Unveiling Omnichannel Marketing: A Bibliometric and Systematic Study

Shikha Goel (correspondence author)
Faculty of Management Studies, Gurukula Kangri (Deemed to be) University
Haridwar, Uttarakhand, India
Professor Pankaj Madan
Faculty of Management Studies, Gurukula Kangri (Deemed to be) University
Haridwar, Uttarakhand, India

Abstract

This review article aims to evaluate the existing body of literature on omnichannel marketing by using matrices of annual publication trends, most cited publications, sources analysis, keyword analysis, and authorship patterns, thematic analysis in digital transformation. The study uses bibliometric analysis (vosviewer) and a systematic literature review to assess advancements in omnichannel marketing which reveal significant growth and diversification in omnichannel marketing research, outlining the intellectual framework of the field and crucial thematic areas. It summarizes these findings into a research agenda, highlighting current trends and suggesting future areas for investigation. This study emphasizes that adopting an omnichannel model requires technology convergence, customer-centricity, strong leadership, training stakeholders, and an awareness of client pain areas are essential for success. Faster delivery and personalization, premiumization, and channel integration are key points for organizational success.

Keywords:

Omnichannel marketing, systematic literature review, bibliometric analysis, channel integration,

1. Introduction:

Omnichannel marketing, which intends to offer clients a consistent service experience by seamlessly integrating channels, has evolved into one of the most crucial elements of multichannel management for organizations in recent years.

The fusion of online and offline is not a trend, but it is a future. Due to the disruptive shift caused by smartphones and other mobile devices, consumers now demand more seamless and enriched shopping experiences in terms of scope (the number of channels and touchpoints) and focus (the overall experience customers across brands) (Shankar et al. 2010) (Picot-Coupey et al. 2016).

Research in this area advanced to cross-channel retailing or multichannel integration (Cao & Li 2015; Bendoly et al. 2005) and, more recently, omnichannel retailing (Verhoef et al. 2015; Brynjolfsson et al. 2013). Omnichannel retailing was initially defined by Rigby (2011, p. 67) as "an integrated sales experience that blends the advantage of physical stores with the information-rich experience of online shopping" in response to the contemporary and quick growth of digital trade.

(Verhoef et al., 2015) Defines omnichannel management as "the cooperative management of the many available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels are optimized."

An integrated sales experience that combines the benefits of both physical and information-rich internet buying is known as an omnichannel experience (Rigby, 2011). Omnichannel refers to the integration of all available channels within a business, not merely the simultaneous use of channels (Lazaris & Vrechopoulos 2014). Additionally, omnichannel marketing is defined by Levy et al. (2013) as a unified product that makes use of every channel available to a retailer to deliver a flawless consumer experience. According to (Brynjolfsson et al., 2013), multichannel marketing will make it harder to distinguish between online and offline channels.

Consumers now make purchases across various channels, including stores, websites, social media, and more. Omnichannel management integrates all customer touchpoints to create a seamless service experience, enhancing customer satisfaction (Hossain et al., 2020). However, research on how omnichannel integration impacts businesses and consumers is limited, particularly regarding the effects of different channel integrations (Banerjee, 2014; Trenz, 2015). According to Huré et al. (2017), Lee et al. (2019), and Li et al. (2018), omnichannel marketing depends on the smooth integration of multiple platforms. Previous research often employed a siloed approach, viewing offline and online channels independently, which is now outdated as customers regularly use multiple channels (Herhausen et al., 2015). The study aims to chart the development of omnichannel marketing research, identify key contributors, and highlight research gaps. Using a systematic literature review (SLR) and bibliometric analysis, the study synthesizes existing knowledge and offers direction for future research (Kitchenham and Brereton, 2013; Donthu et al., 2021).

Research Objectives:
(1) To enhance knowledge of the scientific contributions of previous omnichannel marketing studies
(2) To pinpoint crucial topics and current research trends in omnichannel marketing
(3) To offer a research agenda for the future of omnichannel marketing.

2. **Methodology:**
This research employed bibliometric analysis and a systematic literature review to synthesize existing literature. It involved identifying, assessing, and interpreting relevant research to address questions about key topics or phenomena (Ismail et al., 2021). The Scopus database is used for the current study's literature evaluation. According to Harzing and Alakangas (2016), Scopus is regarded as a comprehensive and trustworthy resource for information about scientific publications. The evolution of scientific production, including trends, patterns of collaboration, and intellectual frameworks, is examined using bibliometric analysis (Donthu et al., 2020, 2021).

It consists of two phases: scientific mapping to determine the cognitive and structural components of a domain (Cobo et al., 2011) and performance analysis to assess productivity and influence (Podsakoff et al., 2008).To generate bibliometric landscapes, this work employed VOSviewer, a program that uses particular methods and visualization of similarity (VOS) mapping (Van Eck et al., 2010).

A search query for "omnichannel marketing" was conducted, filtering for typology disciplines (social sciences, arts, humanities, accounting, and business management) and a publication range from 2014 to 2024. The initial search returned 488 documents, refined to 353 with subject area filters, then to 218 using keywords like "omnichannel marketing," "customer experience," "omnichannel sales," "omnichannel retailing," "and digital marketing." Finally, limiting results to the English language reduced the count to 208 papers. The database contains the authors, title, abstract, keywords, journal, and publication date and country.

By identifying important findings within a field and synthesizing and comparing previous research, bibliometric analysis that incorporates systematic literature review principles improves analytical interpretation (Paul and Criado, 2020).
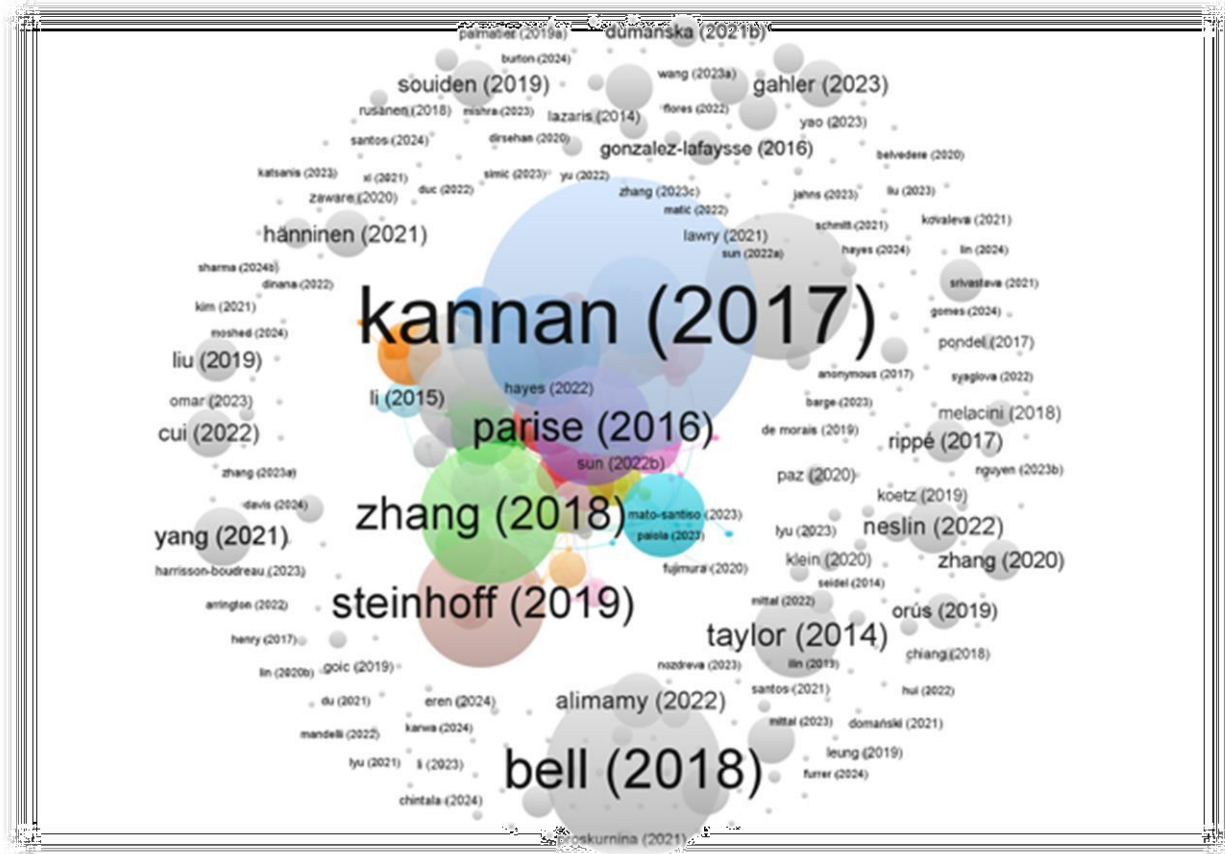Figure 1 shows the procedure of bibliometric analysis

