SAE Institute London

Major Project
How can Click and Collect technology improve sales and profits for a retail business?

Declaration

I hereby declare that this is my own work, and does not use any materials other than the cited sources and tools. All explanations that I copied directly or in essence are marked as such. This work has not been previously submitted.

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Abstract

In the present work, the research on click and collect technology is being done, and it will be possible to examine how this technology has benefited several businesses that will be used as case studies. We can support this claim with data on their sales both before and after implementing the technology, as well as how it benefited those businesses throughout the COVID-19 pandemic. This work will be complemented with a visual component, which will be a web application for a hypothetical company implementing this technology. The functionalities and features of the web application will be a result from the findings on the research of case studies.

Table of Contents

Table of Figures

Introduction

The COVID-19 pandemic changed the retail landscape in a big way as non-essential retail establishments needed to close. Online shopping is more important than ever. Click and Collect is here to stay and has a promising strong future after having exponential growth in the last few years. This project will explore the advantages the technology Click and Collect can bring to large and small businesses in the retail industry.

According to Thompson (2021) "E-commerce is expected to account for 22% of global chain retail sales by 2023". The click and collect technology has proven to be a versatile solution that has multiple advantages for both customers and businesses. Adapted delivery options like click and collect that allow customers to pick up their items in a secure and timely manner, are important enablers of e-commerce success. A post office or pick-up locker are common places nowadays where they can receive and collect their items in person.

Aims

This project aims to give evidence about the advantages that the click and collect technology provides to both customers and businesses, helping the business to start creating their digital footprint as this can benefit the company by staying up to date with the latest technology trends while also taking into account the consumer's needs. The reason this is the route the project has taken is because of the author's environment, as a retail assistant whose employer does not provide this service, she wonders how the technology would benefit her employer and her customers.

Objectives

The objective of this project is to demonstrate the improvements in a company's sales after having implemented the click and collect technology by researching what this technology is, what the customer behaviour regarding this technology is like and how this technology impacts the businesses.

A survey will be conducted to understand and have more information about what the customers think about having the click and collect service. This will be followed by evidence to support the findings and be able to be discussed and analysed.

In short, the main objective of this paper is to demonstrate the benefits of click-and-collect technology and how it has positively impacted business and society during the covid-19 pandemic, also studying the customer behaviour and how they use this service.

Methodology

This project will have combined primary and secondary research, a survey of 5 questions is conducted online to study the customer behaviour around the click and collect technology. It is believed that if businesses implement this technology the number of customers visiting the store or shopping in the store will decrease (Slotty, 2018). The purpose of this survey is to understand and collect the behaviour and opinion of customers in a quantitative way. The respondents are both students and professionals of the technology, medicine and engineering industry, the survey was distributed by email reaching different persons.

The questionnaire was built with 5 different types of questions, close-end, open-end and multiple-choice questions. This type of data collection was chosen because it allows the author to reach a large demographic while only taking a short time to complete.

As mentioned before, the questionnaire has a combination of quantitative and qualitative research as some of the questions are open-end and close-end. This will give the opportunity to analyse quantitative data by how many people currently use the click and collect service; and analyse qualitative data by letting respondents express their thoughts onto this service. These results will be displayed into graphical charts.

In addition to this, secondary research will be conducted on books, e-books and internet sources about the technology and its benefits for the business. There will also be data sets collections of businesses like “John Lewis”, “Next” and “Primark” to show evidence on how the technology helped their business.

Click & Collect Technology

The click and collect technology is a hybrid e-commerce system where customers order goods online and pick them up in a store or some agreed-upon location (Techopedia, 2017). “Click and collect is the merging of digital shopping and the traditional, physical experience” Whitaker explains (2021).

According to Howden (2022) “Despite the largest fall since records began in retail sales, online shopping has eased the impact of the pandemic. Businesses selling online thrived. In the UK alone, ecommerce sales jumped by 60% between February and March 2020”. This service had an important role during the pandemic, it was a message for the businesses, sell online or face extinction as Howden mentions.

Although there has always been interest in click and collect, a huge increase in demand in 2020 made it one of the hottest retail trends. In 2017, the Click & Collect Retail Consumer Preference Study found that during the 2016 holiday shopping season, almost one-third of the consumers made an online purchase and then picked up their order at a store. Fast forward to 2020, the in-store pickup increased by over 554% YOY in May (Dalin, 2022).

It was important for the businesses to start getting their products online otherwise they would not be able to reach their customers to sell their products. This will be discussed more throughout the paper.

As previously mentioned, in the click and collect model, the customer buys and makes the payment online. The product is then sent to a specific store or pick-up point which is generally close to where the customer is, and then the customer proceeds to pick up the order.

This sales model offers multiple advantages for both companies and buyers. Some of the advantages of click and collect in **companies** are the following:

- Reduce operating costs.
- Take better advantage of impulse purchases.
- Allows better stock control.
- Allows more flexible planning of deliveries.
- Allows you to reach a greater number of customers.
- Increase the number of sales.

The service can cost less than typical deliveries, as it allows order consolidation, which streamlines logistics and significantly reduces the frequency of unsuccessful deliveries. In addition to the advantages of click and collect in companies, this type of purchase also has important advantages from the customer point of view. Some of the most important are the following:

- It offers greater flexibility and freedom to the customer when picking up their purchases as opposed to when the delivery will take place.
- It reduces the costs derived from transport and distribution.
- It adapts to the needs of the buyer.
- Streamlines the process of purchasing and collecting the product.
- No delivery fee

The click & collect method allows customers more control over their delivery experience because of its flexibility and convenience. The advantage of being able to return any undesirable item to the same location it was picked up, they also benefit from the speed, low cost and convenience of the fulfilment mode.

It could be said that this technology is no longer important as it was in the COVID-19 pandemic as customers are allowed to leave their houses and have their in-store experiences back. However, this technology is still important as there are customers who do not want their items delivered to their houses because they are not there or simply because they care about the environment. This will be further explained in the following section on Customer Behaviour.

Customer behaviour

The most common mistake businesses say when thinking about this technology is “The in-store experience will decrease”. Multiple surveys show that 50% of customers who use click and collect end up making additional purchases while they are picking up their items (Serrano, 2021).

In this section of the project the results from the conducted survey will be analysed question by question, the objective of the survey was to analyse the customer feeling and opinion about the click and collect service. The results will be displayed with a graphical chart provided by Google Forms.

The first question shows that 90% of the respondents used the click and collect service in the last year while 10% of the respondents did not, showing a clear popularity of the service within the respondents of the survey.

