CHAPTER 3

Reward Systems: Compensation at the Store Level
Showrooming is an evolving, complex activity. Before approaching this problem effectively, it is critical to recognize the inherent complexity of showrooming behavior and to understand how it has continued to evolve with the increasing availability of mobile technologies. Showrooming takes place in retail contexts that can be broken down into two discreet “levels” or points of focus in the store: the employees in the store represent the first level, and the retail venue itself makes up the second level.

Because the retail context is divisible into these two levels, retailers are positioned to fight showrooming at both levels, that of the store and that of the employees. Retailers are challenged by steadily increasing consumer demand for value-priced products and great customer service. They must meet this challenge at both the store and employee levels to combat the growing prevalence of showrooming.

What can be done to combat showrooming at the store level? Retailers can establish pricing structures, sales processes, and customer policies to help build customer loyalty. They also can better inform and support customers throughout the purchasing process. This will help put customers more at ease in using the physical store location for postpurchase support, making exchanges or repairs, and getting additional product information or product training. All of the above