



# Consumer Behavior In Multichannel Marketing: A Systematic Literature Review

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## ABSTRACT

This article summarizes research on Consumer Behavior in Multichannel Marketing published in Scopus from 2018 to 2024 using the Systematic Literature Review (SLR) method. The collected data was processed following the PRISMA guidelines, then analyzed in four stages, namely identification, screening, eligibility, and inclusion. The inclusion criteria set were: (1) Focus on consumer behavior in the context of multichannel marketing. (2) The article uses empirical methods (surveys, experiments, panel data) or contextual methods that explain consumer behavior. The results of the study show: (1) That Consumer Behavior in Multichannel Marketing is influenced by channel migration, product attributes, service quality, and media management; (2) Product and category attributes are key in explaining consumer channel choices; (3) Consistency of service quality across physical and digital channels; and (4) The need for multichannel behavioral segmentation so that marketing strategies are more targeted.

## INTRODUCTION

Advancements in digital technology have significantly reshaped the way consumers engage with and navigate across multiple sales channels. Consumers no longer rely solely on a single channel, but instead utilize both offline and online channels to search for information, compare prices, and even make purchases (Kotler et al., 2022). This phenomenon is referred to as consumer behavior within the context of multichannel marketing, which has subsequently given rise to emerging practices such as webrooming and showrooming (Flavián et al., 2019; Guo, 2022). This behavioral shift requires companies to understand consumer patterns in cross-channel interactions to better target marketing strategies. Consumer behavior in multichannel marketing is not only determined by functional aspects such as price and product availability, but also by differences in demographic characteristics such as age and digital literacy, which influence channel preferences, as shown in research on media richness across generations (Lipowski & Bondos, 2018). Thus, consumer behavior in multichannel marketing is complex and multidimensional.

Despite the growing literature on multichannel marketing, systematic studies focusing on consumer behavior are still limited. Most studies address specific issues, such as mobile app adoption, showrooming, and webrooming. Accordingly, this study conducts a Systematic Literature Review (SLR) of 15 selected journals published between 2018 and 2024 to map the research methods employed and the key findings concerning consumer behavior in multichannel marketing. The findings are expected to offer theoretical contributions that enrich the existing body of literature, while also generating practical insights to support businesses in formulating channel strategies that are aligned with consumer behavior.

## LITERATURE REVIEW

Customer behavior refers to the patterns of consumer decisions and actions in purchasing, which are shaped by cultural, social, personal, and psychological factors. Although these factors cannot be fully controlled by marketers, they must be consistently considered in the formulation of effective marketing strategies (Kotler et al., 2024). The field of customer behavior analysis continues to evolve, with new trends continually shaping how companies understand and interact with customers. According to (Hoffmann & Akbar, 2023) customer behavior is the field of study that examines how individuals, groups, and organizations make decisions related to the acquisition, consumption, and disposal of goods and services. This behavior is influenced by sociodemographic factors (age, occupation, relationship status, etc.) and psychographic factors (values, motivations, attitudes, lifestyle, etc.) that shape their consumption patterns. Understanding this behavior helps marketers identify target markets, predict consumer decisions, and develop more appropriate marketing strategies. As technology advances and social norms change, businesses need to always stay abreast of emerging trends to remain competitive and capable of addressing and accommodating the needs and preferences of their customers (Cybellium, 2024).

Multichannel marketing is a set of activities used to sell products or services through multiple channels, which do not interact with each other. This approach capitalizes on customers' desire for convenience by offering multiple independent channels to enhance their shopping experience (Silva, 2020). Multichannel marketing emphasizes accessibility and intercommunication through increasing the number of channels. On the other hand, multichannel marketing places a broader perspective on value creation in communication and distribution channels, enabling mutual reinforcement of individual channels, as well as adding information and after-sales service functions (Wirtz, 2024). Marzouk et al., (2022) explain that each channel used by brands for multichannel marketing has distinct characteristics that take into account:

