VILNIUS UNIVERSITY
BUSINESS SCHOOL

DIGITAL MARKETING PROGRAMME

Ugnė Marija Dvilevičiūtė

THE FINAL MASTER'S THESIS

PERSONALIZACIJOS IR PRIVATUMO PARADOKSO ĮTAKA KETINIMUI PIRKTI SPORTINIŲ PREKIŲ OMNIKANALĖJE PREKYBOJE	*THE INFLUENCE OF PERSONALIZATION AND PRIVACY PARADOX ON THE INTENTION TO PURCHASE IN THE SPORTING GOODS OMNICHANNEL RETAIL*

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Elzė Rudienė, Doc., Dr.

Vilnius, 2024

SANTRAUKA
VILNIAUS UNIVERSITETO

VERSLO MOKYKLA

SKAITMENINĖ RINKODARA

STUDENTĖ: UGNĖ MARIJA DVILEVIČIŪTĖ

PERSONALIZACIJOS IR PRIVATUMO PARADOKSO

ĮTAKA KETINIMUI PIRKTI SPORTINIŲ PREKIŲ

OMNIKANALĖJE PREKYBOJE

Darbo vadovė doc. Dr. Elzė Rudienė

Magistras parengtas 2024 metais Vilniuje

Darbo apimtis – 93 puslapiai

Lentelių skaičius - 18

Nuotraukų skaičius – 4

Literatūros ir šaltinių skaičius - 107

Darbo problema, tikslas ir uždaviniai:

Šio magistro darbo keliamas tyrimo klausimas (tyrimo problema): kokią įtaką turi personalizacijos ir privatumo paradoksas ketinimui pirkti sporto prekes omnikanalėje mažmeninės prekybos aplinkoje?

Šio baigiamojo darbo tikslas – ištirti personalizacijos ir privatumo paradokso įtaką ketinimui pirkti sporto prekių daugiakanalėje prekyboje.

Tyrimo uždaviniai:

1. Apžvelgti dabartinius ir fundamentalius personalizavimo – privatumo paradokso ir su juo susijusių koncepcijų tyrimus bei atliktus tyrimus sporto prekėmis mažmeninės prekybos sektoriuje.

2. Atliekant analizę ištirti ar personalizacijos ir privatumo paradoksas turi statistinę reikšmę Ketinimui pirkti universalioje sporto prekių mažmeninėje prekyboje perkant universalioje mažmeninėje prekyboje.

3. Sukurti efektyvią metodiką ir iškelti hipotezes, kurios paremtų tyrimo tikslą bei

išnagrinėti tyrimo problemą remiantis turimomis nuorodomis ir šaltiniais.

4. Atlikti dviejų daugiakanalių mažmeninio pirkimo kanalų (el.parduotuvės ir pirkimo internetu-atsiėmimo parduotuvėje (angl. Click and Collect)) tyrimą ir papildomai išanalizuoti abiejų kanalų rezultatus kaip omnikanalės prekybos kanalą. Palyginti statistiškai reikšmingas koreliacijas tarp konceptų pagal iškeltas hipotezes.

5. Patikrinti pagrindines iškeltas hipotezes ir prireikus papildomai ištirti reikšmingus tyrimo duomenis.

6. Pateikti kokybinius tyrimo rezultatus, tyrimo santrauką, teorines ir praktines tyrimo pasekmes.

Darbe naudojami tyrimo metodai:

Šio kiekybinio tyrimo duomenys buvo renkami naudojant internetinės apklausos metodą, naudojant netasitiktinę patogumo atranką. Tyrimas buvo skirtas dviem omnikanalės prekybos kanalams: el.parduotuvės ir pirkimo internetu-atsiėmimo parduotuvėje (angl. Click and Collect), todėl tyrime buvo naudojamos dvi aplauskos. Iš viso tyrime buvo išanalizuota 170 atsakymų. 85 atsakymai buvo surinkti pirkimo internetu-atsiėmimo parduotuvėje apklausoje, 85 elektroninės prekybos apklausoje. Abi apklausos buvo papildomai analizuotos kartu kaip omnikanalės prekybos kanalas (170 atsakymų). Darbe buvo naudojamos koreliacijos ir daugybinės regresijos analizės.

Darbo išvados:

Rezultatai parodė, kad suvokta kontrolė buvo vienintelė, kuri turėjo teigiamą reikšmę visuose trijuose kanaluose: elektroninėje prekyboje, pirkimo internetu-atsiėmimo parduotuvėje kanale ir omnikanalėje prekyboje. Personalizacijos ir privatumo paradoksas ketinimui pirkti sportinių prekių daugiakanalėje prekyboje įtakos neturėjo. Papildomai buvo atrasta atskirų elektroninės prekybos ir omnikanalės prekybos koreliacijų ir atlikta daugybinė regresija, kuri parodė, kad stipriausiai įtaką pirkimui omnikanalėje sporto prekių prekyboje daro subjektyvios normos.

SUMMARY
VILNIUS UNIVERSITY
BUSINESS SCHOOL
DIGITAL MARKETING STUDY PROGRAMME
STUDENT: UGNĖ MARIJA DVILEVIČIŪTĖ
THE INFLUENCE OF PERSONALIZATION AND PRIVACY PARADOX
ON THE INTENTION TO PURCHASE IN THE
SPORTING GOODS OMNICHANNEL RETAIL

Supervisor – Doc. Dr. Elzė Rudienė

Thesis was prepared in Vilnius, 2024

Scope of Master's thesis - 93 pages

Number of tables used in the FMT- 18

Number of figures used in the FMT - 4

Number of literature sources used - 107

Problem, objective and tasks of the FMT:

The raised research question (problem) of this thesis: how does Personalization and Privacy paradox influence the intention to purchase Sporting goods in an Omnichannel retail environment?

The aim of this thesis is to research the Influence of personalization and privacy paradox on the intention to purchase in the sporting goods omnichannel retail. The objectives of the study:

1. To review the current and fundamental research of the personalization - privacy paradox and related concepts and the research done into the sporting goods retail sector.

2. To perform analysis and study of personalization - privacy paradox has a statistical significance on the Intention to buy in the omnichannel sporting goods retail while shopping in omnichannel retail.

3. To construct an effective methodology and raise hypotheses that would support the research aim and explore the problem of the research based on the existing references and sources.

4. To perform research on two omnichannel retail purchase channels (E-commerce and Click and Collect), then analyze the results of both channels as an Omnichannel channel. Compare statistical significant correlations between the important concepts according to the raised hypotheses.

5. To test the main raised hypotheses and explore the significant research data additionally if needed.

6. To present the qualitative research results, summary of the research, theoretical and practical implications of the research.

Research methods used in the FMT:

Data for this quantitative study was collected using an online survey method based on a convenience sampling. Two surveys were used as a study focused on two channels of the omnichannel: click and collect and e-commerce. In total 170 answers were analyzed in the study (85 were collected for click and collect, 85 for e-commerce, 170 in total as Omnichannel). Correlation and multiple regression methods were used in the research.

Conclusions of the FMT:

The results showed that perceived control was the only that had a positive significance in both e-commerce and click and collect and consequently in Omnichannel). There was no significance between the intention to purchase spotting goods in omnichannel retail and the privacy-personalization paradox found. Additional channel specific correlations have been found in the research and additional multiple regression was done which concluded that the strongest factor to purchase in omnichannel was subjective norms.

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INTRODUCTION

With a constant development of technology and increasing variety of channels, omnichannel retailing is becoming an important research topic (Cook, 2014, Hickman et al., 2020, Beck & Rygl, 2015). It is a rapidly growing retail phenomenon (Hickman et al., 2020) as in recent years ecommerce was one of the fastest developing retail sub-sectors (Lee et al., 2019) with companies constantly adding new touchpoints (Beck & Rygl, 2015). Both customers and retailers find omnichannel commerce to be advantageous. Omnichannel is becoming the new standard as many brands develop their digital channels to stay competitive (Lee et al., 2019) and it provides a customer flexibility to shop from anywhere, ability to research more products and experience brands in a seamless way (Cook, 2014).

Additionally, many retailers have embraced omnichannel as a tool to reduce their selling costs, display more of the merchandise and opportunity to compete with digital retail chains (Wolf and Fisher, 2022). However, research in omnichannel comes with certain challenges. Wolf and Fisher (2022) have identified quality, convenience, risk, and cost as the main factors researched in omnichannel retail. Privacy concerns refers to the privacy risk belief that a customer has while engaging with an online or omnichannel retailer (Dinev & Hart (2006). Privacy is related to purchasing risk and customer experience (Rahman et al., 2022, Fortes & Rita, 2016) and a growing concern in marketing frameworks (Rahman et al., 2022). Research in privacy has increased stays a relevant topic for today's retail brands (Rahman et al., 2022), especially as it directly confronts the increasing demand for the personalized experience to which retailers are striving to adjust their sales channels (Tyrväinen et al., 2020, Li, 2016). Personalization involves providing customized content and services based on customer data and adapting offers to meet a customer's needs (Tyrväinen et al., 2020)The paradox is a source of internal consumer conflict and tension between a need for personalization and protection of private data. The conflict has been researched in the online environment as well as in the offline (Awad & Krishnan, 2006) and omnichannel (Cloarec 2022). This tension creates the personalization and privacy paradox (Chellappa and Sin (2005) which is defined by the personalization benefit and the perceived risk (Chellappa and Sin (2005). This tension can lower the intention to buy and use personalization services, which is why this research is established. Also, despite a growing body of research on omnichannel not much research has been done in

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the sporting goods sector. Privacy and personalization also need more extensive research in omnichannel retail.

Additionally this research dives deeper into two omnichannel channels of E-commerce and Click and Collect. In this research e-commerce is considered the online store of the retailer which can be accessed through multiple devices. E-commerce site is an important sales channel of any omnichannel retailer, it provides company not only with a platform to sell goods on, but also allows the company to track customer data benefits of accurate forecasting, helps to display wider variety of the offer, and increase customer satisfaction (Belvedere et al., 2021), while click and collect is referred as one of their key shopping channels (Vyt et al., 2022).which lets customers decrease shopping time and this makes retailer more attractive to the customer (Vyt et al., 2022, Kedia et al., 2017), however the influence on the personalization paradox is still a subject that requires a further evaluation. To combine all research aspects the Research problem, aim and research objectives have been defined.

The research question (problem) of the work: How does Personalization and Privacy paradox influence the intention to purchase Sporting goods in an Omnichannel retail environment?

Aim of the research: The aim of this thesis is to research the Influence of personalization and privacy paradox on the Intention to Purchase in the Sporting Goods Omnichannel Retail.

In order to achieve the aim, the following **thesis objectives** have been raised:

7. To review the current and fundamental research of the personalization - privacy paradox and related concepts and the research done into the sporting goods retail sector.
8. To perform analysis and study of personalization - privacy paradox has a statistical significance on the Intention to buy in the omnichannel sporting goods retail while shopping in omnichannel retail.
9. To construct an effective methodology and raise hypotheses that would support the research aim and explore the problem of the research based on the existing references and sources.
10. To perform research on two omnichannel retail purchase channels (E-commerce and Click and Collect), then analyze the results of both channels as an Omnichannel channel.

Compare statistical significant correlations between the important concepts according to the raised hypotheses.

11. To test the main raised hypotheses and explore the significant research data additionally if needed.

12. To present the qualitative research results, summary of the research, theoretical and practical implications of the research.

Structure of the research:

The theoretical part focuses on the previous research into every construct of the research (privacy concern, personalization benefit, personalization-privacy paradox, the attitude, subjective norms, perceived control, and intention to buy) and the main theories of the research. The methodological part is focused on the main hypotheses of the thesis, methods for data analysis, reliability, industry and the demographical data. The empirical research part is dedicated to the main and additional analysis of the research and results.

Research methods:

The thesis research was conducted using empirical qualitative research. Research data was collected by using a survey method. Correlation and multiple regression methods were used in the research.

1. THEORETICAL PART OF THE THE INFLUENCE OF PERSONALIZATION AND PRIVACY PARADOX ON THE INTENTION TO PURCHASE IN THE SPORTING GOODS OMNICHANNEL RETAIL

1.1 Omnichannel retail

With a constant development of technology and increasing variety of channels, omnichannel retailing is becoming an important research topic (Cook, 2014, Hickman et al., 2020, Beck & Rygl, 2015). The purpose of omnichannel is to optimize customer experience and maximize performance of every channel via unified management of various channels and touchpoints (Wang et al., 2020) as opposed to a multichannel which was a predecessor of the omnichannel as in recent years most retailers focus on omnichannel experience (Silva et al., 2020), though in literature the line between multi- and omni- is blurred (Beck & Rygl, 2015).

Retailers that are not using an omnichannel approach are potentially losing profits (Cao & Li, 2015). Thus naturally omnichannel is a rapidly growing retail phenomenon (Hickman et al., 2020) with ecommerce that is one of the fastest developing retail sub-sectors (Lee et al., 2019). Companies are constantly adding new touchpoints (Beck & Rygl, 2015, Gerea & Herskovic, 2022) and investing into omnichannel development (Wang et al., 2020). Most discussed omnichannel retail channels include e-commerce store, hybrid and physical store network. However, the exact strategy for adopting and developing omnichannel strategy will greatly depend on a market the retailer operates in (Piotrowicz & Cuthbertson, 2019) and will be influenced by which channel retailer adopted first.

Verhoef et al. (2009, p.32) states that "customer experience encompasses the total experience, including the search, purchase, consumption, and after-sale phases of the experience, and may involve multiple retail channels". In omnichannel customers will be affected not only by the channel they are shopping in, but by other channels as well (Verhoef et al. 2009). Unified customer experience is one of the challenges of the omnichannel (Lemon & Verhoef, 2016)) as customers are having complex user journeys and must provide the same exact experience (including advertising, prices, promotions, service). Authors differentiate three purchasing stages where customers will come in contact with channels (Lemon & Verhoef, 2016, Verhoef et al.,

2009) that are pre-purchase, purchase and post-purchase stages. Customer will also differ in the choice of channel based on his preference and the effect of an individual touch point may depend on when it occurs in the overall customer journey (Lemon & Verhoef, 2016, p. 86). Customer experience mapping is a common practice of the measurement, but there is still a lack of agreement on customer experience mapping in omnichannel (Lemon & Verhoef, 2016).

