LITERATURE REVIEW PROCEDURES:
ARTICLE “OMNICHANNEL AS A CONSUMER-BASED MARKETING STRATEGY”

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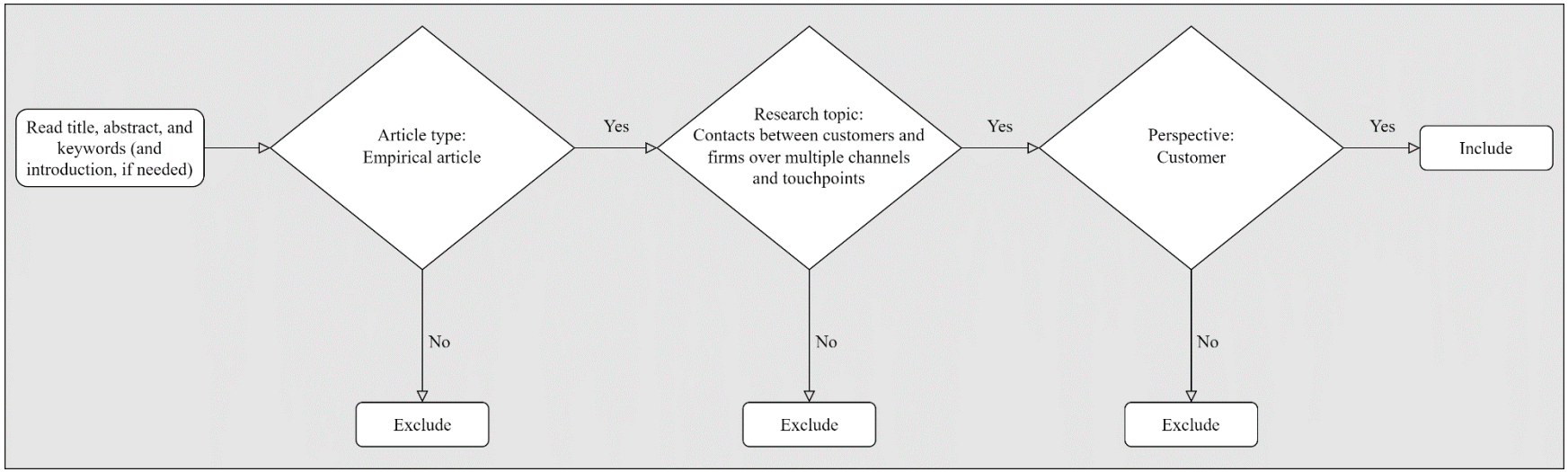
Step 1: Search for articles using the search protocol

Database	Scopus
Searching for	Documents
Date range	2011-2021
Search within	Title, abstract, keywords
Search term line 1	"customer" OR "consumer
Boolean operator	AND
Search term line 2	"omnichannel" OR "omni-channel" OR "channel integration"
Subject area	Business, Management and Accounting
Document type	Article
Sources	Top 10 Scopus CiteScore 2020: Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Marketing, Journal of Consumer Research, Journal of Retailing, Journal of Interactive Marketing, Journal of Advertising, Journal of Marketing Research, Journal of Business Research, Journal of Retailing and Consumer Services
Query string	(TITLE-ABS-KEY ("customer" OR "consumer") AND TITLE-ABS-KEY ("omnichannel" OR "omni-channel" OR "channel integration")) AND (LIMIT-TO (PUBYEAR , 2021) OR LIMIT-TO (PUBYEAR , 2020) OR LIMIT-TO (PUBYEAR , 2019) OR LIMIT-TO (PUBYEAR , 2018) OR LIMIT-TO (PUBYEAR , 2017) OR LIMIT-TO (PUBYEAR , 2016) OR LIMIT-TO (PUBYEAR , 2015) OR LIMIT-TO (PUBYEAR , 2014) OR LIMIT-TO (PUBYEAR , 2013) OR LIMIT-TO (PUBYEAR , 2012) OR LIMIT-TO (PUBYEAR , 2011)) AND (LIMIT-TO (SUBJAREA , "BUSI")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (EXACTSRCTITLE , "Journal Of Advertising") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Business Research") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Consumer Research") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Interactive Marketing") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Marketing") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Marketing Research") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Retailing") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Retailing And Consumer Services") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of Service Research") OR LIMIT-TO (EXACTSRCTITLE , "Journal Of The Academy Of Marketing Science"))
Output	See *DataSet_N50_Scopus.csv*

Step 2: Create a flow chart for cleaning the data



Step 3: Apply inclusion and exclusion criteria to the dataset (N = 50)

