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**THE IMPACT OF CHANNEL INTEGRATION
ON CONSUMER RESPONSES IN OMNI-CHANNEL RETAILING:
THE MEDIATING EFFECT OF CONSUMER EMPOWERMENT**

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ABSTRACT

In order to meet consumer expectations for consistent, uniform, integrated services and experiences across multiple retailing channels, many retailers have tried to create an omni-channel retailing environment through channel integration. This study investigates consumer responses in this new environment. We focus on consumer empowerment, which not only affects consumers' perceived trust and satisfaction about their shopping experiences, but also influences their intention to purchase. Following the stimulus-organism-response (SOR) framework, we propose that channel integration promotes consumer empowerment, resulting in increased trust and satisfaction and improved consumer patronage intention. We empirically test the research framework using data collected from a major omni-channel retailer in China. Our results confirm the significant mediating effect of consumer empowerment and demonstrate consumers' positive responses to channel integration. Our findings are also valuable for retailers to implement and evaluate their channel integration strategy.

Keywords: Channel integration; consumer empowerment; consumer responses; SOR framework; omni-channel retailing

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