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Research Article

Systematic Literature Review (SLR) on Omnichannel Customer Experience (OCX)

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ABSTRACT

This systematic literature review aims to analyse the available literature on the omnichannel customer experience, which is an essential variable in a modern retail and service ecosystem. To determine the key themes and gaps and future research directions, the study concentrates on papers that refer to Omnichannel Customer Experience (OCX) exclusively. There was the use of a methodology, which followed the PRISMA framework. Out of 150 papers that were obtained through Scopus, 70 papers were shortlisted on relevance basis. Upon quality assessment and suitability to the scope of the research, 30 articles were chosen as the ones to be analyzed in depth. The papers were strictly screened to derive information about OCX dimensions, antecedents, outcome, and contextual issues. The review has found three overarching themes, namely, (1) the use of technology and touchpoints in creating seamless customer experiences, (2) the relevance of customer behaviour and preferences in OCX, and (3) the effects of OCX on both consumer and business performance. Other major gaps that have been brought out in the study are OCX in emerging markets, sustainability of OCX, and that more longitudinal studies are required in order to understand how OCX works over time. This SLR also advances the field with a more narrow and comprehensive analysis of OCX, unlike more general omnichannel studies. Through the synthesis of the knowledge gathered by using relevant papers of high quality, the present study provides a polished conceptualization of OCX and outlines a research agenda to fill the gaps identified. The results can help scholars to further the OCX theory and practitioners to design and execute effective omnichannel strategies.

Keywords: *Customer behaviour, customer journey, omnichannel customer experience, retail, systematic literature review, service ecosystems, technology integration*

Introduction

This has radically changed the paradigm in the retail sector in the last few years due to the high uptake of evolving consumer needs and digital technologies. The Omnichannel retailing is now most significant resource in the

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dynamic environment in which the business should offer a coherent customer experience through a variety of touchpoints and networks, including brick-and-mortar retail outlets, in terms of online platforms, mobile apps, and social media.

The concept of the Omnichannel Customer Experience (OCX) describes the overall and coherent experience that a customer receives when engaging with a brand. A properly implemented OCX, specifically in addition to customer satisfaction, customer loyalty, is also a driver of competitive advantage in a constantly growing marketplace Lemon, K.N., & Verhoef, P.C. (2022).

The Onmichannel Customer Experience is about experience that customers get when they involve with different brand from side to side several offline and online channels. OCX is intended to make sure that the customers have a no hassle experience in moving through channels like social media, mobile applications, websites, physical interaction stores, and even in call centres and still have the same personalized experience with the brand. OCX has received much scholarly interest and practitioner use. Research has indicated that delivering a smooth and genuine omnichannel experience can play a substanial role in the perception as well as intentions of the customers to make a purchase. As an example, Massi et al. (2023) examined the opportunities of seamless multichannel experience in promoting brand authenticity and customer loyalty. The findings reveal the mediating effect of authenticity and moderating effect of brand trustworthiness which can be properly researched by retailers who should develop stronger emotional connections with their customers.

The retailing environment has been identified as having been introduced to technology as a crucial determinant to Omnichannel Customer Experience. Alexander and Kent, (2022) in one of the studies discuss the transformation of the technological touchpoints after five years and they state that they are revolutionary in assisting to enhance the in-store experiences. The study cites the radical innovations, such as the implementation of augmented reality (AR) and mobile payment system, which have changed the way in which the customers relate to the brands. Similarly, Holkkola et al. (2023) reports about the possibility to combine digital and physical retail environment with the help of QR codes in Finnish fashion stores with the help of which their visibility will increase customer engagement and customer satisfaction. All these researches emphasize the significance of technology and its application to fuel OCX and the need to engage in additional studies to establish emerging trends and gaps in the area.

The other important characteristic of OCX is psychological and behavioral impacts of the customers. The article by Zhang et al. (2024) determines the character of the correlation between the omnichannel strategies and the individual customer characteristics and the influence of the latter on the ultimate hedonic and utilitarian experience which influences the customer loyalty.

The results present the significance of integrating the strategies of the omnichannel with customer preferences and motivations. Moreover, Natarajan and Raman V (2024) discusses the impact of service quality in encouraging cognitive, affective, and relational experiences with its focus on increasing psychological ownership and customer engagement practices. These studies are useful in terms of psychological aspects of OCX that unveil the necessity of a thorough SLR to generate the existing knowledge, define the gaps in research, and conduct studies in this developing area. They both prove that a combination of technological and psychological considerations is essential to come up with effective omnichannel strategies and support the argument behind the necessity of an SLR.