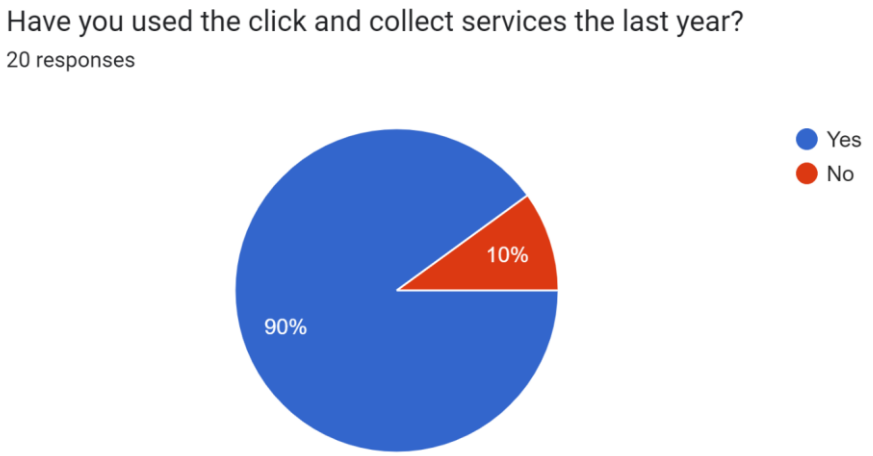

Figure 1. Statistics about use of the service among respondents

The second question is a multiple response which gives the respondents the opportunity to choose what were the reasons they used the service in the first place. The majority of respondents (75%) chose the option of "Convenience of being able to pick up parcels from a convenient location at a time that suits me", a 20% of respondents chose "I was having something delivered on the weekend but wouldn't be at home", a 25% of respondents chose "Care about the impact on air quality of my deliveries", while a 10% of respondents chose "I care about the impact on traffic on my deliveries".

This question also allowed respondents to give their personal opinion on why they chose to use this service "Be able to reserve the item I wanted", "Where I live struggles to get deliveries sometimes so it's easier to collect", "Cheaper than home delivery". This helps us to understand and visualise more benefits of this service from the perspective of the customer.

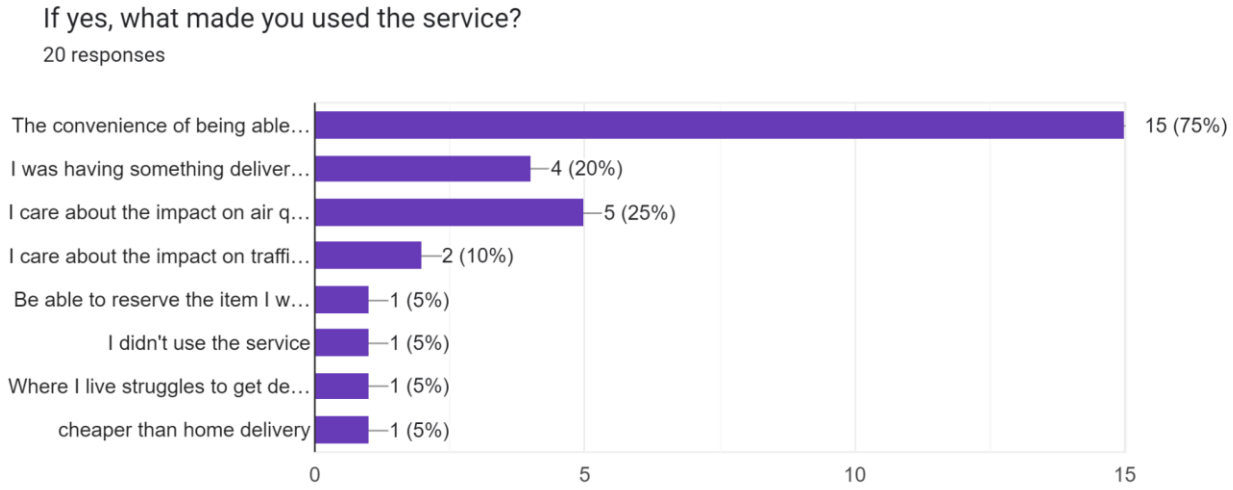

Figure 2. Statistics showing the options respondents selected.

The third question reflects back onto the common mistake businesses think when implementing this technology, the fact of losing their in-store customer experience. 70% of the respondents still browse in the store when collecting their order while the 30% do not. Some people can still argue about the fact that the "No" percentage is quite large but is not the majority. Click and collect is something that customers were asking even before the lockdowns, which means they were anticipating the rise of the service.

Figure 3. Statistics about in-store experience when collecting orders.

The fourth question reflects onto how often users make use of this service, 45% of the respondents use this service "Sometimes", a 45% selected "Half of my orders are to collect", and the rest 10% have never used this service while not data was gathered for customers using this service all the time (0%).

This question has been analysed altogether with traditional e-commerce businesses with home delivery. It has been mentioned different reasons why customers use this service, but it cannot be forgotten that the service of home delivery has still more preference and popularity among customers. Click and collect service is mainly used on certain occasions where home delivery is not possible.

Figure 4. Statistics on how often respondents select click & collect.

With the fifth question the respondents had an open question where they could mention their thoughts about this service and majority of the answers received were a positive aspect of the technology. We can see some of the answers in the following figure.

What do you think of the click and collect service?

20 responses

Is great because it gives me freedom to when collect my items

helps me to do my shopping

It can be helpful for those that don't have time to browse in the shop

I never heard of them before

I really like this service it's easy and fast

I think it's quite helpful for some people

I think is pretty good and efficient

Its a good service

better for the environment and can be cheapest but not as convenient as home delivery

I think it is fast and convenient, and eliminates the risk and cost of missed deliveries.

I consider it an extremely convenient service because it can be adjusted to the customer's convenience and offers online shopping without shipping costs.

Very well done

Really useful when I'm away for work

I think it is convenient due to me not having to change any plans so I can pick up a parcel

It's a great way of shopping. Practical and usually easy.

it's a good service!

It is helpful for people with busy schedules.

Figure 5. Opinions from respondents about the click & collect service.

There is a keyword that stands out “convenience”, giving convenience to the customer is one of the principles of a businesses, similar as “the customer is always right”, the idea is to make your customer comfortable and happy enough to come back onto the store and this is how the respondents feel when talking about click and collect, feel comfortable enough to use it again and to recommend it with their friends and family. This agrees with Musso “If customers are shopping online because of convenience, choice and price then High Street retailers need to provide something that sets them apart from other retailers”. (Musso, 2014, p. 131)

Case Studies

Next

Next is a British multinational clothing, footwear and home products retailer consisting of 700 stores, of which circa 500 are in the United Kingdom, and circa 200 across Europe, Asia and the Middle East (Next, 2022). Next is the largest clothing retailer by sales in the United Kingdom, overtaking Marks & Spencer in early 2012 and 2014 (Ruddick et al., 2014).

