



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 09, September 2026)

Omnichannel Retailing and Customer Experience: Examining the Role of Channel Integration, Personalisation and Customer Journey Seamlessness

Dr. V. Srividhya

Associate Professor, Department of Commerce, Government First Grade College, Channapattana, Bangalore South, Karnataka, India

Abstract-- The rapid integration of physical stores, websites, mobile applications, social media, marketplaces and digital payment platforms has transformed the contemporary retail environment. Customers increasingly move across channels during a single purchase journey, making the quality of integration among channels an important determinant of their overall experience. Unlike multichannel retailing, where channels may operate relatively independently, omnichannel retailing seeks to create a seamless and interconnected customer journey across online and offline touchpoints. This study examines the relationship between omnichannel retailing and customer experience, with particular emphasis on channel integration, personalisation, information consistency, convenience and perceived seamlessness. The study develops a conceptual framework linking these omnichannel characteristics with customer experience and subsequent behavioural outcomes such as satisfaction, loyalty, repurchase intention and word-of-mouth intention. Existing research demonstrates that channel integration can influence retail brand experience, service convenience and satisfaction, while recent research indicates that omnichannel customer experience can influence different forms of customer engagement. The paper identifies gaps in the existing literature concerning the simultaneous examination of functional and experiential dimensions of omnichannel retailing and proposes an empirical model suitable for testing among contemporary retail consumers. A structured questionnaire and structural equation modelling are proposed for future empirical validation. The study contributes to omnichannel retailing literature by integrating channel integration, personalisation, information consistency and seamlessness into a customer-experience framework.

Keywords-- Omnichannel retailing, customer experience, channel integration, personalisation, customer journey, retailing, customer satisfaction, customer loyalty

I. INTRODUCTION

Retailing has undergone significant transformation as digital technologies have become integrated with traditional physical retail environments.

Consumers can now discover products through social media, compare prices through mobile applications, visit physical stores to evaluate products, place orders through websites or applications, make digital payments and receive products through home delivery or store collection. Consequently, the customer journey increasingly crosses multiple touchpoints rather than remaining within a single channel.

The transition from multichannel to omnichannel retailing represents an important development in contemporary retail management. Multichannel retailing generally involves the availability of several channels, whereas omnichannel retailing emphasises coordination and integration among those channels. Verhoef, Kannan and Inman (2015) identified the movement from multichannel toward omnichannel retailing as a significant transformation in retailing, driven partly by online, mobile and social-media channels.

The distinction is particularly important from the customer's perspective. A consumer may begin the journey by viewing a product on Instagram, search for additional information on the retailer's website, check availability through a mobile application, visit a physical store, complete the purchase digitally and subsequently use an online platform for customer service. The experience generated by this sequence is not necessarily determined by one channel. Rather, it depends on how effectively the retailer coordinates the various touchpoints.

Customer experience has consequently become a central concept in retail research. Lemon and Verhoef (2016) argue that customers interact with firms through numerous touchpoints and channels throughout their journeys, making customer-experience management increasingly complex.

Recent research has further strengthened the importance of this issue. A 2024 study involving 356 respondents examined factors influencing customer experience in omnichannel retailing, while a 2025 Journal of Business Research study used two samples of U.S. omnichannel retail customers (312 and 822 respondents) to examine how



omnichannel customer experience relates to customer engagement.

Therefore, understanding **how the characteristics of omnichannel retailing translate into customer experience and behavioural outcomes** represents an important area of research.

II. BACKGROUND OF THE STUDY

2.1 Omnichannel Retailing

Omnichannel retailing refers to the coordinated management of multiple retail channels so that customers can interact with a retailer through interconnected touchpoints.

Typical channels include:

- Physical retail stores
- Retail websites
- Mobile applications
- Social-media platforms
- Online marketplaces
- Email and digital communication
- Customer-service platforms
- Digital payment systems
- Click-and-collect services
- Home delivery

The essential characteristic of omnichannel retailing is not merely the number of channels available but the degree to which these channels are integrated.

Wolf and Steul-Fischer's systematic literature review identified channel characteristics, customer needs, situational factors, customer characteristics and product/service characteristics as important influences on channel choice. Their review analysed 128 papers and identified 66 factors that could be grouped into broader categories.

III. CUSTOMER EXPERIENCE IN OMNICHANNEL RETAILING

Customer experience encompasses consumers' cognitive, emotional, behavioural, sensory and social responses arising from interactions with a retailer.

