Innovation in Qualitative Studies Procedures: A Conceptual Model about Omnishopper Experience in Times of COVID-19 Pandemic

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Abstract: COVID-19 pandemic is not just a public health issue; it is an event that is disrupting the social order in several dimensions. In the field of consumption, the changes imposed by quarantine and social distance promoted a rush to purchase via digital resources, forcing consumers and retailers to adapt quickly. In the wake of changes, channels and brands have become vulnerable, as consumers have switched to distance shopping via e-commerce or mobile apps, not always keeping the same previous preferences, but developing new and new experiences buying days. Knowing new behaviors is imperative for brands and channels and this article presents a model with key moments in the omnishopper experience that immediately adapts to the needs of scholars and specialists facing such a challenge. The model was developed from a qualitative study based on Grounded Theory, a methodology that allows the researcher to develop substantive theories that meet the need to understand the phenomena in which both the researcher and the participants are part of the actors involved in the scene. This study innovated in procedures, using the WhatsApp application in the interview phase, avoiding face-to-face meetings. This is another advance to be taken advantage of in studies to be carried out during the COVID-19 pandemic.

Keywords: Innovation, Scientific Procedures, Pandemic, Qualitative Studies, Omnichannel Strategy

1. Introduction

1.1. The COVID-19 Impact on Retail Activity

The retail activity was greatly impacted by the pandemic caused by the corona virus, which causes COVID-19, a deadly disease that forced public authorities to enact emergency measures, including the closing of retail trade to prevent the movement of people and thus try to reduce the contagion speed. Only stores considered as essential activities remained open, including mini, super and hypermarkets, pharmacies, drugstores and petshops.

Such measures caused huge losses to other retail activities based on physical stores, as they saw their sales drop overnight. Even in stores that remained open, sales dropped sharply due to reduced customer traffic, all fearing contagion, reserving only essential purchases at stores closer to their homes and transferring part of them to online channels.

Retailers that had their stores closed, but had online channels, began to prioritize communication and sales actions to omnishoppers consumers who were already browsing the omnichannel channels and those who were motivated to join [1]. Retailers who postponed their foray into online channels, on the other hand, found themselves in the urgent need to take action and close this operational gap in the shortest possible time. Omnichannel formats have become the desired model for all brick-and-mortar retailers.

There was, therefore, an immediate growth in sales on e-commerce sites and in applications that, unlike the others, started to profit like never before with the increase in sales volume and demand for a greater assortment of products, to stand out, items that make up the so-called corona virus prevention kit, including face masks, acrylic face shield, alcohol gel and various products in the personal and domestic cleaning categories.

It cannot be generalized, however. The behavior described has been registered more specifically in the layers of the population formed by all different classes of low-income

families. These have been hit hardest by the economic crisis caused by the pandemic, with the loss of their jobs and other sources of income. These are families that have maintained their purchasing habits as much as possible in cash-and-carry stores and grocery stores, formats that offer basic products at lower prices.

In addition, buying over the internet requires the use of a credit card that many in this popular profile do not have, or because they live in peripheral communities, they are not served by delivery companies due to difficult access or risk of robbery.

Even with an important portion of consumers not yet present in the daily shopping routines of basic consumer products over the internet, the participation of e-commerce in retail trade, defined by the IBGE - Brazilian Institute of Geography and Statistics, more than doubled between April 2020 and the same period of the previous year.

