semi-structured, the use of an interview guide assisted the collection of data about specific variables such as participants' (1) channel of choice to research and compare alternatives, (2) purchase channel, (3) company at purchase stage and (4) purchase influencers.

These four variables grounded the design of the customer journey maps that resulted from the analysis of the content of the interviews. Furthermore, by studying the participants' experience through the lenses of these variables, it is possible to obtain insight not only about mothers' channel behaviour but also regarding children's role on their customer journey.

1.4. Summary of the chapters

This thesis is structured as follows: section 2 is dedicated to the analysis of the existing literature as well as to the explanation of concepts which facilitate the understanding of investigation. Then, on section 3, the conceptual model used to guide this research is presented and clarified. On section 4, the research purpose and question are highlighted, followed by section 5, where an explanation for the methodology chosen to be applied is presented. The results, analysis and consequent discussion can be found in section 6, followed by the conclusions, contributions, and limitations of the study, on section 7.

2. Literature review

In this section, the three research areas that support this study are presented, explained, and interconnected through the analysis of the existing literature and knowledge. These are (1) customer journey, (2) customer experience and (3) consumer behaviour. This chapter aims to provide the required information for a better understanding of the presented research problem and investigation.
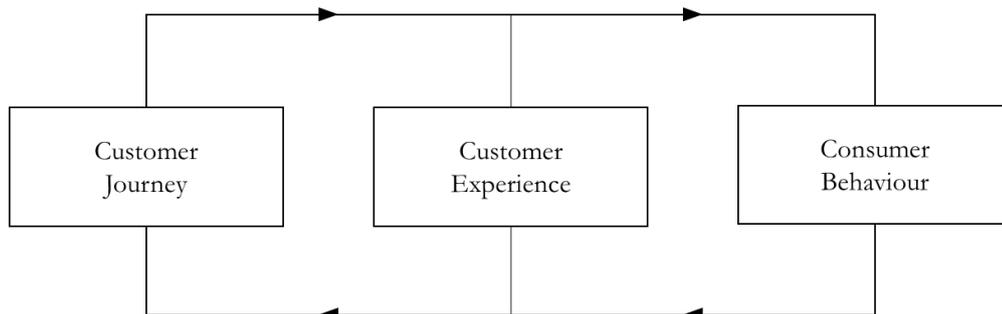
Figure 1 Research areas reviewed in this thesis

The first part of this section includes extended explanations for concepts, processes and methodologies that relate to customer journey research. The evolution of this field of study and its limitations are also emphasized throughout this sub-section. It culminates with the description of the existing connection between customer journey and customer experience.

Customer experience research is then under the scope, from its origins until today's state of the art. This subsection closes with the analysis of consumers' expectations regarding their experience with brands in the omnichannel retailing environment, as well with some further suggestions for service providers who desire to meet such expectations.

Finally, the last part of this chapter is dedicated to the analysis of consumer behaviour research, placing special emphasis on multichannel behaviour and the mechanisms underneath it. Research gaps in this field of research are also highlighted.

Additionally, this part includes two sub-sections dedicated to the review of the existing literature on family consumption behaviour, as well as children's' role in it, and mothers' multichannel behaviour.

2.1. Customer journey

2.1.1. Defining customer journey

Although customer journey (CJ) research has received considerable attention from marketing practitioners over the last few years, its study goes back to the 60s (Herhausen et al., 2019). Initially, this field of study developed from service management and design practice (Voorhees et al., 2017). Researchers focused on understanding the impact of certain encounters on consumers' judgment about the service, satisfaction, and experience, ignoring the moments occurring before and after those core encounters (Lemon & Verhoef, 2016; Voorhees et al., 2017). Not long ago, a multichannel management perspective was incorporated into customer journey studies which opened a precedent to the analysis of the way consumers move from one stage of the purchase process to another, and how they choose and combine different channels to do so (P. C. Verhoef et al., 2007). Consumer behaviour research has also played an important role in customer journey analysis (Lemon & Verhoef, 2016).

The following table aggregates some relevant definitions for the concept of customer journey found in the literature.

Author	Customer Journey definition
Norton David (2013)	"Customer journey, in essence, means the sequence of events – whether designed or not – that customers go through to learn about, purchase and interact with company offerings – including commodities, goods, services or experiences." (p. 12)
Edelman and Singer (2015)	"More narrowly, the term can refer to the sequence of interactions consumers have before they achieve a certain aim (…)" (p. 5)
Halvorsrud, Kvale, Følstad, and practice (2016)	"Customer journeys (or alternately, customer journey maps) are visual representations of events or touchpoints depicted chronologically, often accompanied by emotional indicators." (p. 843)
Følstad et al. (2018)	"The term addresses the processual and experiential aspects of service processes as seen from the customer's viewpoint. It is described as the repeated interactions between a service provider and the customer (Meroni and Sangiorgi, 2011), as an "engaging story" about the user's

	interaction with a service (Stickdorn and Schneider, 2010), or as a walk "in the customer's shoes" (Holmlid and Evenson, 2008)." (p. 197) "(…) Furthermore, customer journeys are typically described or defined as a series of steps and/or touchpoints." (p. 213)
Kranzbühler, Kleijnen, Morgan, and Teerling (2018)	"For organizations, it involves all possible interactions with the customer, while consumers might have a broader perception. As journeys' represent what actually happens from the customer's point of view' (Zomerdijk and Voss 2010, p. 74), they also reflect encounters with a firm driven by environmental and personal factors that are beyond firm control (e.g. searching for advice online)." (p. 447)
Terragni and Hassani (2018)	"The Customer Journey is the complete cycle of experiences that customers go through when interacting with an organization. It is a visual, process-oriented method for conceptualizing and analyzing peoples experience, usually represented by customer journey maps." (p. 255)
Berendes et al. (2018)	"A time-logical sequence of touchpoints a customer has with one or more service providers and other actors during the purchase process (Halvorsrud et al., 2016; Voorhees et al., 2017; McLean et al., 2018)." (p. 1)
Hamilton and Price (2019)	"The customer journey is defined as the process the customer goes through, across all stages and touchpoints with an organization, comprising the customer experience." (p.188)

Table 1 Customer journey definitions found in the literature

Throughout the years, many authors focused on defining customer journey. Accordingly, customer journey is a flow of chronologically staged events (Halvorsrud, 2016), that the customer goes through in the process of learning about a product or service, purchasing it and interacting with the service provider and with what it offers. Not all of these events are exclusively designed and managed by the service provider (Norton David, 2013). The processes and stages within the journey are seen from the customer's perspective and make up the customer experience (Følstad et al., 2018; Lemon & Verhoef, 2016).

When analysing their customers' journey, most companies almost exclusively consider the events that relate to all interactions that occur between them and the customer. However, consumers' have a wider understanding of this journey (Kranzbühler et al., 2018). Since CJ

addresses consumers' experience with a service (Følstad et al., 2018) it is also influenced by personal, environmental and external factors that companies cannot control (Kranzbühler et al., 2018). For this reason, when defining the CJ, it ought to be approached as a "walk in the customers' shoes" (Halvorsrud, 2016, p. 843), that is, service providers should focus on understanding what is that customers desire to achieve before, during and after interacting with their services (Hamilton & Price, 2019).

More than providing companies with the customers' point of view, customer journey design allows them to obtain valuable insight about consumers' overall experience and the way they choose and integrate channels throughout the purchase process (Følstad et al., 2018; P. Verhoef, Kooge, & Walk, 2016). By analysing customers' interactions with a product, from pre-purchase to post-purchase and even repurchase, service providers can better understand which are the factors that influence customers' choices and behaviour and thus use that knowledge to improve the experience offered across all stages (Terragni & Hassani, 2018).

Hence, analysing and designing the customer journey can boost customer value along the purchase phases (Herhausen et al., 2019), profits and help to differentiate one company from the remaining competition (Norton David, 2013).

2.1.2. The customer journey purchase process

As discussed, the customer journey encompasses a set of chronological events (Halvorsrud et al., 2016) that customers experience within the course of their interaction with a service or product throughout all phases of the purchase process (Følstad et al., 2018). In order to better comprehend the concept of customer journey, it is necessary to clarify these phases.

According to Olshavsky and Granbois (1979, p. 99), the most important universal premise within the field of consumer behaviour is that "purchases are preceded by a decision process". In an attempt of simplifying the study of the decision-making process, consumer behaviour researchers have often represented it by means of models, which are visual representations of the events under the scope. Consumer decision-making models within consumer behaviour research can be divided into two groups: the grand models and the contemporary models (Erasmus, Boshoff, & Rousseau, 2001).

The grand models, such as the one proposed by Engel, Kollat and Blackwell's, in 1968, normally, depict a set of sequential actions that result from consumers' incorporation of internal and external factors which lead to the making of a decision (Erasmus et al., 2001). The grand models can be illustrated by the "five-stage model of the consumer buying process", also known as the "traditional decision-making model" (Erasmus et al., 2001; Stankevich, 2017, p. 10). The traditional model of the decision-making process is divided into five stages that customers go through whilst deciding on the acquisition of a product (Stankevich, 2017). These stages are (1) problem/need recognition, (2) information search, (3) alternatives evaluation, (4) purchase and (5) post-purchase (Stankevich, 2017).

| Problem Recognition | Information Search | Evaluation of Alternatives | Purchase | Post-Purchase |
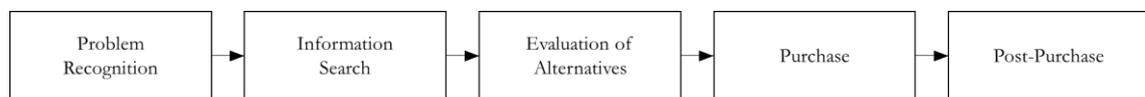
Figure 2 The traditional model of the decision-making process adapted from Stankevich (2017)

Scholars such as Lemon and Verhoef (2016), conceptualized the purchase cycle within the customer journey that customers go through. The authors divided this cycle into three stages in an attempt to make the customer journey more manageable. These stages are: (1) pre-purchase, (2) purchase and (3) post-purchase. The authors' pre-purchase stage is a merger of the first three stages of the traditional model of decision-making, the problem recognition, information search and alternatives evaluation.

The pre-purchase stage is composed of all types of exchanges that occur between the customer and the brand or product before the actual transaction takes place (Lemon & Verhoef, 2016). On the first phase, (1) problem/need recognition, customers become aware and make sense of a need which can be prompted by internal and external factors. After acknowledging this need, customers move on to the (2) information search stage, during which they look for different options to satisfy their needs. In this phase, customers can either search for information internally, for example by resorting to past experiences with a product, or externally, such as by asking friends and family members about their experience with a given service (word-of-mouth), reading online reviews made by other customers or experts, etc. Finally, at the last phase of the pre-purchase stage, customers do an (3) evaluation of the alternatives. This means that customers decide on the attributes that they consider to be the most important for their decision-making process, such as quality, brand

or price, amongst others, and analyse the different alternatives offered based on the selected attributes (Stankevich, 2017).

Eventually, customers reach a stage where they stop evaluating the alternatives and decide on what to acquire, thus entering the purchase phase (Stankevich, 2017). This encompasses all the interactions that happen between the customer and the brand during the purchase, per se, which might be choosing, ordering and paying for the product or service (Lemon & Verhoef, 2016). Deciding on what to purchase does not necessarily mean that customers will buy the said product or service. Sometimes, some further decision-making might be necessary regarding factors such as when and where to buy it, as well as how much to spend on the product. For this reason, often, there is a gap between the purchase decision-making and the actual purchase. The size of this gap varies depending on the complexity of the purchase, being bigger for high involvement purchases, e.g. buying a car, and smaller for low involvement ones, such as buying day-to-day basic products (Stankevich, 2017).

The last stage of this process is the post-purchase phase. This includes the consumption or usage of the product as well as any experiences that are in some way related to the customer and the brand, product or service. These might be the consumption experience itself, the decision to return the product, the repurchase of the product, and other actions such as giving feedback about the product to other customers or online (Lemon & Verhoef, 2016). This stage has a strong influence on customers satisfaction or dissatisfaction, which results from the experimentation and evaluation of the product. When a product meets or exceeds customers' expectations, they are likely to become advocators and to recommend it to other customers and thus increase the probability of this product to be repurchased. However, the opposite may happen in case customers are dissatisfied with the product (Stankevich, 2017).

In this study, the three-stage model of the decision-making process is adopted in order to simplify the customer journey maps' design and analysis.

It is essential to understand that not all customers go through these three stages in the same order. For example, some customers may repeat two of the phases within the pre-purchase stage, the information search and evaluation of alternatives. Furthermore, and as briefly mentioned, the length of the decision process also varies with each customer's level of involvment in the purchase. For frequent purchases, the decision of acquiring a specific

product may be quite short for some customers as they only go from recongnizing a need to doing an internal search and then to buying the product (Belch & Belch, 2004). Hence, the decision process is also influenced by customers pre-established preferences, loyalty to brands and experiences which makes this process automatic regarding the purchase of certain products (Stankevich, 2017).

These exceptions and many other lead scholars to criticize the traditional decision-making model due to its stiff structure, overly rational and problem solving approach and lack of accountability for the "purchase momentum" phenomenon (Erasmus et al., 2001; McAlister, 1979; Solomon, 2010). Consequently, new contemporary models of the decision-making process started to emerge in the literature. These are generally less strutured, more dynamic and thus a better fit for the analysis of online decision-making processess (Karimi, Papamichail, & Holland, 2015)

2.1.3. Touchpoints

As analysed previously, the customer journey is commonly defined as a sequence of events or encounters (Herhausen et al., 2019) that the customer goes through throughout the purchase process (Norton David, 2013). These encounters are usually referred as touchpoints (Vakulenko et al., 2019).

Although touchpoints have only recently been added to customer experience literature, according to Heuchert (2019), these are the utmost significant elements to create the script of the customer journey. In most studies, touchpoints are described as a direct or indirect contact moment, service event or encounter (Følstad et al., 2018) that occurs between a service provider and a customer (Heuchert, 2019) throughout different points of the customer's experience (Lemon & Verhoef, 2016). Additionally, these encounters may be either physical or non-physical, active or passive and can be captured by any of the human senses (Bascur, Rusu, & Quiñones, 2018). Touchpoints can also be both unilateral and bilateral, including customer-to-customer interactions (Herhausen et al., 2019).

In order to classify as a touchpoint, according to Halvorsrud et al. (2016), encounters should meet a set of attributes:

1. Touchpoints must be visible to consumers;

2. Touchpoints must be discrete so that customers can appoint them in time;
3. Touchpoints must be carried through channels;
4. Touchpoints can be initiated either by the service provider, or a subcontractor, or by the customer, and they involve communication between all parties;
5. Touchpoints must result in any kind of content or trace.

Typically, touchpoints are chronologically ordered in the horizontal axis of the CJ script and form a timeline sequence (Rosenbaum et al., 2017), so it resembles a process seen from the customer's point of view (Halvorsrud, 2016). However, with the proliferation of new technologies, the retail environment suffered a change in its paradigm which led this sequence of events to be less linear and more complex (Vakulenko et al., 2019). Instead, customers no longer use few touchpoints to travel from one stage of the purchase process to another as journeys are now a combination of multiple touchpoints offered by different service providers (Herhausen et al., 2019).

Indeed, the development of websites, blogs and social media altered the way consumers make purchase decisions and behave (Balaji, Rao, & Development, 2018). Consumers can now also encounter online touchpoints, which can be for example mobile apps or websites, online advertising, product displays on platforms like eBay, customers' reviews on social media or even on special review platforms like TripAdvisor (Wagner, Schramm-Klein, & Steinmann, 2020)

As analysed above, the purchase process may be divided into three stages of the journey: (1) the pre-purchase, (2) the purchase and the (3) post-purchase (Fatma & Commerce, 2014). The pre-purchase stage concerns the touchpoints that the customer gets in touch with before the service itself begins, newsletters or other inbound strategies, for example. The purchase stage involves the touchpoints experienced by the customer throughout the service, per se, such as the in-store experience. The post-purchase stage regards what happens after the actual service, which might be, for example, the feedback that customers share on social media concerning a specific product or service (Rosenbaum et al., 2017).

According to Baxendale et al. (2015), touchpoints can be grouped into three categories depending on their ownership. These are: (1) brand-owned, (2) retailer-owned, (3) third-party owned. Brand-owned touchpoints are the ones created and controlled by the brand such as paid advertising, loyalty programs, website and mobile apps (Kuehnl et al., 2019). Whereas

examples of retailer-owned touchpoints are in-store communications, and retailer advertising (Baxendale et al., 2015). Third-party owned touchpoints englobe consumer-owned touchpoints, which are out of brands' scope of control, such as word-of-mouth (WOM), peer-observation, amongst others. These can also be generated by customers on social media through electronic word of mouth (e-WOM) (Kuehnl et al., 2019). Expert reviews and media, are also mentioned as third-party owned and brand-earned touchpoints (Baxendale et al., 2015).

Customers interact with each type of touchpoints throughout their journey. However, the importance and strength of each of these categories for each customer depends on many factors. These could be the product or service itself, as well as the moment where customers find themselves within the journey, or even the decision-making state they are at (Batra & Keller, 2016; Lemon & Verhoef, 2016). Hence, it is important to note that not all touchpoints are equally important to customers. Some of them may be considered insignificant, while others might be critical. The paramount touchpoints are the ones that have a strong influence over the customer's experience, known as the "moments of truth" (Heuchert, 2019).

The "moments of truth" are key moments where customers have a substantial amount of emotional energy devoted to the output (Fatma & Commerce, 2014), and thus have the greatest impact over the customers' experience (Norton David, 2013). These are the moments during which customers form a lasting impression of the company, brand or service provider (Norton David, 2013). Such touchpoints are especially relevant as they might result in an alteration of customers feelings towards a product, service or brand (Bascur et al., 2018). Because the "moments of truth" have such an impact on consumers' decisions, it justifies companies' dedication to the analysis and development of the experience provided at each of these critical service points (Jenkinson, 2006). Despite the individual importance of each of these moments, the combination of all the touchpoints within the CJ convey the most value to the consumer (Batra & Keller, 2016).

2.1.4. Multiple channels and the customer journey

The multitude of touchpoints that exists at each phase of the purchase process is usually carried out through different channels (Barwitz & Maas, 2017; Kronqvist & Leinonen, 2019). Neslin et al. (2006, p. 96) defined channel as "a contact point or medium" that companies

and customers can use to interact with each other. However, Shankar et al. (2016) analysed the concept of channel and medium separately. According to this author, channels facilitate transactions, using a mobile phone or in-store, and channels allow communication between the customer and the firm. In fact, channels are used by firms as transaction platforms through which they sell products (Armstrong, Adam, Denize, & Kotler, 2014). Nevertheless, channels also play a major part in conveying information about brands and products to the customer and are also used as means of communication (Keller, 2010; Pantano, Viassone, & Services, 2015). In order to assure the various points of contact that occur between the brand and the customer, service providers can adopt diverse types of channels, physical and digital (Sousa et al., 2016).

