# ENHANCING CONVENIENCE MARKETING WITHIN THE OMNI-CHANNEL CONCEPT IN DIGITAL ERA

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**Abstract**

Convenience marketing deals with consumers' time, effort and comfort in shopping experiences. The omni-channel concept that has emerged together with advances in digital technology enables customers to interact with retailers through numerous touch points in integrated online and offline channels. From the marketing perspective the omni-channel concept enhances the adoption of customer-centric attitude achieving a real 'convenience' to buy within the 4Cs marketing mix strategy. The 'convenience' has been further developed towards 'access' in the S.A.V.E model and finally explicitly named as 'omni-channel' within the S.T.O.P. model. These new approaches to the original 'place' from the 4Ps can serve as a basis for channel optimization, providing a superior customer experience, and gaining a competitive edge. The aim of this paper is to examine the convenience perspective within the omni-channel concept in digital era. We report findings of our primary quantitative research focused on the omni-channel consumer behaviour across different generational segments in view of channel usage, purchase drivers and convenience shopping preferences. Our findings suggest that the omni-channel concept enables to develop attractive value proposition and ensures more resilient retailing performance leading to the increased perception of convenience in consumer experiences in digital era.

**Key words:** convenience marketing, omni-channel, consumer experience, digital era.

## Introduction

**Relevance of the topic**. Convenience in marketing is understood as consumers' time, effort and comfort in shopping experiences. Yet, until recently it has been referred to as the most underestimated and least understood force in the world today (Wu, 2018). The concept of 'convenience' was introduced by Robert Lauterborn in 1990 in his article entitled 'New marketing litany: 4Ps pass; C-words take over' published in *Advertising Age*. Lauternborn claimed that it was "time to retire McCarthy's 4Ps" (1990, p. 26) as they were no longer relevant to serve the current market. The original 4Ps variables (Product, Price, Place Promotion), notoriously known as marketing mix (McCarthy, 1960), were replaced applying more customer-centric attitude reflected in the 4Cs model as follows:

- ✓ Consumer wants and needs – instead of PRODUCT
- ✓ Cost to satisfy the consumer – instead of PRICE
- ✓ Convenience to buy – equivalent to PLACE
- ✓ Communication – equivalent to PROMOTION

Within the original 4Ps model marketers were expected to distribute the product so that consumers would easily find it. In contrast, within the new 4Cs model marketers are asked to consider how convenient that distribution is for the customers, rather than for the marketing organization (Akbar et al., 2023). In essence, the third C (Convenience to buy) emphasizes the access to the product in the most convenient way for consumers.

This perspective was further developed by Richard Ettenson et al. (2013) in the S.A.V.E. model (Solution, Access, Value, and Education) which explicitly highlights the access to the product within the distribution functions of marketing mix. Overall, the S.A.V.E. model is in line with the customer-centric approach shifting the focus from the product itself to solving customer problems (Solution), making it easy to obtain (Access), highlighting its worth over price (Value), and providing information to empower the customer (Education). In view of digital marketing, the access addresses the nature of digital market even more accurately given the fact that physical place shows a decreasing importance for consumers.

**Research problem**. However, since the introduction of the concepts of *Convenience* and *Access* the distribution networks have been significantly changing, especially due to further digital advancements. Digital shopping has allowed consumers to bypass intermediaries and buy directly from a huge variety of sources world-wide. In addition, due to the wide penetration of personal digital devices

the perception of convenience has been increasingly encompassing the idea of shopping at any place, anytime, and anyhow. In this regard, Vyt et al. (2022) examined different layers of convenience including access, functional, relational, process and digital convenience. Nevertheless, the authors criticized how little attention has been paid to the design of convenience, the role of the digital variables in convenience and its impact on the consumer response.

**Subject matter of the research**. It is assumed, that the real convenience in nowadays marketing can be achieved primarily through the omni-channel approach in retailing comprising traditional channels, digital channels, and their combinations. This point of view was introduced to the marketing mix by Russ Klein, the former head of American Marketing Association in his S.T.O.P. model (2019) (Solutions, Time, Omni-channel, and Participation). Building on the 'Solution' from the S.A.V.E. model Klein highlighted the worth of consumers' effort (Time), their interactions with a company empowered by social media (Participation), and finally diverse ways of obtaining a product (Omni-channel) enabled by the evolution of digital market, personal smart devices and mobile applications. The evolution of marketing mix approaches in view of convenience is summarized in Table 1.

