Sylwia Badowska*
Liwia Delińska**

Smartphone as a device supporting the interpenetrating of offline and online processes in shopping – empirical research among the Y generation

Introduction

The dynamic development of new technologies changes the daily behaviour of contemporary consumers. In the last decade one of the popular mobile devices that revolutionized both access to information and the way of communication – is the mobile phone, the so-called smartphone. Young consumers that are classified as the Y generation are regarded as its well-used specialists. In the behaviour of this generation, we observe the changes leading to combining a traditional purchasing processes with modern forms of shopping with assistance of mobile technologies. Such a hybrid approach, which reflects interpenetrating offline and online processes in shopping, has definitely been supported by the smartphone as an inseparable attribute of the Y generation. This product can fulfil the functions supporting consumers in the decision making process, moderating their choices and shaping their preferences.

Thus, the aim of the study is an attempt to evaluate the use of smartphones by the Y generation consumers as a support tool in shopping at traditional retail (brick-and-mortar shops 'B&M') in the context of the interpenetration of online and offline processes. The investigation was conducted in 2017 applying the survey technique, and the selective quota sampling procedure was employed. The results of the study broaden the knowledge concerning the behaviour of Y generation consumers and contribute to drawing up marketing strategies better. The article presents literature review, illustrates the research methodology, analyzes the results and finally summarizes them. The article ends the authors' proposal of applying the findings in practice.

---

* PhD, Marketing Department, Faculty of Management, University of Gdansk, Armii Krajowej 101, 81-824 Sopot, sylwia.badowska@ug.edu.pl
** MA, Marketing Department, Faculty of Management, University of Gdansk, Armii Krajowej 101, 81-824 Sopot, liwia.delinska@ug.edu.pl

1. The use of smartphones by the Y generation

Most of the representatives of the young generation cannot imagine everyday life without the smartphone, which is inherently associated with the use of online resources [Refuel, 2015]. Literature presents that representatives of the Y generation are classified with, among others, the following nomenclature: Millennium generation [Howe, Strauss, 2000], Millennials and Echo Boomers [Solomon, 2016; Kavounis, 2008], network generation [Tapscott, 2010], digital natives [Prensky, 2001], Tech generation, next generation – Gen Next, Com generation [Howe, Strauss, 2000], Net generation, Digital generation [Prensky, 2001], Google generation [Rowlands et al., 2008]. A membership of the Y generation determines the boundary dates of birth, which according to different researchers fall on a different year. Mostly these are people born in the 1980s and 1990s [Edelman / Strategy-One, 2010; Van den Bergh, Behrer, 2012; Kavounis, 2008].

Millennials have become a new technology generation and according to research 87% of them use 2–3 technology devices on average on a daily basis [Turak, 2015]. It is worth noting that the percentage of Poles using smartphones in May 2015 amounted to 58% on average but 91% in the 15–19 age group, and 88% among consumers at the age 20–29 [TNS Polska, 2016]. Among young consumers, the use of smartphones is at a very high level. In recent years, access to mobile devices allowing for the connection to the Internet increased significantly. Among the most active Internet users employing this technology on a daily basis, 69% were connected to the network via the smartphone [IAB Polska, PwC, 2016].

The new technologies development has brought into being a concept of multi-screening, which means using more than one screen at the same time. This phenomenon occurs most often among people under 24. It involves the simultaneous use of the smartphone while watching TV, or using a notebook [Mindshare Polska, 2015]. Close to multi-screening idea is shifting which means starting one activity on one device and finishing it on another one. The previous study showed that 38% of the surveyed people start online shopping on one device and end it on the next one [Mindshare Polska, 2015].

The Y generation is called the digital one due to the fact that they coexist between the online and offline worlds, and dynamically employ new technologies in various activities of their lives. Researchers point out about the phenomenon of dividing human life into real and virtual worlds [Dąbrowska et al., 2015]. According to a study conducted by OMD and NewsLifeMedia in 2015 [Homewood, 2015], the Y generation representatives reflect a high level of a separation anxiety when they do not have the smartphone by their side. What's more, 87% of the surveyed women

and 72% of the surveyed men admitted that they just feel lost without their smartphones. Nowadays, for most of Millennials checking the smartphone is the last thing they regularly do before going to bed and in the morning, right after waking-up. Moreover, 92% of the respondents declared putting their smartphones not further away then 1 meter from their beds.

2. Making-up purchase decisions – between online and offline

The development of information technologies causes that people live simultaneously both in the real and virtual worlds, and information acquired from the virtual one has an impact on their decisions in real life [Sznajder, 2014]. This phenomenon also applies to making-up purchase decisions, i.e. consumer behaviour of migration between online and offline worlds is observed, and it seems to become a natural element of the procurement path [Delińska, 2016].

Analyzing the interpenetration of the online and offline worlds, the concept should be interpreted in exact terms. The Polish Language Dictionary defines online as 'done via a computer network, mainly the Internet' and in this way it should be understood properly. On the other hand, the offline concept means 'a work mode during which a computer or device works in disconnection from the network, main computer, etc'. However, in this article the authors propose to use the term offline as the antithesis of the concept online, i.e. without the mediation of the Internet. Referring to the above, shopping can be divided into online (electronic) and offline (traditional retailing i.e. brick-and-mortar shops, B&M stores).

