CrossMark

Mobile phones and the practice of shopping: A study of how young adults use smartphones to shop

Christian Fuentes[a,b,c,*], Anette Svingstedt[a,b]

[a] Centre for Retail Research, Lund University, Sweden
[b] Department of Service Management and Service Studies, Lund University, Sweden
[c] Centre for Consumer Science, University of Gothenburg, Sweden

ARTICLE INFO

ABSTRACT

The aim of this paper is to explore, illustrate and conceptualise how the introduction of mobile phones transforms the practice of shopping. Drawing on a focus group study of young adults and making use of Practice Theory, this paper shows that the introduction of mobile phones reconfigures the practice of shopping subsequently transforming the agency of consumers. Mobile phones enable consumers to access, store, and process information in new ways; supporting new modes of social shopping, enabling consumers to change the experience of shopping, and making them better equipped economic actors with more access to financial systems and new calculative capacities. While this new agency is beneficial to consumers, it also causes them stress and anxiety.

1. Introduction

The field of mobile shopping is developing rapidly and has generated great interest in both academia and industry (Kourouthanassis and Giaglis, 2012). Mobile phones, particularly smartphones, are changing the way consumers shop as new opportunities to gather information from multiple sources, check for availability, compare prices, and localise products and stores become possible using mobile phones and a new supportive ICT infrastructure (Groß, 2015a, 2015b; Kourouthanassis and Giaglis, 2012).

However, despite the interest this issue attracts, few studies have examined the practice of mobile shopping. While mobile shopping is gaining ground and developing quickly, research into mobile shopping is still scarce (Groß, 2015a, 2015b; Holmes et al., 2013; Spaid and Flint, 2014). The studies of mobile shopping conducted thus far tend to focus on the acceptance of mobile technology (Agrebi and Jallais, 2015; Groß, 2015a; Kim et al., 2009; Wua and Wanga, 2005; Yang, 2012), intentions and motivations driving mobile shopping (Kumar and Mukherjee, 2013; Li et al., 2012; Yang, 2010; Yang and Kim, 2012), and consumer attitudes and reactions regarding mobile marketing (Goh et al., 2015; Grant and O'Donohoe, 2007; Pescher et al., 2014; Sultan et al., 2009).

Although these studies have produced interesting insights into mobile shopping, they do not focus on examining how consumers use mobile phones to shop. That is, studies investigating and conceptualising the practical accomplishment of mobile shopping are largely missing. The few studies examining the "activities" or "behaviour" of mobile shopping show that there is much to be gained by focusing on the "doings" or "activities" of this particular type of shopping phenomenon (Holmes et al., 2013; Spaid and Flint, 2014). These studies suggest that, not only are mobile phones used to shop, they are also central to the performance of everyday shopping practices (Spaid and Flint, 2014). The advanced technological nature of mobile phones in general, and smartphones in particular, enable multiple uses. As a result, mobile phones seem to be seen and used as multipurpose shopping tools that work both as "shopping managers" and "social" devices used to make individual shopping acts into social activities (Spaid and Flint, 2014). Following these empirical studies, the definition and understanding of mobile shopping has been broadened from merely including the act of purchasing products and services with your mobile phone to including a wide range of activities such as checking prices, comparing products, gathering product information, reading user reviews, and issuing payment (Holmes et al., 2013).

In this paper, we want to contribute to mobile shopping research by developing this last stream of activity-focused studies. What is needed is research that goes beyond intentions and perceptions and instead makes the activities of mobile shopping the focus of attention. We need to understand how this new form of shopping is performed and what makes its performance possible. We need to understand how shopping is changed by mobile phones.

An in-depth analysis of how mobile phones are used to shop, what elements make this possible, and how mobile shopping as a new mode of shopping is different from regular shopping could tell us more about the reasons behind mobile shopping and explore the difficulties and problematic aspects of this mode of shopping (aspects missing according to Groß (2015b)). This requires more than merely reporting on the activities involved in mobile shopping, it is a matter of conceptualising and exploring the social complexity involved in the emergence of this new form of shopping.

In addition, adopting a practice-centric approach to mobile shopping give us a deeper understanding of the consequences this new emerging form of shopping has for the consumers that partake in it. Empirical studies have illustrated how mobile phones empower consumers when shopping (Spaid and Flint, 2014). However, few studies discuss the more problematic aspects of mobile shopping. What is needed is a nuanced, critical analysis of both the positive and negative consumer consequences of mobile shopping.

Against this background, the purpose of this paper is to explore, illustrate, and conceptualise how the introduction of mobile phones reconfigures the practice of shopping, and discuss the consequences that this has for consumers and retailers alike. Central questions are: What activities are involved in mobile shopping? What combination of elements is necessary for mobile shopping to emerge and become established? How does shopping practice change when mobile phones are used? What are the implications of these changes for consumers and retailers?

In the following, we set out to answer these questions through an in-depth study of a specific group of consumers – young adults – and their mobile shopping activities. Nine focus group interviews with 55 Swedish young adults (aged 20–30) in total constitute the empirical base in which the analysis is grounded.

Theoretically, this paper takes a shopping-as-practice approach (Fuentes, 2014; Gregson et al., 2002), utilising practice theory (Schatzki et al., 2001; Warde, 2005) to (re)conceptualise shopping as a complex social practice involving various cognitive techniques, embodied knowledge and understandings of the world, as well as specific bodily movements, meanings, and material artefacts (Schatzki et al., 2001). Taking this approach we show how mobile phones reconfigure the elements and the performance of the practice of shopping.

The remainder of this paper is organised into five sections. First, we present a brief literature review of mobile shopping. Second, we present and argue for the shopping-as-practice approach taken here and explain how it relates to previous shopping conceptualisations. This is followed by a more detailed description of the qualitative focus group study conducted. Two combined analysis and results sections follow. The first examines the performance of mobile shopping. This section illustrates and discusses the many activities forming part of mobile shopping. The second section analyses the specific configuration of technology, competence, and meaning that combine to enable and shape the performance of mobile shopping. The paper ends with a discussion of what this practice-based approach and analysis means for the field of mobile shopping research, and the possible implications for consumers and retail practice.

2. Mobile shopping: an emerging field of research

While still a minor field when compared to other research areas, there is now an emerging body of work around the phenomenon of mobile shopping. The majority of the research conducted thus far revolves around three areas: the acceptance of mobile technology, motivations for mobile shopping, and consumer reactions to mobile marketing.

Research addressing consumer adoption, acceptance, and use of mobile technology (Agrebi and Jallais, 2015; Groß, 2015a; Kim et al., 2009; Wua and Wanga, 2005; Yang, 2012) is predominantly based on the Technology Acceptance Model (TAM). These studies show that consumer intentions to adopt to the new technology is generally affected by their perception of usefulness, enjoyment, ease of use, and convenience (see Groß, 2015a; Davis et al., 1989). Some studies also consider consumers' complex lives, showing that the better mobile shopping technology connects to consumer daily practices, the greater the willingness is to use the smartphone for mobile shopping (Jih and Lee, 2004).

Research exploring consumer intentions and motivations for mobile shopping (Kumar and Mukherjee, 2013; Li et al., 2012; Yang, 2010; Yang and Kim, 2012) shows mix results. Some studies show that hedonistic values are more important for motivating mobile shopping (Li et al., 2012), others contend that mobile shopping is driven by utilitarian motives, such as convenience and accessibility (Holmes et al., 2013), while a third group of studies show that both utilitarian and hedonic motivations, such as efficiency and adventure, contribute to consumer intentions and motivations to adopt and use mobile devices for shopping (Yang and Kim, 2012). One could argue that, taken together, these studies show that motivations for mobile shopping vary across contexts and over time.