Table 1. The evolution of marketing mix approaches in view of convenience

| 4Ps<br>E. J. McCarthy (1960) | 4Cs<br>R. Lauternborn (1990) | S.A.V.E.<br>R. Ettenson et al. (2013) | S.T.O.P.<br>R. Klein (2019) |
|---|---|---|---|
| Product | Consumer wants and needs | Solution | Solution |
| Price | Cost to satisfy the consumer | Value | Time |
| Place | Convenience to buy | Access | Omni-channel |
| Promotion | Communication | Education | Participation |

Source: Own processing.

**Research aim**. The aim of this paper is to explore the convenience perspective within the omni-channel concept in digital era.

**Research objectives**. To identify shopping preferences, purchase drivers and preferred digital convenience tools within the omni-channel environment.

**Research methods**. Primary quantitative research by means of e-survey was conducted. The survey was based on a standardized questionnaire and covered several areas. In this paper we present partial results related to the consumer behaviour and convenience preferences in multi-channel retail environment. The questionnaire consisted of twenty-six questions and comprised open-ended questions, closed-ended questions, multiple choice questions, bipolar 5-points Likert-scale questions and socio-demographic questions. All survey questions that had a list to choose from also included the option 'other' with the possibility of adding a short text. The demography involved gender, age, region and gross income. Prior to the survey the questionnaire was tested on a small sample of respondents. The average time spent for completing the questionnaire was 9 minutes.

The sampling method included random selection without repetition. The basic set (selection base) was an online panel with the size of n = 19 913 people comprising 58,10 % males and 41,90 % females. The age distribution covered respondents in the age of 16-23 years (12,62 %), 24-38 years (35,95 %), 39-58 years (40 %), and 59-75 years (11,43 %). The people over 76 years of age were not included into the survey due to its generally low technology usage level. The online panel encompassed people from all eight geographic regions of the country including respondents both from urban (60 %) and rural areas (40 %). Different educational levels as well as different professional occupations were included into the panel. The sample base showed a high degree of compatibility with the total population of the Slovak Republic.

Overall, 2615 panel members were randomly selected and contacted by e-mail applying an automatized message distribution. The return rate was 20%. In total, 523 valid questionnaires were gathered. The final sample consisted of 46 % males and 54 % females. With respect to the generational segments, it comprised respondents from Generation Z (11 %), Generation Y (29 %), Generation X (41 %), and Baby Boomers (19 %).

Data collection was carried out in cooperation with GfK agency. The collected primary data were processed via Microsoft Excel and statistical software SPSS applying a numerical coding. Descriptive and inductive statistics comprising simple frequencies, pairwise comparisons, point estimate in the basic set, and Chi-Square test of independence were used.

## 1. Convenience within the omni-channel concept in digital era

The term 'omni-channel' emerged after the year 2010 when developments in digital technology enabled customers to interact with retailers through numerous touch points in multiple channels. It was defined as "an integrated sales experience that melds the advantage of physical store with the information-rich experience of online shopping" (Rigby, 2011, p. 5). The author argued that the omni-channel retailing would disrupt the industry, guarantee firms' survival, and revolutionize the customer experience in an integrated physical and digital world.

In parallel, the term 'multi-channel' retailing has been used referring to the use of several channel types with the aim of increasing the efficiency of reaching company's target markets. The objectives of the multi-channel strategy were specified as reaching customers across a variety of channels, increasing visibility, engaging a wider audience, driving sales, and building customer loyalty (Stojkovic et al., 2016; Faria & Carvalho, 2025). A well-integrated multi-channel concept enables consumers to examine product at one channel, buy it at another channel, and finally pick it up at a third channel. It offers synergies that can result in an increased customer base, added revenue, and higher market share (Berman & Thelen, 2004).

In contrast, the aim of the omni-channel strategy is to offer a holistic shopping experience through the integration of online and offline channels (Mosquera et al., 2017). In this regard, Verhoef et al. (2015) described omni-channel as the synergic management of the numerous available channels and customer touchpoints, in such a way that the consumer experience and marketing performance are optimized across channels. Gallino and Moreno (2020) point out opportunities arising from the shift towards omni-channel retail, and examine supply chain transformations, as well as new business models associated with fulfilling an omni-channel demand.

However, while the multi-channel retailing employs multiple channels that operate independently, the omni-channel approach integrates all channels to create a single, unified, and seamless customer experience. In addition, whereas the multi-channel strategy represents a channel-centric approach and often results in a fragmented experience, the omni-channel concept applies a customer-centric perspective, prioritizing a consistent and continuous journey for the customer across all touchpoint (Gallino & Moreno, 2020; Fränzel 2025; Vidhya, 2025).