- 1) Persuasive messages: Contains factual information such as product and offer descriptions, contains rational information (based on logic and facts) and emotional information (including positive and negative emotions), as well as information that influences social personal recognition such as adjustment to social norms and the expectations of others.
- 2) Communication Channels: Trusted communication channels because consumers usually trust the platforms they choose themselves (opt-in channels), useful communication channels offer more direct and more personalized interactions, which increases trust and acceptance of messages, and increases consumer loyalty because consumers who are already loyal to a platform have a greater attachment to the company, so the response to advertising is higher.
- 3) Consumer Characteristics: Consumer needs, consumer desires influenced by behavioral factors, as well as personalized experiences and communications.

Consumer segmentation is a marketing strategy that entails dividing a broad target market into smaller, well-defined groups of consumers based on shared characteristics and behavioral patterns. By identifying and understanding the distinct needs and preferences of each segment, businesses are able to tailor their products, services, and marketing initiatives more effectively to reach and engage each group. This approach increases customer engagement, increases sales conversion rates, and fosters brand loyalty (Simmons, 2024). Several studies also highlight

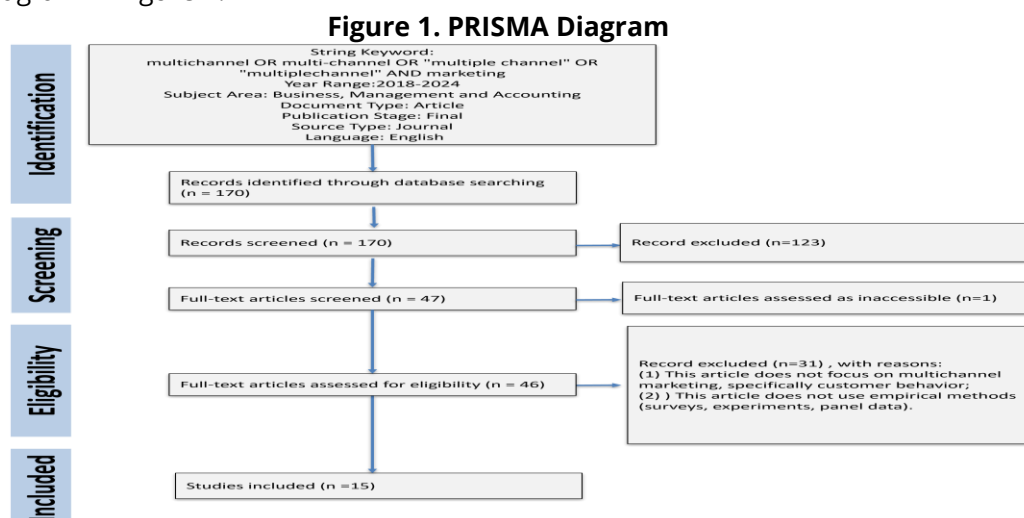
demographic and technological factors in consumer behavior toward multichannel marketing. Lipowski & Bondos, (2018) found that younger generations gravitate toward online channels due to their familiarity with rich media, while older generations still prioritize offline channels. Hung et al., (2019) highlighted the mediating role of trust and satisfaction in fostering customer loyalty across both physical and virtual retail environments. Furthermore, Gu & Kannan, (2021) demonstrated that mobile app adoption can be complementary (increasing total spending) or substitutive (reducing offline spending). Campo et al., (2021) findings regarding online grocery shopping also reinforce that consumers tend to maintain a balance between offline and online shopping. The implementation of a multichannel marketing strategy combining continuous improvement of physical stores and simultaneous facilitation of online sales can be an effective strategy to drive long-term performance and profitability (Vaishnav & Ray, 2023).

Showrooming is the practice of consumers visiting a physical store to view and try a product in person, then purchasing it online. Webrooming, on the other hand, is the behavior of consumers who conduct research or engage in online product research prior to making an in-store purchase (offline) (Dirsehan (Ed.), 2021). The phenomena of webrooming and showrooming have been extensively researched in the literature. Flavián et al., (2019) found that webrooming can increase customer confidence and satisfaction, while Guo et al., (2022) emphasized that price, risk, and trust influence channel choice. However, research by Chung et al., (2021) demonstrated a downside to webrooming, namely the potential for decreased product satisfaction due to expectation mismatch. This demonstrates that multichannel consumer behavior can be conflicting and context-dependent.