It was difficult to find the exact year when Next implemented the click and collect technology on their website, and all that could be found was their first tweet mentioning click and collect in 2012.

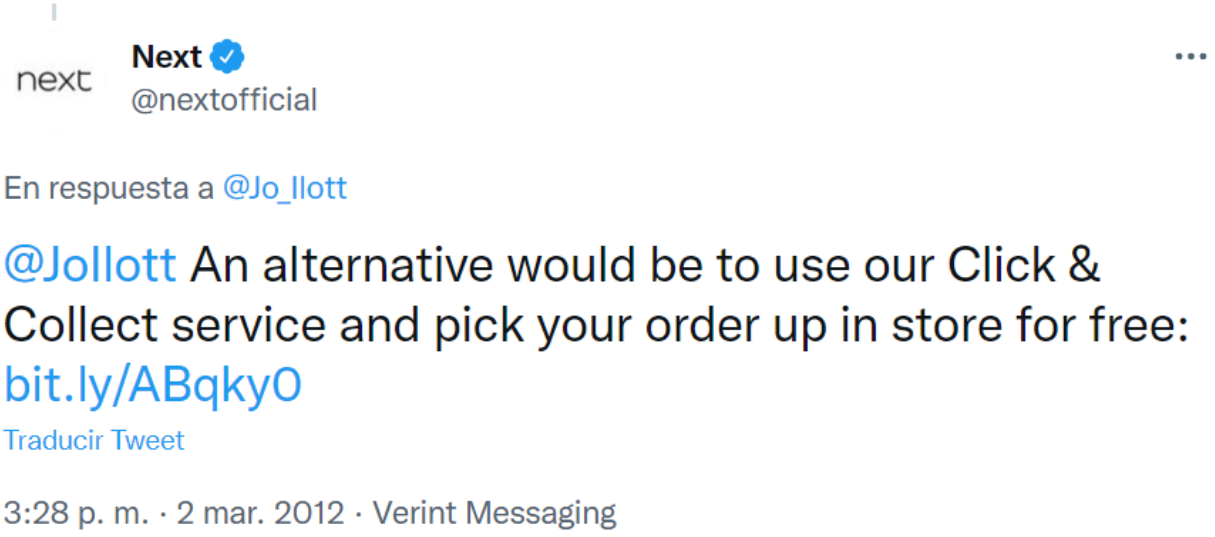

Figure 6. First tweet mentioning click and collect technology (Next, 2012).

However, it seems that they already had this technology implemented well before that date and if it compares with John Lewi’s case it could be estimated that the first implementation was between the years 2008 to 2011.

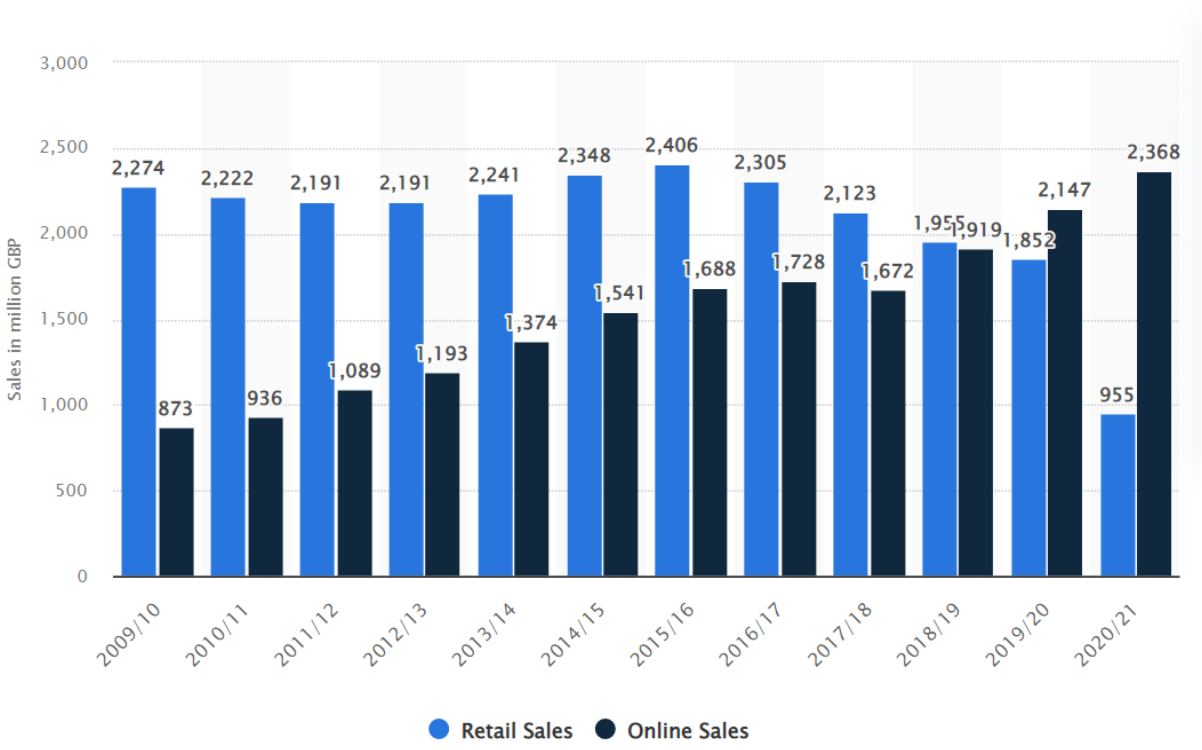

Figure 7. Retail and online sales of Next plc from financial years 2009/2010 to 2020/2021 (Smith, 2021).

From figure 7, it can be mentioned that Next had implemented online services from 2009, and it can be seen how their online sales have increased throughout the years. They start taking a strong lead into the financial years 2018/2019 and moving higher than retail sales in the financial years 2019/2020 where we know the COVID-19 pandemic took the lead.

This helped the business to decrease the money loss by continuing to provide their products to their customers, building and improving their digital presence. Even today it would not be a surprise to have a higher number of online sales against retail sales. This will be evidenced the following year when they publish their statistics.

John Lewis

John Lewis is a brand of high-end department stores, this business introduced the click and collect technology back in 2008 through MetaPack, a global provider of delivery technology. They are in charge of implementing different technologic services to retailers, such as Next Day, Click and Collect, Locker Boxes, and International Delivering, ensuring businesses can offer delivery options and convenience for their customers.

After the implementation of this technology, their customer reaction was extremely positive, they say that the convenience of local store pickup had greatly improved the shopping experience

(Metapack, n.a). There was a marked increase in click and collect sales making it the brand's fastest-growing delivery channel, representing over 40% of online delivery activity. Its first click and collection service enabled shoppers to choose from over 200,000 products on their website for free delivery to local John Lewis or Waitrose shops.