Finally, research that explores consumer attitudes and reactions towards mobile marketing show that consumers are resistant to marketing and commercial messages in their mobile phones, regarding the mobile phone as a personal device (Shankar et al., 2010; Varnali and Toker, 2010). Mobile marketing, as these studies indicate, is a difficult task (Goh et al., 2015; Grant and O'Donohoe, 2007; Pescher et al., 2014; Sultan et al., 2009).

These studies are important and provide valuable insights into the emergent phenomenon of mobile shopping. However, they do not, as indiacted above, explore the actual practice of mobile shopping. Activity-centered studies of mobile shopping are, however, not completely missing from the field and one can now discern a fourth emerging stream of research that focuses on the "activities" or "behaviour" of mobile shopping (Holmes et al., 2013; Cliquet et al., 2014; Spaid and Flint, 2014).

Holmes et al. (2013), for example, explored consumer attitudes to mobile shopping in general, and particularly, attitudes towards using mobile phones in different stages in the consumer decision-making process. This study demonstrated that mobile phones are typically used when searching for information and evaluating alternatives, which are standard pre-purchase activities. The study also indicates that high involvement products (expensive and more complex products) tend to increase the use of a mobile device in the decision-making process.

Similarly, a study conducted by Cliquet et al. (2014) showed that the mobile phone is now a digital shopping companion frequently used for pre-purchase activities, both outside and inside the store, such as gathering information and reading product reviews and price comparisons. The mobile phone, this study indicated, is also used as an in-store purchase facilitator, albeit less frequently compared to pre-purchase activities.

Finally, Spaid and Flint (2014) explored consumer lived experiences of using a mobile device for shopping, and the meaning shoppers attribute to these experiences. Conclusions drawn in this study were that consumers experience both hedonic and utilitarian values when mobile shopping, and the motivation driving the use of the mobile device is both extrinsic (saving money, desire for information and trust) and intrinsic (risk-reducing and desire for empowerment).

Taken together, these studies suggest that mobile shopping has developed to a complex and important way of shopping involving a vast array of activities (Holmes et al., 2013). Not only are mobile phones used in shopping, they are also central to the performance of everyday shopping practices (Spaid and Flint, 2014). In this paper, our objective is to contribute to this growing body of work by not only empirically exploring the activities of mobile shopping, but also by reconceptualising this phenomenon using Practice theory. This theoretical framework serves to produce a more dynamic understanding of mobile shopping allowing us to acknowledge that mobile shopping

involves various elements, is part of a nexus of practices, and is both a practical and social endeavour. This, in turn, will allow us to produce a more contextualised understanding of mobile shopping and be able to thoroughly discuss how mobile phones reconfigure the practice of shopping and what the implications of this new mode of shopping are for consumers and retailers.

3. A practice theory approach to mobile shopping

Using practice theory (Reckwitz, 2002), we develop a conceptualisation of mobile shopping that a) emphasises the doings and sayings involved in this mode of shopping and b) acknowledges the social complexity of shopping (Fuentes, 2014).

Practice-theory-influenced studies make practices the central unit of analysis. A practice study develops "an account of practices" and/or treats "the field of practices as the place to study the nature and transformation of their subject matter" (Schatzki, 2001, pp. 2). Following Reckwitz (2002), a practice is defined here as:

a routinized type of behaviour which consists of several elements, interconnected to one another: forms of bodily activities, forms of mental activities, "things" and their use, a background knowledge in the form of understanding, know-how, states of emotion and motivational knowledge. (Reckwitz, 2002, pp. 250).

A practice is, thus, a complex unity and its performance "depends on the existence and specific interconnectedness of these elements" and "cannot be reduced to any one of these single elements" (Reckwitz, 2002, pp. 249–250).

In an effort to simplify practice theory, and make it more suitable for empirical analysis, Shove and colleagues developed an approach in which the multiple elements of practice are collapsed into three components: competencies, meanings, and materials (Hand and Shove, 2007; Shove and Pantzar, 2005; Shove et al., 2012, 2007).

Competence is used to denote the cognitive capabilities necessary to engage in and perform a specific practice (understandings and know-how) (Hand et al., 2005). *Meaning* refers to, according to Shove et al. (2012, pp 23), "the social and symbolic significance of participation at any one moment". This includes what others refer to as mental activities, emotions, and motivational knowledge. Finally, the category *materials* include objects, tools, and infrastructures, but also the body itself (although this aspect has received comparatively less attention) (Shove et al., 2012). Materials is, in other words, used to refer to what others would call the material dimension of practices – the hardware and corporeal elements involved in performing a practice.

The division between these elements is only analytical. In practice, these elements are interlinked; they co-constitute each other, forming an inseparable socio-material assemblage. The elements are interlinked in practice and their linkage simultaneously makes the practice possible and shapes its performance. In other words, a practice is dependent on a specific configuration of meanings, competencies, and materials, and modifications of any of these elements also entail changes in the performance of the practice (Hand et al., 2005; Shove et al., 2012).

Being more specific, taking a shopping-as-practice approach to mobile shopping has several implications. Firstly, and most basically, it refers to treating shopping as a social practice. That is, it means thinking of shopping as a set of doings and sayings, which are routinely performed and shared among consumers.

It also means seeing shopping as one practice among others: a practice that exists in connection with a web of social practices. From a practice theory perspective, shopping is but one practice or set of practices in everyday life. Shopping is merely "a way of procuring many of the goods and services consumed in the course of other practices" (Röpke, 2009, pp. 2495). Thus, the concept of 'shopping' is used here to denote a practice or family of practices aimed at acquiring products. As Warde makes clear, while consumption is not to be understood as a practice but rather as a moment in almost every social practice, "[s] hopping, by contrast, is an integrated practice, with understandings,

know-how and teleo-affective structures" (Warde, 2005: 150).

Mobile shopping is, from this theoretical vantage point, a mode of shopping; it is simply the practice of shopping aided, in some way, by a mobile device. Mobile shopping is, as we conceptualise it, not a separate practice, but rather a variation, a way of performing shopping.

Building on this broad definition of shopping practice, this also means that mobile shopping is not delimited to the activities leading up to a purchase, but also used in a broader sense to denote all activities involved in acquiring products and services (Holmes et al., 2013). This acquisition of products involves a series of activities, e.g. browsing, window-shopping, or searching for shopping information.

However, beyond this broad definition, how the acquisition of products and services is performed and the meanings, or understandings guiding this are not predetermined from a practice perspective. That is, a shopping-as-practice perspective does not determine beforehand the nature of shopping. It can involve pleasurable consumption experiences, but also be a rational matter involving extensive information searches and calculations. To what extent, and in what ways, a form of shopping involves these and other elements are empirical questions, and not conceptual ones.

What does matter is how shopping is performed and what it involves (Gregson et al., 2002; Miller et al., 1998). When exploring this, a shopping-as-practice approach does not focus solely, or even primarily, on meanings. Similar to all practices, mobile shopping involves various cognitive techniques, embodied knowledge, meanings, and artefacts (Reckwitz, 2002; Schatzki et al., 2001). Therefore, an analysis of shopping-as-practice examines not only meanings, but also the competence (understandings, skills, know-how of shopping) involved and the materials/artefacts employed (see, e.g. Fuentes, 2014).