According to Camara E-Net in its publication MCC-ENET, e-commerce sales reached 11.1% of retail trade sales in April this year, against 5.1% in April 2019, or 117.6% of growth.
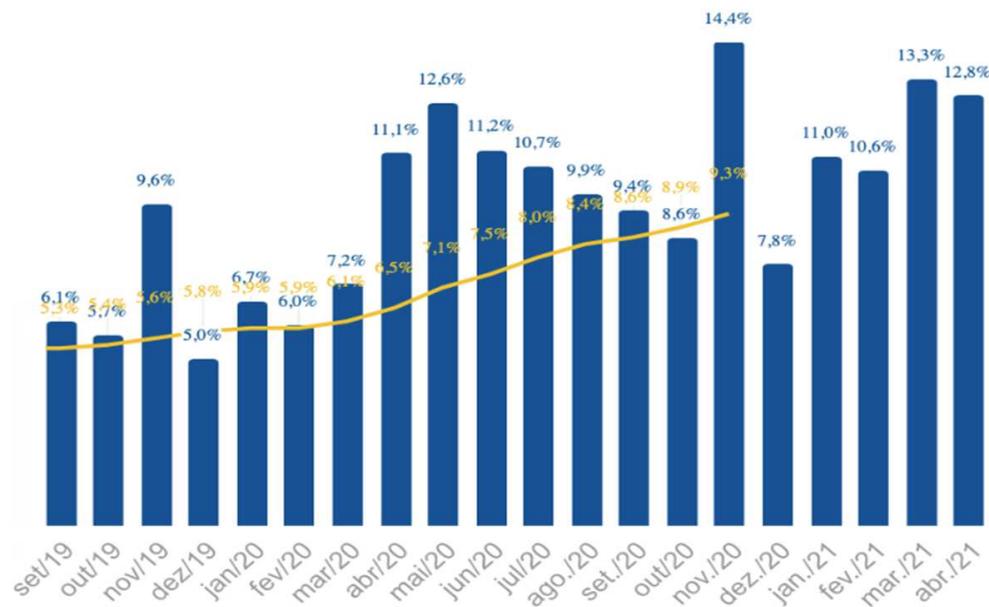
Figure 1. *E-commerce and retail trade sales.*

This changing scenario suggests a series of questions about the retail activity, but in particular, about consumer behavior. Figure 1 demonstrates the rapid shift of the consumer when it comes to purchase channels. If e-commerce sales have grown, it is a sign that physical retail sales have decreased, as simultaneous growth is unlikely, there is no data on the increase in family income to justify them.

1.2. The Impact on Consumption Activity

By changing the shopping channel, the consumer may have switched retailer brands. Where did he shop before and where is he shopping now? In addition to the change in the retailer's brand, it is possible that this consumer has also changed some brands of products or services, as the new online purchase channels may present other brands and exert other types of influence when making a purchase decision.

Finally, the changes resulting from the market fell, as everything indicates, on the consumer who, in addition, had to deal with other adverse situations, such as the fear of contagion if he had to leave home, due to the loss of part of his economic power, by the mobility restrictions imposed by quarantine, by the need to adapt to working from home, living with spouse and children working and studying, also all at home, sharing computer spaces and internet signal,

among other issues.

The consumption activity thus began to be subjected to conditions that were very different from those prior to the pandemic, affecting consumers' feelings and emotions, factors that directly influence purchasing decisions [2]. Consumers moved by new feelings and emotions, present changes in purchasing behavior that reflect on the performance of the brands of channels and products or services, or at the very least, will leave them vulnerable. The evaluation of such factors becomes mandatory for specialists to understand the omnishopper experience and from there, develop new business plans for retail brands and products and services.

1.3. Opportunity for Scholars

For scholars, it is also imperative to develop qualitative studies capable of developing new knowledge on how to map and evaluate shopping experiences in this scenario in which omnishoppers are emotionally impacted by new and unknown factors by the majority of the population.

This article seeks to contribute to the theme, using an unprecedented study carried out with omnishoppers in the second half of 2019, before the pandemic, promoting a critical analysis and comparing the results obtained in light of current events. The findings of the study used here are

summarized in a model entitled Key Moments in the omnishopper experience, consisting of four pillars:

1. Research
2. Conception
3. Contact
4. Assessment

The model has the following statement:

Key moments are contacts made using the user's cognitive and emotional resources, positively evaluated as those that make sense in their omnichannel experiences.

2. Literature Review

2.1. Omnichannel

Omnichannel is the fusion of physical and digital models into one [3]. The term omnichannel can be understood as the ubiquity of sales channels and omnishoppers, connected through applications installed on smartphones that are configured as tools to make the purchase of products and services viable in a fluid, flexible way, without friction or barriers and without the need to be in a physical store or in front of a computer screen. The understanding of omnichannel through the omnishopper's perspective highlights the omnichannel experience that becomes broader and more complex.

