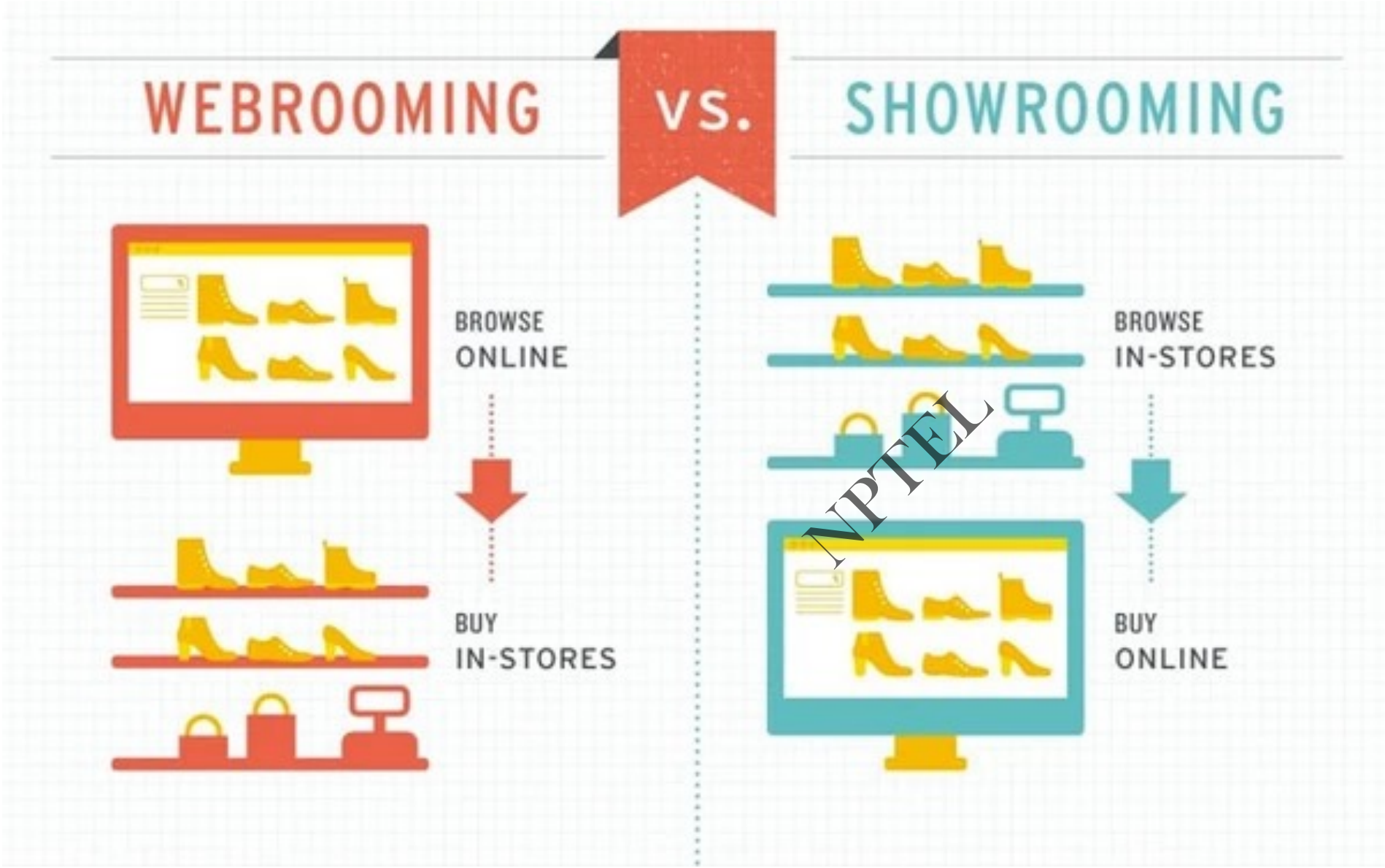
Introduction to Retailing

Part 2

Dr. Swagato Chatterjee

VGSOM, IITKGP

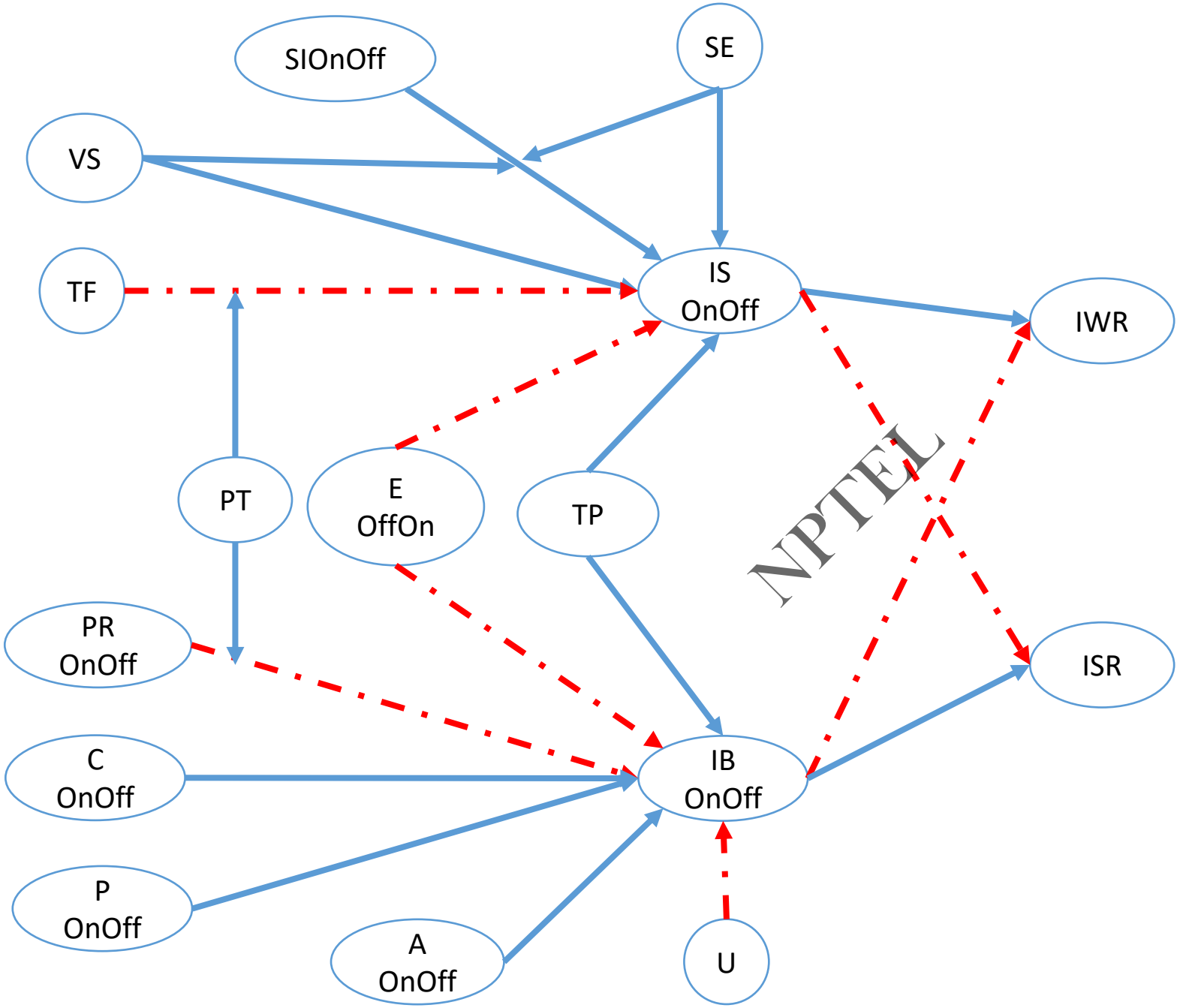
NPTEL


WEBROOMING
VS.
SHOWROOMING
BROWSE
ONLINE
BUY
IN-STORES
BROWSE
IN-STORES
BUY
ONLINE

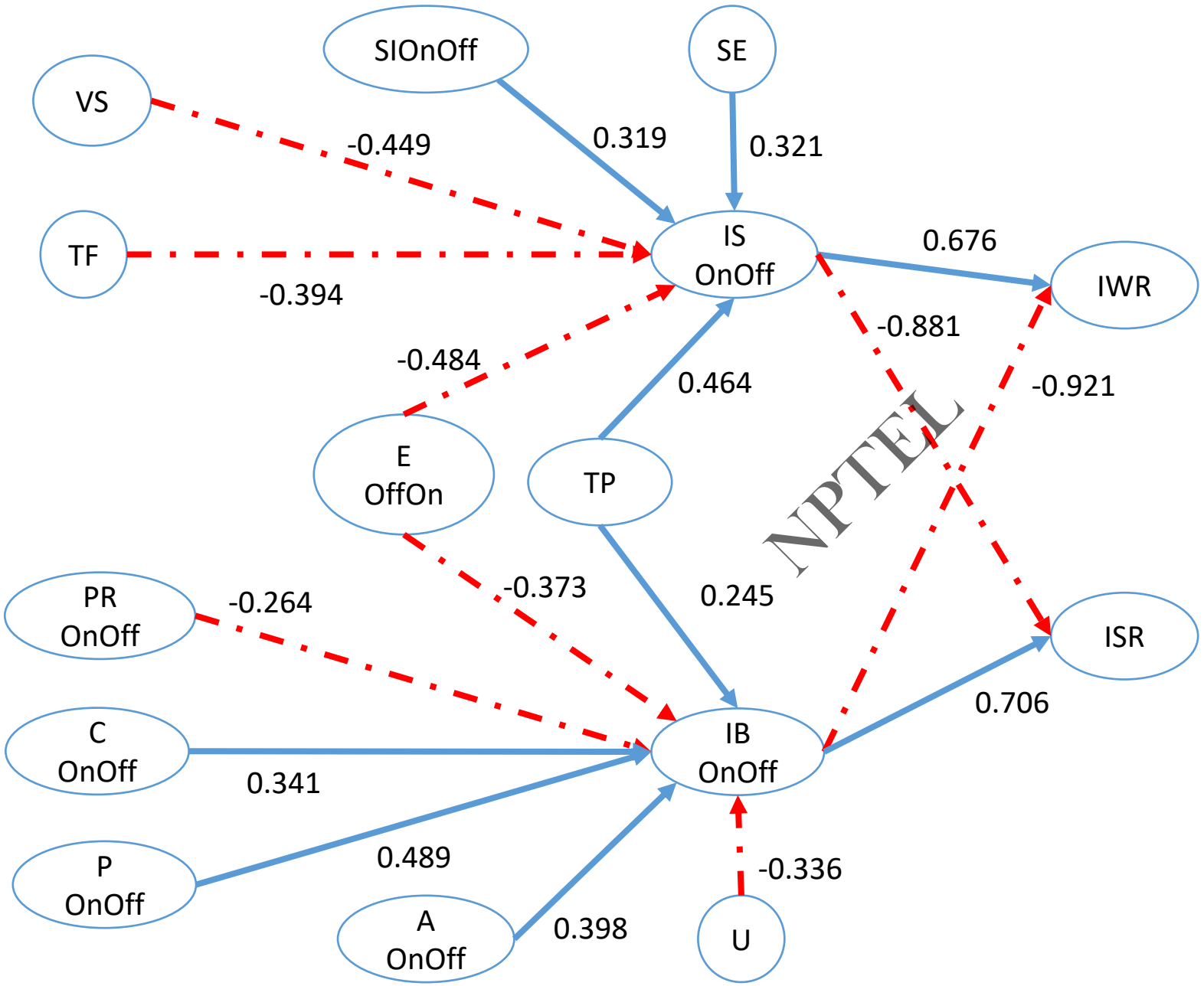
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	Intention to Search (Online over Offline)	Intention to Buy (Online over Offline)
Consumer Related Variables	Self-efficacy, Variety seeking behavior, Enjoyment	Perceived Risk, Enjoyment, Attractiveness
Purchase Context Related Variables	Need for touch and feel, Product Type, Time Pressure	Product Type, Time Pressure, Urgency
Channel Related Variables	Satisfaction with information	Price, Convenience,
Relationship with Intention to Webrooming	Positive	Negative
Relationship with Intention to Showrooming	Negative	Positive

NPTEL



IWR=Intention for Webrooming
ISR=Intention for showrooming
ISOnOff= Intention to search online over offline
IBOnOff= Intention to buy online over offline
EOffOn= Enjoyment in offline over online
SIOnOff = Satisfaction with Information Online over Offline
SE= Self efficacy
VS = Variety Seeking
TF = Need for touch and feel
PT = Product Type
PROnOff = Perceived Risk Online over Offline
COnOff = Convenience Online over Offline
POnOff= Price Online over Offline
AOnOff = Attractive Online over Offline
U = Urgency
TP = Time Pressure



