Research Article

Reflecting upon Omnichannel Retailing: A Systematic Review of Literature

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ARTICLE INFO	ABSTRACT
	Online as well as offline businesses are truly enroute their omnichannel journey. The physical stores are being complemented with online channels e.g., Fabindia, Pantaloons, Lifestyle Stores, etc. These online channels provide consumers with in depth information of the products, push notifications which are based on the location of the customers, customised offers, or home delivery for merchandise which is not available in stores. Similarly, e-businesses e.g., Pepperfry, Nykaa, Lenskart, etc also have services in physical stores. Using these services, customers can browse the internet for product availability at a nearby store before picking up, reserving, or returning their e-purchases. Consumers adopt new retail channels, reject some, or make use of them all concurrently (for example, using a smartphone in a brick-and-mortar store). Due to this the retailers are compelled to offer a consistent and seamless experience during their entire purchase journey. Before the advent of Covid-19 pandemic, omnichannel was a distinguishing factor for business organisations. But, the pandemic substantially increased its significance. This research aims to offer better comprehension of omnichannel retailing by finding out the theoretical foundations and future research agenda. This study summarizes and develops a consolidated approach to showcase a systematic review of literature of 101 researches conducted in the past 22 years. Different possibilities of beneficial research in the field of omnichannel retailing for practitioners and academicians have also been discussed in the paper. **Keywords:** Omnichannel, retailing, Literature Review, Systematic Literature Review

Introduction

Omnichannel strategies are being widely adopted due to continual advancements in technology, rapid changes in lifestyle of customers, and their interactions with companies. The acceleration in the phenomenon was induced by COVID-19 pandemic. These strategies involve integration and adaptation of resources to maintain uniformity in qualities, values and overall brand image throughout all channels offered. It involves giving a seamless experience to the customers. (Ishfaq et al., 2016 and Galipoglu et al., 2018).

Consumers are empowered by modern digital devices and services to choose how to interact with as well as what time to interact with businesses. Usually, customers integrate the online as well as offline channels throughout the buying process (Hosseini et al., 2018). Their transition among online as well as offline spaces is seamless. They embrace new channels, abandoning the rest, or using them both at the same time (e.g.,, using a smartphone in a brick-and-mortar outlet). Due to this the retailers are encouraged to offer a unified experience during buying process, irrespective of whatever channel they select in a particular situation (Nüesch et al., 2015). The physical stores are being complemented with online channels e.g., Fabindia, Pantaloons, Lifestyle Stores, etc. With the use of these channels, consumers can get in depth product information, push notifications which are based on the location of the customers and customised offers (Grewal et al., 2017). Likewise, physical store services complement e-businesses, allowing customers to check online for availability of the product at a physical outlet located nearby and also pickup or return their e-purchases at that physical outlet (Jindal et al., 2021). Some examples of such stores are Pepperfry, Nykaa, Lenskart, etc.

Objective
The objective of this study is to comprehend the omnichannel nature using research articles. Following research questions are attempted to be answered by this study:
RQ1. What has been studied regarding omni-channel retail?
RQ2. What are the new research avenues for omnichannel retailing?

Methodology
The research uses a systematic literature review (SLR) methodology. Three main phases were followed for article selection. They are:
Phase 1: Identification of the search string is the initial stage in the review. Several keywords such as omni-channel, omnichannel, e-tailers and phygital were searched on different databases. To identify the relevant research work, following online journal databases were used.
• EBSCO Open Access Journals
• Research Gate
• Emerald Management Xtra
• Science Direct (Elsevier)
• ProQuest Science Journals
• Wiley Online Library
• Springer Link
• SAGE
• Taylor & Francis
• JSTOR

Phase 2: The most appropriate research papers were selected. The criteria for inclusion and exclusion were developed and then implemented. (Table 1). Figure 1 shows the elimination process of research papers. Having read the titles and abstracts, most of the selected articles could be excluded from being considered further. 101 papers were selected out of the research corpus. The final pool of research papers contains all relevant academic papers between 2002 and 2023.

Table 1. Basis of Inclusion and Exclusion

| Basis of Inclusion	Basis of Exclusion
1. The research article is in English.	1. The research article isn't in English.
2. The research article is available in a digital version.	2. The research article isn't available in a digital version.
3. The theme of the research article is related to the omnichannel framework, either directly or indirectly.	3. The theme of the research article isn't related to the omnichannel framework, either directly or indirectly.
4. The research article is peer reviewed and has been published in the proceedings of a conference or a journal.	4. The research article isn't peer reviewed and has not been published in the proceedings of a conference or a journal.
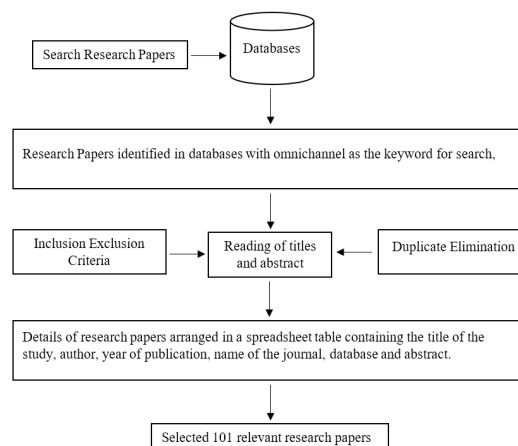
Figure 1 Elimination Process of the Research Papers
Source: Authors' Own

Phase 3: In this phase, every research paper was read and classified on the following basis:
   • Publication Year of Research Papers
   • Type of Research Papers
   • Source of Research Papers

- Country where the research was conducted
- Type of Data Used in Research Papers

The primary data-based research publications were further evaluated according to the following basis:

- Tools of Data Collection
- Technique of Sampling
- Sector of Retail Industry Studied
- Statistical Techniques and Procedures Used
- Software Used for Data Analysis

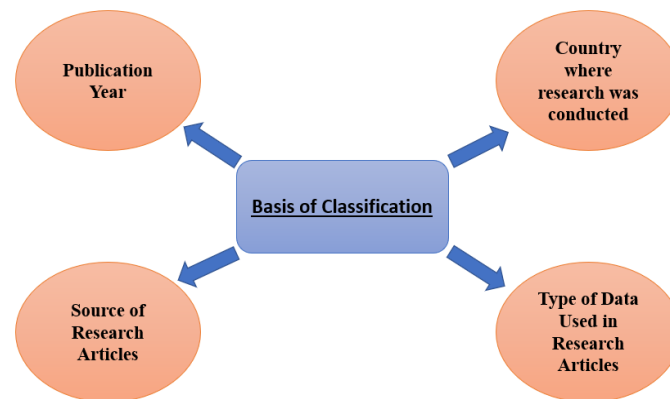**The classification has been shown with the help of tables and charts.**

Figure 2. Classification Criteria used in the Research
Source: Authors' Own

1. What has been studied regarding omnichannel retailing?

The literature review of 101 research papers has been presented in Table 2.