Figure 1 Bibliometric analysis
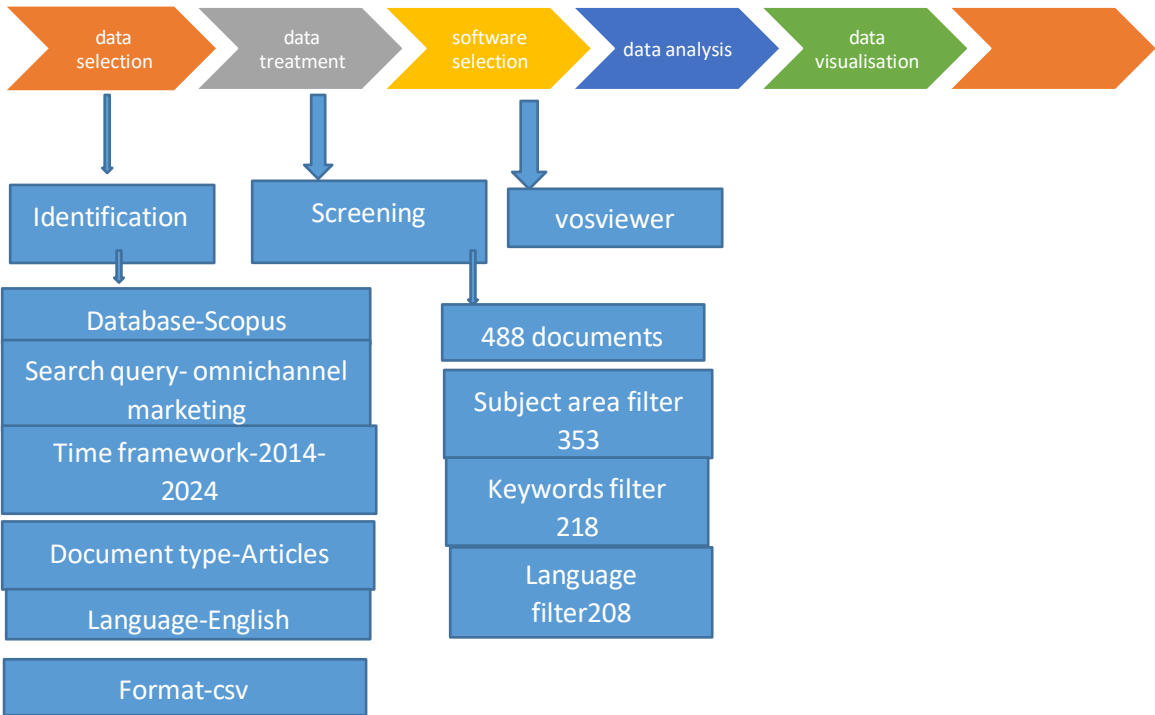
Source: Authors' work

Figure 2 tells about the citation of documents

**Figure 2: Citation documents**

This visualization illustrates the citation network of key documents, highlighting influential authors based on citation frequency and co-citation patterns. The size of nodes reflects document prominence, while proximity indicates thematic relationships. Foundational works like Kannan (2017), Bell (2018), and Zhang (2018) guide ongoing research, focusing on omnichannel retailing, decision-making, and consumer behavior. Peripheral nodes, such as Yang (2021) and Cui (2022), represent recent niche contributions, while newer works like Moshed (2024) and Lin (2024) explore emerging topics such as sustainability, quick commerce, and technology adoption.

Recent omnichannel research increasingly integrates AI, blockchain, sustainability, and global consumer dynamics, as seen in post-2020 studies (e.g., Omar 2023, Nguyen 2023b). These trends align with traditional themes, with foundational works like Kannan (2017) continuing to inform emerging research areas.
Figure 3 tells us about the authors' citations

Figure3: Authors' citation
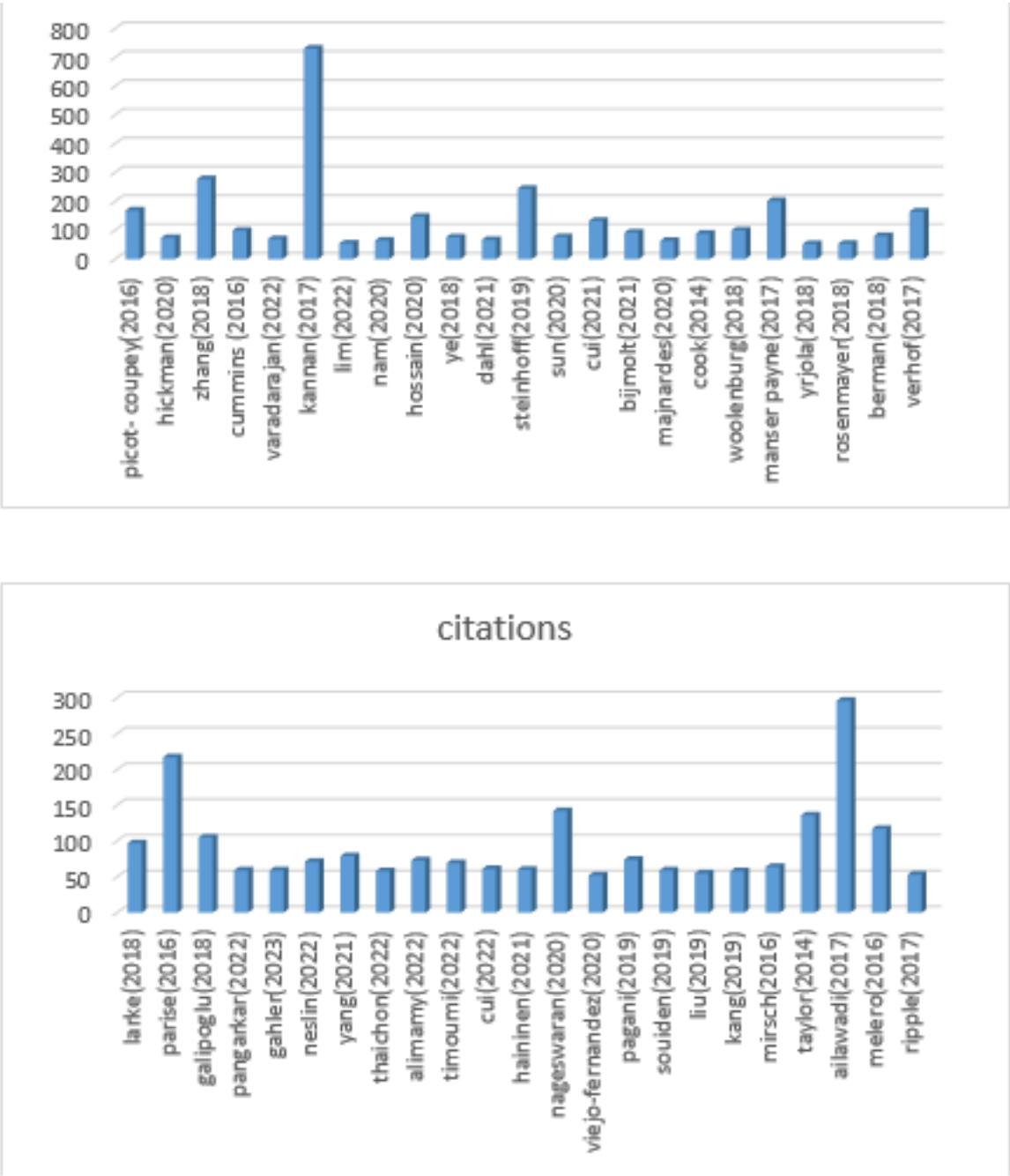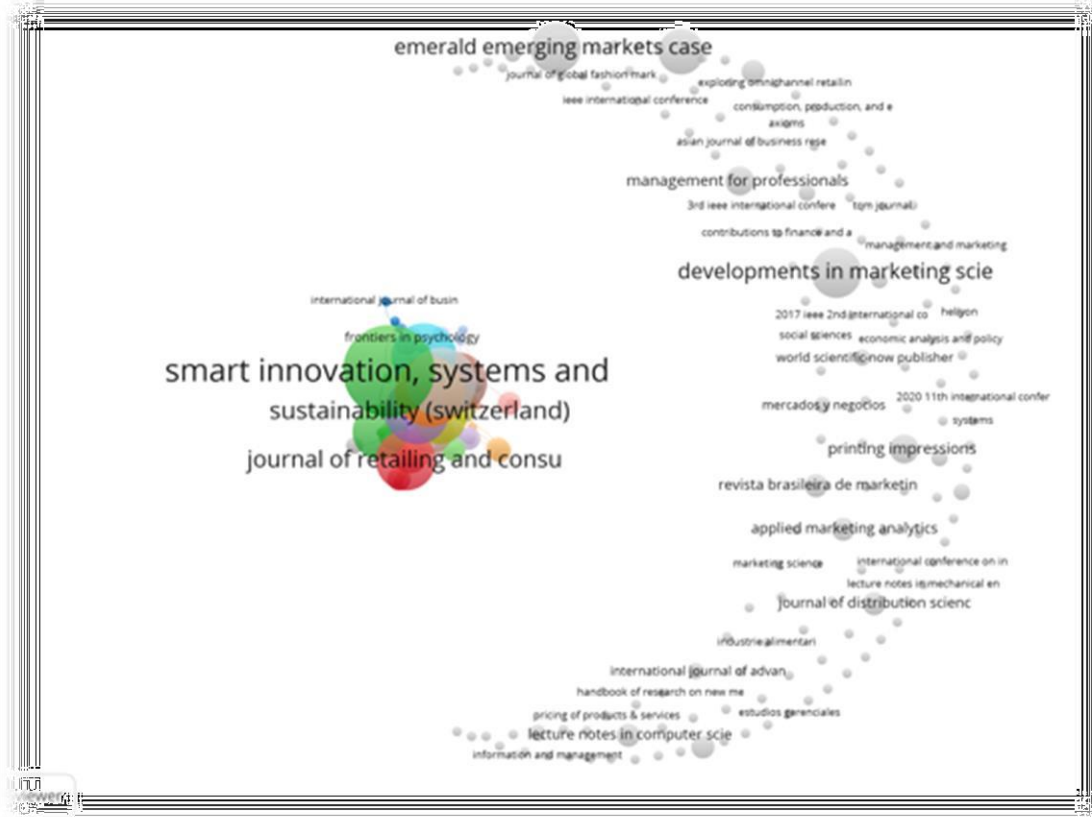
The analysis highlights key sources in the field, with *Smart Innovation, Systems, and Sustainability* and *Sustainability (Switzerland)* emerging as the most central and frequently cited. The *Journal of Retailing and Consumer Services* also stands out for its focus on consumer behavior and retail strategies. Sources are grouped into clusters based on co-citation patterns: core journals like *Sustainability* and *Smart Innovation* dominate due to their broad relevance, while smaller journals, such as *Applied Marketing Analytics* and address niche topics. Technical sources like *Lecture Notes in Computer Science* and *IEEE International Conference* contribute computational insights, and peripheral journals like *Emerald Emerging Markets Case* and *Asian Journal of Business Research* provide focused perspectives on emerging markets. The interdisciplinary nature of the field is reflected in contributions from *Frontiers in Psychology* and *Economic Analysis and Policy* while emerging themes are represented by smaller sources like *Management for Professionals* and *Developments in Marketing Science*.

