

REVIEW ARTICLE

Enhancing customer experience and shopping value in omnichannel retailing

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Abstract: In the contemporary retail environment, the convergence of physical and digital channels — known as omnichannel retailing — has become a pivotal strategy for enhancing customer experience and delivering superior shopping value. This paper explores how omnichannel integration creates a seamless, personalized, and convenient journey across multiple consumer interaction points such as physical retail stores, online shopping websites, mobile apps and social media networks. Utilizing cutting-edge technologies like AI, big data analysis, and customer relationship management systems, retailers are increasingly capable of providing tailored experiences, real-time inventory insights, and dynamic promotional offerings that significantly enhance customer satisfaction. Furthermore, omnichannel strategies contribute to increased utilitarian, hedonic, and social value, fostering not only efficient and enjoyable shopping experiences but also meaningful community engagement through integrated social platforms. Despite its transformative potential, omnichannel retailing presents ongoing challenges, including technological integration issues, data fragmentation, and consumer privacy concerns. The study identifies these limitations and highlights the need for future research, particularly focusing on underexplored areas such as the role of emerging markets, cultural differences, and the impact of innovative technologies like augmented reality and blockchain. By addressing these gaps, future investigations can provide deeper insights into sustaining competitive advantage and evolving customer expectations. Overall, the paper underscores the critical importance of continuous innovation and strategic alignment in advancing omnichannel capabilities to enhance customer experience and drive long-term value creation in the retail sector.

Keywords: Omnichannel retailing, Customer experience, Shopping value, Consumer behavior, Personalization, Technological integration, Artificial intelligence, Big data analytics, Customer satisfaction

Introduction

In the rapidly evolving retail landscape, the combination of physical and digital channels — commonly known as omnichannel retailing — has emerged as a transformative approach to enhance customer experience and increase shopping value (Cotarelo et al., 2021). Modern consumers no longer view shopping as a linear process confined to a single channel; instead, they expect a seamless, personalized, and convenient journey via numerous contact points, including in-store outlets, e-commerce platforms, mobile apps, and social media (Verhoef, Kannan, & Inman, 2015). Omnichannel strategies enable retailers to meet these expectations by providing a cohesive brand experience, regardless of where or how the customer engages with the brand (Massi, 2023). The customer experience in an omnichannel environment is significantly enriched by employing sophisticated technologies like AI, data analytics, and customer relationship management systems. These technologies enable retailers to offer personalized product

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recommendations, real-time inventory visibility, and tailored promotions that enhance customer satisfaction (Juaneda-Ayensa, Mosquera, & Murillo, 2016). Importantly, omnichannel systems allow for smooth transitions between online research and offline purchases (webrooming), or physical store browsing followed by online purchases (showrooming), thereby offering enhanced flexibility and autonomy for customers throughout their shopping experience (Gupta et al., 2024).

The customer experience in an omnichannel environment is significantly enriched by employing sophisticated technologies like AI, data analytics, and customer relationship management systems. These technologies enable retailers to offer personalized product recommendations, real-time inventory visibility, and tailored promotions that enhance customer satisfaction. Importantly, omnichannel systems allow for smooth transitions between online research and offline purchases (webrooming), or physical store browsing followed by online purchases (showrooming), thereby offering enhanced flexibility and autonomy for customers throughout their shopping experience.

Customers increasingly move fluidly across channels: they research products online, consult peers on social platforms, and complete purchases in-store or through mobile applications. This dynamic and evolving pattern is especially important in high-involvement categories such as electronics, where shoppers look for accurate information, interactive support, personalized recommendations, and reliable service. Omnichannel retailing brings together the convenience and reach of digital touchpoints with the sensory and advisory strengths of physical retail environments. With the growing use of mobile devices, voice interfaces, and connected smart products, the range of customer contact points continues to widen, making integrated communication, seamless service, and consistent value delivery across channels essential for retailers.

Beyond improving convenience, omnichannel retailing also enhances shopping value across three critical dimensions: utilitarian, hedonic, and social (Kokku, 2021). Utilitarian value is realized through efficient service, ease of navigation, and time-saving processes, which are particularly crucial in high-involvement sectors like electronics (Blázquez, 2014). Hedonic value is derived from enjoyable, immersive, and interactive shopping experiences, such as augmented reality try-ons or engaging store layouts that stimulate sensory satisfaction (Attri, Roy & Choudhary, 2024). Meanwhile, social value emerges from integrated social media platforms and peer review systems that enable customers to share experiences, seek advice, and feel connected to a community of like-minded shoppers (Pantano & Priporas, 2016).