OCX research has also focused primarily on the connection between consistency and seamlessness. Gao and Jiang (2024) employ the practice of a theoretical framework of a case study involving the application of a logarithmic regression to study the independent roles of these two variables in customer experience. Their results indicate that consistency and seamlessness are not opposing concepts but complementary to each other, and their twofold influence produces better outcomes among customers. The conceptual framework of omnichannel presented by Dirsehan and

Dirsehan (2020) is based on the idea of coherent and memorable experiences at touchpoints.

Although the literature on OCX is increasing, privacy issues and lack of trust among consumers have been cited as one of the main obstacles towards successful implementation of an omnichannel. Riaz et al. (2024) explore how trust and privacy issues affect customer satisfaction and loyalty and insist on the importance of retailers taking these matters into consideration. Likewise, Gerea and Herskovic (2022) determine the challenges and strategies involved in the change towards omnichannel systems in other industries like banking and insurance, with recommendations being applicable in other businesses that are undergoing the changes.

Although the literature on the omnichannel customer experience (OCE) is rapidly expanding, it is highly disjointed, and it is hard to create a consistent and unified picture of the phenomenon. The ever growing volume of research work has led to conceptual vagueness and scattered knowledge in various fields, showing a poor knowledge of the way in which OCE research has grown, changed, and developed through time. As a result, a systematic review of the current research profile is needed to explain prevailing themes, theoretical frameworks, research methods, and emerging patterns. In addition, the lack of a critical and thorough review also limits the possibility to assess the existing research thoroughly, detect major gaps in knowledge and constraints, and produce outputs in a manner that contributes to the existing theory and practice. These gaps should be addressed to offer a systematic background and guidelines of future research and knowledge advancements in the sphere of omnichannel customer experience.

This SLR aims to produce the findings from 30 recent studies on OCX, spanning diverse geographical contexts such as Canada, Italy, Australia, the United Kingdom, South Korea, China, India, Peru, Thailand, Vietnam, Pakistan, Finland, Norway, Mexico, Spain, Chile, France, and Indonesia. Through the study of theoretical, methodological, and the contextual contribution of these studies, this review aims to offer an in-depth insight on the current research on OCX, as well as draw out the main themes, gaps, and future pathways, according to the specified research questions.

1. What is Omnichannel customer experience research contribution?
2. What country assigns scholars studying concerning OCX?
3. How common are the articles published in international journals?
4. How often are authors with citations in their publications?

It is the purpose of this review to add to the current investigation of OCX and offer practical implications to academics and practitioners. This SLR will fill the knowledge gap between theory and practice to inform how more effective omnichannel strategies can be developed in order to improve customer experiences and make the business successful in an ever-more digitalized world.

Methods

It is an organized and strict method to research analysis on OCX used in this SLR. The methodology will be structured in such a way that it covers the topic in detail at the same time being coherent and relevant. It is broken down into three principal processes, which are Systematic Literature Review (SLR), Database Choice and Search Terms, and Content Analysis. SLR methodology was adopted in order to have a clear, reproducible, and objective overview of the already available literature about OCX. The method includes the identification, assessment, and generation of the pertinent research to give a comprehensive perspective of the subject matter. The SLR methodology also makes the review systematic, comprehensive and aimed at meeting the research objectives. The most significant stage of a systematic review that will help to achieve the aim is the definition of the research question.

The initial step will be to choose the search method that is the best suitable, i.e. online sources (libraries and search indexing systems) and determine the search terms.

In this analysis, Scopus was selected as a source on the internet to review the literature and the keywords used to find the titles and

abstract of the papers covered in the literature review are the following: "*Omnichannel Customer Experience*" AND "*Omnichannel Retail*".

Table 1.
Inclusion and Exclusion Criteria for The Refinement

Inclusion Criteria	Exclusion Criteria
• Papers published from 2020 to 2025 were included. • Papers with titles related to the Omnichannel Customer Experience were selected. • Papers in the Scopus digital source were considered only.	• Article in non English language was omitted. • Chapters in books, master/ Doctoral thesis, and unpublished working articles were dropped. • Record papers were also not included when they were missing.

The articles after 2020 to 2025 were considered to avoid receiving a massive number of papers as a search result. The initial search would be targeted at identifying 150 articles on the Scopus database as well as the result of the key search above and the articles located were saved in CSV format in which the name of the author, name of the article, name of the journal, volume and issue number, affiliation, key word, abstract were and type of document.