Physical channels are the ones through which customers can engage in personal, offline, and "face-to-face" interactions with the service provider. Some examples of physical channels are retail shops and customer service counters (Sousa et al., 2016). The development of the internet and technologies triggered the adoption of new communication channels, categorized as digital channels (Straker, Wrigley, & Rosemann, 2015). These, such as the mobile phone and the web, allow interactions between customers and service providers without the mandatory condition of having them both in the same location at the same time (Sousa et al., 2016).

In fact, technological advances facilitated the creation of many channels that customers use to connect with other customers, service providers, brands and products (Hamilton & Price, 2019). Reinforcing these advances is the evolution of social media and mobile as digital channels and their consequent integration with online and offline stores (Sands et al., 2016). Some examples of social media and mobile digital channels are social networks like Facebook or Instagram, direct messaging platforms such as WhatsApp and any kind of mobile app (Carnein et al., 2017). These channels are increasingly becoming commonplaces within most consumers' CJ purchase process (Sands et al., 2016).

Besides offering customers a wider range of channel usage choice, digital channels' development has also provided them with higher control over the way they can and desire to interact with brands (Gensler, Verhoef, & Böhm, 2012; Hamilton & Price, 2019). This freedom that customers have to select the channels they want to use and to design their own journey resulted in a simplification of their purchase process (Wolny et al., 2014). However, from the service provider perspective, the growing number of interaction channels and

touchpoints within the purchase process increased the emergence of complex multi-channel Customer Journeys, which are more difficult to understand and design (Barwitz & Maas, 2018; Gao et al., 2019).

Regardless of the wide variety of digital platforms that customers can use to search, to acquire products and to interact with brands, physical channels are still relevant pieces of the purchase process due to its valuable attributes (Melero, Sese, & Verhoef, 2016). Offline channels allow customers to touch and feel the products before acquiring them, which provides them with a feeling of security and reduced risk, that is not commonly associated with digital channels. In contrast, digital channels are accompanied of a higher degree of convenience and privacy, as well as greater availability of information which is provided in different forms (Melero et al., 2016; Sousa et al., 2016; Wolny et al., 2014). Because both digital and physical channels have clear roles at each step of the customer journey, more than providing customers with a multichannel environment, companies should focus on creating an omnichannel experience which blends these realms (Mosquera, Olarte-Pascual, Ayensa, & Murillo, 2018; van der Veen & van Ossenbruggen, 2015) In fact, omnichannel retailing is understood as an evolution of the multichannel concept. Contrary to multichannel, omnichannel retailing does not entail a separation between the physical and digital realms as it implies a free-movement of customers through all channels and platforms across the CJ purchase process (Juaneda-Ayensa, Mosquera, & Sierra Murillo, 2016). The focus of omnichannel retailing is the integration of various types of channels across all stages to match the way consumers purchase (Ailawadi & Farris, 2017).

Indeed, customers identify in both types of channels different but complementary ways to acquire products and to collect information. These tend to combine digital with brick-and-mortar activities (Peltola et al., 2015), merging different channels and increasing the complexity of their customer journey (van der Veen & van Ossenbruggen, 2015). For instance, customers might use different retailer's channels, like the mobile app or the website, to look for information regarding a product and then travel to a physical store to acquire the selected product (Sands et al., 2016). Customers that combine different channels throughout the purchase process are commonly named multichannel shoppers (Frasquet et al., 2015). Besides switching from one type of channels to the other, multichannel shoppers might also contact with different service providers in parallel (Berendes et al., 2018).

It is important to note that these customers are channel-agnostic, which means they choose the channels that serve them best in any given shopping situation, which might not always be the same ones (Mosquera, Olarte-Pascual, et al., 2018; Wolny et al., 2014). Regardless of the channels used and the touchpoint they are at, customers expect service providers to be available and to provide them with consistent and seamless experiences throughout the entire journey (Gao et al., 2019; Wolny et al., 2014). Hence, it is of foremost importance that service providers comprehend the way customers use each channel throughout the purchase process in order to create a consistent and omnichannel customer experience (Nakano et al., 2018).

2.1.5. Customer Journey Mapping

The process of creating a script as part of the customer journey strategy is called customer journey mapping (Heuchert, 2019). By adopting the customers' perspective, service providers can better comprehend their customers' decision process and experience (Moon et al., 2016), which allows them to create the customer journey map (CJM) (Heuchert, 2019). This strategic document is generally created either for a fictional persona that represents a segment of customers or for specific customers (Heuchert, 2019) and may or may not include not only the main events of the journey but also emotional indicators (Halvorsrud, 2016).

The customer journey map in the multichannel context is essentially a visual representation of the sequence of touchpoints that customers encounter throughout their interaction with a service provider, (Lemon & Verhoef, 2016; Rosenbaum et al., 2017) and with the offered product, online experience, retail experience, service, or a combination of the beforehand mentioned (Følstad et al., 2018; Richardson, 2010). The more the key events within a customer journey, the more it is necessary for a company to adopt the customer journey mapping technique (Heuchert, 2019).

The main objective of this method is to strengthen customer service by enhancing, optimizing and improving the customer experience at each of the stages of the customer journey (Rosenbaum et al., 2017). Hence, by identifying and analysing the key incidents, mapping the journey and designing the overall experience, firms are able to comprehend and oversee their customers' needs, improve the delivery of their value proposition and manage the allocation of resources, channels and revenue (Norton David, 2013).

Furthermore, mapping the customer journey can also be a powerful strategic weapon used to gain competitive advantage. Since a customer journey map is designed based on a service provider's understanding of its customers' needs, even though competitors may be able to copy some of the touchpoints of their rivals' customer journeys, they will not know the sequence of events or the reasons underneath the design of that particular sequence, and thus will not be able to achieve the same level of success (Norton David, 2013).

Customer journey maps are also useful to study the type of experience that a firm is currently providing to its customers and to identify what can and should be improved (Terragni & Hassani, 2018). Then, this information is used to design a new and enhanced experience (Heuchert, 2019). Accordingly, as mentioned by Følstad et al. (2018), since customer journey maps display the processes within a customer journey as they are in the present moment of the analysis, these maps lie on the "as-is" modelling of the customer journey, which can be used to create the "to-be" customer journey (Følstad et al., 2018).

2.1.6. Service blueprinting vs. customer journey mapping

Since customer journey maps are representations of the sequence of touchpoints that customers go through within their journey with a service provider, these should project the actual onstage journey that customers endure. However, it is usual that some discrepancies arise between what a service provider plans for their customers' journey and what actually happens (Halvorsrud et al., 2016). For this reason, it is important to distinguish customer journey mapping from blueprinting.

According to Halvorsrud et al. (2016), service blueprinting is a method that relies on the use of flowcharts in order to present visual clarification of the stages involved in the process of delivering a service (Halvorsrud et al., 2016). Blueprinting maps include all the steps within this process, from the ones that directly involve the customer, in the front-office, to the internal procedures that occur in the back office and of which the customer is unaware (Lemon & Verhoef, 2016).

As highlighted by Lemon and Verhoef (2016), since service blueprinting is an internally developed process, it lacks customer focus. This characteristic of blueprints, and its obsolescence, explains the reason for it to be an ineffective approach to the development of

a customer journey. However, it provides a strong starting point for the development of customer journey maps (Lemon & Verhoef, 2016).

The difference between service blueprinting and customer journey mapping lies in the accountability of the perspective of the customer. Service blueprinting may be seen as what service providers plan for their customers, whereas customer journey mapping includes what the customer actually experiences (Halvorsrud et al., 2016).

Therefore, customer journey mapping is complementary to service blueprinting (Mucz, Gareau-Brennan, Practice, & Research, 2019) as it adds a customer-centric perspective to the designing of experiences and provides valuable customer insights about touchpoints and on what can be improved to mitigate customer dissatisfaction (Halvorsrud et al., 2016).

2.1.7. Customer journey and the customer experience

The experience that customers go through with a service provider shapes the way they perceive the value of the said service. Henceforth, improving the experience provided has become a concern in research and practice (Heuchert, 2019).

The customer journey is composed of all the encounters that occur between a customer and a brand through different channels and across the purchase process. Each of its touchpoints is part of a customer experience that results in positive, negative or neutral sentiments towards the product, brand or service provider (Carnein et al., 2017). Because the customer experience is a dynamic process characterized by its complexity, it can be analysed through the study of the customer journey (Lemon & Verhoef, 2016).

Despite the clear connection between both concepts, scholars have undervalued the importance of designing the customer journey to make sense of the customer experience (Hamilton & Price, 2019). However, service providers foresaw the relationship between both concepts and started studying their customers' journey in order to optimize the offered experience at each of the touchpoints along the process (Edelman & Singer, 2015). It is important to note that providing a memorable customer experience across the entire customer journey requires that all the touchpoints are designed to meld seamlessly (Richardson, 2010).

Thus, the customer journey can be used by companies as a tool to understand and to design the customer experience, and consequently to improve it for their customers (Følstad et al., 2018; Terragni & Hassani, 2018). By providing outstanding experience at each of the touchpoints along the customer journey, service providers will be able to strengthen customer satisfaction and retention as well as improving sales (McKinsey, 2016).

Since the customer experience occurs through the understanding of different events along the journey with a service provider (Kuehnl et al., 2019), customer journey can be classified as an essential part of the total customer experience (Lemon & Verhoef, 2016). The next section of this literature review focuses on the analysis of the concept of customer experience, as well as of other related terms.

2.2. Customer experience

2.2.1. The origin of the customer experience

The customer experience conceptualization was introduced in the 50s by practitioners that focused their studies on people's desire to live extraordinary experiences rather than just to acquire products per se (Lemon & Verhoef, 2016).

Before the eighties, customer experience laid on the rational side of consumers' purchases (Holbrook, 2006). However, during this decade, some theorists such as Holbrook (2006) approached human behaviour through the animalistic spectre and recognized that consumers are not only decision-making machines but also emotional beings (Lemon & Verhoef, 2016). Thus an experiential approach to consumer experience was born (Holbrook, 2006). In the 90s, marketing practitioners defined that the reason for consumers to buy products and experiences is their willingness to personally engage with a series of events staged by a company (Lemon & Verhoef, 2016).

The most acknowledged definition of customer experience was introduced by Schmitt (1999), which proposed a framework for distinguishing and managing five classes of strategic experiential modules (SEMs): (1) sensory, (2) affective, (3) cognitive, (4) behavioural and (5) relational (Fatma & Commerce, 2014). Aligned with the works of this author, P. C. Verhoef et al. (2009) defined customer experience as a holistic multidimensional construct which, in

a retailing perspective, encloses consumers' responses, in terms of emotion, affection, cognition, physic and society, to retailers (Lemon & Verhoef, 2016).

The conceptualization of customer experience has recently been extended within the multichannel literature (Rosenbaum et al., 2017). Now, researchers focus on understanding consumers' responses to any particular, direct or indirect, encounter with a brand, product or service, across the customer journey , as well as their use of channels and touchpoints (McColl-Kennedy Janet, 2015; Rosenbaum et al., 2017).

As seen, customer experience is characterized by the sensorial, affective, cognitive, relational and behavioural responses given by customers to all encounters that occur with a service provider throughout the customer journey. Additionally, this experience is also impacted by the ongoing evaluation of the said journey across co-existing experiences of the customer's life and the surrounding environment (Homburg, Jozić, & Kuehnl, 2017). For this reason, the customer experience is also influenced by any given interaction that can be out of the service providers' control, but that customers understand and associate to the brand (Homburg et al., 2017).

2.2.2. Customer experience today

The analysis and integration of the contributions that led to the conceptualization of customer experience theory allowed practitioners and scholars of this field of study to develop a broader definition of this concept. Hence, modern literature encompasses many definitions for customer experience as well as for other related terms. These definitions are presented in the table below.

Author	Customer Experience definition
(Gentile, Spiller, & Noci, 2007)	"The customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction (LaSalle and Britton, 2003; Shaw and Ivens, 2005). This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensorial, physical and spiritual) (LaSalle and Britton, 2003; Schmitt, 1999)." (p. 397)

(McColl-Kennedy Janet, 2015)	"Customer experience is commonly defined as holistic in nature, involving the customer's cognitive, affective, emotional, social and physical responses to any direct or indirect contact with the service provider, brand or product, across multiple touch points during the entire customer journey. (…) Customer experience is a dynamic phenomenon, emerging during various phases of the customer journey, including, for example, search, purchase, consumption and after-sale encounters, typically involving multiple channels and multiple touch points." (p. 431)
(Lemon & Verhoef, 2016)	"Overall, we thus conclude that customer experience is a multidimensional construct focusing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey." (p. 70-71) "We conceptualize customer experience as a customer's "journey" with a firm over time during the purchase cycle across multiple touch points." (p.74)
(Stein et al., 2016)	"Customer experience is widely recognized as the internal and subjective response customers have to any interaction with a company." (p.8)
(Homburg et al., 2017)	"CE is the evolvement of a person's sensorial, affective, cognitive, relational, and behavioural responses to a firm or brand by living through a journey of touchpoints along prepurchase, purchase, and postpurchase situations and continually judging this journey against response thresholds of co-occurring experiences in a person's related environment." (p.384)
(Kranzbühler et al., 2018)	" Thus, CE can be characterized as a subjective phenomenon that is not fully controllable by the firm (Verhoef et al. 2009)." (p.434)
(McColl-Kennedy, Zaki, Lemon, Urmetzer, & Neely, 2019)	"The CX can be conceptualized as holistic, comprised of multiple touchpoints (Frow and Payne 2007) in an end to end journey (Neslin et al. 2006), involving the customer's cognitive, affective, emotional, social, and sensory elements (De Keyser et al. 2015; Lemon and Verhoef 2016; Verhoef et al. 2009). This conceptualization is consistent with the view that CX is a process (Gro¨nroos 1998; Rawson, Duncan, and Jones 2013), comprised of interactions and activities across multiple touchpoints." (p. 9)

(Vakulenko et al., 2019)	"(…) customer experience is built upon five types of responses: cognitive, emotional, behavioural, sensorial, and social responses. Together, they form a holistic understanding based on all the direct and indirect interactions with the firm. Customer experience is influenced by the service encounters (touchpoints) that together form the complex customer journey. A multitude of touchpoints influence customer experience; increasing control over them will result in performance improvements for the firm." (p.462)

Table 2 Customer experience definitions according to the literature

Briefly, customer experience relates to "what customers think, feel and do", which results from the interactions that occur between them and service providers across the customer journey (Gao et al., 2019, p. 2). These responses that customers give to any interaction with a brand can be (1) cognitive, (2) emotional, (3) behavioural, (4) sensorial, and (5) social (Vakulenko et al., 2019).

As analysed, customer experience derives from the ongoing journey that customers go through with a service provider. However, many theorists approached it as a static and motionless phenomenon through the analysis of snapshot views or surveys about experiences that occurred at one point at a time (McColl-Kennedy Janet, 2015). This static view of the customer experience is problematic due to its reliance on the survey or questionnaire participants' memories of the process or transaction under the scope, which might not be legitimate representations of the reality (McColl-Kennedy Janet, 2015).

Furthermore, in order to understand this dynamic process, practitioners and service providers must accept that some factors are not under their control (Lemke, Clark, & Wilson, 2011). Customers are progressive beings in constant change, for this reason, their experience might be influenced by customers' past experiences at every stage of their journey, their interactions with other customers, the surrounding environment, extreme crisis and the economic situation (Lemon & Verhoef, 2016; Stein et al., 2016).

Besides statically approaching customer experience, it is also incorrect to study this phenomenon solely through the perspective of the organization, brand, or service provider. Indeed, and according to McColl-Kennedy Janet (2015), to move forward on the

understanding and practice of the customer experience, the adequate approach should be dynamic, non-dyadic and customer-centric, and thus customer-oriented (McColl-Kennedy Janet, 2015).

Customer experience is also an important method that companies can leverage on to add value to their products. By providing exceptional experiences, service providers can facilitate the creation of a bond between customers and the brand (Bascur et al., 2018). In order to understand and provide such experiences, service providers must track customers decision-making process as well as their journey across all channels and touchpoints of the purchase process (Terragni & Hassani, 2018). Thus, focusing on co-creating value with their customers will allow brands to achieve higher competitive advantage and enhance satisfaction, loyalty and re-purchase intention (Berendes et al., 2018).

2.2.3. The omnichannel customer experience

As previously analysed, due to digital development, the customer journey is increasingly becoming a blend of encounters that occur through a multitude of channels (Barwitz & Maas, 2018; Sousa et al., 2016). This omnichannel environment gave customers the possibility of conducting their journey anytime, anywhere and using whichever device (Bilgihan et al., 2016; Melero et al., 2016).

Furthermore, customers can interrupt their journey and return to it as much as they which to and using different channels. However, due to channel integration, when they come back to their journey, they expect to arrive at the exact stage where they left off (Melero et al., 2016). Thus, regardless of the combination of channels used, customers demand the customer experience to be consistent and seamless across every touchpoint, channel and stage of the purchase process (Peltola et al., 2015; Vakulenko et al., 2019).

Because customer experience is of utmost importance for increasing customer retention and advocacy, achieving price premiums and preventing margin erosion and commoditization, its improvement should be the top priority for service providers (Nash, Armstrong, & Robertson, 2013; Peltola et al., 2015). Customer experience reengineering can be achieved through the use of technology. By facilitating the creation of an integrated and engaging experience across channels, technological integration can have a powerful impact

on customers and the firm (Mosquera, Ayensa, Murillo, & Pascual, 2018; Vakulenko et al., 2019).

Indeed, technological evolution is transforming the way brands make decisions regarding the management and design of their customers' experience (Bolton et al., 2018). Although necessary, integrating digital and physical channels is not enough condition to create superior customer experience. Service providers should also aim to understand customers' channel and interactions choices across the customer journey (Barwitz & Maas, 2018). If firms comprehend consumers' multichannel behaviour, they will have the necessary information to develop a consistent and seamless experience across all channels used by consumers (Melero et al., 2016; van der Veen & van Ossenbruggen, 2015).

