

HOW INTERACTIVE TECHNOLOGIES FOR CHANNEL INTEGRATION GIVING ACCESS TO ENLARGED ASSORTMENT IMPACT IN-STORE SHOPPERS

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Abstract

This study examines the case of in-store Interactive Technologies for Channel Integration (ITCI) via retailers' digital kiosks or mobile apps, which allow shoppers in physical outlets to access a large assortment from a retailer's online store. Such ITCI received limited attention, yet ITCI afford cross-channel opportunities for customers to enjoy the bricks-and-mortar shopping experience while accessing a broad choice of items through shopping kiosks or mobile apps. The findings of a series of three studies demonstrate that ITCI create cross-channel synergies by increasing intention to purchase/repurchase from a focal retailer. When a product is available through the kiosk or the app., the ability to order online increases perceived convenience and assortment variety and decreases anger during the shopping visit. This effect is moderated by online shopping experience and by the type of goods purchased (search vs. experience goods).

Keywords: *channel integration; digital kiosks; mobile apps*

Track: Retailing & Omni-Channel Management