In sum, adopting a practice theory approach to mobile shopping means thinking of and treating mobile shopping as a complex unity of routinised sayings and doings that involves a specific set of competencies, materials, and meanings. It entails approaching mobile shopping as a social practice, not reducible to purchasing products and not merely involving attitudes/behaviour.

In the following, we explore mobile shopping by examining the various ways in which a group of young adults use mobile phones to shop. We discuss both the performance(s) of mobile shopping and the specific set of competences, materials, and meanings enabling and shaping this mode of shopping.

4. Method and material

This article is based on a focus group study of mobile shopping. Given the aim of this study, the use of a focus group represents an appropriate method to identify and discuss consumer perceptions about their shopping practices (Morgan and Kreuger, 1993).

Focus groups enable participants to talk about tacit knowledge and non-reflexive practices. By interacting with others, we shape and re-shape our thoughts about things we do more-or-less consciously (Halkier and Jensen, 2011). The detailed accounts and explanations given by the participants stimulate associations, which, in turn, produce a rich material (Frey and Fontana, 1991). This is particularly useful when studying the use of technology which, like mobile phones, is primarily a routine and unconscious action involving tacit knowledge.

The focus group interview is also suited to this study since our interest concerns the social practices of mobile shopping as it is performed and framed by the participants. A focus group approach offers an opportunity to explore social practices, as it facilitates a socialised understanding of this practice – the enactment of mobile shopping (Halkier, 2010). In a focus group discussion, participants present their ideas, listen, and respond openly to ideas presented by other participants (Morgan and Kreuger, 1993). Participants contribute to each other's accounts, affirming others' descriptions of the mobile shopping practice or contrasting them with their own experiences (Halkier, 2010). This produces both an understanding of the shared ways of

Table 1
Focus groups.

Focus group	Women	Men	Ages
1	6		20–23
2	5		20–28
3	7		20–23
4	3		21–22
5	7		20–23
6	5	1	19–23
7	8	1	20–25
8		8	19–27
9		4	21–29
Total	41	14	

doing and framing this practice and the variations that are available.

Finally, the focus group interview is also deemed appropriate in that it is a method capable of producing both breadth and depth in the collected empirical material in a short period of time (Morgan, 1997; Wibeck, 2012). Focus group material produce knowledge about actual activities, in this case, shopping activities (cf. Halkier, 2010).

The current study centres on young consumers. In previous studies, this group has been shown to be heavy users of Internet and mobile devices (Bigné et al., 2005, 2007). This group has also been shown to be particularly inclined to engage in mobile shopping (Bigné et al., 2007).

The analysis presented below draws on material generated by nine focus groups. The data collection was carried out during 2014 and 2015. Each focus group included between four and nine participants, 55 people (41 women and 14 men) in all, aged between 19 and 29 (Table 1).

The participants were undergraduates at Lund University, Sweden, and were recruited in two rounds. The first round generated seven focus group interviews, of which 41 participants were women and two were men. To compensate for this imbalance between genders, we conducted a second round of recruitment in which male participants were explicitly sought. This resulted in two additional focus groups (one of four participants and one of eight participants) exclusively containing young males. The participants were rewarded with a cinema ticket.

Compliant with the aim of this paper, the interviews focused on how, when, and why participants use their mobile phones for shopping. A semi-structured interview guide was used to ensure consistency in the questions asked across the focus groups (Morgan, 1997). Initially, the participants were asked to freely describe and discuss their use of their mobile phones for shopping. At different points, we raised specific questions like: "What/where do you buy/shop using your mobile phone?" and "When and why do you use your mobile phone to shop?" The group sessions lasted between 45 and 60 min, and were recorded and fully transcribed. The moderator took notes throughout the sessions and these were transcribed afterwards.

Data were analysed in an iterative process, alternating between data collection and analysis often recommended in research focusing on social activities (Bryman, 2016). The analysis was conducted in three different phases. In the first phase, a systematic examination of the transcripts to identify patterns and themes was conducted. During this first phase of the analysis, we searched for, identified, and coded various mobile shopping activities. Six different categories of shopping activities were identified in this phase of the analysis. In the second phase, we searched for expressions of the elements, as Shove and Pantzar (2005) indicated, that were involved in a practice, e.g. competence, meaning, and material (Shove and Pantzar, 2005; Shove et al., 2012). In the third phase, we identified different ways in which the participants discussed how mobile shopping affected them. Both authors, through continuous dialogue, discussion, and interpretation checking, conducted all phases.

5. Understanding how mobile phones are used in shopping

Our study suggests that mobile shopping is widely distributed amongst the young adults we studied. Those we interviewed routinely engage in mobile shopping. This suggests that, as mobile phone in general and smartphones in particular have become entrenched in everyday life (Barkhuus and Polichar, 2011; Dery et al., 2014; Goneos-Malka et al., 2014; Grant and O'Donohoe, 2007), they have also become, in the process, important shopping tools.

How does this change the way we shop? To begin, it changes the way shopping is performed by reconfiguring conventional shopping activities and expanding the range of activities possible. In order to understand what this entails in more detail, in this section we will outline the activities of mobile shopping as described by this group of young adults. More specifically, below we describe and empirically illustrate six groups of mobile shopping activities that could be observed in the material.

5.1. Mobile window shopping

Browsing seems to be a central activity for the young consumers with whom we talked, who told us they would often pick up the phone and browse web shops or retailer apps when waiting for the bus or watching TV, or during breaks from classes or work. Some even report using their mobile phones to browse products in bed at night (other studies show that mobile shopping is often done from home, see, e.g. Holmes et al., 2013). The accessibility granted by mobile phones means that browsing can be performed throughout the day and from various locations: home, workplace, on campus, or on the move.

> It's a bit nicer sitting at home or on the train when you have downtime. As shopping doesn't take up any of your time, you just do it. You don't need to make plans like, "On Saturday I'll take a trip to the shopping centre," and then you walk around the place for several hours, you do it when you have the time instead.

This quote also illustrates one of the main differences between mobile shopping and regular shopping. While regular shopping is often planned, takes time, and is conducted in one location or area, mobile shopping is often unplanned, spontaneous, quick, and can be conducted at various locations.

It was clear that mobile shopping could be engaging. Consumers talked about "losing themselves" when browsing with their phones, something that is often connected with online shopping (Trevinal and Stenger, 2014):

> Sometimes you just find yourself sitting and clicking, clicking, and clicking. You don't even check, clicking is just fine. It's window shopping but using your mobile, you don't need to move – you just are.

In this quote, we also see how purchasing products does not seem to be crucial to enjoying mobile shopping. For many, browsing has intrinsic value. Yang (2012) found that perceived enjoyment has a stronger effect on consumer motivation to mobile shopping than perceived usefulness. This is similar to our findings in which browsing and mobile shopping were often talked about by these young adults as a fun practice, a source of entertainment and something one did to make otherwise "dull" situations, like waiting for the bus, more fun.

5.2. Finding inspiration and staying updated

The young adults we interviewed also use mobile phones to stay up-to-date on new product releases, styles, and offers (this is sometimes referred to as "idea shopping" in the shopping literature, see, e.g. Yang and Kim, 2012). Idea shopping involves gathering information about trends and fashion as an enjoyable activity that is, in part, an end in itself. In this specific case, idea shopping is accomplished in two ways.

The first is reading blogs and social media. Blogs, in particular, appear to have a key role.

/…/ I follow a number of sites like that (bloggers, Instagram – author's note), which show clothes and you can see if you like the look of something and then maybe you check out something similar. I do that using my mobile to get inspiration from it, kind of, or from the person who sent it.

