



Omnichannel and Optimization of the Consumer Experience: A Bibliometric Analysis

Omnicanalidad y optimización de la Experiencia del consumidor: Un Análisis Bibliométrico

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KEYWORDS

Omnichannel
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ABSTRACT

This study examines the relationship between omnichannel strategies, channel integration, and their impact on consumer experience, considering consumer behavior changes driven by emerging technologies following the COVID-19 pandemic. Despite their relevance for business competitiveness, the literature still shows a gap due to the scarcity of comprehensive studies. The research was conducted in three phases: a literature review, a structured methodology to validate the analysis, and a trend study across multiple industries. A bibliometric analysis was conducted using tools such as VOSviewer, RStudio, Bibliometrix, and Biblioshiny to visualize bibliographic networks and extract key insights. The results indicate that most studies focus on the retail sector, while other sectors remain underexplored. These findings highlight the need for interdisciplinary research integrating emerging technologies and artificial intelligence to enhance channel efficiency and optimize the consumer experience.

PALABRAS CLAVE

Omnicanalidad
Experiencia del
consumidor
Bibliometría

RESUMEN

Este estudio analiza la relación entre la omnicanalidad, la integración de canales y su impacto en la experiencia del consumidor, en consideración con los cambios de comportamiento fomentados por tecnologías emergentes luego de la pandemia de Covid-19. Así, a pesar de su relevancia en la competitividad empresarial, se evidencia una brecha en la literatura debido a la escasez de estudios sobre estas variables. La investigación se desarrolla en tres fases: una revisión bibliográfica, una metodología estructurada para validar el análisis y un estudio de tendencias en varias industrias. Se realiza un análisis bibliométrico con herramientas como VOSviewer, RStudio, Bibliometrix y Biblioshiny para visualizar redes bibliográficas y extraer información importante. Los resultados denotan que la mayoría de estudios se enfocan en el sector minorista, lo que deja de lado otros sectores. Por ello, se requieren investigaciones interdisciplinarias que integren tecnologías emergentes e inteligencia artificial (IA) para optimizar la eficiencia de los canales y la experiencia del consumidor.

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1. Introduction

Omnichannel is a key concept in marketing and business management (Verhoef et al., 2021). Effectively integrating multiple communication and distribution channels fosters partnerships that influence the co-creation of value and encourages consumers to use more technologically advanced and interconnected service platforms. This creates synergy with emerging technologies such as AI, augmented reality (AR), virtual reality (VR), and digital tools, which are essential for providing a diverse and satisfying consumer experience (Payne et al., 2021). However, implementing and managing omnichannel strategies involves challenges, including channel coordination, unifying customer data, and personalizing the shopping experience (Melero et al., 2016).

This study addresses the lack of a comprehensive and evidence-based perspective to help companies optimize their omnichannel strategies to improve the consumer experience (Gerea et al., 2021). Through a literature review on omnichannel, channel integration, and consumer experience, trends, knowledge gaps, and emerging research areas are identified (Murtarelli et al., 2021). Additionally, a bibliometric review highlights strategic, operational, and technological elements that enable companies to effectively integrate all touchpoints and provide a seamless and satisfying consumer experience, offering valuable insights for researchers and organizations aiming to implement more customer-focused practices (Verhoef et al., 2015; Vouga & Amatucci, 2022).

Omnichannel management is an integral area of study, allowing companies to meet global consumer needs through the integration of physical and digital stimuli (phygital) in everyday life (Jocovski, 2020; Both & Steinmann, 2023). Much of the literature on omnichannel management emerges from marketing, with a focus on customer and retailer responses (Galipoglu et al., 2018). According to Barbosa and Casais (2022), established companies have transformed rapidly in response to evolving communication channels, integrating disruptive ideas and maximizing the performance of their best practices. For Asmare and Zewdie (2022), tech-savvy startups adopt new business models and disruptive communication channels. Both and Steinmann (2023) note that research in this area focuses on the fluidity of integration and the efficiency of communication channels (Gerea et al., 2021). Therefore, to effectively capture customer attention in product or service marketing, companies must adopt resilience to constant changes in value creation to meet disruptive consumer needs (Barbosa & Casais, 2022).