The above keywords are overlapping since there are some papers that search using the keywords. The 130 articles were obtained after eliminating 20 duplicates and 8 without access, and missing the absence of data such as the names of authors/journals.

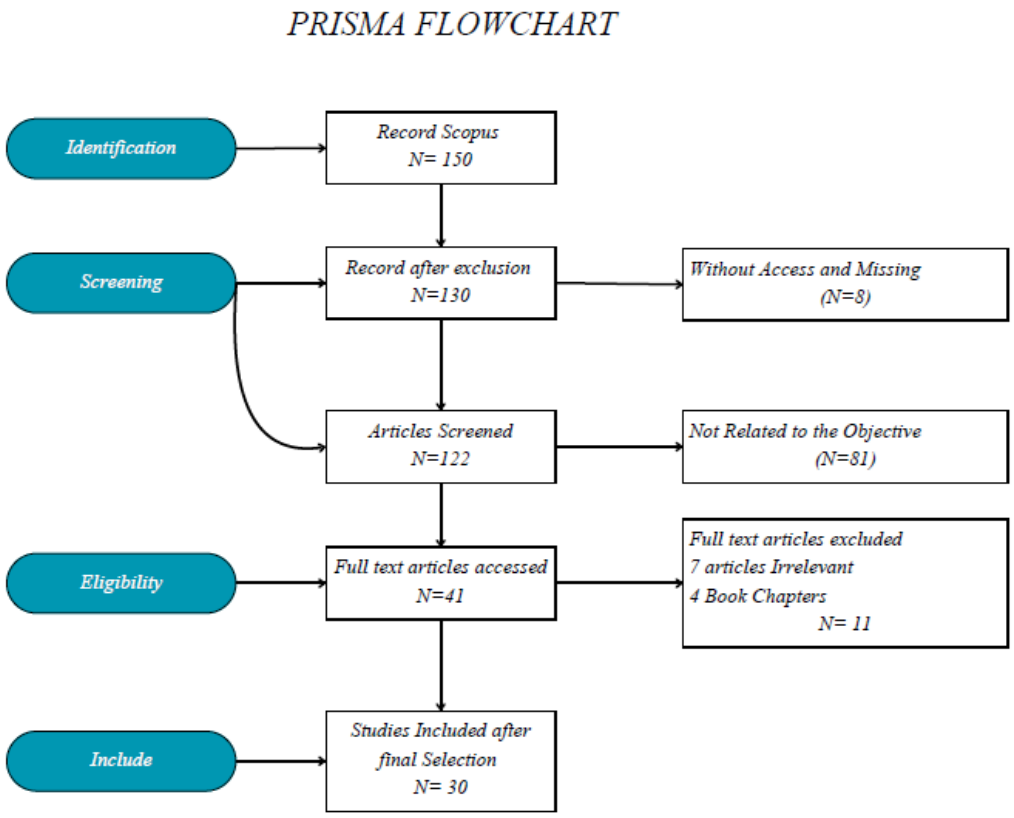


Figure 1. *PRISMA Flowchart for The Paper Selection Process*

The second step is the screening of the papers through the title and abstract after filtering the papers using the inclusion and exclusion criteria were eliminated as Table 1 included 81 studies that did not fit the purpose of the research.

The last step involved the review of all the papers and 30 papers were identified as to be classified and analyzed as indicated in Figure 1. The steps involved in these systematic reviews have been done according to PRISMA statement that consists of the following steps as it stands and is further elaborated above (Liberati et al., 2009).

Result

Trend of Publication Based on Productivity

The analysis of these papers reveals a steady increase in research productivity on OCX over the past decade. The majority of the papers were published between 2021 and 2023, with a significant spike in publications in 2022 and 2023, likely driven by the COVID-19 pandemic, which accelerated the adoption of omnichannel strategies in retail.