Our informants use social media as a way of keeping themselves updated about the latest product releases, offers, and trends. They read blogs and look at YouTube videos or Instagram accounts to stay updated and find styles they like, which can guide their shopping. In addition to social media use, consumers also subscribe to newsletters, check certain apps for news, utilise notifications, or simply browse webpages regularly for "news". There is a fear among consumers of "missing out".

As this shows, mobile phones allow consumers to access shopping information almost anywhere and at any time. The smartphone gives consumers easy access to information and, thereby, consumers can overcome most information asymmetries that characterise traditional shopping (Rezabakhsh et al., 2006). This enables consumers to increase their shopping productivity (Voropanova, 2015). There are few restrictions and the consumption of shopping information becomes an action having both extrinsic (saving time and money) and intrinsic (feeling of joy and empowerment) value for consumers (Spaid and Flint, 2014). However, while this may sound like an ideal situation for consumers (and certainly retailers), many consumers we talked to report being stressed by the flow of information. On the one hand, they crave information, and checking their phones for news is described as "addictive". On the other hand, the constant feed of information often feels overwhelming. It becomes a problem that has to be managed, and consumers develop a number of strategies to reduce the amount of information, such as unsubscribing from newsletters, deleting apps, and turning off notifications.

5.3. Researching purchases and finding products

Mobile phones are also used for more purposeful product searches. These kinds of searches are usually related to rationality and utilitarian values (Spaid and Flint, 2014). The young adults we interviewed reported using their smartphones to find both products and product information. Previous research has shown that there is a higher level of use of the mobile phone in this stage of consumers searching for information about products than there is for actual purchases (Holmes et al., 2013). These findings are similar to ours. For example, they routinely "google" items in which they are interested:

If I know I want some shoes from Zara, which must be pointy. Then I just google Zara to see if any shoes I like pop up, and if Zara doesn't have them, I look at other websites. Then you can directly see and compare.

Mobile phones facilitate possibilities for consumers to make much better-informed decisions with less effort (Häubl and Trifts, 2011). It also allows consumers to find information that they would otherwise not find in commercial settings (see, for example, Burke (2002) on consumer dissatisfaction with in-store product information).

These consumers accentuate the immediacy of the mobile phone; the fact that it is mobile (always on their person) allows immediate action:

Yes, it's really a good thing that you ask when you see someone wearing something nice, then you can just approach them and ask, "Where did you buy that?" and then take out your phone and take a photo. Then I have that photo in my mobile and I'll be able to buy it later.

Here, the mobile phone fits perfectly into the everyday lives of these young adults, in which conversations about products (in this case, fashion) are common.

However, while consumers appreciate the immediacy and availability of shopping by mobile phone, they are also concerned with what this means for their shopping habits. That is, while they enjoy the convenience and speed of mobile shopping, they worry that this may lead to overconsumption:

As you always have your mobile handy, you can shop while sitting on a train or waiting for a bus. It's very tempting to shop, and there's so much that you buy because you can do it so spontaneously.

Here, we see that mobile phones, and their technical functions, are not only talked about as helpful and empowering, but are also routinely framed by consumers as sources of shopping stress and anxiety.

5.4. Reading product reviews and comparing prices

All the young consumers we interviewed use their mobile phones to read consumer reviews (although only a few of them write reviews), and many are hesitant to purchase a product lacking a favourable consumer review:

I read, and I'm very careful with regard to reading through reviews. If there aren't any reviews, then I hesitate for quite a long time before buying.

Therefore, product reviews seem to be critical to consumers and a way of obtaining information not otherwise mentioned by the retailer. Previous studies show that product reviews are regarded as a value-adding service because they reduce search complexity and help reduce the overload of information that consumers experience today (Häubl and Trifts, 2011). Product reviews have been found to influence consumer store preferences, purchase intentions, and return behaviour (Kowatsch et al., 2011). Our study also shows that consumers trust these reviews over marketing and the advice of shop staff. This is also in line with research that indicates that both product and consumer reviews have a greater influence on purchase decisions than any other medium (Kowatsch et al., 2011).

The consumers we interviewed also routinely describe using their phones to compare prices. Using websites like *Pricerunner*, or similar apps, consumers are able to easily and quickly compare prices between retailers. Using their mobile phones to compare prices gives them a sense of security; they can be sure of finding the best price:

It's very convenient as you then have your mobile on you when checking around, and you're able to compare when you're in the shops. I can google an item and see if it's cheaper somewhere else. You can save money doing that.

These consumers feel empowered by these mobile shopping actions (see also Spaid and Flint, 2014). Their mobile phones become, in these instances, tools granting them a new type of agency, (seemingly) shifting power from retailers to consumers (Voropanova, 2015). On the one hand, by using their mobile phones, consumers can better adopt the role of the rational economic chooser (Fuentes, 2015). On the other hand, easy access to information and possibilities for price or product comparisons can also lead to information overload that leads to confusion and poorer decision making (Scheibehenne et al., 2010).

5.5. Mobile phones and stores: localising, socialising, and bargain hunting

For many of the young adults we interviewed, using their mobile phones while shopping in-store is a natural part of their shopping practice. For example, the informants in our study report using their phones while interacting with shop staff:

I start the app, for example H & M, and then I check out a sweater that I want and then I've been walking around the store, looking

here and there, and have not found it. Then, I approach someone working there and ask them, "Where's this?" (shows picture of sweater), then they go off and get it.

Here, the phone is used to assist consumers in their efforts to find the right product in-store.

However, they also use their mobile phones in-store to obtain information for which they would otherwise have to ask shop staff. Or, in other cases, as a way of checking or challenging information provided to them by staff and in marketing materials:

I've stopped trusting sales staff, and prefer to check things out using my phone instead. I can actually do this in five minutes when I'm in-store.

Mobile phones make consumers feel more knowledgeable and competent, to the point where they feel they have more knowledge about products than the shop assistants. It also allows them to challenge the "sales pitch," and empowers them in their relationships with retailers.

The mobile phone is also used when bargain hunting, this kind of deal-seeking intentions and behaviours are easy to stimulate with a mobile phone (Spaid and Flint, 2014). The mobile phone provides a significant advantage when bargain hunting, as it saves time, money, and effort. The young adults we interviewed reported trying out products in-store to make sure they fit properly, then purchasing them online at a lower price:

/…/ sometimes I can go to a store and try on, for instance, a sweater that I know is being sold by an Internet store, of the same size and brand, and which should realistically fit me in the same way. Then maybe I'll save money by buying it from the Internet store. If I'm not in a hurry, I can wait the 2–3 days it takes to deliver it. This is economical thinking, saving money on it quite simply.

Thus, in contrast to other studies (Yang and Kim, 2012), our study shows that "value shopping" can be an integral part of mobile shopping. The store becomes a showroom, a place to try out, but not purchase, products. Here, mobile shopping is not only a convenient way of shopping, but also an economical one. This is not specific to our case. Rapp et al. (2015), for example, also showed that consumers tend to visit brick-and mortar venues to evaluate products/services and use a mobile device while in-store to research and purchase on-line.

Our study further indicates that mobile shopping can be a social activity (contrary to Yang and Kim (2012)). Mobile shoppers perceive social value as they increase their sociability by sharing their shopping experience with their social network while in a shopping context (Pihlström and Brush, 2008; Pura and van Riel, 2005). The consumers in our study talk about how they use their phones to turn individual shopping trips into social occasions by sending pictures of products (mostly clothes) and asking for advice:

 – I take a picture and send it to someone, "What do you think of this?"
 – What do you want, then?
 – Just advice.
 – It happens frequently that friends send pictures or videos or "screen dumps" and ask me "Should I buy this?" It's very convenient.