Table 2 Review of Literature

S No.	Author & Year	Conclusion
1	Burke (2002)	Buyers liked those characteristics of shopping which made multichannel shopping easier for them. Businesses should integrate shopping channels to help buyers in openly shifting between them.
2	Dijk et al. (2005)	Customers actively examine details obtained after exploring various channels to get the best offer provided at a particular moment.
3	Sands et al. (2010)	Consumers' engagement with the retailer via the online medium can lead to increase in their in-store expenditure.
4	Pookulangara et al. (2011)	Found the importance of adopting omni-channel retail strategy by using blogs, customer reviews, electronic word of mouth and customer reviews.
5	Rigby (2011)	Gave the first definition of omnichannel experience as a unified experience of sales that merges advantages of offline businesses and the e-shopping experience filled with in depth product information.
6	Schramm-Klein et al. (2011)	Consumers having a perception of seamlessness across retailer's shopping channels, reacted with greater loyalty.
7	Brynjolfsson et al, (2013)	Differences between offline and e-retailing are disappearing. The latest digital technologies are combining touch as well as feel details in the offline store along with online information, leading to the creation of omnichannel experience.
8	Nash et al. (2013)	Stressed on technology usage for offering data enabled consumer interactions using data analytics to improve consumer satisfaction, loyalty, and lifetime value.
9	Levy et al. (2013)	Omni-channel retailing refers to a well-coordinated multi-channel offering which gives an experience of consistent purchasing across various channels of the retailer. Consumers can freely change among computers, mobile devices, and physical retail stores in a particular shopping situation.
10	Rosenblum and Kilcourse (2013)	Despite the changes and new trends, a major concern for businesses is channel integration. Absence of unanimity about the future of online methods of retailing, inventory management issues, as well as mobile access are among the concerns.
11	Williams, D. E. (2014)	To acquire a competitive edge and enhance the buying experience, merchants should offer QR codes, Wi-Fi access and other related technology.
12	Dinner et al., (2014)	Online display advertising, particularly search advertising, outperforms the traditional means of advertising due to significant offline channel cross effects.
13	Piotrowicz and Cuthbertson (2014)	Internet boom has driven businesses to respond by reducing barricades between channels as well as offer cross-channel services like "click & collect", "order in-store, deliver at home", "order online, return to store," and some more hybrids forms of virtual as well as offline shopping.
14	Cook, G. (2014)	Serving the omnichannel customer necessitates utilization of intelligent technology, enabling information access to both customers and the staff assisting them.

15	Beck and Rygl (2015)	Defined omni-channel retailing and proposed a classification of multi, omni as well as cross channel retailing.
16	Carlson et al., (2015)	Assessed the perceived value of customers towards virtual channel offered by the multi-channel retailers and offered advice to multi-channel businesses regarding balancing their investments in distinct value drivers.
17	Verhoef et al. (2015)	Omnichannel is the bridge that connects webrooming and showrooming. Showrooming means that while being in the offline store, shoppers look for information on their mobile phones to know more about deals so that they have to pay lesser price. Webrooming, is exactly the contrary of showrooming. It occurs when consumers look for product information on virtual platforms e.g., using their mobile phone, laptop, etc and buy it by going to physical retail store.
18	Pauwels and Neslin (2015)	Adding physical stores to a company having only online channels increased revenue by twenty percent. The "availability effect" results in an overall rise in purchasing frequency. Omnichannel strategy provides value to both, the consumer and the organisation.
19	Chopra, S. (2015)	To achieve success in an omnichannel structure, all capabilities needn't be replicated across each channel. Instead, a successful approach involves assigning specific products and tasks to each channel based on their individual strengths and effectiveness.
20	Ishfaq et al. (2016)	Determined the ways in which traditional businesses may realign their processes of physical distribution; thereby integrating the internet channel in their organisation thereby becoming omni-channel retailers.
21	Bernon, M. et al (2016).	As omnichannel returns management is in infancy stage, giving a seamless solution poses difficulties for network design and returns procedures. Online retail return rates can be two times higher as those in brick-and-mortar stores.
22	Sopadijieva et al., (2017)	Omni-channel consumers like using the several touchpoints of the retailer in different combinations and places. Except using mobile apps for comparing costs and downloading discount coupons, they used the digital technologies present inside the store like a tablet, a price checker and an interactive catalogue. They either bought virtually and collected the product from the physical outlet, or purchased inside physical outlet and had the products purchased delivered/shipped to them at their address.
23	Branwell Moffat (2017)	Omnichannel connects numerous touchpoints so that the customer's experience is consistent and unified irrespective of path followed for purchasing.
24	Saghiri, et.al. (2017)	Introduced a comprehensive omnichannel systems framework, incorporating three essential dimensions: autonomy and control, emergence & connectivity and interaction.
25	Murfield, M.et al., (2017),	Omni-channel customers are distinct. The condition, availability, and timeliness of logistical services have varied effects on customers' satisfaction as well as loyalty.
26	E. Huré et al.(2017)	There are four main findings: (1) Omnichannel shopping value (SV) is caused by touch points' SV (2) This causal effect is moderated by omni-channel shopping perceived consistency (3) The content as well as measure of the constructs should be modified in the omnichannel buying context (4) The nature of physical buying changes in utilitarian as well as social dimensions.
27	Rodríguez-Torrico P., et. al, (2017)	While shopping in omni-channel retail scenario, impulsive consumers use mobile devices more.
28	Larke et al., (2018)	A retailer's move to omni-channel retailing is tough, expensive and a time utilising process, but consumers are increasingly expecting brand information and buying options to be available to them whenever, wherever, and in whichever way they want them.
29	Galipoglu et al., (2018)	Examined the studies on omnichannel retailing in relation to logistics as well as supply chain management. Researchers demonstrated that regardless of distinctions between offline and online activities, omnichannel capabilities provide a seamless buying experience.
30	Melacini, M. et.al (2018)	Categorised the main challenges faced by companies transitioning to an omnichannel model into three dimensions: delivery planning and execution, inventory and capacity management, as well as distribution network design.
31	Gino Marchet, et. al. (2018)	Identified four business logistics models presently being used by omni-channel retailers.
32	Kazancoglu, I. and Aydin, H. (2018)	Identified themes determining consumers' intentions to use omnichannel buying: 'Effort expectancy,' 'price value,' 'performance expectancy,' 'habit,' 'effort expectancy,' as well as 'facilitating conditions'.
33	Wollenburg, J. et. al. (2018)	Identified the use of various choices for managing inventory, delivery methods, and return policies to guide customers through channels.
34	H. Susanto et. al. (2018)	Purchase intention via various channels in omni-channel services is influenced by three factors: social influence, performance expectancy, and perceived security. Out of these three variables, social influence is the strongest variable.
35	B. Berman & S. Thelen, (2018)	A multistage approach for firms to transition from pure multichannel marketing strategy to a pure omnichannel strategy was devised enabling them to assess their current position, and develop suitable plans to progress to the next stage.
36	M. Zhang, et. al (2018)	Perceptions of consumers towards channel integration had an impact on how satisfied and trusted they felt as well as their intention to shop. Perceived channel integration and consumer purchase intent were positively correlated.
37	Taylor et al. (2019),	Provided information regarding Omnichannel fulfilment research with through an SLR. As per findings, the research conducted so far pertains only to a specific industry. Therefore, there is a clear possibility for researchers to create more knowledge.
38	Fisher et al. (2019)	Investigated the ways in which quicker delivery in the internet channel influences sales both within as well as across channels. The study found that the sales in the web store grew and delivery times decreased by 1.45 percent every business day, in comparison to a base of 7 business days. A positive impact on the retailer's offline stores had also been identified by the authors.
39	Gupta, V. K. et al. (2019)	Developed a decision support model for omni-channel retailers, integrating inventory control, price optimization, as well as e-fulfilment.
40	Hickman, E., et. al. (2019)	Developed a conceptual model and empirically tested it. Four factors influencing omnichannel experience were identified: technology readiness, brand familiarity, perceived value and customization. Results showed that brand familiarity positively impacts omni-channel experience, while perceived value has negative impact on the mobile experience.
41	Jocevski, M., et.al. (2019)	Three key elements contribute to the success of omnichannel retail: a smooth consumer experience, a cohesive analytics system, as well as effective supply chain.