Although the e-commerce market is growing very dynamically in Poland, still around 90% of purchases are offline [Mediarun, 2017]. Nevertheless, 95% of retail sales result from the combination of online, mobile and store interactions during the customer's shopping path [Cognizant, 2015]. Increasingly, consumers use smartphones during their shopping visit at traditional retail (B&M stores), and the device supports their purchase decisions.

According to [*Smartshopping, czyli mądre zakupy…*, n.d.] report, mobile devices offer consumers numerous opportunities to support the purchase process when shopping at traditional retail. They enable searching for product information on the Internet, reading reviews, comparing prices or sharing opinions after purchase. That makes the consumer have access to a huge amount of information, which means that contemporary consumers can make-up rational shopping choices [Siekierska, 2016]. By using new technologies to acquire information, these modern consumers become a sort of the so-called smart shoppers. The smart shopping reflects choosing products of the highest quality at the best possible price [Sempruch-Krzemińska, 2014; Koniorczyk, 2014]. The smart shoppers are consumers for whom

the search for opportunities is not related to the need for savings, but a matter of conscious choice [Koniorczyk, 2014]. These consumers have market knowledge, which manifests itself in the ability to assess the attractiveness of the offer properly. Access to mobile devices with connection to the Internet, facilitates the escalation of the smart shopping phenomenon. The search for shopping opportunities is illustrated by a possibility of comparing prices, group purchases [Sempruch-Krzemińska, 2014] or using promotional coupons. The use of promotional coupons and e-mail offers at traditional retail is a relatively new phenomenon as well (increase of this activity from 25% to 40% of declarations in 2015 and 2016, respectively). Offering consumers an attractive offer electronically can be a proper way to visit B&M stores [Izba Gospodarki Elektroniczna and Mobile Institute, 2016]. The consumers using discount coupons are called Promo Hunters [Szulkowski, 2016]. Mobile applications of the largest commercial networks have become popular (e.g. H&M, Rossmann, KFC, McDonald's), and allow the implementation of promotional coupons. What's more the smartphone also supports consumers in creating a shopping list and using their electronic version at B&M stores.

A group buying (collective buying) is the next tool allowing the Internet users to shop at a very attractive price. Its phenomenon is that, depending on the service, consumers can save up to 90% [Waś-Smyrgała, 2011]. The group buying connects the virtual and real worlds – the consumers learn about the offers on the Internet, but they mostly buy at a traditional retail. The purchased coupon can be shown as the electronic version on the smartphone. The most popular online group buying platforms in Poland are the following: Groupon.pl, MyDeal.pl, Gruper.pl, FastDeal.pl, Okazik.pl, Cuppon.pl, KlubZnizek.pl, GoDealla.pl and many others.

According to the previous survey [PwC, 2017], in Poland before going shopping, 60% of respondents use online price comparison websites, this means that the cost still plays an important role for consumers. It can be assumed that some shoppers also display this behaviour when visiting B&M stores.

The next observed trend is a pre-shopping, which was reserved for expensive and complex products in the past. Currently, the trend accompanies almost all shopping categories [Leciński, 2011]. The social media also play a crucial role in the purchase decision-making process and improve the comfort of shopping. Previous research shows that the commercial activity of enterprises in social media has a greater impact on consumers than the activities on the companies' websites. The importance of social media can be particularly observed during the consumers' selection of new products and/or brands, and affects the representatives of the Y generation and Baby Boomers stronger [Epsilon, 2015].

The smartphone can be used for communication and purchase consultations with people acting as advisers or decision makers. Mobile devices allow to take a picture or record a video, and then use one of the communicators to send the message to people supporting the purchase process. Research shows that in 2016, 31% of respondents took photos of the products and sent them to family or friends to consult the purchase [Izba Gospodarki Elektronic i Mobile Institute, 2016]. Moreover, mobile payments, the so-called m-payment being a non-cash payment made using a mobile device (mostly smartphones), may gain in importance, which in the long run will have a significant impact on cash trading and the use of payment cards [IAB Polska Mobile, 2014].

3. Smartphone during shopping and the omnichannel trend

The development of new technologies enables combining online and offline worlds. In the behaviour of modern consumers, the trend of using mobile devices while shopping at traditional retail can be noticed. Outcomes of Mobile Institute research conducted in 2016 showed that: 46% of the respondents being at a B&M store check whether the product can be bought cheaper online; 46% verify the availability of goods in the store; 41% of the surveyed people take pictures of products to look for them at home; 34% use coupons received via e-mail; 35% pay by phone; 25% take photos of the product to consult a purchase with friends; 14% scan bar codes and QR codes to find out more about the product.

Consumers use mobile devices at B&M stores. Research conducted in 2016 points out that 86% of people who actively use mobile devices, also declare using them for other various direct or indirect activities related to shopping. What's more, 82% of mobile owners uses the device at traditional retail [Izba Gospodarki Elektronicznej, Mobile Institute, 2016]. According to the New Digital Divide survey carried out by Deloitte, as much as 56% of purchases at B&M stores are the result of earlier use of the Internet. In the case of Millennials, as much as 71% used the Internet before shopping, and 55% did it during the process.