2.3. Consumer behaviour

2.3.1. Defining consumer behaviour

Understanding consumer behaviour (CB), that is, interpreting why and how consumers act in a particular manner across the purchase process (Stankevich, 2017), came to be one of the most challenging and essential jobs for companies and brands (Singh et al., 2014). This allows service providers to obtain competitive advantage, and thus achieve business success (Terragni & Hassani, 2018).

Since its emergence during the 60s, consumer behaviour has been studied by many scholars and through myriads of angles. The first theories concerning decision-making within consumer behaviour research assumed that humans make rational choices (Kotler & Keller, 2011). Due to the limitation of these theories, subsequent scholars proposed a new method to study decision-making behaviour from a cognitive perspective, the information-processing approach (Bettman, 1979; Howard, 1977).

Each conceptual definition proposed by researchers to this field emulates an archetypal of the decade in which it was developed, as well as research instruments borrowed from other disciplines such as marketing, economics, sociology, and psychology. Such adaptability of the concept illustrates the evolving and interdisciplinary character of this research field (Galalae & Voicu, 2013). Over the last couple of decades, consumer behaviour literature has

been expanded due to technological developments and integration into this field of research (Darley, Blankson, Luethge, & marketing, 2010).

According to Solomon (2010, p. 6), consumer behaviour is the "study of processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas, or experiences to satisfy needs or desires". CB also englobes all the external aspects of the environment that influence consumers' thoughts, actions, and feelings. These aspects can be, for example, other consumers' opinions, advertising and pricing (Peter & Olson, 2005). Because consumer behaviour encompasses interaction and exchange with others and with the environment, it cannot be considered a static phenomenon. In fact, since the beliefs, feelings, thinking and actions of consumers, consumer groups and society are continuously changing, consumer behaviour is indeed dynamic (Peter & Olson, 2005; Solomon, 2010).

2.3.2. Determinants of consumer behaviour

The consumers' decisions and behaviour throughout the CJ purchase process is impacted by a set of internal and external factors (Stankevich, 2017), which can be divided into four groups: (1) cultural factors, (2) social factors, (3) personal factors and (4) psychological factors (Singh et al., 2014). Examples of each of these are listed in the figure presented below.

Cultural Factors	Social Factors	Personal Factors	Psychological Factors
- Consumer's culture - Subculture and social class	- Reference groups - Aspirational groups - Membership groups - Family - Roles - Status	- Age - Gender - Lifecycle stage - Occupation - Economic situation - Personality - Self concept	- Motivations - Perception - Learning - Beliefs - Attitudes
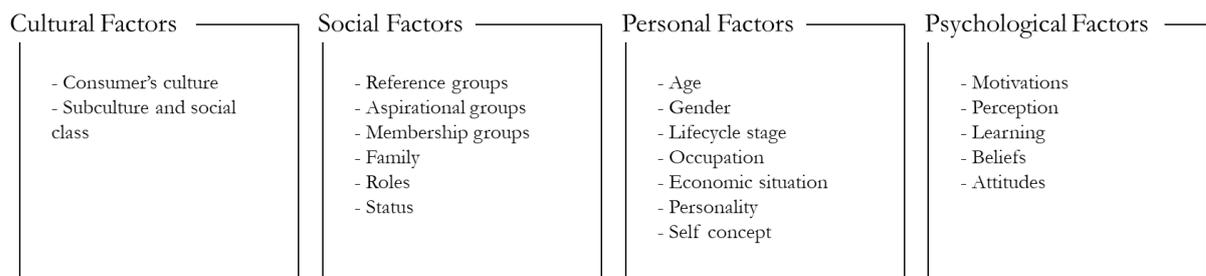
Figure 3 Factors that influence consumer behaviour adapted from Singh (2014)

Despite the wide variety of factors that influence consumer behaviour, some of them are of particular relevance for this study and thus are further developed in this section.

Subcultures, a type of cultural factors, are groups of people that exist as an individual part of a more complex and larger society. Subcultures' members are set apart due to the values, beliefs and customs they hold and share (Schiffman & Kanuk, 2004). Because women

are known to process information and treat possessions differently from men, gender can be classified as a subculture. Nowadays, most consumption decisions are frequently made and influenced by women (Peter & Olson, 2005), especially the ones affecting groceries, medicines, clothes and children's toys (Solomon, 2010).

Social factors concern the direct and indirect influence that other agents can have on consumers' purchase choices (Singh et al., 2014). Reference groups, important elements of consumer behaviour, are composed of one or more people who serve as a basis of comparison for another person's values, attitudes and behaviour development (Schiffman & Kanuk, 2004; Schulz, 2015). Hence, these groups can shape consumers' cognitive and affective responses, along with their consumption behaviour (Peter & Olson, 2005). Typical reference groups are composed of friends, co-workers and family members (Schulz, 2015), but these can also be membership groups, to which a person is affiliated, or even aspiration groups, to which people aspire to be part (Escalas & Bettman, 2003).

Indeed, family members constitute the most common social group whose members interact in such a way that allows them to satisfy their mutual and personal needs (Schiffman & Kanuk, 2004). These needs are usually affected by factors such as the number of family members, their ages, as well as the adults' working and economic situation. Nuclear families, formed by two adults and at least one child (Schiffman & Kanuk, 2004), are the type of family with higher expenditures resulting from different types of consumption (Solomon, 2010). Different members of the family can assume different roles throughout the decision-making and purchase process. Furthermore, children are considered to be key influencers of their family's consumption choices, as well as creators of demand for products that childless couples, for example, would not buy otherwise (Peter & Olson, 2005).

2.3.3. Family and children's consumption behaviour

Over the last 60 years, family consumption behaviour and decision-making have received special attention from consumer behaviour scholars. Some of them focused on understanding the role of children and teenagers in their parents' consumption choices by adopting theoretical frameworks borrowed from consumer decision-making, consumer socialization and social power studies (Dikcius et al., 2017). These studies rose from the belief that children are increasingly assuming more relevant roles within their household as they are

not only a relevant consumer segment but also important pawns in their parents' consumption strategy, which can influence their behaviour in many ways (Ülger & Ülger, 2012; Wilson & Wood, 2004). Consequently, marketers started to recognize the role of children in their families decision-making process (Martensen & Gronholdt, 2008).

According to Dikcius et al. (2017), although the family decision-making process is quite complicated, the stages within it are the same as in the classical individual process. However, each of these stages includes a set of sub-actions. For example, the need recognition stage requires that all members of the family agree that a certain product should be considered or there must be a mutual spontaneous desire of acquiring an item even without collectively validating the need. Additionally, the final decision stages may also include conflict resolution between the involved family members.

Family decision making requires that different members assume different roles within the decision process, these can be the initiator, the information collector, the influencer, the decider, the purchaser and the user (Nørgaard et al., 2007; Wang et al., 2004). Each person's role may vary with his/her authority within the household and with the amount of financial, time and information resources the family has access to (Dikcius et al., 2017). However, family decision-making influencers, such as children, do not need to have know-how on the desired product. Their role may depend on many factors (Martensen & Gronholdt, 2008).

Scholars found that children's influence varies depending on the purchase stage within the decision-making process. However, there is still a literature gap regarding the stage in which this influence is more pronounced and noticeable. Some studies highlight children's part as initiators and information collectors, whereas others focus on their role as alternatives evaluators and deciders. But there seems to be no consensus amongst the academics (Dikcius et al., 2017; Nørgaard et al., 2007). Martensen and Gronholdt (2008) pinpoint children's influence on some sub decisions within the decision-making process, such as choosing where to acquire the desired product, as well as its colour and model.

Accordingly, children's impact also depends on the category of the product to be acquired. Usually, children are more successful in influencing their parents when purchasing products that will be used by them, especially food products (Mehrotra & Torges, 1977; Nørgaard et al., 2007). Consequently, these are expected to be less involved in their parents' purchase of expensive products such as cars and TVs (Martensen & Gronholdt, 2008).

Co-shopping activities are also determinants of children's influence on the family decision-making process. When children accompany their parents to a store, such as a supermarket, they are more prone to request products displayed in shelves and thus to directly influence them to acquire such items (Grossbart et al., 1991). However, this influence may also assume a passive form. Because mothers are experts when it comes to knowing which is it that their children like and dislikes, such as foods, toys and clothing items, they rely on this information to make decisions and to select products they know their children will appreciate (Nørgaard et al., 2007). Thus, experience and knowledge about their children affect parents decisions (Dikcius et al., 2017).

Nørgaard et al. (2007) also identified children's age as a determinant of their influence over their parents' decisions, especially their mothers'. Although younger children make more attempts to influence their parents' choices, they are less successful in doing so when compared to older ones. Furthermore, the older the children, the more prone the parents are to ask for their opinion.

2.3.4. Mothers as multichannel consumers

According to McNeill and Graham (2014), consumption not only plays a major role in women's transition to motherhood, but it also allows them to perform that part properly. Despite this identified connection between both concepts, most scholars have only focused their research on understanding women's consumption in general and not concerning their families and children. Hence, studies on mothers' consumption behaviour are still scarce in the current literature, especially the ones regarding the multichannel retailing environment.

Over the last 70 years, women's role in society has suffered considerable changes. Women, who were traditionally expected to be nothing more than mothers and wives, joined the labour market and became increasingly concerned with developing their careers. Consequently, as they started spending more time at their workplaces, maintaining the remaining roles as housekeepers, mothers and wives resulted in time constraints, overload and stress, especially for mothers with young children (Maher et al., 1997).

Hence, working mothers started to look for time-saving alternatives for their household products, like external services, and increased their consumption of convenience products, such as pre-made meals (Darian & Cohen, 1995; Fox & Nickols, 1983; Lavin & Research,

1993). Most importantly, these societal changes had women searching for more convenient channels through which they could shop easily, such as the internet which appeared during the 90s. However, these channel alternatives were frequently forgotten by researchers (Maher et al., 1997). Reilly (1982), stated the need for convenient consumption is directly influenced by the degree of role overload felt by women, and thus overloaded women will take special attention to their channels selection throughout the purchase process (Bellizzi & Hite, 1986). Aligned with that premise, through their research, Cox and Rich (1964) observed that, when compared with women under the age of 40 with no children, mothers aged below 40 living with their children were three times more likely to purchase products via telephone, a more covenient shopping channel.

Hence, according to the literature, working wives and mothers' channel choices are particularly influenced by (1) role overload, (2) time pressure, (3) convenience and also (4) shopping enjoyment (Maher et al., 1997). However, most studies on mother's channel choice behaviour were conducted before the year 2000, and thus do not consider the multichannel retailing revolution that followed the beginning of the 21st century, as well as the emergence of the mobile and social media. Therefore, this topic is still weak within the current literature.

2.3.5. Consumer behaviour and the digital world

Throughout the 2000s, due to increasing advances in digitalization, the retailing paradigm suffered a profound change. As mentioned, the development of new technologies and the emergence of the Internet, as well as social commerce, transformed consumers' habits and behaviour (Juaneda-Ayensa et al., 2016; Zhang & Benyoucef, 2016). Nowadays, customers use technology and the Internet to look for information, share their opinion and experiences, make purchases, interact with brands and other customers (Juaneda-Ayensa et al., 2016).

Accordingly, the number of channels that customers can use and combine across the purchase process grew significantly (Flavián, Gurrea, & Orús, 2016; Gensler et al., 2012). Thus, as customers can not only select which channels to use but also shift between service providers across the customer journey (Sands et al., 2016), firms need to comprehend the determinants of consumer behaviour in the omnichannel context (Mosquera, Ayensa, et al., 2018) and design the journey's and touchpoints accordingly (Edelman & Singer, 2015). Consequently, many companies adopted both online and offline channels to provide

customers' with an omnichannel retail-experience where they can seamlessly shift between channels (Peltola et al., 2015). This technological and digital evolution has also lead to the boom of multichannel behaviour research (Lemon & Verhoef, 2016).

Although some authors agree that consumers' online behaviour does not match the offline (Karimi et al., 2015), others propose that despite their diverse attitudes, motivations and patterns of loyalty, offline and online consumers act quite similarly (Frasquet et al., 2015). Since customers combine both digital and physical channels across the CJ, it is difficult to separate their online and offline behaviour (Frasquet et al., 2015; Rodríguez-Torrico, Cabezudo, & San-Martín, 2017).

Because consumers can choose to use whichever channels they want, whenever they want to (Sands et al., 2016), they frequently engage in cross-channel behaviour which leads to the emergence of increasingly difficult to analyse customer journeys (Barwitz & Maas, 2017). Hence, it is of utmost importance to understand not only consumers' multichannel behaviour but also their channel choices within the omnichannel journey (Barwitz & Maas, 2017; Frasquet et al., 2015). This allows companies to create effective consumer strategies as well as to manage customers' experience throughout all channels efficiently and consistently (Melero et al., 2016).

2.3.6. Consumer multichannel behaviour and choices

Since multichannel research is recent within the academic community, there is scarce literature on the topic of consumer multichannel behaviour (Lemon & Verhoef, 2016). In fact, most existing studies focus solely on channel choice behaviour and lack a multichannel perspective. This perspective started to emerge as scholars became aware of the sequential-like manner in which consumers make their purchase decisions. Consequently, multichannel researchers started to analyse the way consumers' choose and combine channels at each stage of the purchase process which lead to the identification of various multichannel behaviour patterns, and thus segments (De Keyser, Schepers, & Konuş, 2015; Frasquet et al., 2015; Konuş, Verhoef, & Neslin, 2008). According to P. C. Verhoef et al. (2007) , over the last few years, scholars have focused on understanding the processes behind multichannel choice as well as the effect of channel integration on consumer loyalty, channel lock-in and channel inertia across the decision-making process (Gensler et al., 2012; Larivière, Aksoy, Cooil, &

Keiningham, 2011; Larivière et al., 2017; Pantano et al., 2015). Recently, multichannel researchers began to analyse multichannel behaviour through the lenses of customer experience, centring their studies on channel and touchpoint combination throughout the customer journey (Lemon & Verhoef, 2016; Rosenbaum et al., 2017).

Customers rarely use the same combinations of channels across different stages of the purchase process (Barwitz & Maas, 2017; Barwitz & Maas, 2018). This channel-use pattern led scholars to focus on studying channel choice behaviour in the omnichannel retailing environment, and thus on categorising the factors that trigger this behaviour (Melero et al., 2016; Nakano et al., 2018). According to Barwitz and Maas (2018), from the analysis of the existing literature, it is possible to identify two groups of factors that influence consumers' channel choice behaviour: (1) channel attributes and (2) consumer characteristics (Barwitz & Maas, 2018). Examples of these factors can be found in the figure presented below.

Channel Attributes

- Perceived price
- Perceived quality
- Convenience/accessibility
- Perceived risk
- General availability

Consumer Characteristics

- Product/service knowledge
- Past purchase behaviour
- Sociodemographic
- Psychographics
- Social influence
- Channel experience
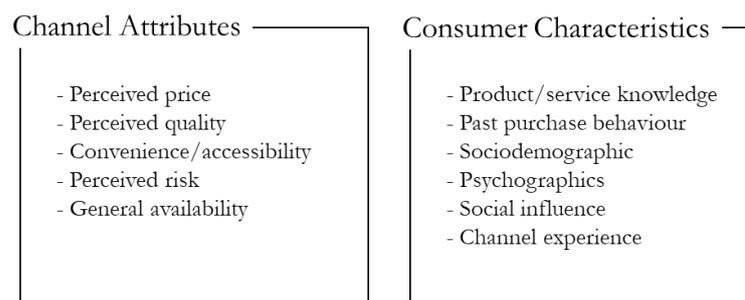
Figure 4 Factors that influence consumers' channel choice behaviour adapted from Barwitz (2018)

Studying multichannel choice behaviour of large samples of consumers is virtually difficult as it may be quite extensive and exhausting. For this reason, the vast majority of researchers recur to segmentation investigations which involves dividing heterogeneous groups of consumers into smaller clusters of individuals with similar characteristics and behaviour (De Keyser et al., 2015; Nakano et al., 2018).

2.3.7. Channel attributes

Channel attributes are extremely important for the analysis of customers' channel choices in the omnichannel retailing environment. According to the literature, channel attributes impact channel choice depending on the utility consumers assign to each of them, which is measured through benefit/costs evaluation (Gensler et al., 2012; P. C. Verhoef et al., 2007).

Despite the nature of the channel, digital or physical, many other factors alter consumers' attitudes towards it (Gensler et al., 2012). For example, perceived price is considered to be one of the most relevant channel attributes as it is a determinant of consumers' purchase decision. However, other characteristics such as perceived quality, availability, and the ability of a channel to meet customers' needs and expectations, can also be decisive for consumers to switch between channels and companies (Peltola et al., 2015). Perceived channel convenience and usefulness are also important features which relate to channel easiness of use, speed, associated costs and overall performance (Dennis et al., 2009; Frasquet et al., 2015). Additionally, as highlighted by Dennis et al. (2009), online channels' perceived convenience can be a decisive choice attribute for consumers under specific situations such as lack of available time or, for example, consumers that had a baby (Dennis et al., 2009).

Moreover, in some of the stages of the purchase process, such as purchase and post-purchase, the risk and security perceived by customers may lead them to favour one channel over another (Frasquet et al., 2015). Many times, customers engage in channel switching behaviours, such as searching for a product online or on their mobile and acquiring it at a physical store, as an attempt of reducing the risk associated with the purchase (Flavián et al., 2016; Reardon, McCorkle, & Management, 2002). Furthermore, the perceived enjoyment also impacts the attractiveness of a channel as some consumers, especially the ones with hedonic motivations, may choose a specific channel for its associated satisfaction and pleasantness rather than its utility (Akman, Mishra, & People, 2017; Frasquet et al., 2015). As mentioned, consumers assign different levels of relevance to each of the attributes depending on the purchase process stage they are at as well as their goals and needs (Balasubramanian, Raghunathan, & Mahajan, 2005; Frasquet et al., 2015; Gensler et al., 2012).

Multichannel shoppers combine different channels across the customer journey depending on the attributes of those channels. For example, consumers may choose to search for items and information using online channels, such as websites and apps, due to its convenience. However, to reduce associated risks, they might prefer to purchase products through offline channels, such as physical stores (Schröder, Zaharia, & Services, 2008).

2.3.8. Consumer characteristics

Besides channel attributes, channel choice behaviour is also determined by consumers' characteristics (Barwitz & Maas, 2018). Consumers' sociodemographic and psychographics, such as gender, age, social class, education level and number of children are the most referenced ones (Armstrong et al., 2014; Nakano et al., 2018). In fact, consumer behaviour research shows that male, female, younger and older consumers' needs are quite distinct, and so is the way they process information (Solomon, 2010). According to the literature, men are more prone not only to use multiple channels but also to introduce a new channel on their purchase process. Hence, consumers' gender is likely to shape their omnichannel behaviour (Frasquet et al., 2015; Mosquera, Olarte-Pascual, et al., 2018).

