



## The impact of digital convenience in omni-channel retailing: a consumer-based approach

Dany Vyt, Magali Jara, Olivier Mevel, Thierry Morvan, Nélida Morvan

### ► To cite this version:

Dany Vyt, Magali Jara, Olivier Mevel, Thierry Morvan, Nélida Morvan. The impact of digital convenience in omni-channel retailing: a consumer-based approach. Global Conference on Services and Retail Management, May 2021, Florida / USA, United States. halshs-04562144

**HAL Id: halshs-04562144**

**<https://shs.hal.science/halshs-04562144>**

Submitted on 28 Apr 2024

**HAL** is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

# The impact of digital convenience in omni-channel retailing: a consumer-based approach

Dany VYT  
CREM UMR CNRS 6211  
Graduate School of Management (IGR-IAE), University of Rennes 1,  
11, rue Jean Macé  
35708 Rennes- France  
[dany.vyt@univ-rennes1.fr](mailto:dany.vyt@univ-rennes1.fr)

Magali JARA  
LEMNA EA 4272  
IUT Saint Nazaire – University of Nantes  
58, rue Michel Ange  
44600 Saint Nazaire - France  
[magali.jara@univ-nantes.fr](mailto:magali.jara@univ-nantes.fr)

Olivier MEVEL  
ICI EA 2652  
IUT BREST/MORLAIX, University of Bretagne-Loire  
Université Bretagne-Loire  
43 quai de Léon  
29600 Morlaix- France

Thierry MORVAN  
CREM UMR CNRS 6211  
University of Rennes1  
Rue de la Croix Désilles- CS 51 713  
35417 Saint Malo Cédex- France

**Nélida MORVAN**  
IUT Saint Malo  
University of Rennes1  
Rue de la Croix Désilles- CS 51 713  
35417 Saint Malo Cédex- France

# The impact of digital convenience in omni-channel retailing: a consumer-based approach

## ABSTRACT

This article examines a growing Internet grocery shopping model in Europe and in the US: the click and collect (C&C). This new channel overturns physical distances and therefore requires rethinking the proximity between retailers and consumers. We explore the impact of C&C on consumer response through customer's perception from his digital to his physical trip. Therefore, consumer response will be analyzed through the prism of convenience. It strives to answer two research questions: what are features of convenience that positively influence the consumer's response towards the C&C system? Which ones are the most important for consumers? The conceptual model has been tested empirically on a sample of 1078 consumers. The responses are analyzed and decomposed by using PLS structural equation modeling. Our evidence also suggests that in a whole access, functional, process, relational and digital convenience positively influence consumer response but the strength of the relationship depends on the C&C fulfilment. Lastly, our results can provide helpful guidance to create value, develop positive consumer response. We discuss implications for omni-channels grocery retailers.

*Keywords: Digital convenience, Omni-channel retailing, Click and collect, E-commerce, Consumer response, Structural Equation Modeling.*