Nowadays, consumers more and more value speed, convenience, availability and access to make purchase anywhere and at any time, which also results from the development of mobile technologies. At present, the borderline between online and offline shopping seems to be observed and both zones coexist and complement each other. Progressively, enterprises have already become fully aware of the fact that the existing stiff division into online and offline sales is not possible any more. One of the popular trends which has developed over the last years is a multi-channel. And the next transformation of this concept is an omnichannel. The multi-channel relies

on the customer's ability to use different sales channels that are not integrated with each other (e.g. a product in an online store of the same company is at a different price than at traditional retail). The omnichannel means a full integration of sales channels: a traditional retail, a website, a mobile site, contact in social media or a helpline. This trend assumes that altogether each of the channels creates an integrated ecosystem that is fully consistent [Siekierska, 2016]. One of such as examples is Carrefour Pro store located in Warsaw which applied the omnichannel in practice. It combines both online and offline shopping. Besides the standard/traditional way of shopping, customers can immediately order goods at an online store. Interactive screens are placed at the outlet and allow consumers to make transactions. Afterwards, the ordered goods can be delivered to the chosen address, or they can be sent directly to a parcel locker located in front of the store [Bełcik, 2017].

The ongoing digital transformation affects the change in the role of traditional retail. The key element of omnichannel's strategy is to enable customers to have physical access to the products they view online. It means that the B&M stores may take the form of showrooms in future. Global trends show that traditional stores must be prepared for changes. They will lead to adapting B&M shops to performing the functions of showrooms for viewing and trying on goods, and/but buying online [Dobosiewicz, 2017]. The omnichannel can also be ranged from: mobile notifications regarding offers based on geolocation, the possibility of expanding information by scanning a bar code using the smartphone, virtual fitting rooms based on augmented reality to communication with brand representatives via social media.

An interesting example of the development of new technologies is the world's first maintenance-free grocery store, which was established in Seattle in the United States. Amazon Go is a technologically advanced facility where at the entrance gate every customer has to scan a special application installed on their smartphone that is connected to a credit card. From this moment, purchases are made under the supervision of hundreds of cameras and sensors that record the movements of shoppers and automatically charge for goods placed in the consumer's basket [Green, 2018].

Recapitulating, it is worth noticing that nowadays the use of information technologies affects the consumers purchase processes. As the global trends show, using of mobile technologies by consumers while shopping seems to be a new and significant direction observed in practice. However, in literature the ongoing changes in consumer behaviour concerning the usage of mobile devices in purchase processes haven't been described well-enough and constitute the lacuna of present knowledge. Thus, bearing

in mind the above literature review, the use of mobile technology in shopping seems to be an important research problem. This is a meaningful issue especially for younger generations for which mobile technologies, online and offline worlds have already become a natural hybrid environment. Therefore, broaden research on this aspect is highly expected, because getting to know behaviour of the young generations allow companies to adjust marketing activities in advance.

Thus, it is reasonable to pose the following questions: whether and in what way young people use e.g. the smartphone as a support tool when shopping at traditional retail while interpenetrating of offline and online is observed? The attempt to find the answer to these questions has been defined as the aim of the further empirical part of this article.

4. The smartphone as a device supporting the interpenetrating of online and offline processes in shopping – empirical research

4.1. Research methodology

The purpose of this research is to evaluate the use of smartphones by representatives of the Y generation as a support tool in shopping at traditional retail (brick-and-mortar shops, 'B&M stores') in the context of the interpenetration of online and offline processes. The five issues were selected as a subject of the study. They are related to some consumers' activities which may be accompanied using the smartphone.

The detailed scope of the study among representatives of the Y generation included:
  – identifying the phenomenon of finding shopping inspirations while using the smartphone,
  – recognizing the use of the smartphone to absorb information on products before purchasing,
  – evaluating the preferences of using the Internet on the smartphone while purchasing at traditional retail,
  – getting to know the subjective assessment of the respondents of the occurrence of the assistant function of the smartphone in making-up decisions while shopping at traditional retail,
  – determination of the occurrence of malaise in the case of a lack of the smartphone while shopping at traditional retail,
  – identifying a subjective assessment of the compulsion using smartphones while purchasing at traditional retail.

To obtain the results, a survey technique was applied using a paper questionnaire (PAPI). To identify the occurrence of the phenomenon, positive-sense statements were employed. They were verified by using the 5-point Likert scale, in which 1 means definitely yes, and 5 definitely no.

In this study, the selective quota sampling procedure was employed. The study covered students of the Faculty of Management at the University of Gdansk in May-June 2017. Paper questionnaires were distributed and a total of 235 questionnaires were collected. Then, six questionnaires were rejected due to the significant lack of data. Out of 229 respondents: 99.56% use the smartphone, 83.84% use the notebook / laptop, and 22.27% use the tablet. The characteristics of the respondents are presented in Table 1.

Table 1. The demography data of the respondents by gender and age (n = 229)

	Gender						
	Female		Male		Lack of data		Total
n	158		71		0		229
%	69		31		0		100
	Age in years						
	20	21	22	23	24	Lack of data	Total
n	6	142	40	17	8	16	229
%	2,62	62,01	17,47	7,42	3,49	6,99	100

Source: Authors' development.

4.2. Data analysis

The questions included in the questionnaire concerned the occurrence of selected behaviour. This does not mean that consumers always behave in this way, but they do.