2.2. Omnichannel Strategy

The definition of omnichannel is related to omnishopper, distribution and sales channels and technological innovation. Adopting an omnichannel strategy is valuing intangible attributes, such as retail brand values, services, convenience, credibility and trust, and not just product quality and prices, which continue to be important, it is true, but share the weight of the decision with attributes that do not they were as explicit as they became when technology started to work and make life easier for omnishoppers [4].

2.3. Retail Innovation

Retail innovation is seen as a "product of adopting digital solutions that are designed to make retail business approaches more efficient." Supply chain innovation involves changing technologies and processes within a specific area of the company, or company-wide, or a "value chain that generates cost savings and value creation for stakeholders" [5].

2.4. Shopping Experience

Experience is defined as the result of a complete journey, end-to-end, undertaken to achieve a goal, regardless of whether it is a specific product or service, characterized as a general human behavior.

The shopping experience is the result of the sum of the steps in the omnishopper's purchasing decision process. Each of the steps is interpreted according to theoretical concepts that explain the omnishopper's purchasing behavior. During

this process, each step is evaluated by omnishoppers, consciously or subconsciously, influencing decision-making both in the present and in the future, according to the evaluation of each phase [6].

The issue lies in exploring how companies use marketing to enhance experience, making omnishoppers perceive, feel, think, decide and relate to a company and its brands [7]. In a strategic approach, the companies must generate and manage all possible resources found by omnishoppers in the purchase process, in order to provide a satisfactory experience. For the authors, the shopping experience can be understood as a sequence of interactions throughout the process that separates the omnishopper from its purchase object, be it product or service, as something "strictly personal" with implications and involvement in areas such as rational, emotional, sensory, physical and even spiritual.

The omnichannel shopping experience has as one of its conceptual pillars the seamless characteristic or absence of barriers, in reference to continuous processes preferred by omnishoppers who, according to authors, expect a perfect experience through channels [8]. As buying barriers come to an end in front of the omnishopper, it is natural that channels will start to be used in a transparent and interchangeable way during the search and purchase process, as otherwise they tend to disappear [9].

2.5. Shopping Journey

The journey is the process a consumer goes through to reach a goal linked to the purchase of a specific product or service. Its mapping is used to understand and address consumer needs and identify pain points [10].

During the shopping journey, the omnishopper interacts with touch-points in physical, online and mobile environments, promoting interactivity, aiming at the purchase of products and services [11].

Such interaction can be initiated by the omnishopper itself, when it is seeking to satisfy its needs and desires, or by the initiative of the retailer who, in turn, seeks to offer its products and services to the omnishoppers.

The omnishopper behavior, therefore, refers to the use of physical and digital channels combined with the delivery of barrier-free shopping experiences. [12].

2.6. Omnishopper

Omnishoppers are those who use at least two channels from the same retailer during the shopping journey [13] want new shopping experiences with the maximum possible flexibility and expect retailers to offer apps that are easy to install and use, so that in a few steps, or a few touches, the purchase can be completed [14]. "Omnishoppers use different channels and touch-points, and expect a holistic and seamless experience throughout the shopping journey [15].

The omnishopper tends to behave more fluidly as new and different channels and touch-points become available across retailers, brands and marketplaces.

Therefore, to offer a superior experience, retailers must

adopt new technologies that help deliver a purchase process that can be personalized through content, offers and special recommendations [16].

The omnishopper transits several times between sales and communication channels, physical and digital, until he concludes and evaluates his shopping experience positively or negatively. Between the beginning and the conclusion, there are steps such as awareness of the desire or need for the purchase, going through the consideration and evaluation of the possibility of carrying it out, followed by the omnishopper's engagement with a particular proposal presented by a brand and sales channel, until arrive at your purchase decision, ending with evaluation, feedback and recommendation [17].

2.7. Touch-points

The interaction with the environment is made tangible at the touch-points and takes place in stages that are divided into three phases that divide the purchase activity into pre-purchase, during purchase and post-purchase. In the pre-purchase phase, the experience stage occurs in which the omnishopper has contact with information sources such as reviews written by other omnishoppers on e-commerce portals or social networks, by influencers on blogs, or through communication vehicles several on the initiative of brand managers interested in selling their products and services [18].