There are three different purchase channels that customers might encounter: physical, digital and hybrid. Physical - stores and pop-up stores, digital - mobile and E-commerce store, hybrid - Click and Collect. Generally authors have noted that omnichannel retail channels are asymmetrical (Wang et al., 2020). For example, e-commerce channels might inherently lack touch Often to maximize profits retailers will try to overcome this asymmetry. E-commerce based retailers might open a pop up store to let customers experience their products and increase brand awareness (Wang et al., 2020), while brick and mortar retailers might choose to use a mobile application that would assist the store customers. In fact, omnichannel is becoming the new standard as many brands develop their digital channels to stay competitive (Gerea & Herskovic, 2022, Lee et al., 2019) and it provides a customer flexibility to shop from anywhere, ability to research more products (Wolf & Fisher, 2022) and experience brands in a seamless way (Cook, 2014). Channel integration increases profit (Cao & Li, 2015) for the retailer, yet in words of Lemon and Verhoef (2016, p. 80) "channels differ in benefits and costs, often making one channel more useful for a specific stage in the purchase funnel than other channels". However, despite retailers best efforts to provide seamless experience, omnichannel retail is also influenced by negative channel switching behaviors such as showrooming and webrooming (Schneider & Zielke, 2021).

To conclude, it is becoming a new norm for the retailers to develop an omnichannel strategy and have multiple touchpoints. With the growth of digital channels, customers have an ability to shop from anywhere which provides retailers with increased profits and allows them to create a seamless shopping experience.

1.1.1 Online channels (E-Commerce)

There are many definitions of e-commerce. According to Gupta et al. (2023, p. 201) "e-commerce involves individuals and organizations engaged in purchasing and selling products or services over the internet", however in this research e-commerce is considered the online store of the retailer which can be accessed through multiple devices. E-retailing has contributed massively to the omnichannel growth (Ratchford et al., n.d.) and is one of the fastest developing retail sub-sectors (Lee et al., 2019). According to Reinartz et al. (2019) e-commerce offers product, information availability, larger assortments, greater transparency and potentially lower prices because of lower fixed-cost operations which is very attractive to omnichannel retailers. However, e-commerce is a also a sector of that has seen a massive growth by itself, as in the last century there was a massive growth of retail platforms that managed to build entire digital ecosystems (e.g. Amazon, Alibaba, eBay, Zappos, Aliexpress) and challenge brick and mortar retailers worldwide (Reinartz et al., 2019). Digital commerce can offer personalized communication, offer value, create experience and engagement that is hardly matched by the offline only retailers (Reinartz et al., 2019). Moreover, the e-commerce site is an important sales channel of any omnichannel retailer, it provides company not only with a platform to sell goods on, but also allows the company to track customer data benefits of accurate forecasting, effective customer journey mapping, promotional campaign and marketing activity place, helps to display wider variety of the offer, and increase customer satisfaction (Belvedere et al., 2021). However, how exactly the omnichannel retailer will use e-commerce will depend on what kind of prime sales channel the retailer has or what kind of market it operates. e-commerce based retailers will open a pop up store to let customers experience their products (online channels inherently lack touch Often to maximize profits retailers will try to overcome this asymmetry) and increase brand awareness (Wang et al., 2020) while brick and mortar retailers might choose to use e-commerce to challenge competitors. However, as customers have developed confidence and technological acceptance, they started to shop all around (Reinartz et al., 2019). Having this online channel allows customers to have cross-channel shopping convenience experiences: showrooming, webrooming or shop in click and collect (Frasquet et al., 2015). Retailing online channels and selling through different optimized channels is evidently more convenient then

selling through one as it allows more options for delivery, purchase and risk management (Cook, 2014).

To be an efficient e-commerce store should be simple and understandable, allow shorter product search, fast and flexible payment, and should reduce customer efforts. The decreased customer efforts do increase the intention to buy (Salehi et al., 2012). Additionally, e-commerce must provide support and service to its customers. The concept of e-service and its quality is quite important to e-commerce as it helps to differentiate from the competitors (Rita et al., 2019). The 4 factors make up a good e-service: website design, security/privacy, fulfillment, and good customer service. Rita et al.(2019) research concluded that website design, security/privacy is one of the main factors that are important to ecommerce (Rita et al., 2019), the website must emphasize security in the customer's eyes. Good e-service quality builds trust (Rita et al., 2019) between customers and retailers. It is one of the many challenges of online shopping. According to Gupta et al. (2023, p. 201) „most significant challenges (of e-commerce) are the risk of identity theft, payment fraud, and other types of cybercrime'', thus the risk of privacy disturbance is quite an extensive topic in the field. Incidentally, the rise of the e-commerce industry has coincided with a corresponding rise in online fraud (Gupta et al., 2023). E-commerce is also a hub for a company's digital marketing actions and is tightly knitted with the digital marketing actions, such as digital advertising, social media, CRM systems and search optimization (Gupta et al., 2023), which also might evoke customer privacy concerns. Additional challenges that e-commerce is facing are technological upgradation, government policies, customer returns, sustainability issues, lack of information combined with lack of touch of the product, user interface issues (Gupta et al., 2023). These issues are consistent with omnichannel retail issues (Wang et al., 2020), however omnichannel retailers can use their channel policy to overcome the challenges of e-commerce, like open hybrid channels such as Click and Collector let customers do the returns in the physical stores.

Recently, there is a huge push in omnichannel retail for e-commerce to become an m-commerce - a mobile first e-commerce store (Hickman et al., 2019). Mobiles and tablets play an important role in omnichannel as they give access to the online stores while on the go (Lyu et al., 2022, Lawry & Bhappu, 2021). As a matter of fact, web based m-commerce is a dominant m-commerce segment (Safieddine, 2016). According to (Safieddine, 2016, p. 8) "m-commerce is

mixing online and offline worlds" which is true knowing that customers can perform in-store pickups, online reservations, read reviews and check store location. In fact, consumers still prefer using retailers web applications via their mobile rather than shop in retailer apps (Safieddine, 2016). Alternatively, we can see a trend of retailers who are predominantly app based (e.g. Zalando, About You) who are introducing web-based versions of the applications to create an omnichannel experience. Mobile shopping acts as an additional offline shopping companion, which helps clients to check for product availability online or even reserve a product in-store. Usually customers use phones to compare prices, check for promotions, check availability or get additional information (Lyu et al., 2022, Lawry & Bhappu, 2021). However, as m-commerce is the same online shopping, but from the mobile device, there is no surprise that the same issues such as trust reappear in mobile commerce (Safieddine, 2016). The privacy and security of mobile shopping is even more applicable to m-commerce as often mobile devices carry more personal data (Safieddine, 2016). Nevertheless, if retailer can overcome the privacy challenges and into additional cybersecurity, m-commerce can help to reduce purchasing anxiety, socialize online while shopping, helps to reduce purchase risk and affirm the customer of his product choice and to checkout faster which increases the intention to purchase (Lyu et al., 2022).

To sum up: an e-commerce store is a purchase channel of the retailer that also allows customer journey mapping, marketing activities, forecasting and personalization. Despite being a convenient channel, e-commerce might cause privacy risk. Privacy risk only grows with e-commerce transforming into m-commerce, as the mobile devices are also personal data carriers.

1.1.2 Hybrid channels (Click and Collect)

"Click and Collect" collectively refers to the hybrid channel of the online store and physical store which can mean at least three shopping methods: drive in, drive out and pick-up (Vyt et al., 2022). Authors refer to click and collect as one of their key shopping channels (Vyt et al., 2022). The convenience of click and collect lets customers decrease shopping time and this makes retailers more attractive to the customer (Vyt et al., 2022, Kedia et al., 2017). Need for click and collect in retail has risen from a growing competition and demand of the customer has led many retailers to use the hybrid channels (Vyt et al., 2022) in their sales strategy. Despite being new in retail, the Click and Collect method is not new in the market as the fast food chains have been utilizing it for several decades (Jara et al., 2018).

Authors differentiate between different methods of click and collect Vyt et al. (2022) differentiates between drive-in, drive-out and in-store picking. While (Jara et al., 2018) divides into Drive-out, Drive-in and Store pick up. Some authors also divide Click and Collect services by the payment place ROPS (reserve-online-pick-up-and-pay-in-store) and BOPS (buy-online-pick-up-in-store) (Jin et al., 2018). Main attractiveness of the click and collect channel is the time saving suspect and functionality, according to Vyt et al. (2022) Click and Collect provides customers with utilitarian value and lets both customer and retailer to co-create value. One of the more developed theories about the Click and Collect was developed by Lockie (2014), it states that shopping in Click and Collect channel is driven by the seven factors: positive time discounting, perception of added value services, channel synergies, convenience factors, product complexity, product comparability, tactile need. First three factors are related to the customer attitude towards the purchase: positive time discounting is a level of impatience the person has with the purchase delivery, the" I want now" factor, perception of added value services is the value that customer perceives coming from a channel choice, channel synergy is a degree to which omnichannel retailer has a their services in synchronization (Lockie, 2014). While other three related to the product: product complexity is the driving factor of choosing a

hybrid channels, as the more complex product is the more customer will seek consultation form the staff (Lockie, 2014), product comparison is related to the online merchandising and possibility to compare many products, while tactile need is related to the need to touch the item. Acception and comfort of use of E-commerce and online shopping incidentally seems to be the factor that drives customers to shop in Click and Collect (Sénécal and Nantel, 2004), additionally product risk does not seem to be so effective, click and collect also seem to lessen the financial and product return anxieties of the customers (Sénécal and Nantel, 2004). Overall Click and Collect customers seem to be pragmatic. Other researchers seem to be in line as Click and Collect is referred to as a channel of convenience (Ma et al., 2014). There is an agreement to click and collect drives from both online and offline environments as the channel might help to save costs while letting customers get store and store staff service experience (Vyt et al., 2022). Click and Collect is also influenced by the sales strategy as a whole (Zhang et al., 2019). In some cases adoption of Click and Collect channels might even increase the market share of the retailer (Zhang et al., 2019), especially if it's a dual channel retailer.

There is not so much research conducted if Click and Collect faces the same privacy concerns as the E-commerce store. According to Kedia et al. (2017) Click and Collect also faces privacy concerns which comes with having a pre-purchase and purchase stages in e-commerce, however a study of Sénécal and Nantel (2004) have concluded that Click and Collect is not exposed to the same purchasing risks as an ecommerce store. This might also depend on which type of Click and Collect service person is engaging with. For example, ROPS (reserve-online-pick-up-and-pay-in-store) will not involve making purchase online (Jin et al., 2018) which will make the experience safe because of lack of financial transactions, while BOPS (buy-online-pick-up-in-store) will still require the customer to complete the transaction online. The perceived risk might also depend on the comfort of using technology and e-commerce sites (Sénécal and Nantel, 2004).

Additionally, click and Collect involves absence of touch while choosing the product (Vyt et al., 2022). However, it is not that customers have no touch with the brand at all. According to Vyt et al. (2022) this touch is facilitated by the staff that handles the Click and Collect order. Staff play an exceptional role as the Click and Collect is also competing with regular customers of the store and unplanned picking of the orders might jeopardize the store of the retailer (MacCarthy et

al., 2019). Nevertheless, one third customers who come in for click and collect orders will also shop for additional products, thus Click and Collect in omnichannel helps to upsell in the offline stores (Lockie, 2014). There is also a debate upon if retailers should charge the customer return fees while providing the click and collect service in case of return as these fees are considered to be harmful to the retailers profits (J. Zhang et al., 2018). In the context of returns and pricing Click and collect is considered to be a beneficial addition to the omnichannel strategy which brings additional profits and market expansion.

To summarize, click and collect is a hybrid channel that unites the store and e-commerce or other digital channels. It is different from e-commerce as store staff also play the role in channel purchase satisfaction and in some cases channel allows the reservation before the payment. Click and collect is beneficial to the omnichannel retailer as it allows more flexibility to the customer.

1.1.3 Channel switching behaviors (showrooming and webrooming)

Showrooming is a behavior when a consumer identifies a product in the offline store environment, but yet chooses to buy it through an online channel (Hsieh & Lathifah, 2023), while a 'competitive showrooming' refers to phenomenon when after the initial store exploration customer buys a product from a direct competitor (Schneider & Zielke, 2021). It is well researched that the main motivation for this behavior is a better price offer that could be obtained through an online channel (Hsieh & Lathifah, 2023) or other perceived higher value offer (such as free shipping). In general, showrooming is not perceived well in the retail industry as it lowers the sales of the brick and mortar retailers (Hsieh & Lathifah, 2023, Balakrishnan et al., 2013, Schneider & Zielke, 2021). Literature mentions that online retailers can set better prices because of learner operational costs and lesser staff costs, which might leave traditional retailers with less profit (Schneider & Zielke, 2021). However, some researchers argue that in this case a demand for the product increases and e-retailer might raise the price (Wang & Wang, 2022) to make better profit, which might encourage the customer to go back and shop offline.