This research also examines changes in communication channels related to enhancing consumer experience, focusing on omnichannel, shifts in customer behavior, technological evolution, and its impact on shopping habits (Dors et al., 2024; Galipoglu et al., 2018). In this context, Herhausen et al. (2015) indicate that companies adopting omnichannel strategies are better positioned to meet and exceed customer expectations. Facilitating multiple communication channels enables a comprehensive understanding of how companies can create cohesive and optimized consumer experiences in highly competitive and rapidly digitizing environments (Verhoef et al., 2021). Consequently, omnichannel strategies play a key role in a company's ability to satisfy customer needs both online and offline (Alexander & Kent, 2022).

It is therefore necessary to analyze the relationship between omnichannel, channel integration, and consumer experience to identify theoretical trends and open new lines of research (Silva et al., 2024). Bibliometric analysis highlights studies exploring the impact of technological tools in these areas, revealing emerging approaches (Barbosa & Casais, 2022). The literature also shows applications across various sectors that require integrated channel strategies to improve consumer experience and adapt to competitive environments (Palazón et al., 2022), enriching knowledge and guiding future research.

Effective omnichannel integration benefits purchase intention and customer loyalty, as the consumer experience acts as a mediator between omnichannel integration and these outcomes (Chandel et al., 2023). The quality of omnichannel integration is linked to purchase intention, with culture playing a moderating role in this relationship. Omnichannel presence and channel integration are important drivers of consumer experience and purchase intention (Mukhopadhyay et al., 2023),

enabling deeper customer interaction compared to previous years. As a result, consumers are more proactive, less easily satisfied, and increasingly digitally competitive, while facing more unpredictable and innovative market dynamics (Verhoef et al., 2021).

Nguyen and Borusiak (2021) explored the implications of e-commerce for consumers, retailers, and manufacturers, noting that short-term technological advances will provide consumers with unparalleled opportunities to locate and compare product offerings dynamically (Hilken et al., 2018). The term “omnichannel” refers to using multiple channels to engage customers and deliver seamless, consistent service across all touchpoints, operationalizing technological tools to enhance consumer experience (Iglesias-Pradas et al., 2013; Thomas et al., 2021).

Omnichannel is essential for any company aiming to remain competitive, extending across different business operations (Koo, 2020). An effective omnichannel strategy requires consistent customer interactions across all channels, providing a comprehensive social experience (Nyrhinen et al., 2022). Interaction between service providers and customers must be immediate, accurate, and dynamic; for instance, a customer may visit a store, consult a sales representative, research a product online, and complete the purchase digitally. Each touchpoint must be consistent and integrated to create synergy across channels (Morais-Storz et al., 2018; Keng-Boon, 2023; Alba et al., 1997).

Thus, omnichannel is a strategic framework designed to deliver a holistic consumer experience through multiple marketing channels (Shi et al., 2020). In a highly technological world, where consumers are increasingly demanding and digitally connected (Berman, 2012), companies must coordinate all channels used to engage customers (Tyrväinen et al., 2020). According to Schiessl et al. (2023), ensuring consumer experience across all channels requires interdepartmental collaboration. This holistic approach drives sales outcomes, as omnichannel aims to provide a seamless shopping experience regardless of the consumer’s chosen channel (Becker & Jaakkola, 2020). Understanding consumer needs, preferences, and behaviors is crucial to personalize experiences aligned with the target audience and marketing environment (Shakir et al., 2022).

Omnichannel and channel integration in retail demonstrate greater robustness compared to other industries (Both & Steinmann, 2023). This leads to improved consumer experience through convenience, personalization, and consistency across touchpoints (Geng & Chang, 2022). Companies implementing these strategies are better equipped to meet customer expectations, optimize operational efficiency, and strengthen loyalty (Swoboda & Fränzel, 2022). However, due to rapid technological change, continuous integration of channels is necessary to deliver consistent, satisfying experiences across interactions (Lazaris et al., 2021). This enhances operational efficiency along the customer journey, fostering brand loyalty and improving consumer experience (Abadie et al., 2023).

According to Roldán et al. (2022), omnichannel presence allows companies to collect data on customer interactions, enabling proactive adaptation to their needs and enhancing consumer experience, making it a decisive factor for market success (Urueña-López et al., 2011).

A bibliographic review was conducted to gather existing evidence and evaluate it based on predetermined criteria (Tranfield et al., 2003). This involves locating and thoroughly classifying all information on a specific topic while considering database searches (Menezes et al., 2019) to improve transparency and highlight the importance of scientific research. It also allows the identification of limitations, advances, research gaps, and methodologies (Linnenluecke et al., 2020).