## METHODS

This study employed a Systematic Literature Review (SLR) approach to identify, evaluate, and synthesize existing research on consumer behavior within the context of multichannel marketing. The SLR method was chosen because it provides a comprehensive thematic mapping while presenting evidence systematically, thus avoiding study selection bias (Tranfield et al., 2003). The review process was conducted in accordance with the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which have been widely used in social and business research to ensure transparency and replicability (Moher et al., 2010).

The articles analyzed in this study were obtained from relevant international journals through Scopus and published in the period 2018–2024. The inclusion criteria were set as follows: (1) Focus on consumer behavior in the context of multichannel marketing. (2) Articles use empirical methods (surveys, experiments, panel data) or conceptual methods that explain consumer behavior. Based on the established criteria, the research flow and results to be used in this study are depicted in the PRISMA diagram in Figure 1.



## RESULTS AND DISCUSSION

**Table 1. Research Results**

No.	Name and Year of Research	Research Summary
1.	Mark et al., (2024)	The study found that retargeting increased consumers' likelihood of making a purchase and encouraged them to choose online channels (web and phone) over brick-and-mortar stores, although it had no effect on the actual purchase amount. These findings confirm that retargeting is more effective as a trigger for purchase decisions than as an increase in transaction value. Furthermore, interactions with other tactics, such as email and catalogs, showed varying effects, with certain combinations actually decreasing effectiveness on certain channels due to consumers' perceived intrusiveness.
2.	Valenti et al., (2024)	This article investigates the differential effectiveness of email and direct mail across customer value segments (prospects, dormant, low-high value) within a multichannel retail context. Drawing on transaction data from an international beauty retailer operating in six countries and a U.S. apparel retailer, the study employs a multi-equation hierarchical linear model (HLM) in conjunction with a field experiment. The findings reveal that direct mail demonstrates greater effectiveness in offline channels, whereas email generates sales across both online and offline channels, particularly among existing customer segments.
3.	Cui et al., (2024)	This article explores the impact of regional offline retail density on consumers' mobile shopping app usage, utilizing panel data from 6,284 consumers across 1,622 counties in China and applying a control function approach to address potential endogeneity. The main results show that the higher the offline retail density, the lower the frequency and duration of mobile shopping app usage, meaning that consumers in areas with limited physical access use mobile channels more intensively (channel substitution). However, this effect is attenuated by consumer mobility (the more mobile, the more complementary offline-online usage) and by product complexity (electronics are more complementary than apparel/cosmetics).
4.	Bellaaj, (2023)	This article investigates how young individual entrepreneurs in Saudi Arabia utilize and coordinate digital channels (e.g., Instagram, Snapchat, WhatsApp, and YouTube) alongside traditional channels such as physical stores, exhibitions, and catalogs in their marketing activities. Through a qualitative approach (focus groups and semi-structured interviews), the study found that Gen Z consumers, as the primary target, drive preferences for specific social media channels, with WhatsApp used for direct communication, Instagram/Snapchat for promotions and storytelling, and offline integration (exhibitions and physical stores) used for communication/promotion,