To fully understand showrooming, one must go back to the benefits of offline shopping such as the ability to touch or be consulted by the salesperson which helps to lower wrong purchase risk. Initially, showrooming behavior is driven from the uncertainty or the risk that customers are experiencing (Hsieh & Lathifah, 2023). However, after the consumer has lowered his anxiety he

or she will turn to online channels to look for a better price this creates a loss to the retailer (Schneider & Zielke, 2021). This behavior will also depend on the type of product the customer is interested in, as for an experience product showrooming might be combated by offering customization services provided in-store or developing a better product choice (Hsieh et al., 2023). A part of research on showrooming is dedicated towards how a store's staff can prevent the loss for retailers. Schneider & Zielke (2021) have concluded that good service helps to reverse showrooming behavior while bad service will enhance it. Many authors agree that retailers that heavily rely on their stores must combat in lowering prices (Balakrishnan et al., 2013) or investing into store/brand experience (Wang & Wang, 2022, Hsieh et al., 2023) or into online channel development (Balakrishnan et al., 2013, Hsieh & Lathifah, 2023). It is considered that having multiple integrated shopping channels lowers the probability of customer shopping elsewhere rather than at the original retailer (Flavián et al., 2020). It has been researched that showroomers tend to visit stores with a specific buying goal, but in a process might showroom for a product they are interested in (Fernández et al., 2018) which opens a possibility to an omnichannel retailer to upsell in the online environment. It was researched that showroomers follow trends more than webroomers (Fernández et al., 2018) and are willing to spend more and buy a premium choice (Viejo-Fernández et al., 2020) which is an opportunity for the omnichannel retailers that are not serving a customer- showroomer needs well (Fernández et al., 2018). This trend was also observed in a sports goods sector (Viejo-Fernández et al., 2020).

Webrooming is a popular multichannel behavior that occurs when a customer researches the product online or on a mobile device before buying it at the local store (Wolny & Charoensuksai, 2014). According to Cheng-Xi (2020) most European clients engage in this kind of behavior, with the trend also catching up in Asian countries. According to Arora & Sahney (2019) the growth of such phenomena can be attributed to multiple factors: growing usage of mobile devices, growing selling channels and technical knowledge of the shoppers which encourage channel switching. Wolny & Charoensuksai (2014) also emphasizes that this phenomenon is influenced by development of mobile technologies and social media, while Kang (2018) highlights the user generated content as another possible reason. Furthermore, webrooming is considered to be the most popular channel switching behavior (Arora & Sahney, 2019, Santos & Gonçalves, 2019). Even though we webroomers usually spend more, the effects of webrooming

sometimes cause profit loss for retailers (Arora & Sahney, 2019, Cheng-Xi, 2020) as customers sometimes tend to switch a store, while switching channels (Cheng-Xi, 2020, Santos & Gonçalves, 2019). It can be considered that webrooming is a challenge and opportunity to a retailer (Cheng-Xi, 2020). Consumers often seek different benefits during pre-purchase, purchase and after purchase stages (Wolny & Charoensuksai, 2014) so it is up to retailers on how they can answer those different needs during shopping to make a successful sale.

In contrast to showrooming which takes place during product evaluation, webrooming happens in more initial stages of shopping to narrow down the choices as the customer is trying to gather as much information as possible before making a purchase decision (Wolny & Charoensuksai, 2014). In fact, some consumers often have a considered journey where the consumer may not even think that he or she is shopping but rather gathers information about the product (Wolny & Charoensuksai, 2014). This behavior might be triggered by advertising or influencer collaboration and was observed in the cosmetics industry (Wolny & Charoensuksai, 2014). Search for promotion or special offer may also be the cause why customers might want to webroom (Kang, 2018). Generally, customers are usually influenced by multiple motivations to engage in webrooming behavior (Santos & Gonçalves, 2019). However, according to Santos & Gonçalves (2019) customers usually are driven by at least one information-processing and one uncertainty-reduction motivation. Customers often research prices (information-processing) and make sure their product choice is the right one (uncertainty-reduction) (Santos & Gonçalves, 2019, Arora & Sahney, 2019, Cheng-Xi, 2020). Customers might also choose the web room because of poor product description or other technical issues occurring with the retailer's website (Arora & Sahney, 2017).

It is also important to notice that not only is webrooming a social phenomenon (Kang, 2018). Offline shopping is generally considered an activity where customers seek to interact with others (Kang, 2018), while webrooming might lower this social interaction. Instead the webroomer might rely on reviews of other users (Cheng-Xi, 2020) or try to socialize anonymously (Kang, 2018). Social aspect might explain why webroomers are considered less of a trend followers when it comes to purchasing then showroomers (Fernández et al., 2018). Industry, product category and characteristics seem to have an impact on the webrooming behavior (Goraya et al., 2020, Cheng-Xi, 2020). Researchers have divided products in

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search-experience categories and high-low product involvement. In case of search (product that can be evaluated with product information) - experience (products that can be only experienced) division, webrooming was more relevant for the search products because of the nature of the product. It was researched that webrooming behavior is often influenced by the high- low product involvement (Cheng-Xi, 2020) high involvement products are products that are expensive, with low involved products are the opposite).

Finally, showrooming and webrooming are channel switching behaviors that customers engage in. Showrooming is considered to be a negative behavior as the customer tends to look for lower prices online, while webrooming might be also an opportunity as the customer tends to visit offline stores. These behaviors also depend on products, as sporting good buyers are more prone to showrooming.

1.2. Sporting Goods Retail

Recent industry reports highlight that the sporting goods industry is facing multiple challenges in 2023 in a post COVID-19 world (Becker et al, 2023). Retail chains suffer from the supply chain disturbances, excess of goods, to the war in Ukraine, unclear economical predictions with a looming recession (Becker et al, 2023). Despite challenges, the sporting goods retail sub-sector continues to grow (Statista, 2023) and will continue to grow because of rising awareness of health, fitness, and sports (Becker et al, 2023). Sporting goods can be considered to be an innovative sector (Andreff , 2006). In addition, sporting goods retail is unique because of the micro-segmentation that is built around the sport disciplines, the different usage of the items (while kayak is bought once, running shoes might be purchased yearly) and ever changing demand (Andreff , 2006). The demand of sport apparel and goods is also influenced by fashion and the trends of sports (Andreff, 2006).

What comes to purchase intention research, the data is quite minimal. One study was done IN India by Jayasingh et al. (2022). The research is based on the TAM model According to Jayasingh et al. (2022) there are 7 determinants that influence customer's intention to purchase sporting goods in omnichannel: performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, habit and perceived value. Performance expectancy relates to the expected benefit from the technology use, effort expectancy relates to the belief of how efficient the shopping experience in omnichannel will be, while social influence relates to the attitudes of the social circle (Jayasingh et al., 2022). Facilitating conditions relate to the customer's resources such as internet connection or skills of using a smartphone or computer (Jayasingh et al. (2022) while hedonic motivation relates to the pleasant experience while using the technology. Habit is described as an extent to which a person performs repetitive behavior and perceived value retales to the customer intents to receive from a purchase in omnichannel (Jayasingh et al., 2022). Additionally, research focused on the woman and man omnichannel motivations. Two variables stood out in both genders: performance expectancy and habit. This means that both genders enjoy the possibility of the omnichannel to purchase spotting goods, as the different channels give more freedom and possibility to shop from anywhere and are more prone to use the omnichannel technology (Jayasingh et al., 2022). Another factor that seemed quite strong was a hedonic motivation which seems to show that customers simply enjoy buying

sporting goods in omnichannel retail. Additionally, omnichannel sports goods retail was researched by Johansson and Kask (2017). Research was focused on investigating multichannel strategies of Swedish retailers and comparing growth of profit depending on the channel strategy. It was found that the most powerful predictors for profit were physical store ownership, multichannel ownership and cost leadership (Johansson and Kask, 2017). This is consistent with other omni channel research as omnichannel or multichannel strategies increase the profits of the retailer (Cao & Li, 2015, Wang et al., 2020). Additionally, study found that online marketing can have a positive impact for chains that own multiple channels. This research did not include any of the world-wide retailers, only local chains and was conducted in the form of a questionnaire which was completed by the sample company's CEO. The only other research that relates to the sporting goods is by Viejo-Fernández et al. (2020) where sporting goods were included as a product category, however this research focused fully on the service quality and showrooming behaviors. It is apparent that there is not enough research done into the sector, as there is almost no post COVID-19 scientific research, even though as discussed in this sub-sector it has unique challenges and opportunities. In addition, no research has been done into the sports retail sector and customers' intention to buy or privacy and personalization paradox perception.

To summarize, there is a lack of new research focused on omnichannel sporting goods retail and no research done on omnichannel and personalization-privacy paradox, however the intention to purchase was determined to be mostly driven by the habit, performance expectancy and the hedonic motivation (Jayasingh et al., 2022).

1.3 Privacy in Omnichannel retail

Ackerman & Davis, Jr (2003) define internet privacy as the control the user has over the personal data, while Fortes & Rita (2016, p. 168) define privacy as" the individual's ability to control the conditions under which his/her personal information is collected and used". Privacy is an important topic in e-commerce and consequently in omnichannel retail (Ackerman & Davis, Jr, 2003). Fortes & Rita (2016, p. 167) states that "privacy of personal information is recognized as a fundamental theme in marketing literature in both online and offline". There are three major elements that constitute privacy online: privacy concerns, trust in the vendor and perceived risk of purchase that make up the privacy while purchasing online (Fortes & Rita, 2016). Privacy concerns are proved to be having a profound effect on various negative beliefs about internet purchasing (Fortes & Rita, 2016). (Fortes & Rita, 2016).

In retail practice, marketing research, customer experience is widely acknowledged as a vital source of competitive advantage so building a safe customer experience is a priority (Rahman et al., 2022). However, if a privacy could be seen as the last purchase stage concern in a physical retail (Rahman et al., 2022), in the e-commerce platform privacy could be included in a full customer journey as customer typically experience (Cheah et al., 2020) transactional privacy concerns and consumer must share his information on e-retailers website even before moving to purchase stage (Cheah et al., 2020). Despite being convenient for the user, the ecommerce and mobile channels often possessed inherited safety and privacy concerns (Cheah et al., 2020). Furthermore, digital privacy is related to the store's policies but also to third parties, media purchasing practices, international safety regulations (Alkis & Kose, 2022). The more direct and personalized the channel is, the more companies must consider the privacy of clients (Strycharz et al., 2019). One of the most important aspects of privacy in omnichannel retail is data collection practices. According to Fortes & Rita (2016) personal data collection concerns are (p. 168) defined as the "individual's level of concern about the amount of personal data possessed by others, in comparison with the benefits received". As omnichannel retail strives to engage customers across all channels it also requires to store customers data to build convenience and seamless experience (Rahman et al., 2022). Data collection must be taken with caution as violating a customer's privacy **(**Rahman et al., 2022**).** Many companies leave their privacy policies public for customers, however Cloarec (2020) argues that this sometimes gives a false

sense of control and customers end up sharing even more than before. Despite growing fear and frequent breaches and scandals, more and more data is being collected as customers are not aware of how they share their data (Cloarec, 2020) while retail chains have poor privacy strategies and seek to collect as much information as possible to encourage the sales. Customers might even compromise on price when choosing between a retailer to purchase from (Setiawan & Achyar, 2013) when it comes to safety and less purchase risk.

It is often thought that customers are knowledgeable enough to be in control of their own data and are privacy literate, however researchers have noted that many customers do not read the privacy rules (Alkis & Kose (2022) which might result in inability to empower customers to make decisions about their data. There is a lack of initiative from a policy makers and lack of encouragement from the retailer for their customer more to be an active participant in data exchange as multiple ecommerce research has shown trust and good privacy regulations (Gong et al., 2022, Setiawan & Achyar, 2013, Cheah et al., 2020) help retailers to sell more. Trust in retailer does also increase the perceived purchase value and helps to retain a customer (Setiawan & Achyar, 2013).

All in all, privacy is relevant to retail as the main goal of omnichannel is to build a seamless experience which requires customer data. However, data collection practices evoke privacy concerns, which are the hindrance to the purchasing.

1.3.1 Privacy Concern

Privacy concerns refers to the privacy risk belief that a customer has while engaging with an online or omnichannel retailer. This term is based on the Extended Privacy Calculus theory that was first adapted for internet customers by Dinev & Hart (2006). Extended Privacy Calculus theory states that " Individuals make choices in which they surrender a certain degree of privacy in exchange" (Dinev & Hart (2006, p. 61) for outcomes that are perceived to be worth the risk of information disclosure. Despite the fact that this research was originally developed to measure transactional privacy, the authors have focused on the perceived informational loss rather than transnational or financial risk. Dinev & Hart (2006) introduced a theoretical framework that focuses specifically on the perceived privacy risk , privacy concerns, internet interest, privacy concerns and measurement of the willingness of information disclosure. It was concluded that

privacy risk is one of the main concerns that hinders the willingness not only to purchase but also to provide the information for purchasing (Dinev & Hart, 2006) The theory states that information disclosure is not an accidental or impulsive decision but rather a calculated and conscious act where the customer weighs in the benefits of the transaction and exchange with the retailer. This outlook is still relevant to the privacy concern studies and modern research, as a lot of the researchers seem to find correlations between the benefit and intention to disclose personal information, and reversed - negative relation between privacy cost perceptions (Meier & Krämer, 2022). One of the most recent researches by Meier & Krämer (2022) has dived deeper into the topic and introduced additional privacy measurement tools: self-disclosure intention, perceived benefits, perceived privacy risks, privacy decision-making style, privacy resignation and Perceived efficacy. It was discovered that privacy risk itself did not have such a high impact as much as the person's perception of the and evaluation of the privacy risk (Meier & Krämer, 2022) as people vary in their impulsiveness when it comes to data disclosure. Nevertheless, multiple privacy theories are influential in the privacy field. According to the Smith & Milberg (1996) privacy concerns involve data collection, errors, secondary use and improper access. Additionally, the concern about personal data is influenced by the previous personal experience, negative media coverage, individual personality traits and future behavioral intentions (Smith & Milberg, 1996), thus the level of privacy concern felt by individuals is built by individual beliefs as much as perceived risk. Another framework for privacy research was offered by Malhotra et al. (2004). Malhotra et al. (2004) privacy research states three major elements of privacy data anxieties: data collection, control and awareness. Data collection - authorized or not is already a major concern for the customers and it is a degree to which customers are worried about such practice (Malhotra et al. (2004). Additionally, at this stage consumers give up some information for the expected return, so it is a transactional stage in which the customer weighs the benefits. Control is based on the notion that users want to have control on their data, but it is often hampered by the unclear company policies. At this stage the customer has already given up some personal data and is worried about its management (Malhotra et al. (2004). In the awareness stage the customer expects to have a possibility to turn-in and out of the companies policies and have an awareness and information about the personal data usage in the processes (Malhotra et al. (2004). Data collection, control, awareness constitute the IUIPC (Internet user information

privacy concerns) model, which in turn affects the trust and risk beliefs, which affect the behavioral intention. Malhotra et al. (2004) research has shown that customers want to participate in co-management of their data and be aware of its usage.