#	Authors	Year	Title	Decision	Comments
1	Beck N., Rygl D.	2015	Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing	✕	Non-empirical
2	Herhausen D., Binder J., (…) Herrmann A.	2015	Integrating Bricks with Clicks: Retailer-Level and Channel-Level Outcomes of Online-Offline Channel Integration	✓	Empirical; Customers' perspective on online-offline channel integration
3	Grewal D., Roggeveen A.L., Nordfält J.	2016	Roles of retailer tactics and customer-specific factors in shopper marketing: Substantive, methodological, and conceptual issues	✕	Non-empirical
4	Ailawadi K.L., Farris P.W.	2017	Managing Multi- and Omni-Channel Distribution: Metrics and Research Directions	✕	Non-empirical
5	Blom A., Lange F., Hess R.L., Jr	2017	Omnichannel-based promotions' effects on purchase behavior and brand image	✓	Empirical; Customer's perspective on the response to omnichannel marketing

#	Authors	Year	Title	Decision	Comments
6	Chatterjee P., Kumar A.	2017	Consumer willingness to pay across retail channels	✕	Empirical; Firm's perspective on the prices that customers pay in omnichannel vs. pure-play online retailers
7	Kumar V., Rajan B., (...) Pozza I.D.	2017	Customer engagement in service	✕	Empirical; Firm's perspective on the factors influencing omnichannel service
8	Verhoef P.C., Stephen A.T., (…) Zhang Y.	2017	Consumer Connectivity in a Complex, Technology-enabled, and Mobile-oriented World with Smart Products	✕	Non-empirical
9	Yurova Y., Rippé C.B., (...) Arndt A.	2017	Not all adaptive selling to omni-consumers is influential: The moderating effect of product type	✕	Empirical; Firm's perspective on adaptive selling techniques at physical stores
10	Barwitz N., Maas P.	2018	Understanding the Omnichannel Customer Journey: Determinants of Interaction Choice	✓	Empirical; Customer's perspective on the choice of channels to interact with service providers
11	Dai B., Pelton L.E.	2018	Exploring consumers' skincare retail patronage	✕	Empirical; Customer's perspective on the effects of single-channel retail environment (e.g., atmospherics)
12	Iyer P., Davari A., Mukherjee A.	2018	Investigating the effectiveness of retailers' mobile applications in determining customer satisfaction and repatronage intentions? A congruency perspective	✕	Empirical; Customer's perspective on the factors that influence satisfaction with a mobile app (single-channel)
13	Adivar B., Hüseyinoğlu I.Ö.Y., Christopher M.	2019	A quantitative performance management framework for assessing omnichannel retail supply chains	✕	Empirical; Firm's perspective on omnichannel performance metrics
14	Fisher M.L., Gallino S., Xu J.J.	2019	The Value of Rapid Delivery in Omnichannel Retailing	✕	Empirical; Firm's perspective on the effects of fast delivery on sales
15	Flavián C., Gurrea R., Orús C.	2019	Feeling Confident and Smart with Webrooming: Understanding the Consumer's Path to Satisfaction	✓	Empirical; Customer's perspective on webrooming behavior
16	Hallikainen H., Alamäki A., Laukkanen T.	2019	Individual preferences of digital touchpoints: A latent class analysis	✓	Empirical; Customer segmentation based on the preference for digital touchpoints
17	Herhausen D., Kleinlercher K., (…) Rudolph T.	2019	Loyalty Formation for Different Customer Journey Segments	✓	Empirical; Customer segmentation based on the use of multiple touchpoints
18	Pagani M., Racat M., Hofacker C.F.	2019	Adding Voice to the Omnichannel and How that Affects Brand Trust	✕	Empirical; Customer's perspective on mobile interactions (single-channel)
19	Ryu M.H., Cho Y., Lee D.	2019	Should small-scale online retailers diversify distribution channels into offline channels? Focused on the clothing and fashion industry	✕	Empirical; Firm's perspective on the efficiency of two distribution options
20	Steinhoff L., Arli D., (…) Kozlenkova I.V.	2019	Online relationship marketing	✕	Non-empirical