42	Kang, J. Y. M. (2019)	Examined the social local mobile (SoLoMo) consumers' fashion lifestyle. The research revealed that the viewpoints of SoLoMo users regarding the advantages of showrooming and webrooming influenced their inclination to engage in cross-channel shopping, which in turn affected their intention to post product reviews.
43	Lafkihi, M. et al, (2019)	Studied the major opportunities and challenges for FTSP (Freight Transportation Service Procurement) in the context of omni-channel e-commerce using SLR. Some key findings of the research provide ways to better comprehend the advantages and disadvantages of the current FTSP mechanisms.
44	Lee, Z. et.al, (2019)	Customer engagement is positively influenced by channel integration quality dimensions such as breadth of content consistency, channel service choice, process consistency and transparency of channel service configuration. Customer engagement influenced repurchase intention and word of mouth
45	Li, Y. et al, (2019)	Designed a game-theoretic model to answer the question of whether a pure offline store should adopt the online review integration approach. The results showed that the online review integration method can be successful if the chosen online customer reviews are highly informative as compared to the in-store information services provided by the offline retailers.
46	Yan, B. et al, (2019)	Investigated the influence of social networking services (SNSs) on consumer behaviour within the omnichannel supply chain. It identified and highlighted the significance of several factors that impact customer behaviour in the omni-channel supply chain in the presence of SNSs. Findings suggest that when consumers acquire information from social network platforms, it positively affects their behaviour across different channels.
47	Paul, J. et al, (2019)	More and more businesses now let customers order products online and collect them later at brick-and-mortar stores. These orders are normally filled from a specialized warehouse. Various vehicles make trips to the stores to restock the inventory. The authors outlined a capacity sharing method in an omnichannel environment using which a retailer can use the extra capacity in its transport operations to cut down on costs. They found that total costs can be minimised by sharing vehicle capacity.
48	Yang, S., et al. (2019)	Identified the usefulness of online as well as offline reviews in omni-channel retailing. Findings indicate that signals related to the review, such as review rating & review sentiment strength, as well as signals related to the reviewer, such as reviewer real name and reviewer expertise, have a positive effect on usefulness of the review. Length of review has a negative effect on usefulness of the review.
49	Pettersen, C. T., & Colbjørnsen, T. (2019)	Examined four book retailers' digital bookselling operations. They concluded that two of the four chosen book retailers demonstrated an omnichannel business approach. The other two book retailers, who solely offer digital content in new ways and have a digital-only business model, find it difficult to derive full benefits from their approach because of industry competition and government restrictions.
50	Ovezmyradov, B., & Kurata, H. (2019)	Studied the impact of stockout of fashion articles in omnichannel retailing. According to findings, the stockout reaction of customers boosts retailer profitability in two ways i.e., by reducing the optimal order size, which lowers holding costs and by increased sales from brand and store switching.
51	Xu, X., & Jackson, J. E. (2019a)	Channel uniformity, convenience and transparency have a positive influence on customers' perceived control over their behaviour. Furthermore, the study reveals that channel transparency as well as uniformity can lessen customers' perceived risk.
52	Xu, X., & Jackson, J. E. (2019b)	Investigated factors that affect customers' return channel loyalty in the context of omnichannel retail to implement an effective return management strategy. The findings indicate that several factors including hassle cost, perceived risk, monetary cost as well as purchase return channel consistency play a crucial role in customers' return channel loyalty. Amongst these factors, perceived risk has the greatest influence on customers' loyalty to the return channel.
53	Savastano, M., et.al., (2019)	Use of in-store technologies provides better shopping experiences to customers leading to increased brand loyalty and an improved brand image.
54	Taylor, et.al., (2019)	Presented an overview of present status of omni-channel fulfilment research using a SLR based on 104 research papers. The authors found that research on a particular industry has been done, calling for a generalised extension for retailers.
55	Song, G., Song, S., & Sun, L. (2019a)	Examined the connections between supply chain integration (SCI), logistics integration capability, as well as performance in omnichannel retailing context. Resource based theory was used for the study. This theory suggests that usage of rare resources helps the firm to achieve success in the long run. The study found that the effect of an integrated supply chain on financial performance is more substantial compared to its impact on operational performance.
56	Song, S., Shi, X. and Song, G. (2019b),	Examined the associations between supply chain integration (SCI), human capital (HC), as well as firm performance in the context of omni-channel retailing. Also, this study explored the moderating influence of product variety (PV) on such associations. This study found that SCI makes it easier to obtain outstanding performance. The most important factor in OCR performance improvement is organisational integration. Additionally, the research revealed that product variety (PV) has a positive moderating effect on the association between human capital (HC) as well as supply chain integration (SCI). However, this effect is found to be insignificant when it comes to the impact of SCI on performance.
57	Tammo H.A. Bijmolt, et al. (2019)	Developed a framework that focuses on three main decision aspects for retailers operating in an omnichannel environment: distribution & delivery, assortment & inventory and returns. Through a thorough examination of the connections between product flows and the customer journeys, the article highlights the tensions and opportunities associated with each decision area.
58	Shi, S., et al. (2020)	Conceptualised omnichannel consumer experience. They also studied its effect on purchase intent. They put forward a model according to which perceived compatibility as well as perceived risk serve as crucial connecting mechanisms between omni-channel experience as well as omni-channel purchase intention.
59	Lynch, S., & Barnes, L. (2020)	Developed a framework outlining the steps in the decision-making procedure for female customers in the context of omni-channel fashion retailing. Findings show that consumers use unique tactics to lessen risks in an omnichannel decision-making process and that this journey is risk-based.
60	Yang, D., & Zhang, X. (2020)	Four scenarios namely multichannel retailing, omnichannel retailing with Ship to store (STS), multichannel retailing with quick response (QR), and omnichannel retailing with both STS and QR—were taken into account when analysing the effects of STS on fast fashion operations. The findings suggest that although implementing 'Ship to Store' (STS) offers several advantages for firms, combining it with a quick response (QR) strategy can lead to reduced profits for retailers. This is primarily due to inventory information disclosure associated with STS, which diminishes cross-selling opportunities.

