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Navigating Customer Intention in the Age of Omnichannel Retail: A Systematic Literature Review

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Abstract

The primary objective of this research is to understand the integration of offline and online shopping experiences through omnichannel technology, especially in the context of the transformative changes brought about by the COVID-19 pandemic. A systematic literature review was conducted following the PRISMA framework. The study analyzed 61 papers from the SCOPUS database, focusing on the factors determining customer intention to adopt omnichannel strategies. The research identified various theoretical dimensions that play a significant role in shaping customer intention. These include the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), UTAUT2, Customer Integration Quality (CIQ), Consumer Perspective of Channel Integration (CPCI), and Seamless Experience (SE). Additionally, the rise of innovative shopping methods like showrooming and webrooming was highlighted, emphasizing the evolving landscape of consumer behavior. This study offers a fresh perspective on the intricate relationship between omnichannel technology and evolving consumer behavior. It provides a comprehensive overview of the significant theoretical dimensions and their impact on customer intention, filling a gap in the existing literature. While the study thoroughly analyzes the factors influencing omnichannel adoption, it is based on a review of existing literature. Future empirical studies might be needed to validate these findings in real-world settings. Retailers can leverage the insights from this study to understand customer behavior better. This knowledge will enable them to formulate effective strategies that enhance their omnichannel offerings, ensuring they meet and exceed customer expectations.

Keywords: Customer Behavior, Customer Experience, Customer Intention, Omnichannel Retail.

Introduction

The retail industry has undergone a significant transformation over the past two decades due to rapid technological advancements and changing consumer behavior. Traditional brick-and-mortar stores have gradually been complemented by digital platforms, and in some cases, entirely replaced. These platforms offer seamless and personalized shopping experiences, shaping the way consumers interact with retailers. This transformation has led to the emergence of omnichannel retailing, a strategy that integrates various shopping channels, including physical stores, e-commerce websites, mobile applications, and social media, to create a unified consumer experience. Unlike multichannel retailing, which simply offers multiple sales channels, omnichannel retailing emphasizes the seamless connection between these channels, enabling consumers to transition between them with ease (Verhoef et al., 2015).

The significance of omnichannel retailing has grown exponentially with the increasing demand for convenience, flexibility, and real-time interaction. Retailers are investing in advanced digital technologies such as artificial intelligence (AI), big data analytics, and augmented reality (AR) to enhance customer engagement and optimize supply chain efficiency. However, despite the growing interest in omnichannel retail strategies, a fundamental challenge remains: understanding consumer intentions and behavior within this interconnected retail ecosystem.

The COVID-19 pandemic, an unprecedented global health crisis, triggered significant shifts in consumer shopping behavior. This shift was not just a temporary reaction but a transformative change, leading to a notable increase in e-commerce activities even before the pandemic peaked. Amid lockdowns and social distancing measures, consumers increasingly depended on technology to fulfill their daily needs, ranging from essential grocery shopping to high-end luxury purchases (Kopot and Cude, 2021). Recognizing this trend, big and small retailers had to adapt swiftly by emphasizing and enhancing their online shopping services (Chimborazo-Azogue et al., 2022).

With the gradual reopening of physical stores in the post-COVID era and the hope of returning to some semblance of normalcy, entrepreneurs and business leaders recognized the critical importance of integrating online and offline channels. This integration was about convenience, offering optimal customer service, and ensuring business continuity in uncertain times (Brynjolfsson et al., 2013). Adopting and effectively using omnichannel technology became paramount to achieving this seamless integration. This technology plays a vital role in ensuring a smooth and unified shopping experience across multiple channels, including physical retail stores integrated with advanced digital tools, extensive online marketplaces, intuitive mobile applications, and engaging social media interactions (Verhoef et al., 2015).

One of the most intriguing outcomes of this omnichannel revolution is the rise of new shopping methods, specifically showrooming and webrooming (Herrero-Crespo et al., 2022). Showrooming, a practice where customers conduct extensive online research about a product, comparing prices and reviews before finally purchasing it in a physical store, has become increasingly common. On the other hand, webrooming involves a reverse process where customers first get a tactile experience of products in a physical store, understand its

features, and then turn to online platforms for potentially better deals and home delivery (Chimborazo-Azogue et al., 2021; Herrero-Crespo et al., 2022; Johnson & Ramirez, 2021).

The academic world has not remained untouched by these developments. Previous research has delved deep into the intricate relationship between omnichannel technology and evolving consumer behavior, especially focusing on the pivotal aspect of customer intention. Several factors influence these intentions, ranging from technological advancements to changing societal norms. These include the rate at which customers accept and adapt to omnichannel, the diverse and innovative shopping methods they employ, their firsthand experiences with technology-integrated physical retail stores, and the range and quality of technological offerings that retailers roll out across all channels to nurture and retain customer loyalty (Chen & Chi, 2021; Gibson et al., 2022; Zhang et al., 2018). In a noteworthy study, Silva et al. (2018) found that the intention to use omnichannel technology can be explained by variables traditionally associated with the Technology Acceptance Model (TAM). These variables encompass aspects like ease of use, perceived usefulness, and broader factors like compatibility with consumer values and lifestyle. Adding another layer to this discourse, Xu and Jackson (2019) posited that in an omnichannel environment, customer-perceived behavioral control is influenced by three primary antecedents: channel uniformity, convenience, and transparency.

However, despite the plethora of studies and the wealth of information available, a unified understanding of the relationship between omnichannel technology and customer intention still needs to be discovered. This significant knowledge gap means that both researchers and industry practitioners are often navigating without a comprehensive roadmap, leading to potential missed opportunities and inefficiencies. Recognizing this challenge, the present study aims to bridge this gap. By conducting a systematic and exhaustive literature review, it aims to pinpoint and highlight the key factors in omnichannel technology that have a profound impact on customer intention. This research aspires to elucidate the underlying themes, patterns, and determinants of customer intention through meticulous and in-depth analysis. It hopes to deepen the collective understanding of how modern customers, armed with many choices and information, interact with omnichannel technology and how these interactions shape their behavioral intentions and, ultimately, their actions. Concretely, this paper seeks to answer the following research question (RQ):

RQ. What are the key factors that determine customer intention to adopt omnichannel technology?

Literature Review

Omnichannel Technology

Integrated retail technology plays a fundamental role in delivering a cohesive and fluid shopping experience across multiple platforms. Its primary function is to bridge the gap between digital and physical retail spaces, enhancing convenience, elevating customer service quality, and ensuring business sustainability. This approach spans various shopping mediums, from physical retail stores embedded with cutting-edge digital systems to expansive e-commerce platforms, intuitive mobile applications, and dynamic social media engagements. At its core, this technology seamlessly connects diverse retail components, aligning them with modern consumer preferences. By removing the limitations of single-channel retailing, integrated retail ecosystems create immersive and value-driven shopping experiences,

fostering an environment where consumers can effortlessly transition between channels while engaging with brands in a more holistic manner (Verhoef et al., 2015; Zhang et al., 2018).

In In today's rapidly evolving retail environment, consumers have unprecedented access to information and countless purchasing options. As a response, integrated commerce solutions serve as a unifying force, seamlessly connecting online and offline shopping experiences. This approach eliminates barriers between digital and physical storefronts, enabling effortless transitions between shopping channels. Beyond simply merging retail touchpoints, this strategy revolves around predicting and responding to customer preferences, behaviors, and expectations. As distinctions between in-store and online shopping diminish, businesses are shifting towards a consumer-first model that places engagement and convenience at the forefront. More than just a technological advancement, this interconnected retail framework embodies a strategic mindset focused on delivering consistent, personalized, and frictionless shopping experiences, regardless of the platform a customer chooses to engage with (Cui et al., 2021; Yuruk-Kayapinar, 2020).