In an omnichannel environment, customer experience may emerge from the combined effect of:

1. Product information
2. Website usability
3. Mobile application functionality
4. Physical store experience
5. Employee interaction
6. Delivery experience

7. Payment convenience
8. Customer-service interaction
9. Personalised recommendations
10. Consistency of information across channels

Consequently, omnichannel customer experience should be considered as a **journey-level phenomenon rather than a single-channel phenomenon**.

Recent research has examined customer experience at different stages of the omnichannel customer journey. A 2025 study specifically investigated customer journey design and reported the importance of channel choice breadth and channel integration for journey satisfaction.

IV. PROBLEM STATEMENT

Retailers are increasingly investing in websites, mobile applications, social media, digital payment systems, loyalty programmes and physical-store technologies. However, simply providing multiple channels does not necessarily create a superior customer experience.

Customers may encounter:

- Different prices across channels
- Inconsistent product information
- Lack of real-time inventory visibility
- Repeated requests for personal information
- Difficulty returning online purchases in physical stores
- Poor coordination between online and offline customer service
- Inconsistent loyalty benefits
- Delivery delays
- Complicated switching between channels

These problems suggest that **channel availability and channel integration are distinct concepts**.

A retailer may have several channels without offering a genuinely integrated omnichannel experience. Therefore, there is a need to examine which dimensions of omnichannel retailing contribute most directly to customer experience and how customer experience subsequently influences behavioural outcomes.

V. RESEARCH GAP

Existing research provides important foundations for understanding omnichannel retailing, but several areas remain open for empirical investigation.

First, earlier research established the movement from multichannel to omnichannel retailing and emphasised the strategic importance of channel integration.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 09, September 2026)

Second, systematic literature reviews have identified a large number of factors affecting channel choice, but these factors operate at different levels, including customer, product, channel and situational characteristics.

Third, empirical research has demonstrated that perceived channel integration can influence retail brand experience, service convenience, satisfaction and patronage intention.

Fourth, recent research has moved toward examining customer journey design, customer engagement and customer experience as multidimensional phenomena.

However, there remains scope for an integrated empirical model that simultaneously considers:

- Channel integration
- Information consistency
- Personalisation
- Convenience
- Perceived seamlessness

as antecedents of customer experience and examines their relationships with satisfaction, loyalty and behavioural intentions.

This study addresses this gap by proposing an integrated customer-oriented framework.

VI. OBJECTIVES OF THE STUDY

The study proposes the following objectives:

1. To examine the concept and dimensions of omnichannel retailing.
2. To analyse the influence of channel integration on customer experience.
3. To examine the relationship between information consistency and customer experience.
4. To determine the role of personalisation in enhancing omnichannel customer experience.
5. To examine the influence of perceived convenience on customer experience.
6. To analyse the relationship between perceived seamlessness and customer satisfaction.
7. To examine whether customer experience influences customer loyalty and repurchase intention.
8. To develop an integrated conceptual framework for understanding omnichannel customer experience.

VII. RESEARCH QUESTIONS

RQ1: How does channel integration influence customer experience in omnichannel retailing?

RQ2: Does information consistency across channels influence customer satisfaction?

RQ3: What role does personalisation play in omnichannel customer experience?

RQ4: Does perceived convenience influence customers' overall omnichannel experience?

RQ5: Does seamless movement across channels contribute to customer loyalty?

RQ6: Does customer experience mediate the relationship between omnichannel retailing characteristics and behavioural intentions?

VIII. HYPOTHESES OF THE STUDY

The following hypotheses may be empirically tested.

H1: Channel integration has a significant positive influence on omnichannel customer experience.

H2: Information consistency across channels has a significant positive influence on omnichannel customer experience.

H3: Personalisation has a significant positive influence on omnichannel customer experience.

H4: Perceived convenience has a significant positive influence on omnichannel customer experience.

H5: Perceived seamlessness has a significant positive influence on omnichannel customer experience.

H6: Omnichannel customer experience has a significant positive influence on customer satisfaction.

H7: Customer satisfaction has a significant positive influence on customer loyalty.