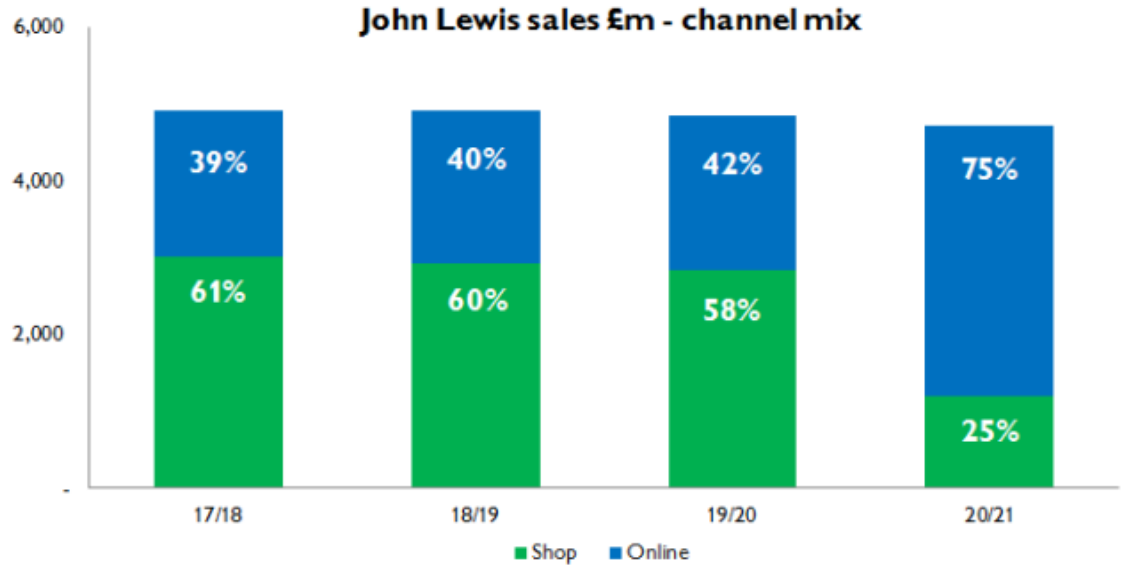

Figure 8. Retail and online sales of John Lewis (John Lewis Partnership, 2021).

Figure 8 indicates that the popularity of the online services was large on John Lewis, this could be due to their partnership with Waitrose, once the year 2020 is reached with the COVID-19 pandemic, the accelerated increase in online sales can be observed proving once again how the business reduce the income loss.

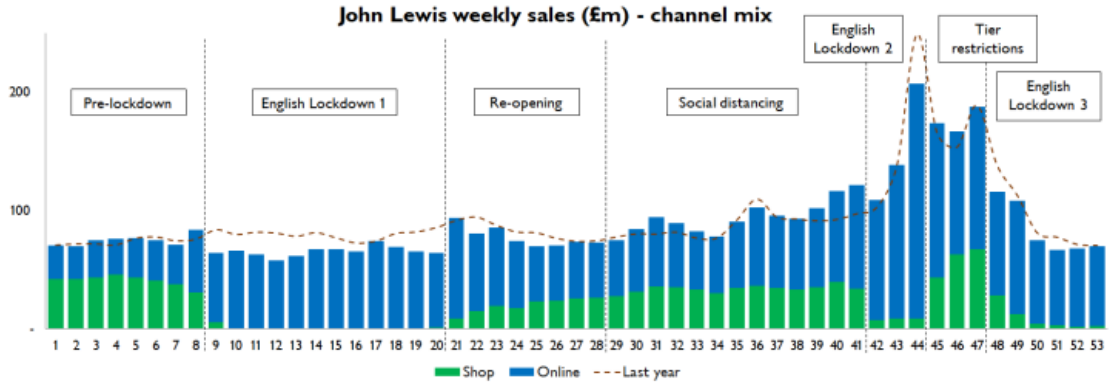

Figure 9. John Lewis weekly sales. (John Lewis Partnership, 2021).

Figure 9 is included to give the reader detailed evidence of the accelerated increase in online sales during the COVID-19 pandemic.

Primark

Primark is a leading international clothing retailer employing more than 65,000 colleagues in 14 countries and growing (Primark, 2022). The first store ever opened is located in Dublin, Ireland, trading as Penneys. This is still the name above the 36 stores that are located in Dublin today. Primark is known for its low prices in its wide range of homeware, women's, men's, clothing, children's, beauty, and accessories products.

It is important to mention that Primark does not have a strong digital presence as it only offers a website with a catalogue of its products, and their presence in the social media "Instagram" with more than 9.8M followers (Instagram Primark, 2022). They have a #primania tag that users can utilise when they post a picture with a primark outfit and this helps them as advertising from their customers.

"You can't get our value by delivery to home, it's as simple as that," John Bason, Finance Director at Primark's owner, Associated British Foods said in an interview (Wright, 2022). Primark's prices would have to increase if an e-commerce business model were implemented. However, the "click and collect" technology could be their right way onto the digital world. Primark is used in its name and the name of second hand stores that were affected during the COVID-19 pandemic.

In 2022 it seems they realised they need to start building a strong digital presence, their website was improved with the implementation of a "Stock checker", this helps customers to check in which closest or chosen Primark store their product is stocked. This feature reflects onto the stock of the store, but sometimes it might not be that reliable. ABF said its new website, which was launched in April, saw online traffic rise by around 60% (Nanji, 2022).

As of today, August 2022 Primark is doing a click and collect trial. What does this mean? As mentioned before Primark is realising the risks of having a store-only business model. They are offering 2,000 kid's items to be bought online and then collected in store. This involves small Primark stores and the chosen customers will be the ones that live nearest those small Primark. No results have been published yet, so it is just a matter of time.

The coronavirus lockdowns have cost Primark an estimated amount between £800 million to £1 billion (Simpson, 2021), this is because all of their stores were closed, unlike their competitors, Primark did not have an online alternative to fall back on.

Primark is a prime example as to the risks of not following the trends of technology, while retailers like Next and John Lewis also faced sales losses during the COVID-19 pandemic, they managed to minimise the damage with an online solution. On the other hand with Primark losing all methods of income, the consequences could have been similar to the thousands of second-hand retailers or small businesses that unfortunately had to close their stores down.

Click and collect is a convenient option for customers that would like to receive orders quickly and at their convenience without having to shop in-store. It is also an extra option to regular delivery methods for the ones who do not want to, or may be unable to wait for their order athome to be delivered.

Development of Website

Research languages

The main web development technologies are well known; HTML, CSS, SASS and JavaScript, these languages will be used to develop the user interface for the web application, for the server side PHP will be used.

This was chosen based on technology trends and what the best method would be to build a Click and Collect website:

From experience with NodeJS, an open-source, cross-platform, JavaScript runtime environment that executes JavaScript code outside the web browser (Kopecky, 2020).