As previously analysed, consumers' behaviour can also be influenced by others' knowledge, actions, and attitudes. For example, the adoption of a specific channel by their peers, customers' reviews and word-of-mouth may lead consumers to choose certain channels for reasons such as social pressure or uncertainty reduction (Akman et al., 2017; Flavián et al., 2016; Melero et al., 2016).

Another consumer' trait that determines channel behaviour is prior experience with it. Many authors acknowledge the impact of previous channel usage on present channel choices, as well as on future ones (Barwitz & Maas, 2018; Flavián et al., 2016). This phenomenon occurs because consumers become familiar with a certain channel and gain expertise about it, which makes them increasingly efficient at using that channel. Additionally, because more than one of the purchase process stages may occur simultaneously, or subsequently, it is simpler for customers to adopt the same channels for those stages (Gensler et al., 2012). Hence, prior channel experience and spillover can influence subsequent consumer behaviour regardless of the channel attributes (Gensler et al., 2012; Melero et al., 2016). Channel lock-in occurs every time customers use the same channel across the customer journey. When they combine more than one channel, cross-channel synergies occur (Flavián et al., 2016).

When consumers are extremely involved with a product category and invest their time in acquiring knowledge about it, their consumption and channel behaviour will also be affected, particularly in the information search phase of the pre-purchase stage (Karimi et al., 2015). According to Armstrong et al. (2014), consumers' involvement with a product or category is one of the most impactful elements of decision-making. Involvement relates to

the meaning that consumers attribute to a product, the hedonic values associated with its consumption and the risk inherent to the product purchase (J.-N. Kapferer & Laurent, 1985; J. N. Kapferer, Laurent, & Marketing, 1993). Product involvement and information-processing is usually classified as high or low, being high involvement purchases associated with high financial investments and risks, as well as longer information search and alternatives evaluation phases (Armstrong et al., 2014). These purchases are connected with higher channel combination and usage, especially online channels and word-of-mouth (Berger, 2014; Voorhees et al., 2017). Low-involvement product categories are commonly linked with habitual or routinized purchases which are preceded by short or inexistent information search and evaluation phases (Armstrong et al., 2014). Habitual purchases and decision-making are usually conducted through one channel, normally the physical store (Balasubramanian et al., 2005; Melis, Campo, Breugelmans, & Lamey, 2015). Ergo consumers' involvement varies with the price, familiarity, relevance and frequency with which consumers acquire a product (Darley et al., 2010).

Batra and Keller (2016) highlighted the importance of consumers' diverse states of mind at each of the decision-making process phases, which might as well lead them to prefer certain touchpoints and channels to tackle specific needs at each moment. Consequently, customers frequently link each stage of the purchase process, or even specific products, with certain channels, for example, when they pair the purchase stage with bricks-and-mortar stores. Hence, consumers channels' associations can also impact their channel choice behaviour. (Gensler et al., 2012).

Moreover considering channel attributes and consumers' characteristics, some scholars highlighted the impact of marketing activities and communication efforts, such as emails, newsletters and catalogues, on consumers' channel behaviour (Melero et al., 2016; Park, Lee, & Informatics, 2017).

2.3.9. Consumer behaviour in the omnichannel journey

The omnichannel retailing environment that resulted from digital advancements and seamless integration of different channels, such as online, physical, social media and mobile across the customer journey empowered a deep transformation of consumers' behaviour and

the emergence of new multichannel behaviours (Mosquera, Olarte-Pascual, et al., 2018; Piotrowicz & Cuthbertson, 2014).

The integration of channels across the purchase process became a priority for service providers, which now offer cross-channel services to prevent their customers from engaging in cross-channel free-ridding behaviour. This behaviour results from consumers constantly switching between channels, as they are able to look for product information in one brand's channel and purchase it on another brands' (Flavián et al., 2016; Mosquera, Olarte-Pascual, et al., 2018).

Two of the most mentioned omnichannel behaviours are showrooming and webrooming, whose difference lies on the channel that customers use to search for information and product alternatives, and the one chosen to purchase the item (Mosquera, Ayensa, et al., 2018; Mosquera, Olarte-Pascual, et al., 2018).

Showrooming occurs when consumers search and view a product at the physical store but purchase it online (Flavián et al., 2016). According to Wolny et al. (2014), this behaviour arises when the physical attributes of a product, such as texture and consistency, are essential for the customer, mostly during the product evaluation phase of the pre-purchase stage. Because consumers perform a physical evaluation of the product before placing their online order, this behaviour can reduce the perceived risk associated with online purchases (Wolny et al., 2014). Additionally, since smartphones allow customers to look for other product offers online, whenever and wherever they are, customers can engage in showrooming while in-store (Rapp, Baker, Bachrach, Ogilvie, & Beitelspacher, 2015).

P. C. Verhoef et al. (2007) considered webrooming to be the most predominant behaviour of the omnichannel retailing environment. This behaviour implies that consumers do research on product information online but purchase it on offline channels (Santos & Gonçalves, 2019). Webrooming can be adopted due to product, personal or channel factors. However, it is also connected with high involvement purchases and uncertainty levels associated with online channels (Flavián et al., 2016; Santos & Gonçalves, 2019). While online channels provide customers with a wide range of information they can use to explore, choose, link and evaluate alternatives, offline channels allow them to tangibly confirm the information searched and acquire the product with a higher level of confidence. This degree

of confidence that results from the reduction of asymmetries in information is a common result of webrooming behaviour (Flavián et al., 2016).

Both these behaviours are a consequence of the research-shopper phenomenon, that is customers that use one channel to collect information and another to purchase the product (Nakano et al., 2018). This phenomenon results from various channel attribute advantages associated with different stages of the purchase process, cross-channel free-riding behaviour as well as lack of channel lock-in. However, due to brands' effort to provide customers with a seamless experience across the customer journey, the impact of the factors that fuel this phenomenon may have decreased (Barwitz & Maas, 2018).

3. Conceptual model

The previous chapter aimed to present existing literature and theories regarding consumer behaviour, customer journey and customer experience as well as to explain the connection between these three concepts, and its dimensions. Additionally, this briefing allowed a better understanding of the mechanisms underneath consumers' decisions and actions taken across all purchase stages. Most importantly, the analysis of the literature's state of the art intended to provide readers with the necessary concepts and tools to fully comprehend the conducted study and the steps taken to answer the proposed research question.

Built upon the literature reviewed, in this chapter, a customer journey mapping model is proposed and explained. This model disregards firms' perspective of customers' journeys, as it solely relies on consumers' personal experiences in the selected shopping scenarios. Furthermore, since the goal of this investigation is to study customers' journeys and channel combinations when faced with certain shopping scenarios, no particular brand or product was considered in this analysis.

The last part of this section is dedicated to the dissection of the shopping scenarios chosen to be under the scope of this study.

3.1. Conceptual model for customer journey mapping

As explained in the literature review, a customer journey map is a visual representation of the sequences of encounters that occur between customers and service providers, brands and products, across the customer journey (Lemon & Verhoef, 2016; Rosenbaum et al., 2017).

Customer journey maps can follow various structures and models. In the case of this analysis, the proposed conceptual model for mapping the participants' journeys was inspired by the three-stage model presented by Lemon and Verhoef (2016), as well as by the touchpoints' classification framework suggested by Baxendale et al. (2015). The customer journey model introduced by Lemon and Verhoef (2016) is similar to the traditional model of the decision-making process. However, in their proposed framework, these authors merged the first three stages of the traditional model (need/problem recognition,

information search and alternatives evaluation (Stankevich, 2017)) into the pre-purchase stage. Hence, the adopted model consists of a three-stage framework, from pre- to post-purchase, which englobes a set of channels and encounters, as well as the activities associated to those touchpoints and stages (Lemon & Verhoef, 2016).
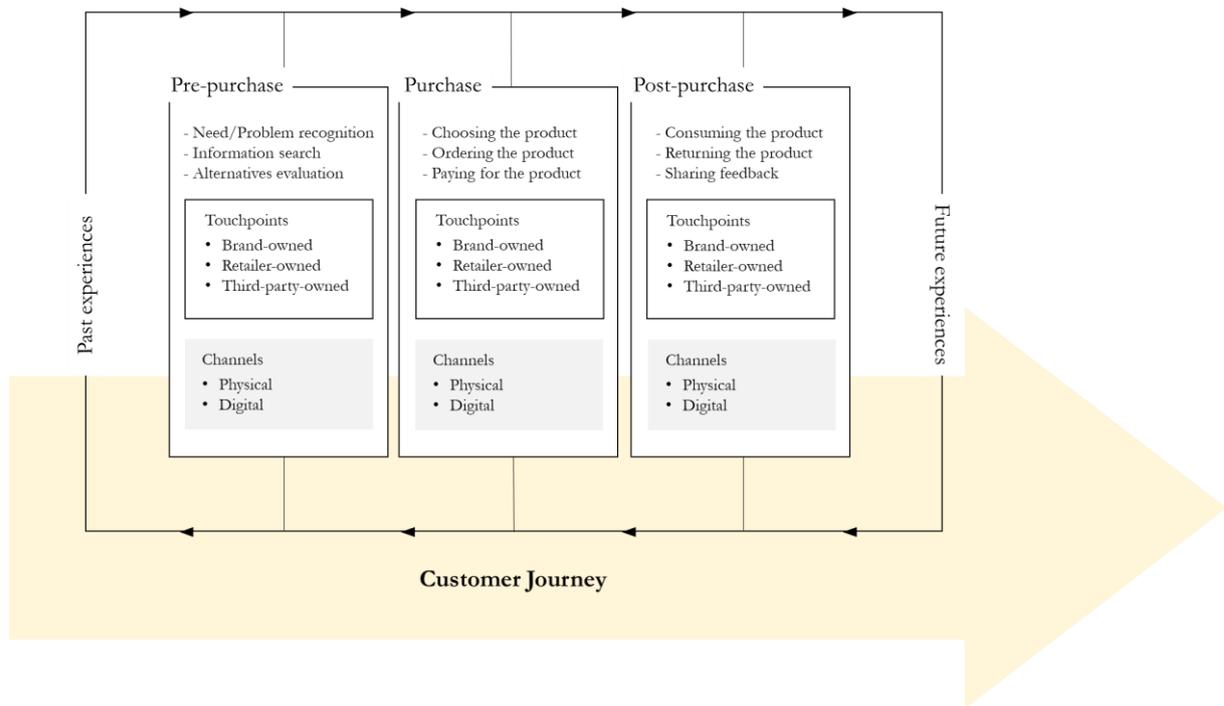
Figure 5 Conceptual model for customer journey mapping adapted from Baxendale et al. (2015) and Lemon and Verhoef (2016))

At the pre-purchase stage, consumers can not only do internal and external searches for information, but also resort to past experiences with a brand or product. The purchase stage is linked with activities such as selecting the desired product, placing its order and paying for it (Lemon & Verhoef, 2016). Finally, at the post-purchase stage, consumers test the acquired product, use it, decide whether or not to return it, think about repurchasing it in the future, share their experience with it, amongst other activities (Lemon & Verhoef, 2016).

This framework is aligned with Halvorsrud (2016) conceptualization of the customer journey as a flow of chronologically staged touchpoints that customers go through while learning about a product, purchasing and interacting with it and with the service provider.

As seen, each of these encounters that occurs across the purchase process is associated with certain activities and channels.

As proposed by Baxendale et al. (2015), the touchpoints identified across the participants' journeys were classified as (1) brand-owned, (2) retailer-owned and (3) third party-owned. The first type of touchpoints are both created and controlled by brands, loyalty programs, websites and mobile apps, for example (Kuehnl et al., 2019). Retailer-owned touchpoints can be in-store communications, interaction with store collaborators and advertising (Baxendale et al., 2015). Third party-owned touchpoints are both owned by consumers and other organizations, such as the media, and are not controlled by the brand (Baxendale et al., 2015). Examples of consumer-owned touchpoints are word-of-mouth and peer observation (Kuehnl et al., 2019).

As for the channels used by consumers across their journeys, two different classes were considered: (1) physical channels and (2) digital channels. Physical channels, such as retail shops and customer service counters, allow consumers to engage in personal and offline interactions with brands, products and other agents involved in their journey (Sousa et al., 2016). In contrast, digital channels, such as the internet, mobile phones and, more recently, social media, facilitate these interactions regardless of the customer's location (Sands et al., 2016; Sousa et al., 2016).

As highlighted by Batra and Keller (2016), consumers' journeys are dynamic, non-linear and flexible. Thus, two different customers might experience two different journeys while purchasing the same product. This dynamic aspect of customers' journeys is represented in the model by the loops of arrows around each and all the purchase stages. The flexibility inherent to this customer journey mapping model allows its application to all the analysed shopping scenarios.

4. Research problem

The main purpose of this investigation is to study and understand the way in which young mothers combine different channels across their customer journey regarding three selected shopping scenarios:

1. Monthly grocery shopping;

2. Clothes and fashion items purchase for personal use;

3. Clothes and fashion items purchase for children.

In parallel, the conducted research will also allow to extend the research on the role of children as influencers of their mothers' purchase decisions.

4.1. Research question

The present study intends to provide an answer to the following research question:

"How do young mothers combine different channels and touchpoints across their customer journey?"

5. Methodology

This chapter aims to present and explain the methods chosen to collect and analyse the data that will allow reaching a conclusion regarding the research problem, as well as to describe the selected sample of subjects. In order to reply to the defined question, an exploratory research of qualitative nature was adopted.

Exploratory research is commonly used in cases where the research problem is not accurately defined, or when there is a need to better identify significant courses of action, and to obtain further insights before validating the findings. Furthermore, it facilitates the definition of relevant variables as well as the relationship between them (Malhotra, Nunan, & Birks, 2017). Thus, this type of analysis provides researchers with deeper knowledge about the studied topic (Saunders & Lewis, 2012). Exploratory research is often flexible, unstructured, and versatile in nature. Hence, instead of relying on formal procedures and methods, exploratory research allows investigators to obtain and develop new ideas as well as changing the study course of action whilst conducting it (Garcia, Jha, & Verma, 2017).

Exploratory research can be performed by means of qualitative research methods. Due to their flexibility, these enable the collection of participants' own experiences and personal views on a subject, as well as the examination of their behaviour (Garcia et al., 2017). Hence, qualitative research is useful to better understand consumers through the creation of a narrative around their experiences (Malhotra et al., 2017). In this thesis, qualitative research was conducted as an abductive process, which, according to Åsvoll (2014, p. 291), "implies looking for and exploring potential explanatory patterns within the facts of a phenomenon", which is exactly the aim of this research.

In this study, the analysed data was collected via semi-structured in-depth interviews with the selected participants, which will be further developed in the section 5.1.

5.1. Data collection

5.1.1. Semi-structured in-depth interviews

In-depth interview is a frequently used qualitative research method that allows researchers to explore consumers' insights, feelings, beliefs, motivations and attitudes towards a specific topic, "real-life" experience or setting, through conversation between them and the interviewees (Burnard, 1991; Malhotra et al., 2017; Rowley, 2012). Hence, by applying this method, scholars can dive deep into the participants' world in order to obtain details regarding a certain social phenomenon and thus to try to achieve their level of understanding about it (Gill, Stewart, Treasure, & Chadwick, 2008; Malhotra et al., 2017). Additionally, since each interviewee has different perceptions and experiences, in-depth interviews are particularly important in the context of qualitative research because they provide researchers with multiple views and descriptions of an activity or event (Kubacki & Rundle-Thiele, 2016).

Due to the necessity of covering a series of topics and issues, this study's interviews were handled in a semi-structured way. This means that, although these interviews were conducted through the use of a pre-designed guide (Annex 1), there was room for deviations and probing questions which allowed to maintain the flexibility, accessibility and intelligibility that characterize this qualitative method (Kubacki & Rundle-Thiele, 2016; Qu, Dumay, & management, 2011). Hence, semi-structured interviews comprise a set of key questions or themes that relate to the areas to be studied by the researchers but allow both the interviewee and the interviewer to diverge and develop the conversation into other topics to obtain more detail or thicker descriptions (Gill et al., 2008). In exploratory research, semi-structured interviews are also useful to support the understanding of the links that exist between the variables highlighted throughout the study (Thornhill, Saunders, & Lewis, 2009).

Usually, in-dept interviews are face-to-face conversations (Kubacki & Rundle-Thiele, 2016). However, due to the COVID-19 pandemic, 85% of the interviews were conducted via telephone and WhatsApp call. Although telephone interviews reduce time constraint-related problems, they may result in a loss of interaction and trust between the interviewer and the interviewee, and thus loss of information (Rowley, 2012).

Additionally, telephone calls raise some other practical issues such as the increased difficulty in managing the pace of the interview, the interviewees' lack of available time to allocate to the phone call the fact that it is impossible to take notes of the participants' non-verbal behaviour, which can affect the interviewer's interpretations (Thornhill et al., 2009).

	Nº of interviews	% of interviews
In person	6	15%
Telephone	19	48%
WhatsApp	15	38%

Table 3 Interviews held in-person, via telephone call and WhatsApp call

This qualitative research consisted of 40 in-depth interviews with women aged between 30 and 41. All interviewees had at least one child, which was one of the conditions to select the candidates. In order to assure that the topic of this study was covered, the interviews followed the flow of the interview guide (**Annex 1**) which includes questions regarding seventeen shopping scenarios: (1) Urgent and perishable items, (2) monthly grocery shopping, (3) homeware, decoration and furniture, (4) clothing and fashion items for yourself, (5) clothing and fashion items for your children, (6) clothing and fashion items for your partner/husband, (7) sportswear and sports accessories, (8) sales season, (9) cosmetics, (10) electronic, computer and household products, (11) videos, games and music, (12) books, (13) toys and gifts for children, (14) school supplies, (15) pharmacy and medicines, (16) several purchases made in a single trip and (17) leisure activities. In each of the scenarios, the use of the interview guide (**Annex 1**) allowed the collection of information regarding the following variables (1) research and alternatives comparison channel, (2) purchase channel, (3) company at purchase stage and (4) purchase influencers.

The interviews lasted between 25 and 70 minutes. As recommended by Thornhill et al. (2009), the ones that were conducted personally and via telephone call were audio-recorded, with the consent of the interviewees, and transcribed afterwards. Due to WhatsApp's specificities, the interviews performed via this app could not be audio

recorded, and thus were transcribed immediately after occurring and based on the notes taken by the interviewer.