Customer Intention

Within the dynamic landscape of retail and e-commerce, customer intention signifies the tendency or willingness of individuals to embrace and engage with omnichannel technology. This concept captures a range of behavioral responses and purchasing decisions, driven by the vast availability of choices and information in the digital marketplace. Several internal and external influences contribute to shaping consumer intention. Attitude, for instance, reflects an individual's overall perception—either positive or negative—toward adopting omnichannel systems. Social norms, which encompass the perceived societal expectations regarding technology use, also play a crucial role in determining consumer behavior. Additionally, perceived behavioral control, or an individual's assessment of how easy or difficult it is to navigate and use omnichannel platforms, significantly impacts adoption likelihood (Geng & Chang, 2022; Gibson et al., 2022).

These factors translate into various customer actions, such as store visits, repeat purchases, and long-term brand engagement. This study delves into the key themes, trends, and motivations that influence customer intention, offering insights into how interactions with omnichannel technology shape consumer behavior. As retailers continue integrating advanced digital solutions, comprehending the complexities of customer intention remains essential for businesses striving to maintain competitiveness and meet the evolving demands of modern consumers (Chimborazo-Azogue et al., 2022).

Method

Sample and Material Collection

In line with the aim of this study and its research question (RQ), the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) flow diagram was employed to represent the flow of information throughout the systematic review visually (Moher et al., 2009). This diagrammatic representation is a widely accepted tool in academic research, ensuring transparency and clarity in the review process. Figure 1 illustrates the meticulous steps taken, showcasing the number of records identified evaluated for eligibility, included, and excluded based on the established inclusion and exclusion criteria. As a result of this

rigorous and methodical approach, 61 study publications were deemed suitable and were subsequently included in this process.

This study adopted a systematic review methodology, a robust approach ensuring a comprehensive examination of the research question and achieving its objectives. Systematic reviews are held in high esteem in academia for their methodological rigor and because they involve experts systematically analyzing and summarizing pertinent secondary data on a given research topic. This ensures that the findings are both reliable and encompassing. Our study, in its quest for the most relevant and recent insights, centered on articles published between 2018 and April 2022. These articles were sourced from the Elsevier Scopus database, a reputable and widely used platform in academic research.

Specific criteria were meticulously set to maintain the quality and relevance of the review. Selected articles needed to feature the term "intention" in the context of customer intention, ensuring that the core focus of the research was consistently maintained. With customer intention as a dependent variable, examples of such intentions included aspects like patronage, repurchase, and revisit intentions. We included quantitative or mixed-method research, emphasizing studies that offered a balanced and data-driven perspective. These studies, published in peer-reviewed journals from 2018 to April 2023, were enriched by accompanying citations, offering readers a comprehensive overview of the extant literature and allowing for further exploration.

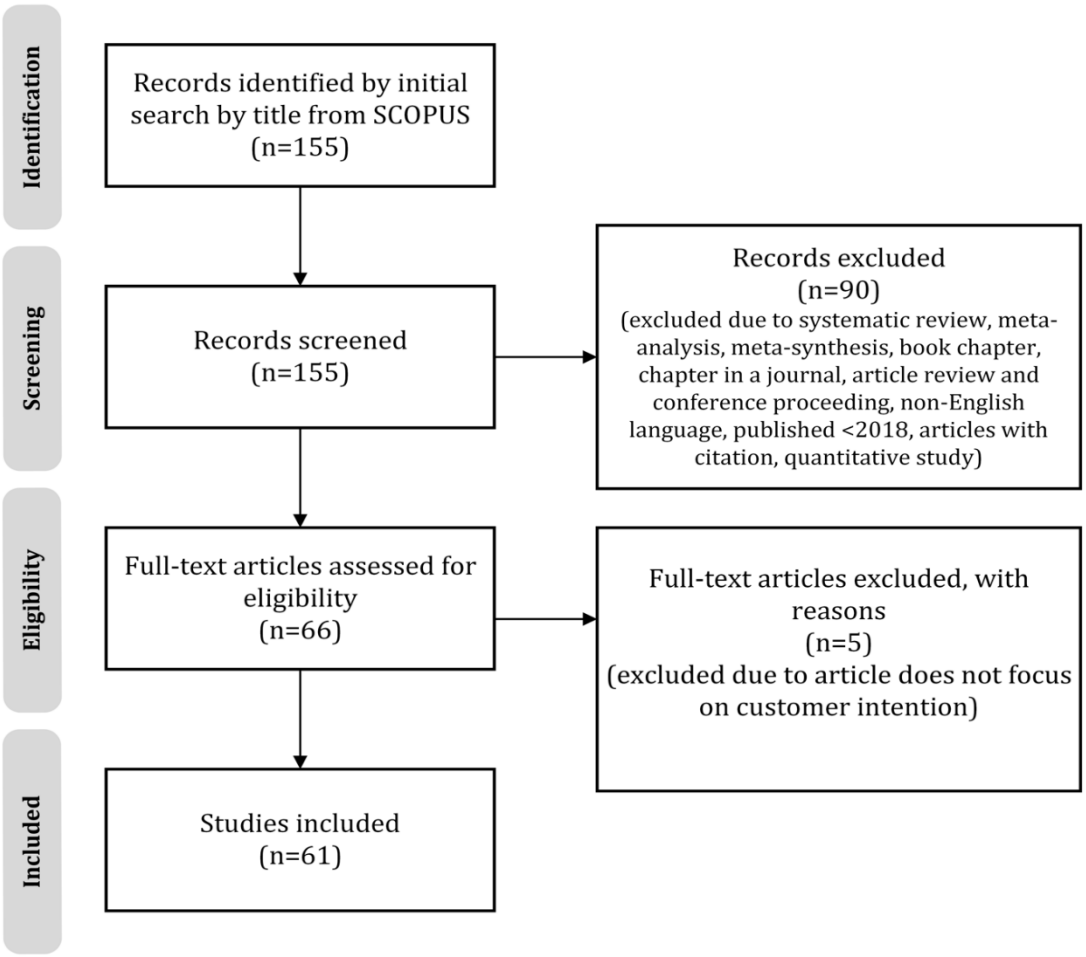

Figure 1: Search strategy and sampling process

To uphold the accuracy and relevance of this review, specific exclusion parameters were established. Studies that strayed from the primary focus on customer intention, as well as those utilizing qualitative methodologies that did not align with the study's quantitative approach, were omitted. Additionally, non-English publications were excluded to prevent potential misinterpretations arising from language differences. Research articles published before 2019 were also disregarded to ensure that the findings reflect the most recent developments in the field. Furthermore, only studies with proper citations were included, reinforcing the credibility and reliability of the review. By strictly adhering to these inclusion and exclusion guidelines, this research guarantees the robustness of its findings. The study aims to provide a well-structured and reliable synthesis of existing literature on customer intention, contributing both to academic discussions and to practical applications in the field.

Search Strategy

We used specific search terms to search the Scopus database, one of the most comprehensive and reputable academic databases. These terms, including "omnichannel," "omni-channel," "customer," "consumer," and "intention," were carefully chosen based on their relevance to the study's focus and the prevailing trends in the literature. The primary Boolean operators "AND" and "OR" effectively combined these keywords, ensuring a comprehensive search that captured all relevant articles. The main search strategy adopted for this assessment was "omnichannel OR omni-channel AND customer OR consumer AND intention." This strategy was meticulously crafted to cast a wide net, capturing the nuances and variations in the terminology used in different studies. Additional filters, such as literature category, timeframe, and language, were also applied to refine the search further and ensure the results' relevance. This ensured the retrieved articles were directly pertinent to the study's objectives and met the predefined criteria.