Python, an interpreted, object-oriented language which was created by Guido van Rossum and it was released to the public in 1991. Python is available for free, it is an open source and easy to learn, commonly popular to learn in Schools (Geeks for Geeks, 2022).

PHP, a general-purpose scripting language geared towards web development (PHP, 2022). PHP stands for Hypertext Preprocessor and is a server-side scripting language. It was one of the first programming languages that made it possible to embed HTML code without using a lot of commands in an external archive to process the data as it is usually done in other languages.

From these three options, the author wanted to develop their backend skills, which is why they chose to learn a new backend programming language, which was approved in a consultation with the paper's supervisor. PHP is a language more focused for web applications and is also popular technology in the industry.

In order to develop "Fakemarket", the web development technologies to be used for the user interface of the application will be HTML, CSS and JavaScript while PHP will be used as backend and MySQL as database.

The visual component that will accompany this document will be an e-commerce website with the click and collect technology implemented. Fakemarket will give the users the opportunity to browse through the offered products, select the desired ones, and finally purchase them securely.

Design

Once the technologies were discussed and chosen it was time to start designing the web application. The following wireframes are a visual representation of what the web application will look like at the moment of culmination. These wireframes were inspired by the businesses that form part of the case studies, the idea behind it is to keep a similar style as the big companies, as customers are already used to their structure, the important thing is to give a "Fakemarket" touch.

The name and logo came across a day like any other, the design stage had a lot of influence from “Primark”, once the title “Fakemark” was written it did not sound unpleasant. However it sounded too familiar, so once the suffix “-et” was added at the end of the title, it seemed it was meant to be.

Colour palette

The colour palette to be used on the website is yet to be defined, this is because the website will contain a large amount of images, so the colour that predominates more will be used to decorate the website. The colour palette will not be defined until it is time to apply the styling onto the website so the designer can have a look at what are the colours that stand out the most that can be a good match with the white background.

Wireframes

Is time for the last step when designing this application. The following wireframes help to have a visual idea to refer back to when implementing CSS onto the project.

Home page

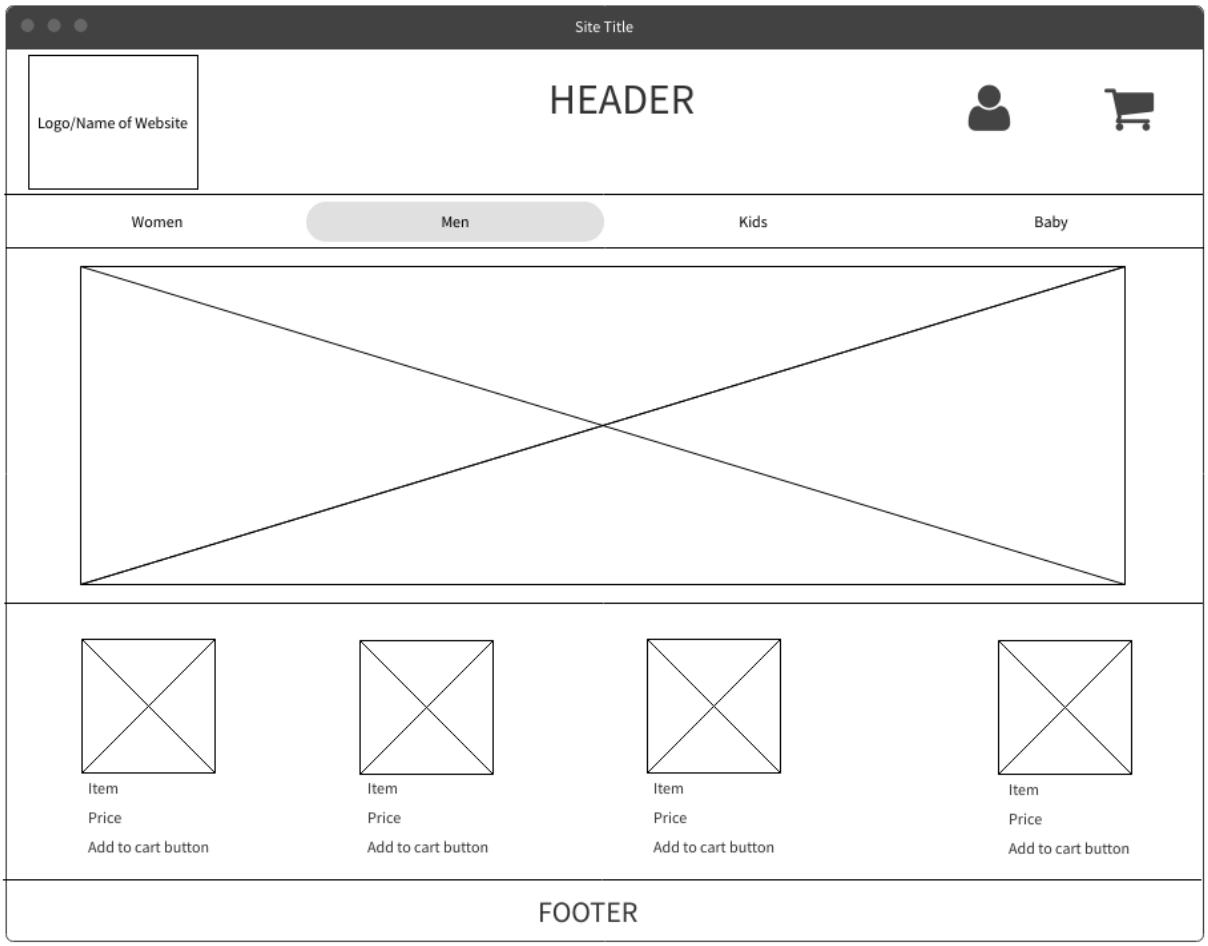

Figure 10. Main page wireframe.

The style chosen for the web application is simple and minimalistic, giving the user the information they need. The main page consists in the header where the name of the website will be followed by the icons of the user where they will be redirected to the login or signup page and the shopping cart button for easy access.

Below the header users will find the category navigation bar where they will filter by categories the items they are looking for, accompanied with a large visual graphic to enhance the website's look. The products the store offers will be displayed in a grid style to make it symmetrical and responsive with the name of the product, price and the add to cart button.