In this study, the first issue was to identify the phenomenon of finding shopping inspiration while using the smartphone by the representatives of the Y generation. All responses given to the presented statement have been included in Figure 1.
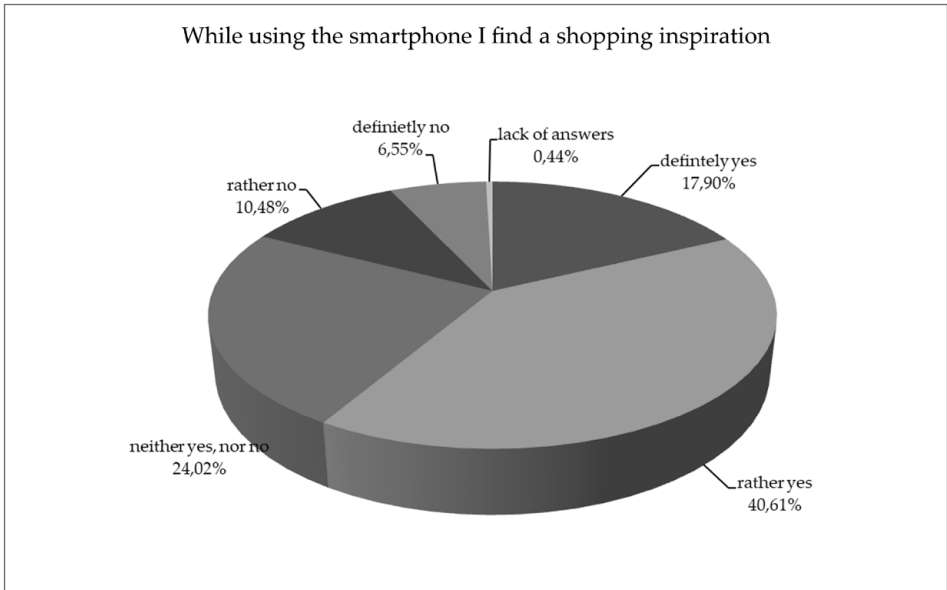
Referring to the obtained data, 17.90% of respondents expressed a definitely positive belief that while using the smartphone, they find shopping inspiration. The next 40.61% rather supported this opinion. Successively, 24.02% of respondents neither agreed nor disagreed with this opinion. Another 10.48% of respondents indicated that they probably do not find shopping inspirations when using the device. Ultimately, 6.55% of respondents definitely disagreed with the statement. Lastly, 0.44% of the respondents (one person) did not respond.

To sum up, it is worth noting that 58.52% of the surveyed young people indicated that they find shopping inspiration when using the smartphone. On the other hand 17.03% did not declare this type of behaviour.

The second statement in this study was aimed at recognizing whether the Y generation representatives use the smartphone to absorb information on products before purchasing. All the responses are shown in Figure 2.
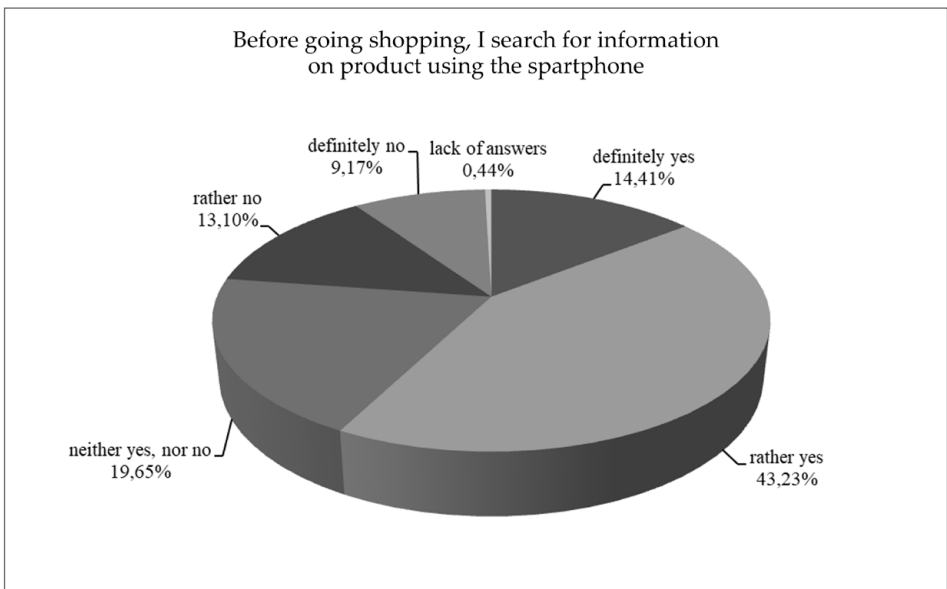
Figure 1. The structure of the respondents' answers regarding their shopping inspiration while using the smartphone (n = 229)

While using the smartphone I find a shopping inspiration

definietly no
6,55%

lack of answers
0,44%

defintely yes
17,90%

rather no
10,48%

neither yes, nor no
24,02%

rather yes
40,61%

Source: Authors' development.

**Figure 2. The structure of the respondents' answers regarding recognition of the smartphone use to absorb information on product before purchasing (n = 229)**

Before going shopping, I search for information
on product using the spartphone

definitely no
9,17%

lack of answers
0,44%

definitely yes
14,41%

rather no
13,10%

neither yes, nor no
19,65%

rather yes
43,23%

Source: Authors' development.