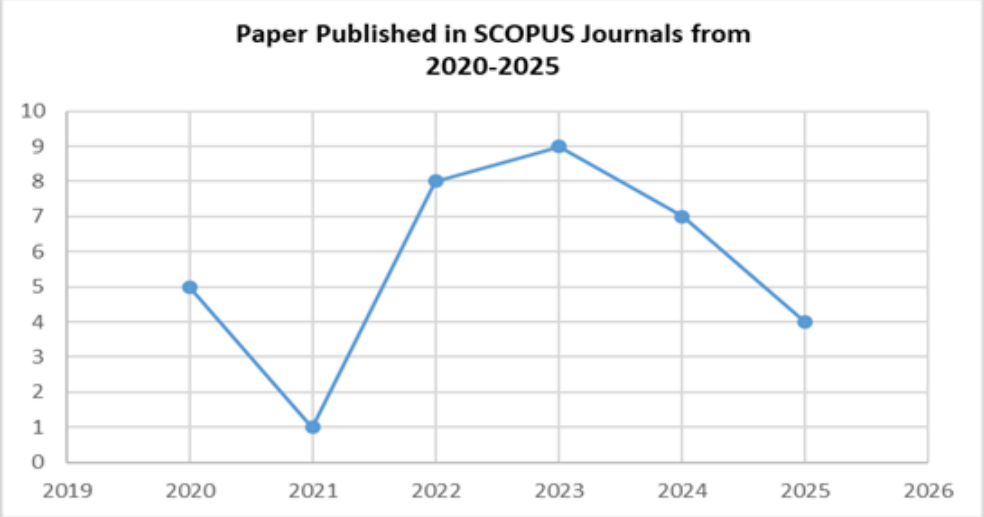


***Figure 2**. Distribution Based On Publication Year*

Leading Countries in Omnichannel Customer Experience Research

As shown in the table below, the top ranking countries in terms of OCX research publication numbers are:

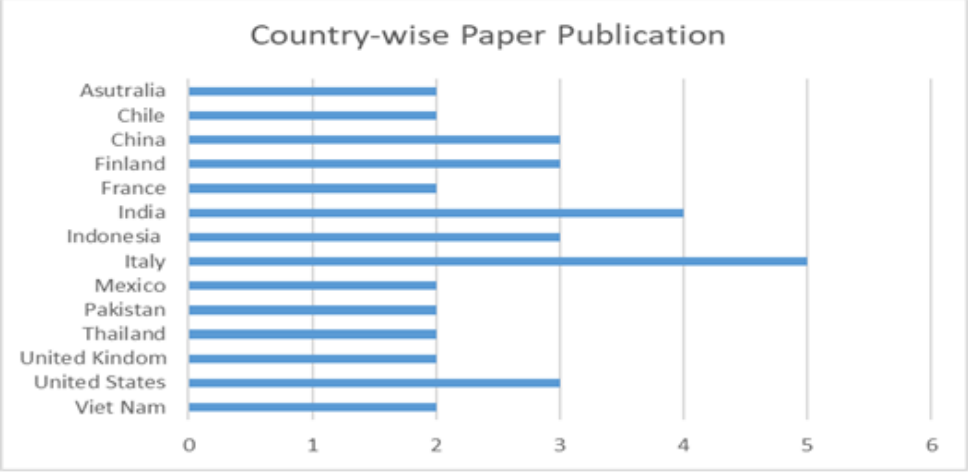


***Figure 3.** Distribution Based On The Country of Publication*

Italy is the leader in OCX research with five publications, and closely there stands India with four publications. The third position with three publications each is shared by the United States, China and Finland, which is a good European contribution. Two studies are found in the rest of the countries, indicating the growing interest into omnichannel research in different regions. This demonstrates that OCX research is acquiring traction internationally yet it is still concentrated in some important markets.

Publications in Institutes That Had The Highest Number of Publications

The best academic and research institutes towards OCX research are listed in the following table:

Table 2.
Frequency of Articles Published by The Institute Country-Wise

Institution Name	Country	Publications
School of Management, Huazhong University of Science & Technology, China;	China	1
School of Business and Management, Royal Holloway University of London, Egham, United Kingdom;	United Kingdom	1
Department of Information Systems, Sultan Qaboos University, Muscat, Oman;	Muscat, Oman	1
Newcastle Business School, Northumbria University, Newcastle upon Tyne, United Kingdom;	United Kingdom	1
Department of Business, Bloomsbury Institute, London, United Kingdom	United Kingdom	1
Research in Management, Binus Business School, Bina Nusantara University, Indonesia;	Indonesia	1
School of Management, University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet Nam;	Vietnam	1
International School of Business, University of Economics Ho Chi Minh City, Ho Chi Minh City, Vietnam	Vietnam	1
College of Economics and Management, Southwest University, Chongqing, 400715, China;	China	1
College of Economics and Management, Shanghai Jiao Tong University, Shanghai, 200240, China	China	1
University of Jyvaskyla, Faculty of Information Technology, Jyvaskyla, Finland;	Finland	2

The top institutes driving OCX research are primarily based in China, United Kingdom, Indonesia and Finland. Finland institute leads with two publications, reinforcing Finland's dominance in this field. Chinese and British institutes follow with one publications each, highlighting their active role in advancing omnichannel research. The presence of only one leading institute from the USA suggests that while the country contributes to OCX studies, its research output in this specific area is relatively limited compared to India and China.