Consequently, a bibliometric literature review was conducted to provide marketing professionals with a comprehensive view of the state of the art regarding successful strategies in this field (Tyrväinen et al., 2020). Co-occurrence and co-citation networks were mapped to identify relevant themes and emerging areas (Lopes et al., 2022a). Influential authors, trends, and key collaborations in scientific publications were highlighted, creating a solid foundation for future

research (Gao et al., 2019). While causal relationships are not established, this methodology effectively synthesizes bibliographic data and identifies knowledge gaps requiring deeper study to advance marketing and omnichannel research (Mallett et al., 2012).

2. Methodology

2.1. Materials and Methods

The interest in investigating the relationship between omnichannel, channel integration, and consumer experience stems from contributions by various authors. Iglesias-Pradas et al. (2022) emphasized the importance of channel integration in retail as a pillar for enhancing consumer experience. Xuan et al. (2023) explored touchpoint interactions in omnichannel banking, highlighting their value in generating customer value. Chatterjee et al. (2021) showed how the Covid-19 pandemic accelerated the adoption of effective omnichannel strategies, while Lisnawati et al. (2023) and Córdova et al. (2023) analyzed the impact of omnichannel service quality and integrated strategies in Latin America on purchase intention and customer experience. These studies, along with Sousa and Amorim (2021) and García et al. (2023), establish omnichannel, channel integration, and consumer experience as critical variables for improving customer-company relationships and reinforcing organizational competitiveness (Lopes et al., 2022b; Sousa-Zomer & Neely, 2020).

Lemon and Verhoef (2016) highlighted the need to integrate physical and digital touchpoints throughout the customer journey to ensure coherent and personalized interactions. According to Lopes et al. (2022b), digital platforms and data analytics strengthen customer engagement. Verhoef et al. (2021) emphasized that digital transformation has redefined omnichannel, while Souza et al. (2024) explored emerging trends in technological integration within distribution channels.

Bibliometric analysis (LRSB) was used to synthesize and explore data on the variables through keywords and search parameters, complemented by bibliometric indicators like the H-index and SJR provided by Scimago, ensuring a validated and rigorous analysis (Baas et al., 2020). Recent studies support the relevance of these variables, particularly in the context of digital transformation accelerated by the Covid-19 pandemic, highlighting the need for integrated strategies to optimize consumer experience (Verhoef et al., 2021; López et al., 2022). The search was conducted in the Scopus database, as recommended by Mongeon and Paul-Hus (2016), due to its broad coverage, global reach, and strength in social sciences and humanities, making it a valuable tool for bibliometric reviews (Mongeon & Paul-Hus, 2016; St-Germain & Mongeon, 2018).

The primary review used the term “Omnichannel” without restrictions to maximize results, identifying 1,235 articles from 2020 to February 2024. These were exported in CSV format and analyzed with VOSviewer for bibliometric study. According to Wang et al. (2018), bibliometric analyses reveal trends and relationships in scientific literature, providing valuable insight into the state of the art. Figure 1 shows these relationships and the connection between omnichannel, channel integration, and consumer experience, highlighting it as a strategy to optimize customer experience.

Thematic clusters highlight terms such as artificial intelligence, social media, and digital transformation, reflecting interest in how emerging technologies have transformed channel integration and enhanced consumer experience. These technologies, linked to omnichannel and customer experience, act as catalysts for personalized, optimized customer interactions, promoting engagement in omnichannel strategies. The analysis suggests these topics are interconnected in the literature, calling for interdisciplinary research that contributes to theory and business practice.