According to the obtained data, 14.41% of respondents expressed their strong belief that they search for information on products using their smartphone before purchasing. Next, 43.23% of respondents indicated that they rather agreed with this type of statement. Among the respondents, 19.65% neither agreed nor disagreed with the statement, while 13.10% of young consumers declared that they rather disagreed that before going shopping, they look for information on products using the smartphone. The final 9.17% of the respondents definitely did not agree with the statement. Lastly, 0.44% of the respondents (one person) did not respond.

Recapitulating, it is necessary to notice that 57.64% of the surveyed young people absorb information on products using the smartphone before going shopping. On the other hand, such behaviour was not declared by 22.27% of respondents.

The third issue of the study concerned the evaluation of the preferences of using the Internet on the smartphone while purchasing at traditional retail. All the answers to the statement have been presented in Figure 3.

Figure 3. The structure of the respondents' answers regarding the preference of using the Internet on the smartphone while purchasing at traditional retail (n = 229)
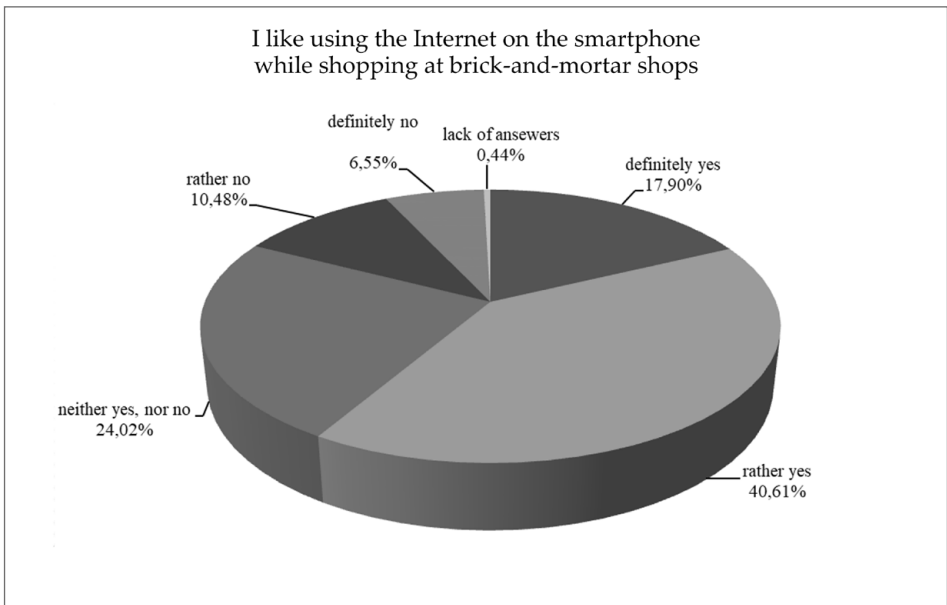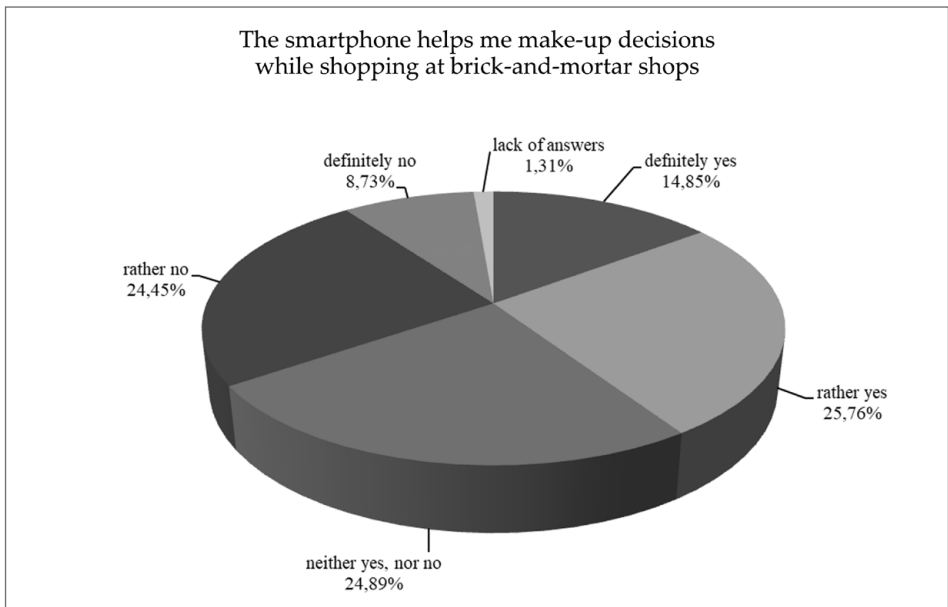

Source: Authors' development.

Among the respondents, 12.66% indicated that they preferred to use the Internet on the smartphone when shopping at brick-and-mortar shops. The next 36.68% of the respondents rather preferred the presented

statement. Another 22.71% of the surveyed students agreed or disagreed with the statement. Moreover, 18.34% of respondents hardly liked to use the Internet on their smartphones while shopping at B&M stores. The final 9.17% of the respondents expressed a negative opinion about this statement. Ultimately, 0.44% of the respondents (one person) did not answer.

Summing up, it is worth emphasizing that 49.34% of the surveyed young people prefer to use the Internet on the smartphone while shopping at traditional retail, and 27.51% of students presented a different opinion.

