Omnichannel Behaviour. Definitions and Covariables

August 29, 2017

Technology-driven developments in retail distribution have led to consumers using more than one channel even within the same product category. Cross-channel usage, or multichannel behaviour, is found both in the purchase of goods and in the search for product information.

Así, realizamos una aplicación empírica para clientes de una empresa global del sector de la moda rápida a los que se les ha realizado una encuesta online. L

# Introduction

Consumers are becoming increasingly demanding and expect to satisfy their needs where and when they like, select the payment solution that best suits them, and interact with sales agents if they so wish. This means that the quality of their shopping experience is determined not only by the characteristics of the goods and services they purchase, but also by the complementary services distribution channels have to offer (Zeithaml, Bitner, and Gremler 2006). According to the Accenture (2015) and Accenture (2016) reports, in-store shoppers now expect sales personnel to offer alternatives for ordering products that are not in stock, in-store Wi-fi access being considered essential, while the two most highly valued features of the online shopping experience are the ability to choose the most convenient time and location for delivery and pick-up. The demand for complementary services to enhance the shopping experience is therefore clear in both environments.

# Conceptual framework

## Omnichannel behaviour: the dual role of the customer as purchaser and service user

**Definition 1**: A customer of a company is anyone who has purchased some of its goods over a given period.

|  |  |
| --- | --- |
| x | y |
| 1 | 1 |
| 2 | 3 |
| 3 | 5 |
| 4 | 7 |
| 5 | 9 |
| 6 | 11 |
| 7 | 13 |
| 8 | 15 |
| 9 | 17 |
| 10 | 19 |

# References

Accenture. 2015. “Retail customers are shouting — are you adapting ?” <http://alturl.com/bpxdt>.

———. 2016. “Seamless Retail Research Report 2015 : Maximizing Mobile to Increase Revenue.” <https://www.accenture.com/us-en/retail-research-2016-consumer-research>.

Zeithaml, Valerie, Mary Jo Bitner, and Dwayne D. Gremler. 2006. *Services Marketing*. Tata McGraw-Hill Education.