Sign Up - Login page

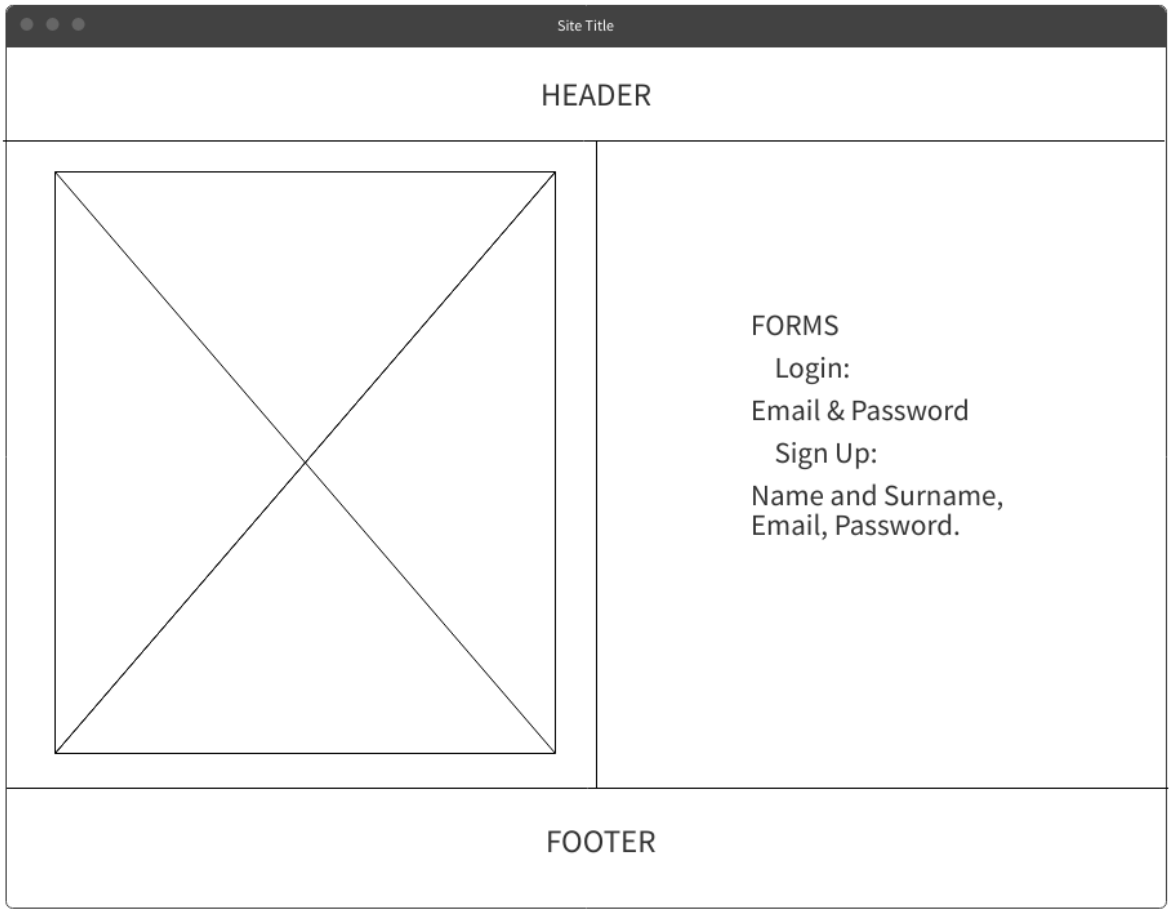

Figure 11. Sign up and Login page wireframe.

Both login and sign up pages will have a similar design with a header and footer, and the main content will consist of the section split into two equal sections. One side will contain an image to give colour to the website and the other section will contain the respective forms according to where the user is as we can see in the previous figure. The login page will contain the image on the right side and the sign up page will contain the image on the left side.

Shopping Cart

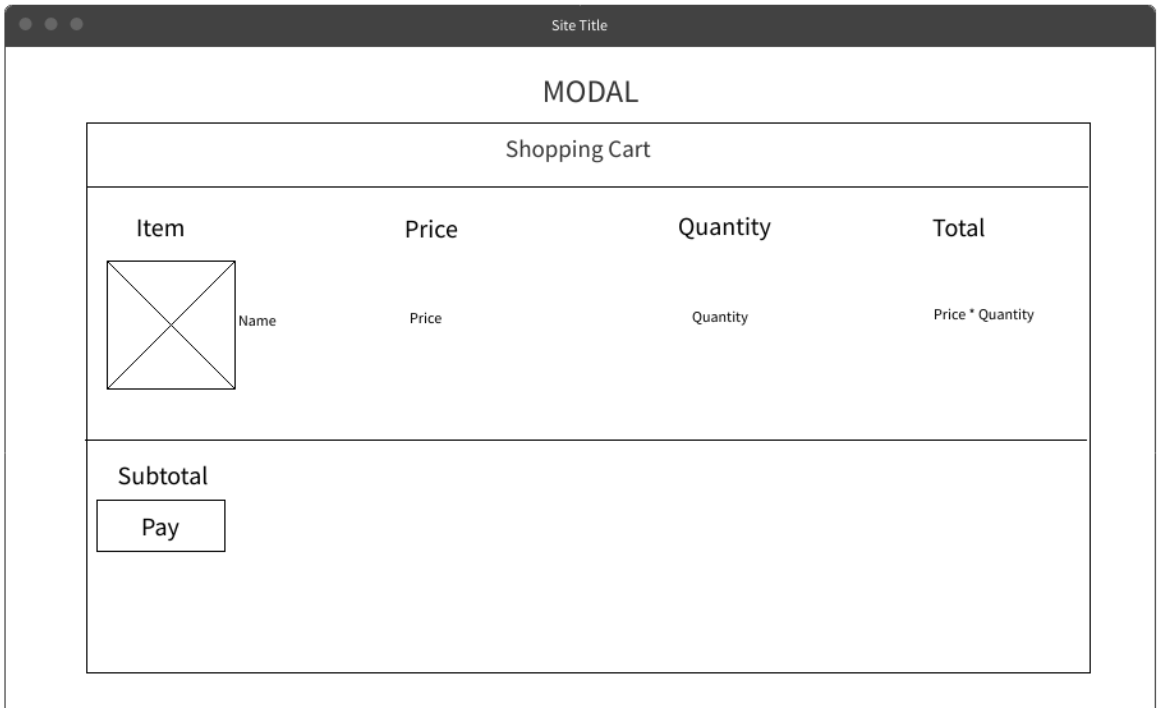

Figure 12. Shopping cart wireframe.

The shopping cart will be implemented in a modal that will open when the user clicks on the shopping cart button. This section of the website will contain the item the user chose, the price, the quantity the user wants and the total. The total will be calculated with the mathematical operation of "Price times(*) Quantity". And last but not least the pay now button that will be provided by Paypal.

Click & Collect Flow

In addition to the wireframes of the web application, the flow for the click and collect technology is also designed. This was also done in base of the click and collect flow of Next and John Lewis.

Figure 13. Click & Collect flow (IONOS, 2021).

Click & Collect Flow for Fakemarket

Insert items into the shopping cart.

Choose your desired items and add them.

Place your order.