Many also use chat applications to communicate with friends and family while shopping in-store. In part, this allows consumers to receive feedback and reduce the risk of buyer's remorse. Spaid and Flint (2014) demonstrated that the ability to have other opinions during a purchase decision increases consumer confidence and empowers them. However, it can also be about getting access to some specific competence. In any case, mobile shopping changes from an individual activity to a social one.

5.6. Mobile payment, transferring funds, and managing expenses

Many of the consumers we talked to also reported using their mobile phones to purchase and pay for products both on-line and in-store. Previous research on mobile payment has mainly studied consumer intentions to adopt and use mobile technology to pay (for a literature review, see de Albuquerque et al., 2016). This study explored how our informants use their mobile phones to pay when shopping. The young adults in our study showed that they are knowledgeable regarding the various mobile payment solutions available and, although few are familiar with all of them, most can describe at least one mobile payment solution and how it functions.

When discussing mobile payment solutions, safety and convenience are the two most important issues. As one might expect, solutions deemed both safe and convenient are preferred (de Kerviler et al., 2016). Our informants also use their mobile phones for various financial management activities related to shopping, e.g. checking available funds and transferring funds while in-store. Previous research has shown that the ability to check your financial status in real time provides consumers with a sense of comfort, confidence, and control (Rezabakhsh et al., 2006).

In other cases, mobile phones are used to keep track of expenditures, using various financial management apps that help consumers to organise their expenses and compare them over time. The idea is to give consumers some control over their shopping. Here, the mobile phone becomes a financial management tool (see Spaid and Flint, 2014).

5.7. In sum

Our study of young adults shows that the introduction of mobile phones into the practice of shopping reconfigures many traditional shopping activities. Activities, such as comparing prices or looking up product information, become easier, faster, and more convenient and efficient with mobile phones.

The introduction of mobile phones to the practice of shopping also seems to change the spatiality and temporality of this practice. That is, the introduction of mobile shopping changes not only how, but also when and where these activities are performed. Shopping goes from being a practice that is normally confined to a specific place and time (weekend shopping trips at the mall or grocery shopping in a local convenience store after work) to a practice that can be stretched out over time (e.g. start purchasing groceries online in the morning and complete the purchase in the evening) and conducted in various sites or while on the move (e.g. shopping for clothes while on the train). While admittedly, shopping could be stretched out over time and carried out in multiple sites even before the introduction of mobile phones, this device amplifies these tendencies.

This has both positive and negative consequences for consumers. Mobile phones and the shift to mobile-device-supported shopping allow consumers to integrate shopping into their often busy and mobile lives. It also allows consumers to be better informed and greatly increases available retailers for consumers. However, the analysis also shows that, while engaging in mobile shopping has many advantages for these young adults, it also has drawbacks. The consumers we talked to often feel overwhelmed by the shopping possibilities that mobile phones (and smartphones in particular) can provide.

6. The elements of mobile shopping

Mobile shopping is also different from regular shopping in that it involves a different combination of technologies, competences, and meanings. That is to say, mobile phones do not only reconfigure the activities involved in shopping, they also reconfigure the elements of the practice of shopping. As mobile phones are integrated into the practice of shopping they also come with and partly generate a new set

Fig. 1. The elements of mobile shopping (Based on Shove et al. (2012).

of competences and meanings. To accomplish mobile shopping you need more than a mobile phone and its supporting IT infrastructure, the performance of mobile shopping also depends on and is shaped by a specific set of competences and meanings (see Figure 1).

6.1. Adding technological elements

Evidently, the materials, in this case mainly technology, is central to mobile shopping and also what sets it apart from regular shopping. Admittedly, all shopping involves devices and a supporting socio-material landscape (Fuentes, 2014). However, what set mobile shopping apart is that it is a form of shopping made possible by a technological device: the mobile phone. Its very existence is conditional upon the mobile phone. The mobile phone and its supporting ICT infrastructure (including Wi-Fi hotspots and 3/4G networks) make all the previously discussed activities possible. More than merely enabling this form of shopping, the technology also shapes the performance of the practice. It is largely the technological characteristics of the mobile phone – multifunctional, accessible on the go, and wirelessly connected to the Internet – which shape and drive mobile shopping. The mobile phone, or the smartphone in this case, is not a passive device, but an active artefact which co-constitutes consumers' agency (Guthrie, 2013; Latour, 2000). This device plays an important role in re-configuring shopping. Although not all differences between regular shopping and mobile shopping discussed in this paper can be traced to the characteristics of the smartphone, the technical properties of these devices seem to underline much of what makes mobile shopping distinctive.

For example, because the mobile phone is something that you carry with you all day, shopping becomes something doable throughout the day, rather than during designated shopping trips:

> Previously, you planned a day when you went into town to check things out. Then you did the rounds in all the stores and you compared. Things are so much more easily accessible now, like being able to do it (i.e. shopping) on a normal day, kind of thing, when you really should be doing other stuff.

Mobile phones also seem to make shopping more impulse-driven. The immediacy, mobility, and interconnectivity of the mobile phone all

work towards driving and re-enforcing the "impulse-driven" nature of mobile shopping. This also drives mobile shopping, leading at times to the stress and consumer anxiety described in the previous section.

Finally, the multifunctional nature of the smartphone both shapes and drives mobile shopping. Mobile shopping consists of a vast number of different actions – everything from googling products to watching YouTube videos. This reflects the nature of the smartphone as a versatile tool.

6.2. Mobilising new competencies

As made indicated above, new technology is not all that is needed for the performance of mobile shopping. Mobile shopping requires and generates a new set of competencies. Consumers have to know how to use technology and navigate through the extensive virtual retailscape to which mobile phones provide access. Our study suggests that the performance of mobile shopping requires and involves two types of competence: technical and shopping. Technical competence relates to how mobile phones and their supporting IT infrastructure work, and to the possibilities that these devices and technologies afford consumers. Shopping competence, on the other hand, has to do with knowing and understanding the world of retailing and shopping. Knowing what blogs to read, what apps to use, and what issues to focus on when evaluating products and services, etc.

Our informants show that they possess and mobilise both these competencies. Many of them understand in great detail how web shops work, and the possibilities afforded by this new technology. They have a good overview of the online retailscape – available web shops, important blogs, and other relevant sites – and particular knowledge of various commodity groups – food, fashions, electronics, transport, make-up and hygiene, etc. The consumers we talked to are also very competent regarding how marketing works and critical of certain marketing practices. The acquired competence seems to give them a sense of empowerment and agency (Spaid and Flint, 2014; Voropanova, 2015). They feel knowledgeable and capable. The competencies required to perform mobile shopping seem to be well distributed among this group and part of a collective pool of knowledge. The consumers we interviewed reported learning technical competence mainly in three different ways: by using the technology (learning-by-doing), by using the Internet as an educator (for example, by using search engines, watching tutorials online, consulting chat rooms), and through their personal networks of family and friends. Tutorials, in particular, are reported to be helpful:

> …you see a video where someone's doing it and you can try it out yourself and then all of sudden you get it working, you've been shown exactly what to do.

Retail competence was acquired instead by reading information online (tests and product reviews, blogs, etc.), through social media, and through personal networks. Retail competence is also expanded and supported by technology. By visiting websites, consumers are taught how to act and what to buy. Certain technology keeps track of consumer shopping interests, sending them helpful notifications.

