DEVELOPMENT OF RETAIL INTERNATIONALIZATION IN MULTICHANNEL ENVIRONMENT

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Abstract

Global expansion requires studious approach to marketing channels which represent one of the areas where they build competitive advantage in the market. Internationalization of business in the retail causes changes in the competitive structure under the increasing influence of globalization and internationalization of markets. The growth of electronic marketing channels, together with conventional channels, is faced with growing challenges of the new multichannel environment. The problem of this paper is how the globalization affects on the internationalization of retailers in multichannel environment. Multichannel approach has the best possibility of meeting the needs and demands of customers worldwide. Strategies include multichannel retailing channel selection, which is based on its ability to increase sales and profits thanks to multichannel consumers. In the context of the multichannel strategy, synergies lead to use one channel in order to improve the efficiency and effectiveness of other channels in the mix. The purpose of the paper is to provide recommendation for creating a sustainable competitive advantage in the global multichannel environment. The most significant effects are reflected in the internalization process of modernized markets and retailers. The development of international retailers in multichannel environment leads to increased competition and affect changes in the relations in the existing marketing channels. In the paper we used induction and analysis method for making conclusions. The further research should contain detail analysis about the effects of multichannel approach in the global retailing.
Keywords: globalization, electronic marketing channels, internationalization strategy, multichannel retailer, Internet