Leading Journal

The following table highlights the leading journals publishing research on OCX:

Table 3.
Frequency of Articles Published by The Journal

Journal Name	Number of Articles
International Journal of Information Management	1
International Journal of Retail and Distribution Management	3
Journal of Retailing	2
Cogent Business and Management	2
Journal of Theoretical and Applied Electronic Commerce Research	2
TQM Journal	3
Heliyon	1
Journal of Retailing and Consumer Services	3
Journal of Service Management	1
Kybernetes	1
Sustainability (Switzerland)	1
2024 3rd International Conference on Creative Communication and Innovative Technology, ICCIT 2024	1
36th Bled eConference: Digital Economy and Society: The Balancing Act for Digital Innovation in Times of Instability, BLED 2023 - Proceedings	2
ABAC Journal	1
International Journal of Electronic Marketing and Retailing	1
Journal of Services Marketing	1
Procedia Computer Science	1
Psychology and Marketing	1
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	2
E3S Web of Conferences	1

The top journal has published four OCX-related studies, indicating it is a key platform for this research domain. The second and third-ranked journals each feature three publications, showing consistent interest in omnichannel customer experience topics. The remaining journals have two publications each, suggesting that while multiple outlets cover OCX research.

Prolific Authors

The following table lists the most prolific authors in OCX research based on the number of publications:

Table 4.
Frequency of Articles Published by Authors with Citations

Author Name	Affiliations	Articles	Citations
Chang Y.P.,	School of Management, Huazhong University of Science & Technology, China;	1	36
Li J.,	School of Management, Huazhong University of Science & Technology, China	1	36
Ameen N.,	School of Business and Management, Royal Holloway University of London, Egham, United Kingdom;	1	52

Author Name	Affiliations	Articles	Citations
Tarhini A.,	Department of Information Systems, Sultan Qaboos University, Muscat, Oman;	1	52
Shah M.,	Newcastle Business School, Northumbria University, Newcastle upon Tyne, United Kingdom;	1	52
Madichie N.O.,	Department of Business, Bloomsbury Institute, London, United Kingdom	1	52
Hansopaheluwakan S.,	Research in Management, Binus Business School, Bina Nusantara University, Indonesia;	1	3
Arief Elidjen M.,	Research in Management, Binus Business School,	1	3
Le A.N.H.,	School of Management, University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet Nam;	1	66
Nguyen-Le X.-D.,	International School of Business, University of Economics Ho Chi Minh City, Ho Chi Minh City, Viet am	1	2
Gao W.,	College of Economics and Management, Southwest University, Chongqing, 400715, China;	1	1
Jiang N., Antai	College of Economics and Management, Shanghai Jiao Tong University, Shanghai, 200240, China	1	1
Makkonen M.,	University of Jyvaskyla, Faculty of Information Technology, Jyvaskyla, Finland;	2	2
Frank L.,	University of Jyvaskyla, Faculty of Information Technology, Jyvaskyla, Finland;	2	2
Kemppainen T.,	University of Jyvaskyla, School of Business and Economics, Jyvaskyla, Finland	2	2
Holkkola M.,	University of Jyvaskyla, Faculty of Information Technology, Jyvaskyla, Finland	2	2
Paananen T.,	University of Jyvaskyla, Faculty of Information Technology, Jyvaskyla, Finland	2	2
Ieva M.,	Department of Economics and Management, University of Parma, Parma, Italy;	3	100
Ziliani C.,	Department of Economics and Management, University of Parma, Parma, Italy	3	100
Laverie D.,	Texas Tech University, Lubbock, TX, United States;		
Humphrey W.H., Jr,	Florida International University, Miami, FL, United States;	1	3
Bolton D.E.,	Cleveland State University, Cleveland, OH, United States	1	3
Muchardie B.G.,	Management Department, Binus Online Learning, Bina Nusantara University, Jakarta, 11480, Indonesia;	1	0
Gunawan A.,	International Marketing Program, Management Department, Binus Business School Undergraduate Program, Bina Nusantara University, Jakarta, 11480, Indonesia;	1	0
Pratama P.,	International Marketing Program, Management Department, Binus Business School Undergraduate Program, Bina Nusantara University, Jakarta, 11480, Indonesia	1	0
Safira Arsya A.M.,	Bina Nusantara University, Entrepreneuship Department, Malang, Indonesia;	1	0
Kurnia Sari R.,	Bina Nusantara University, Entrepreneuship Department, Malang, Indonesia	1	0

The author of the publication is the most prolific, with three published works, and this is a positive sign of his expertise in the studies of OCX. Rest is followed by the largest number of publications by the majority of authors with two publications each, which reflects the development of a community of researchers interested in the omnichannel customer experience. These authors are affiliated with the top institutes which further supports the relations between institutional support and research productivity.

