Social-Local-Mobile Consumers' Fashion Lifestyle and Omnichannel Shopping

Ju-Young M. Kang, University of Hawaii at Mānoa, USA

Keywords: fashion, lifestyle, omnichannel, SoLoMo

Significance. Social-Local-Mobile (SoLoMo) consumers use apps (Mobile) providing search results based on their location (Local) and share with their friends (Social). The latest social networking mobile app Snapchat focuses on applying to SoLoMo principles to the location-based social media scene. An increasing number of brands (e.g., Nike's app Nike+) have integrated SoLoMo principles into their retailing and marketing practices (Cossick, 2016). In the era of omnichannel retailing, showrooming and webrooming are prominent shopping trends. Showrooming is the practice of examining products in a brick-and-mortar store but ultimately making the actual purchase online or on a mobile device (Richter, 2013). Webrooming is the practice of researching products online or on a mobile device but ultimately making the actual purchase in a brick-and-mortar store (Kramer, 2014). To implement a SoLoMo approach into fashion marketing strategies in the omnichannel retail setting, fashion retailers and marketers need to understand SoLoMo consumers' fashion lifestyle and its impact on their perceived values of showrooming and webrooming. The purpose of this study was to examine (1) whether aspects of SoLoMo consumers' fashion lifestyle including (a) personality, (b) information, (c) brand prestige, and (d) practicality were related to perceived values of showrooming and webrooming (H3ab-H6ab), (2) whether perceived values of showrooming and webrooming were related to omnichannel shopping intention (H2a & H2b), and (3) whether omnichannel shopping intention was related to product review sharing intention (H1).

Theoretical Framework. This study combined Engel, Kollat, and Blackwell's (EKB) model of consumer behavior (Darley, Blankson, & Luethge, 2010; Engel, Kollat, & Blackwell, 1978) and prospect theory (Kahneman & Tversky, 1979) for the conceptual model. According to the EKB model of consumer behavior, *individual characteristics* affect all five stages of purchase decision behavior. In terms of SoLoMo consumers' individual characteristics, their fashion lifestyle was operationalized as four exogenous constructs: (a) personality (e.g., "I have a good eye for selecting clothes"), (b) information (e.g., "I go shopping to get ideas, even though I have no intention to buy"), (c) brand prestige (e.g., "I believe that wearing famous brands helps me be acknowledged by others"), and (d) practicality (e.g., "I usually wear clothes that are comfortable"). In addition, prospect theory emphasizes a value maximization viewpoint to predict behavior with regard to individual decisions in uncertain situations (i.e., why people behave the way they do) (Kahneman & Tversky, 1979). It explains *perceived value* and its impact on *choice behavior* in a retail setting. Based on prospect theory, SoLoMo consumers' perceived values of showrooming and webrooming were examined to predict behavior such as choice/purchase behavior and post-purchase behavior.

Method. SoLoMo consumers (*n* = 601) from a U.S. consumer panel completed an online self-administered survey. Structural equation modeling was used for data analysis. Participant Characteristics. Participants were female (51.4%) and male (48.6%) SoLoMo consumers. Participants' ages ranged from 18 to 54 years with 42.4% of the participants falling between 25 to 34 years of age. With respect to ethnicity, 80.0% were Caucasian, followed by Asian/Pacific Islander (7.8%) and African American/Black (4.8%). All income categories were represented with $100,000 and over (24.8%) and $40,000-$49,999 (11.3%).

