

MKT03

The Performance Effects of Click-and-Collect Service: The Role of Firm Size

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Abstract

Click-and-collect (C&C), also known as buy-online-pick-up-in-store, is a key fulfillment strategy in omnichannel retail. The global pandemic accelerated digital transformation in retail, prompting widespread enhancement of omnichannel capabilities. In the post-pandemic landscape, business analysts report a resurgence in brick-and-mortar retail and growing consumer adoption of C&C services. Retailers have responded by redesigning stores to include C&C pickup areas, smart lockers, and drive-through lanes. These changes underscore the need to understand how C&C services affect retail performance. Using a longitudinal dataset of 784 observations from 94 retail firms between 2010 and 2023, this study empirically examines the performance impacts of C&C offerings. Our findings indicate that firm size moderates the relationship between C&C services and retail performance.

Conference Track

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