Touch-points are verbal or non-verbal incidents that omnishoppers perceive and consciously relate to a particular company or brand [19]. They are points of interaction between omnishoppers and any agent or device in an organization and promote interactions at a given time, or context, with the intention of meeting a specific need of the omnishopper. Allied to the sales channel, the touch-points define the opportunities or restrictions for the service and satisfaction of a retailer's customers.

As the omnichannel retail strategy focuses on the omnishopper rather than the channels, the success of the actions of the retailer and its business partners "results from the need to link the numerous and diverse touch-points and its resulting omnishopper-focused approach" [20].

Touch-points can be "short, one-way or two-way interactions between omnishoppers and retailers" or brands or other intermediaries [21].

Importantly, Touch-points can also involve omnishopper-omnishopper interactions through social media, which can affect brand consideration. The objective is to identify the Touch-points that are effectively decisive for the omnishopper's decision making [22].

The difficulty with capturing data in the physical environment means that some studies only include touch-points for online channels, as the data is available, unlike the physical store.

From an omnichannel distribution perspective, it is necessary to obtain information about the different intermediaries traversed by the omnishopper throughout its shopping journey, in order to understand which touch-points were activated and in what way enabled the omnishopper's advance towards to the final decision.

The survey of information about the omnishopper's path, from the beginning of the purchasing process, its interaction with the touch-points and the understanding of such interactions, is organized in the form of a map as the "visual representation of the sequence of events through which customers can interact (...) throughout the purchasing process" [23].

The authors explain that mapping the omnishopper journey helps to understand the interaction with the touch-points and manage them, aiming to innovate in the provision of services and improve interactions between store teams and omnishoppers, thus valuing the experience of purchase.

3. Procedures

3.1. The Constructivist Approach

The omnishopper shopping experience inserted in the context imposed by the pandemic caused by the corona virus, becomes a complex exercise for the consumer. It should be considered that for many, there was an unprecedented increase in sales, communication and distribution channels, setting up a challenging scenario.

They are phenomena capable of provoking new emotions, present now since the beginning of the journey of many consumers suddenly transformed into omnishoppers. Added to this are new touch points, digital tools and resources, and new business models that until very recently did not exist.

The shopping experience is understood as "a personal occurrence" of the consumer [24] with emotion as a large component driven by stimuli resulting from the interaction between feelings. It is, therefore, a new and complex scenario that must be investigated by theories that offer conceptual and methodological shelter, in order to enable the development of new concepts from systematic and flexible guidelines in data collection and analysis.

The procedures, given so much complexity, call for "a set of general principles and heuristic devices" instead of formal rules. The researcher who investigates phenomena in this type of scenario constructed by the COVID-19 pandemic must be prepared to be open to what happens in the analyzed scenes and in the statements obtained in the interviews, in order to learn about the shopping experience carried out by the research participants [25].

Given the above, this article presents an exercise of integration and theoretical connections according to the constructivist approach, in an attempt to represent in the analyses, the omnichannel experiences as social activities constructed by omnishoppers, comparing them with the current moment. This is an approach that encourages researchers to reflect on their own interpretations and on research participants [26, 27].

3.2. The Development of Theories

This article found in Grounded Theory (GT) a

methodology for the development of theories based on systematically collected and analyzed data. With so many changes still in progress, Charmaz's constructivist approach was considered here to respond to current social demands that require adaptations and flexibility throughout the analysis. It is an appropriate methodological theory to "understand the process by which actors build it" [28].

The investigation on the omnishopper experience justifies the use of GT, following an interpretive approach, where the researcher interprets the meanings as he/she deals with the data. Although the field research was carried out in the second half of 2019, this article proposes that researchers follow the same path at this time of pandemic or in new future events, which we sincerely hope will not occur.

The restrictions imposed on conducting in-depth interviews, a resource present in the research used in this article, were overcome through the use of the WhatsApp application that made it possible to send questions and return answers without direct and personal contact, allowing for participants respond at the time and place of their convenience.

Answers were requested in text and audio, in order to assess the emotion in the voice of the participants. The audio files were converted to text using the Dictation feature of the Google word processor and then saved to Quirkos, a qualitative data analysis software.

Fifteen in-depth interviews were conducted in two stages, the first with five participants from a convenience sample, answering a semi-structured questionnaire with 32 questions. The second stage had ten valid participants with part of a sample defined by criteria obtained in the previous stage. Everyone should be characterized as omnishoppers and have made recent purchases involving at least two channels, physical and digital.