Results. To test the convergent and discriminant validity and composite reliability of the set of measures, confirmatory factor analysis was performed. A structural analysis was conducted using the maximum

likelihood estimation method. The structural model had a good fit to the data (χ^2 = 1526.35 with 565 *df*, χ^2/df = 2.70, CFI = .95, NNFI = .94, IFI = .95, RMSEA = .053, and SRMR = .070). Omnichannel shopping intention was positively related to product review sharing intention (β = .58, *t* = 8.80, *p* < .001) (H1). Perceived value of showrooming (β = .24, *t* = 4.07, *p* < .001) and perceived value of webrooming (β = .33, *t* = 5.53, *p* < .001) were positively related to omnichannel shopping intention (H2ab). Information (β = .63, *t* = 4.89, *p* < .001) and practicality (β = .73, *t* = 7.40, *p* < .001) were positively related to perceived value of showrooming (H4a & H6a). Brand prestige (β = -.19, *t* = -2.01, *p* < .05) was negatively related to perceived value of showrooming (H5a). Information (β = .58, *t* = 4.79, *p* < .001) and practicality (β = .65, *t* = 7.63, *p* < .001) were positively related to perceived value of webrooming (H4b & H6b).
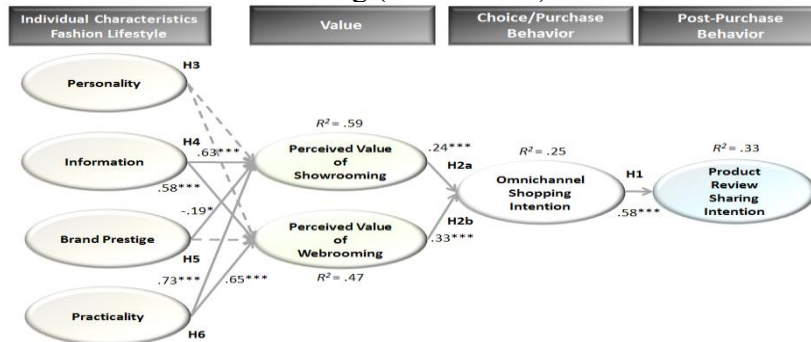

Figure 1. Final model

    Conclusions and Implications. This study identified that SoLoMo consumers' perceived values of showrooming and webrooming were determinants of their omnichannel shopping intention, which affected their product review sharing intention. In terms of the SoLoMo consumers' fashion lifestyle, those who believe that expensive clothes are good (i.e., *brand prestige*) were likely to have an unfavorable perception of the value of showrooming. This finding suggests that retailers of high-end fashion brands should focus on building brand imagery and prestige, rather than emphasizing their omnichannel retail platform. On the other hand, retailers of low-end fashion brands should improve omnichannel customer experiences by delivering seamless, personalized, and contextual customer services as well as leveraging iBeacon technology in physical stores (e.g., sending personalized notifications regarding product recommendations to customers' mobile apps based on the customers' purchase history/wish lists when they are in-store). This study found that SoLoMo consumers who like to shop in many different stores and often read fashion-related magazines to get ideas (i.e., *information*) and usually wear clothes that are comfortable (i.e., *practicality*) were likely to have a favorable perception of the value of showrooming and webrooming. This finding suggests that retailers of low-end fashion brands should actively offer diverse information related to new fashion trends and style suggestions as well as locally-focused promotions and store offerings through integrated channels. Retailers of low-end fashion brands should also facilitate creating practical and comfortable product lines with consistent product offerings and promotions across all channels.

References

Cossick, S. (2016). Are you SoLoMo? That's Social Local Mobile. Retrieved from https://hawkemedia.com/solomo-social-local-mobile/

Engel, J. F., & Kollat, D.T, & Blackwell, R. D. (1978). *Consumer behavior (3rd ed.).* Hinsdale, IL: Dryden.

Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & Marketing, 27*(2), 94-116.

Kahneman, D., & Tversky, A. (1979). Prospect theory: An analysis of decision under risk. *Econometrica: Journal of the Econometric Society*, *47*(2), 263-291.

Kramer, A. (2014). Webrooming, the next big thing in all-channel retailing. Retrieved from http://www.capgemini.com/blog/capping-it-off/2014/01/webrooming-the-next-big-thing-in-all-channel-retailing

Richter, F. (2013). Showrooming in the retail environment. Retrieved from http://www.statista.com/topics/871/online-shopping/chart/1024/showrooming-infographic/