Key insights highlight a focus on sustainability and innovation, with core journals like *Sustainability (Switzerland)* emphasizing sustainable practices and systems thinking. The integration of marketing and technology is evident through technical sources, while peripheral journals offer opportunities for interdisciplinary studies and niche exploration. To maximize impact, researchers should publish in core journals, collaborate across fields like psychology and economics, and utilize niche sources to explore specialized themes such as emerging markets and marketing analytics.

Figure 5 shows the citation countries

Figure 5: Citation countries
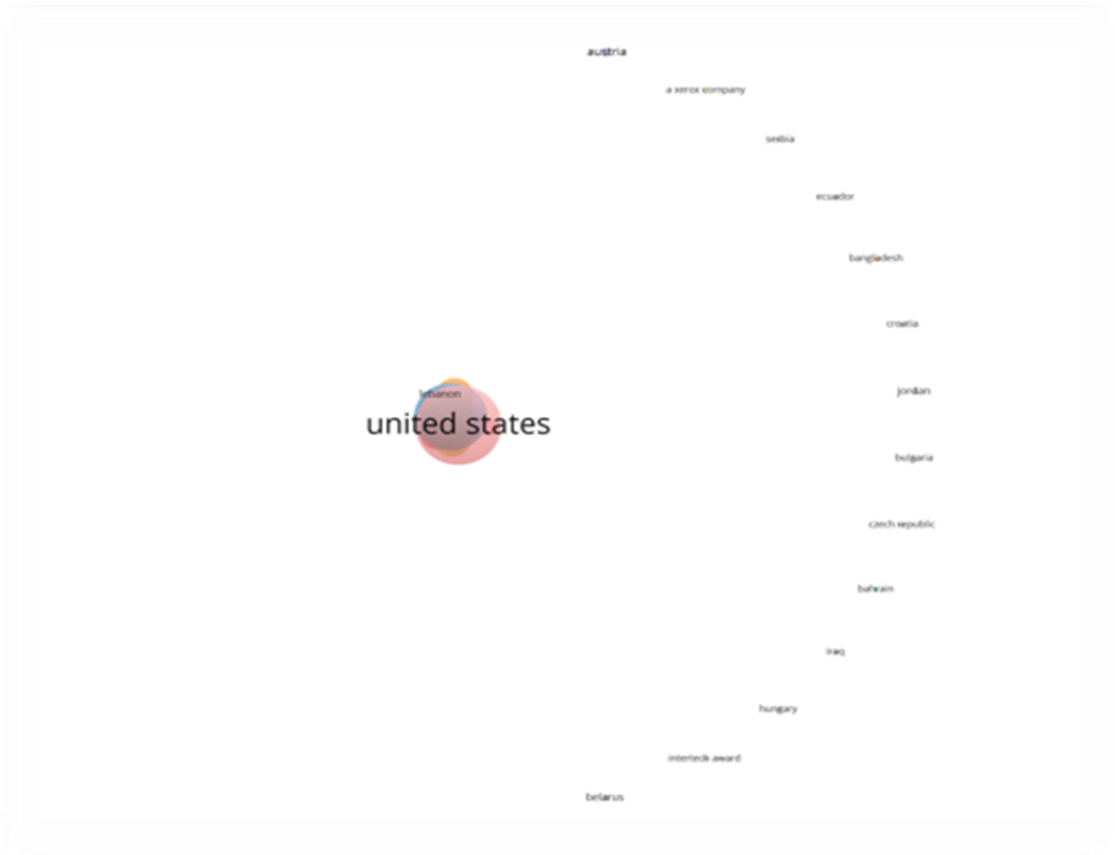
This visualization appears to represent the citation relationships or collaboration among countries based on scholarly publications. The United States is the most prominent node, signifying its central role in citations and collaborations. This dominance suggests a high number of publications and connections with other countries. In contrast, peripheral nodes such as Austria, Serbia, Ecuador, and Bangladesh are more distant, indicating less direct collaboration or citation activity compared to the United States. Notably, countries like Lebanon, Jordan, Bulgaria, and the Czech Republic appear closer to the U.S., reflecting stronger relationships or higher citation counts. This visualization underscores the influential role of the United States in global research networks while also highlighting underrepresented regions such as Bangladesh, Iraq, and Belarus, which have smaller nodes and less engagement. Strengthening connections between these peripheral and central nodes could foster greater global collaboration.

Figure 6 portrays the co-occurrence of keywords.
Figure 6: Co-occurrence of all keywords
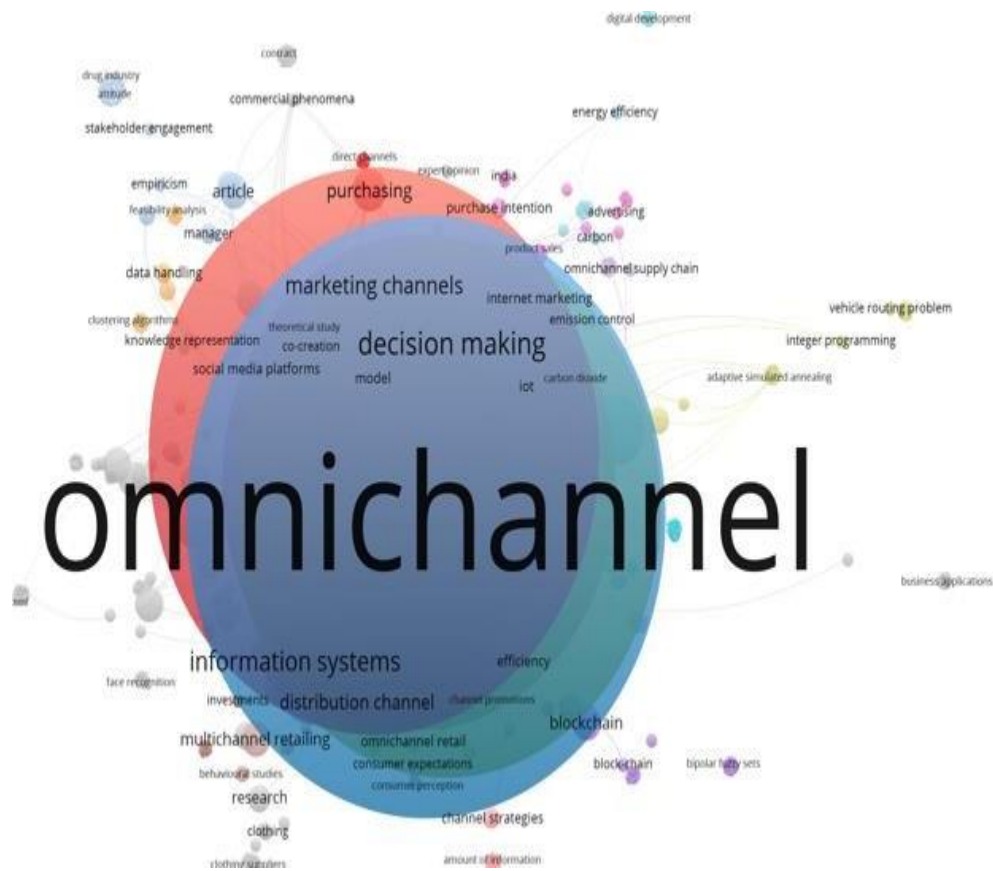
The term "omnichannel" is central, representing its significance in research. Key themes connected to omnichannel include decision-making, marketing channels, and their impact on consumer behavior, strategy, and performance. Information systems and multichannel retailing highlight the technological and retail dimensions, while consumer expectations and channel strategies emphasize aligning strategy with consumer behavior. Clusters reveal key areas of interest in omnichannel research: technological innovations (blockchain, IoT, internet marketing), efficiency and optimization (vehicle routing, adaptive simulated annealing), consumer behavior and engagement (perception, co-creation, and social media), sustainability (carbon dioxide, emission control, energy efficiency), and niche topics (bipolar fuzzy sets, clothing suppliers). Color-coded clusters highlight key themes: technology, consumer behavior, and logistics. Insights show the integration of marketing, tech, and sustainability, with a focus on consumer expectations and opportunities in sustainability and optimization. Future research should explore emerging technologies (blockchain, IoT), sustainability (emissions reduction, energy efficiency), and improved consumer engagement through social media, co-creation, and behavioral insights.