Outlook to personal privacy also seems to depend on the age group of the customer. Kezer et al. (2016) has found that older adults (45+ age group) were more likely to withhold personal information in the online environment. However, it could be that older adults do report higher privacy concerns in general, rather which is not limited to online environments (Zeißig et al., 2017). Younger adults seem to use more privacy protective mechanisms to make their internet experience safer (Kezer et al., 2016). Younger generations also pound more time online, which inevitably leads to more online disclosure, but the concern in data privacy is higher (Halperin & Dror, 2016). Furthermore, age and education seem to correlate with the perceived intensity of privacy concerns (Sheehan 2002, Treiblmaier, H., & Pollach, I., 2007), however more modern research could be done on the topic of age and privacy concern. This shows that perception of the privacy concern and its evaluation is important in privacy research.

To summarize, many researchers agree that data disclosure is not an impulsive, but rather rational decision which is weighted in by the customers. Privacy concern is quite an extensive topic, which has been explored by more than a few authors. Additionally, privacy risk perception could also depend on the age of the customer.

1.4 Personalization and Personalization Benefit

According to Chellappa and Sin (2005) personalization is the ability to tailor product purchasing experiences to the individual characteristics to the customer. Personalization involves providing customized content and services based on customer data and adapting offers to meet a customer's needs (Tyrväinen et al., 2020) while the main goal of personalization is to deliver the right message to the right person at the right time (Tam & Ho, 2006). Personalization might include personalized marketing messaging like adding the customer's name into the marketing message or using the data of the customer to market to the customer (Naudin, 2021). This kind of personalization we can expect at the pre-purchase stage of the customer journey or in the retention stage. While on decision and purchase stage personalization will include personalized offer suggestions and upselling strategies based on what customers have searched for in the online store, customer reviews or ratings (Adaji and Vassileva, 2016). Additionally, personalization is provided with website cookies, transactions and other website technical solutions.

There is increasing demand for the personalized experience and retailers are striving to adjust their sales channels to the personalized customer journeys (Tyrväinen et al., 2020, Li, 2016, Deloitte). It is not a surprise because the retailers have a possibility to shape customer experience through personalization (Tyrväinen et al., 2020) and it is especially important in ecommerce as it is an opportunity to provide customer with a positive experience (Tyrväinen et al., 2020). According to Kaptein & Parvinen (2015) for a retailer to be successful in personalizing customer experience, the personalized feature must have a positive effect on the business performance, must be tailored to each customer separately, and the effect must be stable to provide best results of personalized services or goods. There is a shared notion (Kaptein & Parvinen, 2015, Adaji and Vassileva, 2016) that retailers must have a technical possibility to measure the effect of personalization by data, should be able to adjust content to customer's needs and ability to scale technical solutions for personalization. There are many benefits for personalization like increased customer flow and loyalty (Kaptein & Parvinen, 2015) and some researchers even concluded that personalization is necessary to lower the information overload (Strycharz et al., 2019).

Nevertheless, the development of personalization strategy comes with many challenges. First challenge arises from a customer behavior standpoint. Companies might tailor messaging according to the preferences and information that client gave to them, which requires the client to communicate the preferences and information precisely which is problematic, as customers sometimes perceive personalization even if not the content is not personalized or might not perceive personalization at all (Li, 2016). Furthermore, the retailer needs well-developed technical solutions to provide quality personalized experience (Adaji and Vassileva, 2016), and needs to collect personal information and customer data which requires data management (Bhushan, 2018). Bad data collection practices in turn evoke privacy concerns. This approach poses at least two concerns: the data collected by the big retailers might be misused and privacy to be violated. In accordance with this it was researched that omnichannel personalization triggers higher privacy concerns in online shops (Wetzlinger et al., 2017).

The research of the personalization benefits and how customers understand them is still scarce. One of the more established research in the field is by Treiblmaier, H., & Pollach, I. (2007) research focuses on the users perception of perceived personalization benefits. As personalization systems depend on the user's willingness to share the data, the perceived personalization benefit becomes more important than the completed personalization itself as users sometimes do not even recognize the personalization (Treiblmaier, H., & Pollach, I. (2007) (Li, 2016) as the internet content is in constant change. A person who is not aware of personalization might be perfectly content with a personalized offer or email, while the person who recognized personalization might be disgruntled (Treiblmaier, H., & Pollach, I. (2007). The results of the Treiblmaier, H., & Pollach, I. (2007) study suggests that there is a relationship between the attitude towards personalization, its benefits and perceived data risk. The perceived benefit of personalization will also depend on how sensitive the data is to the customer. People are more willing to disclose data, when the benefit involves basic human needs like security or health (Walde & Martin, 2019), also when the benefit matches their interests (e.g. a discount for shoes they want to buy). People avoid disclosing data that can be identifying (Walde & Martin, 2019), but not only as other types of data rather than can also be very important to the person (Walde & Martin, 2019), so it also depends how much the customer also values their own data.

The impact of personalization on intention to buy still evokes the debate. Many authors agree that personalized content and services are more effective in marketing than non-personalized messages (Tyrväinen et al., 2020, Wetzlinger et al., 2017, Adaji and Vassileva 2016). However, some researchers concluded that personalization might not increase the intention to buy (Naudin, 2021) and might not be effective in many cases as customers tend to mismatch personalization and perceive personalization where there is none (Li, 2016). However, most of the opposing research is focused on the initial stages of the customer journey and marketing messaging which might explain the skepticism towards personalization. It is perfectly rational that personalization might not be effective in all three stages of the journey and still require the wider research to be conducted.

To summarize, personalization is an established strategy in omnichannel retail which can be achieved through personalized advertising or website personalization. However, personalization is causing privacy concerns, thus customers weigh the benefits of the personalization before agreeing to share their data.

1.5 Personalization and Privacy Paradox

According to the Cloarec (2022) "personalization–privacy paradox refers to a continuous tension between a firm's need for consumer information to personalize consumer experiences and a consumer's need for privacy". The paradox is a source of internal consumer conflict and tension between a need for personalization and protection of private data. The conflict has been researched in the online environment as well as in the offline (Awad & Krishnan, 2006) and omnichannel (Cloarec 2022). It is important to note that the attitude and expectations towards the paradox will be defined by two two factors: the attitude towards the personalization benefit and the perceived risk (Chellappa and Sin (2005). Looking into more established research of the paradox (Chellappa and Sin (2005) we encountered that there are strong correlations between the negative attitudes of the customers towards the risk of privacy and positive towards the personalization benefit. In more recent research the effect of this paradox is generally seen as negative and discouraging to the customer (Walde & Martin, 2019).

Most research conducted in retail (Awad & Krishnan, 2006, Cloarec 2022) focuses on how retailers use personal information to personalize navigation and advertising for their customers online, but recent research has also been testing users perception on personalization in offline environments (Canhoto et al. 2023) and to claim that this paradox affects only the online side of omnichannel would be inaccurate as omnichannel strategy is about unifying all touchpoints. However, the research of the paradox is still quite new. In the recent research Cloarec (2020) focuses his research on online retail and attention economy. It was discovered that customers are quite perceptive of online marketing, yet there is a constant competition of the advertisers for their attention. In this kind of environment it is important to personalize the content, so consumers' data is collected for personalization, but the personalization will evoke fears of privacy.

It is hard to generalize how users behave in case of personalization - privacy paradox (Lee & Rha, 2016) encountered in omnichannel retail. In the recent research Canhoto et al. (2023) connects an offline channel with a mobile and utilizes the AI‑enabled geolocation - personalisation tools that send direct messages to customers' phones once they are in the store. After the usage of technology customers' experiences were collected and analyzed. It was

concluded that customers are more sensitive to the past purchase history in an offline environment rather than online, but were not so concerned with privacy in contrast to the e-commerce research. Canhoto et al. (2023) speculates that it might be because personal information is seen as a condition to use such an application . The response could depend on what kind of data customers would share.

It will also greatly depend on the omnichannel retailer's privacy policies as the business abilities to acquire and process the data and ability to use it for personalized services are important (Lee & Rha, 2016). It was discovered that the Intention to disclose personal data depends on the data category and the beenift promised by the personalization (Walde & Martin, 2019). There is a debate if a person discloses the data because of trust in organization or because of perceived benefits and risks (Walde & Martin, 2019). However, users must be empowered to disclose information in relation to their purchase intention (Walde & Martin, 2019). Additionally, positive customer experience does encourage data sharing while personalization also creates positive experience to the customer. The intention to share the data will also depend on the customer's prior experience with the retailer's privacy policy. However, it was discovered that the existence of the privacy - personalization paradox has a negative impact on the overall user system of personalization (Walde & Martin, 2019) and on the intention to purchase which might lead retailers to the loss of profits.

It is clear that paradox concerns customers as much as retailers. For companies authors offer similar management strategies as to general privacy concerns - by giving customers an ability to take control of their data (Canhoto et al., 2023, Cloarec, 2022). Sources suggest that good management of data and transparency will lead to better trust, purchase intention and ultimately sales (Cloarec, 2022). However, this paradox is in need of more research as additional research can help to develop new strategies to manage this paradox in omnichannel environments.

To summarize, the privacy and personalization paradox is an inherited tension between the personalized services and privacy concerns. This tension is known to hindrance the purchasing process, lessen intention to use personalization and will lead the retailer to the loss of profits.

1.6 Intention to Purchase in Omnichannel Retail

When it comes to purchasing in an omnichannel, there is quite a lot of research done, but the topic continues to be a challenge to the researcher (Hendriksen et al., 2020). The challenge arises from the multiple factors such as customer's technology acceptance and willingness to use it for shopping (Ayensa et al., 2016), culture he or she lives in (Peña-García et al., 2020), attitude towards the retailer (Shastry & Anupama, 2021). Some researchers have found that challenges also arise because of tracking of the customer's journeys across multiple devices and customer identification (Hendriksen et al., 2020) or customer's purchasing stage identification (Frasquet et al., 2015). One of the more in depth research that stood out in the field was conducted by Frasquet et al. (2015). This research considered three purchase stages: search and evaluation, purchase and post purchase stage considering product categories that customers bought (study examined electronics and apparel purchasing). Research has concluded that product involvement played a significant role in both search and purchase stages (Frasquet et al. 2015) . It was also concluded that omnichannel shoppers are not a homogenous group. In fact Frasquet et al. (2015) have identified 5 different purchasing methods: the online shopper and the offline shopper, and between them three segments of cross-channel shoppers: showroomers, webroomers, click and collectors. There was a strong trend of webrooming behavior, but less evidence for purchasing via showrooming or click and collect method. In regards to electronic products Frasquet et al. (2015) have speculated that customers might have reservations to purchase these items because of perceived safety issues. However, similar research by Ayensa et al. (2016) has argued that perceived security does not affect omnichannel purchase intention and main factors behind customer's intention to shop in omnichannel ways were: personal innovativeness, effort expectancy, and performance expectancy (Ayensa et al. 2016). If the customer is used to digital channels he or she can use multiple channels to search for better prices and maximize shopping convenience (Ayensa et al. 2016). Recent study of Sombultawee and Wattanatorn (2022) that was based on the Theory of planned behavior proposed concept had shown that consumer attitudes were the strongest factor in the intent to purchase in the omnichannel retail (Sombultawee and Wattanatorn, 2022).

All in all, intention to purchase in omnichannel is a challenging topic and depending on the product type might involve different reasons. Omnichannel choppers are not a homogenous group, so to evaluate omnichannel purchasing behavior we must evaluate channels separately.

1.7 Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB)

To further explain this research the Theory of Reasoned Action (Hale et al., 2003) and Theory of Planned Behaviour (Ajzen, 1991) must be described. The Aim of TRA was to explain voluntary (volitional) behaviors (Hale et al., 2003) of the individuals, thus their theory does not focus on the spontaneous or habitual actions as it assumes that this kind of behavior might be performed unwillingly. TRA states that the strongest predictor of behavior is the intention to perform a behavior. According to Ajzen (Ajzen, 1991), intention is a motivation and calculation of how much a person will put his effort into an action he is about to perform (Ajzen, 1991). Intention is built upon the normative influence and individual influence (Ajzen and Fishbein, 1980). The normative influence is also called subjective norms which is a belief of the person on how others view the action. It relates to the social influences or pressure (real or imagined) to perform such action which comes from the views of the significant society, community or outside influences, thus the subjective norms are built from two factors: the attitude of the other people and the person's need to comply with them (Hale et al., 2003) The individual influence is termed as attitude and relates to the attitudes the individual has towards the action, which relates to the person's own internalized norms (Hale et al., 2003).

Image 1

Theory of Reasoned Action
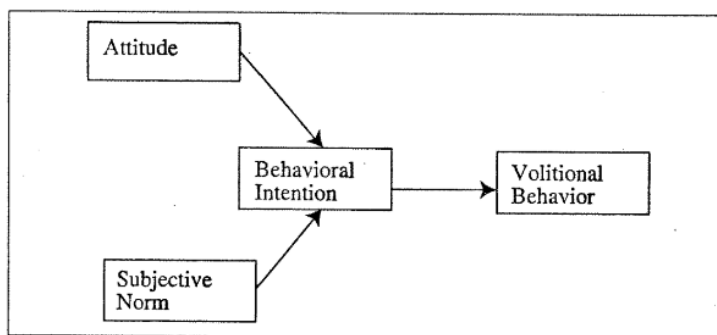
In a search towards a more integrated model, as psychology studies progressed and to further expand the theory of TRA, in 1985 Ajzen introduced the theory of The Planned Behavior, which according to Ajzen (1991). The theory had the same elements, except the additional concept of perceived control was included. The Perceived Control is how the individual perceives the easiness of the task. It relates to the activities an individual chooses, the amount of effort they put in and the effort they put into the preparation for activity (Ajzen, 1991). Perceived behavioral control influences the Intention to perform directly and forms a triad together with the Attitude and Subjective norms.