From the consumer perspective the omni-channel approach allows customers to trigger their full integration and interaction in order to satisfy their needs (Lee, 2019; Janhofer et al., 2020), and therefore leads to the ultimate convenience of buy within the 4Cs marketing mix strategy. Not surprisingly, the shopping experience in view of convenience and value proposition has become the central point of nowadays consumer studies (Seiders et al., 2000; Cavalinhos, 2021; Ng et al., 2020; Roy et al., 2021; Vyt et al. 2022; Fränzel 2025) naturally integrating the omni-channel perspective. Thus, the optimization of the retailing performance across all available channels aimed at achieving an utmost convenience for the consumer appears to be a central point of the omni-channel approach.

To sum up, the omni-channel concept builds on the foundations of multi-channel strategies but enhances them by interlinking every interaction that customers have with the brand or company (Darvidou, 2024) increasing the overall convenience of buy. Differences between the multi-channel and omni-channel approach are summarized in Table 2.

Table 2. Differences between multi-channel and omni-channel approach in retailing

| | Multi-channel strategy | Omni-channel strategy |
|---|---|---|
| Approach | Channel-centric<br>Multiple channels which can operate independently. | Customer-centric<br>All channels are integrated and operate in a coordinated way. |
| Aim | To increase the efficiency of reaching company's target markets. | To offer a holistic shopping experience through the integration of all channels. |
| Experience | Fragmented, can be inconsistent, since each channel is managed separately. | Consistent and continuous experience across all touchpoints. |
| Customer journey | Customers may have to manage different accounts and information in different channels. | Single, unified, and seamless customer journey regardless of the channel they use. |

Source: Own processing.

Overall, customers expect consistent, uniform, integrated service and experience, regardless of the channel they use. They tend to move seamlessly between channels – traditional store, online store, and mobile channel – depending on their preferences, their current situation, the time of day, or the product category (Piotrowicz & Cuthbertson, 2014). On the other hand, recent studies challenge the concept of the uniformity across all channels and highlight the need of understanding the customer experience before determining the level of channel integration (Mencarelli et al., 2021; Gasparin et al., 2022).

In this regard, Fulgoni (2014) identified three key priorities for omni-channel retailers highlighting the consumer perspective:

- Seamless experience across the physical and digital worlds which is expected by today's digitally savvy (and demanding) consumers. Any friction present in consumers' path-to-purchase is likely to result in a lost sale for the retailer in question;
- Leverage the ability to electronically communicate with omni-channel shoppers by understanding how to best deliver digital advertisements and incentives to mobile devices that can be redeemed either online or in-store;
- Consumers' behaviour analysis and measurement across all touch points and channels, providing management with a deep and unified understanding of the drivers of consumer choice.

There are diverse ways of increasing convenience both in traditional and online channels by digital means. Various technological interfaces have been increasingly integrated into physical shopping premises aimed at enhancing shopping experiences and thus increasing consumers' satisfaction (Mosquera et al., 2017). In fact, convenience appears as a main driver of the adoption of smart technologies within traditional channels (Zimmermann et al., 2020). They encompass tools like barcode scanners, QR codes with complementary information, bluetooth beacons, multi-media kiosks, self-service checkouts, etc. In addition, to enhance the in-store convenience, retailers offer services such as virtual fitting rooms or virtual mirrors based on virtual reality (McCormick et al., 2014; Iftikhar et al., 2020).

In a hyper-connected, high-speed world, especially smartphones and mobile applications play a key role across all channels (Swiatek et al., 2017). The applications, such as those that can scan QR codes or read product RFID tags, make decision-making easier and allow consumers to have a more consolidated opinion of what they want to buy (Astokar & Buchade, 2014). Better understanding of mobile applications usage can help to improve the end user experience, enables real-time data collection, deliver custom content ("smart marketing") as well as understand mobile app usage which paramount is to deliver better personalized services, advertisement, and recommendations (Tu et al., 2020).

On the other hand, the online channels employ personalization features to increase the user experience. For example, e-commerce systems can display promotions or recommend products which are relevant to the individual visitor (Duong et al., 2016). The digital age also presents opportunities for retailers to use diverse forms of autonomous technology including autonomizing customer service (through robots or chatbots), autonomizing payment (through AI-based self-checkout) or autonomizing delivery (Click and carry).