Highly Cited Publication

The table below indicates the most frequently used publications in OCX research:

Table 5.
Analysis of A Journal Based On Citation

Journal Name	Number of Articles	Citation (Total Cited)	Citation Rank
International Journal of Information Management	1	256	11
International Journal of Retail and Distribution Management	3	143	11
Journal of Retailing	2	107	7
Cogent Business and Management	2	0	5
Journal of Theoretical and Applied Electronic Commerce Research	2	13	5
TQM Journal	3	54	4
Heliyon	1	0	2
Journal of Retailing and Consumer Services	3	133	2
Journal of Service Management	1	8	2
Kybernetes	1	10	2
Sustainability (Switzerland)	1	42	2
2024 3rd International Conference on Creative Communication and Innovative Technology, ICCIT 2024	1	0	1
36th Bled eConference: Digital Economy and Society: The Balancing Act for Digital Innovation in Times of Instability, BLED 2023 - Proceedings	2	2	1
ABAC Journal	1	4	1
International Journal of Electronic Marketing and Retailing	1	2	1
Journal of Services Marketing	1	52	1
Procedia Computer Science	1	9	1
Psychology and Marketing	1	16	1
Developments in Marketing Science: Proceedings of the Academy of Marketing Science	2	3	0
E3S Web of Conferences	1	0	0

The highest-referenced article (256 citations) dwells upon the authenticity of the omnichannel brand experiences and implies that both scholars and practitioners are highly interested in the seamless and authentic interactions with customers. The second highest-

ranked study, which dwells upon the use of AI in OCX, has 143 citations, which demonstrates the increasing role of technology in improving customer experiences. The other most frequently referenced articles refer to the topics of consistency, trust, privacy, and QR codes, which implies a variety of themes, but with a close relationship in OCX studies. The fact that there are many citations of these works highlights the impact that they have had on the content of the field.

Content Analysis

In the content analysis, it was revealed that the articles addressed a very wide range of issues, including the role of technology in OCX, psychological and behavioral impact of the omnichannel strategies, the challenges of introducing OCX, and the influence of cultural and contextual factors. All articles were published in 2020-2024, though a significant part of the studies has been conducted since 2020, which is in line with an increased importance of OCX in the post-COVID-19 pandemic context hence the following are the main findings of the review.

The key technology and integration facilitators to OCX include AI, QR codes, and AR which have a transformational role in improving customer experiences.

The psychological and behavioral variables including psychological ownership, trust and privacy issues play major roles in determining customer satisfaction as well as loyalty in an omnichannel environment.

Such challenges and strategies as switching multichannel to omnichannel systems, categorizing deal-prone customers, and proximity management have to be given close attention and strategic planning. Cultural and situational determinants contribute greatly to OCX, especially in the various markets.