The evaluation process, a critical phase in any systematic review, began with thoroughly comparing the abstracts of the chosen papers against the previously mentioned inclusion and exclusion criteria. This step ensured that only the most relevant and high-quality papers were considered for full review. Moreover, papers that treated consumer intention as a dependent variable, a central theme of this study, were examined in their entirety. This in-depth examination allowed the authors to understand each paper's contributions and findings comprehensively. Each article underwent a rigorous assessment based on various criteria, including the research topic, methodology, samples, instruments, and findings. This structured approach ensured that the review was comprehensive and consistent, allowing for a holistic understanding of the current state of knowledge on the topic.

Sample Overview

The analysis of the 61 articles unveiled a diverse array of studies focused on customer behavior, reflecting the global interest and significance of this topic. The distribution of publications across various years underscores a significant emphasis on recent research, suggesting a growing academic and industry interest in understanding customer intentions. Specifically, 21 articles were published in 2021, 13 in 2022, 11 in 2018, 10 in 2020, 5 in 2019, and 1 in 2023.

Numerous countries have enriched the knowledge of customer intentions, as depicted in Figure 2. The United States stood out, with 17 articles highlighting its leading role and

commitment to advancing this research area. The contributions from China and Korea, with eight and seven articles, respectively, underscore the growing importance of Asian markets in shaping global consumer trends. Spain, with its rich history of commerce and trade, contributed five studies, while emerging markets like Malaysia, Thailand, and Vietnam each produced three, reflecting their growing influence in global consumer research. Established economies like Germany, India, Indonesia, and the United Kingdom were responsible for two studies showcasing their continued relevance. Single studies from diverse regions, originating from countries like Colombia, France, Italy, Poland, Portugal, and South Africa, and a multi-country setting in Europe, added depth and breadth to the analysis. Interestingly, the two studies remained neutral by not specifying their country of origin, perhaps to emphasize a more global perspective.

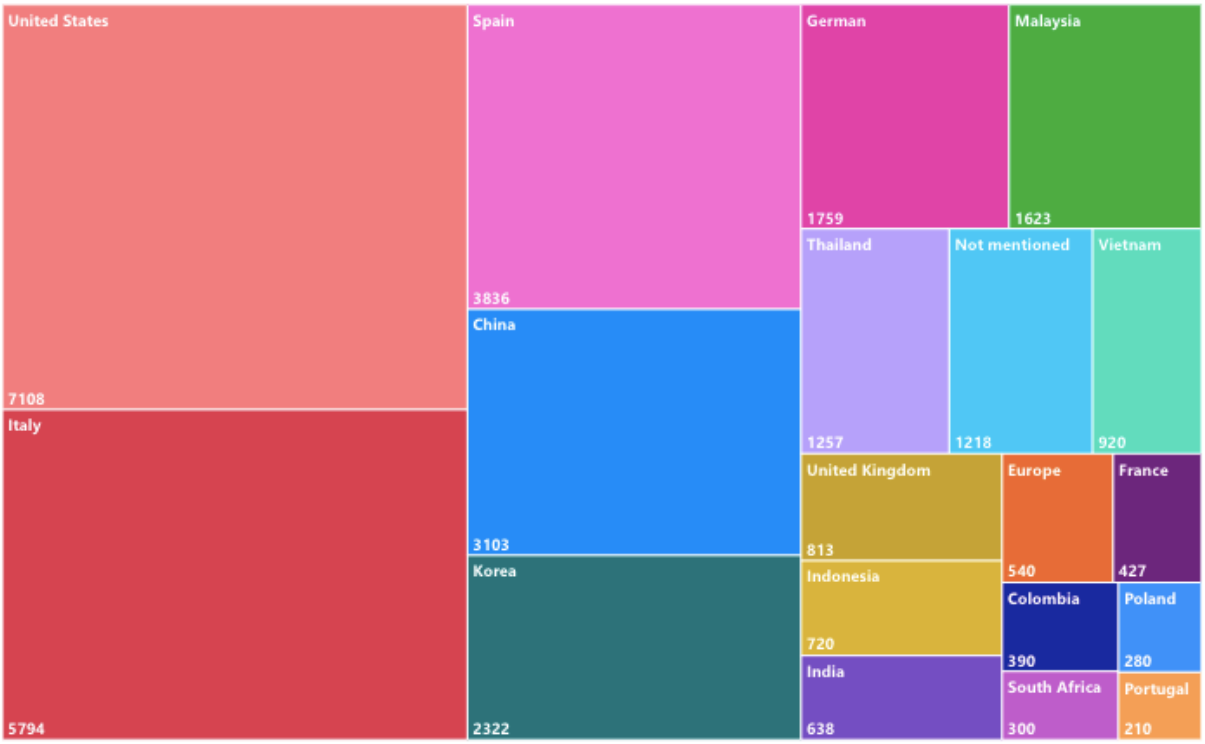

Figure 2: Country and sample size

In terms of sample sizes, the United States, being a vast and diverse market, led with the most extensive samples, encompassing 8,645 participants. Italy, known for its luxury brands and discerning consumers, came in second with 5,794 participants. Spain, China, and Korea followed, reflecting their significant consumer bases and dynamic retail landscapes. Medium-sized samples from countries like Malaysia, Thailand, and Germany offer insights into varied consumer behaviors and preferences in these regions. The smaller sample sizes from countries like Vietnam, the United Kingdom, and Indonesia, among others, provide niche perspectives, adding granularity to the overall analysis.

The studies spanned various industries, indicating the universal relevance of understanding customer intentions. With its rapid shifts in trends and consumer preferences, the fashion and sneakers industry featured prominent brands like Macy's, JC Penney, and the luxury giants LV and Gucci. The electronics sector, a constantly evolving industry, spotlighted innovative brands like Apple and Kroger. The diverse list also covered essential sectors like

food, supermarkets, and department stores, reflecting everyday consumer choices. The analysis included brands such as Ikea, Tesco, and Carrefour, household names in many countries. Additionally, the research touched upon the digital transformation in retail, with e-commerce giants like Amazon and eBay making appearances and the ever-evolving automotive sector, indicating the breadth of industries concerned with understanding customer intentions.

Data Analysis (Thematic Categorization)

In our comprehensive study, we meticulously identified four distinct themes that encapsulate the essence of customer behavior in omnichannel. These themes are (1) omnichannel adoption intention, (2) omnichannel shopping method intention, (3) brick-and-mortar store intention, and (4) loyalty intention. Each of these themes is not just a mere categorization but is intricately linked with specific customer intention variables, shedding light on the multifaceted nature of consumer behavior in the digital age. As evidenced by our analysis, the most influential of these variables pertains to loyalty intention, which boasts a staggering 78 variables. This underscores the paramount importance retailers place on fostering and maintaining customer loyalty in today's competitive market. Following closely is the omnichannel adoption intention with 56 variables, highlighting the shift towards integrated shopping experiences. Despite the rise of e-commerce, the traditional brick-and-mortar store intention still holds significant weight with 49 variables. Lastly, the omnichannel shopping methods intention, which captures the evolving shopping techniques of consumers, comprises 37 variables.