IWR=Intention for Webrooming
ISR=Intention for showrooming
ISOnOff= Intention to search online over offline
IBOnOff= Intention to buy online over offline
EOffOn= Enjoyment in offline over online
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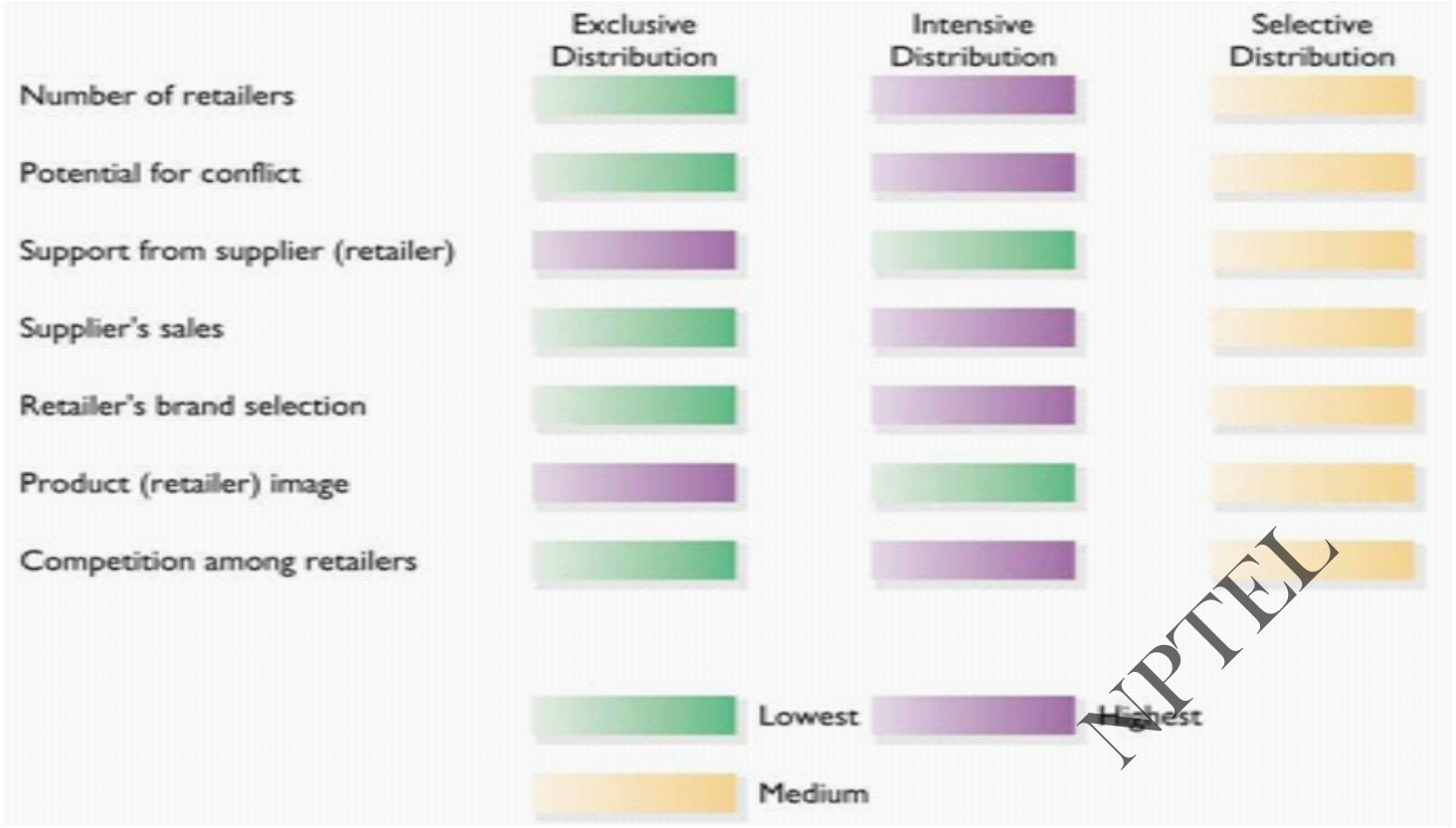
Distribution Types in Retailing

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Distribution Types

- **Exclusive**: Suppliers make agreements with one or few retailers, designating such retailers as the only ones to carry certain brands or products within a specified geographic area
- **Intensive**: Suppliers sell through as many retailers as possible
- **Selective**: Suppliers sell through a moderate number of retailers

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Exclusive Distribution
Intensive Distribution
Selective Distribution
Number of retailers
Potential for conflict
Support from supplier (retailer)
Supplier's sales
Retailer's brand selection
Product (retailer) image
Competition among retailers
Lowest
Highest
Medium

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Exclusive Vs Intensive Distribution

- **Exclusive Distribution:** Fate of retailer is tied to manufacturer success, retailer has no "free-rider" concerns, retailer has less price competition, manufacturer is better assured of high levels of customer support
- **Intensive Distribution:** Manufacturer is better assured of maximizing sales (especially for convenience goods), retailers face strong competition for price and service, intratype competition

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Thank You

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