		transactions, and customer service, which can boost the customer purchasing process, improve brand visibility, enlarge markets, and strengthen customer relationships.
5.	Ananda et al., (2023)	This article investigates the role of offline and online servicescapes as predictors of satisfaction and repurchase intention among multichannel consumers in Indonesia. Drawing on data from 171 customers of Matahari, Hypermart, Indomaret, and Ace Hardware who engaged in both physical and mobile application shopping, the study employs PLS-SEM analysis. The findings indicate that the quality of offline servicescapes (ambient conditions, layout, signage, and social factors) and online servicescapes (aesthetic appeal, layout and functionality, financial security, and social presence) significantly affect customer satisfaction, which subsequently enhances repurchase intention. Notably, the influence of offline servicescapes is stronger than that of online servicescapes, underscoring the continued importance of physical stores in the consumer journey despite the growing dominance of digital channels.
6.	Sombultawee & Tansakul, (2023)	This article examines customer experience in Thai multichannel retail using the stimulus–organism–response (S-O-R) model and an integration of multichannel service quality theory and the cognitive–affective customer experience model. Surveying 502 multichannel retail consumers, the study found that breadth of channel choice, transparency of channel, content consistency, and process consistency all significantly influence customer experience, but with different strengths: breadth and content consistency are more dominant in cognitive experience, while transparency and process consistency are more influential in affective experience. Furthermore, both cognitive and affective experiences have a positive effect on repurchase intention and word-of-mouth, although the cognitive effect is stronger.
7.	(Guo et al., 2022)	This article specifically differentiates consumer behavior between Webrooming, defined as searching for product information online prior to purchasing in a physical store, and showrooming, defined as searching in physical stores before completing the purchase online, focusing on the moderation of product attributes (informative vs. experiential; high vs. low risk). Based on a survey of 868 multichannel consumers in China and simultaneous equation modeling (3SLS), the results show that consumers engage in webrooming more frequently than showrooming, especially for high-risk informational products (e.g., laptops, mobile phones). For high-risk experiential products (apparel, cosmetics), both webrooming and showrooming occur significantly. In contrast, low-risk products (both informational and experiential) are more frequently purchased through a single channel.
8.	Lim et al., (2022)	This article analyzes the impact of mobile application adoption on consumer shopping behavior within the context of multichannel grocery retailing in South Korea.

No.	Name and Year of Research	Research Summary
		Utilizing household transaction data from 2,179 adopters and 2,187 non-adopters, the study applies propensity-score matching (PSM) and difference-in-differences (DID) methods to ensure robust causal inference. The results show that after adopting a mobile app, consumers significantly reduced the frequency and spending on the online web channel, slightly decreased in brick-and-mortar stores, but overall increased the frequency of shopping and total spending through the retailer. The substitution effect was strongest in the online channel (cannibalization), while for customers who previously only used brick-and-mortar stores, the mobile app was complementary and increased total spending. Furthermore, competition from nearby rival stores reinforced the positive impact of the mobile app, indicating a competitive encroachment effect (the entry of competitors into a market or segment previously dominated by a company/brand).
9.	Sridhar et al., (2022)	This article investigates the cross-media effects of a combination of personalized media (email, catalog) and mass media (television, radio) on consumer purchase incidents in multichannel retail. Using household panel data (loyalty card + media database) and a copula-based multichannel probit model to address endogeneity, the study finds that personalized media is more influential in driving online purchases, while mass media is more effective for offline purchases. In addition, combinations between media within the same category (e.g., email and catalog, TV and radio) tend to weaken purchase decisions (due to cognitive overload), but cross-category interactions (e.g., email and TV, catalog and TV) are synergistic, increasing the probability of cross-channel purchases.
10.	Goraya et al., (2022)	This article investigates the impact of channel integration on consumer channel preferences, with a particular focus on the moderating effects of showrooming and webrooming behaviors. The study utilizes two online surveys conducted in China, comprising 304 respondents for search products (electronics) and 307 respondents for experience products (apparel), and applies variance-based SEM (SmartPLS) for data analysis. The findings reveal that channel integration positively influences both online and offline patronage intentions, mediated by perceived empowerment, assortment, and perceived benefits. Notably, empowerment exerts a stronger effect on online patronage for search products, whereas for experience products.