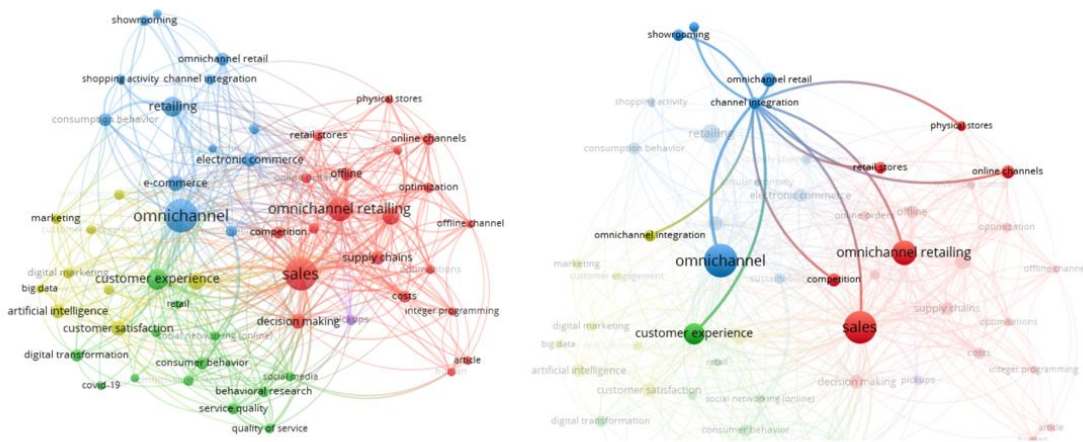
Using VOSviewer, bibliometric maps of network connections, co-occurrence analysis, and citation graphs were created to visually represent complex relationships among the three variables (McAllister et al., 2022). This revealed a well-established conceptual structure in the research field,

identifying patterns and trends associated with the variables in specific areas based on thematic similarity among documents (Lee et al., 2018), considering criteria like co-occurrence, full counting, and all keywords.

Figure 1 shows a network map where nodes represent terms and edges indicate relationships. The blue cluster represents channel integration and retail-related activities, highlighting how coordinating digital and physical channels provides a unified experience. The red cluster focuses on sales and omnichannel retailing, connecting commercial strategies across multiple channels and emphasizing the role of sales in omnichannel implementation. The green cluster emphasizes customer experience and related terms such as customer satisfaction and service quality, highlighting the focus on consumer perception and behavior as central to omnichannel strategies (Alviz-Meza et al., 2023).

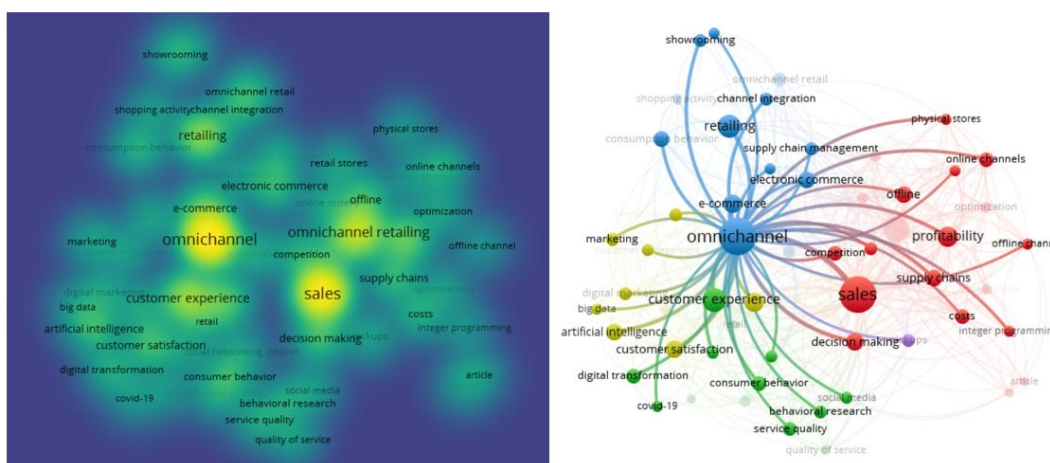
The concept of omnichannel is positioned as a central axis that strategically aligns channel integration, customer experience, and emerging technologies, establishing direct connections with key variables such as sales, service quality, and customer satisfaction. The literature indicates that the implementation of omnichannel strategies not only optimizes business revenues but also fosters coherent and personalized interactions that strengthen customer loyalty. Likewise, technologies such as artificial intelligence and digital transformation play a fundamental role in personalizing experiences and enhancing operational efficiency within environments where physical and digital channels converge. The heat map presented below highlights that this technological and commercial convergence constitutes both a research and practical priority, opening new avenues of study in still unexplored sectors, particularly through the incorporation of innovations such as augmented reality and virtual reality.

Figure 1.



Keyword co-occurrence network, primary search of the 1,235 articles.

Figure 2.



Keyword co-occurrence network, primary search of the 1,235 articles.

