



# Omnichannel Behaviour: Definitions and Covariables

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# 1. Motivation

## ➤ Complete development of online channels:

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- ✓ Nearly full penetration of online channels in companies: e.g. Europe **80%** of companies were **selling online** using their own websites or apps (internal channels) (*Flash Eurobarometer 2016*)
- ✓ Consumers use a variety of tools in order to access these channel: e.g. Spain: **35%** of population (16-74 years) has **made a purchase online** in the last 3 months (*INE, 2016*), **31%** of consumers **compared prices using mobile phones** in store (*PwC, 2016*)

Todo

Imágenes

Noticias

Videos

Libros

Más

Configuración

Herramientas

Aproximadamente 8.120.000 resultados (0,53 segundos)

Omnichannel integration is - Required to Succeed.

[Anuncio] [www.accenture.com/Strategy](http://www.accenture.com/Strategy)

Successful CMOs Align Channels To Growth And ROI. View The Report.

► **Outburst in the use of the term**

[Anuncio]

Learn how to bridge the gap between omnichannel and omni-channel.

Download white paper **"OMNICHANNEL"** [View the report](#) [Watch webinars](#)

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



## ➔ Not only professional press

Google omnichannel

Académico Aproximadamente 30 resultados (0,05 s)

Artículos Sugerencia: Buscar solo resultados en español. Puedes especificar el idioma de búsqueda en Configuración de Google A

Mi biblioteca **Investment Management**  
MR VaR, AM Laundering, FTP FTP, MD Feed... - profilesystems.eu  
... Axia is the web-based, **omni-channel** solution for Wealth Management while incorporating a client onboarding solution. The vendor-independent mobile platform for the financial services sector. ... What's New. Advanced **omni-channel** Wealth Management & Family Office solutions. ...  
Las 7 versiones Citar Guardar Más

Cualquier momento  
Desde 2017  
Desde 2016  
Desde 2013

Intervalo específico  
2005 — 2005

Buscar

Artículos relacionados Citar Guardar Más

Google omnichannel

Académico Aproximadamente 1.050 resultados (0,03 s)

Artículos Sugerencia: Buscar solo resultados en español. Puedes especificar el idioma de búsqueda en Configuración de Google Aca

Mi biblioteca **Managing Multi-and Omni-Channel Distribution: Metrics and Research Directions**  
KL Ailawadi, PW Farris - Journal of Retailing, 2017 - Elsevier  
Abstract The increase in the variety of channel formats, and the progression from single, to multi-, then to **omni-channel** marketing has made shopping and buying more convenient for consumers, but trickier to manage for marketers—both upstream suppliers and downstream  
Citado por 5 Artículos relacionados Las 3 versiones Citar Guardar

Desde 2017

Desde 2013

Intervalo específico...

Ordenar por relevancia

Ordenar por fecha

Cualquier idioma

Buscar sólo páginas en español

incluir patentes

**Omnichannel-based promotions' effects on purchase behavior and brand image**  
A Blom, F Lange, RL Hess - Journal of Retailing and Consumer Services, 2017 - Elsevier  
Abstract This paper examines the effects of utilizing consumers' digital shopping traces when designing in-store promotions on purchase behavior and brand image. In two experimental studies with 526 and 550 espondents, the authors examine the effects of  
Citar Guardar

**Toward a three-dimensional framework for omni-channel**  
S Saghiri, R Wilding, C Mena, M Bourlakis - Journal of Business Research, 2017 - Elsevier  
Abstract The **omni-channel**, as an emerging trend in retail, aims to coordinate processes and technologies across supply and sales channels. The evolution of this concept is still nascent. This paper develops a conceptual framework for **omni-channel** systems, configured by three  
Citado por 1 Artículos relacionados Las 3 versiones Citar Guardar



## ➤ But, what exactly does "omnichannel" mean?

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

## ➤ Omnichannel management

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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**

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> Which customers are omnichannel customers and which are not?

O1. Can we provide unambiguous rules for the classification?

> What type of customers are omnichannel customers?

O2. Can we provide a sensible segmentation?