No.	Name and Year of Research	Research Summary
		it significantly impacts both online and offline patronage. Furthermore, showrooming behavior strengthens the relationship between channel integration and online patronage, while webrooming behavior strengthens the relationship between channel integration and offline patronage.
11.	Campo et al., (2021)	This article analyzes how consumers expand their category share of wallet (SoW) when they start shopping for groceries online, using UK household scanner panel data (3,311 households, 59 categories, 4 multichannel chains). The study integrates utility maximization theory (acquisition utility & transaction utility) with multichannel marketing mix instruments (relative online prices, online offline price integration, online assortment breadth & depth, national brand proliferation, online-offline assortment integration) and category characteristics (planned, heavy/bulky, sensory). The results show that online-offline assortment integration drives SoW expansion, while too broad an assortment breadth actually decreases expansion due to choice overload. Category effects are also significant: planned and heavy/bulky products tend to trigger higher expansion, while sensory categories demand risk mitigation (e.g., by strengthening national brand presence).
12.	Kim et al., (2021)	This article explores the concept of channel stickiness, defined as consumers' tendency to remain within a single channel (online or offline) throughout the search and purchase process despite the availability of multiple alternatives. Based on a survey of 1,098 e-commerce consumers in China and South Korea, the study finds that consumers are more likely to remain in a single channel when products are relatively simple to compare and purchase. Conversely, for more complex offerings that combine goods and services, consumers are less inclined to exhibit channel stickiness. The determinants of search behavior also differ: preference for physical stores and perceived online risk increase the likelihood of offline search, while intensive online content consumption (e.g., broadcast content and blogs) is associated with online search, particularly in markets with greater e-commerce maturity such as South Korea.
13.	Li et al., (2021)	This article investigates how consumer behavior changes after adopting new channels in multichannel retailing can be permanent, temporary, or nonexistent, using data from 1,500 customers from a Japanese retailer and latent class model analysis. The results show that only 25% of consumers experienced permanent changes (increased frequency and

No.	Name and Year of Research	Research Summary
		amount of purchases, primarily through cross-buying across categories and stores), while 43% experienced only temporary changes (more multichannel and hedonic shopping in the short term), and 32% did not change at all. Factors such as previous order size, number of channels and stores used, hedonic buying, cross-buying, and cross-channel balance were shown to influence the probability of consumers entering a particular segment.
14.	Flavián et al., (2019)	This article highlights the phenomenon of webrooming, compared to showrooming, and its impact on consumer search process satisfaction. Using three studies (qualitative, survey, and experimental), the authors found that webrooming is more frequent, more satisfying, and results in feelings of confidence and smart shopping, both of which mediate satisfaction with the search process. Interestingly, time/efficiency (convenience) factors do not significantly influence satisfaction, while perceptions of money savings remain relevant. These findings confirm that consumer motivation for webrooming focuses on making the right purchase and controlling decisions, rather than solely on efficiency.
15.	Hung et al., (2019)	This article examines how social presence and service quality (core & recovery) influence trust and satisfaction, ultimately driving consumer loyalty, by comparing physical and virtual channels. Based on a survey of 794 Taiwanese consumers who shopped for clothing in both physical and online stores, SEM results show that social presence influences satisfaction but not directly on trust; service quality (reliability, assurance, empathy, product accuracy, display availability, responsiveness, return) has been shown to increase trust and satisfaction, which in turn strengthens loyalty. The mediation of trust and satisfaction is important, with satisfaction being the main link between service quality and loyalty. Interestingly, there are differences in channels where physical store consumers place more emphasis on assurance and empathy, while virtual store consumers place more emphasis on product reliability and accuracy.

Source: Data Processed, 2025

A total of 170 studies were conducted between 2018 and 2024. A total of 47 articles were identified and mapped to synthesize the available evidence on multichannel marketing. The results showed that the 15 journals used a wide variety of methodological approaches to understand consumer behavior in multichannel marketing. Some relied on quantitative analysis based on large panel data and economic theory, empirical data, and statistical methods (Cui et al., 2024; Li et al., 2021; Lim et al., 2022; Mark et al., 2024). Some studies also applied PLS- SEM and multi-group SEM to test mediation and moderation (Ananda et al., 2023; Hung et al., 2019; Goraya et al., 2022). On the other hand, some journals use cross-country surveys (Kim et al., 2021), field experiments (Valenti et al., 2024), or multi-method designs (Flavián et al., 2019), while qualitative contexts are

found in studies of MSMEs in emerging markets (Bellaaj, 2023). This diversity of methods demonstrates that the phenomenon of multichannel marketing requires a combination of empirical, experimental, and qualitative approaches to capture the complexity of consumer behavior.