Specific form of the autonomous technology is represented by autonomous shopping systems (also referred as virtual shopping assistants), to which consumers can delegate substantial parts of the shopping process, including shopping decisions and tasks (Bellis & Venkataramani Johar, 2020). This technology offers personalized recommendations based on algorithmic performance (Gomez-Uribe & Hunt, 2016) and can reduce or even eliminate the effort that consumer must invest in decision making process through identifying and matching products and services to consumer's needs (Köcher et al. 2019; Venkataramani Johar et al., 2020).

## 2. Findings

### 2.1. Shopping preferences in the omni-channel environment

The research revealed three significant modalities of purchase preferences of respondents in the omni-channel environment: Physical store visit (39 %), the combination of physical store and online store / e-shop (38 %), and online shopping (23 %). Within these modalities we identified the sequence

of the most commonly used interaction and information channels in retailing as: Physical store, e-shop, consumer reviews, price comparison websites, printed leaflets, e-mails, social media, product finders, printed catalogues, and mobile applications (Fig. 1).

Our findings suggest that the inclination of respondents towards traditional vs. online purchase is almost identical (60 % vs. 59%). In view of the information search about products, respondents tend to rely on consumers reviews (45 %) and price comparison websites (44 %), which they prioritize over traditional printed leaflets (33 %) and e-mails (33 %). The usage of social media in retailing was confirmed by 24% of respondents. Other channels – such as product finders, printed catalogues, and mobile applications – were used from 11 to 17 % of the sample (Fig. 1).

On average, over a half of respondents claimed that they simultaneously use from two to three channels. The most frequent channel combination stated by 22 % of the sample was e-shop, consumer reviews and price comparison websites. These findings suggest that respondents showing digital consumer behaviour are also those that are most inclined towards multi-channel interactions.

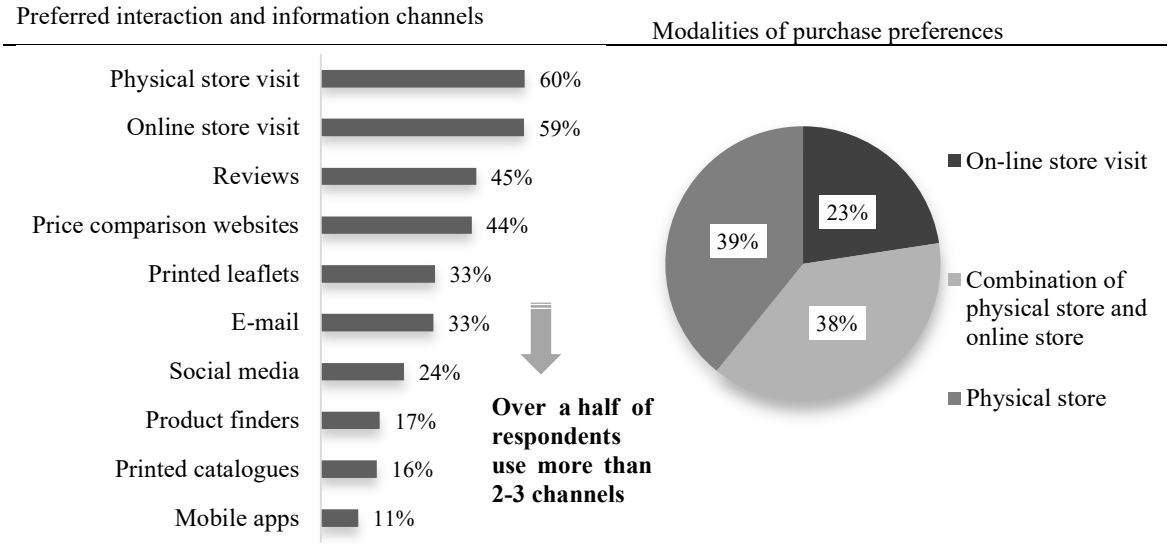


Figure 1. Consumer preferences of interaction and information channels in retailing
Source: Own processing.

With respect to the preferences of information channels, the largest group was represented by consumers who use two or three information channels (53%) within the purchase. This was followed by those who usually use four and more information channels (38%). Only 9 % of respondents claimed the usage of just one information channel (9%).

Within the statistical analysis of consumer purchase preferences, several significant correlations were found: with the age ($\chi^2$ = 36.5564; df = 4; p = 0.0000), gross income ($\chi^2$ = 24.8329; df = 8; p = 0.0017), and the average time spent on the internet ($\chi^2$ = 32.5116; df = 6; p = 0.0000) was also confirmed.