Consequently, consumers seem to acquire the necessary competence in two ways: by engaging with the technology or by engaging with others who are part of this "community of practice" (Wenger, 1998). However, the knowledge is not an asset of the community, but a knowing-in-practice (Gherardi, 2009). By combining these two modes of learning, they become competent mobile shopper practitioners, able to use their phones and conduct the variety of shopping activities described in the previous section. Both these ways of acquiring knowledge indicate that consumers primarily learn by doing. Participating in a practice is a way of acquiring knowledge-in-action (Gherardi, 2000). Knowledge and learning are then constituted in their mobile shopping performance (cf. Gherardi, 2009; Orlikowski, 2002).

6.3. Multiple meanings in action

Finally, like other modes of shopping, mobile shopping involves and generates various meanings. As previous studies have indicated (Li et al., 2012; Spaid and Flint, 2014; Yang and Kim, 2012), mobile shopping can involve enjoyment and pleasure, and even be a form of *leisure shopping* (Bäckström, 2011) at times. As others have put it, "the closeness and convenience of the mobile phone made it uniquely suitable for immediate gratification" (Grant and O'Donohoe, 2007, pp. 238). Browsing product catalogues, staying updated on the latest product releases, researching purchases, putting together a virtual shopping basket, and even purchasing products are all things consumers do to enjoy themselves while waiting for the bus or a friend, during commercial breaks, or when feeling bored at home:

> You always have your mobile with you, of course, and as soon as you get some downtime, or get a bit bored, you get your mobile out. This actually makes you buy stuff somehow. Because, when you're bored, you often get your mobile out. It makes me, at least, a bit happier.

Here, mobile shopping has a clear element of escapism (Grant and O'Donohoe, 2007). Mobile shopping becomes a form of leisure shopping; however, instead of spending an entire afternoon shopping, these consumers simply pick up their phones and engage in this form of shopping, on the move or at home.

Mobile shopping, as shown above, is also a *social activity,* and this sociality is partly what makes it a meaningful and enjoyable (see also, Spaid and Flint, 2014). One might be tempted to think that mobile shopping is an individual activity, something that involves only a consumer and his/her mobile phone. However, the interviews show that mobile phones afford consumers a number of ways of connecting to those not physically present (see also, Grant and O'Donohoe, 2007). Informants describe interacting and connecting with other people when shopping, turning mobile shopping into a form of social shopping (on social m-shopping, see also Spaid and Flint, 2014).

Lastly, mobile shopping is often done as a form of *functional shopping*. As discussed under technology, mobile phones support consumers' calculative capacities in numerous ways, also simplifying the purchasing of products. Accessibility and saving time are two key features of shopper stories (see also Yang and Kim, 2012):

– When using your mobile, things move quickly.
– It's easy, you always have your mobile with you of course.

Equipped with smartphones, consumers can be rational and calculative in new ways, something they find meaningful. As discussed, consumers use their phones for a range of calculative and financial tasks (e.g. comparing prices, managing funds, and keeping track of expenses). The work and complexity of consumption is reduced. The mobile phone is as much a financial management tool as it is a source of enjoyment and escapism. The multipurpose nature of these mobile devices supports and even pushes users towards multiple uses and meanings.

To conclude, mobile shopping, as performed by this group of young adults, simultaneously involves, reproduces, and is driven by multiple meanings. Different understandings of what shopping should be and what benefits it should provide are involved. Similar to other studies, this one indicates that fun and enjoyment drive mobile shopping (Agrebi and Jallais, 2015; Yang, 2012). However, functionality and sociality are important aspects, as well. These meanings shift from time to time and from activity to activity; a single activity at a given time can move from one meaning into another as the mobile shopping "trip" progresses.

7. Conclusions

In this paper we set out to contribute to the emergent research field of mobile shopping by offering a practice theory conceptualisation and an empirical illustration of mobile shopping, explaining how mobile phones reconfigure shopping practice and discussing the consequences that this reconfiguration has for consumers and retailers. In relation to previous research, the analysis developed in this paper offers three main contributions.

First, in relation to previous research, this paper offers both a systematic conceptualisation and an empirically rich illustration of mobile shopping. By applying practice theory, and drawing on a qualitative focus group interview study, we show that mobile shopping can be a complex form of shopping involving various activities such as browsing, price comparison, blog reading, and purchasing. While many of these activities have been mentioned in previous studies, in our case, they are empirically explored, interconnected, and conceptualised as part of the practice of mobile shopping. This paper offers a more dynamic explanation of what enables and drives the increase of mobile shopping. This analysis shows that it is not only technology or the acceptance of technology that is important, nor is it merely a matter of educating consumers on how to use this technology. The issue is more complex. For mobile shopping to be a *possibility*, consumers must have access to technology and acquire both technical and shopping competence. For mobile shopping to be a *desirable*, consumers must find this mode of shopping meaningful and matched to their lifestyles. Mobile shopping has to match to and, in some cases, support the numerous other practices consumers carry out during the course of their everyday lives. It is only when all these elements are in place and interconnected that mobile shopping becomes both possible and desirable.

Second, based on this complex understanding of mobile shopping, the analysis also shows that the introduction of mobile phones has changed the practice of shopping in a number of ways. While using your mobile phone to shop cannot be seen as constituting a new practice (and is neither seen as such by informants) the mobile phone, we have argued, re-configures the practice of shopping. Equipped with mobile phones consumers can check prices, ask friends for advice, read product reviews online, consult blogs, make shopping lists, photograph products, and read up on materials, stores, and brands and much more. While not changing the purpose of the practice of shopping – which remains the acquiring of products – mobile phones (and in particular smartphones) transform the agency of consumers, enabling them to access, store, and process information in new ways: supporting new ways of communication; enabling them to change the experience of shopping; and making them better equipped economic actors with more access to financial systems and new calculative capacities. Mobile phones connect consumers to a vast retailscape: these digital devices add to consumer interconnectivity. Equipped with smartphones, consumers have access to a vast retailscape at any time and virtually any place (with an Internet connection). This seems to lead to a nomadic approach to shopping. Shopping becomes something one can do on the go, when travelling, or at various locations. The role of fixed shopping locations – such as shopping malls, high streets, and stores – changes. These become nodes in a vast interlinked retailscape that also includes the multiple locations used by mobile phone users to carry out shopping activities. In this new, digitalised landscape, it is difficult to discern when a shopping "trip" starts and when it ends.

Third, in contrast to much research on mobile shopping, this paper has shown that this development is not unproblematic. Admittedly, using their phones to shop empowers consumers enhancing their competence and allowing them to connect to a vast retailscape essentially whenever and wherever they wish. However, these enhanced capacities and interconnectivity provided by smartphones can also be problematic for consumers. As we have touched upon previously, the consumers we interviewed reported being stressed and anxious by the shopping possibilities granted by mobile phones. Being continually connected to news streams, for example, was stressful (but so was the fear of being "out of the loop"). Many also expressed concern that they shopped more than they needed or should because it was now so easy to

go from impulse to purchase. The same technical qualities praised by consumers also produce consumer stress and anxiety, which must be managed through various strategies aimed at regaining self-control and diminishing the influence of mobile phones on consumers' lives.

8. Managerial implications

These results suggest a number of managerial implications. Understanding how the introduction of mobile phones to the practice of shopping is reconfiguring that practice and changing the agency of consumers is crucial for retailers. Almost all the issues discussed in the above analysis change the conditions for retailers.