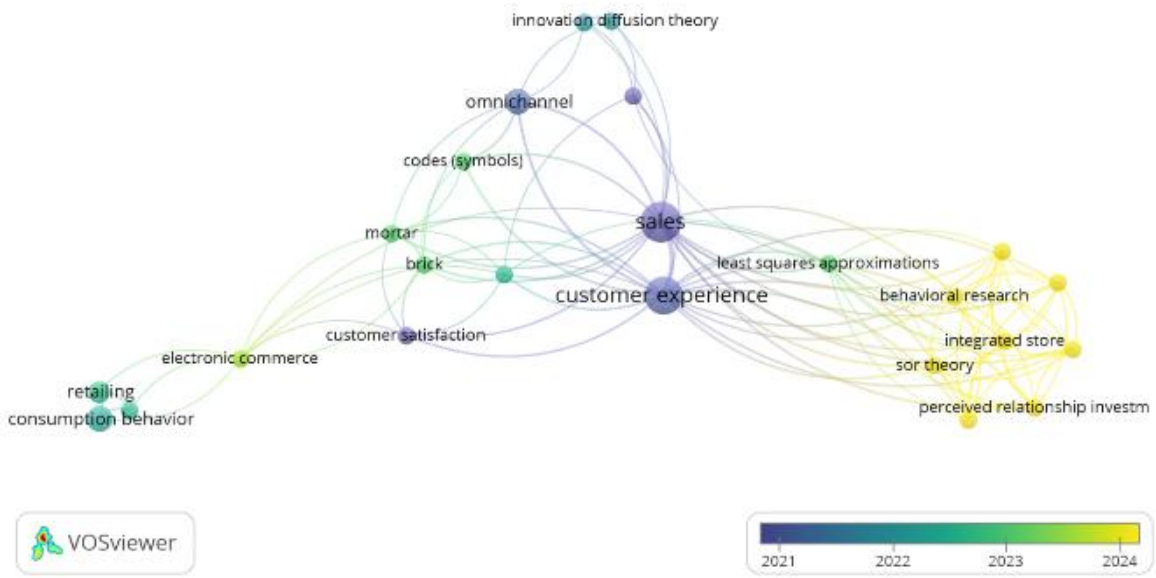


Figure 4. *Bibliometric Map Created Based On Author Keywords Co-Occurrence Using Network Visualization of VOSviewer (Minimum Occurrences of a Keyword are Set to Two)*

Key Findings

Technology and Integration as Critical Enablers of OCX

OCX is based on technology, and such tools as Artificial Intelligence (AI), Quick Response (QR) codes, and Augmented Reality (AR) are changing the way businesses communicate with their clients. With the help of AI, it is possible to offer personal recommendations and forecasting, which increases customer interaction. QR codes help to provide flawless smooth flow between online and offline channels, and AR offers immersive services, including virtual try-ons or interactive product showcases. These technologies connect the gap between the physical and online touchpoints, and

it brings together a seamless and non-friction customer experience. Nonetheless, to implement the integration, it is important that it has a strong infrastructure, data synchronization, and puts emphasis on interfaces that are easy to use so as to have a smooth as well as consistent experience in all channels.

Psychological and Behavioral Factors Influencing OCX

Psychological and behavioral factors play a major role in customer satisfaction as well as loyalty in omnichannel setting. Psychological ownership- whereby customers have the sense of ownership towards a brand critically contributes to creating loyalty. Another factor that is essential is trust because customers tend to work with the brands that focus on data security and transparency. On the other hand, the privacy issues may warn the customers against providing personal information, which will affect the success of customized marketing campaigns. Knowing these factors can enable the businesses to create strategies aimed at creating emotional bonds, treating customers with concerns, and increasing their general satisfaction. As an example, a transparent presentation of data use and the provision of opt-out/opt-in opportunities will help mitigate the issue of privacy and create a better relationship.

Challenges and Strategies in Omnichannel Implementation

The process of switching to omnichannel systems as opposed to multichannel has a number of challenges such as the complexity of operations, integration of data, and the distribution of resources. This change needs to be strategically planned by businesses to give them consistency in channels. Segmentation of deal-prone customers as one of the most price-sensitive and often channel-defining customers that tend to switch between channels to get the best deals is one of the factors. The personalized promotions and loyalty programs can ensure that businesses remain interested while still profitable by targeting this segment. Moreover, the proximity is a key area that needs to be managed to ensure that the customer can reach the products or services on-demand. This includes the optimal management of the inventory, the use of local stores as points of delivery, and the provision of the flexible delivery services. These challenges are overcome by being customer-focused, cross-functional, and thoroughly analyzing the channel performance.

Cultural and Contextual Factors Shaping OCX

The effectiveness of the omnichannel strategies is culturally and contextually oriented and especially effective in diverse markets. Regions are unique in terms of their consumer taste, shopping habits and the rate of adopting technology and hence a local approach is required in these regions. As an illustration, mobile-first approach is critical in markets where people have high penetration of mobile, and digital tools can be added to the physical stores to improve the shopping experience. Language, preferences in payment, and the social norms are other factors that influence OCX. Companies need to do adequate market research and adjust their ways to suit the local expectations. Cultural diversity and regionalization of experiences allow companies to establish a closer relationship with the customers as well achiuce loyalty in the long run.

These results highlight the complexity of OCX. The basis is technology and integration which allows a smooth channel interaction. Behavioral and psychological reasons emphasize the role of establishing trust and emotional interventions with the customers. The issues that require to be addressed using strategic planning and customer-centric approach include channel integration and customer segmentation. Finally, the cultural and contextual factors highlight the need of local-based strategy in an attempt to cater to different markets. Keeping such areas in mind, the companies will be able to form an integrated and effective OCX resulting in customer satisfaction, customer loyalty and competitive advantage.