With regard to the age, online shopping was preferred especially among Y Generation / Millennials (36%). On the contrary, Baby Boomers (52%) and surprisingly also respondents from Z generation (45%) tend to prioritize physical purchases. The parallel usage of both physical and online channels or even an inclination towards online shopping was confirmed in consumers with the average income over 1 014 euro. Lower income groups preferred to shop in traditional channels.

Not surprisingly, daily internet usage was identified as a significant factor in traditional vs. online shopping preferences. Up to 77% of respondents spending less than one hour per day on internet preferred physical store shopping. Preference of online shopping was increasing with the average time spent daily on the internet.

### 2.2. Drivers for traditional vs. online shopping behaviour

Various drivers for a traditional physical store visit or an online purchase via retailers' websites were identified (Fig. 2). The predominant reason for prioritizing the physical store was the possibility of touching the product and trying it on before the purchase (82%). The second rationale was the availability of product immediately after the purchase (53%).

Drivers for prioritizing the online store were not so homogeneous. Respondents listed three almost equally represented motivations: Unavailability of the physical store in the surroundings (36%), convenience (36%), and access to the complex information and customer reviews (34%). No significant correlation between reasons and time spent on the internet was identified.

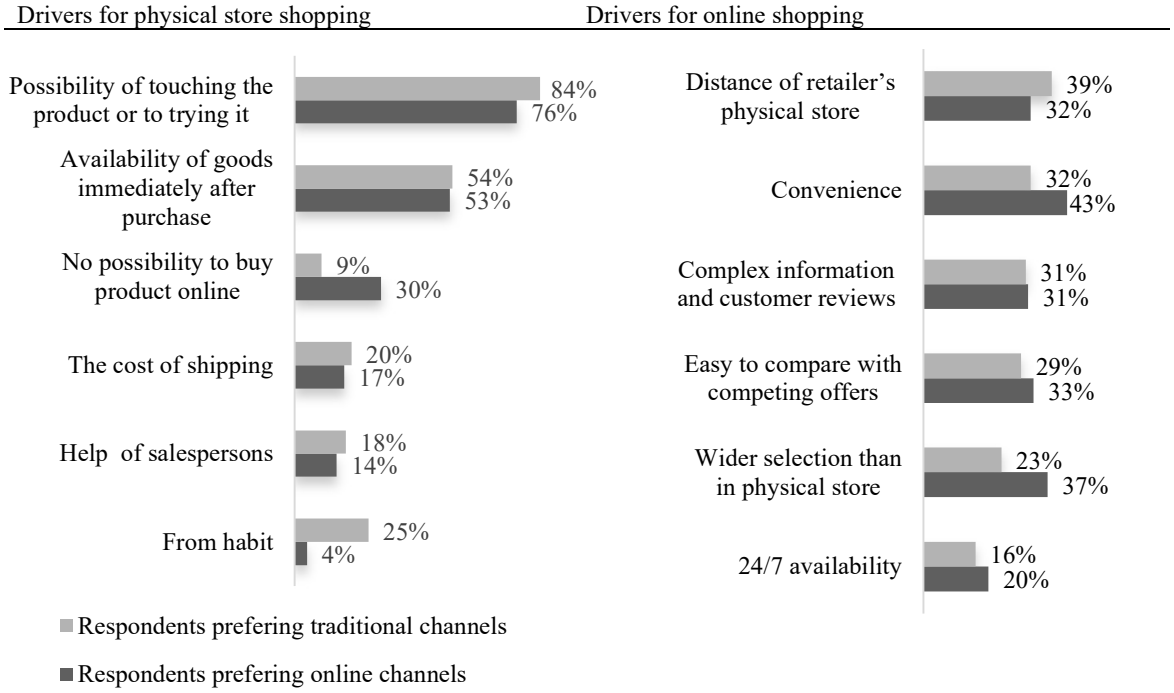


Figure 2. Main drivers for physical store shopping vs. online shopping
Source: Own processing

The given drivers partly differ according to modalities of purchase preferences. While for consumers who prefer to shop online the main reason for visiting retailer's website was convenience (43%) (Graph 3), for consumer who prefer to shop offline the main driver was the distance of retailers' physical store.

No relationship between main drivers for visiting retailers' website and socio-demographic characteristics as well as average time spent on the internet was revealed.