A closer examination of the first major theme, omnichannel adoption intention, reveals a broad spectrum of influencing factors. These range from general shopping intentions within omnichannel environments to more specific considerations such as technology acceptance for omnichannel platforms and consumer tendencies toward switching between channels. These variables encapsulate the customer journey, beginning with awareness and progressing toward long-term engagement with integrated retail systems. The second theme, omnichannel shopping method intention, highlights the evolving strategies consumers employ when navigating multiple retail channels. This category encompasses various behavioral tendencies, including store preference determination, channel selection strategies, and the adoption of showrooming techniques. Additionally, it includes continuous engagement with hybrid shopping options such as BOPIS (buy online, pick up in-store), BOCP (buy online, curbside pickup), and BIHD (buy online, home delivery). Other notable aspects include sustained usage of BOPS (buy online, pick up in-store) services, preferences for different delivery methods, and the long-term commitment to environmentally sustainable omnichannel shopping behaviors.

Our third theme, brick-and-mortar store intention, reminds us of the enduring relevance of physical stores in the shopping ecosystem. Despite the digital revolution, variables like smart mall intention and store visit intention indicate that consumers still value the tactile and social experience of in-store shopping. Including variables like smartphone in-store use intention indicates the seamless integration of technology even within physical store spaces. Lastly, the loyalty intention theme underscores the ultimate goal of retailers: to cultivate and sustain customer loyalty. This theme is a rich tapestry of variables, from the basic purchase intention to the modern user-generated content creation (UGC) intention. In the age of social

media and digital communication, variables like electronic word-of-mouth (e-WOM) highlight the power of peer reviews and recommendations in shaping purchasing decisions.

In the course of our research, we made a notable observation that certain theoretical dimensions consistently reappear across a variety of studies. This recurring pattern underscores the importance and relevance of these dimensions in the context of omnichannel and customer intention. As illustrated in Table 1, we have systematically documented our findings, providing a clear overview of the theoretical frameworks employed to elucidate the intricate relationship between omnichannel strategies and customer intentions. Central to the discourse on omnichannel adoption is the role of intrinsic factors such as attitude, social norms, and perceived behavioral control. These elements, as highlighted by studies from Geng and Chang (2022), Gibson et al. (2022), Sombultawee and Wattanatorn (2022), and Xu and Jackson (2019), play a pivotal role in shaping a customer's inclination towards omnichannel adoption. Further reinforcing this notion, research spearheaded by Chimborazo-Azogue et al. (2022) and Kopot and Cude (2021) delves into the profound impact of attitude and social norms on omnichannel adoption intention. Chen and Chi (2021) offer an insightful perspective by dissecting a consumer's attitude into two primary components: pleasure and arousal. Within this framework, pleasure translates to the emotional response or affect, while arousal pertains to the cognitive aspect. These dual facets of a consumer's internal state act as mediators, influencing how external environmentasl stimuli shape their behavioral responses.

Table 1
List of theoretical frameworks

Theory/Model	Dimension(s)/Construct(s)	Author(s)
1. Theory of Planned Behavior (TPB)	▪ Attitude ▪ Social Norm ▪ Perceived Behavioral Control	▪ Chen and Chi (2021) ▪ Geng and Chang (2022) ▪ Gibson et al. (2022) ▪ Sombultawee and Wattanatorn (2022) ▪ Xu and Jackson (2019)
2. Theory of Reasoned Action (TRA)	▪ Attitude ▪ Social Norm	▪ Chimborazo-Azogue et al. (2021) ▪ Kopot and Cude (2021)
3. Technology Acceptance Model (TAM)	▪ Perceived Usefulness ▪ Perceived Ease Of Use	▪ Chai and Wang (2022) ▪ Chaudhary et al. (2022) ▪ Herrero-Crespo et al. (2022) ▪ Schrage et al. (2022) ▪ Silva et al. (2018)
4. Unified Theory of Acceptance and Use of Technology (UTAUT)	▪ Performance Expectancy ▪ Effort Expectancy ▪ Social Influence ▪ Facilitating Conditions	▪ Ben Mimoun et al. (2022) ▪ Kim et al. (2020)
5. Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2)	▪ Performance Expectancy ▪ Effort Expectancy ▪ Social Influence ▪ Facilitating Conditions ▪ Hedonic Motivation	▪ Chimborazo-Azogue et al. (2022) ▪ Kim et al. (2020) ▪ Mosquera et al. (2018)

Theory/Model	Dimension(s)/Construct(s)	Author(s)
	▪ Price Value ▪ Habit	▪ Nguyen and Borusiak (2021)
6. Channel Integration Quality (CIQ)	▪ Breadth of Channel-Service Choice ▪ Transparency of Channel-Service Configuration ▪ Content Consistency ▪ Process Consistency	▪ Chai and Wang (2022) ▪ Grace Phang et al. (2021) ▪ Kopot and Cude (2021) ▪ Le and Nguyen-Le (2020) ▪ Lee et al. (2019) ▪ Nguyen (2021) ▪ Prassida and Hsu (2022)
7. Customer Perception of Channel Integration (CPCI)	▪ Integrated Product & Price ▪ Integrated Promotion ▪ Integrated Order Fulfillment ▪ Integrated Information Access ▪ Integrated Transaction Information ▪ Integrated Consumer Service	▪ Cattapan and Pongsakornrungsilp (2022) ▪ Cheah et al. (2022) Chen and Chi (2021) ▪ Lee (2020) ▪ Lim et al. (2022) ▪ Zhang et al. (2018)
8. Seamless Experience (SE)	▪ Availability of Links ▪ Consistency of Sales Strategies ▪ Information Visibility ▪ Simplicity of Payment ▪ Flexibility of Fulfillment ▪ Convenience of Sharing	▪ Chang and Li (2022)

Another pivotal aspect that our research highlighted is the role of perceived usefulness and ease of use in influencing omnichannel adoption. As posited by Chaudhary et al. (2022), Herrero-Crespo et al. (2022), Schrage et al. (2022), and Silva et al. (2018), consumers are intrinsically driven towards solutions that promise utility and simplicity. In omnichannel retailing, consumers gravitate toward platforms that promise enhanced shopping satisfaction and operational efficiency. Chai and Wang (2022) further elucidate this by emphasizing the inherent advantages of purchase channels. A well-integrated channel, characterized by its quality, can significantly amplify the desired shopping outcomes, leading to heightened levels of consumer satisfaction. Expanding the horizon of our understanding, we also identified a plethora of other determinants that shape omnichannel adoption intention. These encompass performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit, as highlighted by a range of studies, including those by Chai and Wang (2022), Chaudhary et al. (2022), Herrero-Crespo et al. (2022), Kim et al. (2020), Schrage et al. (2022), and Silva et al. (2018). Echoing these findings, Ben Mimoun et al. (2022) articulate the instrumental role of performance and effort expectancy in molding consumer intentions. The underlying premise is that when consumers perceive that omnichannel platforms can augment their shopping experience, making it more efficient and information-rich, they are naturally inclined to adopt these platforms. This seamless integration allows consumers to effortlessly access information, streamline their purchase decisions, verify product availability, and maintain open channels of communication with retailers, irrespective of time or location.

In the rapidly evolving retail landscape, the intention to adopt omnichannel strategies is shaped by many factors. One of the pivotal influences is the breadth of channel-service

choices available to consumers. This refers to the range and variety of services retailers offer across different channels, allowing consumers to choose the most convenient and suitable option for their needs. Additionally, the transparency of channel service configuration plays a crucial role. This pertains to how clearly and coherently the services across different channels are presented and explained to the consumers. Grace Phang et al. (2021), Kopot and Cude (2021), Le and Nguyen-Le (2020), Lee et al. (2019), Nguyen (2021), and Prassida & Hsu (2022) have all delved into these aspects, highlighting their significance in influencing omnichannel adoption. Further reinforcing this notion, Chai and Wang (2022) posited that the transparency of channel service configuration enhances the perceived ease of use and amplifies the perceived usefulness of omnichannel platforms. When consumers can transparently see each channel's benefits, features, and operations, it instills confidence and trust, making them more inclined to adopt the omnichannel approach. This transparency acts as a beacon, guiding consumers through the myriad of options, helping them discern each channel's advantages and potential drawbacks, and enabling informed decision-making.