61	Silva, S. C., Duarte, P., & Sundetova, A. (2020)	Examined the usage of multiple channels by fashion apparel brands for increasing the touchpoints' number by incorporating multichannel as well as omnichannel strategies. This study concluded that regardless of price range, fashion retailers act almost uniformly and show only minor variations in the number of channels used and services offered.
62	Alexander, B. and Cano, M.B. (2020)	Investigated the future of offline outlets in omnichannel retail context. The study connects three fields of research namely the importance of offline outlets, in-store customer experience and omni-channel retail.
63	Ya-Jun Cai, Chris K.Y. Lo (2020)	SLR on Seven distinct yet interconnected study fields namely Omnichannel Customers' Preferences, Omnichannel Strategy, Omnichannel Marketing and Advertisement, Omnichannel Customer Service, Omnichannel Retailing, Omnichannel Logistics and Fulfilment and Omnichannel Consumer Behaviours depicting omnichannel management was carried out.
64	Huang, M., & Jin, D. (2020)	Studied the influence of buy-online and return in store (BORS) service on omni-channel retail. They discovered that consumers return undesirable goods to online channel of the retailer when BORS is inaccessible.
65	Jo, W., Kim, J. J., & Choi, J. (2020)	Conducted research on characteristics of multi-channel buyers in the context of the French fashion (apparel) industry. It was found that consumers who prioritize quality and possess a high level of basket flexibility are more inclined to make fashion purchases through multiple channels.
66	Valentini, S., Neslin, S. A., & Montaguti, E. (2020)	Identified the 'omni-channel deal prone segments of individuals'—that is, segments of individuals that use several channels to get and apply promotions for three categories of products namely consumer electronics, groceries and clothing. This research found that 82% of customers make use of several channels to get as well as use promotions. However, they buy deals using either offline or online channels. Just 17% of the customers actively use both traditional as well as online distribution channels.
67	Lee, W. J. (2020)	Studied the impact of omni-channel retailing on customer satisfaction. Findings indicated that integrated promotion and integrated information access directly impact customer satisfaction. Moreover, there is a direct connection between customer satisfaction and the intention to use omnichannel services again.
68	Miquel-Romero et al., (2020)	Examined importance of retail stores in handling post-purchase grievances from omnichannel customers. The study found that the choice of complaint route depends heavily on the reason for seeking redress, assertiveness, and level of dissatisfaction.
69	Tueanrat, Y., Papagiannidis, S., & Alamanos,E. (2021)	Examined how customer experiential values, customer response, as well as customer co-creation behaviour influence overall customer journey satisfaction in the omni-channel retail context. The findings showed that all factors, apart from information seeking, had a significant impact on customer satisfaction.
70	Song Y. et al. (2021)	Identified the potential benefits of omni-channel strategies for fresh produce retailers and highlighted importance of considering both product losses and customer types when designing omnichannel operations. The findings suggest that the implementation of an omnichannel operation can be advantageous and more efficient, especially when selling perishable items such as fresh produce which has a higher risk of loss.
71	Belvedere, V., et. al, (2021)	Proposed a conceptual framework that explains how companies can effectively use e-commerce within their omnichannel strategy based on two critical factors: main channel of distribution (direct/indirect) and value density of the product (high/low).
72	Joyce F. Y. L & Ridzuan M (2021)	Investigated the digital business strategies employed by several prominent apparel brands in Malaysia during pandemic. The results indicate that all of the companies utilize a range of technologies to manage their operations and employ omni-channel methods to digitize their businesses.
73	Chen, Y.; Chi, T. (2021)	Studied the effect of channel integration on intentions of US customers to use three omnichannel shopping ways namely buy in store home delivery (BIHD), buy online curb side pickup (BOCP), and buy online pick up in store (BOPI) across six aspects: price, promotion, transaction information, product, information access, customer service and order fulfilment. Results indicated that these six channel integration types significantly affect internal assessments of American customers which further have an effect on their plans to employ particular omnichannel shopping strategies.
74	Cui et al. (2021)	Studied the three major obstacles that create hinderances in omnichannel marketing: (1) consumer privacy protection, (2) marketing attribution, and (3) data access and integration. Machine learning as well as blockchain advancements hold some potential solutions to these challenges.
75	Raza, S.A. and Govindaluri, S.M. (2021)	Conducted co-citation as well as dynamic co-citation network analysis, to find out research areas in the field of omnichannel (OC). The study employs both centrality as well as modularity-based clustering.
76	M. Serkan Akturk, Michael Ketzenberg (2021)	The introduction of a competitor's buy online and pick up in store service has a detrimental impact on online sales as well as sales of the physical store. Online buyers get attracted to the competitor due to the added shopping assurance and benefits like free and fast delivery. On the other hand, in-store shoppers get access to information related to product availability and then make purchases offline.. This reduces unnecessary trips to the offline outlet.
77	Momen, S. & Torabi A.S. (2021)	The study focused on assessing the success of omnichannel (OC) retailing as well as its influence on traditional retail business models. It analysed the dynamic competition among online, traditional and OC retailing models. The findings highlight that OC retailing can increase demand and profitability.
78	Akter S, et. al., (2021)	To meet the needs of demanding customers and attain competitive advantage, it is important to integrate omnichannel strategies into a company's channel system.
79	W. Gao et al. (2021)	Examined the impact of integration of channels on cognitive as well as affective customer experiences. The results show that integrating, product, price, promotion as well as transaction information has a more significant impact on enhancing the cognitive customer experience compared to the affective customer experience.
80	Jindal et. al. (2021)	Offline retailers must emphasise on providing core aspects of retail like a wider product range, competitive prices, as well as convenient purchasing options, to their online customers instead of prioritizing faster delivery when entering the online market to compete with e-commerce giants.
81	Lazaris, C., et.al., (2021)	Enhancing the omni- channel integration level increases customer satisfaction and loyalty intention.
82	Zonghuo Li et.al., (2021).	Examined how coupon promotions impact omnichannel price and operational decisions. The findings suggest that coupon distribution for promotion doesn't necessarily result in more market share. The study also reveals that the 'Buy Online, Pickup in Store' channel generates more significant cross selling revenue, indicating that retailers are more willing to provide coupons and can achieve increased profits through this channel.