5.1.2. Selection of participants

To provide an answer to the research question, the participants of this study were selected based on a predefined set of characteristics (Guest, Bunce, & Johnson, 2006). All interviewees needed to be female, aged between 30 and 41 with at least one child.

At first, 9 women were invited to take part in this study. After their interviews, the remaining participants were gathered through a process of "snowballing". This means that each interviewee was asked to recommend and share the contacts of other potential participants (Rowley, 2012). Additionally, a Google form (**Annex 2**) was published on two Facebook private groups used by mothers to share insights and motherhood tips. This form allowed potential participants to provide their name, age, number of children and phone number and thus take part in this study. The names of these Facebook groups are "MummyPorto" and "Mães a tempo inteiro".

Further details about the selected participants' characteristics can be found on Annex 3.

5.1.3. Ethical considerations

Due to the nature of the interviews conducted in this study, some data protection issues, and ethical considerations were taken into account. Since most interviews were audio-recorded, the participants were asked for consent to do so in two different moments: when invited to be part of this research and before the beginning of their interview. Additionally, all participants were informed regarding the storing and use of the information shared by them (Kubacki & Rundle-Thiele, 2016).

The privacy of the participants and the confidentiality of the information shared was assured by switching their names for a number which can only be identified by the interviewer (Kubacki & Rundle-Thiele, 2016). The age, place of residence, education level, job title, work location, marital status, number of children, children age and household are disclosed in the study, which was consented by the participants.

5.1.4. Methodology design

This section aims to outline the research methodology design. This consists of a detailed plan or framework of the actions and the practical aspects that must be taken to provide a solution to the research problem (Malhotra et al., 2017).

- Number of interviews: 40;
- Interview type: semi-structured in-depth interviews;
- Number of participants: 40;
- Characteristics of the participants: women aged between 30 and 41 with at least one child;
- Time frame: between March 2020 and May 2020;
- Location: at places chosen by the interviewees (e.g.: a coffee shop or their homes) or via telephone and WhatsApp call;
- Duration: Between 25 and 70 minutes;
- Data storing: Audio-recording and written transcriptions.

5.2. Data analysis

According to Malhotra et al. (2017), content analysis is the most common approach to the study of text and communication forms. The goal of this method is to shorten and to summarize the collected data, as well as to structure it in accordance with theoretical rules.

Usually, content analysis englobes a set of steps that must be taken to proceed with the research. These are (1) pre-analysis or analysis organization, (2) coding, that is, transforming the data into smaller units according to previously defined criteria, (3) categorizing and (4) inferring and interpreting the results (Mozzato & Grzybovski, 2011).

Content analysis can be applied using different types of analytical techniques (Bardin, 1979). Due to the purpose of this study, sequence analysis was the one chosen to assess the interviews' content. As highlighted by McColl-Kennedy Janet (2015, p. 432), this longitudinal technique allows the disentanglement of "broad patterns of overall processes into sequences of activities or events that lead to specific outcomes". In the case of this study, the outcome of the analysis is the design of young mothers' holistic customer journey for each of the selected shopping scenarios.

5.2.1. Shopping scenarios under the scope

Data regarding all seventeen scenarios was collected and analysed according to the before-mentioned methodology. However, due to the extension of this study, the output of only three of the seventeen scenarios was considered and thoroughly analysed to provide an answer to the proposed research question. The selected scenarios are (1) monthly grocery shopping, (2) clothes and fashion items purchase for self-use and (3) clothes and fashion items purchase for children. These were chosen based on the extent to which the data met the following criteria (1) diversity of multichannel customer journeys, (2) number of respondents that purchase within the shopping scenario and (3) agents involved in the purchase.

Conducting content and sequence analysis for each of the seventeen scenarios allowed the identification of the ones richer in data regarding different channel combinations and multichannel behaviours across the customer journey. The customer journey maps resulting from the analysis of the participants' journey in each of these scenarios are the ones with the most diverse range of channels and touchpoints' combinations. Thus, these scenarios contribute with more insights into the study of mothers' channel combination across the customer journey.

Although all participants were asked about their shopping experiences on the seventeen scenarios, not every one of them had information to share about each of the scenarios. For example, regarding electronic, computer and household products consumption, only 27 (68%) of the participants claimed to be in charge of searching for, comparing and purchasing such items. Hence, the three selected scenarios are the ones with the highest number of participants' experiences collected, 39 (98%) for the monthly grocery shopping scenario, and 40 (100%) for the remaining two.

Besides answering the research question, this investigation aims at understanding the role of children in their mothers' customer journey. As analysed on section 2.1.3.3., children's impact on their parents' purchase decisions depends not only on the category of the product to be acquired but also on whether this item is going to be used by them or not. Children are more likely to be successful in influencing their parents' decisions when purchasing food products (Mehrotra & Torges, 1977; Nørgaard et al., 2007). The selected scenarios are also aligned with these two findings and can be used to test their validity, even though that is not

the purpose of this study. The first one, monthly grocery shopping, relates to the purchase of food products, which are also intended to be consumed by children. The third scenario, clothes and fashion items purchase for children, also encompasses products that are meant to be used by children. In contrast, the second scenario concerns products that are only supposed to be worn by mothers, and thus children are expected to not influence their mothers' purchase choices.

6. Results and discussion

6.1. Customer journey analysis

This section is dedicated to the report and discussion of the findings that resulted from the conducted analysis. For each of the selected shopping scenarios, based on the information collected from the in-depth interviews, the main touchpoints, channels, and activities that compose the participants' customer journeys, and the subsequent maps, are presented.

The analysis of the customer journey maps not only allows a better understanding of the steps that young mothers take in order to acquire products within the chosen categories but also facilitates the identification of the stages where children play a relevant role.

As previously mentioned in section 5, these results were obtained from the performance of sequence analysis. Due to the exploratory nature of this research, each participants' responses were analysed individually. Hence, the number of customer journey maps, or outcomes, could be equal to the number of validated testimonials per each of the scenarios.

Interviewees' experiences were collected and analysed, focusing on the identification of sequences of touchpoints, channels, and activities they went through in each of the scenarios, and thus of possible patterns amongst different participants' journeys. The construction of the proposed customer journey maps laid on the study of these patterns.

The results and discussion will be conducted separately for each of the shopping scenarios. Each scenario's customer journey map will be introduced by an overview analysis of the content of the interviews laying on the defined variables (1) research and alternatives comparison channel, (2) purchase channel, (3) company at purchase stage and (4) purchase influencers. Then, the main channels, touchpoints and activities will be introduced, followed by the presentation of the outcomes, that is, the customer journey maps.

The design of the customer journey maps follows the structure of the customer journey purchase process framework presented by Lemon and Verhoef (2016). These authors divided the purchase process into three stages (1) pre-purchase, (2) purchase and (3) post-purchase. The pre-purchase stage encompasses the first three stages of the traditional decision-making model: problem recognition, information search and alternatives evaluation.

6.2. Monthly grocery shopping

Of a total of 40 interviewees, 39 (98%) of them declared making monthly grocery purchases. The analysis of such journeys, through the lenses of the four defined variables, allowed the collection of the following data.

Variables		Nº of participants	%
Research and comparison channel	Online (Mobile phone/Tablet)	17	44%
	Offline (Paper/Mail)	3	8%
	Non-applicable	20	51%
Purchase channel	Online (Mobile phone/Tablet)	0	0%
	Offline (Physical Store)	33	85%
	Online + Offline	6	15%
Accompanied by	Alone	26	67%
	Children	17	44%
	Husband/partner	10	26%
	Purchase made by husband/partner	21	54%
Influencers	Children	38	97%
	Husband/Partner	38	97%

Table 4 Monthly grocery shopping overview

Regarding the search and alternatives evaluation phase of the pre-purchase stage, 17 (44%) participants mentioned using online channels, such as the mobile phone and tablet, to access retailers' apps and online catalogues, for example. Only 3 (8%) of them indicated the use of offline channels to search for product information, such as reading the weekly magazine sent by the retailer via mail. Note that participants might combine online and offline channels at this stage. Most of the participants, 20 (51%), did not refer to any kind of research and comparison channels, which might be related to the fact that groceries shopping is a habitual and low-involvement type of purchase. Thus consumers are more likely to rely on previous experiences and to choose familiar products in-store rather than spending their time searching for and learning about these items (Armstrong et al., 2014).

When it comes to purchasing monthly groceries, 33 (85%) of the participants claimed to use offline channels, in this case, the physical store, whereas 6 (15%) of them combine both online and offline channels. None of them purchases groceries exclusively through online channels.

"*Usually, I do this kind of purchases through Continente's app. I order most products online, and then go to Pingo Doce during the week to acquire whatever runs out.*" (Participant 22)

Of the 39 participants considered, 26 (67%) purchase these products alone, 17 (44%) are accompanied by their children, 10 (26%) go to the supermarket with their husband/partner. Plus, 21 (54%) of them are not even present at this stage, as their husbands/partners are the ones responsible for the acquisition of groceries in-store. Regardless of these findings, 38 (97%) of the interviewees acknowledge their children and husband/partner influence throughout the purchase process, as they claim to consider their needs when deciding what to purchase. Of the 38 (97%) mothers said to be influenced by their children, 17 (45%) engage in co-shopping activities with them. Hence, these women might be more prone to suffer direct influence attempts from their children, whereas the remaining may be passively impacted (Grossbart et al., 1991; Nørgaard et al., 2007).

"*Everyone influences what we decide to buy because these products are used by all of us. So, we must take into consideration everyone's preferences.*" (Participant 7)

"*My son, who is already a big boy, is starting to ask me to buy x yoghurts and things like that. His friends take some new thing to school, and then he asks me if he can try that too.*" (Participant 19)

"*My boyfriend because I usually buy things that are going to be used and consumed by him, so I try to buy the things I know he likes and buys for himself. My son has total influence (over monthly grocery shopping) because during these trips to the supermarket I also buy his products, his foods, his diapers, etc.*" (Participant 38)

6.2.1. Channels and touchpoints

The most frequently mentioned retailer-owned touchpoints within these journeys are the ones related to online channels. According to the results, 17 (44%) of the participants mentioned using the retailers' app, whereas 13 (33%) highlighted the use of such channel to examine the retailers' weekly promotions and special offers. Additionally, 4 (10%) used

retailers' mobile app to consult the online product catalogue. Although 34 (87%) of the interviewees acknowledged the usage of these mobile channels, only 6 (15%) of them use retailers' apps to purchase their monthly groceries, which may be related with digital channels' perceived convenience at the pre-purchase stage due to its degree of information availability (Melero et al., 2016). However, only 3 (15%) of the participants stated to encounter the retailers' home service delivery during their journeys.

"*I don't purchase directly through Continente's app because of the delivery time and fees. But I use it to check the promotions and also to guide myself.*" (Participant 7)

Even though 33 (85%) participants purchase their monthly groceries through offline channels, only 21 (54%) spoke of offline touchpoints such as the retailers' weekly magazine sent by mail, 3 (8%), and touchpoints that occurred at the physical store, price tags (8 (21%)) and in-store promotions (10 (26%)). Surprisingly, none of the participants mentioned going through the checkout counter when acquiring their groceries at the supermarket. However, this touchpoint was considered implicit within the analysed customer journeys.

Channel	Touchpoint	Nº of participants	%
Mobile phone/Tablet	Retailer app	17	44%
	Online catalogue	4	10%
	Online promotions and special offers	13	33%
Paper/Mail	Retailer weekly magazine (received at home via mail)	3	8%
Physical store	Price tags	8	21%
	In-store promotions	10	26%
	Checkout counter	0	0%
Delivery service	Home delivery service	3	8%

Table 5 Monthly grocery shopping retailer-owned touchpoints

Focusing now on third party-owned touchpoints, 31 (79%) of the participants mentioned having personal contact and conversations with their partners/husbands about their household needs and what to purchase at the supermarket. Others, 8 (21%), use digital channels such as text messaging and apps to talk with their husbands/partners about this issue. The high percentage of interviewees that either has offline and online conversations about their monthly groceries shopping is related with the fact that 21 (54%) of them affirmed that their husbands/partners are responsible for the purchase stage per se, whereas 10 (26%) are accompanied by them to the supermarket.

Channel	Touchpoint	Nº of participants	%
Contact with relatives	Personal contact/conversation	31	79%
Mobile/App	Conversation with relatives (phone call/message)	8	21%

Table 6 Monthly grocery shopping third party-owned touchpoints

None of the participants mentioned brand-owned touchpoints when purchasing monthly groceries.

6.2.2. Main activities

The previously mentioned touchpoints are accompanied by a set of activities, or tasks, that occur at each stage of the customer journey.

At the pre-purchase stage, all participants, 39 (100%), reported needing to purchase groceries to re-store their kitchen pantry. Furthermore, 37 (95%) of them affirmed that, before the purchase stage, they normally make a physical or mental list of the products they intend to acquire.

"We make a list of everything that is missing at home, but we do not specify products or brands. We buy whichever is on sale (promotions). Of course, some of the products we buy are always the same. Our son's milk, cereal and yoghurt are always the same brands." (Participant 26)

As mentioned above, 17 (44%) of the participants use the retailers' mobile app in some way, of which 13 (33%) utilize it to look for promotions and special offers. Only 3 (8%) consulted the retailers' weekly printed magazine to check for promotions and special offers. Prior to the purchase stage, 38 (97%) of consumers assess their children and partner/husband needs in terms of grocery products.

Activities	Nº of participants	%
Need to purchase grocery items	39	100%
Analysis of kitchen pantry and creation of supermarket list	37	95%
Look for groceries on the supermarket app	17	44%
Attention to promotions and special offers on the app	13	33%
Analysis of supermarket weekly magazine: promotions and special offers	3	8%
Assessment children/partner needs	38	97%

Table 7 Monthly grocery shopping pre-purchase activities

During the purchase stage, taking into consideration that only 6 (15%) participants purchase their groceries through the retailers' app, these were also the only ones that mentioned using its online shopping bag. All interviewees reported travelling to the supermarket, even the ones that purchase online. While at the physical store, 12 (31%) mothers stated that they usually just look for the products they acquire regularly, whereas 8 (21%) pay attention to the promotion campaigns, regardless of the products' brand. Of the consumers that search for products using retailers' apps, 11 (28%) said to look for the same ones while at the supermarket with the intent of purchasing them. Regarding children and husband/partner's interactions in-store, 20 (51%) alluded to their influence over their choices in-store. None of the interviewees mentioned paying for their monthly groceries. Thus, this activity was assumed as implicit in the mapping of the customer journeys regarding this scenario.

Activities	Nº of participants	%
Add groceries to shopping cart	6	15%
Trip to the supermarket/store	39	100%
Search for habitual products	12	31%
Price tags and in-store promotions analysis	8	21%
Promotions and special offers seen on the app and magazine	11	28%
Children and Husband/Partner in-store influence/interaction	20	51%
Payment	0	0%

Table 8 Monthly grocery shopping purchase activities

Less than half of the participants highlighted post-purchase activities. Of the 6 (15%) that acquire their monthly groceries online, only 3 (8%) of them said to receive those at their houses. Additionally, 15 (36%) interviewees shared that they usually shop at more than one

supermarket due to their product's preferences. Hence, they normally visit more than one store per trip.

Activities	Nº of participants	%
Trip to another supermarket to acquire other products	15	38%
Receive groceries at home	3	8%

Table 9 Monthly grocery shopping post-purchase activities

6.2.3. Customer journey maps

The analysis of each of the 39 customer journeys for this shopping scenario, as well as the study of the main touchpoints, channels and activities that occur throughout it, lead to the design of two major overall customer journey maps for young mothers' monthly grocery shopping: one for online purchases and another for combinations of offline and online purchases.

The first map, Figure 6, represents the customer journey of 33 (85%) of participants who purchase groceries using offline channels. As it is possible to see on Annex 4, the pre-purchase stage is composed both of consumer-owned and retailer-owned touchpoints, which are conducted through online and offline channels. Although all consumers purchase their groceries in-store, 11 (33%) of them search for products using retailers' apps, and 20 (61%) do not mention doing any kind of products' research prior to purchase. The assessment of what needs to be bought, conversation with their husband/partner, and the consideration of their family's needs are the most prominent activities within this stage. Their husband/partner and children's influence during the purchase stage is also highlighted, taking into account the fact that 17 (52%) and 10 (30%) of them engage in co-shopping activities with their children and husband/partner, respectively. Hence, these 17 (52%) mothers might be directly influenced by their children while co-shopping at the supermarket, whereas the remaining are more likely to be passively influenced (Grossbart et al., 1991; Nørgaard et al., 2007).

Holistically, these consumers engage in cross-channel behaviour (Flavián et al., 2016), especially at the pre-purchase stage. In this case, the use of online channels at retailer-owned touchpoints during the pre-purchase stage might be related to its advantages regarding information collection and search, as well as perceived convenience (Sousa et al., 2016;

Wolny et al., 2014). However, all consumers that fit in this customer journey prefer to travel to the supermarket to purchase their groceries (Sands et al., 2016).

Although none of the interviewees mentioned the activity of payment at the checkout counter touchpoint, this was assumed as implicit within the purchase process. As mentioned, 15 (45%) of the consumers that purchase through offline channels, usually acquire groceries in more than one physical store.

Focusing on the analysis of the customer journey map of mothers that purchase both through online and offline channels, Figure 7, online channels are preferred during the pre-purchase stage. Additionally, all these consumers, 6 (15%), affirmed that both their husband/partner and children, 6 (100%), influence their purchase decisions as their needs are taken into consideration during this stage. This information can be seen on Annex 5. As mentioned, although these participants purchase their monthly groceries through the retailers' app, all of them end up going to the physical store to acquire whichever products they might need in between online orders.

Pre-purchase

Need to purchase grocery items

Analysis of kitchen pantry and creation of supermarket list

Looking for groceries on the supermarket app

Attention to promotions and special offers on the app

Analysis of supermarket weekly magazine: promotions and special offers

Family members' needs and influence

Takes into consideration children and partner needs

Purchase

Trip to supermarket

Search for habitual products

Price tags and in-store promotions

Promotions and special offers seen on the app and magazine

Family members' needs and influence

Children and Husband/Partner

Checkout counter

Payment

Post-Purchase

Trip to another supermarket

Figure 6 Customer journey map for offline monthly grocery purchases

58

Pre-purchase

Purchase

Post-Purchase

Need to puchase grocery items

Analysis of kitchen pantry and creation of supermarket list

Adds products to app shopping bag

Proceeds to payment and checkout

Service delivery

Receives groceries at home

Looking for groceries on the supermarket app

Attention to promotions and special offers on the app

Family members' needs and influence

Takes into consideration children and partner needs

Trip to supermarket

Search for habitual products

Promotions and special offers seen on the app

Family members' needs and influence

Children and Husband/Partner

Checkout counter

Payment

Figure 7 Customer journey map for offline and online monthly grocery purchases

6.3. Clothes and fashion items purchase for personal use

All participants' responses concerning the clothes and fashion items purchase scenario were considered in this analysis, and thus 40 (100%) customer journeys were examined. Table 10 displays the collected data about the before mentioned variables.