#	Authors	Year	Title	Decision	Comments
21	Zhang S., Pauwels K., Peng C.	2019	The Impact of Adding Online-to-Offline Service Platform Channels on Firms' Offline and Total Sales and Profits	✕	Empirical; Firm's perspective on the consequences of a new channel addition for firm performance
22	Alexander B., Blazquez Cano M.	2020	Store of the future: Towards a (re)invention and (re)imagination of physical store space in an omnichannel context	✕	Empirical; Firm's perspective on the future of the physical store in omnichannel retailing
23	Danaher P.J., Danaher T.S., (…) Loaiza-Maya R.	2020	Advertising Effectiveness for Multiple Retailer-Brands in a Multimedia and Multichannel Environment	✕	Empirical; Firm's perspective on the effects of multimedia advertising on sales
24	De Vries E.L.E., Zhang S.	2020	The effectiveness of random discounts for migrating customers to the mobile channel	✓	Empirical; Customer's perspective on channel migration strategies
25	Farah M.F., Ramadan Z.B.	2020	Viability of Amazon's driven innovations targeting shoppers' impulsiveness	✓	Empirical; Customer's perspective on the effects of omnichannel technologies
26	Klaus P.	2020	The end of the world as we know it? The influence of online channels on the luxury customer experience	✕	Empirical; Customer's perspective on purchasing luxury goods online (single channel)
27	Liao S.-H., Yang L.-L.	2020	Mobile payment and online to offline retail business models	✕	Empirical; Firm's perspective on the effects of mobile payments
28	Madsen S.M., Petermans A.	2020	Exploring the system of digitised retail design—flattening the ontology	✕	Empirical; Firm's perspective on the design of the physical store
29	Mirzabeiki V., Saghiri S.S.	2020	From ambition to action: How to achieve integration in omni-channel?	✕	Empirical; Firm's perspective on enhancing omnichannel activities
30	Tyrväinen O., Karjaluoto H., Saarijärvi H.	2020	Personalization and hedonic motivation in creating customer experiences and loyalty in omnichannel retail	✓	Empirical; Customer's perspective on omnichannel personalization
31	Valentini S., Neslin S.A., Montaguti E.	2020	Identifying omnichannel deal prone segments, their antecedents, and their consequences	✓	Empirical; Customer segmentation based on channels used for promotions
32	Viejo-Fernández N., Sanzo-Pérez M.J., Vázquez-Casielles R.	2020	Is showrooming really so terrible? start understanding showroomers	✕	Empirical; Firm's perspective on the price paid online between customers who visit (vs. don't visit) the store
33	Bijmolt T.H.A., Broekhuis M., (…) Zhu S.X.	2021	Challenges at the marketing–operations interface in omni-channel retail environments	✕	Non-empirical
34	Cui T.H., Ghose A., (...) Venkataraman S.	2021	Informational Challenges in Omnichannel Marketing: Remedies and Future Research	✕	Non-empirical

#	Authors	Year	Title	Decision	Comments
35	Dahl A.J., Milne G.R., Peltier J.W.	2021	Digital health information seeking in an omni-channel environment: A shared decision-making and service-dominant logic perspective	✓	Empirical; Customer's perspective on omnichannel information
36	Fiestas J.C., Tuzovic S.	2021	Mobile-assisted showroomers: Understanding their purchase journey and personalities	✓	Empirical; Customer's perspective on mobile-assisted showrooming behavior
37	Gao M., Huang L.	2021	Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness	✓	Empirical; Customer's perspective on channel integration quality
38	Gao W., Fan H., (…) Wang H.	2021	Crafting the customer experience in omnichannel contexts: The role of channel integration	✓	Empirical; Customer's perspective on channel integration
39	Gao W., Li W., (...) Jia X.	2021	How customer experience incongruence affects omnichannel customer retention: The moderating role of channel characteristics	✓	Empirical; Customer's perspective on online and offline channel congruence
40	Gauri D.K., Jindal R.P., (…) Howerton E.	2021	Evolution of retail formats: Past, present, and future	✗	Non-empirical
41	Jindal R.P., Gauri D.K., (...) Ma Y.	2021	Omnichannel battle between Amazon and Walmart: Is the focus on delivery the best strategy?	✗	Empirical; Firm's perspective on the effects of faster delivery strategies
42	Li C., Swaminathan S., Kim J.	2021	The role of marketing channels in consumers' promotional point redemption decisions	✗	Empirical; Firm's perspective on channels for promotional point redemption
43	Li Z., Yang W., (…) Wang D.	2021	Omnichannel retailing operations with coupon promotions	✗	Non-empirical
44	Mencarelli R., Rivière A., Lombart C.	2021	Do myriad e-channels always create value for customers? A dynamic analysis of the perceived value of a digital information product during the usage phase	✓	Empirical; Customer's perspective on online channel combinations
45	Omar S., Mohsen K., (…) Hsu J.-H.	2021	M-commerce: The nexus between mobile shopping service quality and loyalty	✗	Empirical; Customer's perspective on mobile shopping (single-channel) service quality
46	Salmani Y., Partovi F.Y.	2021	Channel-level resource allocation decision in multichannel retailing: A U.S. multichannel company application	✗	Empirical; Firm's perspective on the value of each channel structure in multichannel retailing
47	Swoboda B., Winters A.	2021	Reciprocity within major retail purchase channels and their effects on overall, offline and online loyalty	✓	Empirical; Customer's perspective on the reciprocity between online and offline channels
48	Terblanche N.S., Kidd M.	2021	Exploring an in-store customer journey for customers shopping for outdoor apparel	✗	Empirical; Customer's perspective on in-store (single-channel) experiences

