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Brands adding new retail channels to distribute their products is by no means a new phenomenon. R

manufacturer to examine the impact of encroachment on other brick-and-mortar channels. Using a matched, multi-year, multi-location, channel level sales dataset and panel regression with two-way fixed effects, the study shows that the addition of experiential stores leads to a rise in the revenue of both the entrenched retail channel and the firm. The study furthers the extant understanding of revenue impacts by decomposing it into impact on assortment (measured in terms of the number of categories and number of SKUs retailed) and impact on sales (measured in terms of sales revenue and sales volume). Both variables were found to be impacted positively. Furthermore, we show that revenue earned from old and new products the firm sells are impacted differently. While the revenue earned from sales of old products remained unaltered after the introduction of experiential stores, it was observed that revenue from new products grew. Limitations of this work, its implications for manufacturers and third-party retailers, and future research directions are also discussed.

In the third essay, we study the introduction of an online channel (digital manufacturer encroachment) by a prominent kitchenware brand. Specifically, we study a setting in which an online direct channel is added to a market serviced by other online indirect channels. We study channel level sales and assortment metrics of online marketplaces using a Regression Discontinuity in Time (RDiT) for this purpose. Our findings suggest that encroachment through the introduction of a direct online channel positively impacts both the sales and assortment metrics of incumbent online channels. Furthermore, this positive impact is consistently felt across both types of online marketplaces – i.e., agencies and wholesalers. Limitations and future research directions are also discussed.