In this context, the search was carried out in Scopus using the keyword “omnichannel”, which identified 1,235 documents, following a thorough review of abstracts and keywords (Araújo & Verardi, 2020). Later, the search was limited by year, from 2020 to February 2024 (post-pandemic), resulting in 933 articles. Afterward, keywords aligned with the research gap analysis, “omnichannel”, “consumer experience”, and “channel integration”, resulting in 46 documents. The search was then narrowed to articles only, obtaining 36 results, and further limited to documents in English, which reduced the number to 33. Finally, results were grouped under the subject area “Business, Management and Accounting,” where 23 articles were found.

However, one document was excluded since the journal is not listed in the SJR database, leaving 22 documents for the study (Table 1) (Chueke & Amatucci, 2022; Menezes et al., 2019). This methodological approach is common in emerging fields of study where the literature is still expanding. In this regard, Chatterjee et al. (2021) highlighted the impact of events such as the Covid-19 pandemic on the development of omnichannel marketing, emphasizing the importance of bibliometric reviews to establish future research agendas in evolving environments.

Table 1. Detection Methodology.

Metasearch	Keyword “Omnichannel”	1235 Documents
Primary search criterion	Year: 2020 to February	933 Documents
Secondary search criterion	Keywords “Omnichannel”, “Consumer experience”, “Channel integration”	46 Documents
Tertiary search criterion	Document type: Article	36 Documents
Language criterion	English	33 Documents
Subject area criterion	Business, Management and Accounting	23 Documents
Exclusion criterion	SJR	1 Document
Final selection (Scopus + SJR review)	One document excluded	22 Documents

Source: Own elaboration.

Through RStudio and Biblioshiny, a co-occurrence analysis of words was carried out in the bibliometric review, generating a visual representation of the frequency and relationship among key terms. The word cloud highlighted concepts such as “omnichannel”, “channel”, “online”, “consumer”, “integration”, and “customer experience”, which shows their relevance within the

analyzed corpus. This tool made it possible to identify patterns and emerging trends, providing a more nuanced understanding of the topic.

Figure 3.



Frequency and co-occurrence of keywords in the 22 selected articles.

3. Results and Discussion

3.1. State of the Art

Studies on omnichannel focus on high-impact journals such as the International Journal of Retail and Distribution Management and the Journal of Business Research. Research by Nguyen-Le and Borusiak (2021) and Abadie et al. (2023), with high citation rates and published in Q1 journals, addresses key topics such as channel integration and customer satisfaction through emerging technologies. However, studies published in Q4 journals, such as those by Nhung et al. (2023), have lower visibility and adopt a more exploratory approach, limiting their academic influence.

The literature predominantly focuses on the retail sector, leaving a gap in other industries. Although studies such as Abadie et al. (2023) are exceptions by analyzing healthcare supply chains, the review highlights the need for greater sectoral diversity. Additionally, Mishra et al. (2023) emphasized the concept of the “phygital experience”; however, an interdisciplinary methodological approach combining predictive analytics and advanced technologies is required to explore complex patterns.

The research underscores the importance of omnichannel strategies in optimizing consumer experience and enhancing business competitiveness, yet further exploration is needed in non-traditional sectors and through innovative methodologies. The identified articles originate from high-impact journals in key categories such as Business, International Management, and Marketing, highlighting their relevance to the discussion. This selection supports the pertinence of the study by demonstrating that it builds upon validated and well-regarded research, reflecting how both the market and academia have responded to the growth of omnichannel integration and the phygital experience, justifying the significance of this research given the continuing development of the literature.

Table 2 presents a summary of published documents according to Scopus and Country Rank (SJR), covering multiple fields including business, management, economics, marketing, tourism, leisure management, hospitality, and computer applications. The investigated variables are addressed by multidisciplinary teams, demonstrating their relevance in certain industry sectors. Various methodologies and methods were employed, such as PLS-SEM, structural equation modeling, the SOR method, the UTAUT2 model, experimental and laboratory analyses, empirical studies, the hidden Markov method, bibliometric literature reviews, BOPS, sequential measurement, focus group discussions, and multiple case studies.

This methodological diversity indicates the richness of the field: if different methodological approaches lead to similar results, the credibility of the findings is strengthened, allowing the identification of research gaps and increasing the validity and reliability of the results. The convergence of findings reinforces the credibility of the conclusions (Table 2, and Figures 1 and 2), promoting innovation and the development of new theories or approaches in future research. Researchers employed diverse contexts and populations, enabling the applicability and transferability of findings across various settings, situations, and sectors.