Regarding the channels used to search for and to compare fashion items, 28 (70%) of the interviewees affirmed to conduct this research using online channels, such as brands' apps, and 28 (70%) do it through offline channels, at the physical store. When it comes to purchasing clothing items, only 6 (15%) of the respondents shop exclusively through online channels, whereas 16 (40%) prefer to purchase fashion pieces offline. Some consumers, 18 (45%), either buy clothes online or offline. When comparing the number of participants that search for fashion items online with the ones that proceed with the purchase, it is possible to conclude that only 21% of consumers engage in channel lock-in, that is, using the same channel throughout the entire customer journey. This particular cross-channel behaviour, webrooming (Flavián et al., 2016), relates with consumers' need to touch the products and to reduce the risk of ordering an item online that may not meet their expectations (P. C. Verhoef et al., 2007). However, in this scenario, the inverse is also present in some of the analysed journeys, that is, women that look for fashion items in-store and order them online through the brands' app (Rapp et al., 2015).

"I don't really like to go shopping. Usually I look for what I like online and then I just go to the store to try it on. I buy everything in-store." (Participant 18)

"I never purchase anything online; I don't like to buy things without trying them on." (Participant 9)

"Normally, I use Zara and H&M's apps to look for clothes because these stores are way too big. So, I select what I want to buy when I'm at home and then I go to the store to try it on and to purchase it. The ones that go with me end up having some influence on my purchases because they help me choosing and they give me their opinion." (Participant 10)

"What I usually do is: I look for things online and I save them. Then, if I need to go to the shopping centre for some reason, for example in case I need to buy something for my son, I go to the store and I try the saved products on to understand which size suits me best. But I do not buy them in-store. I open the brand's app, select my size, and order them to my house. I don't like to wait in queues and to make them (husband and son) wait for me." (Participant 33)

"Sometimes, I also like to look for items in-store and then order them using the app." (Participant 6)

The great majority of the respondents buys fashion items for personal use unaccompanied, 28 (70%). The remaining are either accompanied by their husband/partner (13 (33%)), their children (13 (33%)) or other agents such as their mothers, sisters, and friends (10 (25%)).

Because, in this scenario, the purchased fashion items are intended to be used by the interviewees, when compared with the monthly grocery shopping journeys, mothers' shopping influencers are less mentioned. Of a total of 40 participants, 3 (8%) acknowledge to be influenced by their children, 12 (30%) by their husband/partner and 12 (30%) take into consideration other agents' opinion. The low percentage of mothers whose purchase decisions are biased by their children's opinion is aligned with the studies of Mehrotra and Torges (1977) and Nørgaard et al. (2007), who recognized children's less probability of influencing their parents decisions when the product to be purchased is not meant to be directly used by them.

Variables		Nº of participants	%
Research and comparison channel	Online	28	70%
	Offline	28	70%
	Non-applicable	0	0%
Purchase channel	Online	6	15%
	Offline	16	40%
	Online + Offline	18	45%
Accompanied by	Alone	28	70%
	Children	13	33%
	Husband/Partner	13	33%
	Purchase made by husband/Partner	0	0%
	Other	10	25%
Influencers	Children	3	8%
	Husband/Partner	12	30%
	Other	12	30%

Table 10 Clothes and fashion items purchase for personal use overview

6.3.1. Channels and touchpoints

Contrary to what was observed in the previous scenario, the participants' journey regarding the purchase of clothes and fashion items for personal use includes not only retailer and customer-owned touchpoints, but also brand-owned. All brand-owned touchpoints mentioned occur through online channels, being the most referenced brands' app or website, 28 (70%). The remaining touchpoints are not as commonly discussed, such as brands' social media accounts (7 (18%)) and brands mobile app's shopping cart (3 (8%)).

"I buy mostly from small and local shops in my city or stores from other cities that sell through their Instagram profile. This does not mean that I don't buy anything from "Zaras" (fast-fashion stores). I just prefer to buy from small shops because they have unique pieces. It's rare for me to buy from a big store." (Participant 31)

Channel	Touchpoint	Nº of participants	%
Mobile phone/Tablet/Laptop	Mobile app/Website	28	70%
	Social media account	7	18%
	Mobile app shopping cart	3	8%

Table 11 Clothes and fashion items purchase for personal use brand-owned touchpoints

The great majority of retailer-owned touchpoints that occur throughout the interviewees' customer journeys are linked with one offline channel, the physical store. Accordingly, 28 (70%) of the participants mentioned product displays, 7 (18%) stated that they look at the price tag during the purchase of fashion items, 4 (10%) highlighted the importance of the products seen on shops' windows and 16 (40%) referenced that before purchasing an item they usually try it on at the stores' changing rooms. Similarly, to the monthly grocery shopping scenario, none of the participants mentioned the checkout moment at the store counter, and thus this touchpoint was considered implicit. Of all the participants that purchase fashion items online, only 5 (13%) of them said to receive their orders at home through the retailer's home delivery service, while 1 (3%) of the participants said to prefer using the pick-up in-store delivery service.

Channel	Touchpoint	Nº of participants	%
Physical store	Price tag	7	18%
	Product display	28	70%
	Shop's window	4	10%
	Changing room	16	40%
	Checkout counter	0	0%
Delivery service	Pick-up in-store delivery service	1	3%
	Home delivery service	5	13%

Table 12 Clothes and fashion items purchase for personal use retailer-owned touchpoints

Focusing on third party-owned touchpoints, more than half of the enquired mothers, 23 (58%), said to engage in personal contacts with their relatives/friends throughout their customer journey. Others, 7 (18%), mentioned exchanging clothing items/references with their relatives/friends via mobile messaging apps such as WhatsApp. The high percentage of participants that engage in any kind of contact with others across their journey, either through online or offline channels, is aligned with the studies of Ashman, Solomon, and Wolny (2015). According to these authors, shopping is a social behaviour that emerges from the collective development of intelligence, which derives from shared shopping experiences (Ashman et al., 2015).

"Yes, I buy everything online because I don't like shopping centres. I choose all items alone, but I also like to send print-screens to my sisters' WhatsApp group, I value their opinion." (Participant 14)

"My mother goes with me (to the shopping centre), so she can give me her opinion. I and my friends usually exchange impressions and ideas on our group (WhatsApp). They end up helping me as well." (Participant 5)

Some participants, 6 (15%), also acknowledged being influenced by consumer originated content posted on social media such as street-style inspiration accounts on Pinterest and Instagram.

"I use brands' apps every day to look for new trends and items. I also like to follow some influencers that use pieces from brands I like, so I can take out some ideas from their profiles." (Participant 5)

"I use Pinterest to look for fashion trends, I follow brands and magazines, and I like to look at street-style pictures. I end up buying things at Zara that remind me of some of the outfits I see in these pictures." (Participant 24)

Channel	Touchpoint	Nº of participants	%
Contact with	Personal contact	23	58%
Mobile/App	Conversation with friends/relatives (phone call/message)	7	18%
	Consumer-owned street-style social media accounts	6	15%

Table 13 Clothes and fashion items purchase for personal use third party-owned touchpoints

6.3.2. Main activities

The touchpoints that compose mothers' customer journey when purchasing clothes and fashion items for personal use is accompanied by different activities per purchase stage.

At the pre-purchase stage, only 12 (30%) of the enquired women stated that they buy clothes when they feel the need to do so. As observed before, 28 (70%) of the participants use brands' mobile app and website to look for items, 7 (18%) consult brands' social media profiles and 6 (15%) get their fashion inspiration from consumer-owned street-style social media accounts. The great majority of consumers, 30 (75%), ask for their friends and relatives' opinion, either through personal contact or via messaging apps.

The interviewees that look for or purchase fashion items at shopping centres go there with different purposes. Few, 11 (28%), travel to these places intending to spend their free time window shopping, ending up visiting fashion stores and acquiring products. Others, 29 (73%), go to these places only when they plan to purchase clothes or any kind of product. Some consumers also like to walk around their cities and to visit local fashion shops, 16 (40%). Although most women visit retailers' physical stores, some of them engage in showrooming behaviour, that is, searching for products and comparing alternatives in-store, but purchasing them through digital channels (Flavián et al., 2016). In this case, women that behave this way may value offline channels attributes such perceived security and reduced risk, which result from them being able to touch, feel and try the fashion items on before acquiring them (Melero et al., 2016; Sousa et al., 2016; Wolny et al., 2014).

Activities	Nº of participants	%
Need to purchase fashion items	12	30%
Looking for fashion items on brands' websites/app	28	70%
Scrolling down Instagram feed and analysing items on brands' profile	7	18%
Scrolling down Instagram/Pinterest feed and analysing items on street style inspiration profiles	6	15%
Ask for Friends/Relatives opinion	30	75%
Going to the shopping centre to spend time and window-shop	11	28%
Going to the shopping centre to purchase various products	29	73%
Visiting local shops while walking around the city	16	40%

Table 14 Clothes and fashion items purchase for personal use pre-purchase activities

Regarding the purchase stage, 16 (40%) mentioned finding items of interest, but only 3 (8%) and 2 (5%) pointed out the act of saving the product reference and adding it to the shopping cart, and proceeding to payment and checkout. As highlighted above, 16 (40%) women try the desired items on while in-store, and 30 (75%) take into consideration their friends/relatives' opinion. It is interesting to note that 15 (36%) participants mentioned that they go to the store to see and evaluate the items they searched for using brands' apps/websites. Once more, this cross-channel behaviour is aligned with the attributes that consumers associate with each type of channel (Flavián et al., 2016).

Activities	Nº of participants	%
Finds item of interest	16	40%
Saves product reference or adds it to shopping bag	3	8%
Proceeds to payment and checkout	2	5%
Tries item on	16	40%
Ask for Friends/Relatives opinion	30	75%
Goes to the store to evaluate the searched item	15	38%

Table 15 Clothes and fashion items for personal use purchase activities

Although most participants did not mention any kind of post-purchase activity, four were identified. At this stage, only 8 (21%) highlighted the importance of their friends/relatives' opinion.

"I can ask for an opinion on a posterior stage. After receiving my order, I ask him (husband) if he thinks the clothes look good on me" (Participant 7)

Regarding the interviewees that order fashion items online, 5 (13%) referred to retailers' home delivery service, 1 (3%) revealed to pick her orders in-store, and 4 (10%) of them declared to return their orders in-store whenever the product does not match their expectations.

"In general, I really like to shop online because I can return things in-store. It's an easy way to purchase without wasting much time, travelling to stores, and trying things on." (Participant 6)

"I don't have the required patience to go to stores and try clothes on. I order everything to my home and, in case it doesn't fit, I return it in-store." (Participant 27)

"I don't purchase many clothes for myself, I try to have a sustainable wardrobe. I purchase mostly online, except for Zara. I search for items on Zara's app and check if the item I want to purchase is available at Marshopping (shopping centre). If it is not, I order it (pick-up in-store) and go there to try it on." (Participant 37)

Activities	Nº of participants	%
Receives product at home	5	13%
Ask for Friends/Relatives opinion	8	21%
Returns item to store	4	10%
Collects item in-store	1	3%

Table 16 Clothes and fashion items for personal use post-purchase activities

6.3.3. Customer journey maps

The analysis of the combination of touchpoints and channels that constitute mothers' customer journey regarding the clothes and fashion items purchase for personal use scenario permitted the identification of three general customer journey maps. These were distinguished based on the channel chosen by the participants to purchase in this category of products. Hence, three maps were constructed: one for women that shop exclusively through offline channels, one for the ones that prefer to purchase online and the third one for those who acquire fashion items through both types of channels.

The customer journey map for mothers that prefer to purchase fashion items online (Figure 8) applies to 6 (15%) of the participants. As it is possible to analyse, the pre-purchase stage includes both brand, customer, and retailer-owned touchpoints. As shown in Annex 6,

all these interviewees search for products and alternatives through online channels such as brands' websites, apps, and social media accounts. However, 1 (17%) of them prefers to look for fashion items in-store so she can try them on before acquiring proceeding with payment and checkout using the app.

Although not mentioned, it was implicitly assumed that these women receive their online orders at home. After trying the clothes on, and collecting their relatives/friends' opinion, 4 (10%) of these consumers return the items that did not meet their expectations in-store.

This customer journey map is characterized both by the occurrence of channel lock-in and showrooming. Channel-lock in happens every time these women use online channels, in this case, brands' apps/websites, throughout the entire customer journey (P. C. Verhoef et al., 2007). The one participant that searches for clothes and fashion items in-store, but purchases them through the app is responsible for the showrooming dimension of this map (Gensler et al., 2012).

None of the mothers that purchase clothes using online channels mentioned their children as shopping influencers.

The second customer journey map for the purchase of clothes and fashion items represents the journey of mothers that favour offline channels to acquire such products (Figure 9), 16 (40%). This is also characterized by the presence of both online and offline channels at the pre-purchase stage. As stated on Annex 7, of the total of consumers whose journey corresponds to this map, 14 (88%) use offline channels throughout the entire journey. However, 4 (25%) prefer to conduct online research prior to going to the physical store to acquire the desired fashion items. Thus, contrary to the previously analysed customer journey map, this one is defined by the existence of research-shopper webrooming behaviour (P. C. Verhoef et al., 2007). These interviewees may adopt this behaviour because of online channels' associated place and time convenience, as well as offline channels' perceived low payment and product risk (Schröder et al., 2008).

In this case, 10 (63%) of the mothers that shop for fashion items in-store are accompanied by their children. However, only 1 (6%) acknowledged being influenced by her children when deciding on what to purchase (Annex 7).

"She (her daughter) influences my choices in the sense that I try to buy comfortable clothes so I can play with her. I also buy clothes for other situations, of course. Such as formal situations and nights out." (Participant 29)

The third, and last, customer journey map is a combination of the two maps presented above and represents the journey of 18 (45%) of the participants (Figure 10). These multichannel shoppers combine online and offline channels both at the pre- and post-purchase stage of their customer journey. Hence, webrooming and showrooming behaviours are both represented in this customer journey map. Of the 18 (45%) consumers that follow this journey, 1 (6%) prefers to select the pick-up in store option when purchasing fashion items online in case she needs to return them right away.

"I like to purchase both in-store and using the app. I don't have a defined criterion. Usually, I use the apps to keep myself updated on the new arrivals. If I see something that I think is incredible or that I really like and need, I just order it right away. What I don't buy while at the mall I can also order later through the app, I keep the references." (Participant 11)

In this case, 2 (11%) of the mothers that purchase through whichever channel said to be influenced by their children when shopping for these items.

"I try to buy things with which I identify myself, but above all, that are comfortable not only for me but also for my son." (Participant 33)

"Until recently my daughter had some kind of influence over my clothing choices. Because I was pregnant with her, I couldn't buy regular clothes, right?" (Participant 17)

Pre-purchase

Purchase

Post-purchase

Need to purchase fashion items

Looking for fashion items on brands' websites/app

Scrolling down Instagram feed and analysing items on brands' profile

Friends/Relatives opinion

Going to the shopping centre to spend time and window-shop

Finds item of interest

Saves product reference or adds it to shopping bag

Tries item on

Friends/Relatives opinion

Adds reference to shopping bag on brand's website/app

Proceeds to payment and checkout

Service delivery
Receives product at home

Friends/Relatives opinion

Returns item to store

Figure 8 Customer journey map for online purchase of clothes and fashion items for personal use

Pre-purchase

Need to purchase fashion items

Scrolling down Instagram/Pinterest feed and analysing items on street style inspiration profiles

Looking for fashion items on brands' websites/app

Friends/Relatives opinion

Going to the shopping centre to purchase various products

Going to the shopping centre to spend time and window-shop

Visiting local shops while walking around the city

Finds item of interest

Purchase

Saves product reference or adds it to shopping bag

Goes to the store to evaluate the searched item

Ties item on

Friends/Relatives opinion

Checkout counter

Payment

Figure 9 Customer journey map for offline purchase of clothes and fashion items for personal use

Pre-purchase

Need to purchase fashion items

Scrolling down Instagram/Pinterest feed and analysing items on street style inspiration profiles

Looking for fashion items on brands' websites/app

Scrolling down Instagram feed and analysing items on brands' profile

Friends/Relatives opinion

Going to the shopping centre to purchase various products

Going to the shopping centre to spend time and window-shop

Visiting local shops while walking around the city

Finds item of interest

Purchase

Saves product reference or adds it to shopping bag

Goes to the store to evaluate the searched item

Tries item on

Friends/Relatives opinion

Proceeds to payment and checkout

Adds reference to shopping bag on brand's website/app

Checkout counter

Payment

Post-Purchase

Goes to the store to evaluate purchased item

Service delivery

Selects pick up in-store option

Service delivery

Receives product at home

Friends/Relatives opinion

Figure 10 Customer journey map for offline and online purchase of clothes and fashion items for personal use

6.4. Clothes and fashion items purchase for children

As in the previous shopping scenario, all interviewees said to purchase clothes and fashion items for their children, and thus 40 (100%) of the collected experiences regarding this scenario were taken into consideration in the creation of the customer journey maps.

The use of offline channels to purchase children's fashion items is prominent, as 29 (73%) of the consumers acquire these items in-store. Nonetheless, the number of interviewees that use online channels to search for and compare clothing items for their children is also high, 24 (60%). Regarding the purchase channel, 5 (13%) mothers acquire children's clothes using online channels, such as brands' apps/websites, and 16 (40%) do it through offline channels, at physical stores. The remaining 19 (48%), shop both through online and offline channels.

"I buy many things online, except the ones I buy in local stores." (Participant 30)

"For their (children) clothes I use Zara and Massimo Dutti's app as well. I also go to Jacadi, Zippy and multi-brand stores for children. These stores here in Guimarães don't have apps or online stores, so I have to go there myself." (Participant 14)

Although the great majority of mothers acquires fashion items for their children alone (27 (68%)), 17 (43%) are accompanied by their children and their partner/husband, and 12 (30%) by other agents, such as their parents and friends. In this case, 1 (3%) participant mentioned that her husband is also responsible for the acquisition of fashion items for their child.