The fourth issue of the study was to get to know the subjective assessment of respondents of the occurrence of the assistant function of a smartphone in making decisions while shopping at traditional retail. All the responses given to the statement are shown in Figure 4.

Figure 4. The structure of respondents' answers regarding the assessment of the occurrence of the assistant function of the smartphone in making decisions while shopping at traditional retail (n = 229)

Source: Authors' development.

The collected data show that 14.85% of respondents decisively declared that the smartphone helps them to make-up decisions when shopping at B&M stores. Next 25.76% of the respondents also preferred this opinion, but with slightly less determination. Among the respondents, 24.89% of students indicated that they neither agree nor disagree with such a statement. Successively, 24.45% of surveyed people tend to disagree that the smartphone helps them make-up decisions while shopping at B&M stores.

The final 8.73% of respondents definitely disagreed with the statement. Ultimately, 1.31% of the respondents (three people) did not respond.

To sum up, it should be noted that 40.61% of respondents assess subjectively that the smartphone helps them in making-up decisions when shopping at traditional retail, however 33.19% of surveyed ones present a different opinion.

The last but one issue in the study was determining the occurrence of malaise in the case of a lack of smartphone while shopping at traditional retail. All the answers given to the statement were presented in Table 2.

Table 2. The structure of the respondents' answers concerning the occurrence of malaise in the case of a lack of the smartphone while shopping at traditional retail and the subjective assessment of compulsion using the smartphone while purchasing at traditional retail (n = 229)

Items		Respondents' answers						
	Percentage share	Definitely yes	Rather yes	Neither yes nor no	Rather no	Definitely no	Lack of data	Total
'When going shopping and forget my smartphone I feel bad'	n	55	59	45	36	33	1	229
	%	24,02	25,76	19,65	15,72	14,41	0,44	100,0
'I can not imagine buying at brick-and-mortar shops without the smartphone'	n	23	27	49	57	72	1	229
	%	10,04	11,79	21,40	24,89	31,44	0,44	100,0

Source: Authors' development.

Referring to the obtained data in the study, 24.02% of the respondents strongly agreed that, when they forget their smartphones when going shopping, they feel bad. The next 25.76% of the respondents were rather inclined to the presented opinion. In addition, 19.65% of the respondents neither agree nor disagreed with the presented statement. Successively, 15.72% of respondents rather disagreed with the statement that when they forget their smartphones when going shopping, they feel bad. And the next 14,41% of the respondents definitely disagreed with this opinion. Lastly, 0.44% of the respondents (one person) did not respond.

Recapitulating, it should be pointed out that 49.78% of the respondents when going shopping and they forget their smartphones, they feel bad. On the other hand, 30.13% disagreed with this opinion.

The final issue of the study aimed to identify a subjective assessment of the compulsion using the smartphones while purchasing at traditional retail. All the answers given to the statement were presented in Table 2.

To the statement 'I cannot imagine buying at brick-and-mortar shops without the smartphone', 10.04% of the respondents definitely expressed their positive opinion about it. Moreover, 11.79% of the respondents indicated that they rather agreed with the presented statement. Among the respondents, 21.40% of the young people indicated that they neither agreed nor disagreed with such an opinion. Another 24.89% of the surveyed young ones indicated that they rather disagreed that they cannot imagine shopping at B&M stores without the smartphone. The final 31.44% of the respondents pointed out that they strongly disagreed with such an opinion. Lastly, 0.44% of the respondents (one person) did not respond.

To sum up, it is worth pointing out that 21.83% of respondents subjectively assess that they cannot imagine buying at traditional retail without having their smartphones, and 56.33% of the young people presented a different opinion.

4.3. Discussion

Generation Y belongs to the first consumer group that participates in parallel in two worlds: online and offline. As previous research suggests, this community integrates patterns of purchasing behaviour previously reserved for each of these market spaces separately. This mobile generation uses the available devices to improve the quality of purchasing processes due to employing new technological solutions. On the other hand, they still successfully make purchases at traditional retail (at B&M shops). Taking into account the carried out analysis, it is worth paying attention to the fact that among the respondents almost 60% declared that the smartphone contributes to finding shopping inspirations. A similar number of respondents before going shopping search for information on products using this device. Therefore, it can be assumed that among the young consumers at the pre-shopping stage the smartphone is the source of information on the producer's offers in the online world. This behaviour should be noted by marketers to start focusing on, i.e. marketing communication that primarily uses the online sphere.

Another important issue is the online use at the traditional retail. A half of the surveyed young people positively declare the preferences of using the Internet while shopping at brick-and-mortar stores, and moreover, 40% express the view that the smartphone helps them make-up decisions

when shopping offline. Thus, in the studied group the interpenetration offline and online shopping can be observed. Among the Y generation this behaviour pattern leads to harmonization and conflation into one natural hybrid process. Then it is worth emphasizing that among the representatives of the generation Y, a tendency to addiction to the smartphone was also observed. Almost every second respondent declared that when they go shopping and forget their smartphone, feel some degree of discomfort (they feel bad in this situation). According to the obtained data, as many as every fifth respondent cannot imagine shopping without having their smartphone at traditional retail. This suggests that the surveyed representatives of the Y generation have been successively rooted in the online world and a shopping with an assistance of mobile technology has already become as a certain sort of habit (if not a substitution).