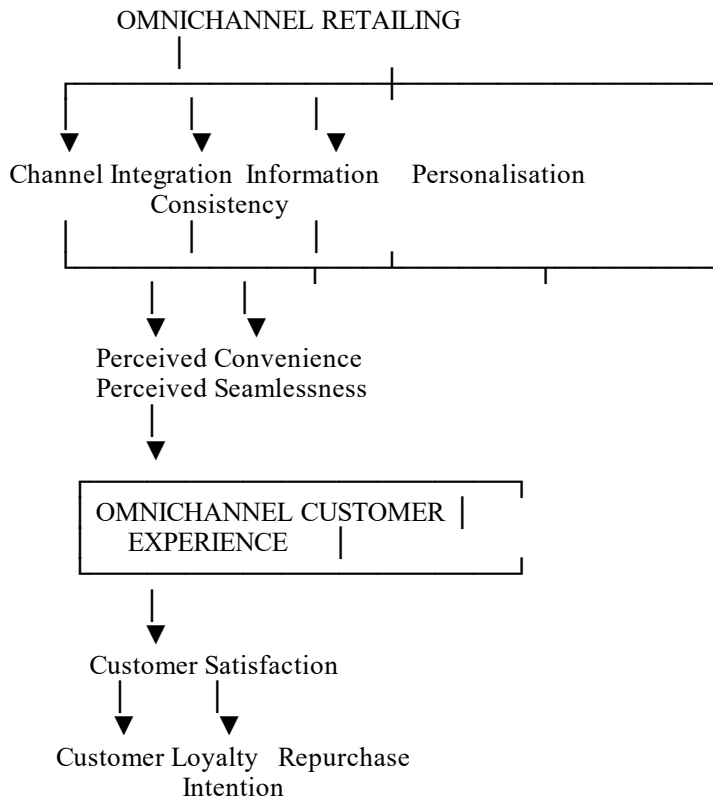
H8: Customer satisfaction has a significant positive influence on repurchase intention.

H9: Omnichannel customer experience has a significant positive influence on customer loyalty.

H10: Customer experience mediates the relationship between omnichannel retailing characteristics and behavioural intentions.

IX. CONCEPTUAL FRAMEWORK

The proposed framework can be represented as follows:



The model is consistent with research showing that cross-channel integration can influence customer experience and subsequent satisfaction and behavioural intentions.

X. THEORETICAL FOUNDATION

10.1 Customer Journey Theory

The customer journey perspective provides a useful foundation for understanding omnichannel retailing. Customers encounter multiple touchpoints before, during and after purchase.

Lemon and Verhoef (2016) conceptualised customer experience as developing across customer journeys involving multiple touchpoints and channels.

In an omnichannel environment, these stages can include:

Pre-purchase

- Social-media exposure
- Search
- Product comparison

- Reviews
- Website browsing

Purchase

- Store visit
- Mobile ordering
- Online payment
- Click-and-collect
- Employee assistance

Post-purchase

- Delivery
- Returns
- Customer service
- Loyalty programmes
- Reviews and recommendations

The theory therefore supports examining customer experience across the entire journey rather than within one channel.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 09, September 2026)

XI. DIMENSIONS OF OMNICHANNEL RETAILING

11.1 Channel Integration

Channel integration refers to the extent to which different retail channels operate as a coordinated system.

Examples include:

- Online inventory visible in stores
- Common customer accounts
- Integrated loyalty programmes
- Cross-channel returns
- Click-and-collect
- Consistent promotions

Research on cross-channel integration indicates that perceived integration can influence retail brand experience, service convenience and satisfaction.

11.2 Information Consistency

Customers expect product descriptions, prices, availability, promotions and policies to be reasonably consistent across channels.

Information inconsistency can create:

- Confusion
- Perceived risk
- Distrust
- Search costs
- Purchase delays

Thus, information consistency represents an important component of the omnichannel customer experience.

11.3 Personalisation

Digital technologies allow retailers to analyse customers' browsing behaviour, purchase histories and preferences.

Personalisation may include:

- Product recommendations
- Personalised offers
- Relevant advertisements
- Individualised loyalty rewards
- Personalised communication

However, personalisation must be balanced against privacy expectations and perceptions of excessive data collection.

11.4 Convenience

Convenience is one of the principal reasons consumers use multiple retail channels. Omnichannel convenience can include:

- 24/7 access
- Easy product search
- Multiple payment options
- Home delivery
- Click-and-collect
- Easy returns
- Mobile ordering

The ability to select the most convenient channel at different stages can reduce customer effort.

11.5 Perceived Seamlessness

Seamlessness represents the customer's perception that movement between channels is smooth and requires minimal additional effort.

For example:

Search online → check store availability → visit store → purchase → receive digital receipt → return through another channel.

When these interactions function as one continuous journey, customers may perceive greater continuity in their relationship with the retailer.

XII. CUSTOMER EXPERIENCE AND BEHAVIOURAL OUTCOMES

Customer experience is important because it can influence subsequent customer responses.