Table 1. *Phases and steps of GT - Grounded Theory.*

	Steps	What are the basic psychological and social processes? [25]
1.	Research design	1. Literature review 2. Definition of the problem and research objectives 3. Selection of Samples: a) convenience, with 5 respondents; b) Theoretical, with 10 interviewees 4. Use of innovative methods for data collection and analysis
2.	Participants	Omnishoppers recruited from the social environment, family professional, who made recent purchases in at least two online and offline channels, in the same retailer or in the same product category [9]
3.	Data collection	1. In-depth interviews with semi-open questions, conducted by WhatsApp, sending questions in text and audio, answered only in audio 2. Feelings and emotions noted by tone and verbal expressions recorded in memos
4.	Coding	1. Initial and In Vivo 2. Focused: code synthesis and transformation into gerunds 3. Refinement in Themes using the Quirkos Groups resource, reaching theoretical codification and conceptual themes
5.	Refining	1. Theoretical sample: selected participants with emerging theories. Intuitive phase that forces you back to the database 2. Theoretical saturation: discoveries become repetitive
6.	Comparisons	Emerging theories with new theoretical references from recent literature
7.	Final report	1. Conclusions - Search for key moments in the experiences of omnishoppers [29]; 2. Contributions: Theorization of experience 3. Suggestions for future studies

[*] Source: adapted [27].

4. Data Collection

4.1. Samples

A constructivist study of Grounded Theory was carried out to theorize key moments in the experience of omnishoppers [25]. Two phases of data collection were carried out, the initial one with a sample of five participants and the other theoretical, with eleven other participants, one of which was discarded.

In the initial phase, five volunteers from professional, social and family environments were recruited, "only people who already had an omnichannel shopping experience" [9]. The collection process as a whole started on July 22, 2019 and was completed on August 12, before the start of the analysis.

In the theoretical phase, participants were recruited on a case-by-case basis, aiming to obtain more data on the concepts that emerged in the initial phase. Seventeen people were invited, part with profiles similar to those of the initial phase, but others with more advanced age, lifestyles, family types and residences different from the previous group. Of the 12 guests, only 10 responded, and these were the interviews that formed the corpus of the theoretical sample.

With both groups, data were collected in in-depth interviews, in an open-ended investigation that sought, in a broad and open way, to establish a dialogue through the well-known disruptive digital application, WhatsApp. According to [29], a promising approach to meet the need for timely and in-depth qualitative data about experience is through feedback obtained from smartphone and web applications (apps).

Participants received a brief explanation of the research topic and how they should respond by text and audio. Participants in the initial sample were asked thirty-two questions; to those of the theoretical sample, the script was reduced to fourteen questions.

The questions were sent in audio and text, but the answers were only allowed by audio, in order to assess some degree of emotion, in order to allow annotations in the memos produced at this stage, about signs of more relevant feelings that influenced the experience of omnishoppers interviewees [30].

The ability to think, build and articulate opinions may not be so easy for everyone; participants in face-to-face interviews may have difficulty expressing what they feel in words. Therefore, the feeling of being under the protection of the application helps participants to respond by not seeing themselves in the presence of another person, by remaining calmly accommodated, in a place of their choice, recording their responses in audio in the comfort of their homes or at the convenience of the chosen place and times.

4.2. Using WhatsApp

Apps were used to collect data on feelings and experiences, referring to studies carried out with children and adults who underwent assessments of psychological issues over an extended period of time within the context in which these experiences are taking place. They continue to claim that mobile applications can offer a way to safely extract data on experiences in the most varied and diverse areas of knowledge, from qualitative studies using in-depth interviews.

The authors developed a study whose fundamental step was to "identify touch-points or key moments in the service experience, where there is a strong emotional response (positive or negative) that powerfully shapes the overall experience" (p.2). Therefore, as in the findings of Miatello [29], this study follows the same path, but focusing on experiences of omnishoppers and the identification of "key moments" that can guide future omnichannel strategies to be developed by managing companies linked to retail activities and consumption of both products and services or by scholars in future academic studies on the subject.