Diving deeper into the intricacies of omnichannel adoption, we find that integrating various elements plays a cardinal role. Product and price, promotion strategies, order fulfillment processes, access to information, transaction details, and consumer services must be seamlessly integrated to offer a holistic shopping experience. Studies by Cattapan and Pongsakornrungsilp (2022), Cheah et al. (2022), Chen and Chi (2021), Lee (2020), and Lim et al. (2022) emphasize this integrated approach. The essence of omnichannel lies in its ability to weave together disparate retail elements to cater precisely to the nuanced needs of today's consumers. By eliminating the traditional barriers and constraints associated with single-channel retailing, omnichannel platforms offer enriched and value-added experiences. Zhang et al. (2018) aptly capture this sentiment, highlighting how this integrated approach fosters a conducive environment, encouraging consumers to embrace omnichannel solutions. Furthermore, Chang and Li (2022) provides a comprehensive overview of the factors influencing omnichannel adoption. They underscore the importance of the availability of links, ensuring that consumers can effortlessly navigate between different channels. Consistency in sales strategies ensures that consumers receive a uniform experience, irrespective of their chosen channel. Other factors like information visibility, ease of payment processes, flexibility in order fulfillment, and the convenience of sharing information or feedback further enhance the omnichannel experience, making it an attractive proposition for consumers.

Findings

Omnichannel Adoption Intention

A myriad of factors shapes omnichannel shopping intentions, each playing a unique role in influencing consumer behavior. Among these factors are connectivity, integration, consistency, flexibility, perceived risk, personalization, personality traits, the perceived value of both webrooming and showrooming, perceived compatibility, information, brand prestige, and practicality (Jaengprajak & Chaipoopiratana, 2022; Kang, 2019; Shi et al., 2020; Truong, 2021). The intention to use omnichannel retailing is also associated with perceived severity, vulnerability, fear, health anxiety, response efficacy, and self-efficacy (Liu et al., 2022). This is because consumers' intention to use omnichannel retailing can be driven by their safety concerns. Perceived fears evoked by health anxiety, vulnerability, and perceived severity may prompt them to utilize omnichannel services as coping mechanisms. Moreover, factors such

as response efficacy and self-efficacy have also been shown to influence consumers' intentions to use omnichannel shopping. According to Park and Kim (2019), the intention to adopt omnichannel is influenced by the perceived effectiveness of omnichannel institutional mechanisms, information consistency, and information and service integration. These factors are pivotal in building consumers' trust in omnichannel retailing. Trust is crucial for the successful acceptance of omnichannel retailing by consumers, regardless of their differences.

Table 2
Factor Influencing Omnichannel Adoption Intention

Dependent Variable	Independent Variable(s)	Author(s)
1. Omnichannel Shopping Intention	▪ Connectivity ▪ Integration ▪ Consistency ▪ Flexibility ▪ Personalization ▪ Personal Innovativeness ▪ Perceived Value of Showrooming ▪ Perceived Value of Webrooming ▪ Perceived Value of Compatibility ▪ Perceived Value of Risk ▪ Personality ▪ Information ▪ Brand Prestige ▪ Practicality	▪ Jaengprajak and Chaipoopiratana (2022) ▪ Kang (2019) ▪ Shi et al. (2020) ▪ Truong (2021)
2. Omnichannel Retailing Uses The Intention	▪ Perceived Severity ▪ Perceived Vulnerability ▪ Perceived Fear ▪ Health Anxiety ▪ Response Efficacy ▪ Self-Efficacy	▪ Liu et al. (2022)
3. Channel Migration Intention	▪ Perceived Usefulness ▪ Perceived Entertainment ▪ Perceived Cost ▪ Channel Features	▪ Wang et al. (2023)
4. Omnichannel Use Intention	▪ Risk ▪ Cost ▪ Compatibility ▪ TAM Dimensions ▪ Cost-Effectiveness ▪ Customer Engagement ▪ Price Promotion	▪ Chaudhary et al. (2022) ▪ Wang et al. (2023) ▪ Quach et al. (2023) ▪ Silva et al. (2018)
5. Continuous Use Intention	▪ Practical Motivation ▪ Social Motivation ▪ Relational Motivation ▪ Hedonic Motivation ▪ Instant Connectivity ▪ Location-Based Affordability ▪ Interaction ▪ Use Convenience ▪ Brand Image ▪ Brand Identity	▪ Geng and Chang (2022) ▪ Lee and Kim (2021)

Dependent Variable	Independent Variable(s)	Author(s)
	▪ Brand Attachment ▪ Brand Reliability ▪ Quality ▪ Monetary Savings ▪ Convenience	
6. Reuse Omnichannel Intention	▪ Perceived Agility	▪ Son et al. (2021)
7. Omnichannel Adoption Intention	▪ Service Integration ▪ Information Integration, Information Consistency ▪ Perceived Effectiveness of The Omnichannel Institutional Mechanism	▪ Park and Kim (2019)

Note. *TAM dimensions includes perceived usefulness and perceived ease of use.*

Several studies employing technology acceptance theories, like the Technology Acceptance Model and the Unified Theory of Acceptance and Use of Technology 2 (TAM and UTAUT2), are summarized in Table 2. As illustrated in the table, channel migration intention is influenced by perceived usefulness, entertainment, cost, and channel features (Wang et al., 2023). When conventional purchasing channels meet consumers' needs for perceived entertainment and usefulness, their intention to migrate channels diminishes as they are more inclined to use these channels. A high degree of channel feature integration can achieve customer retention, cater to consumers' personalized channel preferences, offer a seamless consumption experience, and influence consumers' behavior regarding channel migration. This aligns with previous research findings that omnichannel use intention is influenced by factors such as perceived usefulness, ease of use, risk, cost, compatibility, cost-effectiveness, customer engagement, and price promotion (Chaudhary et al., 2022; Wang et al., 2023; Quach et al., 2022; Silva et al., 2018).

The continuous intention to use omnichannel is also influenced by practical, social, relational, and hedonic motivations. Other influencing factors include the affordability of location-based services, interaction, reliability, convenience of use, brand image, identity, quality, monetary savings, attachment, convenience, and instant connectivity (Geng & Chang, 2022; Lee & Kim, 2021). Meanwhile, Son et al. (2021) posited that perceived agility influences the intention to reuse omnichannel services. This is because perceived agility, a crucial factor enabling channel integration, suggests that if companies are agile in adapting to change, they can effectively communicate and cooperate with customers to meet their diverse needs and adjust to market shifts simultaneously. Perceived agility, which encompasses retailers' efforts to manage and operate omnichannel through digitalization and understanding consumer expectations and market changes, can influence the intention to reuse omnichannel.

Shopping Method Intention

Table 3 provides insights into how delivery method intentions are shaped by factors such as perceived usefulness, ease of use, and dimensions of sustainability, including economic, environmental, and social aspects (Klein and Popp (2022). Notably, perceived environmental sustainability emerges as the most critical dimension of sustainability. This dimension significantly affects attitudes towards delivery methods like parcel lockers and home delivery.

The emphasis on environmental sustainability reflects the growing global concern for eco-friendly practices and the increasing demand for green solutions in retail. However, while environmental and social aspects are crucial in accepting these delivery methods, perceived usefulness and ease of use remain the most influential factors. This suggests that while consumers are environmentally conscious, the primary drivers for adopting a particular delivery method still revolve around its practicality and user-friendliness.

