

Omnichannel Customer Experience: A Literature Review

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ABSTRACT

Omnichannel customer experience is the experience felt by customers when interacting in each of the integrated communication channels (channels) provided by the company. Customer experience in Omnichannel holds a different perspective from conventional customer experience, two aspects online and offline become a special consideration in measuring the performance of omnichannel customer experience. This study aims to determine the dimensions of omnichannel customer experience in various academic literatures that have been published previously. To do so, a systematic review of the customer experience omnichannel literature is conducted. Following previously established inclusion and exclusion criteria for selection a total of 39 journal articles published in the period 2015 to 2021 are analysed. Ten definitions of customer experience omnichannel are found in the literature, and a unified definition of the construct is advanced. The dimensions of customer experience omnichannel are analysed, and the main differences of the construct with other concepts are also clarified.

Keywords: *Customer Experience, Omnichannel, Systematic Literature Review.*

1. INTRODUCTION

The development of technology that is more customer-oriented (customer-oriented offerings), has changed customer behavior as well as the map of business competition in various industries. The development of retail technology significantly affects the omnichannel retail process. Omnichannel customer experience is the experience felt by customers when interacting in each of the integrated communication channels provided by the company. Providing an omnichannel shopping experience to customers is no easy task, it requires a strong investment in technology as well as cultural and operational changes within the company. Companies that pursue an omnichannel Retail strategy are actually offering a seamless shopping environment through a connected and sophisticated platform where customers make no difference whether they shop at their regular store, their website or any of the company's other marketing channels. Retailers' physical stores must incorporate in-store technology to offer a unique customer experience along with the advantages of online shopping.

Consumers are increasingly shopping across multiple channels to complete a single transaction. These two channels need to be seamlessly connected so that customers feel they are shopping in one store. Customer experience captures customers' affective and cognitive responses to all cues in their shopping journey that can be represented by emotion and satisfaction [1]; [2], which can be represented by emotion and satisfaction. Combining what is proposed by the theory behind interpersonal relationships and customer experience, this study proposes that customer interactions can influence customer experience. The following sections will discuss more about the relationship between variables. The complexity of customer interactions affects customer experience because it can help retailers to engage better with their customers. There is a positive impact on having a superior customer experience.

Based on the above background regarding the importance of customer experience based on omnichannel retailing, this paper will conduct an in-

depth study of customer experience in services that apply the omnichannel system in retail.

2. METHODS

This study uses a Systematic Literature Review approach, in analyzing the relevant and recently published academic literature on the construction of customer experience in omnichannel, searching for academic publications written in English and the year of publication not being restricted but published between 2015 and 2021. Journals in marketing and retail were included in the review. Systematic reviews are used to map and assess the intellectual areas of customer experience in the omnichannel, as the review process must ensure its transparency and reproducibility and must incorporate an integrated approach to organizing the literature [3].

The first step of the review is the identification of the search string. To identify the most relevant journal articles, a search involving the keyword “customer experience omnichannel” in the Scopus databases collected 1.383 articles. the second step is to select the most relevant journal articles for analysis, assess the title and abstract of the article based on the specified criteria after applying the established criteria, the final sample consists of 39 journal article.

The third step of the systematic review is the data extraction process. A spreadsheet is used as a sorting tool and Proforma includes article title, author's name, year of publication, journal, abstract, definition, antecedents, perspective, dimensions, findings, and important facts. Data that becomes the input to perform data synthesis. Data analysis was carried out by considering the conceptual similarities and differences between the various definitions of customer experience in omnichannel, the frequency of construction described by its dimensions, and the conceptual closeness of customer experience in omnichannel to other constructs. Figure 1 shows the elimination process of the articles.