Conclusions

Summing up, as a result of using smartphones, the Y generation has constant access to the online world and uses them also in offline world, such as shopping at traditional retail. This trend creates another opportunity for marketers to integrate with consumers stronger due to the hybridity of their behaviour. From the perspective of enterprises, the constant access to technological devices, such as smartphones in this group of respondents, can be positively used. For example, it raises opportunities to create additional tools to integrate specific consumers with their producers of goods and services. Due to the continuous access of this group to the online world, stores can propose applications to recognize the needs of customers visiting their outlets. But parallelly as the data flow permanently, it can be realized in opposite direction as well. For example, consumers' applications can be applied for this purpose. When the customer enters the shopping outlet, the app will act as a concierge, run customers around the store, provide information on current promotions, and based on previously collected consumer data, present perfectly matching offers to them. The smartphone, providing consumers continuous online access at traditional retail, can become a device serving them as a guide offering a packet of additional information, values or solutions supporting young people in making up purchasing decisions of goods and services. Using the right software, bidders have the stronger opportunity to integrate with Y generation consumers which still need to make purchases at offline shopping.

Today, thanks to smartphones, young consumers have the opportunity to make and change their purchasing decisions under the influence of up-to-date information. On the other hand, enterprises can serve online consumers constantly at offline retail more effectively. Making small

investments in ITC infrastructure they may answer to the mechanism of continuous online existence. Such opportunities have not been available so far. It seems to be a chance for the next quality service jump in future. It concerns the young consumers, for whom the online world has already become a natural environment, evidently.

Finally, referring to the purpose of this article, it should be noted that the authors have managed to evaluate the use of smartphones by the generation Y consumers as a support tool in shopping at traditional retail in the context of the interpenetration of online and offline processes. The findings indicate the usefulness of this device in purchasing processes for the surveyed young people, especially in the aspect of assisting in finding shopping inspirations and absorbing product information. Overall, the results suggest that in purchase process when using the smartphone some of the young people has already entered the stage of ingrained habit, and in a few cases also addiction.

Literature

Bełcik A. (2017), *Carrefour otworzył sklep w stylu omnichannel*, www.pb.pl/carrefour-otworzyl-sklep-w-trendzie-omnichannel-901204, accessed: 4.02.2018.

Cognizant (2015), *Omnichannel Retailing. The Digital Store of the Future*, https://youtu.be/CRaiadNn_nw, accessed: 1.02.2018.

Delińska L. (2016), *Proces podejmowania decyzji zakupowych przez współczesnych konsumentów – ujęcie empiryczne*, w: C. Szmidt (red.), *Zarządzanie i ekonomia. Teraźniejszość i przyszłość*, Poltext, Warszawa.

Dobosiewicz J. (2017), *Będą showroomy zamiast sklepów. Czy tradycyjny handel nie jest już potrzebny?*, www.businessinsider.com.pl/finanse/showroomy-zastapia-sklepy-e-commerce-a-przyszlosc-handlu/kf9egdr, accessed: 4.02.2018.

Dąbrowska A., Bylok F., Janoś-Kresło M., Kiełczewski D., Oziomek I. (2015), *Kompetencje konsumentów – innowacyjne zachowania, zrównoważona konsumpcja*, PWE, Warszawa.

Edelman/StrategyOne (2010), *The 8095 Exchange: Millennials, their actions surrounding brands, and the dynamics of reverberation*, www.slideshare.net/EdelmanDigital/8095-white-paper, accessed: 10.08.2017.

Epsilon (2015), *Digital Shopping Tool Impact Study 2015*, https://retailnet.pl/2015/07/27/13611-raport-wplyw-mediow-spolecznosciowych-i-narzedzi-mobilnych-w-procesie-zakupowym/, accessed: 30.01.2017.

Green D. (2018), *Skąd Amazon wie, że klient zapłacił, czyli jak się robi zakupy w sklepie bez kas*, wwwbusinessinsider.com.pl/technologie/nowe-technologie/amazon-go-sklep-bez-kas-skad-wiadomo-co-kto-kupil/70m4tpq, accessed: 29.01.2018.

Homewood S. (2015), *OMD and NewsLifeMedia team up to target millennials*, www.adnews.com.au/news/omd-and-newslifemedia-team-up-to-target-millennials, accessed: 2.02.2018.

Howe N., Strauss W. (2000), *Millennials Rising: The Next Great Generation*, Vintage Books, New York.

IAB Polska, PwC (2016), *Raport strategiczny. Internet 2015/2016*, www.iab.org.pl/wp-content/uploads/2016/06/Raport-strategiczny-Internet-2015_2016.pdf, accessed: 15.08.2017.

IAB Polska Mobile (2014), *Perspektywy rozwojowe Mobile Online w Polsce*, www.iab.org.pl/wp-content/uploads/2014/09/raport_iab_polska_mobile.pdf, accessed: 15.08.2017.

Izba Gospodarki Elektronicznej, Mobile Institute (2016), *M-commerce. Kupuję mobilnie 2016*, http://ecommercepolska.pl/files/7514/8000/0754/M-commerce_Kupuje_mobilnie_2.0_listopad_2016_2.pdf, accessed: 15.08.2017.

Kavounis Y. (2008), *The Millennial effect*, "Brand Strategy", No. 6.