Figure 7 shows the bibliographic coupling of documents

Figure 7: Bibliographic coupling documents
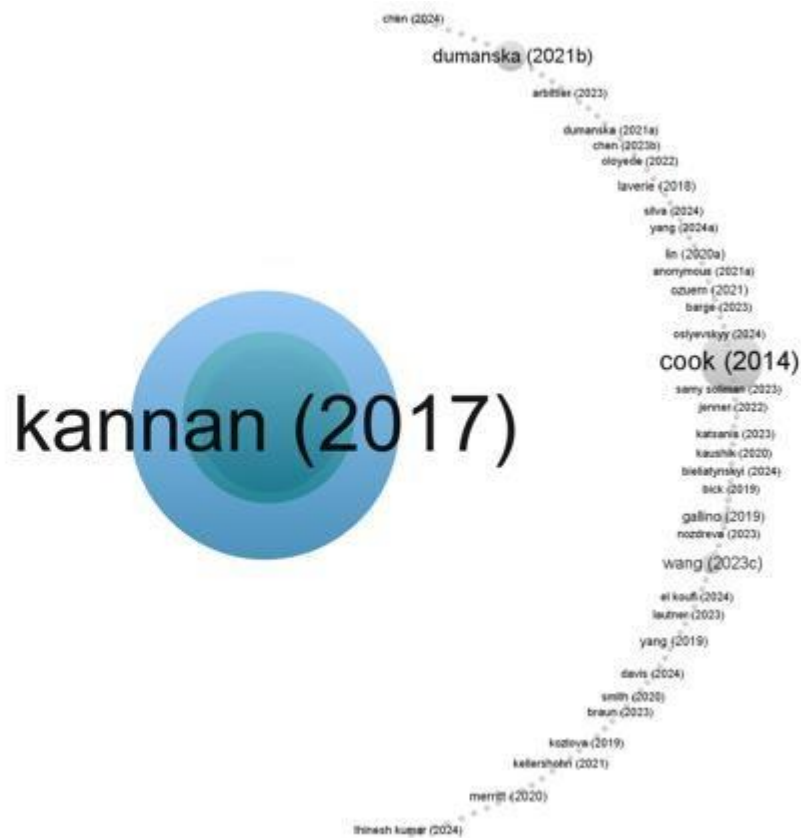
Kannan (2017) anchors the research network, providing a pivotal framework heavily referenced by others. Secondary sources like *Cook (2014)* explore related themes, while peripheral documents, such as *Dumanska (2021b)* and *Chen (2024)*, highlight emerging topics with future potential. Bibliographic coupling shows alignment between core and linked documents, and bridging these with peripheral works could integrate emerging insights with established knowledge.

Figure 8 shows the bibliographic coupling sources

Figure 8: Bibliographic coupling sources
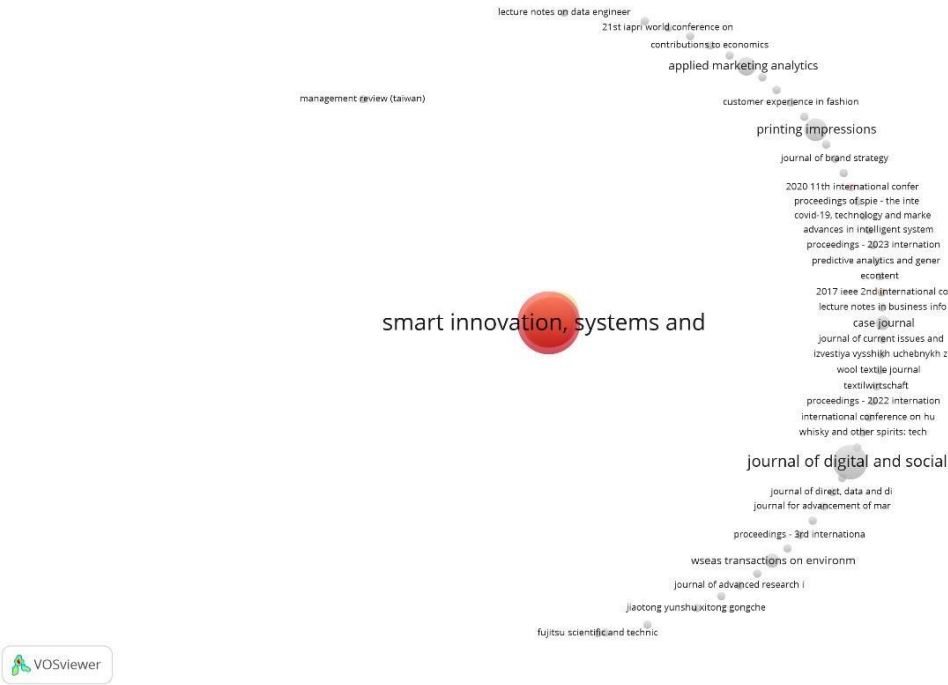
The central node, *Smart Innovation, Systems*, is the most influential source, frequently referenced in studies on innovation and systems thinking. The secondary node, *Journal of Digital and Social*, emphasizes the integration of digital and social aspects. Peripheral sources, like *Applied Marketing Analytics* and *Lecture Notes on Data Engineering*, "Journal of Brand Strategy," focus on niche areas such as marketing analytics, branding, and data engineering. The proximity between nodes reflects shared references, with peripheral sources offering valuable insights into subfields like predictive analytics, COVID-19 impacts, and textile research.

Figure 9 displays bibliographic coupling organizations
Figure 9 Bibliographic coupling organizations
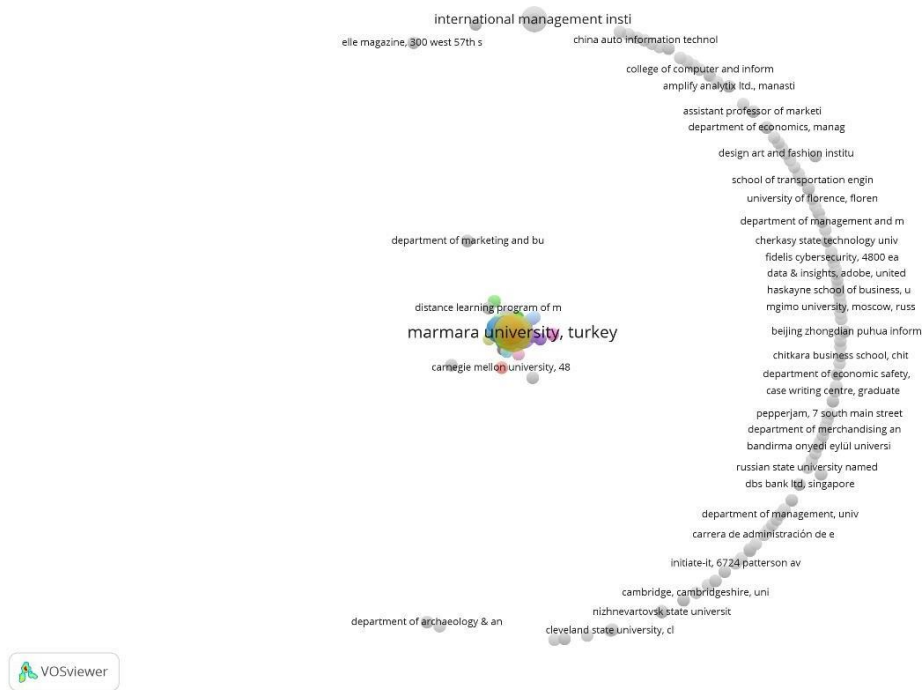
The image showcases a network of institutions and departments with Marmara University in Turkey at its center, indicating significant collaborative relationships. Here are some notable institutions and departments connected to Marmara University in this network:

- International Management Institute
- Chitkara Business School, Chitkara University
- Pepperjam, a performance marketing company
- Department of Marketing and Business, Cleveland State University
- Carnegie Mellon University, Pittsburgh, USA
- Department of Economics, Management, and Finance, University of Florence, Italy
- MGIMO University, Moscow, Russia

Strategic literature review:

To address the objectives of the study, systematic literature review was done. The review began with a Scopus search using keywords like "omnichannel" OR "Omnichannel" AND "Marketing" "OR "Marketing Mix". Inclusion criteria focused on peer-reviewed studies, industry reports, and case studies from 2014–2024, while exclusions covered non-English, duplicate, and irrelevant papers and papers whose full text was not available. Selected studies were classified by publication year, type, source, country, and data type. Primary data studies were analyzed for tools, sampling techniques, retail sectors, statistical methods, and software. Key findings, methodologies, and gaps were synthesized to identify themes and research opportunities, with data extracted and categorized based on objectives, methods, findings, and implications.

