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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.