"Mirror, mirror on the Wall…" What is your Customer Experience after all?
The Influence Factors of Using Smart Mirrors: An FsQCA Approach

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Smart mirrors are increasingly implemented in physical retail environments and are able to enhance the entire customer experience [1]. Those smart mirrors usually appear in two different scenarios [2]: Either as in-store furniture, detecting and screening product information of RFID-tagged articles, or as augmented reality devices, which allow customers to virtually try on clothes. According to a current industry report, retail will account for the second biggest market share of the predicted global volume for smart mirrors of $1,220.3 million by 2022 [3]. Nevertheless, increasing pressure from competing retailers as well as other channels raises the demand to investigate the influence of smart mirrors on CX and customer behavior before huge investments are placed. Current literature on CX measurement does not specifically consider in-store technologies [4] or focuses mainly on the interaction with those devices, without taking other elements of the store (e.g. social interaction) into account [5]. My next step for this study comprises collecting data by an online questionnaire based on a scenario-descriptive design. The measurement method will be evaluated by using Ragin's [6] fuzzy-set Qualitative Comparative Analysis (fsQCA). The results will offer new insights into estimating customers' reactions to smart mirrors (e.g. avoidance, convenience, etc.) before the technology is implemented into physical stores. Beyond that, I am looking for collaborations to investigate smart mirrors in a lab environment or in an actual retail setting. In this case, the goal is to test if the predictions from the proposed model are equal to the perceived CX and customer behavior when participants are actually using a smart mirror. Additionally, the possibility to consider the return on investment or the store's revenues in order to compare those before and after the implementation of smart mirrors would provide further valuable implications for researchers and retailers.

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