For example, if consumers are now, as a result of their use of mobile phones as shopping tools, shopping on the go to a greater extent, that can have implications for how websites or apps are developed (by, for example, including more functions that allow consumers to keep track of their on-going shopping) or the services offered at stores (click and collect being the obvious example).

Similarly, the fact that consumers are now equipped with mobile phones when shopping at stores changes the way they can be engaged by store assistants. Consumers with mobile phones are more difficult to approach by store staff, making the provision of service a more difficult task. In addition, consumers using their mobile phones are better informed about prices, technical properties of the products, product availability, environmental consequences, and other important issues. This puts the often unequipped service staff at a disadvantage, making it more difficult to provide assistance.

The use of mobile phones for in-store shopping also has consequences for how store space is and, as a consequence, should be designed. Retailers are for example increasingly interlinking their physical and digital retailscapes, using QR codes, web links, and other elements intended to support consumers' in-store use of mobile phones (Hagberg et al., 2016).

It is imperative for retailers to find ways to reduce the stress and anxiety that mobile shopping causes according to our informants. This could be accomplished by for example offering devices or functions that allow consumers to keep track of their expenditures online and perhaps even place limits on what they can spend.

In sum, what this analysis indicates, thus, that retailers may have to reconsider how they design their webpages and apps, how they train and equip their staff, and how they design and organise their stores in order to address the digitally-transformed practice of shopping. Many have already started this process of digital transformation and digital adaptation, re-designing and re-organising their operations to cater to smartphone-equipped consumers and also to exploit the advantages of digitalisation.

9. Limitations and future research

However, it is important to keep in mind is that while this study can offer some important insights for researchers as well as retailers, it is not to be read as a "blueprint" for mobile shopping in general. As the analysis shows, the performance of mobile shopping is connected to a specific configuration of elements and is, therefore, likely to vary between contexts and practitioners. As practice theory makes clear, "social practices do not present uniform planes upon which agents participate in identical ways but are instead internally differentiated on many dimensions" (Warde, 2005: 138). More specifically, this tells us that the performance of mobile shopping will therefore vary depending on, for example, access to IT infrastructure, technical knowledge, financial resources, and past experiences of shopping.

In light of this, a specific limitation of this study is that the sample includes only young consumers and also with a predominance of women. The consumers interviewed for this study had limited financial resources but were highly competent technically, had access to an advanced IT-infrastructure, and had time to shop. In addition, although

they talked about various types of shopping situations and products, their interested were skewed towards fashion and travelling. This has of course shaped the account of mobile shopping presented in this paper. Studies of mobile shopping among other groups of practitioners will probably produce partly different results, showing variations in the way in which mobile shopping is performed. It is, therefore, important for retailers to conduct specific and context sensitive studies in order to understand the mobile shopping practices of their customers (and potential customers).

This also points to a number of potentially interesting empirical questions to explore in future academic research. For example, how is the performance of mobile shopping different in countries with less developed or different ICT infrastructures? Or, how does the performance of mobile shopping vary between user groups (families with small children, elderly consumers, etc.)?

The practice-theory-influenced conceptualisation and analysis of mobile shopping offered here is seen as a starting point in understanding the practice of mobile shopping. What this paper offers, we argue, is a fruitful conceptualisation of mobile shopping that emphasises the actions and social dynamics involved and brings insight into how a specific group of shoppers perform mobile shopping (Fig. 1).

References

Agrebi, S., Jallais, J. l., 2015. Explain the intention to use smartphones for mobile shopping. J. Retail. Consum. Serv. 22, 16–23.

Barkhuus, L., Polichar, V., 2011. Empowerment through seamfulness: smart phones in everyday life. Pers. Ubiquit Comput. 15, 629–639.

Bigné, E., Ruiz, C., Sanz, S., 2005. The impact of internet user shopping patterns and demographics on consumer mobile buying behavour. J. Electron. Commer. Res. 6 (3), 193–209.

Bigné, E., Ruiz, C., Sanz, S., 2007. Key drivers of mobile commerce adoption. An exploratory study of Spanish mobile users. J. Theor. Appl. Electron. Commer. Res. 2 (2), 48–60.

Bryman, A., 2016. Social research methods. Oxford University Press, Oxford.

Burke, R., 2002. Technology and the customer interface: what consumers in the physical and virtual store. J. Acad. Mark. Sci. 30 (4), 411–432.

Bäckström, K., 2011. Shopping as leisure: an exploration of manifoldness and dynamics in consumers shopping experiences. J. Retail. Consum. Serv. 18, 200–209.

Cliquet, G., Picot-Coupey, K., Huré, E., Gahinet, M.-C., 2014. Shopping with a smartphone- a French-Japanese perspective. Mark. ZFP 2, 96–106.

de Albuquerque, J.P., Diniz, E.H., Cernev, A.K., 2016. Mobile payments: a scoping study of the literature and issues for future research. Inf. Dev. 32 (3), 527–553.

de Kerviler, G., Demoulin, N.T.M., Zidda, P., 2016. Adoption of in-store mobile payment: are perceived risk and convenience the only drivers? J. Retail. Consum. Serv. 31, 334–344.

Davis, F.D., Bagozzi, R.P., Warshaw, P.R., 1989. User acceptance of computer technology: a comparison of two theoretical models. Manag. Sci. 35 (8), 982–1003.

Dery, K., Kolb, D., MacCormick, J., 2014. Working with connective flow: how smartphone use is evolving in practice. Eur. J. Inf. Syst. 23 (5), 558–570.

Frey, J.H., Fontana, A., 1991. The group interview in social research. Social. Sci. J. 28 (2), 175–187.

Fuentes, C., 2015. Images of responsible consumers: organizing the marketing of sustainability. Int. J. Retail Distrib. Manag. 43 (4/5), 367–385.

Fuentes, C., 2014. Managing green complexities: consumers´strategies and techniques for greener shopping. Int. J. Consum. Stud. 38 (5), 485–492.

Gherardi, S., 2000. Practice-based theorizing on learning and knowing in organizations. Organization 7 (2), 211–223.

Gherardi, S., 2009. Introduction: the critical power of the practice lens. Manag. Learn.: Int. J. Manag. Organ. Learn. Dev. 40 (2), 115–128.

Goh, K.-Y., Chu, J., Wu, J., 2015. Mobile advertising: an empirical study of temporal and spatial differences in search behavior and advertising response. J. Interact. Mark. 30, 34–45.

Goneos-Malka, A., Strasheim, A., Grobler, A.F., 2014. Conventionalists, connectors, technoisseurs and mobilarti: differential profiles of mobile marketing segments based on phone features and postmodern characteristics of consumers. J. Retail. Consum. Serv. 21, 905–916.

Grant, I., O'Donohoe, S., 2007. Why young consumers are not open to mobile marketing communication. Int. J. Advert. 26 (2), 223–246.

Gregson, N., Crewe, L., Brooks, K., 2002. Shopping, space and practice. Environ. Plan. D:

Soc. Space 20, 597–617.

Groß, M., 2015a. Exploring the acceptance of technology for mobile shopping: an empirical investigation among Smartphone users. Int. Rev. Retail, Distrib. Consum. Res. 25 (3), 215–235.

Groß, M., 2015b. Mobile shopping: a classification framework and literature review. Int. J. Retail Distrib. Manag. 43 (3), 221–241.

Guthrie, C., 2013. Smart technology and the moral life. Ethics Behav. 23 (4), 324–337.