In the initial sample, the questions were divided into three blocks, with initial, intermediate and final questions, exploring basic social and psychological processes of consumption. The first, with the objective of making the participant reflect on the contact with the experience and aspects of the transition and rupture of the purchasing model. In the second, questions about feelings and emotions with the new experience are explored, now as a more frequent buying habit. In the third and last block, the participants' view of the world is explored, involving the present and future of their consumption practices.

With this script, testimonies about the processes of purchasing and receiving products were obtained, emphasizing the personal gains obtained and illustrated with cases about particular experiences. These results surpass expectations about what was expected to be obtained in the form of data needed to understand the key moments of the omnishopper shopping experience and will allow enriching the next step with adjustments in the collection instrument and in the composition of the sample.

With the theoretical sample, the script with fourteen questions was structured in order to explore the participants' feelings and meanings during their shopping experiences in situations related to insecurity with decisions, preferences in relation to shopping channels, use of technologies, use of research and better experiences provided by omnichannel companies. The result contributed to the emergence of the first themes and concepts by bringing new data that were added to the categories created with the initial sample.

In all, 10 participants were interviewed, which added to those from the previous phase, totaling 15 interviews; two did not return the questions. The selection took place through personal and professional contact, through contacts and invitations made on social networks such as WhatsApp and LinkedIn, from 11/01/2019.

The use of WhatsApp confirmed expectations, facilitating data collection in both cases, by motivating the participant to learn about a new research method and by speeding up transcription. A new process has been discovered here that will certainly help qualitative data researchers reduce research time and costs.

Figure 2. Image of the Quirkos screen with the profile of the participants.

The instrument used to collect data from the theoretical sample was elaborated based on the six assertions that emerged in the analysis of the previous phase. They are: 1) utilitarianism as the predominant behavior of the omnishopper; 2) the enhancement of channels by the omnishopper; 3) the knowledge developed by the omnishopper as a means of overcoming their insecurities at the time of purchase; 4) the development of value propositions based on services useful to omnishoppers; 5) creating business models that add value to omnishoppers while extracting value from the competition, and 6) place more value on omnichannel strategies than resources.

Upon consenting, the participants received instructions by text message and the questions in text and audio, only audio answers being allowed in order to assess some degree of emotion in the speeches, according to the model developed in the previous phase. The files with the audios were transcribed using the dictation resource, revised, saved and transported to Quirkos in order to be analyzed, coded, categorized and grouped.

During the pandemic period, with restrictions for conducting face-to-face interviews, the model presented here is recommended for conducting new studies that use a qualitative approach and application of semi-structured questionnaires with in-depth questions.
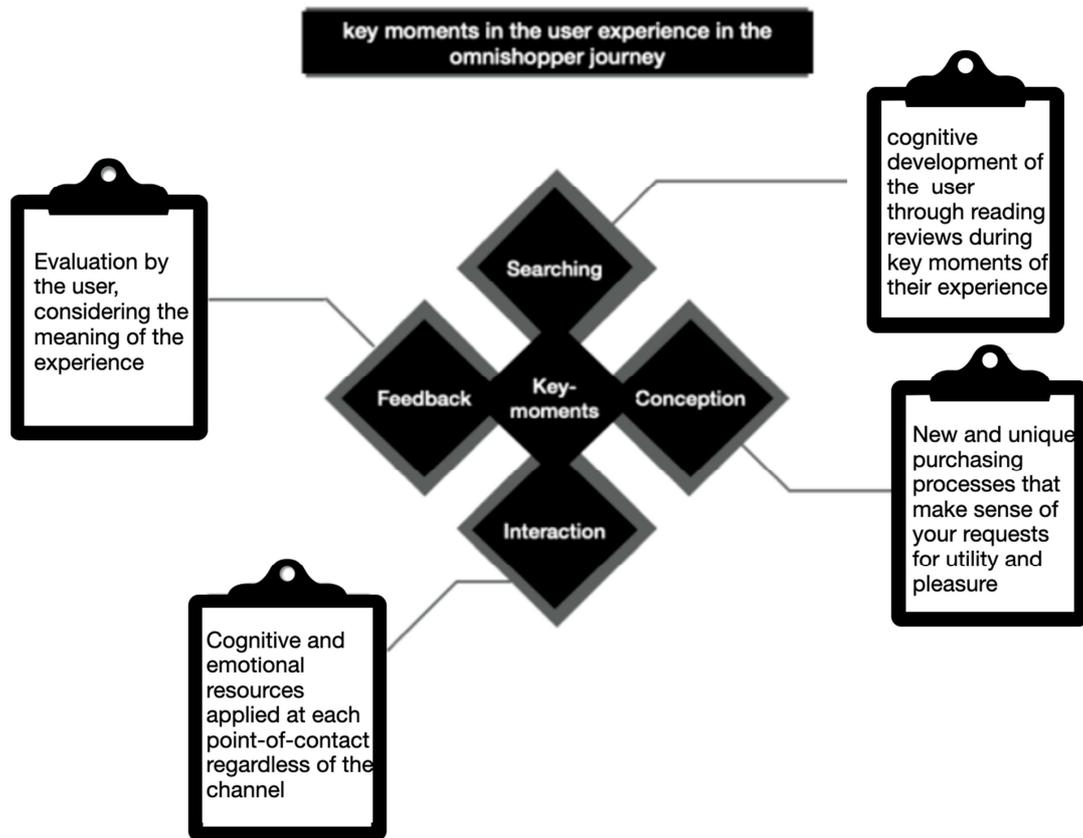