The number of simultaneously used information channels ($\chi^2$ = 20.9502; df = 2; p = 0.0000) was important mainly for those consumers who like to compare different retailors offerings. Especially the respondents who claimed to use four and more information channels (45%) were using comparative online tools. Main reason for visiting physical store – the possibility of touching product or trying it before purchase – differed according to the average time spent daily on internet ($\chi^2$ = 10.4623; df = 3; p = 0.0310). The less time respondents spend on the internet, the more important for them is to visit the store and see or touch or the product before purchase.

### 2.3. Convenience in digital era

Whereas initially the traditional channels were threatened by the rise of digital era, nowadays new in-store digital technology actually enhances the physical store shopping experience. Our survey

revealed interesting insights about the preference of digital tools used during physical store visits. The most popular digital in-store technology identified by 45 % of respondents was getting instant discount codes directly to the personal digital device. This was followed by the availability of digital screens with additional information about a product (28%) and by using self-checkouts (26%). Interestingly, up to 22 % of respondents were not interested in any in-store technology. The lack of interest correlated with the daily time spent on internet (Fig. 3).

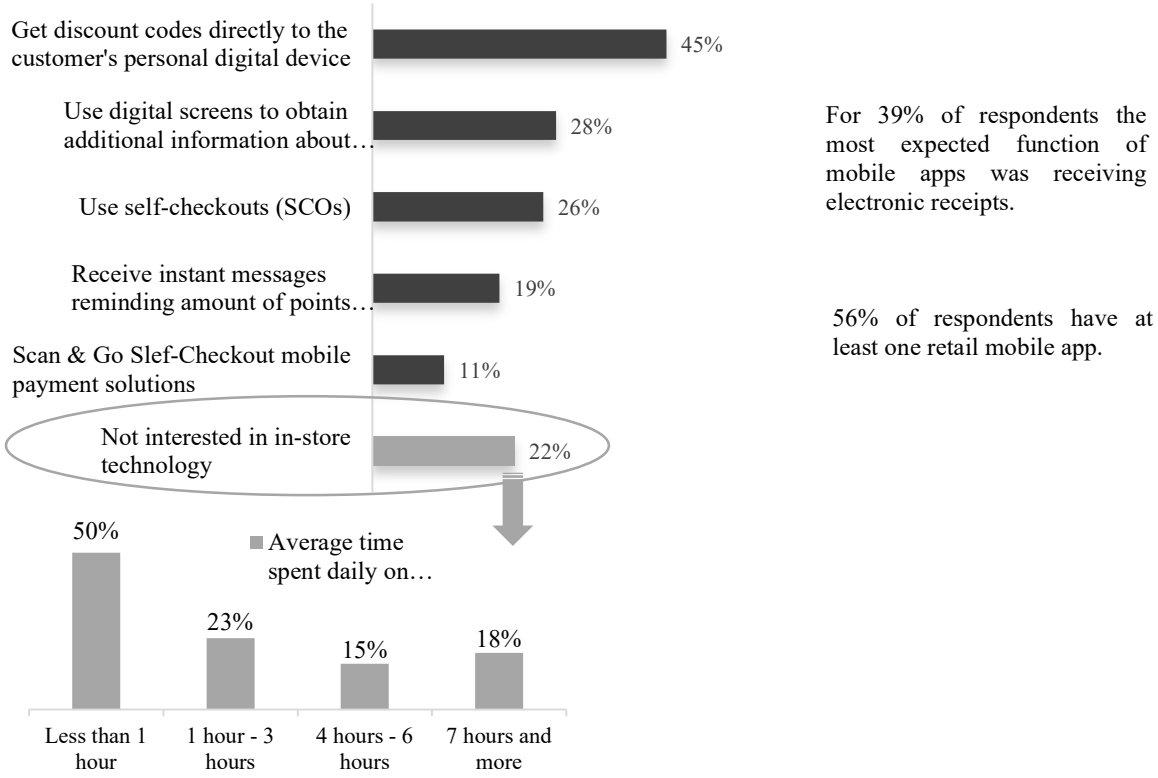


Figure 3. Preferred digital in-store tools
Source: Own processing

The findings indicate that two out of ten respondents are still resistant to the in-store technological tools intended to enhance the shopping convenience. In this regard, the age of respondents was significant ($\chi^2$ = 12.3143; df = 3; p = 0.0064) as younger consumers tend to be faster technology adopters. Respondents ap to 58 years of age were in general interested in the in-store technology (80% Gen Z, 87% Millennials and 77% Gen X) facilitated by their level of familiarity with digital technologies, as well as their diverse usage. Millennials were a leading group in the in-store technology usage.

