

OMNICHANNEL AND THE CONSUMER PERCEIVED RISKS AND BENEFITS: A review

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Introdução

The simultaneous use of these sales and communication channels has led to the omnichannel retail strategy being used by organizations (Juaneda-Ayensa et al., 2016). This study uses the antecedents, decisions, and outcomes framework to identify how perceived risks and benefits relate to an omnichannel strategy and how this relationship can improve consumer experience. Despite the recent and emerging literature on the omnichannel strategy, comprehensive and systematic reviews summarizing the antecedents, discussing the main constructs, and identifying different opportunities remain scarce.

Problema de Pesquisa e Objetivo

In doing so, this paper aims to contribute to future research in this field. The following research questions (RQs) guided this SLR: RQ1. How do perceived risks and benefits relate to the omnichannel strategy? RQ2. What are the main points (constructs) discussed regarding the omnichannel strategy? RQ3. What are the future research opportunities regarding this topic? This study intends to fill this gap through a systematic literature review (SLR) guided by the antecedents, decisions, and outcomes (ADO) framework (Paul and Benito, 2018).

Fundamentação Teórica

The SLR is based on 77 articles selected by the authors, using the SPAR-4-SLR protocol, and covering the period from 2014 to 2022. This growth in recent publications was also highlighted in a study researching customers' motivation to consume under an omnichannel strategy (Liu et al., 2022). The remainder of this article is structured as follows. Section 2 presents the research methodology. Section 3 presents and discusses the results based on the ADO framework. Finally, Section 4 presents the final considerations and implications, including research limitations and future research directions.

Discussão

It is possible to infer from the analyzed publications that positive experiences in online channels tend to positively influence offline channels (Rahman et al., 2022; Siqueira et al., 2020) and that experiences that result in satisfaction in the offline environment contribute to increased brand confidence in the online environment, creating what is referred to as a phydigital environment (Pangarkar et al., 2022; Rahman et al., 2022). In addition, we have been able to infer how costumers' perceived benefits and risks influence organizations' decisions to adopt an omnichannel strategy.

Conclusão

Through an analysis of the 77 articles used in this study, it was observed that an increasing number of researchers have become interested in the omnichannel strategy, as demonstrated by the significant increase in publications. However, the literature on the omnichannel strategy is still sporadic, dispersed, and fragmented in terms of journals, authors, and approaches. This SLR, points out that omnichannel strategy literature and research from a perspective not previously examined by researchers, namely that of the risks and benefits and their impacts on organizational results.

Referências Bibliográficas

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