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## OMNICHANNEL FOR ONLINE & OFFLINE MARKETING: A SYSTEMATIC LITERATURE REVIEW

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### ABSTRACT

Omnichannel is now a trend for use during disruptions, such as the COVID-19 pandemic. Higher profit opportunities are one of the goals of its application to online and offline marketing channels. Therefore, this research aims to evaluate the application of omnichannel to online and offline marketing channels. It also intends to provide further insight and direction to future research. This research used a Systematic Literature Review (SLR) of omnichannel with online and offline marketing channels. Subsequently, 1527 articles were processed from 2010 to May 2021 from databases and publishers such as Ebsco, ProQuest, Emerald, Elsevier, Science Direct, and Taylor & Francis, and processed through the SLR procedure to become 25 articles.

Research limitations/implications – The review is limited to analyzing and making claims on research papers that explicitly apply the term omnichannel. In most of the reviewed papers, omnichannel is the main object of interest especially to describe offline and online channels.

The review results showed that omnichannel's online and offline marketing application is a superior strategy performed in the current era and conditions. However, the similar policy treatment does not necessarily have the same impact on both channels, just as promotions have more impact on offline than online channels. This research provides a pilot review to measure the latest literature related to omnichannel in online and offline marketing and provides insight into the implications of the platform and the direction of further research.

## INTRODUCTION

Omnichannel logistics involve all the necessary activities related to the proper functioning of the supply chain with a retail strategy in mind. They create a seamless customer experience regardless of the chosen channel, which requires coordination between key logistics processes such as network design, inventory management, warehousing, and transportation (Van Woensel, 2020). Omnichannel retail is popular in this new era where digitization, social media, big data, and other emerging technologies, e.g., Artificial Intelligence (AI), Virtual Reality (VR), Augmented Reality (AR), and blockchain, have changed the business model. Meanwhile, the operations sector of this channel poses challenges to established companies or start-ups, as they have to make the “right” decisions to suit the new retail environment (Cai & Lo, 2020). In several special editions of the research, studies of the multi-channel shifts to omnichannel retail services were performed to better understand (Thaichon dkk., 2020) due to its increasing popularity among retailers. However, there are still many questions about the profitability of its implementation (Song dkk., 2021). The rapid development of technology is currently entering an era of disruption where jobs are unpredictable as many old ones are being replaced. Also, the COVID-19 pandemic has made entrepreneurs bankrupt because of the inability to bear the burden of high operational costs while experiencing a drastic decrease in income so many companies and digital marketing agencies to sustain in the competitive world (Bhandare, 2021). This is one of the factors that makes omnichannel a new trend and hope because many marketing channels are created with it.

Furthermore, omnichannel is concerned with creating a seamless consumer experience. This continues from the first time they discover a brand via a search engine to their interaction with the on-site chatbot through a follow-up email sent to ensure their satisfaction with the result. Since 2015 and even the previous year, many issues related to the platform have been discussed, such as the integration of online-offline channels (Herhausen dkk., 2015), their use throughout the customer’s journey (Anderl dkk., 2016); the experiential behavior of young consumers on mobile platforms (Singh & Swait, 2017); the effect of multi-channel integration (MCI) on loyalty (Frasquet & Miquel, 2017); how companies use mobile media, local and mobile commerce (Hüseyinoğlu dkk., 2017); the differential effects of price promotion on brand choice of retailers’ offline and online channels (Arce-Urriza dkk., 2017); the factors that influence consumers use of omnichannel (Kazancoglu & Aydin, 2018); the influence of online services on customer satisfaction (Wang & Zhang, 2018); the process of implementing the integration of online and offline channels (Du dkk., 2018), website features (Arora & Sahney, 2018); channel performance (Davies dkk., 2019); online shopping logistics service quality (OSLSQ) (Alam & Gani, 2019; Han & Xie, 2019); product characteristics with individual channel capabilities and their influence on online consumer behavior (Singh & Srivastava, 2019); the interaction between target and product knowledge specificity on consumers’ online channel choices (Chen dkk., 2019); multi-channel failure (Reis dkk., 2019); online review (Li dkk., 2019); technology adoption for the integration of online–offline purchasing (Savastano dkk., 2019); BODS strategy (buy online and deliver from store) (He dkk., 2020); the use of technology and the internet during the consumer shopping process due to their innovation and evolution