Image 2

Theory of Planned Behavior

FIG. 1. Theory of planned behavior.

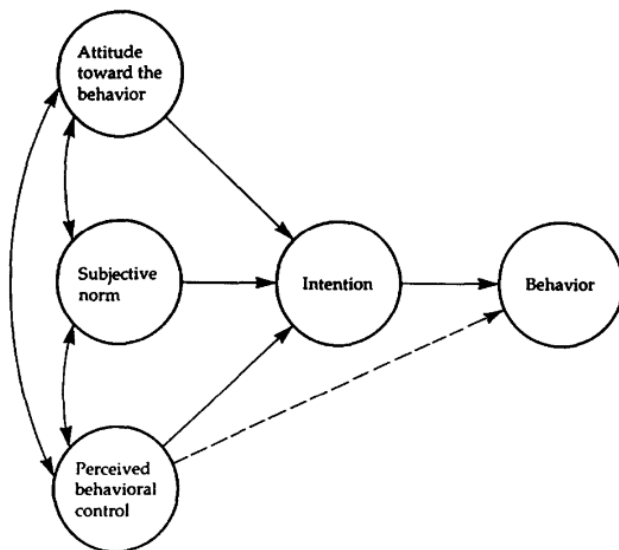Theory is used in the wide spectrum of the intention research such as purchasing, financial and management studies. Theory of Planned Behavior also stands out as base for other influential theories such as Technology Acceptance Model (TAM) (Davis, 1989) and Extended Privacy

Calculus theory (Dinev & Hart, 2006) which are well-known in the marketing and digital research fields. Additionally, the theory is based on the premise that a person can control the actions he plans to perform which is in line with other works presented in this theses beforehand.

To summarize, Theory of planned behavior involves subjective norms, perceived control and attitude. The theory is often applied within the marketing field and is aligned with other theories used in the research.

1.8 Conceptual Model

To develop the model of the research, the theory of Theory of Planned Behavior was chosen to further delve into customer behavior and intention to purchase. Theory of planned behavior is an extension of the Theory of Reasoned Action and which was proposed by the same author and Theory of Planned Behavior was used in other retail purchase research (J. Li et al., 2022), online purchase intention (Peña-García et al., 2020), omnichannel retail (Alesanco-Llorente et al. 2023, Sombultawee & Wattanatorn, 2022, Pantano & Viassone, 2015) and showrooming (Faßnacht et al., 2019). The remaining concepts were developed in regards to the four main theories that focus on privacy, personalization, personalization and privacy paradox and intention to buy. The main theory that led to the development of the Privacy concern concept was Extended Privacy Calculus theory (Dinev & Hart, 2006), which defines the concept of Privacy concern as the privacy risk belief that a customer has while engaging with a retailer. This theory is used in other similar privacy research works such as Meier & Krämer (2022) and online purchasing behavior Fortes and Rita (2016). It is assumed that privacy risk will bring a negative impact towards the Intention to purchase as it is researched that privacy and privacy concerns hinder the decision to purchase (Pelaez et al., 2017, Robinson 2017, Frasquet et al., 2015) and will be antagonistic towards the personalization benefit. The concept of personalization benefit was based on research of the Treiblmaier, H., & Pollach, I., (2007) as it was researched that the personalization benefit is one of the key factors (Treiblmaier, H., & Pollach, I., 2007) in the privacy and personalization paradox. The work of Treiblmaier, H., & Pollach, I. (2007) was used in a recent study of omnichannel personalization research (Wetzlinger et al., 2017). The concept of the personalization-privacy paradox is based on the work of Chellappa and Sin (2005) which was used for similar research of the paradox by Lee and Rha (2016).

All four theories that contributed to the concept are well known and rely on the same main assumption that a customer makes a more or less calculated decision in sharing information rather than accidental or impulsive. Furthermore, to finish up with the conceptual model, the research will be done on two purchase channels of retail: Click and Collect and E-commerce. Click and collect is defined as a hybrid channel of the online store and physical store which can mean at least three shopping methods of drive in, drive out and pick-up (Vyt et al., 2022), however in practice sporting goods retailers will have one established method of click and collect which is usually store pick-up. E-commerce is defined as the online store of the retailer which can be accessed through multiple devices (e.g. mobile or personal computer). This research considered mobile usability to be an integral part of e-commerce store.

This double channel research will allow us to check if the respondents evaluate concepts in the channels differently. After this the answers to the survey will be combined together. The combined answers will be called omnichannel through the research as it is assumed that both of these channels are integrated through the sporting retail brands. The research will be focused specifically on the sporting goods retail industry, which could be significant as sporting goods shoppers tend to display showrooming behavior (Viejo-Fernández et al., 2020) and not to make purchases due to the lack of touch in the digital channels. To conduct the research the following conceptual research model has been proposed:

Image 3

Research Conceptual model
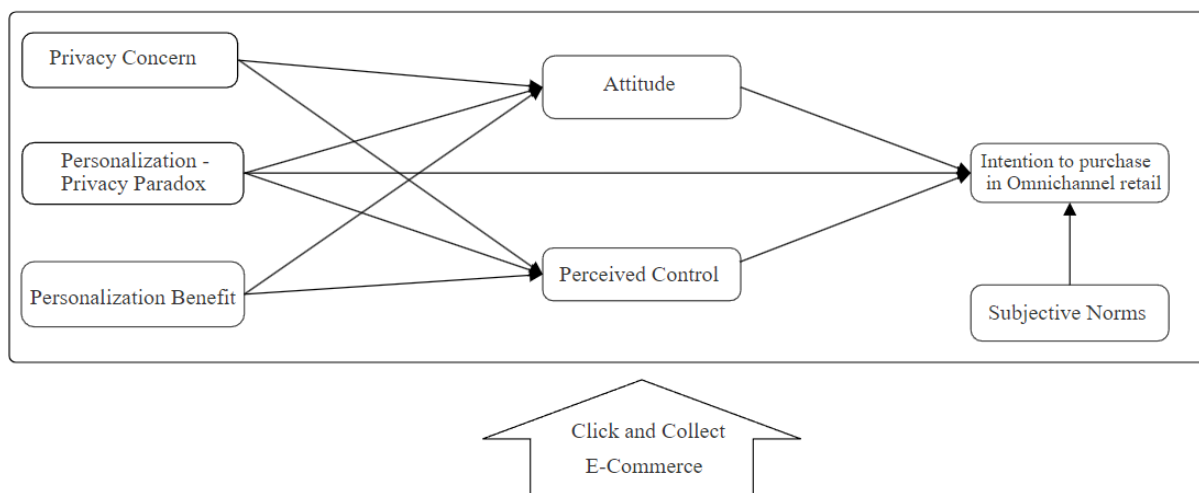
The research does not aim to prove that personalization - privacy paradox exists as there is already substantial evidence for the existence of the paradox in literature (Chellappa and Sin, 2005, Wetzlinger et al., 2017, Lee and Rha (2016), thus the correlation between Privacy concern and Personalization benefit is not measured.

2. METHODOLOGICAL PART OF THE THE INFLUENCE OF PERSONALIZATION AND PRIVACY PARADOX ON THE INTENTION TO PURCHASE IN THE SPORTING GOODS OMNICHANNEL RETAIL RESEARCH

2.1 The Aim of research and Hypotheses

Aim: The aim of this empirical research is to perform quantitative analysis on the Influence of Personalization and Privacy Paradox on the Intention to Purchase in the Sporting Goods Omnichannel Retail.

In order to achieve aim, the following **research objectives** have been raised:

1. To perform quantitative analysis and study if personalization - privacy paradox has a statistical significance on the Intention to buy in the omnichannel sporting goods retail while shopping in omnichannel retail

2. To quantitatively research if privacy risk, personalization - privacy paradox and personalization benefit has a statistically statistically significant correlation with the Perceived Control

3. To quantitatively research if privacy risk, personalization - privacy paradox and personalization benefit has a statistically significant correlation with the Attitude

4. To perform quantitative analysis and evaluate if perceived control, attitude and subjective norms have a statistically significant effect on the Intention to purchase in sporting retail in omnichannel retail

5. To compare the statistical significance of a purchase channel's (click and collect and e-commerce) correlations with personalization benefit and personalization-privacy paradox (if correlations were found)

6. To test is there a correlation between the perceived risk, personalization-privacy paradox and personalization benefit and the age of respondents

   In order to reach the main aim of the research the following hypotheses in regards to Ajzen theory (1991) of planned behavior have been made, which are illustrated by the following conceptual model:

Image 4

Conceptual model with hypotheses
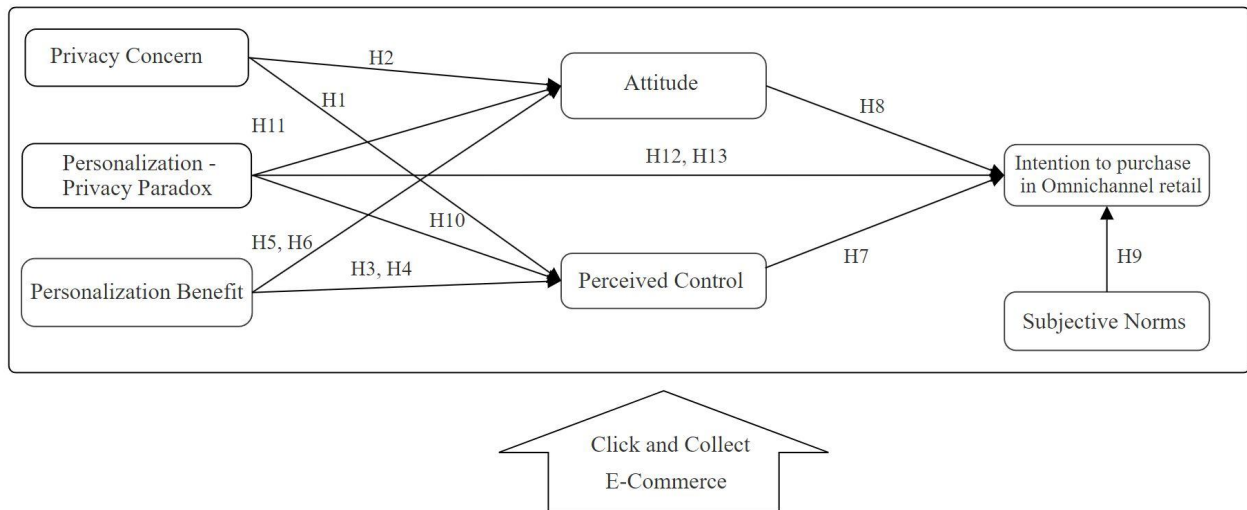
Source: compiled by the author

In both e-commerce (Cheah et al., 2020) and hybrid channels (Kedia et al., 2017) consumers face privacy concerns as the customer journey begins on the website of an omnichannel retailer. Privacy is an especially important topic in ecommerce (Ackerman & Davis, Jr, 2003) as despite being convenient for the user, the ecommerce and digital channels often possessed inherited safety and privacy concerns (Cheah et al., 2020). Concern about the Privacy arises from internal company's policies such as control of the data, possibility of access to data by unauthorized others, transactional privacy concerns (Ackerman & Davis, Jr., 2003). It is researched that personalization risk is a disempowering factor (Alkis & Kose, 2022) in omnichannel and based on this the following hypothesis is made:

H1 Privacy Concern have a negative statistical significance on the Perceived control in E-commerce, Click and Collect and overall Omnichannel

According to the Cloarec (2022) there is a dilemma between the customer's unwillingness to disclose personal information and consumer's need for personalization. Robinson (2017) states privacy concern might cause cognitive weight in between risk and benefits of information disclosure thus same as for privacy concerns, the paradox will affect the customer's perceived

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control of the action as it is causing stress to the customer and increases the mental load. Regarding this information the following hypothesis has been made:

H2 Privacy Concern will have a negative statistical significance on the Attitude in Click and Collect, E-commerce and Omnichannel

Personalization is the ability to tailor product purchasing experiences to the individual characteristics to the customer Chellappa and Sin (2005). Personalization will affect the Perceived control positively while purchasing in omnichannel retail because it will lower the mental overload (Strycharz et al., 2019) and let the customer make better decisions. Personalization adapts to the customer's needs and increases convenience that empowers the customer to shop faster and make better decisions, so the following hypothesis has been made:

H3 Personalization Benefit will have a positive statistical significance on the Perceived control in Click and Collect, E-commerce purchase channels and overall Omnichannel.