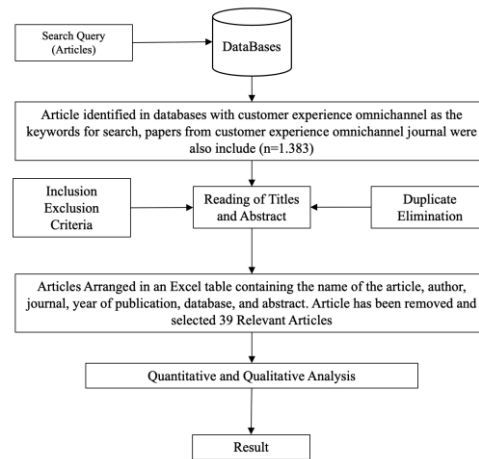


Figure 1 Elimination Process of the Articles

3. RESULTS AND DISCUSSION

3.1. Analysis of the Sample

Papers included in this systematic literature review have special characteristics in terms of the origin and nature of the sample, as well as the nature of the object of research focus. Research findings from so-called developed countries dominate research on Customer experience in Omnichannel, listed by journal and time period in Figure 2.

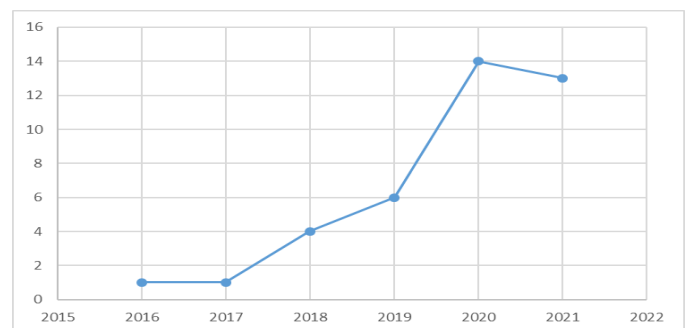


Figure 2 Source of time period scientific journals

Figure 3 shows the sources of academic publications. As shown in Figure 3, four scientific journals stand out with the number of customer experience publications in omnichannel. Of the 39 articles in scientific journals, 5 of them have been published in the journal retail 7 consumer service and 3 of them have been published in journal sustainability, 3 of them have been publish in journal of business reseach, and 3 of them have publish in International journal of retail and distribution. According to Figure 3, 39 papers are presented. These quantitative results indicate that customer experience in omnichannel has attracted academic researchers.



Figure 3 Source of scientific journals

As shown in Figure 4, two publishers emerge with the number of customer experience publications on omnichannel. Of the 39 scientific journal articles, 9 of them have been published in Emerald Group Holding, 15 of which were published by Elsevier publishers which are divided into Elsevier Ltd, Elsevier Inc and Elsevier B.3 According to Figure 3, there are 39 papers presented. These quantitative results indicate that the customer experience on omnichannel has attracted academic researchers.



Figure 4. Source of scientific journals

3.2. Definitions of Omnichannel Customer Experience

Omnichannel is a service with the company's strategy to increase customer satisfaction using various channels. Omnichannel is an integrative method of customer-company relationship. Customer experience in Omnichannel is a new perspective where customer experience must cover both types of services, including offline and online services as well as controlled

communication integration. Table 1 is the result of the collection of the collected review literature regarding the definition of customer experience in relation to omnichannel.

Table 1. Definitions of Customer experience on Omnichannel

Reference	Definitions
[1]	“a customer’s cognitive, emotional, behavioral, sensorial, and social responses to a firm’s offerings during the customer’s entire purchase journey”
[4 - 6]	“consumer’s internal and subjective response to any direct or indirect contact with a company”
[7]	“Includes every point of contact at which the customer interacts with the business” and, ideally, should result in a win-win value exchange between the retailer and its customers”
[1]; [2]; [8 - 12]	“multidimensional and holistic in nature, emphasising sensorial, cognitive, affective, behavioural and social responses to a firm’s offerings during the customer’s entire purchase journey”
[13]	“product experience; experience with staff service; experience with shopping environment; experience with shopping procedure”
[14]	“as an interaction between a person and an object of consumption in a given situation”
[15]	“the omnichannel customer experience as the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experience across channels and the performance over channels is optimized”
[16]	“implementation of in-store AR settings; and affective/cognitive/functional structure of the experiential brand value”
[17]	“customer experience as what “originates from a set of interactions between a customer and a product, a company, or part of its organization, which provoke a reaction. This experience is strictly personal and implies the customer’s involvement at different levels (rational, emotional, sensorial, physical, and spiritual).”
[18]	“consumer experience in retailing as a multidimensional construct and specifically stated that consumer experience constructs are holistic in nature and involve consumers’ cognitive, affective, emotional, social, and physical responses to retailers”
[19]	“customer experience is holistic in nature and involves the customer's cognitive, affective, sensorial, relational and behavioral responses to the retailer or brand. These responses are the result of a journey of touchpoints along the pre-purchase, purchase and post-purchase situations”