Table 3
Factor Influencing Shopping Method Intention

Dependent Variable	Independent Variable(s)	Author(s)
1. BOPS Reuse Intention	▪ Service Effectiveness ▪ Problem-Handling ▪ Ease of Access ▪ Item-Quality	▪ Lee (2020)
2. BOPS Sustainable Usage Intention	▪ CIQ Dimensions	▪ Chai and Wang (2022)
3. BOPI, BOCP, BIHD Intention	▪ CPCI Dimensions	▪ Chen and Chi (2021)
4. Delivery Method Intention	▪ TAM Dimensions ▪ Perceived Economic Sustainability ▪ Perceived Environmental Sustainability ▪ Perceived Social Sustainability	▪ Klein and Popp (2022)
5. Continuous BOPIS Use Intention	▪ UTAUT 2 Dimensions ▪ Compatibility With BOPIS Shopping ▪ Trust	▪ Kim et al. (2020)
6. BOPS Usage Intention	▪ UTAUT ▪ Personal Innovativeness	▪ Kim et al. (2020)
7. Showrooming Intention	▪ UTAUT 2 Dimensions ▪ Value Consciousness ▪ Purchase Involvement ▪ TAM Dimensions ▪ Exploratory Information Seeking ▪ Exploratory Acquisition	▪ Chimborazo-Azogue et al. (2021) ▪ Herrero-Crespo et al. (2022)
8. Webrooming Intention	▪ TAM Dimensions ▪ Exploratory Information Seeking, Exploratory Acquisition	▪ Herrero-Crespo et al. (2022)

Note. The CPCI dimension encompasses integrated order fulfillment, integrated promotion, integrated information access, integrated consumer service, integrated transaction information, and integrated product & price. BOCP refers to buy online, curbside pickup, while BOPS denotes buy online, pick up in-store. The TAM dimension consists of perceived usefulness and perceived ease of use. Meanwhile, the CIQ dimension includes transparency of channel-service configuration, process consistency, content consistency, and breadth of channel-service choice. UTAUT 2 dimension consists of social influence, price value, habit, facilitating conditions, effort expectancy, hedonic motivation, and performance expectancy. BOPI represents buy online, pick up in-store, and BIHD stands for buy online, home delivery.

The UTAUT dimension includes effort expectancy, performance expectancy, social influence, and facilitating conditions. Lastly, BOPIS signifies buy online, pick up in-store..

Intentions related to BOPI/BOPS, BOCP, and BIHD are examined through dimensions like consumer perception of channel integration (CPCI), the unified theory of acceptance and use of technology (UTAUT), and personal innovativeness (Chen & Chi, 2021; S. Kim et al., 2022). These dimensions provide a comprehensive framework for understanding the multifaceted nature of consumer behavior in the omnichannel retail landscape. The five dimensions of UTAUT2—performance expectancy, effort expectancy, social influence, hedonic motivation, price value—along with compatibility and trust, are pivotal constructs for understanding continuous BOPIS use intention (Kim et al., 2020).This underscores the importance of both functional and psychological factors in shaping consumer intentions. BOPS's sustainable usage intention is also linked to channel integration quality (CIQ) dimensions (Chai and Wang, 2022). This highlights the need for retailers to ensure seamless integration across various channels to meet evolving consumer expectations. Lee et al. (2019) posited that BOPS reuse intention is shaped by service effectiveness, problem handling, ease of access, and item quality, emphasizing the role of post-purchase experiences in driving repeat usage.

Two studies that delved into showrooming intention successfully identified influential factors, including UTAUT2 dimensions, TAM dimensions, value consciousness, purchase involvement, exploratory information seeking, and exploratory acquisition (Chimborazo-Azogue et al., 2021; Herrero-Crespo et al., 2022). Among these, value consciousness stands out as the most influential. Value-conscious individuals, often called smart shoppers, exert maximum effort during the search stage to find the best value and minimize risk during decision-making. They consistently prefer visiting physical stores and purchasing online to achieve the best cost-benefit ratio (Chimborazo-Azogue et al., 2022). This behavior underscores the importance of providing value at every touchpoint in the omnichannel journey. Herrero-Crespo et al. (2022) suggest that showrooming is associated with customer intention and various risks, including financial, product, and time/convenience, influencing customers' online shopping intentions (Johnson & Ramirez, 2021). This highlights the intricate balance retailers must strike between offering in-store experiences and ensuring online platforms are robust and reliable.

Similarly, TAM dimensions, exploratory information seeking, and exploratory acquisition are pertinent to webrooming intention, emphasizing the interplay between online research and in-store purchases. Store preference intention is shaped by factors like self-image congruence and functional congruence (Dai and Pelton, 2018), suggesting that consumers' self-perception and the functional benefits of a store play a significant role in their store selection. Meanwhile, channel selection intention is influenced by channel transparency, convenience, and uniformity (Xu and Jackson, 2019), pointing to the need for clear communication and convenience in omnichannel retailing.

Brick-and-Mortar Intention

Three papers were identified in the realm of omnichannel store visits, as detailed in Table 4. Factors influencing store visit intention encompass behavioral, emotional, and intellectual elements (Baek et al. (2020). Moreover, store revisit intention is shaped by the CPCI dimensions, which include food cleanliness, store image, product assortment, price, and

service quality (Gibson et al., 2022; Lee, 2020). This aligns with findings from Alix Partners and Convenience Store News (Gibson et al., 2022), where 32% of respondents concurred that enhanced store cleanliness could boost the frequency of convenience store visits. Expanding on this, the importance of a clean and well-maintained store environment cannot be overstated. A clean store ensures the health and safety of customers and staff and enhances the overall shopping experience. A positive environment can lead to increased dwell time, more significant interactions with products, and, ultimately, higher sales. It is evident that a store's physical appearance and hygiene play a crucial role in shaping a customer's perception and decision to return.

Table 4
Factor Influencing Brick-and-Mortar Intention

Dependent Variable	Independent Variable(s)	Author(s)
1. Location-Based Service Usage Intention	▪ TAM Dimension ▪ Perceived Enjoyment ▪ Privacy Concerns ▪ Fear of Spam ▪ Subjective Norm ▪ Perceived Complexity ▪ Perceived Privacy Risk	▪ Kim et al. (2020) ▪ Schrage et al. (2022)
2. Revisit Intention	▪ Food Cleanliness ▪ Store Image ▪ Product Assortment ▪ Price ▪ Service Quality ▪ Omnichannel ▪ CPCI Dimensions	▪ Gibson et al. (2022) ▪ Lee (2020)s
3. Smart Mall Omnichannel Service Usage	▪ Efficiency ▪ Service Excellence ▪ Diversity ▪ Luxury ▪ Aesthetics ▪ Comfort ▪ Convenience ▪ Interface Design ▪ Personalization ▪ Trust ▪ Privacy ▪ Consumer Peer Interaction ▪ Relationship Commitment	▪ Ameen et al. (2020)
4. Smartphones In-Store Use Intention	▪ UTAUT 2 Dimension	▪ Mosquera et al. (2018)
5. Store Visit Intention	▪ Behavioral ▪ Emotional ▪ Intellectual	▪ Baek et al. (2020)

Note. TAM dimension includes perceived usefulness and perceived ease of use. CPCI dimension includes integrated product & price, integrated promotion, integrated order fulfillment, integrated information access, integrated transaction information and integrated consumer service. UTAUT 2 dimension includes performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit.

