Omnichannel Behaviour: Definitions and Covariables

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1. Motivation

Complete development of online channels:

- Nearly **full penetration** of online channels in companies:
- Consumers use a **variety of tools** to access these channels

omnichannel

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Aproximadamente 8.120.000 resultados (0,53 segundos)

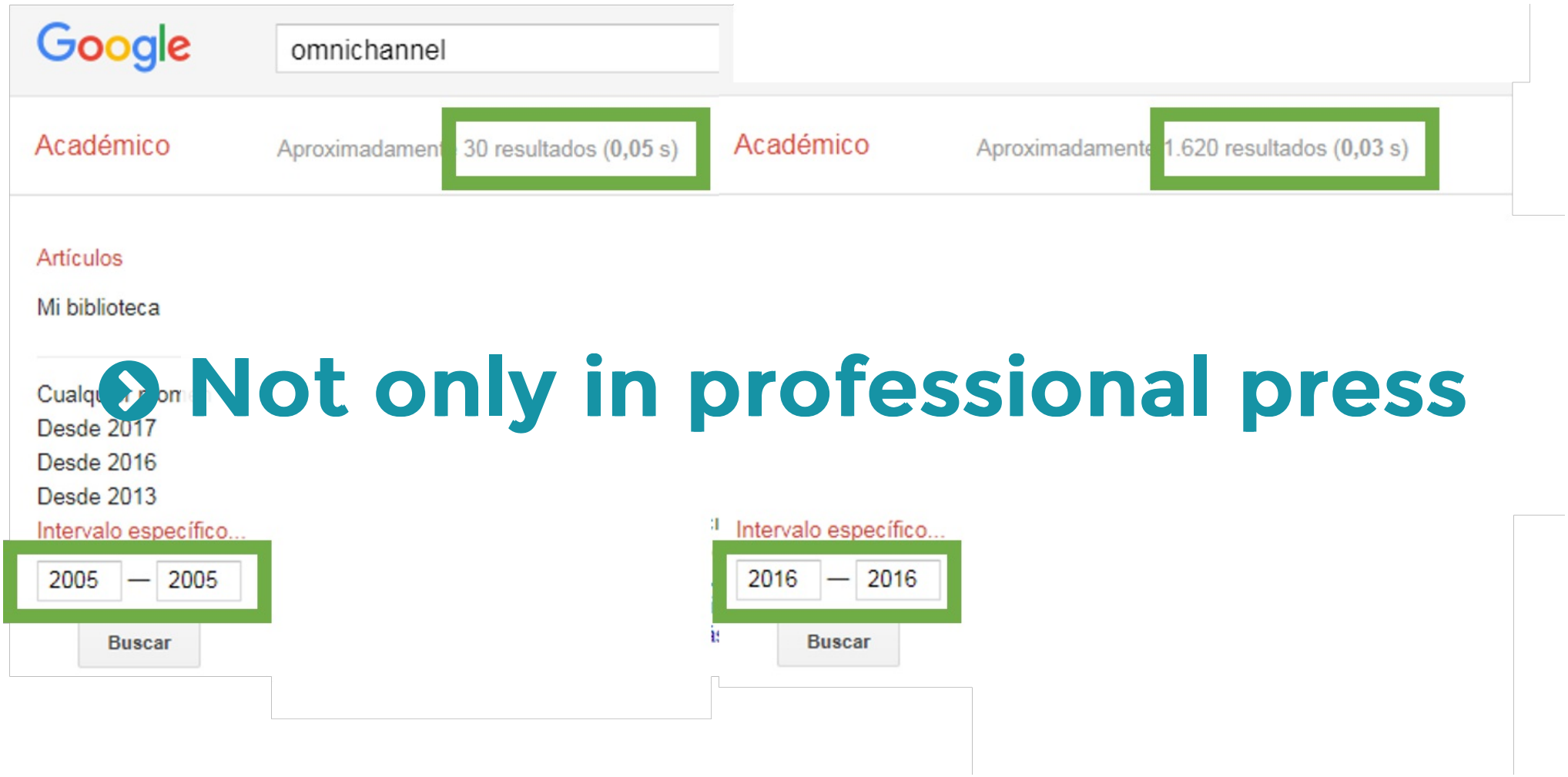
Omni Channel Integration Is - Required To Succeed.
Anuncio www.accenture.com/Strategy
Successful CMOs Align Channels To Growth And ROI. View The Report.