Figure 10 presents the selection process of research papers

Figure 10: Selection process of research papers
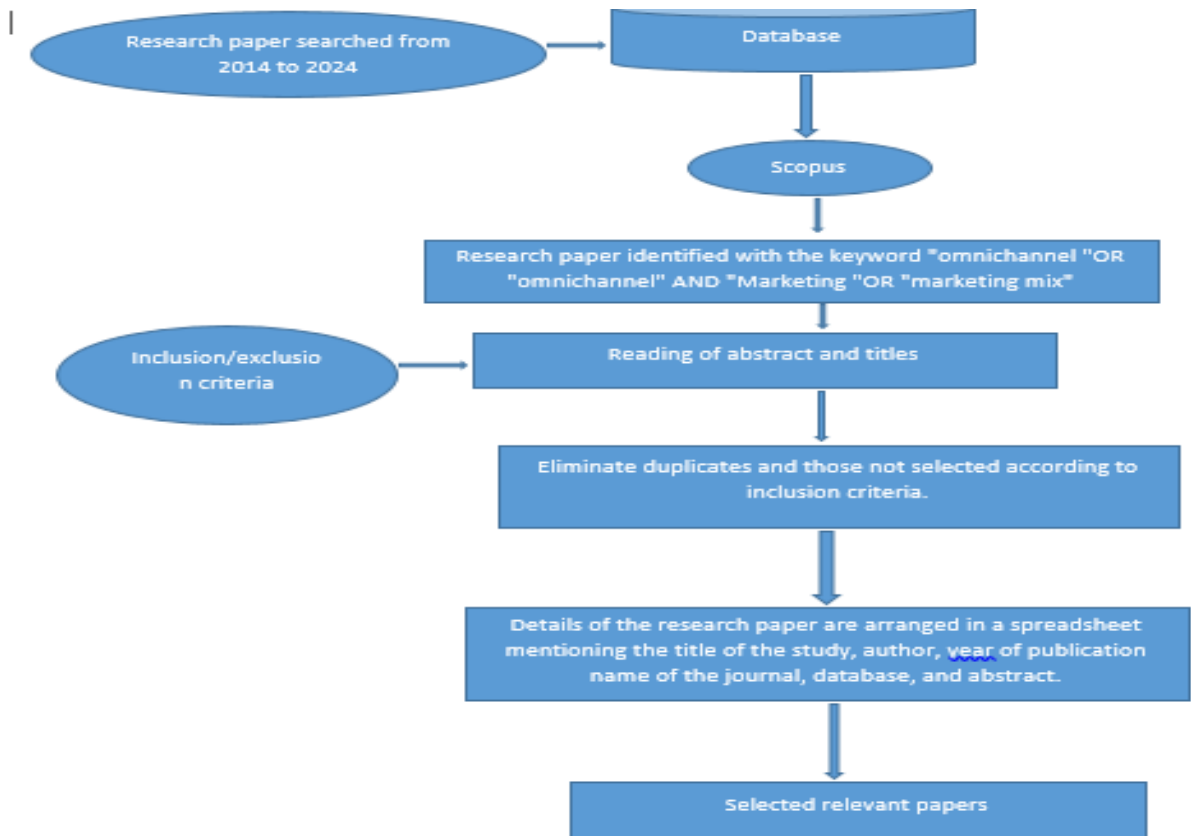
After selecting and organizing relevant papers, we compiled a table summarizing the findings, methodologies, and a brief abstract for each study. From this comprehensive analysis, several emerging themes were identified, which are outlined in the table to highlight future trends in omnichannel marketing.

Figure 11 portrays the publication trends.

Figure 11: Publication trends
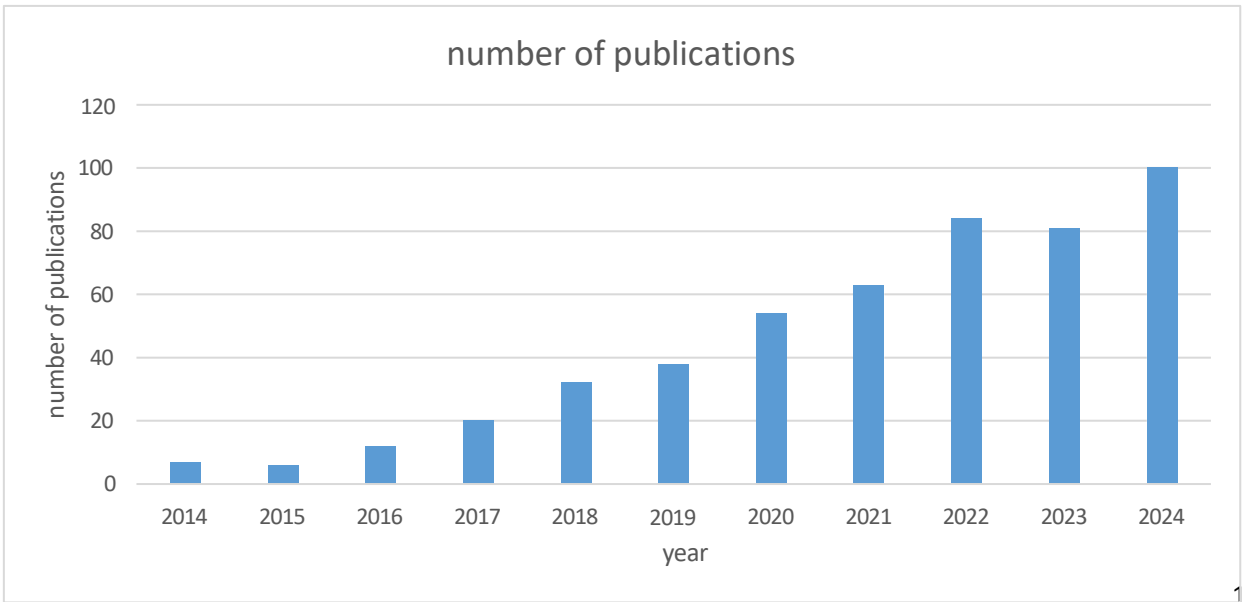
Publication trends: From 2014–2015, publications remained stable at 6–7 annually, indicating limited research activity. A sharp rise occurred in 2016, with publications doubling, likely driven by technological advancements or policy changes. Growth continued into 2017 and 2018, with 20 and 32 publications, respectively, reflecting heightened research activity fueled by emerging challenges, innovations, and increased funding. The exponential trend suggests a maturing research domain shaped by advancements in AI, big data, sustainability, and collaborative initiatives.

Table 1 displays top ten cited authors
Table1: Top ten cited authors

Serial no.	author	citations
1.	Kannan(2017)	731
2.	Ailawadi(2017)	296
3.	Zhang(2018)	278
4	Steinhoff(2019)	244
5	Parise(2016)	217
6	Manser Payne(2017)	202
7	Verhoef(2017)	165
8	Hossain(2020)	147
9	Nag Eswaran(2020)	142
10	Taylor(2014)	136

Table 2 displays the top ten sources.
Table 2: Top ten sources

Sr.no.	Sources	Documents	Citations
1	*"International journal of retail and distribution management"*	12	663
2	*"International review of retail, distribution, and consumer research"*	7	217
3	*"Journal of research in interactive marketing"*	10	491
4	*"International journal of research in marketing"*	5	852
5	*"Journal of retailing and consumer services"*	10	418
7	*"Journal of Strategic Marketing"*	9	81
8	*"Journal of Business Research"*	5	226
9	*"Journal of Physics: conference series lecture notes in networks and systems"*	12	32
10	*"Sustainability"*	11	32
11	*"Smart innovation, systems, and technology"*	17	217

Table 3 shows summary of selected papers.
Table 3: Summary of Findings, Methodologies, and Abstracts from Selected Papers on Omnichannel Marketing

Serial no.	Title	Authors	Abstract	Research Methodology	Findings
1	*"Satisfying consumers all around: a multid*	*Wang et al ., 2020*	The paper reviews 33 studies (2014–2020) on IT's role, consumer heterogeneity, and integration in	Systematic literature review	The study highlights IT's role in omnichannel retail, the need for customized business model integration, and challenges from diverse consumer behaviors. It calls for cross-disciplinary research on consumer behavior.

	iscipli nary view of omnic hanne l retail "		omnichannel retail.	
2	*"Reco ncept ualizi ng Integr ation Qualit y Dyna mics for Omni chann el Mark eting"*	*Tasnim et al.,201 9*	The study examines omnichannel marketing, providing strategic insights from Australian banking data and connecting integration quality (INQ) to consumer value, cross-buying, and service quality.	The study used qualitative methods (20 interviews, 2 focus groups with 18 participants) and a survey of 301 banking customers. Convenience sampling and PLS path modeling validated the hierarchical integration quality model.	The study defines omnichannel integration quality (INQ) with four dimensions and ten sub-dimensions, impacting service quality, cross-buying, and customer value, offering key insights for multichannel strategies.
3	*"Con sumer s' Conti nued Intent ion to Use Onlin e-to- Offlin e (O2O) Servic es in Omni chann el Retail : Differ ences betwe en To- Shop and*	*Yao et al.,202 3*	The study contrasts the to-shop and to-home O2O models, emphasizing important drivers and variations in risk, price value, and incentive for customized marketing.	Cross-sectional survey, 500 responses through purposive sampling. PLS-SEM was used.	The study developed an O2O usage model, identifying pattern and performance expectancy as key predictors. It found differences between in-store and home consumers in motivation, price sensitivity, and risk, with no effect from social influence or offline conditions.