(Türk, 2020); understanding online retail across electronic channels (Wagner dkk., 2020); and the relevance of perceived conformity for identifying heterogeneous segments based on online loyalty levels (Ruiz-Molina dkk., 2021). There is a strong impetus for adding offline marketing channels to online platforms due to several issues, including double disruption due to the COVID-19 pandemic. Based on the analysis results of several exploratory studies, there is still no integrated research on the impact of speed access to technology and changes in consumer behavior that have occurred in the current generation in online and offline marketing channels. Also, there are no studies on its impact on the level of consumer satisfaction, which ultimately determines the purchase decision and the differences in response to offline and online omnichannel marketing channels. Therefore, this research tries to answer the research questions:

RQ1: What is the current status of research on omnichannel?

RQ2: What are the implications of omnichannel for online and offline marketing?

RQ3: What variables can be further investigated regarding online and offline marketing?

RQ1 and RQ2 will be answered with a literature review of various related studies, while RQ3 will be answered by describing visualizations through the VOSviewer application for further exploratory research.

## **SYSTEMATIC LITERATURE REVIEW PROCEDURE**

### ***Research Purpose***

A systematic review uses a standardized, structured, protocol-based methodology and requires a thorough search of all relevant literature (Jesson dkk., 2011). The literature review must be brief, clear, critical, convincing, and contributive (Callahan, 2014). Consequently, this research aimed to explore and identify literature on omnichannel, alongside online and offline marketing. This research overviews the research field, methods, subjects, omnichannel used, and variables and connections. The systematic literature review research process was performed in Figure 1.

### ***Planning***

This is the stage of developing a question derived from several previous research, using a systematic literature review. It involves ensuring knowledge and achievement can be achieved through the review. This stage proceeds with designing a review protocol, method preparation, and the research gap in the preliminary stage.

## **DATA COLLECTION**

### ***Comprehensive search stage***

Here, data-based research is selected using an automatic search method to retrieve relevant literature studies. The electronic database used in this study was from

online publishers such as Ebsco, ProQuest, Elsevier, Springer, Emerald, and Taylor Francis from 2010 to May 2021. Ebsco and ProQuest are leading providers of research databases, electronic journals, magazine subscriptions, e-commerce books, and discovery services for all types of libraries. Conversely, Elsevier, Springer, Emerald, and Taylor Francis are comprehensive databases of research papers in the fields of science, technology, health, social sciences, arts, and humanities (Thaha dkk., 2021). This research examined several electronic databases with search string searches through combinations of keywords that represented omnichannel. It started from definition with the string, definition, meaning, description, explanation, terminology, concept, interpretation, classification, or characterization. Omnichannel followed this with the string, multi-channel, omnichannel, channel integration, cross-channel, integrated channel, multi-channeling, or channel synergies. Then, these were associated with digital marketing variables with the string, digital marketing, online marketing, online purchase, online sales, digital sales, mobile marketing, interactive marketing, e-marketing, e-commerce, search engine optimization (SEO), content marketing, electronic service, or electronic marketing.

From the initial search results based on the keywords or strings entered by adding a filter for 2010 to May 2021 and the English language version of the article, data were obtained for the study. The data comprised a total of 1527 articles, precisely five from Ebsco, 230 ProQuest, 458 Elsevier, 390 springer, 230 emerald, and 214 Taylor & Francis documents.