In this context: outburst in the use of the term "OMNICHANNEL"

La clave del marketing **omnichannel** consiste en poder ver la experiencia a través de los ojos del consumidor. El marketing **omnichannel** pretende realizar una estrategia a través de distintos canales, integrada y consistente, anticipándose a lo que van a hacer los usuarios. 28 feb. 2015

¿Qué es marketing omnichannel? — DMO Global Media
https://www.dmoglobalmedia.com/blog/1/10/2014-que-es-marketing-omni-channel

Acerca de este resultado Danos tu opinión



Not only in professional press

But, what exactly does "omnichannel" mean?

- What does omnichannel *management* mean?
- What does omnichannel *behavior* mean?

Omnichannel management

> The synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized

(Verhoef, Kannan, Inman, 2015)

What does omnichannel behavior mean?: Unsolved questions

- Which customers are omnichannel customers and which are not?

  O1. Can we provide unambigous rules for the classification?

- What type of customers are omnichannel customers?

  O2. Can we provide a sensible segmentation?

Outline

1. Motivation
2. Conceptual Framework
3. Empirical Illustration
4. Conclusions and Implications

2. Conceptual Framework

Focus: One company studying its customers

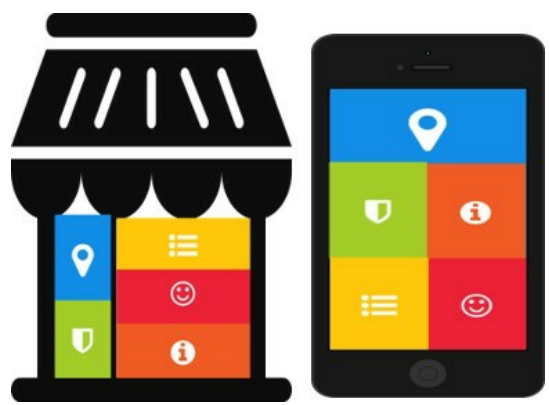
- [x] Manufacturer or retailer
- [x] Two channels: brick and mortar and online store

The demand of distribution services

Distribution Services are the main channel outputs (Keh 1997; Betancourt et al 2007)

The multichannel operation of companies is based on the need to attend different demands of DS:

- Accessibility
- Information
- Assortment: breadth and depth
- Assurance of product delivery (time and form)
- Ambiance



The key role of separability

- ICT have brought a BIG change: the separability of DS in time and space (Betancourt et al 2016)
- Separability makes it possible for customers to combine DS from different company's channels:

Examples:

Example	Store	Web
A customer purchases at the company's retail store after getting information about the products in the company's web site		
A customer purchases products at the company's web site and asks the product to be delivered to one retail store located close to her/his office		
A customer never purchases products online and never visits the company's website		–
...	...	...

We define:

A customer: Someone that has bought from one of the company's channel during a given period of analysis.
A user: A company’s customer that interacts with the company (use the DS provided by the company) through either or both channels during the period of analysis.

Segmentation. As a result:

Purchase Channel	Service Channel	Type
● ○ Monochannel Customer	● ○ Monochannel User	Monochannel customer / monochannel user
● ○ Monochannel Customer	● ● Multichannel User	Partially Omnichannel Customer
● ● Multichannel Customer	● ● Multichannel User	Complete Omnichannel Customer

3. Empirical Application

Objective: Identification of the segments in the multichannel operation of a company with two channels (web and store)

Population: Company customers (at least one channel)

- Predict how customers self-select into mono and omnichannel customers on the basis of their attitudes and characteristics
- Predict how customers self-select into partial and complete omnichannel customers of DS on the basis of their perceptions of the distribution services offered by both channels as well as other variables

The data

- 450 valid responses from customers of a fast fashion retailer company within a panel of online consumers
- Measures of shopping behavior and evaluation of DS within the last year
- Customers were asked to evaluate the different components of every DS at the store and at the web
- Customers were asked about the use of DS of the alternative channel when purchasing in a channel (service blending)
- Other variables: shopping behavior and attitudes, channel policies and general consumer characteristics

