

# A Systematic Literature Review and Future Research Directions on the Various Stages of the Omnichannel Consumer Buying Journey

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## Introduction

The rapid growth of digital technology has transformed the retail landscape, giving rise to the concept of the omnichannel consumer buying journey. This journey encompasses a series of stages that consumers traverse as they navigate seamlessly between online and offline channels during their purchasing process. This article presents a systematic literature review of research related to the various stages of the omnichannel consumer buying journey and outlines future research directions in this dynamic field. Consumers gather information about the product or service, compare options, and evaluate features [1]. This stage requires a comprehensive analysis of the role of online and offline channels in influencing consumer decision-making. The culmination of the buying journey, where consumers make the final purchase. This stage explores the interaction between channels, payment methods, and the overall purchase experience. Researchers emphasize the importance of channel integration and its impact on the overall buying journey. A seamless transition between online and offline channels enhances consumer experience and loyalty [2,3]. Studies highlight the role of emerging technologies like Augmented Reality (AR) and Virtual Reality (VR) in enhancing the omnichannel experience, particularly in the research and evaluation stage. . As the retail landscape continues to evolve, future research in this area should address the emerging challenges and opportunities presented by technological advancements, changing consumer behaviours, and societal shifts. By delving deeper into these research directions, scholars can contribute to a more comprehensive understanding of the omnichannel consumer buying journey, enabling businesses to create more effective and impactful strategies that cater to the evolving needs and preferences of today's consumers [4].

## Description

The omnichannel consumer buying journey consists of multiple interconnected stages that reflect the modern consumer's complex interactions with different channels. These stages often include awareness, consideration, evaluation, purchase, post-purchase, and loyalty. Each stage presents unique challenges and opportunities for businesses aiming to create a consistent and exceptional consumer experience across all touchpoints. In the era of digital transformation, the way consumers engage with brands and make purchasing decisions has undergone a significant evolution. The omnichannel consumer buying journey, characterized by seamless integration of online and offline channels has become a dominant paradigm in retail and marketing [5]. This

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article presents a systematic literature review of the various stages of the omnichannel consumer buying journey and identifies future research directions in this dynamic and rapidly evolving field. The omnichannel consumer buying journey is a complex and multifaceted process that has captured the attention of researchers, marketers, and businesses alike. This systematic literature review has shed light on the current understanding of the various stages of the journey, revealing key trends, findings, and gaps in existing research [6].

## Conclusion

The omnichannel consumer buying journey represents a dynamic and multifaceted phenomenon that continues to evolve with technological advancements and shifting consumer preferences. A systematic literature review reveals a rich landscape of research exploring different stages of this journey. As the retail landscape continues to transform, future research directions offer exciting opportunities to deepen our understanding of consumer behaviour, channel dynamics, and the strategies that businesses can employ to provide seamless and engaging omnichannel experiences. Through interdisciplinary collaboration and innovative methodologies, scholars can contribute to shaping the future of omnichannel retail and consumer engagement. Consumers become aware of a brand or product through various touchpoints, such as social media, online advertisements, or in-store displays. The challenge lies in understanding how different channels contribute to building awareness and how consumers navigate between them.

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## Conflict of Interest

None.

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