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Omnichannel Behaviour: Definitions and Covariables

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1. Motivation

omnichannel



Todo

Imágenes

Noticias

Videos

Libros

Más

Configuración

Herramientas

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.

► 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>

➤ 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?
- What type of customers are omnichannel customers?

O1. Can we provide unambiguous rules for the classification?

O2. Can we provide a sensible segmentation?



2. Conceptual Framework



Focus: One company studying its customers

-  Manufacturer or retailer
-  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

Aims and Empirical setting

› O1. Identification of the **segments** in the multichannel operation of a company with two channels (web and store)

› O2. Explanation of how customers self-select into **mono and omnichannel** customers

› O3. Explanation of how customers self-select into **partial and complete**



Population: Company customers of a fast fashion retailer company (at least one channel)

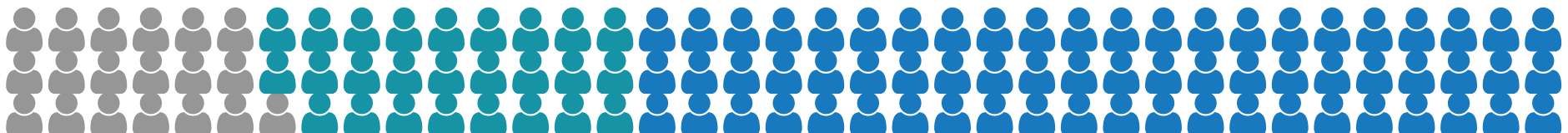
Online Panel Survey: 450 valid responses from customers in the last year

Measures: DS at the store and at the web, shopping behavior and attitudes, channel policies and general consumer characteristics



➤ Segmentation: Results

| Purchase Channel | Services | Type | Number |  |  |
|------------------|----------|-------------------|--------|---|---|
| ● ○ | ● ○ | Monochannel C. | 78 | 63 | 15 |
| ● ○ | ● ● | Partially Omni C. | 106 | 87 | 19 |
| ● ● | ● ● | Complete Omni C. | 266 | | |



➤ Segmentation Analysis: Bivariate probit: simultaneous estimation

Mono vs. omni customers: $y_i = x_i \beta + u_i$ (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.: $s_i = z_i \beta + v_i$ (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 |
| ➔ | Attitude (Innovativeness) | 0.424 | 0.161 | 2.640 | 0.008*** |
| ➔ | Experience with Zara | 0.076 | 0.041 | 1.860 | 0.063* |
| | Share Offline | -0.001 | 0.037 | -0.020 | 0.985 |
| ➔ | Share Online | 0.086 | 0.033 | 2.640 | 0.008*** |
| | Cost Time (S+W) | 0.075 | 0.054 | 1.400 | 0.161 |
| ➔ | Gender (Male) | -0.602 | 0.165 | -3.640 | 0.000*** |
| ➔ | Age | -0.017 | 0.007 | -2.380 | 0.017** |
| ➔ | Income (1-10) | 0.080 | 0.041 | 1.940 | 0.053* |
| | Distance (km). | -0.004 | 0.003 | -1.270 | 0.205 |

(cont.)

➤ Results: Bivariate probit (II)

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

(cont.)



➤ Results: Bivariate probit (III)

| | Partial vs Complete Omni (ii) | Coef. | Std. Err. | z | P>z |
|---|--------------------------------------|--------|-----------|--------|----------|
| | Access (S) | 0.056 | 0.050 | 1.110 | 0.267 |
| | Acces (W) | -0.031 | 0.066 | -0.470 | 0.641 |
| | Return Policies (S) | -0.076 | 0.090 | -0.840 | 0.399 |
| | Return Policies (W) | 0.033 | 0.074 | 0.440 | 0.657 |
| ➔ | Payment (S) | -0.183 | 0.100 | -1.830 | 0.068* |
| | Payment (W) | 0.036 | 0.075 | 0.480 | 0.633 |
| ➔ | Information Privacy and Security (W) | 0.911 | 0.141 | 6.480 | 0.000*** |
| | Price | 0.006 | 0.056 | 0.110 | 0.912 |
| | Sending fees | -0.045 | 0.057 | -0.790 | 0.431 |
| ➔ | Attitude (Innovativeness) | 0.392 | 0.173 | 2.270 | 0.023** |
| ➔ | Experience with the brand | 0.075 | 0.044 | 1.730 | 0.084* |
| | Share Offline | 0.059 | 0.040 | 1.470 | 0.142 |
| | Share Online | 0.013 | 0.037 | 0.360 | 0.718 |
| | Gender (Male) | -0.198 | 0.182 | -1.090 | 0.275 |
| | 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