

Session 1.16.4 Room: S109

**Retailing, Channel Management and Logistics****Multichannel Retailing**Chair: **Sara Leroi-Werelds**, Hasselt University

WEDNESDAY

**A Comparison of the Antecedents of Offline, Online, and Mobile Channel Usage**

Sebastian Tillmanns, Muenster University  
 Marcel Stafflage, Muenster University  
 Carolyn Hall, Muenster University

Little is known about the perception of mobile channel attributes. In this study, a comparison of channel attributes among the online, mobile, and offline channel is conducted. Channel attributes comprise the consumers' perception of assortment quality, service quality, product price, effort, and risk across channels. Furthermore, this research controls for different product categories (search vs. experience goods). The authors find significant differences across channels with regard to the examined attributes. Products categories only reveal a significant difference across channels with regard to effort. All channel attributes prove to significantly impact consumers' buying intention. The study provides important implications about how the different attributes should be treated across channels.

*Keywords:* Multichannel, Mobile Marketing, Retailing

**Online Channel Usage: Does it Create Opportunities for Share-of-Wallet Expansion or Entail a Risk of Offline Cannibalization?**

Kristina Melis, KULeuven  
 Katia Campo, KULeuven  
 Els Breugelmans, KULeuven  
 Lien Lamey, KULeuven

Does a shift from single to multi-channel shopping affect the allocation of grocery spending across retail chains? Given the increase in operational costs associated with a multi-channel strategy, it is important for retailers to know whether consumers who start buying online will spend a larger share at the chain (expansion) or will merely shift part of their spending at the chain from offline to online (cannibalization). We model the effect of online channel usage on a consumer's share-of-wallet and explore the underlying drivers of this effect. Preliminary results confirm that online shoppers tend to expand the chain's share-of-wallet.

*Keywords:* Multi-Channel, Grocery, Expansion

**The Value of the Supermarket: a Cross-Retail Format Study of Holbrook's Typology**

Kim Willems, Vrije Universiteit Brussel  
 Sara Leroi-Werelds, Hasselt University  
 Gilbert Swinnen, Hasselt University

This study addresses the following two research questions: (1) Are different retail formats typically associated with different customer value types?; (2) What is the strategic role of different value types in driving customer satisfaction, repurchase intentions and word of mouth? To address these research questions, Holbrook's (1999) value typology is used. The results demonstrate that store formats are indeed associated with characteristic value types. Furthermore, this study provides an insight into the relative importance of Holbrook's value types in generating key evaluative judgments. The managerial relevance of these findings is mainly situated in store format specific positioning strategy advice.

*Keywords:* Supermarkets, Customer Value, Retail Formats

**Should Retailers Integrate Assortments Across Channels to Drive Customer Loyalty? Insights From Mediating Mechanisms and Moderating Conditions**

Oliver Emrich, University of St. Gallen  
 Michael Paul, University of Augsburg  
 Thomas Rudolph, University of St. Gallen

Building on the concept of diagnosticity, this study investigates through which mechanisms and in which conditions channel assortment integration influences customer loyalty. Results of a 3 (channel structure: full, asymmetrical, none) x 3 (assortment structure: substitutive, complementary, independent) experimental study with 959 participants show that structures are regarded as diagnostic by customers, in that they infer potential benefits from these cues, which mediate the link between structures and loyalty. Whereas full integration enhances loyalty across all assortment structures, asymmetrical integration can have detrimental effects, in particular, for substitutive relations and for customers' high on personal need for structure. Researchers and managers can use our findings to understand the effectiveness of the diverse approaches of channel integration.

*Keywords:* Multichannel Management, Channel Assortment Integration, Diagnosticity Theory