The driving factors of consumers' shopping channel choices in the omnichannel shopping context

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The central focus of the 15-minute city idea is accessibility to services. One of these services is retail. However, retail accessibility and consumer behavior are undergoing dramatic changes with the advent of e-commerce. With the adoption of online shopping, consumers today can explore detailed information and purchase products from all over the world. The focus of the previous retail accessibility research concentrated on physical accessibility, and research on e-retail accessibility is relatively limited. Hence, to correctly include retail accessibility within research on the 15-minute city, a revision of the concept is necessary.

Critical to the calculation of retail accessibility, is a correct understanding of consumer behavior. Up to now, online shopping behavior has been approached similarly to offline shopping behavior, considering socio-economics, type of goods, etc. However, integrated studies, considering channel choice in an omnichannel environment, are scarce (Huré et al., 2017). A key issue here is the fact that logistics is a new component in the online environment. As Beckers & Cant (2023) show, there is a growing influence of logistics on consumers' online shopping perceptions, for instance, an enjoyable delivery experience could lead to more online purchases. Yet the majority of the existing literature on consumer behavior merely focuses on consumers' purchasing experience, and there is a lack of research on their logistics experience. In short, the influence of logistics is barely considered in consumer behavior research as logistics operators and consumers are usually seen as independent actors. As a result, it is necessary to pay more attention to logistics in the shopping process.

The purpose of this research is to consider retail and logistics jointly to investigate consumer shopping behavior in the context of omnichannel shopping, which is necessary for a correct calculation of retail accessibility. First, this research explores consumer behavior in different channels of shopping. Next, due to the unobserved nature of consumers' intentions and attitudes, we applied the Partial Least Square Structural Equation Model (PLS-SEM) to analyze the impact of consumers' socio-demographic characteristics, logistics preferences,

and attitudes on their shopping channel decision-making process. In the final step, we use this to assess omnichannel retail accessibility.

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