Another significant correlation was found with the average time daily spent on internet ($\chi^2$ = 22.5578; df = 3; p = 0.0000). Only 15 % of heavy internet users (from four to six hours per day) claimed that they were not interested in the in-store digital technology. In contrast to 50 % of reluctant respondents with daily use of internet lesser that one hour. In view of examined shopping modalities, 28% of respondents with a preference in physical shopping were more resistant to the in-store technology in comparison to only 14 % of respondents who prefer on-line shopping.

Six out of ten respondents (60 % / n = 312) use their personal digital device during the in-store shopping. The main reasons for doing so include price comparison (63%), taking photographs of products for later decision-making (35%), reading customer reviews (29%), searching for similar products (25 %), and accessing the loyalty program (22%) (Fig. 4).

The use of smart in-store technology is often connected with mobile applications. Survey data showed that more than a half of respondents have at least one retail mobile app. The reasons for their

usage encompass loyalty offers and discounts (61%), quick previewing of the products (60%), and simplifying orders (27%). The most expected function of the mobile apps is receiving electronic receipts (e-receipts).

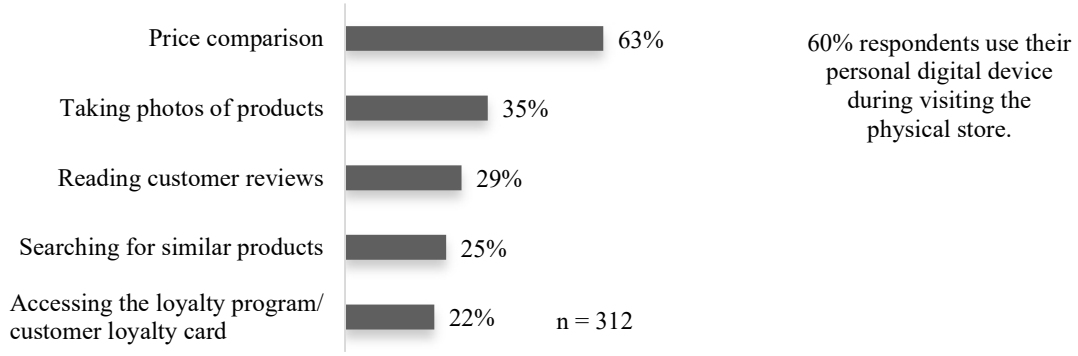


Figure 4. Reasons for using personal digital devices during the in-store visit
Source: Own processing.

Our research revealed significant correlations between the usage of personal digital devices during the physical store visit and the age ($\chi^2$ = 38.7448; df = 12; p = 0.0001), the average time spent daily on internet ($\chi^2$ = 88.7150; df = 16; p = 0.0000), and examined modalities of purchase preferences ($\chi^2$ = 42.6273; df = 8; p = 0.0000).

Respondents from younger generations tend to use their personal digital devices during the in-store shopping more frequently (72% Gen Z, 66% Gen Y, 61% Gen Y vs. 39% Baby Boomers). Leaders belong to the youngest generation – the Gen Z.

The average time spent daily on internet has an impact on the appropriation of digital behaviour during physical shopping: 35% of respondents (less than one hour) vs. 71 % of respondent (over 7 hours). The survey revealed quite low usage of personal digital devices during the in-store shopping in those respondents who prioritize physical store visits (48%) vs. the respondents with preference in on-line shopping (75%).

## Conclusions

1. The concept of convenience in marketing emphasizes the access to the product in the most convenient way for consumers. Due to the massive penetration of personal digital devices and growing consumers' reliance on them during shopping the nowadays convenience marketing must rely on multiple channels, comprising traditional physical channels, online channels and their combinations. Our research revealed that over 50 % of respondents use from two to three different channels within their shopping routine. This trend naturally leads to the adoption of the omni-channel strategy in retailing which enables customers to interact with retailers through numerous touch points in multiple channels.
2. From the consumer perspective the omni-channel approach enhances the adoption of customer-centric attitude achieving a real 'convenience' to buy within the 4Cs marketing strategy. Nowadays, especially the usage of online channels is connected with the perception of convenience by consumers. In our research, around one third of respondents (32 % with preference in physical shopping / 43 % with preference in online shipping) explicitly related the convenience to the online shopping. Actually, the convenience was listed as the second most important driver for online shopping.
3. Traditional channels – which were initially threatened by the rise of digital era – have been increasingly embracing the convenience through the in-store digital technology. Our research

revealed that 60% of respondents use their personal digital devices during visiting the physical store.

