

“Store Accessibility and Multichannel Performance”

Jeeyeon Kim

Abstract: This research aims investigate the impact of offline store accessibility on digital channel performance based on the focal brand’s offline stores as well as relative to competitor stores. Our empirical analyses provide three substantive findings. First, the estimates of absolute store accessibility are significant and positive in both the online and mobile performance; on the other hand, the effect of relative store accessibility is significantly negative only in the online performance. Second, the positive effect of absolute store accessibility on digital performance is weakened by digital sales performance stock. Moreover, we find that the interaction between relative store accessibility and online sales performance stock in the online performance is positive and significant while that between relative store accessibility and mobile sales performance stock is not. Third, we confirm that the sales performance stock of each channel is positively associated within-channel performance. As the online sales performance stock increases in a region, mobile performance in the same region increases as well, and vice versa.