Personalization benefits will be higher in e-commerce, because the channel is not so digital and is attached to the physical store (Vyt et al., 2022). There is also a part of service that will be done in-store such as product return (J. Zhang et al., 2018). Click and Collect also usually has less technical opportunities than e-commerce, to make user experience more personalized and pleasurable as a hybrid channel, thus the following hypothesis has been raised:

H4 Personalization Benefit statistical significance will be higher in E-commerce store rather than Click and Collect

Personalization will affect the Attitude positively while purchasing in omnichannel retail because it causes a positive experience to the customer (Tyrväinen et al., 2020). Personalization might be used at the start of customer journey for a marketing messaging, however this research will focus on the personalized offer suggestions and upselling strategies based on what customers have searched for in the online store, customer reviews or ratings that omnichannel sporting goods retailers are using for their store content. Authors agree that personalized content and services are more effective than non-personalized content (Tyrväinen et al., 2020, Wetzlinger et al., 2017, Adaji and Vassileva 2016) which will increase the customers' need to explore the brand and offer, thus making it have a more positive attitude towards omnichannel shopping. Thus the following hypothesis has been made:

H5 Personalization Benefit have a positive statistical significance on the Attitude in E-commerce, Click and Collect and overall Omnichannel

As the Click and Collect channel will also depend on the offline store, the Attitude of the customer will also depend less on technical solutions of personalization and more on service that he or she received it in the store (Vyt et al., 2022) as in Click and Collect is a hybrid channel:

H6 Personalization benefit statistical significance on the Attitude will be higher in E-commerce store rather than Click and Collect

Additionally, in omnichannel retail there few reasons that might hinder the control a person feels while purchasing customer's technology acceptance and willingness to use it for shopping (Ayensa et al., 2016), culture he or she lives in (Peña-García et al., 2020), attitude towards brand (Shastry & Anupama, 2021). Attitude relates to the degree in which a person has a favorable or unfavorable attitude towards the action Ajzen (1991). Subjective norms related views of the community once the customer purchases the item or a service, but may also relate to the beliefs a person has from the environment (Ajzen, 1991, Li et al., 2022,). This will relate to the closest people like family, friends and coworkers that are making purchases in omnichannel retail. In intention and the importance of three components may vary across the behaviors and situations. Based on this theory the following three hypotheses have been raised:

H7 Perceived control have a positive statistical significance Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

H8 Attitude will have a statistical significance the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

H9 Subjective norms will have a statistical significance on the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

According to Ajzen (1991) Perceived Control relates to how much control a person himself or herself perceives while completing the task. In the context of this research this relates to the customer's feeling about his or her ability to purchase in omnichannel retail. Many researchers have pointed out that purchasing in omnichannel might be a challenge if a person has high privacy concerns (Ackerman & Davis, Jr., 2003), as users tend to experience stress because of purchase risk (Pelaez et al., 2017) and because of it are less likely to purchase and use personalization benefits (Walde & Martin, 2019), thus the following hypothesis has been raised.

It is known that customers might have reservations to purchase these items because of perceived safety issues (Frasquet et al., 2015). Thus the following hypothesis has been raised:

H10 Personalization-Privacy Paradox will have a negative statistical significance on Perceived Control in E-commerce, Click and Collect and overall Omnichannel

The issue of personalization - privacy will affect the Attitude as it causes privacy concerns and lessens the intention to use personalization or share personal data. Personalization-Privacy paradox will negatively affect the attitude while shopping as it is researched that the personalization paradox has a negative impact on the overall user system of personalization (Walde & Martin, 2019) which in turn will lower the user experience (Walde & Martin, 2019) and the attitude of the customer while making a purchase. Potentially, customers will feel the risk of the privacy violation more while purchasing in case of the recognized personalization methods. Thus, the following hypothesis has been developed:

H11 Personalization-Privacy Paradox will have a negative statistical significance on Attitude in E-commerce, Click and Collect and overall Omnichannel

The issue of personalization - privacy will affect the Intention to buy as it causes privacy concerns (Ackerman & Davis, Jr., 2003) and lessens the intention to use personalization (Walde & Martin, 2019) or share personal data. In response to the research the following hypothesis has been made:

H12 Personalization-Privacy Paradox will have a negative statistical significance on Intention to buy in E-commerce, Click and Collect and overall Omnichannel

There will be higher negative significance as the personalization - privacy paradox is more of a digital hindrance rather than the physical. Even though the privacy concerns are relevant for the offline and hybrid channels, the customer might avoid the paradox by shopping through the ROPS (reserve-online-purchase-in store) channel. As click and Collect is a hybrid channel the effect of paradox might also be lessened by the (Vyt et al., 2022) staff and possibility to have physical contact. Thus the following hypothesis has been made:

H13 Personalization-Privacy Paradox will have a higher negative statistical significance on Intention to buy in E-commerce than in Click and Collect purchase channel

As it was discovered by Sheehan (2002) there will be differences and correlation on how different age groups react to the technological dilemmas. There has been research that younger

generations are looking for more value in exchange of personal data while older generations seem to withhold data sharing (Holmes, 2023). This is because different generations have a different technology acceptance and are comfortable with different data sharing preferences (Holmes, 2023). In regards to this information, the two following hypotheses have been made:

H14 There will be statistically significant correlations between the age, privacy concern, personalization and Attitude towards Personalization - Privacy Paradox

2.2 Data Analysis Methods and Statistics

There were 7 constructs measured by the research: privacy concern, personalization benefit, personalization-privacy paradox, perceived control, attitude, subjective norms and Intention to purchase were measured. The data was researched by using qualitative data analysis. Research data was collected via an online Google Forms survey. Data was collected using convenience sampling and participation in the survey was voluntary and anonymous. Before starting the survey, the respondents were informed about the purpose of the study, data collection information and frequently used in the questionnaire specific to this study concepts: omnichannel retail, privacy and personalization paradox, privacy risk (concern), personalization benefit, click and collect, e-commerce store (online store). The survey questionnaire consisted of three demographics questions (gender, age and country) which were nominal and ordinal. One question was used to determine if a participant was fit to participate in research and has made a purchase in a click and collect or e-commerce website of the omnichannel sports retailer, as this research focused on one digital and one hybrid omnichannel channel. Question included brand's names to give a clear illustration of what could be considered an sports omnichannel retailer. Depending on the chosen purchase channel respondent was directed to one of the surveys which were identical in their concepts, but differentiated in purchase channels.

Survey consisted of 22 statements that were evaluated on a 5-point Likert scale (1-Strongly Disagree, 2- Disagree, 3- Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree). All constructs measuring instruments were borrowed from works published by other authors:

Table 1

The constructs and questionnaire statements

Concept	Statements
Privacy Concern (Risk) (Dinev & Hart, 2006) 4 statements	I feel like I am risking my personal data when shopping in omnichannel sporting goods retail on e-commerce store /click and collect
	I am concerned about disclosing personal data while shopping in e-commerce store/click and collect of the omnichannel retailer
	I feel like omnichannel retailer might misuse my personal data while shopping for sporting goods in the e-commerce store/click and collect
	Privacy risk is important to me, I tend do be careful about I sharing my personal data when shopping in omnichannel retail e-commerce store/click and collect
Personalization benefit (Treiblmaier, H., & Pollach, I. (2007) 4 statements	Personalization provides me with additional value when shopping for sporting goods in the e-commerce store/click and collect in the omnichannel retail chain
	Personalization enables me to shop faster and more convenient when shopping for sporting goods in the e-commerce/click and collect store of the omnichannel retail chain
	I enjoy getting personalized offer or services while shopping for sporting goods in the e-commerce /click and collect store in the omnichannel retail
	I would choose personalized services over non-personalized services when purchasing sporting goods in the e-commerce/ click and collect store of the omnichannel retailer
Personalization and privacy paradox (Chellappa and Sin (2005) 3 statements	I'm willing to buy sporting goods in omnichannel retail e-commerce/click and collect store despite being aware of personalization and privacy conflict
	I do not feel tense while giving my personal data for personalized offer while while shopping in e-commerce store/Click and collect of the omnichannel retailer
	I do not feel that I am risking my personal data while getting a personalization benefit while shopping through e-commerce/ Click and Collect of the omnichannel retailer
Perceived Control (Ajzen, 1991)3 statements	It mostly depends on me if I want to buy goods in omnichannel sporting retail e-commerce store
	I think it's possible to purchase goods in an omnichannel sporting retail e-commerce/click and collect store

	I am able to choose and purchase goods in an e-commerce/click and collect store of an omnichannel sporting goods retailer
Attitude (Ajzen, 1991) 3 statements	I enjoy buying sporting goods in e-commerce/click and collect store of an omnichannel sports retailer
	I think it is good to buy sporting goods in the E-commerce/ click and Collect store of the omnichannel sporting goods retailer
	I think buying sporting goods on the e-commerce/click and collect store of the sporting goods omnichannel retailer is benefiting me
Subjective norms (Ajzen, 1991) 3 statements	My relatives/family/friends are buying sporting goods in e-commerce store/ click and collect from the omnichannel retailers
	My relatives/family/ friends are positive about buying sporting goods in on the ecommerce store/ click and collect of the omnichannel retailer
	I am expected to buy sporting goods in a ecommerce/click and Collect store of the omnichannel sporting goods retailer
Intention to purchase (Ajzen, 1991) 2 statements	Considering Personalization-Privacy paradox, I intend to purchase sporting goods in the e-commerce/Click and Collect store of the omnichannel sports retailer
	Considering Personalization-Privacy paradox, I am planning to purchase sporting goods in the E-commerce store/Click and Collect of the omnichannel sports retailer

(Continuation of Table 1)

Source: compiled by the author

It is widely researched that privacy concerns have a negative impact on the purchasing behavior (Cheah et al., 2022, Robinson, 2017, Walde & Martin, 2019, Dinev & Hart, 2006). In this research the main construct was based on the Dinev & Hart (2006) privacy risk concept, despite originally developed for the purchasing and transaction concern, however the theory is used as it focuses explicitly on the risk of privacy loss rather than financial or transactional. The theory is widely used and referenced in the modern retail omnichannel research (Wetzlinger et al. 2017), personalization - privacy paradox research (Fortes and Rita 2016, Cheah et al., 2022) and privacy and data disclosure research (Robinson, 201, Meier & Krämer, 2022), personalized marketing research (Strycharz et al., 2019). Additionally, this theory is based on the Theory of Planned behavior (Ajzen, 1991) as it considered to as it introduced the notion of the privacy

calculus which states that individuals give up control of their data in exchange of perceived positive outcome (Dinev & Hart, 2006) The theory is considered to be influential in the privacy research field. Concept of Personalization benefit is based on Treiblmaier, H., & Pollach, I. (2007) research of user's perceptions of the online personalization benefits and costs, as the actual paradox is facilitated by exchange of data between the customer and their expectation of returned value. The research was conducted on the user perceptions of personalization. As both researched channels have a strong relation to online channels, this concept is also mostly based on online.

The personalization and privacy paradox is introduced (Chellappa and Sin (2005) as privacy and personalization dilemma by which consists of two factors: value of personalization and concern of privacy. Since then the concept was used in many modern day retail omnichannel researches (Lee & Rha, 2016) Awad and Krishnan (2006) and (Cloarec, 2020).

Lastly, the Theory of planned behavior was selected as one of the most fundamental theories of user behavior in the marketing. TPB is a fundamental purchase intention theory and is well used in modern research of online buying intention (Peña-García et al., 2020, Dakduk et al., 2017), omnichannel channel research (Yurova et al., 2017, Pantano & Viassone, 2015). It was chosen for this research.

2.3 Reliability of the Empirical research

In total 254 respondents took the survey. However, 176 were eligible to take the survey in full after the initial sorting question (85 respondents answered the click and collect survey, while 85 answered the e-commerce survey). This number of respondents does correspond to similar research done into omnichannel retail (Wetzlinger et al., 2017) and privacy research (Naudin, 2021), (Bach et.al, 2020).

Table 2

Previous research respondent number

	Research (n)			
	Wetzlinger et al., 2017	Naudin, 2021	Bach et al. , 2020	Median:
Respondents number	n = 100	n = 100	(n = 328)	n = 176

Source: compiled by the author

Out of 170 respondents 6 had to be eliminated because of poor answer quality and overused answer evaluation. Survey respondents were collected through social media (Linkedin, Facebook) and survey sharing communities SurveySwap and SurveyCircle. Convenience sampling was used to collect the data. Three aspects of demographic data were collected - country, gender and age. Data analysis was completed with SPSS 29.

2.4 Internal data reliability

To evaluate the reliability of empirical research the Cronbach alpha was calculated of all constructs in Click and Collect (n= 85), E-commerce (n= 85) and in Omnichannel (170 respondents). Results are displayed in the table below:

Table 3

Internal reliability of the concepts

Construct	Channel of purchase	Reliability statistics Cronbach's Alpha	Number of items
Privacy risk	Omnichannel	0.795	
	Click and Collect	0.766	
	E-commerce	0.815	4
Personalization benefit	Omnichannel	0.834	
	Click and Collect	0.798	
	E-commerce	0.857	4
Personalization Privacy paradox	Omnichannel	0.629	
	Click and Collect	0.651	
	E-commerce	0.615	2
Attitude	Omnichannel	0.733	
	Click and Collect	0.654	
	E-commerce	0.602	3
Perceived control	Omnichannel	0.779	
	Click and Collect	0.823	
	E-commerce	0.738	3
Subjective norms	Omnichannel	0.698	
	Click and Collect	0.652	
	E-commerce	0.739	3

	Omnichannel	0.904	
	Click and Collect	0.911	
Intention to buy	E-commerce	0.898	2

(Continuation of the Table 3)

Source: compiled by the author

Privacy risk was calculated using 4 statements (Cronbach's Alpha > 0.600), Personalization benefit was calculated using 4 statements (Cronbach's Alpha > 0.600), Personalization-Privacy paradox was intended to be calculated with 3 statements, but one of the concept statements had to be removed (I'm willing to buy sporting goods in omnichannel retail e-commerce/click and collect store despite being aware of personalization and privacy conflict) as the reliability of the Concept was < .0600 and statement was too similar to a Intention to buy concept statement (considering Personalization-Privacy paradox, I intend to purchase sporting goods in the e-commerce/Click and Collect store of the omnichannel sports retailer). Attitude was calculated using 3 statements (Cronbach's Alpha > 0.600), Subjective Norms was calculated using 3 statements (Cronbach's Alpha > 0.600), Subjective norms also had 3 statements (Cronbach's Alpha > 0.600). Intention to buy combined two statements (Cronbach's Alpha > 0.600). All statements can be considered reliable and used for further research.

2.5 Industry

The data was collected from the respondents that have purchased sporting goods retail in the last year. It is worth mentioning that collected research data can only represent the selected niche retail sector as retail is a wide industry. This research did not intend to focus on the product category or specific brands though the associations can be made as the niche is quite specialized.

