

The Role of Digital Applications in the Channel Integration of Retailers

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Abstract

Our research aims to investigate how digital innovations affect the channel integration of retail companies. More precisely, we analyzed what channel combinations are created by retail digital solutions. An exploratory study was conducted based on a longitudinal sample of leading grocery retailers. Although, the content analysis has revealed that considerable share of digital solutions affect single channels, we found evidence that the application of digital technologies contribute to channel integration. Especially, retail services, new retail formats and retail promotions trigger the combination of online and offline channels of retailers.

Keywords: *digitalization; multichannel; retailing*

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