A positive experience may contribute to:

- Satisfaction
- Trust
- Loyalty
- Repurchase intention
- Positive word-of-mouth
- Customer engagement

Recent research in the *Journal of Business Research* found that omnichannel customer experience was associated with different forms of customer engagement, including repurchase, influence, feedback and referral intentions, while also showing that these relationships can vary according to relationship stage and individual characteristics.

This suggests that the relationship between experience and behaviour should not necessarily be treated as uniform across all customers.

XIII. PROPOSED RESEARCH METHODOLOGY

13.1 Research Design

The study may adopt a **descriptive and analytical research design**.

A quantitative approach is appropriate for empirically testing the proposed relationships.

13.2 Population

The population may consist of consumers who have used at least two channels of the same retailer during a purchase journey.

For example, a respondent could have:

- Browsed a retailer's website and purchased in-store; or
- Used a mobile application and collected the product from a store; or
- Viewed social media content and purchased through an online platform.

13.3 Sampling

A purposive sampling technique may initially be used to ensure that respondents have genuine omnichannel experience.

A target sample of **400–500 respondents** would provide a practical basis for multivariate analysis and structural equation modelling, subject to the requirements of the selected journal and the final model.

13.4 Data Collection

Primary data may be collected using a structured questionnaire.

A five-point Likert scale can be used:

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neutral
- 4 – Agree
- 5 – Strongly Agree

XIV. PROPOSED MEASUREMENT VARIABLES

Construct	Illustrative indicators
Channel Integration	Channels work together; cross-channel services are available
Information Consistency	Prices and product information are consistent
Personalisation	Recommendations are relevant to individual needs
Convenience	Shopping can be completed easily
Seamlessness	Switching channels is easy
Customer Experience	Shopping journey is enjoyable, efficient and satisfying
Satisfaction	Overall experience meets expectations
Loyalty	Intention to continue using the retailer
Repurchase Intention	Intention to purchase again

The final measurement items should be adapted from validated scales in the literature and subjected to pilot testing rather than being used without validation.

XV. DATA ANALYSIS

The proposed analysis may include:

Descriptive Statistics

- Frequency
- Percentage
- Mean
- Standard deviation

Reliability Analysis

- Cronbach's alpha
- Composite reliability

Validity Analysis

- Convergent validity
- Discriminant validity
- Average Variance Extracted (AVE)

Inferential Analysis

- Correlation analysis
- Multiple regression
- Structural Equation Modelling (SEM)

Mediation Analysis

Customer experience can be examined as a potential mediator between omnichannel characteristics and behavioural outcomes.

A suitable SEM model could therefore examine:

Channel Integration → Customer Experience → Satisfaction → Loyalty and

Personalisation → Customer Experience → Repurchase Intention

XVI. PROPOSED RESULTS FRAMEWORK

Because primary data have not been collected for this manuscript, numerical findings should **not be invented**. After data collection, the results section can be organised as follows:

Table 1

Demographic profile of respondents

Table 2

Descriptive statistics of study variables

Table 3

Reliability and validity statistics

Table 4

Correlation matrix

Table 5

Structural model results

Hypothesis	Relationship	β	t-value	p-value	Decision
H1	Channel Integration → CX	—	—	—	To be tested
H2	Information Consistency → CX	—	—	—	To be tested
H3	Personalisation → CX	—	—	—	To be tested
H4	Convenience → CX	—	—	—	To be tested
H5	Seamlessness → CX	—	—	—	To be tested
H6	CX → Satisfaction	—	—	—	To be tested
H7	Satisfaction → Loyalty	—	—	—	To be tested
H8	Satisfaction → Repurchase	—	—	—	To be tested



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 09, September 2026)

This approach makes the paper **publication-ethical**, because it clearly separates the proposed model from findings that would require actual empirical evidence.

XVII. EXPECTED ACADEMIC CONTRIBUTION

The study is expected to make several contributions.

17.1 Theoretical Contribution

The proposed framework integrates several dimensions of omnichannel retailing with customer experience and behavioural outcomes.

Rather than examining individual channels separately, the model considers the customer journey as an interconnected process.

17.2 Methodological Contribution

The framework can be empirically tested using SEM, allowing simultaneous examination of direct and indirect relationships.

17.3 Managerial Contribution

The framework can help retailers examine whether investments in multiple channels are actually creating a coherent customer journey.

For example, retailers can assess:

- Whether online and offline information is consistent
- Whether customers can move easily between channels
- Whether loyalty programmes work across channels
- Whether personalised recommendations create value
- Whether returns are integrated
- Whether customer service is consistent across touchpoints

XVIII. MANAGERIAL IMPLICATIONS

18.1 Integrate Rather Than Merely Add Channels

Retailers should distinguish between having multiple channels and integrating those channels.