2.6 Demographical Data

Table 4

Demographical Data

		Click and Collect (n=85)		E-commerce (n=85)		Omnichannel (n=170)	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Gender	Man	46	54.10%	33	38.80%	79	46.50%
	Woman	39	45.90%	51	60%	90	52.90%
	Prefer not to say	0	0%	1	1.20%	1	0.60%
Age group	18-24	18	21.20%	38	44.70%	56	32.90%
	25-34	39	48.90%	29	34.10%	68	40%
	35-44	19	22.40%	14	16.50%	33	19.40%
	45-54	9	10.60%	4	4.70%	13	7.60%
	55-64	0	0%	0	0%	0	0%
	Above 64	0	0%	0	0%	0	0%
Country	Lithuania	45	52.90%	44	51.80%	89	52.40%
	Latvia	9	10.60%	11	12.90%	20	11.80%
	Estonia	2	2.40%	4	4.70%	6	3.50%
	Poland	5	5.90%	1	1.20%	6	3.50%
	Other	24	28.20%	25	29.40%	49	28.80%

Source: compiled by the author

Majority of respondents were women (52.9%), but men also participated in the research (46.50%) there was 1 respondent that preferred not to disclose the gender (0.60%). Majority of the respondents were 25-34 year olds (40%) (millennials), while the second biggest group was 18-24 (32.90%) (Gen Z), and the third age group were 35 - 44 olds (millennials) (19.40%) and 45-54 (Generation X) (7.60%). There were no respondents in 55-64 or Above 64 age groups.

Most of the research participants were Lithuanians (52.40%) or coming from other countries than mentioned (28.80%). There were less participants from Latvia (11.80%) Estonia (3.50%) and Poland (3.50%).

3. EMPIRICAL RESEARCH OF THE THE INFLUENCE OF PERSONALIZATION AND PRIVACY PARADOX ON THE INTENTION TO PURCHASE IN THE SPORTING GOODS OMNICHANNEL RETAIL

3.1 Tests of normality

To evaluate what methods should be used in research the Test of normality was done:

5 Table

Kolmogorov-Smirnov test of normality

Kolmogorov-Smirnov test of normality						
	Click and Collect		E-commerce		Omnichannel	
	Sig. (p)		Sig. (p)		Sig. (p)	
Privacy Risk	> .005	Not normal	> .005	Not normal	<.001	Normal
Personalization benefit	<.001	Normal	<.001	Normal	<.001	Normal
Personalization - Privacy paradox	<.001	Normal	<.001	Normal	<.001	Normal
Attitude	<.001	Normal	<.001	Normal	<.001	Normal
Perceived control	<.001	Normal	<.001	Normal	<.001	Normal
Subjective norms	> .005	Not normal	<.001	Normal	<.001	Normal
Intention to buy	<.001	Normal	<.001	Normal	<.001	Normal

Source: compiled by the author

It was concluded that In Click and Collect there were two constructs that were above to normality scale (Privacy risk and Subjective norms) (> .005), in E- Commerce it was only one (Privacy risk), but when calculated in both surveys there were no constructs that were above the normality scales.

Analysis of Research hypotheses

To confirm the relation between the Privacy and the Perceived control in omnichannel, the following hypothesis has been raised:

H1 Privacy Concern have a negative statistical significance on the Perceived control in E-commerce, Click and Collect and overall Omnichannel

To confirm the significance between the Privacy Concern and The perceived control, the following correlation has been calculated in Click and Collect, E-commerce and in omnichannel (both forms). Pearson's Correlation has been chosen for the analysis. The results are displayed below:

Table 6

Correlation between the Privacy Concern and The perceived control

H1			Pearson's Correlation Coefficient	Sig. (2-tailed)	
	Privacy Concern	Click and Collect	-0.104	0.344	Perceived control
		E-commerce	-0.072	0.515	
		Omnichannel	-0.089	0.247	

Source: compiled by the author

After the conducted analysis it was concluded that there is no significant correlation in Click and Collect (0.344 > .005), E-commerce (0.515 > .005) or Omnichannel (0.247 > .005), thus the hypothesis has been proven false.

To calculate statistical significance between the Privacy Concerns and the Attitude in Click and Collect, Ecommerce and Omnichannel the following hypothesis has been made:

H2 Privacy Concern will have a negative statistical significance on the Attitude in Click and Collect, E-commerce and Omnichannel

Table 7

Correlation between the Privacy Concern and the Attitude

H2			Pearson's Correlation Coefficient	Sig (p)	
	Privacy Concern	Click and Collect	-0.137	0.211	Attitude
		E-commerce	-0.297	0.006	
		Omnichannel	-0.233	0.002	

Source: compiled by the author

After the conducted analysis it was concluded that there is no significant correlation in Click and Collect (0.211 > .005) or E-commerce (0.006 > .005). There is weak negative correlation in Omnichannel (-0.233). However, the hypothesis has been proven false.

In order to calculate statistical significance between Personalization benefit and Perceived control the following hypothesis has been made:

H3 Personalization Benefit will have a positive statistical significance on the Perceived control in Click and Collect, E-commerce purchase channels and overall Omnichannel.

After the analysis, the following data has been encountered:

7 Table

Correlation between the Personalization Benefit and the Perceived control

H3			Pearson's Correlation Coefficient	Sig (p)	
	Personalization Benefit	Click and Collect	0.256	0.018	Perceived Control
		E-commerce	0.267	0.267	
		Omnichannel	0.179	0.020	

Source: compiled by the author

It was discovered that Personalization Benefit has no statistical significance in Click and Collect (0.018 > .005), Ecommerce (0.267 > .005) or Omnichannel (0.020 > .005). Thus, the hypothesis has been rejected.

H4 Personalization Benefit statistical significance will be higher in E-commerce store rather than Click and Collect

There was no statistical significance found in the Click and Collect or E-commerce channels. The hypothesis is rejected.

H5 Personalization Benefit have a positive statistical significance on the Attitude in E-commerce, Click and Collect and overall Omnichannel

The following correlation calculation has been made:

8 Table

Correlation between the Personalization Benefit and the Attitude

H5			Pearson's Correlation Coefficient	Sig (p)	
	Personalization Benefit	Click and Collect	0.158	0.148	Attitude
		E-commerce	0.494	<.001	
		Omnichannel	0.357	<.001	

Source: compiled by the author

It was researched that there are statistically low positive correlations in E-commerce (.005 < .001) and Omnichannel (.005 < .001), but no correlation in Click and Collect (.005 < .148). Thus the hypothesis is rejected.

In order to compare statistical significance between e-commerce store and Click and Collect, the following hypothesis has been raised:

H6 Personalization benefit statistical significance will be higher in E-commerce store rather than Click and Collect

It was researched that no statistically significant correlation has been found in Click and Collect, thus, the hypothesis is rejected.

To research the significance of concepts of Perceived control and Intention to purchase the following hypothesis has been made:

H7 Perceived control have a positive statistical significance Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

Table 9

Correlation between the Intention to purchase and the Perceived Control

H7			Pearson's Correlation Coefficient	Sig (p)	Intention to purchase
	Perceived control	Click and Collect	0.324	0.003	
		E-commerce	0.418	<.001	
		Omnichannel	0.331	<.001	

Source: compiled by the author

Perceived control indeed has statistical significance in Omnichannel (.005 > .001), E-commerce (.005 > .001) and in Click and Collect (.005 > 0.003). Thus the hypothesis is confirmed.

In order to research the Attitudes correlation to Intention to purchase the following hypothesis has been raised:

H8 Attitude will have a statistical significance the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

Table 10

Correlation between the Attitude and Intention to purchase

H8			Pearson's Correlation Coefficient	Sig (p)	Intention to purchase
	Attitude	Click and Collect	0.296	0.006	
		E-commerce	0.410	<.001	
		Omnichannel	0.360	<.001	

Attitude had statistical significance in Omnichannel (.005 > .001), E-commerce (.005 > .001), but not in Click and Collect (.005 < .006). Thus, the hypothesis is rejected.

In order to check statistical significance between Subjective norms and Intention to purchase the following hypothesis has been made:

H9 Subjective norms will have a statistical significance on the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel

It was researched that:

Table 11

Correlation between the Subjective Norms and Intention to purchase

H9			Pearson's Correlation Coefficient	Sig (p)	Intention to purchase
	Subjective norms	Click and Collect	0.296	0.006	
		E-commerce	0.500	<.001	
		Omnichannel	0.404	<.001	

There is a positive correlation between the Subjective norms and Intention to purchase in E-commerce (.005 < .001) and Omnichannel (.005 <.001), but not in the Click and Collect (.005 <.0.006) which makes the hypothesis rejected.

H10 Personalization-Privacy Paradox will have a negative statistical significance on Perceived Control in E-commerce, Click and Collect and overall Omnichannel

After the analysis, the following data has been collected:

Table 12

Correlation between the Personalization - Privacy paradox and Perceived control

H10			Pearson's Correlation Coefficient	Sig (p)	Perceived control
	Personalization-Privacy Paradox	Click and Collect	0.271	0.012	
		E-commerce	0.393	0.094	
		Omnichannel	0.205	0.007	

Source: compiled by the author

After the conducted analysis, it was concluded that there is no significant correlation between the Personalization - Privacy paradox and Perceived control in Click and Collect (.012 > .005) or E-commerce (.094 > .005) or Omnichannel (.007 > .005). The hypothesis has been proven **false**.

To calculate statistical significance between Personalization-Privacy Paradox and Attitude in Click and Collect, Ecommerce and Omnichannel the following hypothesis has been made:

H11 Personalization-Privacy Paradox will have a negative statistical significance on Attitude in E-commerce, Click and Collect and overall Omnichannel

After the analysis, the following data has been collected:

Table 13

Correlation between the Personalization - Privacy paradox and Attitude

H11			Pearson's Correlation Coefficient	Sig (p)	Attitude
	Personalization-Privacy Paradox	Click and Collect	0.163	0.136	
		E-commerce	0.287	0.008	
		Omnichannel	0.219	0.004	

Source: compiled by the author

After the conducted analysis it was concluded that there is no significant correlation between the Personalization - Privacy paradox and Attitude in Click and Collect (0.136 > .005) or E-commerce (.008 > .005). However, there was a weak correlation in Omnichannel (.005 >.004). The hypothesis has been proven **false**

H12 Personalization-Privacy Paradox will have a negative statistical significance on Intention to buy in E-commerce, Click and Collect and overall Omnichannel

In order to prove that Personalization-Privacy Paradox is negatively correlating with the Intention to purchase, the following hypothesis has been raised:

Table 14

Correlation between the Personalization - Privacy paradox and Intention to purchase

H12			Pearson's Correlation Coefficient	Sig (p)	Intention to purchase
	Personalization-Privacy Paradox	Click and Collect	0.192	0.078	
		E-commerce	0.194	0.075	
		Omnichannel	0.158	0.040	

Source: compiled by the author

After the conducted analysis it was concluded that there is no significant correlation between Personalization - Privacy paradox and Intention to purchase in Click and Collect (.078 > .005) or E-commerce (.073 > .005) or Omnichannel (.040 > .005). The hypothesis has been proven **false**

H13 Personalization-Privacy Paradox will have a higher negative statistical significance on Intention to buy in E-commerce

There was no significance found between the Personalization-Privacy Paradox Intention to buy in E-commerce, Click and Collect and overall Omnichannel, thus the hypothesis is considered to be false.

The following hypothesis was raised to predict relation between age, age, privacy concern, personalization and Personalization - Privacy Paradox:

H14 There will be statistical significant correlation between the age, privacy concern, personalization and Personalization - Privacy Paradox in the Omnichannel

Table 15

Correlation between the Personalization - Privacy paradox, Privacy concern, personalization benefit and Age

n= 170	Pearson's Correlation Coefficient	Sig (p)
	Age	
Privacy concern	-0.061	0.427
Personalization benefit	-0.135	0.08
Personalization and Privacy Paradox	-0.094	0.222

Source: compiled by the author

There was no statistical correlation found between age and personalization - Privacy Paradox (.222 > .005), Personalization benefit (.08 > .005) or Privacy concern (.427 > .005) in the Omnichannel, so the hypothesis is considered to be false.

3.3 Research summary

All 14 Hypotheses are summarized in the following table:

Table 16

Summary of all hypotheses

	Hypothesis		Correlation	Was the hypothesis accepted or rejected?
1	H1 Privacy Concern have a negative statistical significance on the Perceived control in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	Rejected
		E-commerce	No correlation	
		Omnichannel	No correlation	
2	H2 Privacy Concern will have a negative statistical significance on the Attitude in Click and Collect, E-commerce and Omnichannel	Click and Collect	No correlation	Rejected
		E-commerce	No correlation	
		Omnichannel	Weak negative correlation	
3	H3 Personalization Benefit will have a positive statistical significance on the Perceived control in Click and Collect, E-commerce purchase channels and overall Omnichannel.	Click and Collect	No correlation	Rejected
		E-commerce	No correlation	
		Omnichannel	No correlation	
4	H4 Personalization Benefit statistical significance will be higher in E-commerce store rather than Click and Collect	Click and Collect	There was no statistically significant correlation found	Rejected
		E-commerce		
		Omnichannel		
5	H5 Personalization Benefit have a positive statistical significance on the Attitude in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	Rejected
		E-commerce	Correlation	
		Omnichannel	Weak positive correlation	
6	H6 Personalization benefit statistical significance will be higher in E-commerce store rather than Click and Collect	Click and Collect	There was no statistically	Rejected

		E-commerce	significant correlation found	
		Omnichannel		
7	H7 Perceived control have a positive statistical significance Intention to purchase in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	Correlation	Accepted
		E-commerce	Correlation	
		Omnichannel	Weak Correlation	
8	H8 Attitude will have a statistical significance the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	
		E-commerce	Correlation	
		Omnichannel	Correlation	Rejected
9	H9 Subjective norms will have a statistical significance on the Intention to purchase in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	
		E-commerce	Correlation	
		Omnichannel	Correlation	Rejected
10	H10 Personalization-Privacy Paradox will have a negative statistical significance on Perceived Control in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	
		E-commerce	No correlation	
		Omnichannel	No correlation	Rejected
11	H11 Personalization-Privacy Paradox will have a negative statistical significance on Attitude in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	
		E-commerce	No correlation	
		Omnichannel	Weak positive correlation	Rejected
12	H12 Personalization-Privacy Paradox will have a negative statistical significance on Intention to buy in E-commerce, Click and Collect and overall Omnichannel	Click and Collect	No correlation	
		E-commerce	No correlation	
		Omnichannel	No correlation	Rejected
13	H13 Personalization-Privacy Paradox will have a higher negative statistical significance on Intention to buy in E-commerce	Click and Collect	There was no statistically significant correlation	
		E-commerce		Rejected

			found	
		Omnichannel		
14	H14 There will be statistical significant correlation between the age, privacy concern, personalization and Personalization - Privacy Paradox in the Omnichannel	Omnichannel	No correlation	Rejected

(Continuation of table 16)

Source: compiled by the author

The results show that there are no direct correlations within the personalization-privacy paradox and the intention to purchase sporting goods. What proved to be the strongest factor to purchase sporting goods in omnichannel was perceived control. It was proved to be significant in all three channels: Click and Collect, E-commerce and Omnichannel. This is possible due to the fact that all respondents that were selected for the survey had a shopping experience in omnichannel retail, thus had more confidence in shopping in omnichannel retail. In addition, product could have played the role in lack of correlations as customers might have no intention to use personalization extensively in sporting goods retail as it is very segmented already (Andreff , 2006). Exposure and habit leads to better trust (Jayasingh et al., 2022). Additionally, customers might view the information give-away as a prerequisite to use the services or make purchases (Canhoto et al., 2023).