The main findings of the study indicate that consumer behavior in multichannel marketing is influenced by channel migration, product attributes, service quality, and media management. Retargeting increases purchase incidence but has the potential to cannibalize offline channel (Mark et al., 2024), while mobile app adoption can be either substitutionary or complementary depending on the previous channel base (Cui et al., 2024; Lim et al., 2022). Showrooming and webrooming have been shown to be influenced by product type: high-risk informational products tend to trigger webrooming, while experiential products encourage both patterns (Guo et al., 2022). Another study found that webrooming is more frequent, more satisfying, and gives consumers a sense of confidence (Flavián et al., 2019). Furthermore, service quality and social presence have been shown to be determinants of loyalty through mediation of satisfaction and trust, with accentuated differences between physical and virtual channels (Ananda et al., 2023; Hung et al., 2019).

From the various findings, three major themes emerged. First, channel and media management significantly determines marketing effectiveness, both through online-offline channel integration and a combination of personalized and mass media, which sometimes synergize, sometimes weaken (Sridhar et al., 2022; Valenti et al., 2024). Second, product and category attributes are key in explaining consumer channel choices, from planned/heavy groceries to simple electronics (Campo et al., 2021; Kim et al., 2021). Third, physical and digital experiences confirm that consistent service quality across physical and digital channels builds trust and satisfaction, which drives loyalty (Sombultawee & Tansakul, 2023). Furthermore, the heterogeneity of consumers, whether they are prospects, existing customers, or new channel adopters, demonstrates the need for multichannel behavioral segmentation for more targeted marketing strategies.

## CONCLUSION

Based on a review of 15 journals, it can be concluded that consumer behavior in multichannel marketing is influenced by channel migration and media management (Mark et al., 2024; Sridhar et al., 2022; Valenti et al., 2024), the adoption of mobile applications and the density of offline retail that form substitutions and complementarities between channels (Cui et al., 2024; Lim et al., 2022), as well as the phenomena of showrooming, webrooming, and stickiness that vary depending on product attributes and consumer motivations (Flavián et al., 2019; Guo, 2022; Kim et al., 2021; Shakir Goraya et al., 2022). Furthermore, offline-online service quality, channel integration, and social presence have been shown to increase satisfaction, trust, and loyalty (Ananda et al., 2023; Hung et al., 2019; Sombultawee & Tansakul, 2023).

Theoretically, these findings broaden the understanding of the satisfaction-trust-loyalty chain and emphasize consumer heterogeneity through the persistence of multichannel behavioral changes (Li et al., 2021) and share-of-wallet expansion in the grocery category (Campo et al., 2021). Practically, these results emphasize the importance of behavioral segmentation, channel selection according to product and customer segment, and consistency of physical and digital experiences for consumers. However, limitations arise in the context that is still focused on certain categories (fashion, groceries, electronics) and the Asia-Europe geographical region, the dominance of quantitative methods compared to longitudinal or qualitative (Bellaaj, 2023; Flavián et al., 2019), as well as the limited integration of cross-disciplinary theories, so that further research is needed to broaden the context, enrich the methods, and integrate new theories.

## LIMITATION

This SLR study has several limitations that need to be considered. First, the research scope is still limited to the journal database provider Scopus, although it is currently the largest database provider. However, there are many other journal databases not used in this study. Second, this study only focuses on customer behavior, whereas according to Vaishnav & Ray (2022), research topics and categories related to multichannel marketing can also be discussed from the perspective of customer cost efficiency, company strategy, and company efficiency. Therefore, this study does not comprehensively capture other perspectives that are also important for understanding all multichannel marketing strategies in a broader business context.

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