Furthermore, as consumer expectations rise, the competitive advantage increasingly lies in the ability to deliver consistent, meaningful experiences across all channels. Research suggests that customers interacting through various channels are more likely to demonstrate stronger loyalty and greater lifetime value compared to single-channel users (Lemon & Verhoef, 2016). Retailers that synchronize their inventory, pricing, and promotional strategies across channels not only reduce operational inefficiencies but also create a frictionless customer journey that encourages repeat purchases and positive word-of-mouth (Cocco & Demoulin, 2022). Emerging technologies continue to redefine the boundaries of omnichannel excellence. Innovations such as AI-powered chatbots, virtual reality experiences, and blockchain for secure transactions are further empowering retailers to elevate customer experience and shopping value. As these advancements mature, omnichannel strategies will remain at the forefront of retail evolution, acting as a cornerstone for sustained customer engagement, loyalty, and business growth (Verhoef et al., 2021).

Objectives

While omnichannel retailing has attracted growing academic attention, most existing studies have been limited to specific sectors such as fashion and grocery, and are often based in mature markets like the United States and Western Europe. There is a noticeable lack of comprehensive reviews and empirical work focusing on electronics retailing, particularly in the context of emerging economies. Furthermore, while prior literature has examined customer satisfaction or purchase intention, few studies (Shi et al., 2020) have integrated the customer experience with shopping value dimensions (utilitarian, hedonic, and social) in a

unified framework. This study addresses these gaps by analyzing the role of omnichannel strategies in enhancing customer experience and examining their impact on shopping value—including utilitarian, hedonic, and social aspects—in the electronics sector. The novelty of this study lies in its sector-specific focus, its integration of multi-dimensional shopping value, and its contribution to a relatively underexplored area in omnichannel retailing research.

Omnichannel Strategies in Enhancing Customer Experience

The experience that customers acquire while interacting with a company through all of its integrated communication channels is known as the omnichannel customer experience (Lisnawati et. al., 2021). Omnichannel customer experience is viewed differently from traditional customer experience, and two factors—online and offline—are given particular weight when evaluating its effectiveness. In today's world, retailers must embrace technology to provide smooth, efficient, and all-encompassing customer experiences. Consequently, it becomes imperative to integrate the offline and online domains into a unified approach, offering retailers a substantial chance to enhance the client experience by delivering seamless transitions across channels, personalized interactions based on unified data, and flexible fulfillment options that improve convenience and satisfaction (Balbín et al., 2024). Compared to non-luxury shops, luxury retailers make greater investments in providing digital experiences through omnichannel methods. Perceived omnichannel customer experience refers to customers' assessments of their smooth interactions across all of a retailer's channels as they progress through different stages of the customer journey, based on several key dimensions (Rahman et al. 2022). The establishment of an omnichannel strategy to give clients a seamless experience is made possible by technological advancements. (Thaichon et al., 2023). distinguished between two categories of technologies in their study of technology-enabled omnichannel retailing: supportive and interactive. While supporting technologies assist retailers in facilitating essential omnichannel mechanisms, interactive technologies aim to enhance merchants' engagement with customers across both physical and digital channels.

Impact of Omnichannel Retailing on Shopping Value

The shopping value phenomenon has gained greater significance in the omnichannel environment, as this synchronized retail approach holds strong potential for capturing maximum value across customer touchpoints. Shopping value in an omnichannel context is typically conceptualized through three key dimensions: utilitarian, hedonic, and social shopping values (Ahmed & Syed, 2021). The contextual nature of shopping value means that experiences and perceptions derived from a shopping trip may vary based on the channel or touchpoint involved. For instance, hedonic value arises from multisensory, exciting, and enjoyable shopping experiences that provide entertainment and emotional satisfaction. (Widjaja et al. 2023) found that customers interacting with hedonic products or services—particularly through mobile and social apps—tend to process information in a more heuristic and less systematic manner, highlighting the importance of perceived enjoyment in such environments. From a utilitarian perspective, (Geng and Chang 2022) demonstrated that consumers' intention to continue using omnichannel services is significantly influenced by three utilitarian value dimensions: quality, cost savings, and convenience. Among these, convenience is identified as the primary driver of continued omnichannel usage. Their study also noted that customers with lower product involvement are more influenced by perceived quality than those with higher involvement. This highlights the importance of matching utilitarian features with the target audience's expectations. In terms of social shopping value, (Kang 2019) explored the behaviors of social-local-mobile (SoLoMo) consumers and found that their intentions to share product reviews were shaped by their omnichannel shopping intentions, which were themselves driven by the perceived value of showrooming and webrooming. Interestingly, while brand prestige-based fashion lifestyles negatively influenced the perceived value of these behaviors, information-based and practicality-based lifestyles had a positive effect, especially in the case of webrooming. However, personality-based fashion lifestyles did not significantly impact either showrooming or webrooming values. Collectively, these insights suggest that omnichannel retailing enhances shopping value through distinct pathways—cognitive and rational benefits for utilitarian

value, emotional engagement for hedonic value, and social interaction and identity expression for social value. Understanding these differentiated value dimensions can help retailers tailor experiences more effectively to diverse customer needs.