Indicators such as SJR allowed for the identification of the quality and reputation of journals to enhance visibility and impact in the academic area. The Journal of Business Research stands out as the journal with the highest number of citations per document (15,471), an H-index of 265, and is referenced in the marketing field as a Q1 journal, with an FI of 3.13 and an increase in citations over the period 2020–2023 (Figure 2). Likewise, the geographic distribution of academic contributions regarding the three variables highlights India, the United States, and China as the main contributing countries, followed by Brazil and other European countries, indicating a broad global spread in research and the studied population, with notable collaborations between India, Italy, and the United Arab Emirates, as well as the United Kingdom with Morocco, France, and Greece. Within this context, although these countries have more advanced development indices, few studies address topics related to AI, AR, VR, and phygital experiences, revealing a key aspect regarding the role of omnichannel strategies and channel integration for consumer experience.

Table 2.
Most cited articles and impact factor according to Scopus.

Year	Scopus Citations	Author	Article Title	Journal	Q Scimago Sjr	SJR impact Factor	DOI	H-Index
2020	57	Le, A.N.H. Nguyen -Le, X.-D.	A moderated mediating mechanism of omnichannel customer experiences.	International Journal of Retail and Distribution Management	Q1 Business and International management / Q2 Marketing Q1 Tourism, Leisure and Hospitality Management	1.17	10.1108/IJRD-02-2020-0054	101
2022	47	Asmare, A. Zewdie, S.	Omnichannel retailing strategy: a systematic review.	International Review of Retail, Distribution and Consumer Research	Q2 Business and International Management / Q2 Economics and Econometrics, Q2 Marketing	0.66	10.1080/09593969.2021.2024447	49
2021	33	Lazaris, C. Sarantopoulos, P. Vrecho poulos, A. Doukidis, G.	Effects of Increased Omnichannel Integration on Customer Satisfaction and Loyalty Intentions.	International Journal of Electronic Commerce	Q1 Business and International management / Q1 Economics and Econometrics.	1.2	10.1080/0864415.2021.1967005	97

Year	Scopus Citations	Author	Article Title	Journal	Q Scimago Sjr	SJR impact Factor	DOI	H-Index
2023	31	Mishra, S. Malhotra, G. Chatterjee, R. Shukla, Y.	Consumer retention through phygital experience in omnichannel retailing: role of consumer empowerment and satisfaction.	Journal of Strategic Marketing	Q1 Strategy and Management Q2 Marketing	1.01	10.1080/0965254X.2021.1985594	67
2022	23	Mishra, S. Malhotra, G. Arora, V. Mukhopadhyay, S.	Omnichannel retailing: does it empower consumers and influence patronage?	International Journal of Retail and Distribution Management	Q1 Business and International management Q2 Marketing Q1 Tourism, Leisure and Hospitality Management	1.17	10.1108/IJRD-04-2021-0199	101
2023	17	Abadie, A. Roux, M. Chowdhury, S. Dey, P.	Interlinking organizational resources, AI adoption and omnichannel integration quality in Ghana's healthcare supply chain.	Journal of Business Research	Q1 Marketing	3.13	10.1016/j.jbusres.2023.113866	265
2022	16	Lopes, J.M. Sousa, A. Calçada, E. Oliveira, J.	A citation and co-citation bibliometric analysis of omnichannel marketing research.	Management Review Quarterly	Q1 Business, Management and Accounting (miscellaneous) Q1 Strategy and Management	1.83	10.1007/s11301-021-00219-8	36
2023	13	Schiessl, D. Korelo, J. Dias, H.B.A.	How online shopping experiences shape consumer webrooming behavior.	Marketing Intelligence and Planning	Q2 Marketing	0.96	10.1108/MIP-08-2021-0254	84
2022	13	Barbosa, J. Casais, B.	The transformative and evolutionary approach of omnichannel in retail	International Journal of Retail and Distribution Management	Q1 Business and International management Q2 Marketing	1.17	10.1108/IJRD-12-2020-0498	101