"In this case (clothes and fashion items purchase for children) my husband participates in the shopping process. He likes to choose clothes for our daughter, and sometimes he buys them on his own, he orders them online. If he is accompanying me, we choose things together. If I go shopping alone, I end up choosing everything on my own and then I show him what I bought, which he usually likes." (Participant 5)

Being these items intended to be used by children, their influence on their mothers' purchase decisions is expected to be more eminent in this shopping scenario (Dikcius et al., 2017; Nørgaard et al., 2007). Accordingly, 20 (50%) of the participants acknowledged their children influence their clothing items' shopping decisions. The interviewees' husbands/partners and friends/relatives also have a considerable role in the purchase of

clothes for their children, as 18 (45%) and 10 (25%), respectively, mentioned the influence that these agents have on their decisions across their journey.

"*For the youngest, usually, I buy clothes at Zara, H&M, Bershka, those kinds of shopping stores. I usually buy things for them in the same stores where I purchase my own clothing. Yes, I combine all these purchases on one day only. I also search for some things online; I show them the items and then I go to the store to acquire these things so I won't face the risk of needing to return everything.*" (Participant 18)

"*Although my son is not with me in the purchase moment, I always acquire pieces that I know he is going to like. So, he has a kind of indirect influence on my choices.*" (Participant 9)

Variables		Nº of participants	%
Research and comparison channel	Online	24	60%
	Offline	29	73%
	Non-applicable	0	0%
Purchase channel	Online	5	13%
	Offline	16	40%
	Online + Offline	19	48%
Accompanied by	Alone	27	68%
	Children	17	43%
	Husband/Partner	17	43%
	Purchase made by husband/Partner	1	3%
	Other	12	30%
Influencers	Children	20	50%
	Husband/Partner	18	45%
	Other	10	25%

Table 17 Clothes and fashion items purchase for children overview

6.4.1. Channels and touchpoints

Mothers' customer journey regarding the purchase of clothes and fashion items for children includes all three kinds of touchpoints. The interviewees mentioned two different

brand-owned touchpoints, mobile app/website ((24 (60%)) and mobile app shopping cart (3 (8%)), which are related to online channels.

"I purchase most things through Zara and H&M's apps. Then, at home, I check if everything fits him, and if it doesn't I return it in-store." (Participant 7)

Channel	Touchpoint	Nº of participants	%
Mobile phone/Tablet/Laptop	Mobile app/website	24	60%
	Mobile app shopping cart	3	8%

Table 18 Clothes and fashion items purchase for children brand-owned touchpoints

Aligned with what was observed through the analysis of the previous shopping scenario, retailer-owned touchpoints are more frequently encountered by the participants. At the physical store, 19 (48%) of the enquired mothers come across product displays, 10 (25%) visit the stores' changing room with their children, 5 (13%) take into consideration the price of the clothing items prior to deciding whether or not purchase them, and 2 (5%) pay attention to shops' windows. As in the two analysed shopping scenarios, none of the mothers referenced the checkout counter at the purchase stage, so it was implicitly considered for the design of the customer journey maps. The retailers' home delivery service was highlighted by the participants that order fashion items for their children through online channels, 5 (13%).

"I always order everything to my house because it's more comfortable for him (her son) to try the clothes on" (Participant 33)

Channel	Touchpoint	Nº of participants	%
Physical store	Price tag	5	13%
	Product display	19	48%
	Shop window	2	5%
	Changing room	10	25%
	Checkout counter	0	0%
Delivery service	Home delivery service	5	13%

Table 19 Clothes and fashion items purchase for children retailer-owned touchpoints

The only third-party touchpoint encountered by the participants across their customer journey was personal contact with their friends/relatives, 28 (70%).

Channel	Touchpoint	Nº of participants	%
Contact with	Personal contact	28	70%

Table 20 Clothes and fashion items purchase for children third-owned touchpoints

6.4.2. Main activities

Of a total of 40 (100%) interviewees, 11 (28%) mentioned that they purchase fashion items for their children whenever they feel the need to do so, especially due to the fast rate with which their babies grow up.

"For my daughter, it's harder to purchase sustainable items because she's constantly growing, and those articles are usually more expensive" (Participant 37)

At this stage, 24 (60%) mothers mentioned looking for clothing items for their children through brands' apps/website, whereas 29 (73%) go to the shopping centre with the same purpose. Some consumers, 11 (28%), travel to the shopping centre without a previously identified need to acquire such items, although they might end up doing so. As in the previously analysed scenario, 12 (30%) of the participants like to walk around their cities visiting local stores.

"For my daughter, I usually purchase in local stores. Normally I do not buy anything online for her, I prefer acquiring everything in-store because I can feel the fabrics. I really want her to feel comfortable." (Participant 23)

This shopping scenario introduces a new nuance in mothers' customer journey, as 20 (50%) of them reported visiting fashion stores located in supermarket facilities, and thus combining these two types of purchases in one single trip.

"I purchase at Mo when I go to Continente (supermarket), although not always, usually only when I have the time for that." (Participant 11)

In this case, 28 (70%) mothers acknowledge the importance of their friends/relatives' opinion when it comes to shopping for their children clothing items.

Activities	Nº of participants	%
Need to purchase fashion items for children	11	28%
Looking for children's fashion items on brands' websites/app	24	60%
Ask for Friends/Relatives opinion	28	70%
Going to the shopping centre to purchase various products	29	73%
Going to the shopping centre to spend time and window-shop	11	28%
Visiting local shops while walking around the city	12	30%
Going to the supermarket to buy grocery items/Visiting fashion stores inside the supermarket's facilities	20	50%

Table 21 Clothes and fashion items purchase for children pre-purchase activities

Although all mothers mentioned finding products of interest at the purchase stage, only 3 (8%) of them referenced adding those products to the website/app's shopping bag. However, none of them mentioned proceeding to payment and checkout, and thus this was assumed as implicit at this stage of the journey. Of the group of mothers that search for children's fashion items online, 19 (48%) revealed that they go to the physical store to evaluate those products and, in case they meet their expectations, to purchase them.

Even though 17 (43%) participants are accompanied by their children while shopping in-store, only 10 (25%) of them tries any kind of clothing item on their children while at the stores' changing rooms.

"Most things are purchased without him even trying them on." (Participant 21)

Activities	Nº of participants	%
Finds product of interest	40	100%
Saves product reference or adds it to shopping bag	3	8%
Proceeds to payment and checkout	0	0%
Tries desired item on child	10	25%
Ask for Friends/Relatives opinion	28	70%
Goes to the store to evaluate the searched item	19	48%

Table 22 Clothes and fashion items for children purchase activities

The post-purchase activities consist of receiving the online ordered fashion pieces at home, 16 (40%), trying them on their children, 28 (70%) and returning them in-store in case they do not fit, 14 (35%).

"For them (children) I buy everything online, it's easier and it doesn't require that I waste my time at the shopping centre. I order everything to my house or to the salon (workplace), they try the items on at home and, if they do not fit, I go to the shopping centre to return or to exchange them. I prefer to go there to return an item than to lose my time looking for items in-store and then risking coming home with clothes that might not even fit them." (Participant 32)

Activities	Nº of participants	%
Receives product at home	16	40%
Tries purchased item on child at home	28	70%
Returns item to store	14	35%

Table 23 Clothes and fashion items for children post-purchase activities

6.4.3. Customer journey maps

In the case of mothers' customer journey when purchasing for children clothes and fashion items, three maps were also designed based on the channel chosen to purchase those articles. Consequently, three different customer journey maps were created, one for mothers that purchase exclusively through online channels, one for the ones that shop in-store and the third one for mothers that do not have a channel of preference to finalize their purchases.

The customer journey map for women who shop through online channels (Figure 11) is quite simple. It represents the journey of 5 (13%) of the participants, of which all search and purchase for children clothes through brands' apps/websites. After deciding on what to buy, these mothers proceed to checkout and payment and then receive their orders at home. As it is possible to see on Annex 9, 4 (80%) of the interviewees that shop exclusively through online channels state to be influenced by their children.

This customer journey map represents a clear case of channel lock-in, as the entire purchase process is conducted through a single channel (P. C. Verhoef et al., 2007). However, this could also be analysed as a case of channel-inertia as these participants habitually conduct their journey through online channels, such as apps and websites, and thus are used to them (Gensler et al., 2012; P. Verhoef et al., 2016).

"I purchase everything online as well. And for them (children) I try to purchase things from the ecological collection, which is why I prefer the app because I can apply that filter." (Participant 16)

"I purchase everything through the apps. I do not like to take my daughter to store. I buy mostly from Zara." (Participant 27)

The second customer journey map represents the experience of mothers that adopt offline channels to purchase fashion items for their children (Figure 12), which are 16 (40%). Similarly to the journey map for online purchasers, these mothers do not combine different types of channels across their journey as they favour the offline ones. Although 9 (56%) of these participants engage in co-shopping activities with their children, 10 (63%) recognized that their choices are influenced by their kids' needs and taste. Hence, these participants' purchase process is both directly and passively influenced by their children (Dikcius et al., 2017; Grossbart et al., 1991; Nørgaard et al., 2007).

"I like to look for things for her at Zippy, Zara, Primark and Modalfa. Usually, I buy everything in-store and these purchases coincide with the one I make for myself." (Participant 29)

The last customer journey map represents the experience of 19 (48%) of the interviewees that either purchase through online or offline channels (Figure 13). These combine each type of channels across their journey and thus engage in multichannel behaviour. The total number of mothers whose journey is represented in Figure 13 search for children's fashion items on brands' apps/websites, and 13 (68%) of them do it also in-store (Annex 11).

The participants are the least influenced by their children as only 6 (32%) of them highlighted the role of their kids in the purchase of clothes and fashion items for them.

"For them (children) we order some clothes online, the remaining ones are bought at Marshopping (shopping centre)." (Participant 3)

Pre-purchase

Purchase

Post-purchase

Need to purchase fashion items for children

Looking for children's fashion items on brands' websites/app

Friends/Relatives opinion

Finds product of interest

Saves product reference or adds it to shopping bag

Proceeds to payment and checkout

Service delivery

Receives product at home

Tries purchased item on child at home

Returns item to store

Figure 11 Customer journey map for online purchase of clothes and fashion items for children

79

Pre-purchase

Need to purchase fashion items for children

Going to the shopping centre to purchase various products

Going to the shopping centre to spend time and window-shop

Visiting local shops while walking around the city

Visiting fashion stores inside the supermarket's facilities

Going to the supermarket to buy grocery items

Finds item of interest

Purchase

Friends/Relatives opinion

Checkout counter

Payment

Tries desired item on child

Post-purchase

Tries purchased item on child at home

Returns item to store

*Figure 12 Customer journey map for offline purchase of clothes and fashion items for children*
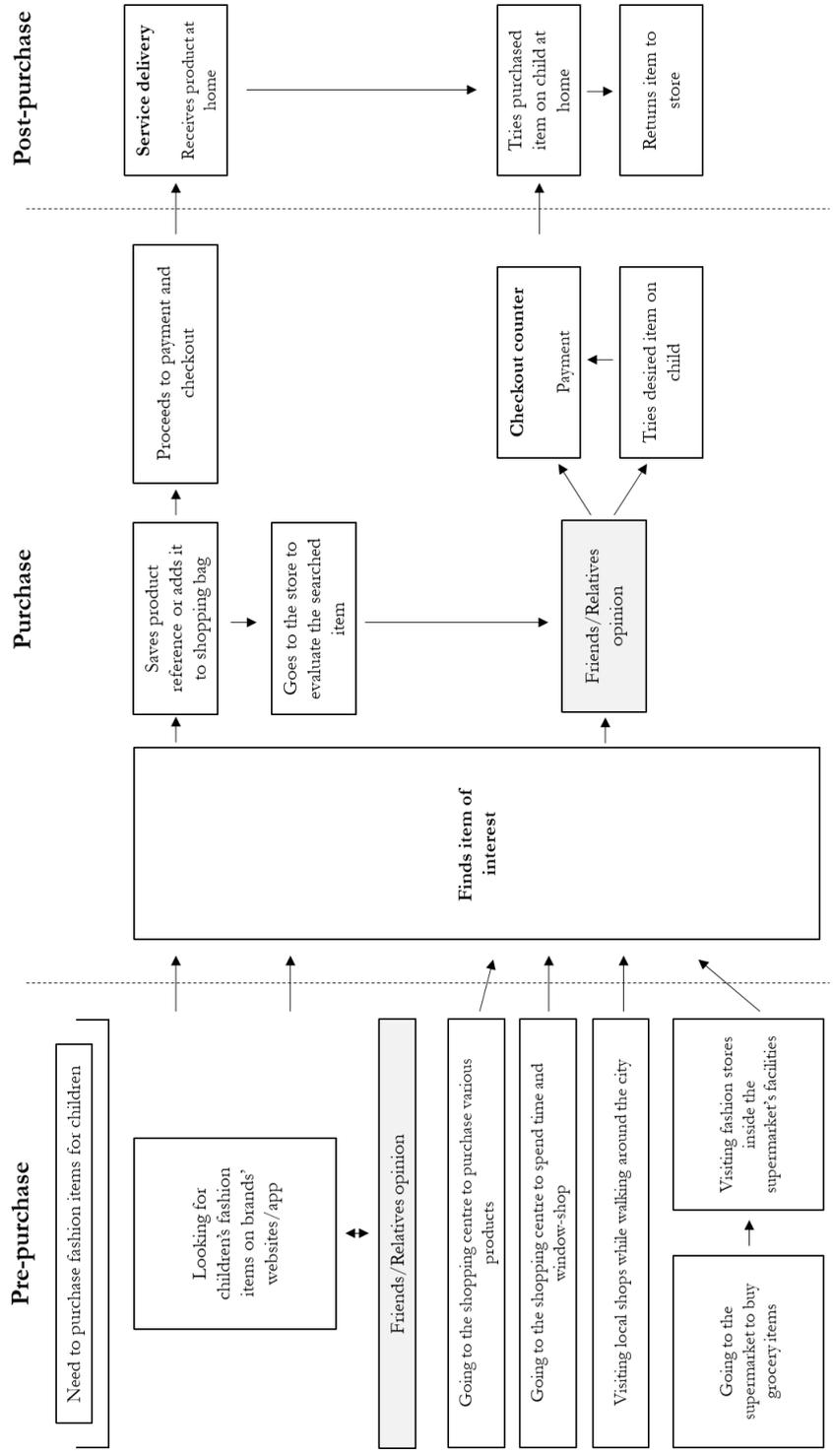
Figure 13 Customer journey map for online and offline purchase of clothes and fashion items for children

7. Conclusion

The literature reviewed on the themes of customer journey, customer experience and consumer behaviour allowed the identification of two main research gaps: (1) lack of research on multichannel integration across the customer journey and (2) lack of research on mothers' multichannel behaviour. This thesis focused on designing young mothers' customer journey maps regarding three shopping scenarios, to understand their channel and touchpoints' combinations across all stages of the purchase process, and thus fill these literature gaps. Parallelly, the analysis of the resulting output, the customer journey maps, has also provided insights on the role of children on their mothers' journey, and thus contributed to the development of this research field.

From the analysis of the obtained results, it is possible to conclude that mothers combine different channels and touchpoints across their journey, depending on their personal needs and preferences. Consequently, as seen from the resulting output, it is not possible to define one single customer journey map that represents the experiences of all the participants. In fact, according to Sands et al. (2016, p. 62), multichannel retailing cannot be approached in a "one-size fits all" way. Furthermore, as a consequence of the research-shopper phenomenon (Nakano et al., 2018), different cross-channel behaviours were identified in the interviewees' customer journey maps.

Regarding the monthly grocery shopping scenario, the diversity of channel combinations was less evident. This relates to the low-involvement character of this type of purchase, which indicates that rather than spending time searching for products, consumers prefer to rely on previous experiences and to choose habitual products in-store (Armstrong et al., 2014). When acquiring this sort of products, some mothers engaged in webrooming behaviour, that is searching for the desired products online and purchasing them offline (Flavián et al., 2016). This behaviour resulted from online channels' associated convenience and information abundance, as well as the desire to avoid wasting time (Sousa et al., 2016; Wolny & Charoensuksai, 2016). Additionally, this was the scenario in which young mothers acknowledged to be more influenced by their children, both directly and passively. Moreover, this was also the shopping scenario where mothers engaged the most in co-shopping activities with their children.

82

The scenario regarding clothes and fashion items' purchase for personal use is described both by the existence of showrooming and webrooming behaviours, depending on the channel chosen to acquire the desired items, digital or physical, respectively. The occurrence of these behaviours varies with the attributes that mothers associate with both channels. Showroomers value offline channels' low associated risks and perceived security that result from the fulfilling of their need to touch and to try on the fashion items before acquiring them, via online channels (Melero et al., 2016; Sousa et al., 2016; Wolny et al., 2014). Contrary, webroomers prefer using online channels to search for products more conveniently and then acquiring them in-store, with lower payment and product associated risks (Schröder et al., 2008; P. C. Verhoef et al., 2007).

The third scenario, clothes and fashion items purchase for children, reveals cases of channel lock-in and channel inertia regardless of the shopping channel used. However, because some mothers have no preference for any particular purchase channel, cases of webrooming and showrooming have also emerged. Hence, these two shopping scenarios' customer journey maps revealed more dynamic and flexible experiences when compared with the first one.

Focusing on children's role in their mothers' journey when buying clothes for themselves, as expected, they have almost no influence on these purchases. However, when it comes to acquiring clothes for children, mothers take into consideration their infants' desires, needs and taste. It is also important to note that children are not the only purchase influencers in these two scenarios. The interviewees' husbands/partners, friends and relatives are also described as important agents throughout the entire customer journey.

7.1. Research contributions

Since this investigation was conducted from a customer-centric perspective and took into consideration consumers' combination of channels across all stages of the purchase process, it contributes to filling gaps on multichannel customer journeys literature (Lemon & Verhoef, 2016). Additionally, it also allowed developing existing research on young mothers' multichannel behaviour, whose literature is particularly outdated and has not received scholars' attention for a while.

This thesis has also provided further support to the studies of Mehrotra and Torges (1977) and Nørgaard et al. (2007). The authors stated that children have a more prominent influence over their parents' decisions when shopping for products intended to be used by them, especially food products. This is observable in the analysis of the monthly grocery shopping purchase scenario. Additionally, the analysis of mothers' customer journey maps has also highlighted the role of other agents in their decision-making process and across all purchase stages. Children are not the only shopping decisions influencers highlighted by the participants, as many of them referenced their husbands/partners, mothers, siblings, friends, and colleagues.

