

Taking Stock of Omnichannel Retail Experience: Thematic Review and Research Agenda

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Abstract

The paradigm shift towards omnichannel approaches represents an ongoing fundamental change taking place within the fields of retail marketing and management today. The intertwining of commerce and content across channels and touchpoints requires retailers to reconfigure their strategies and manifests new challenges for grasping concepts like customer experience and customer journeys. In response to these developments, we conduct a thematic review of the literature addressing customer experiences in omnichannel retail environments, integrating central concepts and approaches and thereby contributing to the body of literature exploring new and alternative approaches and theories to customer experiences along omnichannel customer journeys in these new retail formats. We thus hope to contribute to retail- and omnichannel literature as well as retail branding theory and practice.

Subject Areas: *Channels, Retailing*

Track: Retailing & Omni-Channel Management