Five papers were analyzed when considering integrating technology in brick-and-mortar stores. Variables influencing smart mall omnichannel service usage intention include efficiency, service excellence, diversity, luxury, aesthetics, comfort, convenience, interface design, personalization, trust, privacy, consumer peer interaction, and relationship commitment (Ameen et al., 2020). These factors can elevate customers' perceptions and experiences, bolstering their loyalty and propensity to revisit omnichannel stores. For instance, the diverse offerings of food outlets, stores, and entertainment in a mall can create an inviting shopping ambiance, enticing customers to prolong their stay and return in the future. Luxury is a pivotal factor in determining an omnichannel mall's allure to patrons, given its positive impact on their behavioral intentions. Additionally, perceived aesthetic value, recognized as a reactive-intrinsic factor, can be a potent marketing instrument. This is attributed to its capacity to elicit various customer responses, from attitudes and intentions to emotions, pleasure, value perceptions, and satisfaction (Ameen et al., 2020).

Diving deeper, the modern consumer seeks more than just products when they visit a mall or store; they are looking for an experience. The ambiance, the services offered, the technology integrated – all these elements create a holistic shopping experience. As the retail landscape evolves, brick-and-mortar stores that can seamlessly integrate technology to enhance this experience will undoubtedly have a competitive edge. Location-based service usage intention is steered by the TAM dimension, perceived enjoyment, privacy concerns, freedom from spam, subjective norms, perceived complexity, and privacy risks (Kim, 2021; Schrage et al., 2022). Perceived enjoyment emerges as paramount, as deriving pleasure from using location-based services culminates in a heightened perceived value of its utilization. Implementing location-based marketing services within stores can amplify customers' shopping experiences, especially regarding pricing. Such services offer customers coupons and discounts via push notifications, with loyal patrons receiving additional perks (Kim et al. (2020).

To elaborate, location-based services, when executed correctly, can bridge the gap between online and offline shopping. Retailers can engage customers more effectively by providing real-time, location-specific offers and information, driving both foot traffic and sales. The key lies in striking the right balance – ensuring these notifications are relevant and timely without overwhelming or intruding on the customer's space. Lastly, the UTAUT2 model's entire spectrum of dimensions has been employed to explore smartphone in-store usage intention (Mosquera et al., 2018). The UTAUT2 model elucidates consumers' acceptance and use of information and communication technology across diverse contexts and technologies. Its adoption is justified by three primary reasons: (1) UTAUT2's foundation is rooted in mobile usage; (2) it integrates the cost-benefit factors of effort expectancy and performance expectancy; and (3) UTAUT2 accommodates temporal considerations and is adaptable to voluntary scenarios. Further, the UTAUT2 model's 'Idespread application underscores its robustness and versatility in understanding co'sumer behavior in the digital age. As smartphones become increasingly integral to our daily lives, understanding the factors that drive their usage in retail becomes crucial for retailers aiming to stay ahead in a rapidly evolving market.

Loyalty Intention

As illustrated in Table 5, a deep dive into the theme of loyalty reveals that patronage intention stands out as a dominant subject of interest in customer intention studies. This is evident from the works of several researchers, including Ben Mimoun et al. (2022), Cheah et al. (2022), and Le and Nguyen-Le (2020). These studies have consistently highlighted the significance of the CIQ and CPCI dimensions as robust predictors of patronage intention. Delving further, a trio of studies have intricately woven the UTAUT dimension, decision quality, online-offline integration, and price promotion into the fabric of variables that can potentially steer customer patronage intention (Iyer et al., 2018; Terblanche & Kidd, 2021).

Table 5
Factor Influencing Loyalty Intention

Dependent Variable	Independent Variable(s)	Author(s)
1. Patronage Intention	▪ CIQ Dimension ▪ CPCI Dimension ▪ Type of Omnichannel Retail Technology Use ▪ Performance Expectancy ▪ Effort Expectancy ▪ Decision Quality ▪ Online-Offline Channel Integration ▪ Price Promotion	▪ Ben Mimoun et al. (2022) ▪ Cheah et al. (2022) ▪ Le and Nguyen-Le (2020) Lim et al. (2022) ▪ Mishra et al. (2022) ▪ Nguyen (2021) ▪ Quach et al. (2023) ▪ Zhang et al. (2018)
2. Purchase Intention	▪ CIQ Dimension ▪ Self-Image Congruence ▪ Functional Congruence ▪ CPCI Dimension ▪ Perceived Time Convenience ▪ TPB Dimension ▪ E-WOM ▪ Intention To Use In-Store Technology ▪ Intention To Use Fitting-Room Technology ▪ Intention To Use Own Technology	▪ Cattapan and Pongsakornrungsilp (2022) ▪ Dai and Pelton (2018) ▪ Kopot and Cude (2021) ▪ Mosquera et al. (2018) ▪ Sombultawee and Wattanatorn (2022) ▪ Tjhin et al. (2018)
3. Repurchase Intention	▪ CIQ Dimension ▪ Congruity ▪ Online Customer Experiences Offline Customer Experiences ▪ SE Dimension ▪ Perceived Logistic Service Quality ▪ Hedonic Value ▪ Gamification	▪ Chang and Li (2022) ▪ Gao and Fan (2021) ▪ Grace Phang et al. (2021) ▪ Kim et al. (2020) ▪ Lee et al. (2019) ▪ Prassida and Hsu (2022)

Dependent Variable	Independent Variable(s)	Author(s)
4. WOM	▪ CIQ Dimension ▪ Congruity ▪ Self-Image Congruence ▪ Functional Congruence ▪ Online Customer Experiences ▪ Offline Customer Experiences ▪ SE Dimensions ▪ Peace of Mind ▪ New Media Impression ▪ Peer-To-Peer Interaction	▪ Chang and Li2022) ▪ Dai and Pelton (2018) ▪ Gao and Fan (2021) ▪ Grace Phang et al. (2021) ▪ Lee et al. (2019) ▪ Siqueira et al. (2019)
5. Offline Purchase Intention	▪ Perceived Offline-To-Online Services ▪ Perceived Online-To-Offline Services ▪ VF Experience Satisfaction ▪ E-Store–Product Quality ▪ E-Store–Service Quality ▪ E-Store–Innovation ▪ E-Store–Price ▪ E-Store–Store Image ▪ Physical Store–Product Quality ▪ Physical Store–Service Quality ▪ Physical Store–Innovation ▪ Physical Store–Price ▪ Physical Store–Store Image	▪ Rhee and Lee (2021) ▪ Swoboda and Winters (2021) ▪ Yeh et al. (2022)
6. Online Purchase Intention	▪ Perceived Offline-To-Online Services ▪ Perceived Online-To-Offline Services ▪ E-Store–Product Quality ▪ E-Store–Service Quality ▪ E-Store–Innovation ▪ E-Store–Price ▪ E-Store–Store Image	▪ Swoboda and Winters (2021) ▪ Yeh et al. (2022)
7. Mobile Purchase Intention	▪ VF Experience Satisfaction	▪ Rhee and Lee (2021)
8. Repatronage Intention	▪ Staff Interaction ▪ Other Customers ▪ Merchandise Variety ▪ Shop Atmosphere ▪ Functional Value ▪ Hedonic Value	▪ Iyer et al. (2018) ▪ Terblanche and Kidd (2021)