3.3. Dimensions of Omnichannel Customer experience

Customer experience is formed when a customer gets the sensation or knowledge that results from some level of interaction created by the service provider. The sensation or knowledge gained will be automatically stored in the customer's memory Omnichannel is the union of multiple channels and a communication strategy so that they complement each other to give customers what they need. Omnichannel comes from the word Omnis which means all or universal. So that the dimensions that make up the customer experience variable will be very complex because they have to combine both online interactions and offline

interactions. The following is shown in Table 2. The dimensions of the recapitulation of customer experience dimensions from an omnichannel point of view are based on several researchers in a systematic literature review.

Table 2 Dimensions of Customer experience on Omnichannel

Reference	Dimension
[4 - 6]	Cognitive, emotional, sensorial, pragmatic, lifestyle, and relational.
[1]; [2]; [8 - 12]	Sensorial, cognitive, affective, behavioural, and social responses
[14]	Sensorial, pragmatic, cognitive, social
[20]	Online interaction, physical interaction.
[17]	Sensorial, emotional, cognitive, pragmatic, lifestyle, relational.
[21]	Emotional experience, sensory experience, action experience and thinking.
[18]	Connectivity; integration; consistency; flexibility; and personalization
[22]	Virtual environment; physical environment; personal interactions

3.4. Omnichannel Customer Experience and other Construct

The relationship between customer experience in omnichannel and other constructs of relationships is well established in the literature. There are constructs that are usually used as omnichannel customer experience, other constructs are also seen as outcomes, while some concepts are considered conceptually with omnichannel customer experience. omnichanne customer experience has a positive effect on other variables, which can be influenced by customer experience including purchase intention, patronage intention, shopping value; Mental self-image, emotions, satisfaction and others. Table 3 describes the effect of customer experience on other variables based on several studies that have been conducted.

Table 3. Customer experience on Omnichannel as an Outcome

Reference	Omnichannel experience as an outcome of
[23]	Purchase Intention
[1]; [2]; [8 - 12]	Patronage intention
[14]	Shopping value; Self mental imagery; Emotions
[20]	Purchase intentions; Purchase decision
[24]	Satisfaction
[21]	Shopping channel
[18]	Omnichannel; Shopping intention

Based on the results of data collection also explains that customer experience has experience for others. there are a number of studies examining the relationship between product engagement, customer empowerment, Channel Integration, Emotions, Brand Familiarity and so

on, Table 4 presents some expert opinions regarding customer experience on Omnichannel as Antecedents.

Table 4. Customer experience on Omnichannel as an Antecedent of

Reference	Omnichannel experience as an antecedent of
[23]	Product Involvement
[8]	Customer empowerment; Channel Integration Quality; Channel service configuration; integrated interactions
[9]	Emotion Consistency, Freedom in selection; Synchronisation
[10]	Brand familiarity
[11]	Function, Emotional, Seamless
[1]	Situational Involvement

4. CONCLUSIONS

As stated in this systematic literature, the relevance of customer experience in an omnichannel context is recognized by both academics and practitioners. The recent interest in construct research is evidenced by the fact that more than half of the journal articles generated from unfiltered searches in the SCOPUS database were published from 2015 to 2021 by various publishers.

As shown in this study, various definitions and dimensions are explained with various views which are on average almost the same. Most of the research on customer experience published in higher-ranked marketing journals was conducted in studies in many countries and has been cited by other studies in various countries.

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