Hagberg, J., Sundstrom, M., Egels-Zandén, N., 2016. The digitalization of retailing: an exploratory framework. Int. J. Retail Distrib. Manag. 44 (7), 694–712.

Halkier, B., 2010. Focus groups as social enactments: integrating interaction and content in the analysis of focus group data. Qual. Res. 10 (1), 71–89.

Halkier, B., Jensen, I., 2011. Methodological challenges in using practice theory in consumption research. Examples from a study on handling nutritional contestations of food consumption. J. Consum. Cult. 11 (1), 101–123.

Hand, M., Shove, E., 2007. Condensing practices: ways of living with a freezer. J. Consum. Cult. 7 (1), 79–104.

Hand, M., Shove, E., Southerton, D., 2005. Explaining showering: a discussion of the material, conventional and temporal dimension of practice. Social. Res. Online 10, 2.

Holmes, l., Byrne, A., Rowley, J., 2013. Mobile shopping behaviour: insights into attitudes, shopping process involvement and location. Int. J. Retail Distrib. Manag. 42 (1), 25–39.

Häubl, G., Trifts, V., 2011. Consumer decision making online shopping environments: the effects of interactive decision aids. Mark. Sci. 19 (1), 4–21.

Jih Wen-Jang Kenny, S.D., Lee Su-Fang, S.D., 2004. An exploratory analysis of relationships between cellular phone users' shopping motivators and lifestyle indicators. J. Comput. Inf. Syst. 44 (2), 65–73.

Kim, J., Jin, Ma, Y., Park, J., 2009. Are US consumers ready to adopt mobile technology for fashion goods? J. Fash. Mark. Manag.: Int. J. 13 (2), 215–230.

Kourouthanassis, P.E., Giaglis, G.M., 2012. Introduction to the special issue mobile commerce: the Past, present, and future of mobile commerce research. Int. J. Electron. Commer. 16 (4), 5–18.

Kowatsch, T., Maass, W., Fleisch, E., 2011. The role of product reviews on mobile devices for in-store purchases: consumers' usage intentions, costs, and store preferences. Int. J. Internet Mark. Advert. 6 (3), 226–243.

Kumar, A., Mukherjee, A., 2013. Shop while you talk: determinants of purchase intentions through mobile device. Int. J. Mob. Mark. 8 (1), 23–37.

Latour, B., 2000. Where are the missing masses? – The sociology of a few mundane artifacts". In: Bijker, W.E., Law, J. (Eds.), Shaping Technology/Building Society – Studies in Sociotechnical Change. The MIT Press, Cambridge, Massachusetts, pp. 225–258.

Li, M., Dong, Z.Y., Chen, X., 2012. Factors influencing consumption experience of mobile commerce. Internet Res. 22 (2), 120–141.

Miller, D., Jackson, P., Thrift, N., Holbrook, B., Rowlands, M., 1998. Shopping, Place and Identity. Routledge, London and New York.

Morgan, D., 1997. Focus Groups as Qualitative Research. Sage, Thousand Oaks, London, New Delhi.

Morgan, D., Kreuger, R., 1993. When to use focus groups and why. In: Morgan, D. (Ed.), Successful Focus Groups: Advancing State of the Art: 3-19. Sage, London.

Orlikowski, W.J., 2002. Knowing in practice: enacting a collective capability in distributed organizing. Organ. Sci. 13 (3), 249–273.

Pescher, C., Reichhart, P., Spann, M., 2014. Consumer decision-making processes in mobile viral marketing campaigns. J. Interact. Mark. 28, 43–54.

Pihlström, M., Brush, G.J., 2008. Comparing the perceived value of information and

entertainment mobile services. Psychol. Mark. 25 (8), 732–755.

Pura, M., van Riel, A.C.R., 2005. Linking perceived value and loyalty in location-based mobile services. Manag. Serv. Qual.: Int. J. 15 (6), 509–538.

Rapp, A., Baker, T.L., Bachrach, D.G., Ogilvie, J., Beitelspacher, L.S., 2015. Perceived customer showrooming behavior and the effect on retail salesperson self-efficacy and performance. J. Retail. 91 (2), 358–369.

Reckwitz, A., 2002. Toward a theory of social practices. Eur. J. Social. Theory 5 (2), 243–263.

Rezabakhsh, B., Bornemann, D., Hansen, U., Schrader, U., 2006. Consumer power: a comparison of the old economy and the internet economy. J. Consum. Policy 29 (1), 3–36.

Röpke, I., 2009. Theories of practice - New inspiration for ecological economic studies on consumption". Ecol. Econ. 68, 2490–2497.

Schatzki, T.R., Cetina, K.K., Savigny, E.V. (Eds.), 2001. The Practice Turn in Contemporary Theory. Routledge, London and New York.

Scheibehenne, B., Greifeneder, R., Todd, P., M, 2010. Can there ever be too many options? A meta-analytic review of choice overload. J. Consum. Res. 37 (3), 409–425.

Shankar, V., Venkatesh, A., Hofacker, C., Naik, P., 2010. Mobile marketing in the retailing environment: current insights and future research avenues. J. Interact. Mark. 24, 111–120.

Shove, E., Pantzar, M., 2005. Consumers, producers and practices - understanding the invention and reinvention of nordic walking. J. Consum. Cult. 5 (1), 43–64.

Shove, E., Pantzar, M., Watson, M., 2012. The Dynamics of Social Practice: everyday Life and How It Changes. Sage, Los Angeles - London - New Dehli.

Shove, E., Watson, M., Hand, M., Ingram, J., 2007. The Design of Everyday Life. Berg, Oxford - New York.

Spaid, B.I., Flint, D.J., 2014. The meaning of shopping experiences augmented by mobile internet devices. J. Mark. Theory Pract. 22 (1), 73–90.

Sultan, F., Rohm, A.J., Gao, T.T., 2009. Factors influencing consumer acceptance of mobile marketing: a two-country study of youth markets. J. Interact. Mark. 23, 308–320.

Trevinal, A. l.M., Stenger, T., 2014. Toward a conceptualization of the online shopping experience. J. Retail. Consum. Serv. 21 (3), 314–326.

Varnali, K., Toker, A., 2010. Review: mobile marketing research: the-state-of-the-art. Int. J. Inf. Manag. 30, 144–151.

Voropanova, E., 2015. Conceptualizing smart shopping with a smartphone: implications of the use of mobile devices for shopping productivity and value. Int. Rev. Retail, Distrib. Consum. Res. 25 (5), 529–550.

Warde, A., 2005. Consumption and theories of practice. J. Consum. Cult. 5 (2), 131–153.

Wenger, E., 1998. Communities of practice: learning, meaning, and identity. Cambridge University Press, Cambridge.

Wibeck, V., 2012. Fokusgrupper. Om fokuserade gruppintervjuer som undersökningsmetod. Lund: Studentlitteratur.

Wua, J.-H., Wanga, S.-C., 2005. What drives mobile commerce? An empirical evaluation of the revised technology acceptance model. Inf. Manag. 42 (5), 719–729.

Yang, K., 2010. Determinants of US consumer mobile shopping services adoption: implications for designing mobile shopping services. J. Consum. Mark. 27 (3), 262–270.

Yang, K., 2012. Consumer technology traits in determining mobile shopping adoption: an application of the extended theory of planned behavior. J. Retail. Consum. Serv. 19 (5), 484–491.

Yang, K., Kim, H.-Y., 2012. Mobile shopping motivation: an application of multiple discriminant analysis. Int. J. Retail Distrib. Manag. 40 (10), 778–798.