

The Effects of Corporate Identity on Channel Integration in Omnichannel Retailing

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Abstract: To stay competitive, many retailers have constructed omnichannel retailing. Channel integration (including breadth of channel-service choice, transparency of channel-service configuration, content consistency, and process consistency) plays an essential role for omnichannel retailers. Using the corporate identity-corporate communication process model, we research how corporate (retailer) identity influences channel integration by PLS analyses of survey data from Chinese customers of omnichannel retailers (n=344). The results show that corporate (retailer) identity positively influences channel integration, which helps improve corporate (retailer) image and corporate (retailer) reputation and can influence consumers' positive word-of-mouth and repurchase intention.

Key Words: *Corporate (retailer) Identity, Channel Integration, Omnichannel Retailing*

Track: *Retailing & Omni-Channel Management*