Click place order.

Select click and collect.

After placing an online order, proceed to the checkout where the user will be asked to choose a delivery slot.

Choose a Nearby Store.

Enter the address of the desired store providing town, city, postcode and a list with the nearest store should come up.

Booking confirmation.

Complete transaction and make payment, after this, an email or text message will be sent to confirm the order, containing the order details, reference and the expected time of pickup.

What does the user need to bring when collecting?

Identification card.

The confirmation text or email.

Debit/credit card.

Figure 13 works as reference for the flow that was designed for Fakemarket as it is explained before. The flow is mainly focusing on the customer side where it gives a different shopping experience to the customer. The stage of collection is also included with the items the client needs to bring when collecting, these requirements would be reminded on an email that would be sent confirming the order with the order's number, details of products.

Structure and development

This section of the paper will discuss the development stages that were followed after designing, and discuss the process each development stage had.

Once the design is done, it is time to start working on the development of the actual web application. This stage will follow the steps given in the major project proposal, however, there will be a slight change in the way the application is going to be developed. In the proposal the author mentions the creation of a prototype with HTML and CSS.

Design	Wireframes
	Logo
	Prototype with HTML and CSS
Development	Build HTML and CSS front-end
	Build backend

Figure 14. Project timeline from Major Project Proposal.

It has been decided that the prototype and the build with HTML will be developed as the plan says but the integration of CSS will be postponed after the build of the backend is done. This is in order to give the author more freedom with the elements that are being added onto the website and more freedom to play with the colours that the images will bring onto the website.

The build was done with semantic HTML, using the header, navigation menu, sections and footers. However, the first lines of code struggled as the author was coding with PHP for the first time, with the help of the project's supervisor the coding process became more enjoyable.

Once the prototype and the build with HTML got done, it was time to start looking at the database that was going to provide data to the website. MySQL was chosen because it is the most common database used with PHP.

The database consists of three tables, the first table contains the “products” which populates the website, followed by the “users” table which will store securely the information given by the users in the sign up page; name, email and password, and last but not least the “orders” table which will store the information the business needs to prepare the goods for the user.

It is important when designing a database to keep the data consistent and non-repetitive. The purpose of the products table is to feed it into the website, and is the principal element of information in the website.

The purpose of the users table is to store users information onto the database for future uses, either on the implementation of an email newsletter or if the user wants an alert for when an item gets back in stock.

The purpose of the orders table is to store the information from the shopping cart, that would technically be the one that the business sees to start getting ready the parcel. This table will be fed with the help of the PayPal API that automatically creates an object with the details of the transaction.

Once the table of products had enough information to fill the page it was time to start a database connection and get that information from the database to the actual page, styling it with flexbox to give it a pleasant look.

Functionalities on the website

This section will explain and describe the functionalities of the website that make Fakemarket the best place to buy your items.

Navigation/Category bar:

This functionality was implemented by simply adding a category on the products database and then once the user clicks their selected category button, display to the user the products with that category selected. This will help the users to browse the products through gender category.

The future improvement for this functionality is to implement another filter method by item, so if customers want to browse items by product category.

Figure 15. Navigation/Category Bar.

Shopping Cart:

The shopping cart is implemented with JavaScript and Local Storage, this means that all the items that are added onto the shopping cart are stored locally which allows the user to disconnect from the page, re-connect again and still have its items on the shopping cart.

The future improvement for this functionality is to implement more methods of payment to make it accessible for any payment method.

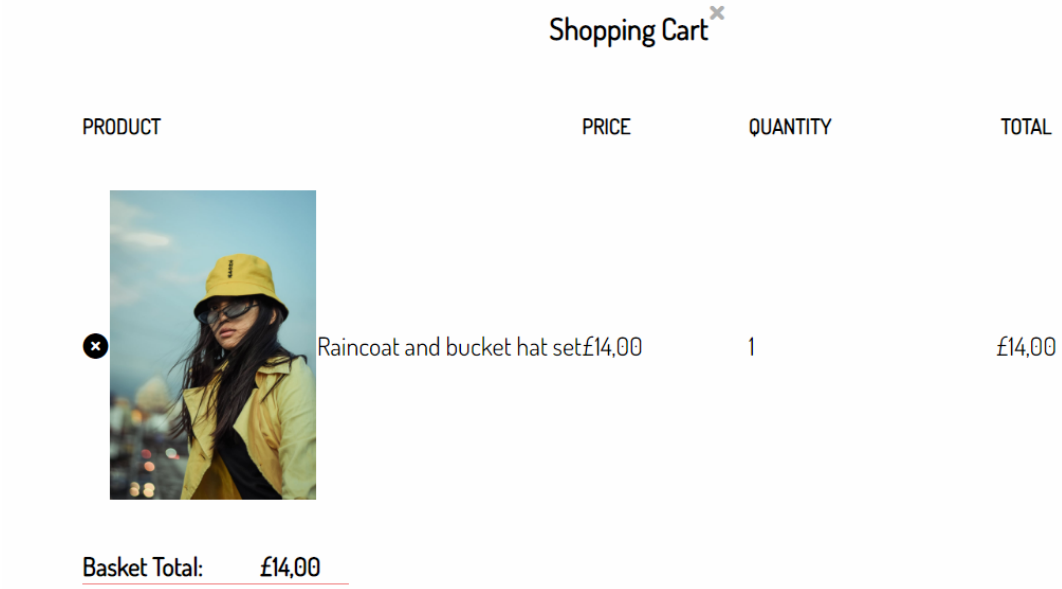

Figure 16. Shopping Cart.

PayPal Buttons:

The paypal buttons are implemented in the shopping cart section of the webpage as payment gateway, which makes the user feel secure as the store would not directly handle any money except with a help from a 3rd party company.

Figure 17. Paypal Buttons.

Sign Up Form:

The sign up form allows the user to create an account into the website, the data they enter is securely stored into the MySQL database in the users table.

