

THE IMPACT OF MOBILE SERVICE INNOVATIONS ON PERCEPTION OF RETAIL DESTINATION ATTRACTIVENESS

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ABSTRACT

Prior to the digital revolution, the decision where to shop concentrated mainly on the shopping area choice between downtown or shopping centre and the need of a specific store. The rise of online retailing, which can be reached everywhere by any internet-capable device, resulted in changes in consumer's shopping behaviour. On this background, the question arises how traditional retailers can remain competitive by adopting innovative approaches in the range of mobile services. Based on this question, this research aims at assessing the role and benefits of mobile service innovations in retailing. By drawing on literature examining the acceptance of mobile shopping technologies, the technology acceptance model serves as conceptual basis of this research. To evaluate the role of mobile services in determining consumer-perceived attractiveness of retail agglomerations, this study conceptualizes the development of a survey-based measurement tool. The scale development process comprises a face-to-face survey with shoppers, expert judges, an online panel and a sorting task. To examine customers' usage behaviour, predictors and antecedents of the usage intention of service technologies will be analysed by means of the online panel. Results are expected to demonstrate that service innovations shape the overall retail destination attractiveness perceived by customers, but are in the early stages of their actual potential. In addition, customer-perceived benefits and risks of mobile service technologies are expected to affect relevant outcomes such as usage, satisfaction, and purchase behaviour. The understanding of the customer acceptance process of mobile service technologies can inform town centre management, centre managers/marketers and retailers. Indications how to strengthen the overall destination experience are aimed at leading to an enhanced economic performance of the retail destination.

Key words: service innovations; mobile devices; retail destination attractiveness; technology acceptance model; retail agglomerations