#	Authors	Year	Title	Decision	Comments
48	Thomas J.S., Jap S.D., (…) Briesch R.A.	2021	Investigating the Role of Product Assortment in Technology-Enabled Sales Platforms	✕	Empirical; Firm's perspective on technology-enabled sales platforms
50	Tueanrat Y., Papagiannidis S., Alamanos E.	2021	A conceptual framework of the antecedents of customer journey satisfaction in omnichannel retailing	✓	Empirical; Customer segmentation based on co-creation behavior, response and experiential values on omnichannel

Step 4: Check for additional articles that meet the relevance criteria (N = 11)

#	Authors	Year	Title	Cited in	Comments
1	Li H., Kannan P.K.	2014	Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment	Herhausen et al. (2019), Tueanrat et al. (2021)	Touchpoints customers have across online channels prior to the purchase
2	Huré E., Picot-Coupey K., Ackermann C.-L.	2017	Understanding omni-channel shopping value: A mixed-method study	Frasquet et al. (2019), Flavián et al. (2020), Tyrväinen et al. (2020), Gao, Fan, et al. (2021), Gao, Li, et al. (2021), Gao & Huang (2021), Fiestas & Tuzovic (2021), Mencarelli et al. (2021), Shankar & Jain (2021), Tueanrat et al. (2021)	Omnichannel shopping value for customers
3	Fernández N.V., Pérez M.J.S., Vázquez-Casielles R.	2018	Webroomers versus showroomers: Are they the same?	Flavián et al. (2020), Fiestas & Tuzovic (2021)	Webrooming and showrooming behaviors
4	Harris P., Dall'Olmo Riley F., Hand C.	2018	Understanding multichannel shopper journey configuration: An application of goal theory	Frasquet et al. (2019), Flavián et al. (2020), Hu & Tracogna (2020), Shankar & Jain (2021)	Motivations for multichannel shopper journey configuration
5	Frasquet M., Ieva M., Ziliani C.	2019	Understanding complaint channel usage in multichannel retailing	Hu & Tracogna (2020)	Customer segmentation by patterns of channel used to voice complaints
6	Flavián C., Gurrea R., Orús C.	2020	Combining channels to make smart purchases: The role of webrooming and showrooming	Goraya et al. (2020), Quach et al. (2020), Fiestas & Tuzovic (2021), Shankar & Jain (2021)	Webrooming and showrooming behaviors
7	Goraya M.A.S., Zhu J., (...) Bhatti Z.A.	2020	The impact of channel integration on consumers' channel preferences: Do showrooming and webrooming behaviors matter?	Shankar & Jain (2021)	Customer response to channel integration

#	Authors	Year	Title	Cited in	Comments
8	Hu T.-I., Tracogna A.	2020	Multichannel customer journeys and their determinants: Evidence from motor insurance	Shankar & Jain (2021), Tueanrat et al. (2021)	Factors influencing customers' channel choices
9	Miquel-Romero M.-J., Frasquet M., Molla-Descals A.	2020	The role of the store in managing postpurchase complaints for omnichannel shoppers	Tueanrat et al. (2021)	Factors influencing consumers' choice of the physical store to complain to after a purchase
10	Quach S., Barari M., (...) Quach K.	2020	Service integration in omnichannel retailing and its impact on customer experience	Gao & Huang (2021)	Customer response to service integration (i.e., consistency and transparency)
11	Shankar A., Jain S.	2021	Factors affecting luxury consumers' webrooming intention: A moderated-mediation approach	Journal of Retailing and Consumer Services recommended articles	Webrooming behavior

Step 5: Analyze the final dataset (N = 29)

Analytical categories

Objective	Primary objective as stated by the authors
Theoretical background	Main theories and frameworks identified throughout the paper
Methods	Methodological choices as stated and/or implied by the authors
Findings	Main findings as stated by the authors
Customer outcomes	Customer outcomes of interest identified
Touchpoints approach	Authors' understanding of touchpoints
Touchpoints scope	Touchpoints examined in the study
Customer journey stages	Stages considered in the study

Output

See file *AnalysisTable_N29.xlsx*