Dependent Variable	Independent Variable(s)	Author(s)
	▪ Social Value ▪ Congruency	
9. E-WOM	▪ SE Dimension ▪ Peace of Mind ▪ New Media Impression ▪ Peer-To-Peer Interaction	▪ Chang and Li (2022) ▪ Siqueira et al. (2019)
10. User-Generated Content Creation Intention	▪ Information Attainment ▪ Price Comparison ▪ Social Interaction ▪ Assortment Seeking ▪ Convenience Seeking ▪ Mobile Dependency ▪ Psychological Risk ▪ Need For Touch ▪ Value Consciousness	▪ Chimborazo-Azogue et al. (2022) ▪ Kang (2018)
11. Loyalty Intention	▪ Application Use ▪ Touchpoint Reach ▪ Touchpoint Positivity ▪ Touchpoint Frequency	▪ Flacandji and Vlad (2022) ▪ Ieva and Ziliani (2018)
12. Product Review Sharing Intention	▪ Personality ▪ Information ▪ Brand Prestige ▪ Practicality	▪ Kang (2019)
13. Co-Create Value Intention	▪ Perceived Personalization	▪ Alimamy and Gnoth (2022)

Note. The CPCI dimension comprises integrated promotion, integrated consumer service, integrated transaction information, integrated information access, integrated order fulfillment, and integrated product & price. The CIQ dimension includes process consistency, transparency of channel-service configuration, content consistency, and breadth of channel-service choice. The SE dimension consists of simplicity of payment, flexibility of fulfillment, information visibility, consistency of sales strategies, availability of links, and convenience of sharing. Lastly, the TPB dimension encompasses social norm, perceived behavioral control, and attitude.

Moreover, the intricate relationship between CIQ, CPCI, and purchase intention has been meticulously explored in the previous studies (Cattapan & Pongsakornrungsilp, 2022; Kopot & Cude, 2021). Their research underscores the multifaceted nature of purchase intention, influenced by many variables ranging from self-image congruence to functional congruence. This is further corroborated by Dai and Pelton (2018) and Mosquera et al. (2018), who have shed light on the nuanced interplay of these variables in shaping purchase behaviors. Expanding the horizon, studies have ventured into categorizing purchase intentions more granularly, focusing on online, offline, and mobile platforms. These studies have unearthed a rich tapestry of predictors, emphasizing the role of virtual fitting experiences, e-store quality metrics, and the tangible attributes of physical stores in shaping these intentions (Rhee & Lee, 2021; Swoboda & Winters, 2021; Yeh et al., 2022).

A sextet of research papers has embarked on the journey to unravel the mysteries behind customer repurchase intention. Within this realm, the CIQ dimension is a recurrent theme in three studies (Grace Phang et al., 2021; Lee et al., 2019; Prassida & Hsu, 2022). Beyond CIQ, the landscape of repurchase intention is painted with diverse variables, from the tangible aspects of online and offline customer experiences to the more abstract concept of perceived logistic service quality. The seminal work of Prassida and Hsu (2022) deserves special mention, as it underscores the pivotal role of perceived logistic service quality in molding both types of satisfaction, which acts as a catalyst for repurchase intentions. Our comprehensive study, in its quest to understand WOM, categorizes it into four distinct segments: WOM, e-WOM, UGC, and product review intention. The intricate dynamics of UGC intention, as elucidated by Chimborazo-Azogue et al. (2022) and Kang (2018), are influenced by many factors, from the pragmatic aspect of information attainment to the more subjective realm of value consciousness. Kang (2019) further enriches the discourse by introducing variables like personality traits and brand prestige as pivotal in shaping product review-sharing intentions. Two studies stand out in the grand tapestry of loyalty intention, highlighting touchpoint-centric variables as the linchpin. Furthermore, the insightful work of Alimamy and Gnoth (2022) accentuates the significance of perceived personalization, suggesting that it acts as a beacon guiding customer co-creation of value intention.

Discussion and Conclusions

This research was meticulously designed to uncover the critical determinants shaping customer intentions in omnichannel retail environments. By employing a systematic literature review, we rigorously analyzed 61 scholarly articles from the SCOPUS database, ensuring a broad yet precise examination of the topic. Through this comprehensive analysis, we identified four core themes essential for understanding consumer behavior within omnichannel ecosystems: (1) the adoption of omnichannel platforms, (2) consumer preferences in shopping methods, (3) the sustained relevance of brick-and-mortar establishments, and (4) customer loyalty within omnichannel retailing.

This study holds substantial academic and practical significance by bridging critical gaps in omnichannel retail research. For academic researchers, it provides a consolidated theoretical foundation by integrating models such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT and UTAUT2), Channel Integration Quality (CIQ), Consumer Perspective of Channel Integration (CPCI), and Seamless Experience (SE). These models offer a structured approach to understanding customer intention and behavioral shifts in the omnichannel space, enabling scholars to explore emerging trends and refine existing theories.

For business practitioners and retail strategists, this research delivers actionable insights into consumer expectations and engagement patterns, helping retailers craft more seamless, data-driven, and customer-centric omnichannel strategies. Understanding how customers navigate between online and offline touchpoints allows businesses to enhance their integration efforts, optimize customer journeys, and improve loyalty retention. For policymakers and technology developers, the findings underscore the importance of innovation in omnichannel infrastructure, highlighting how digital transformation and AI-driven personalization can drive sustainable retail growth. Ultimately, this study serves as a roadmap for navigating the complexities of omnichannel adoption, equipping all stakeholders

with the knowledge necessary to enhance customer experiences and business performance in an increasingly digital retail landscape.

Despite its contributions, this study has several limitations that open avenues for future research. First, the study primarily relies on secondary data derived from existing literature, limiting real-time insights into consumer behavior. While a systematic literature review provides a robust theoretical foundation, empirical validation is necessary to verify and expand upon these findings. Future research should incorporate primary data collection methods, such as surveys, interviews, or experimental studies, to gain direct insights from consumers and businesses operating in omnichannel environments.

Another key area for future research is the empirical testing of the proposed theoretical model. This study integrates various determinants of customer intention—such as technology acceptance, channel integration quality, and consumer behavior theories—but has not yet tested these relationships through quantitative or qualitative methods. Future studies should apply statistical modeling, structural equation modeling (SEM), or machine learning techniques to assess the strength of these relationships in real-world settings.

Additionally, future research should explore more granular aspects of omnichannel adoption, such as industry-specific challenges, regional differences, and demographic variations. While this study provides a broad, cross-industry perspective, different sectors (e.g., fashion, electronics, groceries, luxury goods) may exhibit unique omnichannel adoption patterns. Moreover, consumer behaviors can vary significantly based on geographical and cultural factors, requiring localized research to tailor omnichannel strategies effectively.

Finally, as emerging technologies like artificial intelligence (AI), augmented reality (AR), and blockchain continue to shape retail experiences, future research should investigate their role in omnichannel customer intention. Understanding how AI-driven personalization, AR-powered shopping, and blockchain-enabled secure transactions affect consumer trust and purchase decisions will be crucial for developing next-generation omnichannel strategies.

This study provides a comprehensive analysis of the factors influencing customer intention in omnichannel retailing, offering valuable insights for academia, industry practitioners, and policymakers. By systematically reviewing existing literature, we identified four major themes—omnichannel adoption, shopping preferences, brick-and-mortar relevance, and customer loyalty—alongside key theoretical dimensions like TAM, UTAUT, CIQ, CPCI, and SE. The findings underscore the importance of seamless channel integration, trust-building mechanisms, and personalized consumer experiences in driving omnichannel success. While limitations remain, particularly in terms of empirical validation, this research lays a strong foundation for future studies to expand, refine, and test omnichannel theories in real-world contexts.

As digital transformation accelerates and consumer expectations evolve, businesses must continuously refine their omnichannel strategies to remain competitive. The insights from this study equip retailers with the knowledge to enhance customer engagement, optimize cross-channel interactions, and foster long-term loyalty. By bridging theoretical perspectives with

practical applications, this research contributes to the broader discourse on the future of retail in an omnichannel-driven world.

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