7.2. Managerial implications

The present study provides marketing managers with key insights into the customer journey map of a specific market segment, young mothers, as well as the role of children within their purchase process. By taking the output of this research into account, marketers can oversee their clients' needs and thus upgrade the experience provided to them at each of the stages of the customer journey. Managing customers' experience is of utmost importance to obtain a competitive advantage, and thus it should be a top priority for brands and service providers (Nash et al., 2013; Peltola et al., 2015).

Furthermore, this research equips marketing managers with a framework they can apply to their business to understand their customers' channel and interactions choices across their journey. By fully understanding their consumers' multichannel behaviour, brands will be able to create consistent and seamless experiences across all channels used by their customers (Melero et al., 2016; van der Veen & van Ossenbruggen, 2015). Thus, the results of this thesis also alert marketing managers to the importance of creating customer experiences that allow consumers to merge multiple channels across their journeys.

7.3. Limitations and suggestions for further research

This research is supported by qualitative data collected through 40 in-depth interviews. Consequently, the output of this investigation is biased by the interviewees' personal experiences which may not reflect the ones of a bigger sample. Additionally, taking into

account the method chosen to recruit participants (snowballing) most of the enquired mothers reside in the same areas of the north of Portugal, which may have had an impact in the results of the investigation.

Moreover, during the data collection stage of this research, young mothers were inquired about seventeen shopping scenarios. Due to time restraints, the analysis and discussion of results had to be downsized to the three most relevant scenarios, leaving the remaining out of this thesis.

Further research on this topic could overcome these limitations by including data regarding all seventeen scenarios. Also, a more diverse sample of participants could be recruited in order to obtain richer insights. Additionally, the collected data could be analysed by the lenses of other variables such as consumers' characteristics, age or number of children, and behavioural traits, frequent use of apps, for example.

Taking into account the responses given by the participants, the collected data could also be applied to explore other purchase-related topics, such as the role of sustainability as a trend in women's shopping behaviour.

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9. Annexes

Annex 1

Interview guide

1. Sobre a entrevistada:

   1.1. Idade:

   1.2. Género:

   1.3. Morada de casa:

   1.4. Profissão:

   1.5. Morada local trabalho:

   1.6. Estado civil:

   1.7. Nº de filhos:

   1.8. Idades dos filhos:

   1.9. Agregado familiar:

   1.10. Apps que possui no telemóvel/tablet:

2. Cenários de compra:

   2.1. Compras urgentes/diárias (artigos perecíveis)

   2.2. Compras do mês

   2.3. Artigos para casa, decoração e mobiliário

   2.4. Roupas / artigos de moda para si

   2.5. Roupas / artigos de moda para os filhos

   2.6. Roupas / moda para o seu marido/parceiro

   2.7. Roupas desportivas e atividades desportivas

   2.8. Época de saldos

   2.9. Cosméticos

   2.10. Artigos eletrónicos, de computação e eletrodomésticos

   2.11. Vídeos, jogos e música

   2.12. Livros

   2.13. Brinquedos e presentes para crianças

   2.14. Material escolar

   2.15. Farmácia e medicamentos

2.16. Diversas compras feitas numa única viagem

2.17. Atividades e lazer

3. Guião de entrevista adaptável a todos os cenários de compra

Pense em situações da sua vida em que precisou de adquirir um artigo de (cenário de compra)

3.1. Costuma ler e aprender sobre este tipo de produtos (modelos, marcas, funcionalidades, etc.) antes de os adquirir?

3.2. Costuma pesquisar estes artigos online ou através de apps?

3.3. Planeia comprá-los com antecedência?

3.4. Costuma encomendar estes produtos online ou prefere deslocar-se à loja para ver o artigo antes de o adquirir?

3.5. Costuma comprar este tipo de artigos quando vai "ver montras" (sem objetivo prévio de comprar qualquer tipo de artigo)?

3.6. Nestas situações, a que loja costuma ir?

3.7. Esta(s) loja(s) estão localizadas em centros comerciais?

3.8. Qual o seu centro comercial preferido para comprar este tipo de produto?

3.9. Existem outras lojas neste centro comercial que sejam do seu interesse?

3.10. Costuma combinar diferentes tipos de compra numa única ida a um centro comercia? Ex: comprar roupa, mobília e artigos de supermercado de uma vez só

3.11. Quantas vezes por semana/mês faz este tipo de compra?

3.12. Quanto do seu rendimento mensal (aproximadamente em percentagem) dedica a este tipo de compra?

3.13. Costuma fazer este tipo de compras sozinha ou acompanhada? Se acompanhada, por quem?

3.14. (Se aplicável) O seu marido/parceiro tem algum tipo de influência neste tipo de compra? (Loja que visita, artigos que compra, etc.)

3.15. Acha que os seus filhos têm alguma influência neste tipo de compra?

3.16. Aquando da compra deste tipo de artigos, tem em consideração o conteúdo e o impacto que estes podem ter nos seus filhos? (livros , jogos, etc…)

3.17. Tem em consideração o "gosto" e desejos dos seus filhos aquando da compra de brinquedos e presentes para eles?

Annex 2

Google form

Estudo sobre o comportamento das mães

Olá, mãe!

O meu nome é Ana Margarida e sou estudante finalista do mestrado de gestão da Faculdade de Economia do Porto.

Encontro-me neste momento a desenvolver uma tese na área de comportamento do consumidor, mais especificamente sobre o comportamento de mães com idades compreendidas entre os 30 e os 40 anos.
O objetivo deste estudo é perceber de que forma é que age em diversas situações de compra e como é que o(s) seu(s) filho/a(s) têm influência no seu comportamento. Caso tenha interesse e disponibilidade para participar neste estudo, agradecia que preenchesse o seguinte formulário com algumas informações para que eu possa entrar em contacto consigo.

Agradeço desde já pela sua colaboração.

Até breve,

Ana Margarida

Nota: Todos os dado partilhados comigo serão mantidos em segurança e não serão divulgados a terceiros.

*Obrigatório

O seu nome

A sua resposta

A sua idade *

A sua resposta

O seu contacto *

A sua resposta

Annex 3

Participants description

Interviewee	Age	Place of Residence	Education Level	Job title	Work Location	Marital Status	N° of children	Children Age	Household	Mobile phone apps	Type apps	Interview
1	40	Ribeirão	High School	Administrative Secretary	Famalicão	Married	2	11, 18	4	Messenger, Facebook, Whatsapp	Social media	Whatsapp
2	40	Porto	University Education	Personal Trainer	Porto	Married	1	8	3	Messenger, Facebook, Whatsapp, Instagram, MBway, Montepio, Email, Myfitnesspal, Nike Run	Social media, Utilitarian	Whatsapp
3	36	Matosinhos	University Education	Nurse	Porto	Married	2	<1, 3	4	Messenger, Facebook, Whatsapp, Santander, Pingo Doce	Social media, Utilitarian, Supermarket	Telephone
4	32	Santo Tirso	High School	Stone Owner	Santo Tirso	Single	1	2	3	Messenger, Whatsapp, Facebook, Instagram, Email, Santander, My Vodafone, Pinterest, Zara, Showroom Privé, Laredoutte, Ebay, Amazon	Social media, Utilitarian, Shopping	Whatsapp
5	35	Porto	University Education	Lawyer	Porto	Married	1	1	3	Messenger, Facebook, Whatsapp, Instagram, MBway, Santander, Zara, Mango, Massimo Duti, Uterque, Oysho, Bimba y Lola, Asos, Laredoutte	Social media, Utilitarian, Shopping	Whatsapp
6	32	Leiria	University Education	Kindergarten Teacher	Leiria	Married	1	1	3	Whatsapp, Facebook, Instagram, Zara, Mango, H&M	Social media, Shopping	Telephone
7	35	Esposende	University Education	Recruitment Consultant	Porto	Married	1	1	3	Zara, Mango, H&M, Continente	Supermarket, Social media	Telephone
8	38	Amarante	University Education	Psychologist	Amarante	Married	2	<1, 5	4	Aliexpress, OLX	Shopping	Telephone
9	39	Famalicão	University Education	Psychologist	Lousado	Divorced	1	8	2	Messenger, Facebook, Whatsapp, Instagram, Gmail, Drive, Outlook	Social media	Whatsapp
10	31	Santo Tirso	University Education	High School Teacher	Guimarães	Married	1	<1	3	Zara, H&M, Millenium, My Vodafone, H3, Vitamina, Zoom	Social media, Utilitarian	In Person
11	35	Guimarães	University Education	Journalist	Porto	Married	1	3	3	Messenger, Facebook, Whatsapp, Instagram, Pinterest, Twitter, Pinterest, Slack, Gmail, Drive, Zoom, Continente, Amazon, Zara, Uterque, Massimo Duti, Bimba y Lola Showroom Privé, MBway, NOS	Social media, Utilitarian, , Shopping	Telephone
12	36	Santo Tirso	University Education	Accountant	Santo Tirso	Married	2	<1, 2	4	Zara, Pingo Doce, MBway, H&M	Utilitarian, Supermarket, Shopping	Whatsapp
13	35	Leiria	University Education	Unemployed	-	Single	2	<1, 3	4	Continente	Supermarket	Telephone
14	35	Guimarães	University Education	Architect	Guimarães	Married	2	<1, 3	4	Continente, Millenium, MBway, Zara, Asos, Mango, Massimo Duti, Instagram, Facebook, Pinterest, Linkedin, Whatsapp	Social media, Utilitarian, Supermarket, Shopping	In Person
15	40	Coimbra	University Education	Astrophysical Researcher	Coimbra	Married	2	7, 10	4	Facebook, Whatsapp, Linkedin	Social media	Whatsapp
16	40	Santo Tirso	University Education	Scientific Researcher	Porto	Married	2	3, 5	4	IKEA, Zara, Continente, LIDL, OLX, Laredoutte, Zara Home, Uterque, Qunato Costa, Aliexpress, Ebay, H&M, Amazon, FNAC, Promofarmácia, Showroom Privé,	Social media, Utilitarian, Supermarket, Shopping	Telephone
17	30	Porto	University Education	Sales Representative	Maia	Single	1	3	3	Continente, MBway, Holmes Place, Uterque, Zara, Mango, Bimba y Lola, Asos, Facebook, Whatsapp, Linkedin, Instagram, Slack, Hubspot, Outlook	Social media, Utilitarian, Supermarket, Shopping	Telephone
18	39	Cascais	University Education	Professional Cook	Cascais	Divorced	3	6, 12, 19	3	Continente, Glovo, Worten, Stockoff, Bertrand	Utilitarian, Shopping	Telephone
19	32	Santo Tirso	University Education	Nurse / Beautician	Santo Tirso	Married	2	2, 5	4	Zara, IKEA, Laredoutte, Santander, MBway	Utilitarian, Shopping	In Person

Interviewee	Age	Place of Residence	Education Level	Job title	Work Location	Marital Status	Nº of children	Children Age	Household	Mobile phone apps	Type apps	Interview
20	39	Santo Tirso	University Education	Elementary School Teacher	Santo Tirso	Married	1	5	3	Facebook, Messenger, Whatsapp, Instagram, Youtube, Auchan, MBway, Santander, Zara, Celeiro, Mango,	Social media, Utilitarian, Supermarket, Shopping	Telephone
21	40	Gondomar	University Education	Social Educator	Santo Tirso	Single	1	3	3	-	-	Telephone
22	32	Porto	University Education	Unemployed	N/a	Married	1	<1	3	Zara, Asos, Massimo Dutti, Mango, Uterqüe, Continente, Santander	Supermarket, Shopping	In Person
23	37	Guimarães	University Education	Operations Manager	Guimarães	Married	1	4	3	Facebook, Messenger, Whatsapp, Outlook, Dropbox, Zara, Amazon	Social media	Whatsapp
24	40	Santo Tirso	University Education	Dentist	Santo Tirso	Married	2	5, 9	4	Whatsapp, Facebook, Messenger	Social media	Whatsapp
25	33	Santo Tirso	University Education	Product Manager	Trofa	Married	1	1	3	Zoom, Slack, Facebook, Whatsapp, Instagram, MBway, BPI, Zara	Social media, Utilitarian	Telephone
26	38	Porto	University Education	Landscape Architect	Santo Tirso	Married	1	4	3	Whatsapp, Facebook, Instagram, Messenger, Youtube, Pinterest, Millenium	Social media, Utilitarian	Whatsapp
27	36	Santo Tirso	University Education	Elementary School Teacher	Matosinhos	Married	1	4	3	Adidas, Stradivarius, Zara	Shopping	Telephone
28	36	Santo Tirso	University Education	Veterinary	Famalicão e Gaia	Married	2	2, 5	4	Messenger, Instagram, Facebook, Whatsapp, Santander	Social media, Utilitarian	Whatsapp
29	33	Braga	University Education	Nurse	Póvoa	Married	1	2	3	Continente, Millenium, Zara, Aliexpress	Utilitarian, Shopping	Telephone
30	33	Santo Tirso	University Education	Nurse	Guimarães	Married	2	2, 3	4	Zara, Massimo Dutti, Aliexpress	Shopping	In Person
31	32	Leça da Palmeira	University Education	Doctor	Matosinhos	Married	2	<1,5	4	Whatsapp, Facebook, E-mail	Social media	Telephone
32	32	Porto	High School	Beautician	Porto	Single	2	5,7	4	Zara, Pingo Doce, Aliexpress, Instagram, Facebook, Whatsapp	Social media, Supermarket, Shopping	Telephone
33	32	Santo Tirso	University Education	Journalist	Porto	Married	1	1	3	Continente, Zara, Mango, H&M, Asus, Zippy, Santander, Instagram, Facebook, Hospital, Gestão de	Social media, Utilitarian, Supermarket, Shopping	In Person
34	34	Santo Tirso	University Education	Personal Trainer	Santo Tirso	Single	1	<1	3	Decathlon, Prozis, Mediração, Myfitnesspal, Continente, Santander, Amazon, Ebay, Aliexpress	Utilitarian, Supermarket, Shopping	Telephone
35	38	Trofa	High School	Administrative Secretary	Famalicão	Married	1	3	3	Messenger, Whatsapp, Facebook	Social media	Whatsapp
36	36	Amarante	University Education	Events Planner	Amarante	Married	1	7	3	Continente, Zara, Zara Home, Ebay, Aliexpress, Bimba y Lola, IKEA, LIDL	Supermarket, Social media	Telephone
37	37	Espinho	University Education	Sales Representative	Maia	Married	1	8	3	Linkedin, Whatsapp, Facebook, Instagram, Youtube, Santander, MBway	Social media, Utilitarian	Whatsapp
38	30	Santo Tirso	University Education	Clinical Analysis Technician	Porto	Married	1	<1	3	Zara, H&M, Santander, MBway, Stradivarius, Nike Run, Myfitnesspal	Utilitarian, Shopping	Telephone
39	41	Guimarães	University Education	Lawyer	Guimarães	Married	4	3, 5, 8, 11	6	Continente, Millenium, Whatsapp, Facebook, Messenger	Social media, Utilitarian, Supermarket	Whatsapp
40	38	Gaia	University Education	Kindergarten Teacher	Gaia	Married	1	5	3	Facebook, Messenger, Whatsapp	Social media	Whatsapp

Annex 4

Monthly grocery shopping – mothers that purchase offline

Variables		N° of participants	%
Research and comparison channel	Online (Mobile phone/Tablet)	6	100%
	Offline (Paper/Mail)	0	0%
	Non-applicable	0	0%
Accompanied by	Alone	6	100%
	Children	0	0%
	Husband/partner	0	0%
	Purchase made by husband/partner	0	0%
Influencers	Children	6	100%
	Husband/Partner	6	100%

Annex 5

Monthly grocery shopping – mothers that purchase offline and online

Variables		N° of participants	%
Research and comparison channel	Online (Mobile phone/Tablet)	6	100%
	Offline (Paper/Mail)	0	0%
	Non-applicable	0	0%
Accompanied by	Alone	6	100%
	Children	0	0%
	Husband/partner	0	0%
	Purchase made by husband/partner	0	0%
Influencers	Children	6	100%
	Husband/Partner	6	100%

Annex 6

Clothes and fashion items purchase for personal use – mothers that purchase online

Variables		N° of participants	%
Research and comparison channel	Online	6	100%
	Offline	1	17%
Accompanied by	Alone	4	67%
	Children	0	0%
	Husband/partner	1	17%
	Purchase made by husband/partner	0	0%
	Other	1	17%
Influencers	Children	0	0%
	Husband/Partner	4	67%
	Other	3	50%

Annex 7

Clothes and fashion items purchase for personal use – mothers that purchase offline

Variables		N° of participants	%
Research and comparison channel	Online	4	25%
	Offline	14	88%
Accompanied by	Alone	11	69%
	Children	10	63%
	Husband/partner	9	56%
	Purchase made by husband/partner	0	0%
	Other	4	25%
Influencers	Children	1	6%
	Husband/Partner	6	38%
	Other	4	25%

Annex 8

Clothes and fashion items purchase for personal use – mothers that purchase online and offline

Variables		Nº of participants	%
Research and comparison channel	Online	18	100%
	Offline	13	72%
Accompanied by	Alone	13	72%
	Children	3	17%
	Husband/partner	3	17%
	Purchase made by husband/partner	0	0%
	Other	5	28%
Influencers	Children	2	11%
	Husband/Partner	2	11%
	Other	5	28%

Annex 9

Clothes and fashion items purchase for children – mothers that purchase online

Variables		Nº of participants	%
Research and comparison channel	Online	5	100%
	Offline	0	0%
Accompanied by	Alone	4	80%
	Children	1	20%
	Husband/partner	0	0%
	Purchase made by husband/partner	0	0%
	Other	1	20%
Influencers	Children	4	80%
	Husband/Partner	2	40%
	Other	0	0%

Annex 10

Clothes and fashion items purchase for children – mothers that purchase offline

Variables		Nº of participants	%
Research and comparison channel	Online	0	0%
	Offline	16	100%
Accompanied by	Alone	12	75%
	Children	9	56%
	Husband/partner	10	63%
	Purchase made by husband/partner	1	6%
	Other	3	19%
Influencers	Children	10	63%
	Husband/Partner	7	44%
	Other	4	25%

Annex 11

Clothes and fashion items purchase for children – mothers that purchase online and offline

Variables		Nº of participants	%
Research and comparison channel	Online	19	100%
	Offline	13	68%
Accompanied by	Alone	11	58%
	Children	7	37%
	Husband/partner	7	37%
	Purchase made by husband/partner	0	0%
	Other	8	42%
Influencers	Children	6	32%
	Husband/Partner	9	47%
	Other	6	32%