83	Gerea, C.; Gonzalez-Lopez, F.; Herskovic,. (2021)	Provided an integrative analysis of empirical proof on omni-channel consumer experience (CX) as well as its management. This study concluded that successful omnichannel CX management requires an organization-wide customer-centric approach that involves interdisciplinary teams.
84	Jones, A.L., et. al. (2022)	Retailers who offer high integration omnichannel services (such as ship from store, purchase online and pick up in brick-and-mortar store, as well as in-store returns) show improved performance than those who only offer some of these services.
85	Aregu Asmare & Shimelis Zewdie (2022)	Identified the main factors that motivate retailers to transition from multichannel to omnichannel strategy. The SLR results suggest that omnichannel theme is still in its infancy and further study is needed.
86	Salvietti, G., et al. (2022),	Identified four key research areas that underpin the concept of omnichannel retailing: strategy and management, channel integration, consumer behaviour and channel management.
87	Santiago Iglesias-P, Emiliano A.N. & Laura Del-Río-C (2022)	Most retailers don't adopt an integrated and holistic approach to implementing omni-channel operations, instead they focus on adapting day-to-day activities to multiple-channel operations. This approach may cause retailers to lose the opportunity to provide customer satisfaction.
88	Cocco, H., Nathalie T.M., Demoulin (2022)	Presented a measurement scale to evaluate seamless buying journey concept. The findings suggest that retailers need to emphasise on their omnichannel strategies to provide a seamless buying journey and enhance customer engagement and loyalty.
89	Jian C., et. al, (2022)	Developed models to capture customer behaviour in terms of channel choice and product choice and used an estimation approach based on the expectation-maximization method. The study verifies that omni-channel retailers must offer location-specific offline product assortments.
90	Lu Yang, Xiangyong Li & Ning Zhong. (2022)	Investigated the impact of mixed fulfilment omni-channel strategies, such as buy-online-pick-up in store with ship-to-store (BOPS-STS) and buy online, ship-to-store with buy online pick-up in store (BOSS-BOPS-STS), on the operations of offline outlets. The results of this study indicate that BOPS-STS as well as BOSS-BOPS-STS strategies can cause consumers to switch between fulfilment options for time insensitive or experience products when the pickup hassle cost is less.
91	Hübner, A., Hense, J. & Dethlefs, C. (2022)	Proposed a planning framework for omni-channel operations. They identified five problems related to planning namely assignment of customer orders, assortment planning, network design of fulfilment locations, demand forecasting as well as stock replenishment.
92	Chen, X., Su, X., Li, Z. et al. (2022)	Price coordination and service and distribution coordination, positively impacted the customer loyalty and omnichannel buying experience. In the association among omnichannel collaborative marketing and consumer loyalty, omnichannel buying experience played a mediating role.
93	Xin-Jean, L., et.al. (2022)	Consumers' perceptions of channel integration were positively associated with their sense of empowerment, satisfaction, trust, and intention to patronize the retailer. These perceptions varied depending on retailer type (high-end specialty stores, department stores, hypermarkets, etc) they interacted with.
94	Chin-Ching Yin et. al. (2022)	Omni-channel elements usually affect customer retention in a positive way. However, impact of such elements on brand experiences differs.
95	Yongcong Liu, Yixuan Xiao & Yue Dai (2022)	The ideal omni-channel strategy depends on the cross-selling benefit as well as offline search cost. If the cross-selling benefit is low, it's best for the business to follow the buy online and return in store (BORS) strategy only. When the cross-selling benefit is moderate and the offline search cost is high, it is best for the business to implement BORS and buy-online-and-pick-up-in-store (BOPS) strategies together. However, if the cross-selling benefit is high, it is more profitable for the business to solely focus on the BOPS strategy instead of using both strategies concurrently.
96	Song Jiu (2022)	Studied about the adoption of ship-from-store in omnichannel retail operations to retailer's total expected costs. Numerical experiments show that the proposed robust two-phase approach (RTA) approach outperforms existing methods and provides efficient solutions to practical problems.
97	Scott A. Neslin. (2022)	Proposed a framework to understand omni-channel integration in the form of a continuum and identify factors determining the optimal place for firms along this continuum. The study found that customers value consistency across channels, indicating the need for a horizontal integration strategy.
98	Kim S., Connerton T P & Park C (2022)	Identified decisive factors that predict consumers' preferences for using BOPS (Buy Online & Pick up in Store). Findings indicate that effort expectancy, facilitating conditions and performance expectancy have a significant impact on usage intention and they have a mediating effect through task-technology fit. Social influence doesn't impact usage intention.
99	Liu F et. al. (2022)	Perceived fear of pandemic, self-efficacy as well as response efficacy have a significant effect on the protection motivation of customers, which eventually influences their intention to use omni-channel retailing.
100	Mimoun, M. et al. (2022)	Using omni-channel retail technology (ORT) positively affects consumers' perceptions of performance as well as effort expectancy. Furthermore, the impact of using ORT on decision quality depends on task orientation, and task orientation also affects the relationship between omni-channel use and performance expectancy.
101	Solem, B.A.A., Fredriksen, J.I. and Sørebø, O. (2023),	Identifies four key areas where dynamic capabilities are required for successful implementation of an omnichannel retailing strategy: (1) underlying technology, (2) overall omnichannel functionality, (3) internal as well as external collaboration (4) customer experience optimization.

Classification Results
- ## According to Publication Year of Research Papers

The publication work in last two decades was analysed with special focus on the latest research because the published work on this subject has recently increased.
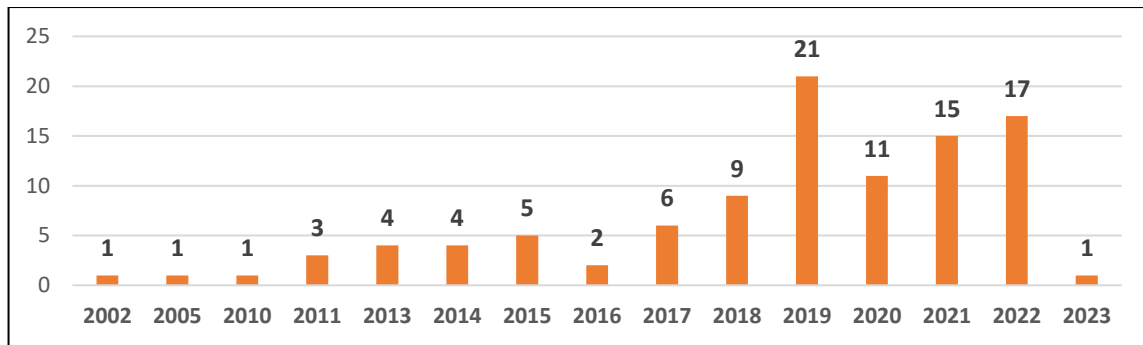
Figure 3. Classification according to Year of publication of Research Articles
Source: Authors' Own

- **According to the Type of Research Articles**

Out of 101 research papers, two research papers were conference papers. So, 98% of the articles reviewed were published in journals and only 2% were conference papers.