	To-Home Models"				
4	*"Omnichannel Customer Experience and Management: An Integrative Review and Research Agenda"*	*Gerea et al., 2021*	The paper highlights omnichannel CX management's role in acquisition and retention, identifies research gaps, and advocates a customer-centric, interdisciplinary approach.	SLR	The paper reviews omnichannel CX research, highlighting B2C dominance, limited service industry focus, and qualitative methods. It proposes future research, particularly for service industries.
5	*"Effectivess of Integrated Offline-and-Online Promotions in Omnichannel Targeting: A Randomized Field Experiment"*	*Lee et al.,2021*	The paper examines offline-online promotions, highlighting channel substitution, omnichannel migration, and marketing's impact on engagement and purchase behavior.	The study used a randomized field experiment with DiD analysis and PSW to assess offline-online promotions, including robustness checks with varying pre-treatment periods and matching methods.	The research shows that integrated offline-online promotions boost omnichannel shopping, with offline experiences driving online purchases and highlighting key consumer segments and psychological factors.

6	*"Digital Marketing: A Framework, Review and Research Agenda"*	*Kannan ,2017*	The paper proposes a framework highlighting digital technologies' impact on marketing, organizing research, and suggesting a future agenda to address emerging complexities.	Literature review	The paper highlights digital technologies' impact on marketing, emphasizing personalization, pricing, and key touchpoints for future research.
7	*"Digitalization in Italian SMEs: the transformation of marketing channels"*	*Martinelli and tunisini, 2024*	The paper studies Italian SMEs' adoption of digital marketing, identifying factors influencing omnichannel strategies and addressing gaps in traditional industries' research.	The study used a two-stage design to examine digital channels in 'Made in Italy' SMEs' omnichannel strategies, combining 12 GDM-based interviews (2020–2021) and a quantitative survey, with data triangulation for reliability.	Italian SMEs are slowly adopting digital channels, driven by engagement and brand goals but hindered by resources and resistance. A 70% digital rise is expected, with modest changes and a focus on skills and tech integration.
8	*"Online relationship marketing"*	*Steinhoff et al.,2018*	The paper examines online relationship marketing, proposing a framework with six tenets and 11 propositions to predict strategy performance, aiming to advance academic knowledge and guide managerial decisions.	A thorough literature review and keyword frequency analysis from 1990 to 2018 to identify trends and propose an evolving theory with six tenets and 11 propositions. The authors call for more empirical research to validate their findings.	The research shows that migrating customer relationships to online platforms boost profitability, driven by trust and reciprocity, with social media enhancing retention and engagement in personalized, omnichannel relationships.

| 9 | *"Configuring managerial factors to enhance omnichannel experience and customer engagement behaviors for a solid loyalty loop"* | *Suh and Lee,2023* | The study develops a framework for omnichannel integration in the loyalty loop, highlighting managerial factors, channel traits, and customer behaviors. Surveying 1,000 building supply customers (322 valid responses), it uses CFA and SEM to analyze engagement, web usability, and email receptivity, emphasizing permission-based email and interactive touchpoints. | Survey method | According to the study, in the context of omnichannel marketing, customer engagement behaviors (CEBs) are greatly influenced by web usability and customer attributes, including email receptivity, social media use, and store visit percentage. |
| 10 | *"Marketing in the Metaverse era: toward an Integrative Channel Approach"* | *Ramadan,2023* | The paper explores metaverse marketing, driven by COVID-19, and investments from firms like Meta. Using a qualitative approach, it identifies strategic omnichannel routes and gaps in consumer experience | An exploratory qualitative approach to examine potential strategic channel-based marketing routes in the metaverse. Secondary data was collected from YouTube. Thematic analysis was done. | The findings highlight the necessity for brands to integrate their marketing strategies proactively across both digital and offline channels, emphasizing the importance of a multichannel and omnichannel approach as the metaverse develops |

			understandin g.		
11	*"Channel design to enrich customers' "shopping experiences: synchronizing clicks with bricks in an omnichannel perspective - the Direct Optic cas"e*	*Coupe et al.,2016*	The paper examines retailers' challenges in adopting omnichannel strategies, using Direct Optic as a case study. It highlights strategic, marketing, and technological hurdles, emphasizing synchronized decision-making.	The study used a single-case ethnographic approach with participant observation, analyzing seven years of internal and external data through thematic coding and content analysis using NVivo 10.	The study finds e-tailers face interconnected challenges in adopting omnichannel strategies, as shown by Direct Optic's case. It highlights the need for strategic planning, holistic management, and staff commitment, and addresses gaps in documented solutions for channel integration.

| 12 | *"Omni-channel marketing, integrated marketing communications and consumer engagement A research agenda"* | *Payne et al., 2017* | The paper proposes an IMC framework to analyze touchpoints' impact on engagement and profitability, emphasizing message consistency and a research agenda for enhancing seamless customer experiences. | To operationalize consumer-brand engagement and investigate the efficacy of various touchpoint combinations, the authors recommend undertaking both empirical and conceptual studies. | The paper identifies five omnichannel IMC research areas: linking theory and practice, operationalizing consumer-brand engagement, analyzing touchpoints' impact, monetizing relationships, and studying decision contexts. Omni-channel marketing integrates touchpoints, boosting engagement and profitability. |
| 13 | *"The communication effect of promotion strategies, altruism, and egoism in the context of omnichannel cause-related marketing: An experimental study"* | *Lin et al.,2023* | With brand identity acting as a moderating element, the study examines the effects of egoism, altruism, and promotion tactics on consumer loyalty in omnichannel cause-related marketing. . | The study uses a $3 \times 2 \times 2$ factorial design with scenario simulation to examine how promotion strategies, altruism, and egoism affect consumer behavior, with an online questionnaire assessing participation and loyalty. | Celebrity endorsements and social donations enhance participation and loyalty, while economic incentives outperform social ones. |

| 14 | *"How Does Anxiety Affect The relationship between the Customer and the Omnichannel Systems?"* | *Khoa et al.,2023* | The study employs the SOR paradigm and concludes that, in omnichannel systems, consumer anxiety mitigates the effect of mental advantages on hedonic value and loyalty, providing managerial insights to enhance tactics. | The study used mixed methods, combining interviews, focus groups, and a survey of 485 omnichannel purchasers, with a five-point Likert scale measuring mental benefits, loyalty, hedonic value, and anxiety. | Six anxiety states have been found to erode the relationship between mental benefits and electronic loyalty. Hedonic value and mental advantages increase omnichannel shoppers' loyalty. |
| 15 | *"The Different Phases of the Omnichannel Consumer Buying Journey: A Systematic Literature Review and Future Research Directions"* | *Furquim et al.,2023* | The paper reviews the omnichannel consumer journey, highlighting research gaps and the need for integrated strategies that address all touchpoints, digital transformation, and sustainability. | The study used a systematic literature review to analyze the omnichannel consumer journey, highlighting surveys as the main method, with PLS-SEM analysis. A hybrid approach assessed the evolution of the omnichannel path-to-purchase. | The findings suggest that the integration of all touchpoints in the consumer journey is critical for enhancing the overall shopping experience. |

| 16 | *"Omn ichan nel integr ation strate gy based on BOPS"* | *Tan et al., 2023* | The paper examines the combination of offline and online channels in the omnichannel model, focusing on the BOPS and BORO strategies. It finds BOPS enhances revenue under moderate distance costs, while BORO benefits offline stores more, offering insights for strategic channel management. | The paper uses a theoretical approach and mathematical equations to analyze the BOPS pricing game, examining factors like match probability, distance cost, and product returns. It also proposes the BORO strategy and evaluates its effectiveness in omnichannel retailing. | The study finds BOPS enhances revenue under moderate distance costs, while BORO benefits offline stores more. It emphasizes integrating BORO services and strategic offline store placement for improved omnichannel returns. |
| 17 | *"Imp ulse buyin g behav ior in omnic hanne l retail: an appro ach throu gh the stimul us- organ ism- respo nse theory"* | *Periera et al.,202 3* | The study examines impulse buying behavior in omnichannel retail (S-O-R) theory, focusing on convenience and channel integration as stimuli. | The study used a cross-sectional survey to examine impulse buying behavior in omnichannel retail, with a 36-item questionnaire targeting customers of a Brazilian retailer. Data from 229 valid responses were analyzed using PLS-SEM with SmartPLS software. | The study found that channel integration and convenience boost consumer empowerment, leading to higher satisfaction, trust. It highlights the importance of consumer empowerment and perceived value in omnichannel retail, with strong empirical support for the proposed model. |

18	*"Omni Channel Retailing: An Opportunity and Challenges in the Indian Market"*	*Hole et al., 2019*	The paper examines omnichannel retailing in India, stressing the need for seamless integration, the role of advanced technologies like augmented reality, and the effect of digital transformation on buyer actions and retailer adaptation.	The study uses a multi-technique approach, including content analysis, cluster analysis, scaling, and factor analysis, to evaluate omnichannel retailing.	The study shows that omnichannel retailing boosts competitiveness, improves customer loyalty, and highlights the need for seamless integration and strong branding. Companies must prioritize service across different channels to protect their brand reputation.
19	*"Dynamic Pricing in the Presence of Strategic Consumers with "Experience-in-Store-and-Buy-Online"*	*Cao et al.,2023*	The paper examines how inspection services in the ESBO model affect dynamic pricing, finding that first-period inspection boosts prices and sales, while a guaranteed two-period inspection increases profits.	Dynamic pricing with inspection services, consumer behavior, retailer profits, and showrooming effects across different periods are examined.	The research shows that first-period inspection boosts initial prices and purchases, while two-period inspection increases profits. It highlights intertemporal showrooming and the importance of managing inspection duration for profit optimization
20	*"Solving the crisis of immediacy: How digital technology can transform*	*Parise et al.,2016*	The paper addresses the 'crisis of immediacy' in meeting consumer demands for real-time, personalized experiences. It explores how digital technologies enhance	The research involved interviews with 35+ retailers and surveys of international shoppers, pilot projects testing technology models, and insights from marketing and IT professionals, supported by	The research addresses the 'crisis of immediacy,' highlighting the remote expert and digital assistant models, and the role of immersive technologies in enhancing real-time, personalized customer engagement.