### ***Removed Duplicated***

The documents were combined, and screening was performed to identify duplicate data or documents, as different databases may contain the same documents from a publisher. From the screening results, there were 185 duplicates and 1342 documents that moved onto the nextstage.

### ***Title Abstract Screening***

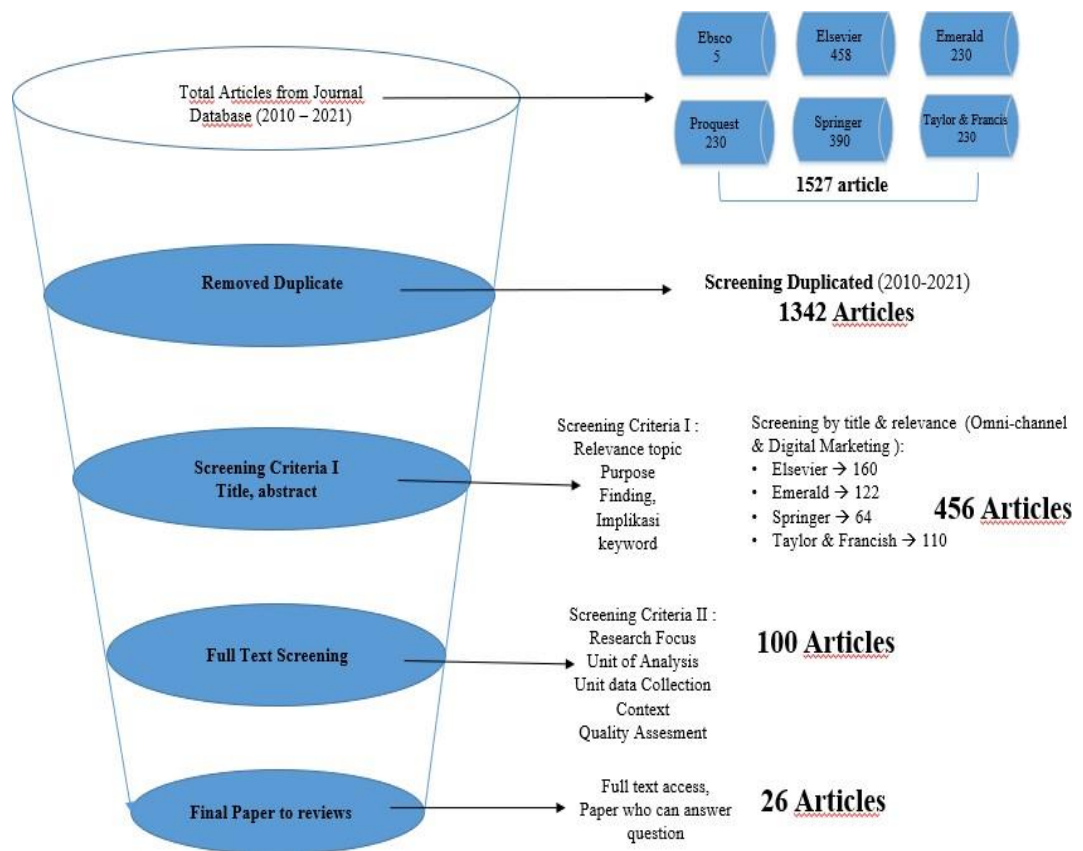
Here, the document was ready to be analyzed for the first stage criteria to evaluate the relevance of the title, research topic, implications, and keywords. From the selection criteria results, 456 documents were obtained, with 160 from Elsevier, 122 from Emerald, 64 from Springer, and 110 from Taylor Francis documents.

### ***Full-Text Screening***

After screening the criteria for the first stage, the evaluation proceeded to the second stage, comprising the research focus, unit analysis, data collection unit, research context, and quality. From the results of the second stage of screening, 100 documents were obtained.

