

Perceived Channel Integration in the Pre-purchase Stage and the Purchase Stage: Links and Effects

Nils Fränzel
Trier University
Bernhard Swoboda
Trier University

Cite as:

Fränzel Nils, Swoboda Bernhard (2022), Perceived Channel Integration in the Pre-purchase Stage and the Purchase Stage: Links and Effects. *Proceedings of the European Marketing Academy*, 51st, (107567)

Paper from the 51st Annual EMAC Conference, Budapest, May 24-27, 2022



Perceived Channel Integration in the Pre-purchase Stage and the Purchase Stage: Links and Effects

Abstract

Sales channel integration is promising but consumers likely respond to integration options in various stages of the consumer journey differently. Thus, it is valuable to analyze how omni-channel firms profit from perceived channel integration effects in stages of consumers' journey and whether they need to account for increasing online shopping experience. The authors propose a theory-based framework and apply sequential mediation modelling over time to study the channel integration effects in pre-purchase and purchase stages on repurchase intention through omnichannel quality. They rely on longitudinal data obtained in three waves over ten months. The results show only indirect effects of channel integration in both stages. Importantly, the effects of both stages differ and are moderated. They allow implications for managers who want to know how disentangled and interacting channel integrations in the journey attract consumers in light of their increasing level of online experience.

Keywords: *Channel Integration; Longitudinal modelling; Stages of Consumer Journey*

Track: Retailing & Omni-Channel Management