Table 4. Type of Research Papers

S.No.	Type of Research Papers	Number of Papers
1	Journal Papers	99
2	Papers from Conference Proceedings	2
	Total	**101**

Source: Authors' Own

- **According to the Source of Research Papers**

The research articles were chosen from national as well as international journals and conference papers. Most of the research articles were published in Elsevier journals.

Table 5. Source Classification on the Basis of the Name of the Journal/Conference

S. No.	Name of the Journal/Conference	No. of Paper
1	Journal of Retailing and Consumer Services	9
2	Journal of Business Research	8
3	International Journal of Production Economics	7
4	International Journal of Physical Distribution & Logistics Management	7
5	International Journal of Retail & Distribution Management	7
6	The International Review of Retail, Distribution and Consumer Research	5
7	Journal of Retailing	4
8	The International Journal of Logistics Management	3
9	International Transactions in Operational Research	2
10	International Journal of Electronic Commerce	2
11	Electronic Commerce Research and Applications	2
12	Sustainability	2
13	Journal of Marketing Research	2
14	Harvard Business Review	2
15	Transportation Research Part E	2
16	Publishing Research Quarterly	1
17	Journal of the Academy of Marketing Science	1
18	Industrial Management & Data System	1
19	International Journal of Physical Distribution & Logistics Management	1
20	MIT Sloan Management Review	1
21	Economic Research	1
22	Computers & Industrial Engineering	1
23	International Journal of Production Research	1
24	Journal of Retailing and Consumer Services.	1
25	Benchmarking: An International Journal	1
26	Management Science	1
27	European Journal of Operational Research	1
28	Proceedings of the 5th American Marketing Association Academy of Marketing Joint Biennial Conference, Dublin, Ireland	1
29	Italian Journal of Marketing	1
30	Computers in Human Behavior	1

| 31	Journal of Asian Finance, Economics and Business	1
32	Journal of Physical Distribution & Logistics Management	1
33	European Journal of Operations Research	1
34	Industrial Management & Data Systems	1
35	Frontiers in Public Health	1
36	Journal of Strategic Marketing	1
37	Transportation Research Part E: Logistics and Transportation Review	1
38	Journal of Theoretical and Applied Electronic Commerce Research	1
39	Journal of Fashion Marketing and Management	1
40	Manufacturing & Service Operations Management	1
41	Journal of Fashion Marketing and Management: An International Journal	1
42	Operations Management Research	1
43	Journal of Information Management	1
44	Proceedings of the International Conference on Advanced Computer Science and Information Systems (ICACSIS), Yogyakarta, Indonesia	1
45	Journal of Integrated Marketing Communications	1
46	Industrial Marketing Management	1
47	Journal of Marketing	1
48	Decision	1
49	Journal of Marketing Education	1
50	Journal of Direct, Data and Digital Marketing Practice	1
51	Asia Pacific Journal of Marketing and Logistics	1
52	Journal of Electronic Commerce	1
	Total	**101**

Source: Authors' Own
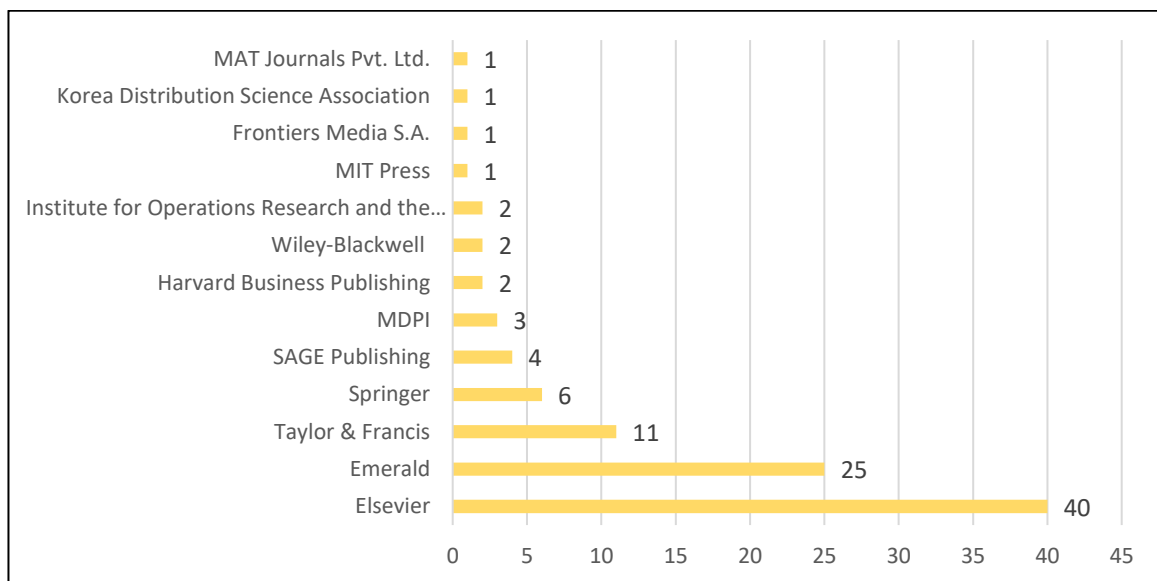
Figure 4. Source Classification on the Basis of the Publisher of Journals
Source: Authors' Own

- **According to the Country where the Research was Done**
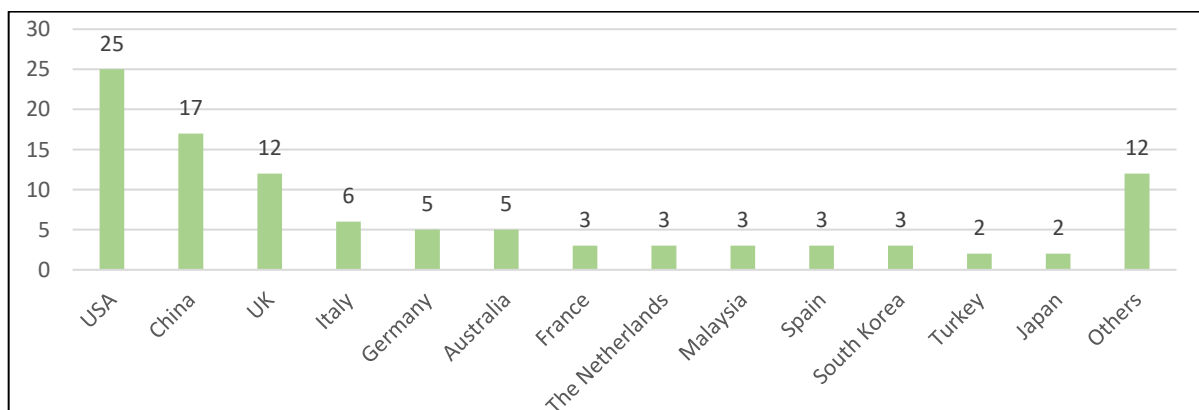Most of the researches were done in USA followed by China.