Koniorczyk G. (2014), *Smart shopping a zachowania zakupowe polskich konsumentów*, "Handel Wewnętrzny", nr 3.

Lecinski J. (2011), *ZMOT Winning The Zero Moment of Truth*, www.thinkwith-google.com/_qs/documents/673/2011-winning-zmot-ebook_research-studies.pdf, accessed: 12.07.2017.

Mediarun (2017), *Smartfon coraz ważniejszy dla handlu. Co z pozostałymi kanałami?*, www.mediarun.com/pl/digital/smartfon-coraz-wazniejszy-dla-handlu-pozostalymi-kanalami.html, accessed: 15.08.2017.

Mindshare Polska (2015), *Multiscreening*, www.wirtualnemedia.pl/artykul/multiscreening-powszechny-wsrod-internautow-w-gore-shifting-infografika, accessed: 2.02.2018.

Mobile Institute (2016), *mShopper 2.0 – Polacy na zakupach mobilnych*, www.wirtualnemedia.pl/artykul/smartfony-i-tablety-coraz-wazniejszym-elementem-cyklu-zakupowego-infografika, accessed: 12.08.2017.

Prensky M. (2001), *Digital Natives, Digital Immigrants*, "From On the Horizon", Vol. 9, No. 5.

PwC (2017), *Total Retail 2017, Jak przetrwać w cyfrowym świecie handlu*, www.pwc.pl/pl/pdf/raport-total-retail-2017.pdf, accessed: 16.08.2017.

Refuel (2015), *Millenial teens digital explorer*, http://research.refuelagency.com/wp-content/uploads/2015/07/Millennial-Teen-Digital-Explorer.pdf, accessed: 1.02.2018.

Rowlands I., Nicholas D., Williams P., Huntington P., Fieldhouse M., Gunter B., Withey R., Jamali H.R., Dobrowolski T., Tenopir C. (2008), *The Google generation: the information behaviour of the researcher of the future*, "Aslib Journal of Information Management", Vol. 60, No. 4.

Sempruch-Krzemińska K. (2014), *Proces zakupu odzieży fast fashion*, "Marketing i Rynek", nr 3.

Siekierska M. (2016), *Omnichannel a multichannel. Którego podejścia potrzebuje twój sklep?*, www.payu.pl/blog/omnichannel-multichannel-ktorego-podejscia-potrzebuje-twoj-sklep, accessed: 2.02.2018.

Smartshopping, czyli mądre zakupy ze smartfonem w ręku. Sprawdź, jak na tym zao-szczędzisz (n.d.),www.weekend.gazeta.pl/weekend/1,152121,18842617,smartsh

opping-czyli-madre-zakupy-ze-smartfonem-w-reku-sprawdz.html, accessed: 4.02.2018.

Solomon M.R. (2016), *Consumer Behavior: Buying, Having, and Being*, Pearson India Education Services, Noida.

Sznajder A. (2014), *Technologie mobilne w marketingu*, Wolters Kluwer, Warszawa.

Szulkowski T. (2016), *Mobile w procesie zakupowym* (cz. 1), http://nowymarketing. pl/a/11552,mobile-w-procesie-zakupowym-cz-1, accessed: 16.08.2017.

Słownik Języka Polskiego PWN, https://sjp.pwn.pl/, accessed: 15.08.2017.

Tapscott D. (2010), *Cyfrowa dorosłość. Jak pokolenie sieci zmienia nasz świat*, Wydawnictwa Akademickie i Profesjonalne, Warszawa.

TNS Polska (2016). *Marketing mobilny w Polsce 2016*, www.tnsglobal.pl/coslychac/ files/2015/05/POLSKA_JEST_MOBI_2015.pdf, accessed: 14.08.2017.

Turak N. (2015), *The Millennial effect: how Generation Y is shaping the way the world does business*, www.fdiintelligence.com/Companies/The-Millennial-effect-how-Generation-Y-is-shaping-the-way-the-world-does-business?ct=true, accessed: 12.08.2017.

Van den Bergh J., Behrer M. (2012), *Jak kreować marki, które pokocha pokolenie Y*, Wydawnictwo Edgard, Warszawa.

Waś-Smyrgała J. (2011), *Na granicy online i offline, czyli social commerce i fenomen zakupów grupowych*, "Gazeta Finansowa", nr 20.

Smartphone as a device supporting the interpenetrating of offline and online processes in shopping – empirical research among the Y generation (Summary)

The aim of the paper is to evaluate the use of the smartphones by consumers of the Y generation as a support tool at traditional retail in the context of the interpenetrating of online and offline processes in shopping. The survey was conducted in 2017 applying the survey technique, and the selective quota sampling procedure was employed. The obtained results suggest that among the studied group, the smartphone contributes to finding shopping inspirations and absorbing product information, thus supporting consumers in purchasing processes in offline retail. Moreover, a group of Y generation consumers, for whom using the smartphone at traditional retail has become a habit, exists and for some of them it has turned into addiction. Among represansatives of the Y generation, hybridity of purchasing behaviour was observed, which leads to integrating activities of online and offline shopping. The results of the study contribute to broaden the knowledge concerning the consumer behaviour of Y generation and drawing up of companys' marketing strategies better.

Keywords
smartphone, generation Y, purchasing process, online, offline