# 2. Conceptual Framework



## ➤ **Focus (I): One company studying its customers**

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- ✓ Manufacturer or retailer
- ✓ Two channels: brick and mortar and online store

## ➤ Focus (II): The demand of distribution channels

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The provision of Distribution Services is the core function of distribution channels (Keh 1997; Betancourt et al 2007):

- ✓ Distribution Services are provided by retailers bundled with their products
- ✓ DS are inputs for satisfying consumers' production function
- ✓ DS are the main channel outputs
- ✓ Five broad categories: Accessibility to the product, Information, Breadth and Depth of assortment, Assurance of Product delivery in time and form and ambiance

## ➤ Multichannel management

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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

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- 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:



**Omnichannel behavior**

## ➤ 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		—
...	...	...

## ➤ In this setting, we define:

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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.

➤ **As a result, we define three types of customers in a certain period of time:**

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



## Objectives

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- › 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 these **three segments**

## Empirical setting

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**Population Definition:** Customers of a well-known fast fashion retailer company

**Online Panel Survey:** 450 valid responses from customers in the last six months

**Measures:** (1) Shopping behavior, (2) evaluation of DS at the store and at the web, (3) channel policies, (4) general attitudes, and (5) consumer characteristics



# ➤ Segmentation based on behavior in the last year: Results

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



■ 17.3% ■ 23.3% ■ 59.1%

# ➤ Segmentation Analysis: Multinomial Logit Model

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$$U_i = x_i \beta + u_i$$

where  $i = 1, 2, 3$

$1 = \text{Monochannel}, 2 = \text{Part. Omnichannel}, 3 = \text{Comp. Omnichannel}$

$x_i$  : variables used to describe the services offered by both channels, channel policies and consumer attitudes and demographics

$u_i$  is the error term.

# ➤ Results: Multinomial logit (I)

Variable	Mono	Partial		Complete	
		B	t val	B	t val
Constant	-	-0.191	-0.139	-2.604	-1.923
S1_S Convenience of location access point (S)	-	0.028	0.307	0.193	2.026
S1_W Convenience of location access point (W)	-	-0.144	-1.154	-0.102	-0.804
S2_S Amount of product information (S)	-	-0.057	-0.347	-0.180	-1.125
S2_W Amount of product information (W)	-	-0.053	-0.297	-0.192	-1.081
S3_S Available assortment at time of purchase (S)	-	-0.108	-0.706	-0.169	-1.085
S3_W Available assortment at time of purchase (W)	-	0.042	0.264	-0.088	-0.561
S4F_S Assurance of desired mode of product delivery (S)	-	-0.077	-0.429	-0.266	-1.465
S4F_W Assurance of desired mode of product delivery (W)	-	-0.191	-1.150	0.194	1.113
S4T_S Assurance of timely product delivery (S)	-	0.147	0.803	0.200	1.072
S4T_W Assurance of timely product delivery (W)	-	0.018	0.097	0.104	0.563
S5_S Shopping ambiance (S)	-	-0.357	-2.071	-0.291	-1.644
S5_W Shopping ambiance (W)	-	0.134	0.685	0.221	1.079
P1_S Ease of access according to location (S)	-	0.066	0.589	0.145	1.316
P1_W Ease of access (W)	-	0.345	2.797	0.377	2.915
P2_S Compliance with product return policy (S)	-	-0.085	-0.564	-0.065	-0.398
P2_W Compliance with product return policy (W)	-	-0.018	-0.149	0.198	1.453
P3_S Compliance with accepted modes of payment (S)	-	0.220	1.236	0.030	0.167
P3_W Compliance with accepted modes of payment (W)	-	0.143	1.073	0.170	1.173
P4_W Confidence in online privacy and security policy (W)	-	0.108	0.653	0.185	1.105
P5 Price differential with respect to similar brands	-	0.238	1.733	0.271	2.020
P6_W Transport cost differential with respect to similar brands	-	-0.251	-1.746	-0.379	-2.686
A1 Innovativeness (0;1)	-	0.655	1.616	1.282	3.379
A2 Importance reducing purchasing time	-	-0.069	-0.834	-0.013	-0.152
C1 Gender (Male) (0;1)	-	-0.823	-2.273	-0.693	-2.050
C2 Age	-	-0.010	-0.614	-0.036	-2.288
C3 Income (1 to 10)	-	0.029	0.298	0.282	3.179

Monochannel Customers:  
Differences with the other two segments:

- ✓ Value better ambiance at the store
- ✓ Value worse accesibility of the web page
- ✓ Value better brand prices
- ✓ Value worst sending fees
- ✓ More men