**Final Paper to be reviewed**

After obtaining the second stage screening results, the process continued by taking research documents and conducting full-text screening to discover those that discussed omnichannel's use for digital or online and offline marketing. Then, a list of documents that did not discuss omnichannel for digital marketing could not be accessed in full text and was unable to answer the author's questions were eliminated. From the results of the full-text screening in Figure 2, 26 complete papers presented empirical studies as well as in-depth theoretical literature and were ready for analysis.



**Figure 1**

**The Process of Collecting Systematic Literature Review Data**

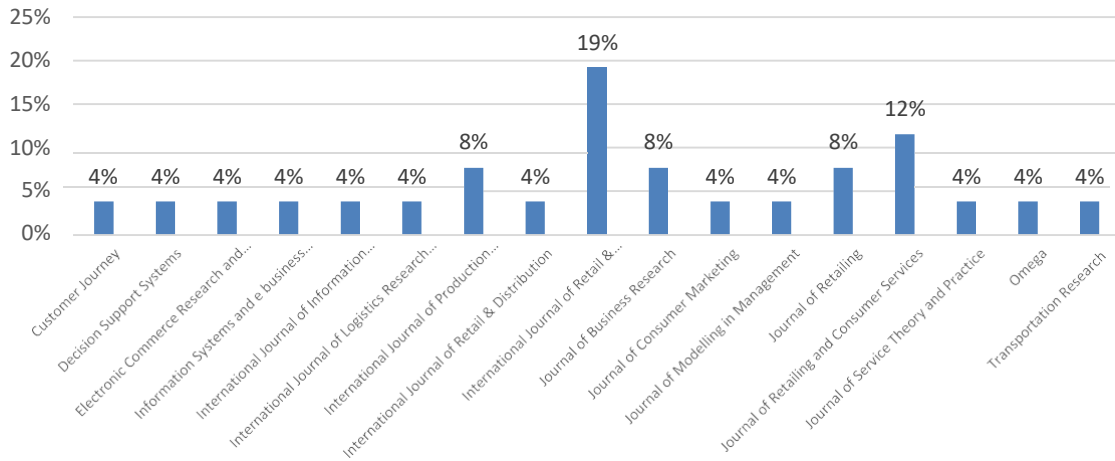
**Data Extraction and Analysis**

The criteria used to select the papers to be analyzed in this literature study were papers that can be accessed in full text and answer at least one of the research questions. Subsequently, the selected research presented results based on empirical evidence or support by robust literature, not personal opinions, tutorials, or books. Also, they contained elements of the variables being researched, namely omnichannel and its relation to digital marketing.

## RESULT AND DISCUSSION

### *Classification by Publication*

The selected papers were published articles accessible in full text from the database or publisher, as shown in Figure 2.

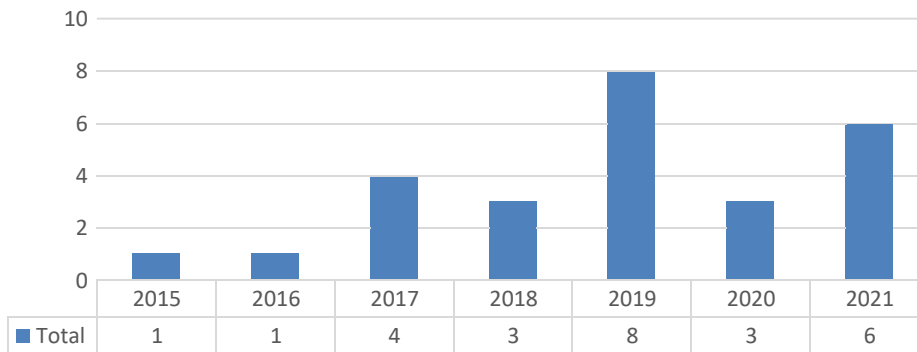


**Figure 2**

### *List of Journal Distribution*

### *Classification by Publication Year*

Figure 3 represents the distribution of research from 2010 to May 2021 and provides publication trends on omnichannel in the published papers. There was at least one paper published per year since 2015, and this increasing trend occurred from 2017 to 2021.