	the customer experience"		interactions and identifies two models—remote expert and digital assistant—based on retailer interviews and shopper surveys.	Cisco's omnichannel research.	
21	*"Customer experience in the omnichannel world and the challenges and opportunities this presents"*	*Cook 2014*	The study highlights evolving omnichannel customers, focusing on new technologies, metrics, and seamless integration while addressing challenges in consistent service and understanding customer behavior for retail success.	Case study method	The research identifies three omnichannel customer segments affluent 30-50-year-olds, young under-30 mobile users, and social networkers, and stresses the need for new retail metrics beyond sales, highlighting technology's role in enhancing customer experience and staff support.
22	*"Browsing the Aisles or Browsing the App? How Online Grocery Shopping is Changing What We Buy"*	*Chintala,2023*	The study uses data from almost two million grocery shopping trips to compare online and offline food shopping baskets. .	The paper uses unsupervised machine learning and econometrics to analyze grocery shopping behavior, focusing on shopping basket variety, identify patterns, and ensure findings are robust against pandemic effects.	The study finds online shopping reduces basket variety, with Instacart orders having fewer unique items, 13% less fresh produce, and fewer impulse buys, highlighting consumer inertia and brand loyalty challenges.

23	*"Conceptualizing an Omnichannel Approach for Social Marketing Under the Assumptions of the Transtheoretical Model of Change"*	*Casais, 2023*	The paper proposes an Omnichannel Social Marketing Model, combining digital and offline strategies with the transtheoretical model TTM stages of change, guided by a Behavioral Change Funnel for targeted interventions.	The paper uses the benchmark method of theories and integrates TTM and TAM to propose a social marketing model and suggests future empirical validation through interviews and case studies.	The paper proposes an Omnichannel Social Marketing model, integrating digital and offline strategies to enhance behavior change through tailored interventions and real-time analytics.
24	*"Augmented Reality in Omnichannel Marketing: A Systematic Review in the Retail Sector"*	*Gomes, F.,2024*	The paper reviews augmented reality (AR) in omnichannel retail, highlighting its role in enhancing customer experience, engagement, and sales. Using PRISMA methodology.	PRISMA methodology is used, it analyzes six studies, identifies research gaps, and stresses aligning AR with consumer needs for effective integration	The research finds that augmented reality (AR) enhances omnichannel marketing in retail by improving customer experience and boosting sales success rates.
25	*"Managing Multi- and Omni-Channel Distribution:*	*Alliawadi and Ferris, 2017*	The paper acmes the complexities of multi- and omnichannel distribution, suggesting a framework and specific metrics to		

Metrics and Research Directions"		link distribution with marketing objectives, while proposing future research to fill knowledge gaps		

Key themes emerged from the analysis:

Here are potential research themes derived from the papers that can guide further exploration in understanding omnichannel strategies, consumer engagement, and emerging technologies in retail.

Technology Integration and Consumer Behavior: Research highlights how emerging technologies like AR, digital assistants, and AI-driven tools enhance consumer engagement (Gomes, 2024; Parise et al., 2016). It examines omnichannel integration's impact on consumer behavior across segments like affluent users, mobile shoppers, and social networkers (Cook, 2014; Tasnim et al., 2019; Furquim et al., 2023). For instance, Marico's AI-powered skin analyzer assesses skin parameters like dark circles and dullness.

Premiumization: Premiumisation drives brand growth, as seen in Unilever's launch of Liquid IV, its largest global health and wellbeing brand. Competing with Prime, Red Bull, and Gatorade, This action is in line with Hindustan Unilever's plan to increase the premium product line by 9% in its most lucrative beauty and wellness market.

Consumer Experience, Loyalty, and Personalization: Omnichannel strategies leverage data analytics to enhance engagement, loyalty, and satisfaction, with consumer traits, anxiety, and loyalty loops shaping long-term relationships (Kannan & Li, 2016; Suh & Lee, 2023; Lin et al., 2023; Khoa et al., 2023).

Retail Performance and Metrics: New metrics like data dashboards and real-time analytics assess omnichannel effectiveness, while dynamic pricing, promotions, and consumer loyalty influence success (Alliawadi & Ferris, 2017; Lee, 2020; Cao et al., 2023; Lin et al., 2023; Pereira et al., 2023).

Emerging Markets and Digital Transformation: Research on omnichannel retail in emerging markets like India and Italy highlights adoption barriers and digital drivers (Hole et al., 2019; Martinelli & Tunisini, 2024). Traditional retailers are adapting to digital shifts.

Cross-Channel Consumer Engagement and Journey Mapping: The integration of touchpoints across physical and digital channels is essential for understanding the consumer journey (Payne et al., 2017). Factors influencing consumer engagement and loyalty, especially in online-to-offline (O2O) models, are studied in depth (Yao et al., 2023; Suh & Lee, 2023).

Sustainability, Ethics, and Trust: Sustainability has become a focal point in omnichannel strategies, with companies adopting eco-friendly practices to meet consumer demand for sustainable options (Furquim et al., 2023). Ethical considerations, including data privacy and consumer trust, are critical in shaping omnichannel marketing approaches (Kannan & Li, 2016).

Strategic Management and Channel Integration: Effective management of omnichannel strategies requires aligning physical and digital channels to meet evolving consumer expectations (Tan et al., 2023). Research highlights the structural challenges and opportunities in integrating channels for improved customer engagement and distribution (Coupe et al., 2016).

Social **Media, Branding, and Promotional Strategies**: Social media plays a significant role in omnichannel strategies, especially for customer retention and engagement (Suh & Lee, 2023; Steinhoff et al., 2018). The impact of brand identity on consumer loyalty and the effectiveness of integrated promotional strategies across omnichannel platforms are key areas of study (Lee, 2020; Lin et al., 2023; Payne et al., 2017).

Results and discussions: This systematic literature review (SLR) and bibliometric analysis highlight key contributions from authors like Kannan (2017), Bell (2018), and Zhang (2018) in omnichannel marketing, focusing on retailing, decision-making, and consumer behavior. The challenges of omnichannel retail stem from diverse consumer behaviors, product categories, and channel capabilities. Information technology is essential for integrating online and offline channels effectively. The review recommends that marketing management adopt a holistic approach to understand granular consumer behavior. Future research opportunities are identified in information systems, operations management, and marketing to enhance omnichannel practices.

This review examines the impact of various omnichannel strategies on consumer behavior and operational efficiency. Recent contributions from Moshed (2024) and Lin (2024) emphasize the evolving focus on sustainability, quick commerce, and advanced technologies like AI and blockchain. Key journals, including *Smart Innovation, Systems, and Sustainability* and *Sustainability (Switzerland)*, highlight the importance of sustainability in omnichannel strategies. Keyword analysis identifies "omnichannel" as central, linked to decision-making, marketing channels, and consumer behavior. Technological innovations such as blockchain and IoT are shaping these strategies, while sustainability themes like "carbon dioxide" and "energy efficiency" reflect a move toward environmentally conscious practices.

The United States is a key hub for omnichannel marketing research, collaborating strongly with Lebanon, Jordan, and Bulgaria, while emerging hubs in Hungary, Romania, and Ecuador indicate opportunities for global partnerships. Kannan (2017) is identified as a foundational figure in the research network, with support from Cook (2014). Specialized journals like Applied Marketing Analytics and Journal of Brand Strategy are gaining prominence in niche topics. Institutions such as Marmara University (Turkey), Chitkara Business School (India), and Carnegie Mellon University (USA) play a significant role in shaping the research agenda and fostering interdisciplinary collaboration in marketing, technology, and sustainability.

Discussion:

The outcomes of this study reveal the multidimensional and evolving nature of omnichannel marketing research. Several key themes emerge from the analysis:

Technological Integration: AI, blockchain, IoT, and internet marketing enhance omnichannel efficiency and quick commerce. Voice commerce, valued at $42.75B in 2023, is growing at a 24.6% CAGR. Nestlé used AI to launch Nescafé Dalgona and Nesvita probiotics in China.

Pricing and promotions: A blend of pricing and promotion strategies that are customer-centric are key to success. Pricing strategies include dynamic automated and personalized pricing. To attract customers 92 percent of US shoppers were using coupons in 2023.

Sustainability as a Growing Priority: Omnichannel marketing research now prioritizes sustainability, urging green technologies and eco-friendly practices. Brands are adopting recycled materials: Fiama (50% PCR bottles), Savlon (70% PCR wrappers), Engage (100% recyclable cartons), and Coca-Cola India (rPET bottles). Britannia reduced energy usage by 9% across facilities.