Figure 5. Country Wise Distribution   **Source**: Authors' Own

- **According to the Type of Data used in Research Papers**

Both primary and secondary data were used in the research papers. Research papers utilising both primary and secondary data are classified as primary study, whereas articles that solely rely on secondary data are classified as secondary data studies. Out of 101 research papers, 55 used primary data and 46 used secondary data. This reflects that researchers have a higher level of trust and preference for first-hand data.
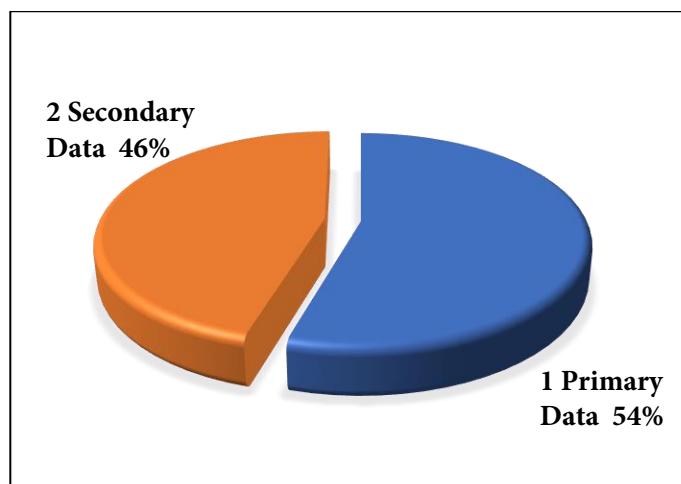

Figure 6: Type of Data Used
Source: Authors' Own

Classifications Within the Research Papers
Articles based on secondary data weren't categorised further because of little information available and little to classify them on. The primary data-based research publications were further classified on the following basis:
➢ Tools of Data Collection
➢ Technique of Sampling
➢ Sector of Retail Industry Studied
➢ Statistical Techniques and Procedures Used
➢ Software used for data analysis

Tools of Data Collection
The most popular tool for collecting primary data was 'Questionnaire'.

Figure 7. Tools of Data Collection used in Primary Researches
Source: Authors' Own

Technique of Sampling
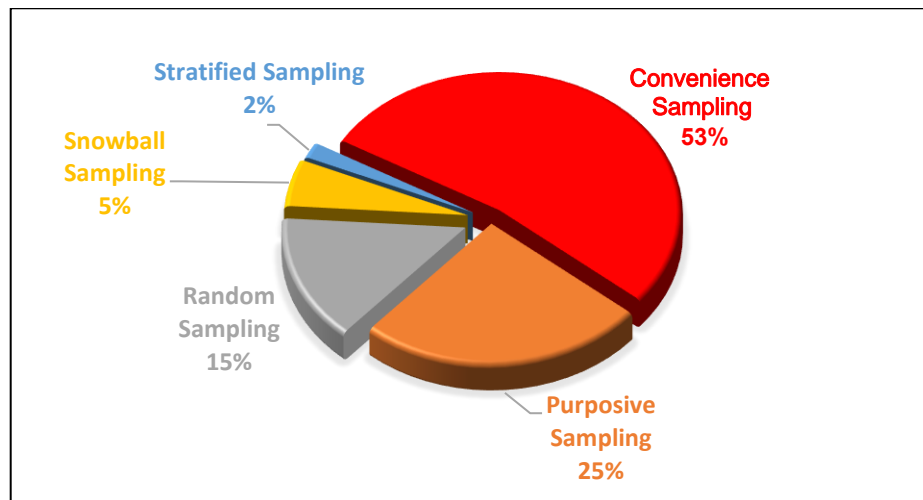Convenience sampling was the most commonly used technique of sampling followed by purposive sampling.

Figure 8 Technique of Sampling used in Primary Studies
Source: Authors' Own

Sector of Retail Industry studied
Various sectors were studied in the retail industry. The maximum number of researches pertained to retail industry in general followed by clothing sector.

Figure 9 Sector of Retail Industry studied in Primary Researches
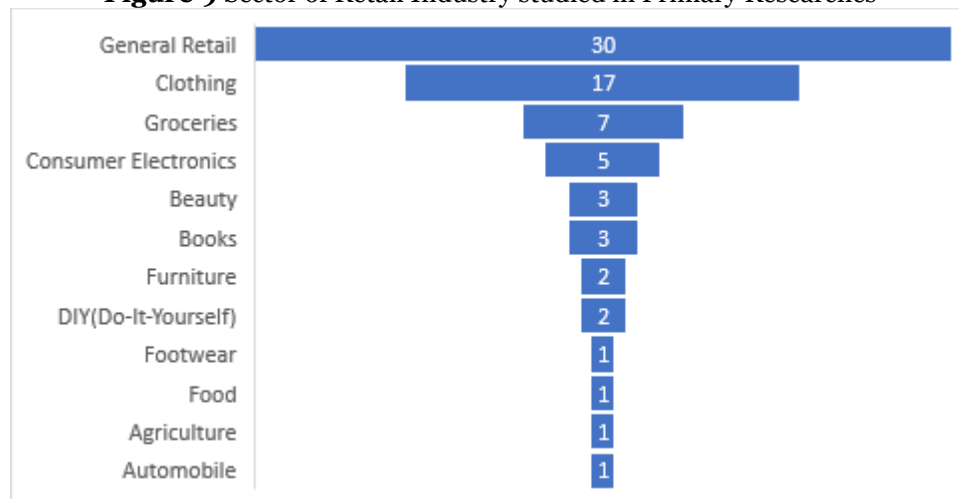
Source: Authors' Own

