

Marketing Research Seminar Series | Department of Marketing | WU Vienna

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“Navigating the Last Mile in Grocery Shopping:

The Click and Collect Format”

To secure their piece of the online grocery pie, many retailers are rushing into the click and collect format, where shoppers place orders online and pick up the goods themselves later. We study different ways in which retailers can organize their click and collect format to attract more customers and generate higher revenues. Based on two unique data sets, each covering the introduction of different click and collect order fulfillment models by a major grocery retailer in a large number of local markets, we find that the performance implications strongly differ between types of click and collect. On average, Stand-Alone order fulfillment (pickup at free-standing locations) leads to higher adoption rates and lifts in spending than Near-Store order fulfillment (pickup at outlets adjoining stores) or In-Store order fulfillment (pickup at existing stores), although the effects depend heavily on the customers' share of wallet at the retailer and the chain's brick and mortar presence in the local market.

Key words: retailing, e-commerce, grocery shopping, distribution channels