3.4 Additional findings. Channel Specific Correlations

Table 17

Channel Specific Correlations

	Channel specific correlations
E-commerce	Personalization benefit has positive statistical correlation on the Attitude in Ecommerce
	Attitude has a statistical positive correlation on the Intention to purchase in E-commerce
	Subjective norms have a statistical significance on the Intention to purchase in E-commerce
Omnichannel	Privacy Concern has a weak negative statistical significance on the Attitude in Omnichannel
	Personalization benefit has positive statistical correlation on the Attitude in Omnichannel
	Attitude has a statistical positive correlation on the Intention to purchase in Omnichannel
	Subjective norms have a statistical significance on the Intention to purchase in Omnichannel
	Personalization-Privacy paradox has a weak positive correlation with the Attitude in the Omnichannel

Source: compiled by the author

Channel specific correlations were discovered in this master thesis. In the e-commerce channel there was a positive correlation between Attitude and Personalization benefit. This is consistent with some authors, as personalization helps to create a positive customer's experience (Tyrväinen et al., 2020). Attitude and subjective norms also seemed to be positively correlating with an intention to purchase in e-commerce, which shows that Ajzen's TPB model (Ajzen, 1991) could be a good prediction to purchase in the digital only channels.

In Omnichannel privacy concern had a negative correlation to the attitude while personalization benefit had a positive correlation with an attitude. Attitude had a significant correlation with an intention to buy. Additionally, the personalization-privacy paradox had a weak positive correlation in omnichannel. This shows that when evaluating more than two channels, the tension between privacy and personalization paradox could exist, but it will not directly influence the intention to buy. Rather it will affect the customer's attitude towards the purchasing action, which could influence the intention to buy, so despite having no direct correlation, the privacy and personalization paradox is important. Subjective norms also had a

positive impact on the intention to purchase in the omnichannel channel. Attitude, subjective norms and perceived control all seem good indications on the intention to buy in omnichannel, which makes Theory of planned behavior (Ajzen, 1991) suitable for further research in omnichannel. As we can see there were more similar correlations between the omnichannel and e-commerce than with click and collect.

3.5 Additional findings. Multiple Regression of the concepts that influence the Intention to Purchase in Omnichannel

It was discovered that Intention to purchase in omnichannel (e-commerce and click and collect collectively) was positively affected by three concepts: perceived control, subjective norms and attitude. In order to check how each of the concepts is affecting intention to purchase, the multiple regression analysis has been done for further analysis.
Multiple regression results are displayed in the table below:

Table 17

Multiple Regression of the Concepts that influence the Intention to Purchase in Omnichannel Sporting Goods Retail

Concepts	Multiple Regression of the Concepts that influence the Intention to Purchase in Omnichannel Sporting Goods Retail							
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Adjusted R square	Anova Sig.	F
(Constant)	1.131	0.399		2.834	0.005			
Perceived control	0.243	0.920	0.331	2.635	<0.001	0.222	<0.001	15.811
Attitude	0.167	0.103	0.404	1.622	<0.001			
Subjective Norms	0.277	0.087	0.360	3.193	<0.001			

Source: compiled by the author

Just one predictor has an impact on behavior loyalty. R2 = 0.222, F(6)=15.8 p<0.001. Subjective norms (t=3.193, p<0.001) have a bigger impact on intention to purchase than Perceived control (t=2.635, p<0.001) or Attitude (t=1.622, p<0.001). It was discovered that subjective norms have the most significance on Intention to purchase in omnichannel sporting goods retail.

CONCLUSIONS

1. Current and fundamental research of personalization and privacy paradox was explored in the thesis. It was discovered that the paradox and the related concepts are still relevant in omnichannel retail. Omnichannel sporting goods retail research was explored. It was conducted that not enough research is done into this sector.

2. There was no statistical significance between the personalization-privacy paradox and the intention to purchase sporting goods in omnichannel retail. What proved to be the factor that was statistically significant in all three channels (e-commerce, Click and Collect and Omnichahnel) was perceived control. Additional research was performed to determine the strongest positive statistical impact in the omnichannel channel. It was calculated through multiple regression. It was concluded that subjective norms had the strongest impact on the intention to purchase sporting goods in omnichannel retail.

3. The research was completed with the research hypotheses that were supporting the aim of the study. The Aim of the study was reached and research completed.

4. Two omnichannel retail purchase channels (E-commerce and Click and Collect) were researched and analyzed separately and together as the Omnichannel channel. There were channel specific data relations noticed in the Omnichannel and E-commerce channels. They were explored in the additional research parts.

5. One main hypothesis has been proved to be correct. There was a statistically significant positive relationship between Perceived Control and Intention to buy in all three channels. This contributed to the current omnichannel research, sporting goods retail sector research, personalization-privacy paradox and related research. Additional research was done into the relation between the Attitude, Perceived Control and Subjective norms and the intention to buy. Channel specific correlations were discovered in the E-commerce and Omnicahnnel channels.

6. The discovered channel specific correlations between Privacy concern, Personalization benefit and personalization privacy paradox is an addition to the

existent omnichannel research as it confirms the existence of the paradox in omnichannel sporting goods retail.

7. The personalization and privacy paradox, perceived privacy risk and personalisation benefit were not statistically significant in relation to age, which adds to the age and privacy risk perception research.

In relation to the conclusions, the following theoretical recommendations have been made:

1. In this research the sporting goods retail sector was analyzed, which ties the research to the specific product group. Additional research should be done on different retail sectors and different sport products to prove the effect of paradox.

2. This research focused on Click and Collect and E-commerce purchase channels. More channels could be compared. Additional research should be conducted into digital only channels (for example, m-commerce and e-commerce), offline channels (stores, pick up points, pop-up stores) or hybrid Click and Collect channels (drive-in, drive out, store pick-up).

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Research Survey

Personalization-Privacy Paradox in Omnichannel Sporting Goods Retail
Hello, I am Ugnė Dvilevičiūtė, a Graduate Student at Vilnius University Business School. Currently, I am conducting research for my final thesis. My thesis focuses on the sporting goods Omnichannel Retail (1) and the effect of Privacy-Personalization Paradox (2). (1) Omnichannel retail is a business approach that integrates various sales channels to provide a seamless and unified shopping experience for customers. The goal of omnichannel retail is to create a cohesive and consistent experience across multiple channels (e.g. store, e-commerce, apps or services of the retailer). Omnichannel retailers include such brands as Decathlon, Sportland, 4F, Audimas and other sports goods retailers that have at least 2 channels of sales. However, this research will focus on two purchase methods: E-Commerce shopping and Click and collect. (2) Privacy-Personalization paradox refers to the inherent tension between the desire for personalized services and experiences and concerns about the invasion of privacy. Your response will greatly contribute to the implementation of the study and is extremely valuable for future research. Survey will take you only around 7 minutes to complete. The survey is completely anonymous. The collected data will be used for the research purposes. Additional definitions used in survey: Privacy risk - a privacy risk refers to the potential threat or vulnerability that may compromise an individual's or an organization's personal or sensitive information, leading to unauthorized access, use, or disclosure of that information. Personalization benefit - personalization benefit refers to tailoring products, services, experiences, or content to individual users or customers based on their preferences, behaviors, and

characteristics. Click and Collect - purchase method that allows customers to place orders for products online and then pick up their purchases at a physical store or designated location. E-commerce store - online platform where businesses sell products and services over the internet.	
I'm from: Lithuania Latvia Estonia Poland Other	
I am a: Man Woman I prefer not to share	
How old are you? 18-24 25-34 35-44 45-54 55-64 Above 64	
In the last year, have you completed at least one purchase by using one of the following methods in a sporting goods retail (e.g. Decathlon, Sportland)? Yes, I shopped in the E-commerce store Yes, I have shopped in Click and Collect No, I have never shopped in E-commerce or Click and Collect	
1. I feel like I am risking my personal data when shopping in omnichannel sporting goods retail on the e-commerce store (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	1. I feel like I am risking my personal data when shopping in omnichannel sporting goods retail through Click and Collect (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)

2. I am concerned about disclosing personal data while shopping in e-commerce store of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	2. I am concerned about disclosing personal data while shopping through Click and Collect of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
3. I feel like omnichannel retailer might misuse my personal data while shopping for sporting goods in the e-commerce store (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	3. I feel like omnichannel retailer might misuse my personal data while shopping for sporting goods through Click and Collect (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
4. Privacy risk is important to me, I tend do be careful about I sharing my personal data when shopping in omnichannel retail e-commerce store (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	4. Privacy risk is important to me, I tend do be careful about I sharing my personal data when through Click and Collect (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
5. Personalization provides me with additional value when shopping for sporting goods in the e-commerce store in the omnichannel retail chain (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	5. Personalization provides me with additional value when shopping for sporting goods through Click and Collect in the omnichannel retail chain (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
6. Personalization enables me to shop faster and more convenient when shopping for sporting goods in the e-commerce store of the omnichannel retail chain (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	6. Personalization enables me to shop faster and more convenient when shopping for sporting goods through Click and Collect of the omnichannel retail chain (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
7. I enjoy getting personalized offer or services while shopping for sporting goods in the e-commerce store in the omnichannel retail (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	7. I enjoy getting personalized offer or services while shopping for sporting goods through Click and Collect in the omnichannel retail (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
8. I would choose personalized services over non-personalized services when purchasing	8. I would choose personalized services over non-personalized services when purchasing

sporting goods in the e-commerce store of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	sporting goods through Click and Collect of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
9. I'm willing to buy sporting goods in omnichannel retail e-commerce store despite being aware of personalization and privacy conflict (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	9. I'm willing to buy sporting goods in omnichannel retail through Click and Collect despite being aware of personalization and privacy conflict (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
10. I do not feel tense while giving my personal data for personalized offer while while shopping in e-commerce store of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	10. I do not feel tense while giving my personal data for personalized offer while while shopping through Click and Collect of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
11. I do not feel that I am risking my personal data while getting a personalization benefit while shopping in e-commerce store of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	11. I do not feel that I am risking my personal data while getting a personalization benefit while shopping through Click and Collect of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
12. My relatives/family/ friends are buying sporting goods in e-commerce sites from the omnichannel retailers (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	12. My relatives/family/ friends are buying sporting goods through Click and Collect from the omnichannel sporting goods retailers (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
13. My relatives/family/ friends are positive about buying sporting goods in on the ecommerce site of the omnichannel retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	13. My relatives/family/ friends are positive about buying sporting goods through Click and Collect of the omnichannel sporting goods retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
14. I am expected to buy sporting goods in a ecommerce store of the omnichannel sporting	14. I am expected to buy through Click and Collect of the omnichannel sporting goods

goods retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
15. I enjoy buying sporting goods in e-commerce store of an omnichannel sports retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	15. I enjoy buying sporting goods through Click and Collect of an omnichannel sporting retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
16. I think it is good to buy sporting goods in the e-commerce store of the omnichannel sporting goods retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	16. I think it is good to buy sporting goods through Click and Collect of the omnichannel sporting goods retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
17. I think buying sporting goods on the e-commerce store of the sporting goods omnichannel retailer is benefiting me (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	17. I think buying sporting goods through Click and Collect of the sporting goods omnichannel retailer is benefiting me (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
18. It mostly depends on me if I want to buy goods in omnichannel sporting retail e-commerce store (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	18. It mostly depends on me if I want to buy goods through Click and Collect of omnichannel sporting retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
19. I think it's possible to purchase goods in an omnichannel sporting retail e-commerce store (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	19. I think it's possible to purchase goods through Click and Collect in an omnichannel sporting retail (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
20. I am able to choose and purchase goods in an e-commerce store of an omnichannel sporting goods retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	20. I am able to choose and purchase goods through a Click and Collect in an omnichannel sporting goods retail (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)

21. Considering Personalization-Privacy paradox, I intend to purchase sporting goods in the e-commerce store of the omnichannel sports retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	21. Considering Personalization-Privacy paradox, I intend to purchase sporting goods through an Click and Collect of the omnichannel sports retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)
22. Considering Personalization-Privacy paradox, I am planning to purchase sporting goods in the e-commerce store of the omnichannel sports retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)	22. Considering Personalization-Privacy paradox, I am planning to purchase sporting goods through an Click and Collect of the omnichannel sports retailer (1 - Strongly Disagree, 2 - Disagree, 3 - Neither Agree nor Disagree 4 - Agree, 5 - Strongly Agree)