4. In-store digital convenience tools often operate through mobile applications. Research data showed that over 50 % of respondents have at least one retail mobile app in their personal digital device.
5. Our findings suggest that the omni-channel shopping behaviour has been gradually adopted by consumers in dependence on their shopping preferences (physical vs. online shopping), age (generations Z, Y, X, Baby Boomers) and digital lifestyle (daily internet usage). Not surprisingly, younger generations are among the first digital integrators. Customers with extensive technological knowledge and frequent internet users tend to be more innovative shoppers in term of multi-channel behaviour and digital convenience tools used during the in-store shopping.

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**ENHANCING CONVENIENCE MARKETING WITHIN THE OMNI-CHANNEL CONCEPT IN DIGITAL ERA**

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**Summary**

Convenience marketing deals with consumers' time, effort and comfort in shopping experiences. The omni-channel concept that emerged together with advances in digital technology enables customers to interact with retailers through numerous touch points in integrated online and offline channels. From the marketing perspective the omni-channel concept enhances the adoption of customer-centric attitude achieving a real 'convenience' to buy within the 4Cs marketing mix strategy, further developed towards 'access' in the S.A.V.E model and explicitly named as 'omni-channel' within the S.T.O.P. model. The optimization of the retailing performance across all available channels aimed at achieving an utmost convenience for the consumer appears to be a central point of the omni-channel approach. The aim of this paper is to examine the convenience perspective within the omni-channel concept in digital era. We report findings of our primary quantitative research focused on the omni-channel consumer behaviour across different generational segments in view of channel usage, purchase drivers and convenience shopping preferences. E-survey based on a standardized questionnaire was conducted. The questionnaire consisted of twenty-six questions and comprised open-ended questions, closed-ended questions, multiple choice questions, bipolar 5-points Likert-scale questions and socio-demographic questions. The demography involved gender, age, region and gross income. The sampling method included random selection without repetition. The basic set was an online panel with the size of n = 19 913 people with a high degree of compatibility with the total population of the Slovak Republic. Overall, 2615 panel members were randomly selected and contacted by e-mail applying an automatized message distribution. In total, 523 valid questionnaires were gathered. The final sample consisted of 46 % males and 54 % females. With respect to the generational segments, it comprised respondents from Generation Z (11 %), Generation Y (29 %), Generation X (41 %), and Baby Boomers (19 %). Data collection was carried out in cooperation with GfK agency and processed via Microsoft Excel and statistical software SPSS applying a numerical coding. Descriptive and inductive statistics comprising simple frequencies, pairwise comparisons, point estimate in the basic set, and Chi-Square test were used. Our research was based on the concept of convenience that emphasizes the access to the product in the most convenient way for consumers. Due to the massive penetration of personal digital devices and growing consumers' reliance on them during shopping the nowadays convenience marketing must rely on multiple channels, comprising physical channels, online channels and their combinations. Our research revealed that over 50 % of respondents use from two to three channels within their shopping routine. This trend naturally leads to the adoption of the omni-channel strategy in retailing which enables customers to interact with retailers through numerous touch points in multiple channels. Nowadays, especially the usage of online channels is connected with the perception of convenience by consumers. In our research, around one third of respondents (32 % with preference in physical shopping / 43 % with preference in online shipping) explicitly related the convenience to the online shopping. Actually, the convenience was listed as the second most important driver for online shopping. Traditional channels – which were initially threatened by the rise of digital era – have been increasingly embracing the convenience through the in-store digital technology. Our research revealed that 60% of respondents use their personal digital devices during visiting the physical store. In-store digital convenience tools often operate through mobile applications. Research data showed that over 50 % of respondents have at least one retail mobile app in their personal digital device. Our findings suggest that the omni-channel shopping behaviour has been gradually adopted by consumers in dependence on their shopping preferences (physical vs. online shopping), age (generations Z, Y, X, Baby Boomers) and digital lifestyle (daily internet usage). Not surprisingly, younger generations are among the first digital integrators. Customers with extensive technological knowledge and frequent internet users tend to be more innovative shoppers in term of multi-channel behaviour and digital convenience tools used during the in-store shopping.

**Key words**: convenience marketing, omni-channel, consumer experience, digital era.