**Figure 3 Total Publications per Year**

### *Classification of the Country*

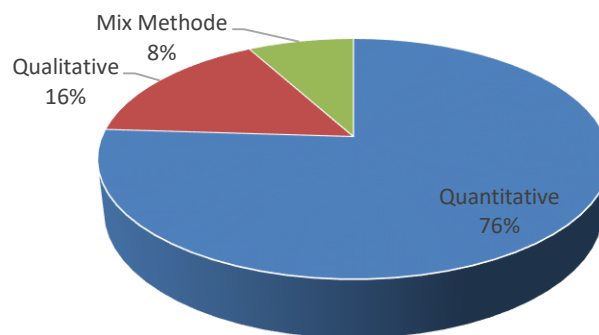
From the total research literature analyze, the contributions of the researchers' countries of origin were one article from Malaysia, nine from Germany, two from Italy, seven from China, and three from the United States, which amounted to 3%, 26%, 6%, 21%, and 9 %, respectively. Other contributions were two articles from Spain, Australia, United Kingdom, and Turkey at 6% each, alongside one from Portugal, Switzerland, and India at 3% each. The distribution of these scores via map visualization can be seen in Figure 4 below.



**Figure 4** Distribution of Country

### **Classification of the Research Method Used**

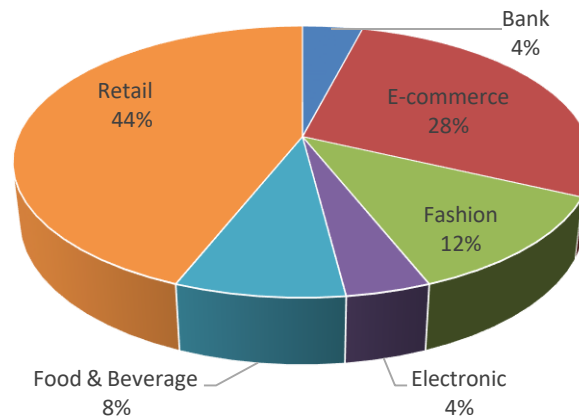
An approach used to answer research questions is divided into three: quantitative, qualitative, and mixed, which is a combination of the first two. From the research analysis, the dominating method in answering the research questions was quantitative, which constituted 73%, and the reason was that primary data, particularly questionnaires, were majorly used. The second dominant method was qualitative, with 19%, because the data obtained was from case studies and previous research literature. Finally, the last was the mixed method, which was assumed to produce a better understanding than choosing only one of the first two. The distribution of the use of research methods can be seen in Figure 5 below.



**Figure 5** The Percentage Distribution of The Research Methods

### *The Classification of the Research Subjects*

Most of the research analyzed did not precisely state the source and type of research subjects, though several mentioned the object. Consequently, this research tried to visualize the classification of the research subject based on the analysis results, as shown in Figure 6.



**Figure 6**  
Classification of The Research Subjects

### *Variable Relationship*

Based on a collection of papers, this research analyzed the relationship or direction of the variables studied as a whole through the VOSviewer application. This was done by looking at the relationship and appearance of at least two similar text or term data from a collection of titles and abstract contents. During the data processing process, 623 and 88 terms appeared, then less relevant terms were excluded from the 88. The analysis results showed six strongly interrelated clusters of variables, where clusters 1, 2, 3, 4, 5, and 6 had 9, 9, 8, 7, 4, and 2 items, respectively, as shown in Figure 7. Conversely, Figure 8 shows the traces of the research history related to topics from 2018 to 2020, while Figure 9 presents results on the density or emphasis on groups to see the parts of the research are still rarely carried out.

