

Omnichannel marketing: a systematic review and research agenda

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Abstract

In today's business landscape, customers hold a central position. They possess extensive knowledge and understanding of various brands' products and services. Consequently, it has become crucial for businesses to engage customers through multiple channels and touchpoints, encompassing both online and offline realms. By delivering a versatile and seamless brand experience, companies can gain a significant advantage over their competitors. Understanding the omnichannel marketing strategy and its applications has thus become indispensable. The literature review findings enable a deeper understanding of the omni-channel strategies employed by brands. They also shed light on the customer-centric focus within omnichannel marketing and the factors that influence omnichannel performance. Additionally, the study endeavours to construct a theoretical framework for omnichannel marketing and explore its implications for managers and academicians. In summary, this research paper offers a comprehensive examination of omnichannel marketing, encompassing its conceptual underpinnings, practical implementation, and prospects. By delving into the strategies adopted by brands, emphasizing the importance of customer-centric approaches, and identifying key factors that impact omnichannel performance, the study provides valuable insights for both industry practitioners and academic researchers.

Keywords: Omni-channel, literature review, customer experience, customer journey

Journal Name: The International Review of Retail, Distribution and Consumer Research

Year: 2024

DOI: 10.1080/09593969.2024.2321917