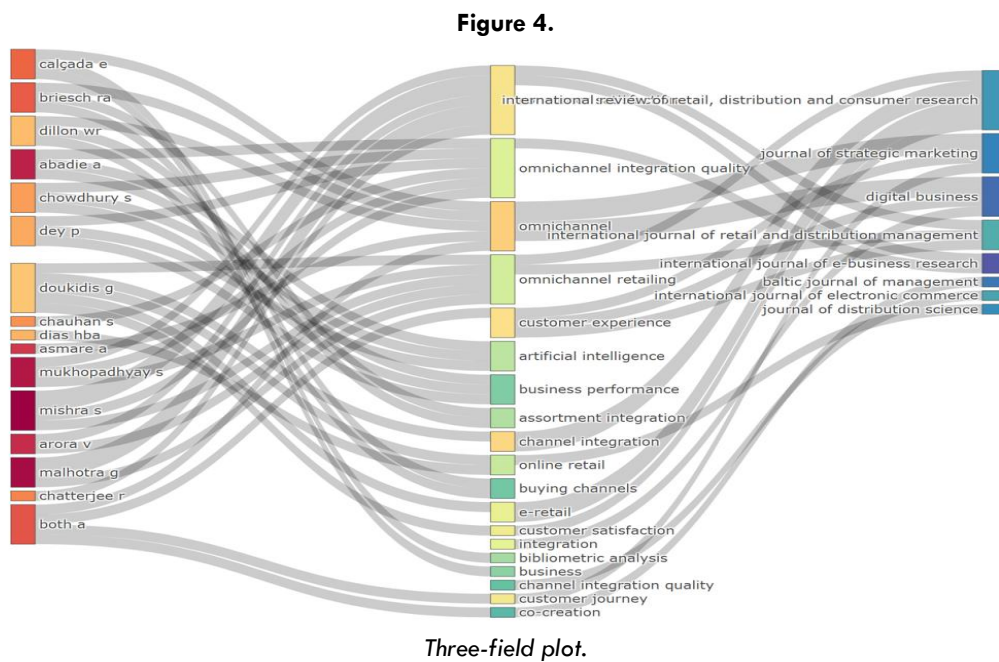
Year	Scopus Citations	Author	Article Title	Journal	Q Scimago Sjr	SJR impact Factor	DOI	H-Index
			companies: insights from multi-case studies in Portugal.		Q1 Tourism, Leisure and Hospitality Management			
2022	10	Geng, L. Chang, Y.	The effects of utilitarian value on omnichannel continuance intention: the moderating role of product involvement.	Baltic Journal of Management	Q2 Business and International Management Q2 Management of Technology and Innovation Q2 Marketing Q2 Organizational Behavior and Human Resource management Q2 Strategy and management	0.74	10.1108/BJM-09-2021-0332	38
2021	9	Nguyen, N.M.H. Borusian, B.	Using utaut2 model to examine the determinants of omnichannel technology acceptance by consumers	Logforum	Q3 Information Systems and Management Q3 Management Information Systems Q3 Management Science and Operations Research	0.34	10.17270/JLOG.2021.580	14
2022	6	Swoboda, B. Fränzel, N.	Links and effects of channel integration in the prepurchase and purchase stages of omnichannel retailers.	International Journal of Electronic Commerce	Q1 Business and Internacional management Q1 Economics and Econometrics	1.2	10.1080/14152022.2021.2076197	97
2023	5	Both, A. Steinmann, S.	Customer experiences in omnichannel retail environments: a thematic literature review.	International Review of Retail, Distribution and Consumer Research	Q2 Business and International Management Q2 Economics and Econometrics	0.66	10.1080/09592023.256491	49

Year	Scopus Citations	Author	Article Title	Journal	Q Scimago Sjr	SJR impact Factor	DOI	H-Index
					Q2 Marketing			
2022	5	Palazón, M. López, M. Sicilia, M. López, I.	The customer journey: a proposal of indicators to evaluate integration and customer orientation.	Journal of Marketing Communications	Q1 Business and International Management Q2 Marketing	0.9	10.10 80/1 3527 266.2 022.2 0515 84	60
2022	4	Nyrhine, J. Uusitalo, O. Frank, L. Wilska, T.-A.	How is social capital formed across the digital-physical servicescape.	Digital Business	Q1 Business and International management Q1 Business, Management and Accounting (miscellaneous)	0.89	10.10 16/j. digbus.202 2.100 047	13
2021	3	Thomas, J.S. Jap, S.D. Dillon, W.R. Briesch, R.A.	Investigating the Role of Product Assortment in Technology-Enabled Sales Platforms.	Journal of Interactive Marketing	Q1 Business and International Management Q1 Marketing	3.36	10.10 16/j. intmar. 2020. 12.00 1	126
2020	3	Koo, W.	Critical Omni-Channel Service Elements Affecting Satisfaction and Loyalty.	International Journal of e-Business Research	Q3 Computer Science Applications Q3 Management Information Systems	0.29	10.40 18/IJ EBR.2 0200 4010 3	27
2023	1	Mukhopadhyay, S. Chauhan, S. Mishra, S.	Consumer Patronage in Omnichannel Retailing and the Moderating Impact of Culture: A MetaSEM Review.	Journal of Strategic Marketing	Q1 Strategy and Management Q2 Marketing	1.01	10.10 80/0 9652 54X.2 023.2 2293 31	67
2023	1	Ju, Q. Ju, Z. Xiaoyi, F. Tianxin, L.	Analysis of a retailer's BOPS strategy based on endogenous prices of third-party	Journal of Industrial Engineering and Engineering Management	Q4 Accounting, Q4 Business and International Management Q4 Information Systems and	0.2	10.13 587/j .cnki.ji eem.2 023.0 3.016	8