Statistical Techniques and Procedures Used
Most authors used Structural Equation Modelling (SEM) followed by Regression Analysis to analyse the results.
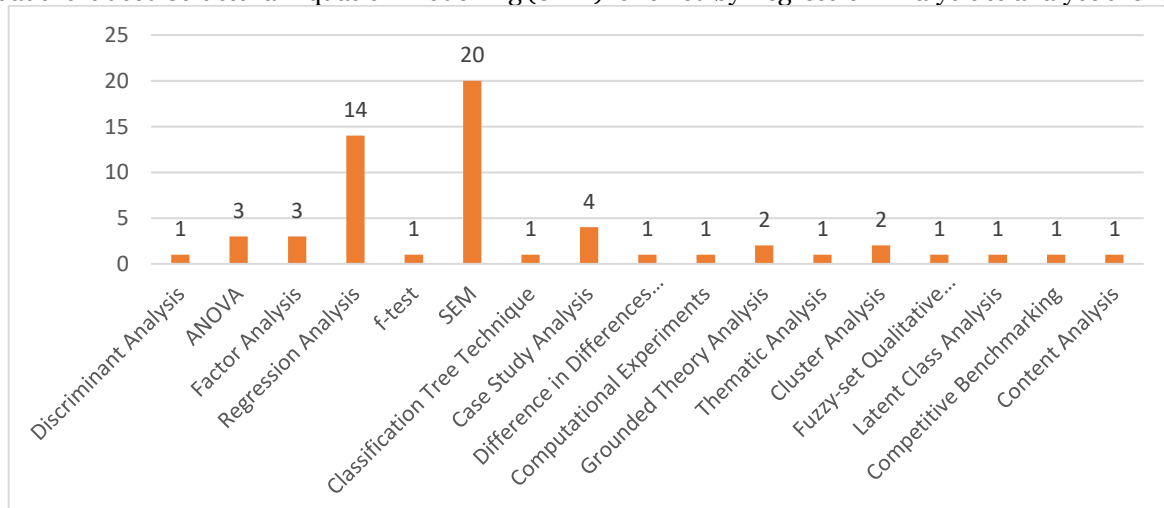

Figure 10. Statistical Techniques and Procedures Used for Data Analysis in Primary Researches
Source: Authors' Own

Software Used for Data Analysis
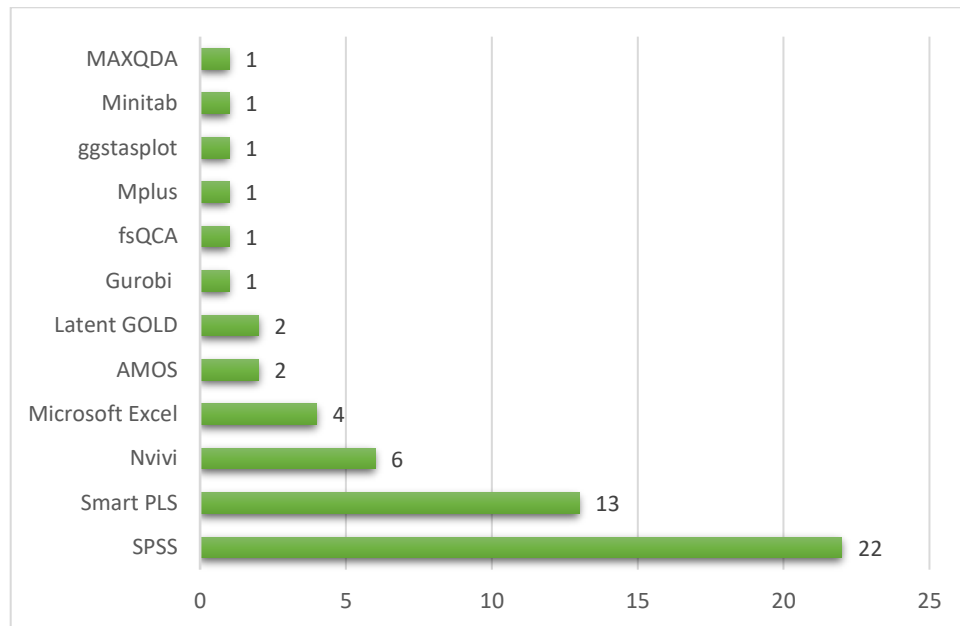Most popularly used software for research was Statistical Package for Social Sciences (SPSS) followed by Smart PLS.

Figure 11. Software Used for Data Analysis in Primary Researches
Source: Authors' Own

5. What are the new research avenues for Omnichannel retailing?
In the omnichannel field, channel integration seems to be one of the most budding areas for further studies. Development of omni-channel systems necessitates channel integration because otherwise it would be difficult for businesses in comprehending the way of maintaining their values and brand identity.

Omnichannel journey is another research area associated with omnichannel. Companies may need to build ongoing connections and coordinate with a variety of service providers and channel partners while designing omnichannel journey of customers.

How can businesses manage the conduct of their partners/providers in such a complex network of relationships?

What are the repercussions of businesses giving control to more powerful players (e.g., platforms) as it is the price that they have to pay to become omnichannel players?

Omnichannel has its roots in consumer behaviour. There are various areas of research related to it. For instance, do omnichannel customers engage in omnichannel behaviour in every situation? What are the antecedents of omnichannel purchase behaviour? These are the relevant questions for having a detailed understanding of omnichannel.

The human factor in omnichannel could further be explored.

Employees and customers both must be taught how to utilize the omnichannel experience. Human touchpoints such as salespeople and customer service professionals can be used to educate customers and direct them to the company's targeted smooth journey. In the omnichannel employee-customer interface, what training and incentives are most effective?

Privacy and security is another area of research in omnichannel retailing context. In an omnichannel context, a comprehensive approach is required, taking into account both company deployment and customer adoption of new technology. A special emphasis should be laid on finding the negative aspects of implementation of latest technologies which are likely to compromise customer privacy and security.

We only included the research articles expressly referring to the omnichannel phenomena in order to focus on it; as pointed out recently, omnichannel is closely related with some other terms like customer journey, customer experience, channel integration, etc. As a result, it may be helpful in knowing how these researches can add on to the omnichannel field.

6. Conclusion

It has been discovered to be a rapidly expanding and promising topic of study. In the present study 101 research papers from national as well as international journals and conferences were reviewed. Following are the conclusions:
- The number of research papers being published on omnichannel retailing is increasing with the passage of time.

- 98% of the articles reviewed were published in journals and just 2% were conference papers. Journals like Journal of Retailing and Consumer Services, Journal of Business Research, International Journal of Production Economics, International Journal of Physical Distribution & Logistics Management and International Journal of Retail & Distribution Management had the maximum number of research papers related to omni-channel retailing. Majority of the papers reviewed were published by Elsevier.
- The majority of the studies were done in USA followed by China. Out of 101 research papers, 55 were primary researches and 46 were secondary researches. This reflects that researchers have a higher level of trust and preference for first-hand data.
- The primary researches were further bifurcated and it was found that the most popular tool for collecting primary data was 'Questionnaire'. Convenience sampling was the most commonly used technique of sampling followed by purposive sampling.
- The maximum number of researches pertained to Retail industry in general followed by clothing sector. Most authors used SEM followed by Regression Analysis to analyse the results. Most popularly used software for research was Statistical Package for Social Sciences (SPSS) followed by Smart PLS.

This research paper will be beneficial to readers as well as scholars in recognising the accomplishments in studies pertaining to omnichannel retailing. This paper has attempted to summarise different areas of important research in omnichannel for in the recovery after the pandemic. This will encourage future significant researches. While every attempt was put in to make sure that this review is all inclusive, due to the quick literature expansion on the issue, it is probable that some important research studies were overlooked.

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