The strategic objective should be to create a coordinated journey.

18.2 Create Consistent Information

Product descriptions, prices, promotions, availability and return policies should be coordinated as far as operationally feasible.

18.3 Improve Cross-Channel Services

Retailers can strengthen customer convenience through:

- Buy online, pick up in store
- Return online purchases in stores
- Real-time inventory information
- Unified loyalty accounts
- Digital receipts

18.4 Use Personalisation Responsibly

Personalisation can improve relevance, but retailers should communicate clearly about data usage and provide appropriate privacy controls.

XIX. CHALLENGES IN OMNICHANNEL RETAILING

Despite its potential, omnichannel retailing creates several managerial challenges.

Operational Challenges

- Inventory integration
- Order fulfilment
- Returns management
- Delivery coordination

Technological Challenges

- Data integration
- CRM integration
- Cybersecurity
- System interoperability

Customer Challenges

- Information overload
- Privacy concerns
- Technology difficulties
- Inconsistent experiences

Organisational Challenges

- Employee training
- Channel conflicts
- Performance measurement
- Coordination across departments

Recent research has also highlighted the costs involved in implementing omnichannel systems and the need to balance factors such as delivery time, profitability and customer satisfaction.

XX. FUTURE RESEARCH DIRECTIONS

Future research can extend this model in several ways.



International Journal of Recent Development in Engineering and Technology
Website: www.ijrdet.com (ISSN 2347-6435 (Online) Volume 15, Issue 09, September 2026)

20.1 Artificial Intelligence: Future studies could investigate:

AI Personalisation → Customer Experience → Loyalty

20.2 Generational Differences

Researchers could compare:

- Generation Z
- Millennials
- Generation X
- Older consumers

20.3 Retail Sector Comparisons

The model could be tested across:

- Fashion retail
- Grocery retail
- Electronics
- Beauty and cosmetics
- Banking-related retail services
- E-commerce

20.4 Urban–Rural Comparison

An India-focused study could examine whether omnichannel experiences differ between urban and rural consumers.

20.5 Privacy and Trust: Future research could incorporate

Personalisation → Privacy Concern → Trust → Customer Experience

20.6 Sustainable Omnichannel Retailing

Another emerging direction is the relationship between omnichannel fulfilment, delivery choices, packaging, returns and sustainable consumption.

XXI. CONCLUSION

Omnichannel retailing represents a significant transformation in the way retailers interact with customers. The central issue is no longer simply whether retailers provide physical and digital channels, but whether those channels function together as an integrated customer journey.

The literature demonstrates the importance of channel integration, customer journey design and omnichannel customer experience. Research has also increasingly examined the relationship between omnichannel experience and customer engagement.

This article proposes an integrated framework in which channel integration, information consistency, personalisation, convenience and perceived seamlessness influence omnichannel customer experience, which subsequently relates to satisfaction, loyalty and repurchase intention.

The proposed framework provides a basis for empirical research using primary customer data. Its principal contribution is to connect the **operational dimensions of omnichannel retailing** with the **experiential and behavioural dimensions of customer response**.

REFERENCES

- [1] Chung, K., Oh, K. W., & Kim, M. (2022). Cross-channel integration and customer experience in omnichannel retail services. *Service Science*. <https://doi.org/10.1287/serv.2022.0308>
- [2] Fränzel, N. (2025). *Customer experience in the context of omnichannel retailing: Analysis of marketing instruments, channel integration and customer experience dimensions during the customer journey*. Springer Gabler. <https://doi.org/10.1007/978-3-658-47568-0>
- [3] Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- [4] Neslin, S. A., & Shankar, V. (2009). Key issues in multichannel customer management: Current knowledge and future directions. *Journal of Interactive Marketing*, 23(1), 70–81. <https://doi.org/10.1016/j.intmar.2008.10.005>
- [5] Rahman, S. M., Carlson, J., Gudergan, S. P., Wetzels, M., & Grewal, D. (2025). How do omnichannel customer experiences affect customer engagement? Theory and empirical validation. *Journal of Business Research*, 189, 115196. <https://doi.org/10.1016/j.jbusres.2025.115196>
- [6] Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005>
- [7] Wolf, L., & Steul-Fischer, M. (2023). Factors of customers' channel choice in an omnichannel environment: A systematic literature review. *Management Review Quarterly*, 73, 1579–1630. <https://doi.org/10.1007/s11301-022-00281-w>