Year	Scopus Citations	Author	Article Title	Journal	Q Scimago Sjr	SJR impact Factor	DOI	H-Index
			logistics services.		management Q4 Management of Technology and innovation Q4 Management Science and Operations Research Q4 Organizational Behavior and Human Resource Management Q4 Strategy and Management			
2021	1	Lee, K.H. Kim, B.	Brand effects of omnichannel-based pickup service on consumption value and service satisfaction.	Innovative Marketing	Q3 Economics, Econometrics and Finance (miscellaneous), Q3 Management of Technology and innovation Q3 Marketing	0.27	10.21 511/i m.17(3).20 21.10	20
2023	0	Nhung, N.T.T. Nguyen, V.T.-T. Huynh, N.T.A. Khoa, B.T.	Enhancing the Customer's Information-sharing Intention Through Omnichannel Strategies.	Journal of Distribution Science	Q4 Business and International management Q4 Economics and Econometrics Q4 Marketing	0.18	10.15 722/i ds.21. 03.20 2303. 83	15
2022	0	Jung, E.-A. Kim, J.-H.	Effects of Omnichannel on Pleasure, Resistance, and Repurchase Intention.	Journal of Distribution Science	Q4 Business and International management Q4 Economics and Econometrics Q4 Marketing	0.18	10.15 722/i ds.20. 03.20 2203. 95	15

Source: Own elaboration.

Likewise, in the three-field plot (Figure 4), the fluidity in the correlation between authors, keywords, and journals is demonstrated. Authors such as Doukidis G., Mukhopadhyay, Mishra, and others are associated with terms like omnichannel, consumer experience, channel integration, and AI; their contributions in this area are highlighted, as well as the fluidity, reflecting the capacity of these elements to integrate and adapt across different research contexts (Corral-González, 2023). The limited research linking the three study variables with emerging technologies and their impact on channel integration represents a significant opportunity for further investigation. Although some concepts and methodologies have been disseminated across various journals, such as the International Journal of Retail and Distribution Management, the Journal of Strategic Marketing, and the International Journal of Electronic Commerce, AI has barely been addressed. However, this technology could act as a key enabler, allowing omnichannel organizations to optimize customer service through data-driven decision making.



4. Conclusions

Omnichannel strategies, channel integration, and consumer experience are correlated, co-occurring, and represent fundamental aspects in the current landscape of marketing and business, providing substantial contributions to both the corporate and research sectors. This is supported by a thorough screening of scientific publications to ensure the inclusion of relevant, high-quality studies, using as the main criterion the scientific interest generated around the topic and emerging technologies.

Therefore, the fluidity of integration and channel efficiency could benefit from a more interdisciplinary approach focused on the consumer. AI holds significant potential to optimize the personalization and consistency of customer experiences across multiple channels. The effective application of emerging technologies enhances the efficiency and effectiveness of omnichannel strategies, providing valuable insights into integrated channel management and improving consumer experience. In this regard, AR and VR can enrich the consumer experience when integrated with traditional channels, offering new forms of interaction that create opportunities for more immersive and coherent omnichannel experiences.

In summary, concerns regarding data privacy and security are critical in shaping consumer willingness to engage in omnichannel experiences. Addressing these challenges proactively and effectively, within an increasingly stringent regulatory environment, is essential to implementing strategies that are both attractive and acceptable. Simultaneously, integrating sustainable

practices into omnichannel strategies can positively influence consumer perception, appeal to environmentally conscious segments, and strengthen brand reputation and loyalty.

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