Overall Insights

The statistics show that multi-country is also a well-contributing research in OCX. These areas have the concentration of leading institutes and authors, and the primary channels of

dissemination are key journals. The most referred papers focus on the authenticity, AI, and smooth experiences, and they put the main focus areas in omnichannel customer experience research. Due to the growing use of omnichannel strategies in businesses, various studies in different geographical locations and interdisciplinary analysis may further broaden this field.

Future Research Directions

The findings of this paper leave several gaps to the future research in the area of omnichannel customer experience. First of all, the newly developed technologies, such as generative AI, blockchain, and Internet of Things (IoT), must be researched as the method of enhancing OCX. It would be interesting to explore how such technologies can be used to further personalize customer communication and make operations across channels more efficient. Second, the upcoming research can expand on the psychological and behavioral aspects of OCX determinants, especially within cultural diversity. An example of the above can be how psychological ownership and trust are expressed differently in different cultures and what can business implement in order to deal with such differences. Third, the research might be done on the issue of expansion of omnichannel strategies in new markets where infrastructure and technology adoption may be still in the lag. It would be essential to the global business to know how to break these barriers and to continue providing a smooth customer experience. Finally, longitudinal research might be used to evaluate the long-term effects of omnichannel strategies in terms of customer loyalty and profitability and give a more detailed picture of their effectiveness at the long-term level.

Theoretical Implications

The work is also relevant to the theory of understanding customer experience in an omnichannel since it incorporates the findings of technology, psychology and cultural studies. It also emphasises the importance of technology as an instrument which facilitates smooth customer interactions, which is consistent with the literature on digital transformation as well as journey mapping. Also, the focus on psychological and behavioral aspects including trust and psychological ownership extends customer relationship management theories by highlighting the emotional and cognitive aspects of OCX. The article contributes to the discussion of cultural and contextual impact of marketing strategies demonstrating that local-based approach might be used to make omnichannel systems more efficient. The analysis of the concept of OCX filling the gap between the two existing theoretical perspectives, the given work provides a thorough understanding of the concept that can be regarded as a starting point of a further study. Also, it gives importance to cross-disciplinary solutions in connection with the modern customer experience complexities.

Implications for Practice

The findings of this study give viable conclusions to firms that would wish to streamline their Omnichannel strategies. To create the sense of the personal and smooth customer experience, first companies should invest in the latest technologies including AI, AR and QR codes.

Nevertheless, they should also make sure that these tools are properly integrated and have easy to use interfaces to maximize its effectiveness. Second, companies are encouraged to focus on establishing trust and developing the sense of psychological ownership in customers through being transparent regarding data usage and providing personalized, value-driven experiences. The resolution of privacy issues by means of clarity in communication, opt-in/opt-out could serve another beneficial purpose in terms of customer relationship. Third, companies need to take a strategic approach when switching to multichannel to omnichannel systems, which is based on issues like the complexity of operations and customer segmentation. The personalisation of deal-prone customers and maximisation of proximity using localised fulfilment centres can be used to increase customer satisfaction and retention.

Lastly, companies functioning within various markets need to carry out extensive research to be familiar with cultural and contextual peculiarities and adjust their omnichannel

strategies in order to match with the preferences as well as behaviors of local markets. Through such practices, organisations will be in a position to achieve coherent and effective OCX that will deliver customer loyalty and competitive advantage.

Conclusion

The paper presents the complexity of the omnichannel customer experience, and the importance of technology, psychological and behavioral issues, strategy creation, and culture issues is crucial in the decision-making of customer interaction. The appearance of the new technologies including AI, AR, and QR codes is changing the manner of the ways the businesses are communicating with the clients and provides a channelless method of communication with the people. In the meantime, the psychological sources of customer satisfaction and loyalty such as trust and psychological ownership and behavioral sources such as privacy issues play a central role in fueling the customer satisfaction and loyalty. The transition between the multichannel to omnichannel systems is not so straightforward and the complexities can be caught by the use of such strategic moves as customer segmentation and proximity management. Further, localized tactics are required to make sure that the various markets are accessed by localized tactics because of cultural and contextual considerations.

The general consequences of this study on the application of OCX in the integration of information contained in the fields of technology, psychology, and cultural studies also translate into certain recommendations to the businesses. By investing in new technologies, developing trust, addressing the challenges of the operations, and addressing the cultural peculiarities, businesses will be able to create a complete and efficient omnichannel experience. To sum up, the importance of customer oriented and interdisciplinary design and implementation of omnichannel systems that create customer loyalty, customer satisfaction and competitive advantage in an ever becoming interconnected world is noted in this paper.

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