Channel integration: To avoid cannibalization, channel integration is crucial. FMCG companies generate 10-12% of sales from online channels, with quick commerce platforms contributing a third of that .ITC has started segregating the ranges more sharply now. Quick commerce-tailored products have been launched including a range of gift boxes like Fiama/Engage and Mangaldeep Bingo! Korean noodles, Aashirvaad ready-to-cook chapatti, .Jumbo packs of Savlon hand wash and Fiama shower gels are made available on Flipkart. An Engage range of deodorants has been custom-made for DMart and there is an Engage Spirit range exclusively for general trade. ITC's premium skincare brand Dermafique has a D2C platform. Brands must strategize to connect effectively across digital touchpoints Parle-G's Rs. 10 packs are absent from quick commerce, which focuses on Rs. 50–100 packs, while retail chains stock Rs. 120–150 packs. Companies like HUL, Marico, Adani Wilmar, and Parle are creating separate sales verticals for quick commerce to adapt to evolving shopping habits and avoid channel conflicts (ET, 17 Jan 2025)since it needs stock replenishment almost every alternate day.

Consumer Behavior and Engagement: Omnichannel research highlights the need to understand consumer behavior and engage through platforms like social media and co-creation to create a frictionless journey.

Premiumization: To maintain the aim of 900bps portfolio shift toward premium beauty over the coming years, HUL acquired minimalist a digital first fastest growing brand as a premiumisation strategy. In traditional retail, the company has capitalized on the premiumization trend by offering Himalayan Saffron and Preserves, dry fruits under the Tata Sampann brand, and

ready-to-cook and ready-to-eat items under the Tata Sampann Yumside brand. Tata Tea 1868, Tata Coffee Sonnets, and Tata Coffee Gold Cold Brew are its direct-to-consumer brands, which it says provide "cafe style experiences. Soon, Nestlé will open an espresso café.

Interdisciplinary Research: Omnichannel marketing increasingly integrates psychology, economics, and technology, blending traditional strategies with innovation and consumer psychology insights for future success.

Geographical Diversity: The U.S. leads omnichannel research while emerging hubs like Hungary, Romania, and Ecuador gain traction. The U.S. omni market is $ 1.5 trillion (80:20 in-store vs. online). Western Europe sees 1% YoY online shopper growth and 4% higher purchase frequency. Quick commerce declines globally but thrives in APAC, which holds 50% of the top 10 e-commerce markets and 62.6% of global e-commerce. Price drives APAC purchases, signaling major e-commerce growth potential. (NIQ Report).

Figure 12 tells us about consumer spending despite inflation
Figure 12: Despite inflation, consumer spending is increasing.
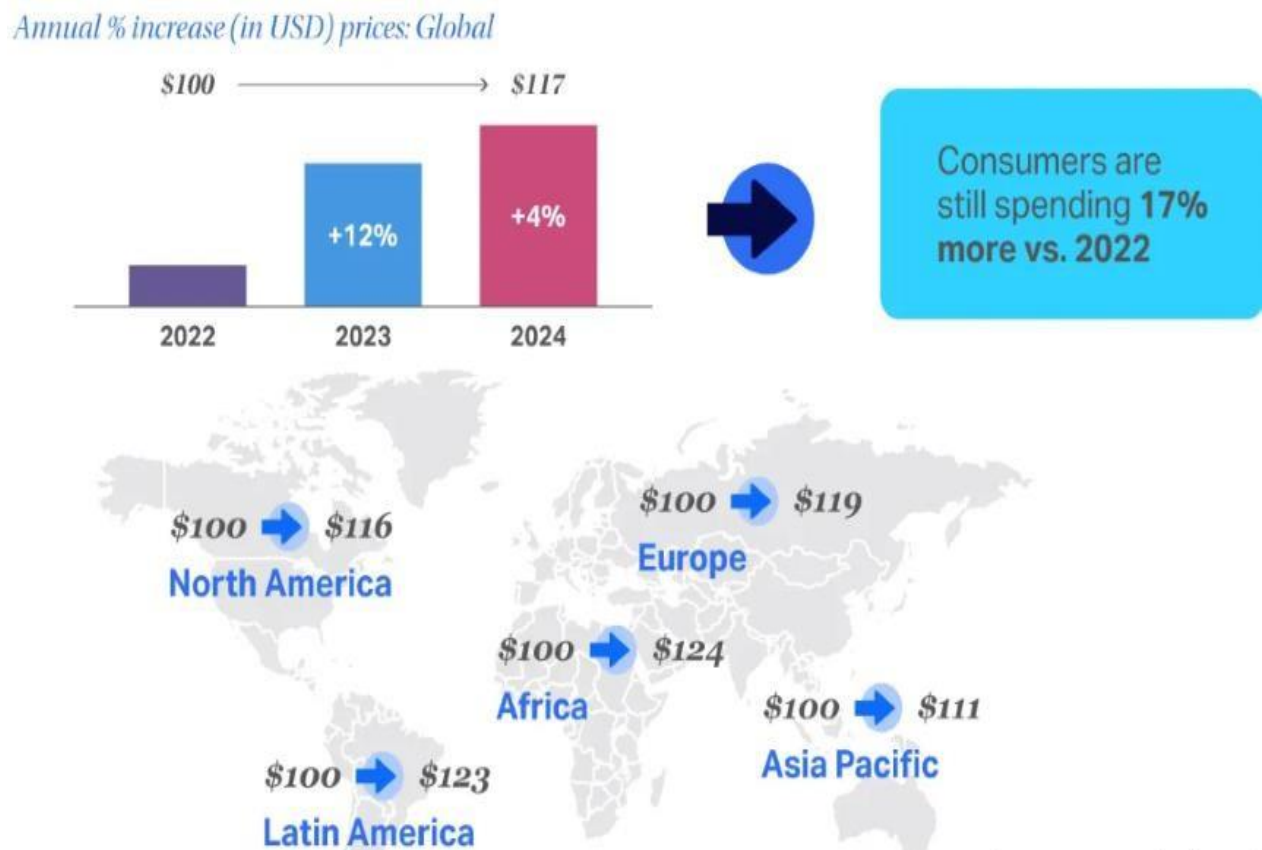
Source: NIQ global strategic planner

Future Research Directions:

Advanced Technologies: AI, blockchain, and IoT in omnichannel marketing enhance the consumer experience by enabling data-driven insights and personalized interactions.

 Private Label Continues to Grow: According to NIQ's Mid-Year Consumer Outlook: Guide to 2025 survey, half of respondents worldwide are purchasing more private label goods. Grocery brands should focus on building loyalty, product innovation, and optimizing pricing to compete with this growth.

Sustainability: Investigating the integration of green practices and eco-friendly technologies into omnichannel retailing.

Behavioral Insights: Delving deeper into consumer psychology and behavior across multiple channels, particularly the role of social media in shaping purchasing decisions.

Global Collaboration: Enhancing global collaboration, especially between established and emerging research hubs, to foster innovation and knowledge exchange in omnichannel marketing.

Channel Strategy Evolution: Studying how different price points and product types (e.g., quick commerce, retail chains) influence channel strategies and align with changing consumer habits.

Personalization: Companies need to focus on personalization to increase market share since the market is in the saturation stage in urban areas

Premiumization: To thrive in a competitive landscape, companies should launch premium products for niche segments. Rural markets offer significant growth potential, and introducing premium products in small packs can help capture market share.
In conclusion, the study highlights the growing sophistication and diversification of omnichannel marketing research, with advancements in technology, sustainability, and consumer behavior being central to future developments in the field.

Research limitations/implications:
There is a chance that some excellent publications will be overlooked since this study only examined articles published in SCOPUS.

Conclusion:
This study comprehensively evaluates omnichannel marketing through a systematic literature review (SLR) and bibliometric analysis. It highlights the field's evolution, focusing on advanced technologies, sustainability, and consumer behavior. Foundational works by Kannan (2017) and Bell (2018) remain influential, while newer research delves into emerging topics like quick commerce, AI, blockchain, and sustainability. This study is valuable for strategy makers as digitalization and online shopping become ubiquitous. To sell high-end goods, FMCG giants like Nestlé, ITC, Amul, Dabur, Tata Consumer, Parle, Parag milk, and Britannia Foods are redefining their sales, distribution, and marketing strategies, micro segmenting their customer base, and acquiring new skills.

The study highlights key journals, institutions, and countries in omnichannel research, with the United States as a central hub. It emphasizes the interdisciplinary nature of the field, blending marketing, technology, psychology, and economics. Future research should focus on advancing technology, exploring sustainability, and gaining a more integrated understanding of consumer behavior.

Platforms for rapid commerce such as Swiggy Instamart, Zepto, and Blinkit are revolutionizing urban India, catering to the fast-paced lifestyles of city dwellers. Leveraging technology, dark stores, and hyperlocal logistics, they meet growing demand. Cocoblu Retail, the largest seller on Amazon, has launched a new entity for quick commerce. India's quick commerce market is expected to grow from $3.34 billion in 2024 to $9.95 billion by 2029, driven by a 40% increase in the urban population by 2030 (Chryseum, ET, 22 Jan).

In summary, this research contributes valuable insights into the current state and future trajectory of omnichannel marketing. It not only maps the historical and current landscape but also sets the stage for future research, offering recommendations for scholars and practitioners to drive innovation and enhance the effectiveness of omnichannel strategies in a rapidly changing market environment.

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