

SHOPPING BENEFITS OF THE DIGITALIZATION OF PHYSICAL STORES AND THE MODERATING ROLE OF PRODUCT TYPE

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Cite as:

De Kerviler Gwarlann, Demoulin Nathalie (2020), SHOPPING BENEFITS OF THE DIGITALIZATION OF PHYSICAL STORES AND THE MODERATING ROLE OF PRODUCT TYPE. *Proceedings of the European Marketing Academy*, 49th, (63971)

Paper from the 49th Annual EMAC Conference, Budapest, May 26-29, 2020.



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Abstract

This research contributes to a better understanding of offline-online asymmetrical integration, defined as access to a larger online assortment in-store by enabling customers to order online while being in-store via kiosks or mobile devices. Even though channels integration is a key challenge for retailers, the effects of offline-online integration is still unclear. Through a series of three studies, we test and demonstrate that offline-online asymmetrical integration creates cross-channel synergies by increasing purchase intentions and by retaining customers at the focal retailer. Also, we show that this effect is mediated through perceived service quality, convenience and assortment variety and is moderated by the type of goods (search versus experience good). As such, we contribute to the literature on channel integration by highlighting an effect of asymmetrical integration which was lacking in this stream of research.

Keywords: *omni-channel retailing; channels integration; retail store digitalization*

Track: Retailing & Omni-Channel Management