The dominance of this collection paper focused on the online aspect of omnichannel. Meanwhile, the direction of research on this channel has also been widely associated with other variables, such as purchase intention, behavior, customer journey, product, context/content, quality, and others. These are potentials for input in further research, where the discussion can be more developed to connect the variables.



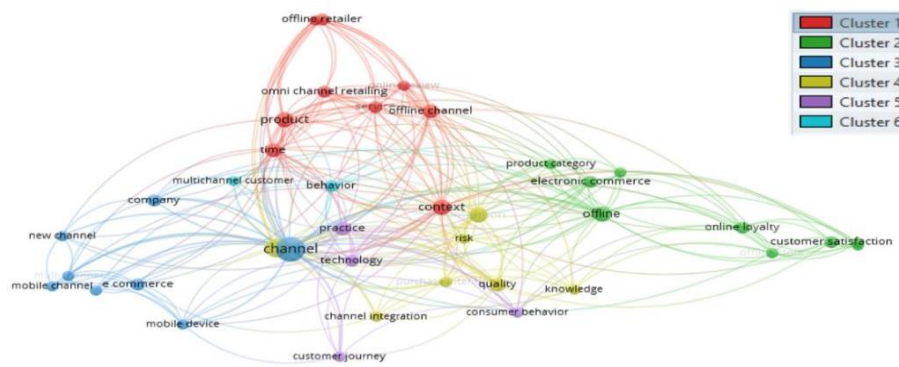


Figure 7 Network Visualization

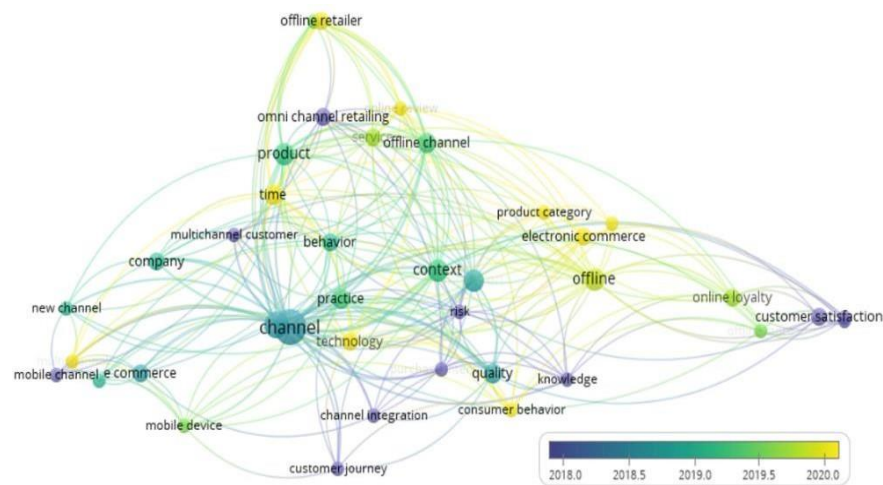


Figure 8 Overlay Visualization

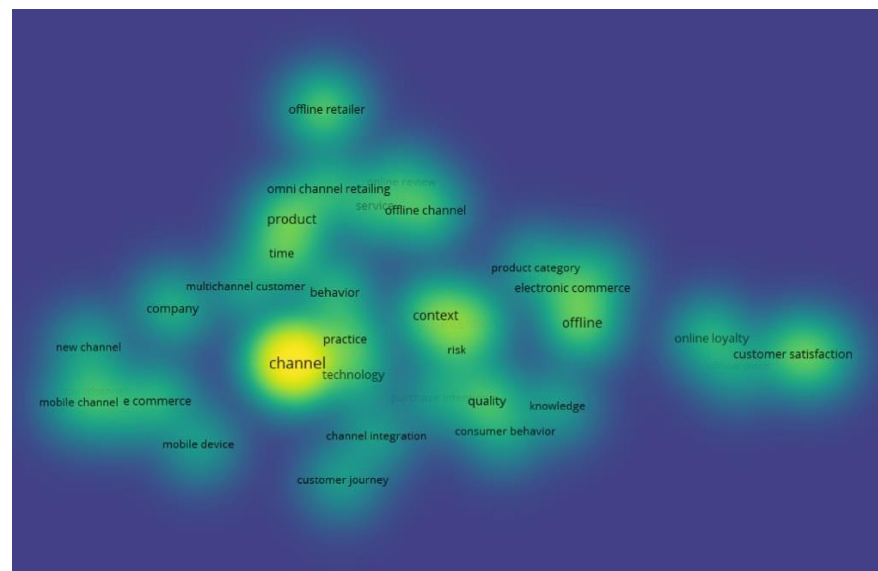


Figure 9 Density Visualization

**Research Question**

**What is the Current Status of Research in Omnichannel?**

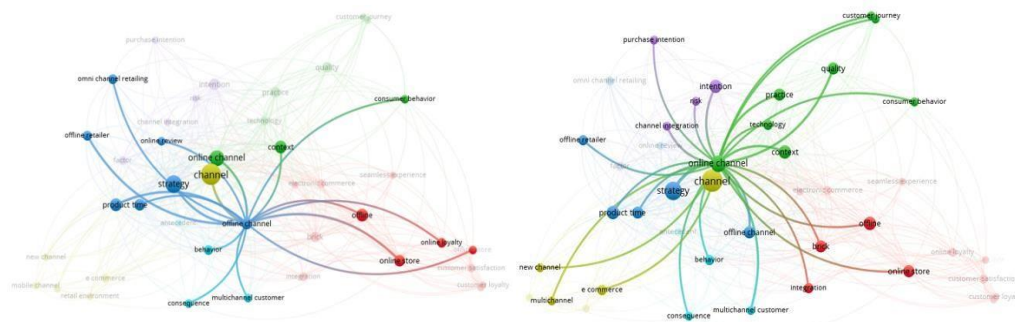
The importance of e-commerce growth is its profitability and its role in driving the evolutionary retail shift towards an omnichannel customer experience (Hult dkk., 2019). This phenomenon shows that knowing the influence of omnichannel retail on the company’s market share and operational efficiency has become an essential issue for practice and academics (He dkk., 2020)\. This platform includes shops, websites, online catalogs, digital channels, social media, mobile channels, mass communication channels like TV, and other platforms (Singh & Swait, 2017).

**What are the Implications of Omnichannel for Online and Offline Marketing?