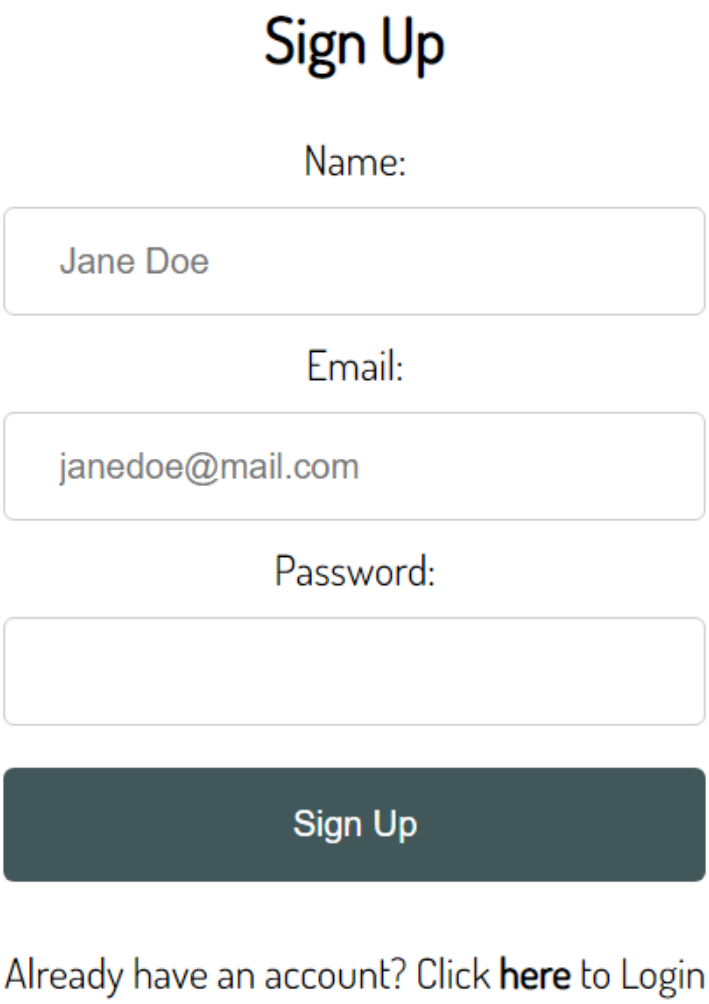

Figure 18. Sign Up Form.

Login Form:

The login form works as a checker, once the user enters their details, the system checks if the details entered match to any that already exists in the users database. If there is a match the user will be redirected to the main page, but if there is not a match, an alert will be displayed.

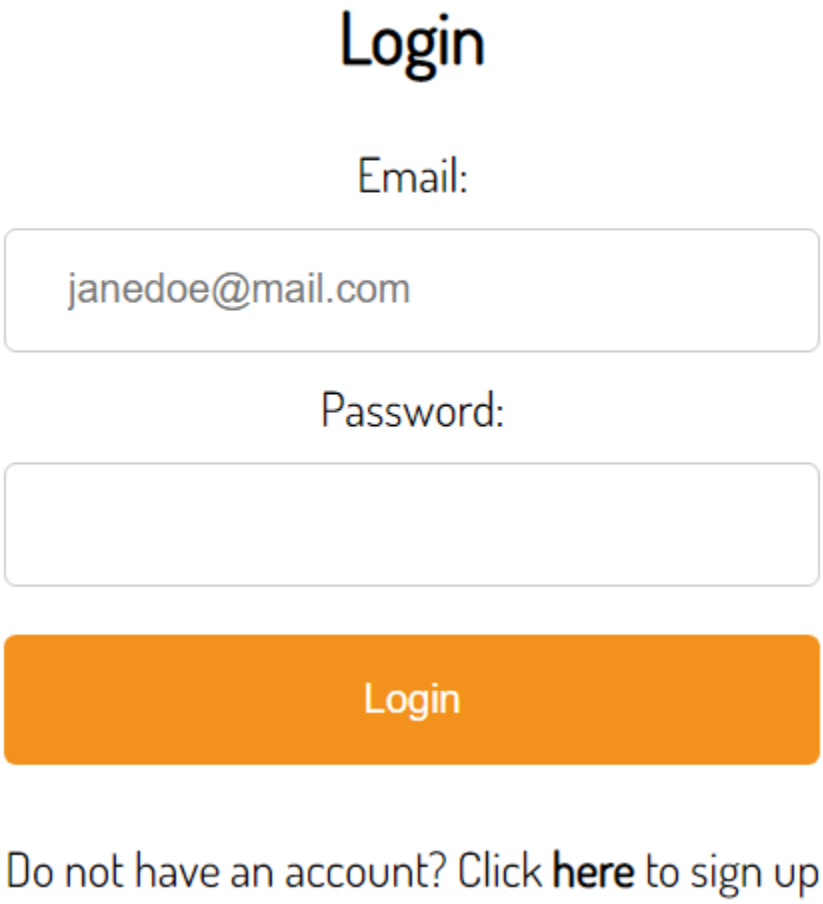

Figure 19. Login Form.

Once the HTML, JavaScript and PHP is implemented, it is time to implement CSS to style the website, and then it would be time to deploy the website to see the world.

Testing and Debugging

This is the final stage of the visual component for this project, and it started being difficult as the deployment did not work straight ahead giving to the user a blank page with a 500 error, meaning that there was a problem in the server-side. It turned out that it was necessary to modify the database connection link of the users table into their respective pages of code.

The second bug found while testing was in the shopping cart, the user is able to insert the item onto the shopping cart but if they want to delete the item they need a button to do it. However, this button does not work, the supervisor of the project and the author herself took an all hands-on approach to solve this problem but there was no luck, every other command to be used on the Local Storage worked, except the one to delete an item from it.

Despite these issues, the application was designed, developed, and released within a period of 3 months, it took 300 hours to develop and every step mentioned on the proposal was followed during, if there were any changes, they were mentioned and explained previously..

Conclusion

The Click and Collect technology is evolving into a required model for retail e-commerce, this technology can improve the business sales and profits by impulsing them as the majority of shoppers that would go onto the store to collect their items, likely will purchase more.

In addition, the Click and Collect technology eliminates online returns as customers are able to have the in-store experience and bring their purchased products with them in case they want to make use of the selected service centres located in the store to return the item.

Given these points, most retail businesses around the world, especially the less well-known ones would benefit from this technology as it will introduce them to the digital world and in case those businesses are told to mandatory close again for health reasons, it will not impact their income as if it did previously. Better not to need it and have it than to need it and not have it.

Click & collect has a bright future in light of the pandemic's impact on consumer trends like contactless alternatives, personalised experience, and the need for flexible delivery options. Although there are still difficulties, click & collect can aid in boosting sales provided companies can manage their costs and inventories effectively. By giving customers the high-quality purchasing experiences they desire, it can supplement and enhance client loyalty.

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Appendices

Customer Behaviour Survey

1. Have you used the click and collect services the last year?
    a. Yes
    b. No
2. If yes, what made you use the service?
    a. The convenience of being able to pick up parcels from a convenience location at a time that suits me.
    b. I was having something delivered at the weekend but I wouldn't be at home.
    c. I care about the impact on air quality of my deliveries.
    d. I care about the impact on traffic on my deliveries
    e. Other:
3. Do you usually see other products in the store when you are picking up your order?
    a. Yes, love to see all the products they have.
    b. No, I just go to collect my order.
4. How often do you use this service when buying online?
    a. All the time I buy online.
    b. Half of my orders are to collect.
    c. Sometimes.
    d. Never
5. What do you think of the click and collect service?