**chi Squared** 218.719  
**df** 52  
**p value** 2.5e-22

# ➤ Results: Multinomial logit (II)

Variable	Comp.	Mono		Partial	
		β	t val	β	t val
- Constant	-	2.604	1.923	2.412	1.953
S1_S Convenience of location access point (S)	-	-0.193	-2.026	-0.164	-2.320
S1_W Convenience of location access point (W)	-	0.102	0.804	-0.042	-0.416
S2_S Amount of product information (S)	-	0.180	1.125	0.123	0.960
S2_W Amount of product information (W)	-	0.192	1.081	0.139	0.934
S3_S Available assortment at time of purchase (S)	-	0.169	1.085	0.061	0.513
S3_W Available assortment at time of purchase (W)	-	0.088	0.561	0.130	1.054
S4F_S Assurance of desired mode of product delivery (S)	-	0.266	1.465	0.190	1.299
S4F_W Assurance of desired mode of product delivery (W)	-	-0.194	-1.113	-0.385	-2.810
S4T_S Assurance of timely product delivery (S)	-	-0.200	-1.072	-0.053	-0.363
S4T_W Assurance of timely product delivery (W)	-	-0.104	-0.563	-0.086	-0.584
S5_S Shopping ambiance (S)	-	0.291	1.644	-0.066	-0.542
S5_W Shopping ambiance (W)	-	-0.221	-1.079	-0.087	-0.535
P1_S Ease of access according to location (S)	-	-0.145	-1.316	-0.080	-0.922
P1_W Ease of access (W)	-	-0.377	-2.915	-0.032	-0.286
P2_S Compliance with product return policy (S)	-	0.065	0.398	-0.020	-0.149
P2_W Compliance with product return policy (W)	-	-0.198	-1.453	-0.217	-1.870
P3_S Compliance with accepted modes of payment (S)	-	-0.030	-0.167	0.190	1.225
P3_W Compliance with accepted modes of payment (W)	-	-0.170	-1.173	-0.027	-0.215
P4_W Confidence in online privacy and security policy (W)	-	-0.185	-1.105	-0.077	-0.559
P5 Price differential with respect to similar brands	-	-0.271	-2.020	-0.033	-0.326
P6_W Transport cost differential with respect to similar brands	-	0.379	2.686	0.127	1.327
A1 Innovativeness (0;1)	-	-1.282	-3.379	-0.627	-2.185
A2 Importance reducing purchasing time	-	0.013	0.152	-0.056	-0.906
C1 Gender (Male) (0;1)	-	0.693	2.050	-0.130	-0.444
C2 Age	-	0.036	2.288	0.026	1.900
C3 Income (1 a 10)	-	-0.282	-3.179	-0.253	-3.264

Complete  
Omnichannel  
Customers:  
Differences with the  
other two segments:

- ✓ Value more access to the product through the store: they can make use of the service in purchases through both channels
- ✓ Personal characteristics: more innovative, younger and higher income levels

# ➤ Results: Multinomial logit (III)

Variable	Part.	Mono		Complete	
		B	t val	B	t val
- Constant	-	0.191	0.139	-2.412	-1.953
S1_S Convenience of location access point (S)	-	-0.028	-0.307	0.164	2.320
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C1 Gender (Male) (0;1)	-	0.823	2.273	0.130	0.444
C2 Age	-	0.010	0.614	-0.026	-1.900
C3 Income (1 a 10)	-	-0.029	-0.298	0.253	3.264

Partially Omnichannel  
Customers: Differences with the other two segments:

- ✓ Differences with monochannel customers: ambiance at the store, accesibility of the web, prices and sending fees ➔ Prevent them from visiting the web
- ✓ Differences with complete omnichannel customers: Access to the final product through the store, assurance of product delivery in form and return policy ➔ Key service in purchasing
- ✓ Demographics





# 4. Concluding Remarks


## ➤ Conclusions and Implications:

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- **Conceptual definition** of omnichannel behavior with managerial and research implications
- **Empirical application** for fast fashion retailer useful in guiding decision making

## Open Questions

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- › Role of prices for monochannel customers
- › Differences in demographics
- › Future lines: financial implications  differences between partial and complete omnichannel customers



More questions?

Thank you!

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