Empirical Application: Segmentation: 450 Customers

Purchase Channel	Services	Type	Number	%
● ○	● ○	Monochannel C.	78 63 15	17.3
● ○	● ●	Partially Omni C.	106 87 19	23.6
● ●	● ●	Complete Omni C.	266	59.1

Segmentation Analysis: Bivariate probit: simultaneous estimation

Mono vs. omni customers: $y_i = x_i\beta + u_i \quad (1)$

- $y_i = 1$ when the customer has visited both channels and $y_i = 0$ otherwise
- x_i are measures of attitudes and characteristics

Partial vs. complete omni c.: $s_i = z_i\beta + v_i \quad (2)$

- $s_i = 1$ when the customer has purchased in both channels $s_i = 0$ otherwise
- z_i are measures of distribution services, channel policies, attitudes and characteristics

Results: Bivariate probit (I)

	Mono vs Omni Users	Coef.	Std. Err.	z	P>z
	Cons	0.367	0.389	0.940	0.346
A1	Attitude (Innovativeness)	0.424	0.161	2.640	0.008***
A2	Experience with Zara	0.076	0.041	1.860	0.063*
A3_S	Share Offline	-0.001	0.037	-0.020	0.985
A3_W	Share Online	0.086	0.033	2.640	0.008***
A4	Cost Time (S+W)	0.075	0.054	1.400	0.161
C1	Gender (Male)	-0.602	0.165	-3.640	0.000***
C2	Age	-0.017	0.007	-2.380	0.017**
C3	Income (1-10)	0.080	0.041	1.940	0.053*
C4	Distance (km).	-0.004	0.003	-1.270	0.205

Results: Bivariate probit (II)

	Partial vs Complete Omni	Coef.	Std. Err.	z	P>z
	Cons	-3.486	0.805	-4.330	0.000***
S1_S	AccLocation (S)	0.075	0.046	1.640	0.101
S1_W	AccLocation (W)	0.035	0.058	0.600	0.551
S2_S	Information (S)	0.147	0.087	1.690	0.091*
S2_W	Information (W)	-0.178	0.095	-1.880	0.060*
S3_S	Assortment (S)	0.055	0.070	0.790	0.432
S3_W	Assortment (W)	-0.121	0.079	-1.540	0.124
S4F_S	Assurance Form (S)	-0.038	0.089	-0.430	0.667
S4F_W	Assurance Form (W)	0.085	0.086	0.980	0.325
S4T_S	Assurance Time (S)	-0.151	0.069	-2.190	0.029**
S4T_W	Assurance Time (W)	0.512	0.126	4.080	0.000***
S5_S	Ambiance (S)	0.037	0.072	0.510	0.610
S5_W	Ambiance (W)	0.063	0.094	0.670	0.504
P1_S	Access (S)	0.056	0.050	1.110	0.267
P1_W	Acces (W)	-0.031	0.066	-0.470	0.641

Results: Bivariate probit (III)

	Partial vs Complete Omni	Coef.	Std. Err.	z	P>z
P1_S	Access (S)	0.056	0.050	1.110	0.267
P1_W	Acces (W)	-0.031	0.066	-0.470	0.641
P2_S	Return Policies (S)	-0.076	0.090	-0.840	0.399
P2_W	Return Policies (W)	0.033	0.074	0.440	0.657
P3_S	Payment (S)	-0.183	0.100	-1.830	0.068*
P3_W	Payment (W)	0.036	0.075	0.480	0.633
P4_W	Information Privacy and Security (W)	0.911	0.141	6.480	0.000***
P5	Price	0.006	0.056	0.110	0.912
P6_W	Sending fees	-0.045	0.057	-0.790	0.431
A1	Attitude (Innovativeness)	0.392	0.173	2.270	0.023**
A2	Experience with the brand	0.075	0.044	1.730	0.084*
A3_S	Share Offline	0.059	0.040	1.470	0.142
A3_W	Share Online	0.013	0.037	0.360	0.718
C1	Gender (Male)	-0.198	0.182	-1.090	0.275
C2	Age	-0.011	0.009	-1.220	0.224
	Rho				
	/athrho	1.700	0.799	2.130	0.033**
	rho	0.935	0.100		

4. Concluding Remarks

Conclusions and Implications:

- Conceptual definition of omnichannel behavior with managerial and research implications
- Empirical application for fast fashion retailer: assurance in time and security and privacy policy are key drivers of omnichannel behavior