Figure 3. *The conceptual model - substantive theories of GT.*

5. Data Analysis

The analysis of the data obtained from the 32 responses given to each of the five participants in the sample for convenience, began with the process of transcribing the audios into texts. The audios totaled 160 files and remained stored in the WhatsApp application (Version 0.3.4157), installed on a MacBook Pro (13-inch, 2016), and were also saved in iCloud as music, extension.ogg for backup purposes.

The transcription was performed by activating the audio from the participant's own file present in their WhatsApp number, while enabling the Pages Dictation feature (fn fn). After many difficulties, the feature was replaced by Google Documents, which performed much better.

Sayings were placed on each question, thus making up the entire script, with questions and answers saved in Google Docs and Apple Pages, all in a single folder on iCloud.

WhatsApp audio messages are continuous, that is, after the end of one, the next one starts automatically and is kept at a good volume, good sound quality, in a place with a low noise level, it is possible to obtain a continuous dictation during the absence of the researcher, which would further increase productivity. However many errors and interruptions could be observed in some quick tests that were performed.

When verifying the insecurity of the resource, it was decided to follow up all the answers, being transcribed into the text using the Dictation tool, which made the identification of errors easier. This moment was also dedicated to complementary field notes, as changes in voice

intonations in moments of satisfaction with results obtained in the experiences or, conversely, in bad experiences are very clear [30].

In the theoretical sample, there were fourteen responses multiplied by eight respondents, which resulted in one hundred and twelve audio files. Unlike the first phase, the audios were kept in the application and used for transcription using the same Dictation feature of Google Documents. Another change in relation to the procedures in the initial phase was the transcription of the audios.

WhatsApp automatically triggers the next file, so just trigger the first audio so that the others are triggered in sequence, without interruptions. The transcription was carried out, therefore, at the same speed, at the same time as it was observed by the researcher who was making his field notes on a paper notebook.

Typing errors made by the Dictation feature were corrected partly during transcription and partly during second reading. These were changes that resulted in significant time savings with the procedures.

For the analysis of the data generated in the second phase of interviews, a new project on Quirkos was created with the name Sample Teoria.qrk. All transcripts were uploaded to Quirkos in this new project, which started with six new categories, with the same names as the assertions that emerged in the final phase, equivalent to the themes or concepts generated.

Thus, we tried to associate the data from the second phase with the conclusions from the first in order to provoke comparisons, triangulations and saturation. The transcribed texts uploaded in the second project, entitled Theoretical Sample, were segmented by incident expressions of the participants themselves, the first originating new codes and the second, In Vivo codes.

6. Innovation in Procedures

In-depth interviews at GT take "approximately one hour", [31, 32], the number of interviews is around 15 to 20 and lasts 45 to 60 minutes each.

In the present work, the total time of interviews in the initial phase had an average duration of 40 minutes and 24 seconds, therefore close to the standards known in traditional methods.

The new procedures adopted in this study actually reduce the interview time, but only in a few minutes, which allows inferring the preservation and quality of the data obtained.