Suggestions

Omnichannel strategies significantly enhance customer experience in the electronics sector by ensuring seamless integration across online and offline channels. Unlike traditional retail, omnichannel retailing focuses on consistency, personalization, and convenience. Retailers leverage advanced technologies such as AI, CRM systems, and big data analytics to optimize customer interactions, inventory management, and personalized recommendations. Luxury retailers, in particular, invest heavily in digital experiences to create immersive shopping environments. Shopping value in omnichannel retailing consists of hedonic, utilitarian, and social dimensions. Hedonic value stems from engaging and interactive shopping experiences, while utilitarian value is driven by efficiency, cost savings, and convenience. Social shopping value emerges from peer interactions, product reviews, and social media engagement, influencing purchasing decisions. The ability to switch seamlessly between showrooming (viewing products in-store before purchasing online) and webrooming (gathering information online before buying in-store) highlights the dynamic nature of omnichannel shopping behavior. Retailers must continuously refine their strategies to meet evolving consumer expectations. Convenience remains a key driver, with synchronized product availability, smooth platform transitions, and reliable customer support being essential. Looking ahead, innovations such as AI-driven personalization, augmented reality (AR), and blockchain will further enhance omnichannel experiences, shaping the future of electronics retailing.

Research Gap

Although omnichannel retailing is gaining academic attention, its impact on customer experience and shopping value remains underexplored, with several research gaps still evident. Most existing studies have concentrated heavily on mature markets such as the United States and Western Europe (Asmare & Zewdie, 2022), with comparatively less attention paid to emerging economies where rapid digital adoption presents unique challenges and opportunities. Additionally, much of the current research is sector-specific (Salviotti, 2022), focusing predominantly on areas like fashion and grocery retail, while other product categories and service-based industries remain underexplored in the context of omnichannel retailing.

Another key gap relates to the changing role of advanced technologies like artificial intelligence, blockchain, and augmented reality. While these innovations are reshaping customer journeys, their specific impact on perceived value dimensions (hedonic, utilitarian, and social) and customer satisfaction within an omnichannel context is still not fully understood (Pantano & Priporas, 2016). Furthermore, existing studies have tended to examine customer experience and shopping value separately, often overlooking the complex interrelationships between these constructs and how they vary across demographic groups and purchase situations.

Limitations of Current Research

One of the key limitations in the existing literature is its reliance on cross-sectional studies, which capture consumer perceptions at a specific point in time and thus restrict understanding of how customer expectations and behaviors evolve with technological advancements and changing market dynamics. Additionally, many studies depend heavily on self-reported data, which may be biased and fail to accurately represent actual consumer behavior across channels. There is also a lack of research incorporating internal organizational factors such as supply chain agility, employee engagement, and technological readiness, which are critical for delivering a seamless omnichannel experience but are often overlooked in customer-centric models. From a practical standpoint, implementing omnichannel strategies presents its own challenges, particularly in integrating data across multiple channels to create a unified customer view. Retailers often face technological silos, inconsistent data quality, and privacy concerns, all of which can hinder the effectiveness of omnichannel efforts. Furthermore, the financial and operational investments

required to develop and maintain a robust omnichannel infrastructure can be prohibitive, especially for small and medium-sized enterprises (SMEs) that may lack the necessary resources and capabilities.

Scope for Future Research

Future studies should adopt a more longitudinal approach to capture changes in consumer behavior over time, especially in the wake of technological shifts and evolving privacy concerns. Research should also expand to include emerging markets and diverse cultural contexts to provide a more comprehensive understanding of global omnichannel strategies. Moreover, integrating both customer and employee perspectives could offer richer insights into operational challenges and customer experience delivery. There is also an opportunity to explore the role of consumer trust, data privacy, and cybersecurity as critical factors influencing customer engagement in omnichannel environments. Finally, future research can benefit from experimental designs and behavioral tracking methods to validate findings and provide actionable insights for practitioners aiming to enhance both customer experience and shopping value in increasingly digital retail landscapes.

Conclusion

Omnichannel retailing has become a crucial approach for enhancing both customer experience and shopping value by integrating multiple touchpoints into a seamless and personalized journey. By utilizing cutting-edge technologies such as AI-driven personalization, big data analytics, and integrated CRM systems, retailers can deliver highly customized experiences that align with evolving consumer expectations. Furthermore, omnichannel approaches amplify utilitarian, hedonic, and social values, thereby enriching the overall shopping experience and fostering stronger customer engagement and loyalty. However, despite its advantages, omnichannel retailing is not without challenges. The current body of research predominantly focuses on developed markets and technologically advanced retail environments, leaving a gap in understanding the adoption and effectiveness of omnichannel strategies in emerging economies and across diverse cultural contexts. Moreover, while much attention has been given to customer satisfaction and purchase intention, there remains scope to explore long-term outcomes such as customer loyalty, repurchase behavior, and the impact of post-purchase services in omnichannel settings. Future studies should explore the impact of emerging technologies such as augmented reality (AR), virtual reality (VR), and blockchain in enhancing omnichannel experiences. Additionally, more longitudinal studies are needed to understand how customer preferences and behaviors evolve over time in response to omnichannel initiatives. By addressing these gaps, future studies can offer deeper insights into optimizing omnichannel strategies for sustainable competitive advantage.

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