**

The implications for online and offline marketing channels now lead to competitive advantage and channel synergies. (Herhausen dkk., 2015) stated that perceived usefulness, risk, and self- efficacy are important drivers of online consumer behavior for sustainable use (Singh & Srivastava, 2019), where consumers’ attitudes towards online channels currently show an increasing trend (Chen dkk., 2019). Furthermore, they are now increasingly willing to use innovation to gain a shopping experience (Savastano dkk., 2019). Their preference for online shopping channels depends on their trust in brands (Kazancoglu & Aydin, 2018) and promotion usually has a more significant influence on offline than online shopping channels (Arce-Urriza dkk., 2017).

**What Variables can be Further Researched Regarding Online and Offline Marketing?**

Based on the observations made through VOSviewer and the discussions conducted, the relationship between online and offline channel variables to customer and customer journey, online loyalty, purchase intention, and another variable is shown in Figure 10.



**Figure 10**  
Relationship Between Online and Offline Marketing Channel Variables

## CONCLUSION

Omnichannel is a trend and solution in times of disruption, such as the COVID-19 pandemic. It can increase company profits by increasing the number of marketing channels that do not rely on one channel. Although online and offline channels are very competitive for companies to implement, there are some different behaviors due to the varying treatment or promotion. Since this research did not touch the detailed aspects of each variable, further studies are expected to test empirically proven and more integrated variables, sub-variables, and dimensions in more detail to produce much more perfect research.

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