At the beginning, it was assumed that the recording of the questions would be unique and that it would be possible to replicate the same audio for all participants. However, right after the first interview, it was decided to record the audios individually for each of the participants, treating them by name, thus causing greater rapport, using more informal language and not necessarily identical to the text of the same question.

For the researcher, there is an important simplification in the process, allowing the sending of the interview script and the receipt of audio responses, thus eliminating the need to be present in front of the participants, saving time and resources. The same audio was used with the dictation feature in Pages and then in Google Documents for transcription, obtaining excellent performance in the Google tool that transforms the audio into text with few errors, unlike Apple's Pages, which required numerous interruptions for reproducing misunderstood and misspelled words.

For security reasons, the files were saved in Apple's cloud with a.ogg extension but were kept only as backups. The texts were numbered and organized according to the corresponding questions to facilitate the analysis and were saved in Word in files separated by participant.

In the theoretical sample, there was an increase in the base of participants, but a reduction in the number of questions, so the average duration of interviews decreased from 40m 24s in the initial sample to 28m 7s.

7. Findings

The intention of GT "is to discover a conceptual model that explains the phenomenon to be investigated and allows the researcher to develop and relate concepts, whose emphasis is on understanding the phenomenon as it emerges from the data and not on the basis of concepts and researcher theories" [30]. This is what happened with the present study, which presents a conceptual model aiming to explain the key moments in the omnishopper shopping experience as a phenomenon, based on the data.

For scholars and specialists, the model presented here can be used with the same purpose, but under the influence of changes and impacts brought by the pandemic on consumers, analyzing their emotions and feelings present in their new shopping experiences.

However, before presenting the model, it is necessary to understand that the concepts that support it are called substantive theories, resulting from the investigated phenomena, that is, the omnishopper's shopping experience. It is a theorizing process obtained by interpreting non-explicit meanings and meanings, obtained from the data and its analysis process present in GT as a qualitative scientific methodology, supported by the constructivist interpretive structure.

The conceptual model presented here comes from the four thematic assertions, emerging from the theoretical sample. The beginning of the conceptual model, therefore, as the first key moment in the omnishopper experience, is the Experience Research or simply Research. These are times when the omnishopper seeks information from other omnishoppers about their experiences with similar products, services or channels. Research takes place more than once, as the experience evolves, from one key moment to another.

The Conception of Experience or simply Conception becomes the second key moment, stage in which the omnishopper conceives a new and unique purchasing process that makes sense of his requests for utility and pleasure. It is an advance in knowledge that can also serve others, if it is

disseminated in the form of reviews and systematized through new algorithms developed by those responsible for the points-of-contact involved.

The design is based on the cognitive development that it promoted by reading third-party reviews, by becoming aware of the use of the tools made available at the contact points you selected and by dealing with your own emotions and senses resulting from the experiences carried out and evaluated before, during and after its completion.

The third key-moment deals with the importance of the touch-points for the conception of experience by the omnishopper and is summarized only in Contact with Experience, as a description of the title of the third component of the conceptual model.

During the contacts, the omnishopper understands the proposal of the retailer's brand or products or services, in addition to accessing resources that are available for him to carry out each step of his journey. During contacts, the omnishopper develops insights that enable the creation of original experiences with the ability to exponentially enrich the shopping experience.

Brands must promote the offer of resources for omnishoppers to use in the design of new experiences and thus profit first from the image of having helped omnishoppers to carry out unique experiences and thus become loyal customers and secondly, by multiplying this knowledge to other omnishoppers to benefit from memorable experiences developed by similar people and not by experts with purely commercial intentions.

The fourth and last key-moment component of the model refers to the evaluation of the experience by the omnishopper, considering acquired and developed knowledge, in addition to the emotions, pleasures and frustrations that constitute the meaning of the experience.

The four theoretical components of the conceptual model are thus defined regarding the definition of key moments in the omnishopper experience, which allow them to be applied to new studies in the current moment of pandemic.

The key moments in the shopping experience in times of pandemic should be based on four conceptual tracks:

Research: the research of experience in focus.

Conception: the conception of the experience itself.

Contact: the interaction with the experience at the points-of-contact.

Evaluation: the evaluation of experience and its meaning.

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