

# Consumer Perceived Value and Decision Outcome in Multi-Channel Retail : A Systematic Literature Review

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## Abstract

**Purpose :** Increasing research on multi-channel identifies various disconnected factors influencing customer decision-making behavior. Collecting and synthesizing this data was imperative to provide practitioners with pertinent insights. This paper examined the current research on multi-channel retailing consumer decision outcomes (CDOs) from the lens of consumer perceived value (CPV).

**Methodology :** This study employed a systematic literature review to delineate the existing knowledge at the junction of CPV and CDO in multi-channel (siloe or integrated) retailing.

**Findings :** A systematic review of 152 peer-reviewed articles published in English-language journals indicated that multi-channel CDOs are predominantly examined as a consequence of the perceived value of multi-channel dimensions rather than linked to retailing marketing and management. This study introduced a conceptual framework for multi-channel CDOs' antecedents, episodes, and consequences.

**Practical Implications :** The results indicated techniques for utilizing customer decision outcomes to enhance returns for retail marketers and managers. These insights will assist field personnel in attaining consumer decision-making behavior objectives.

**Originality :** This is among the first studies to conduct a systematic review of exhaustive peer-reviewed articles to delineate existing gaps and potential for future research by mapping the intersection of multi-channel customer-perceived value and CDOs. Further, this study provided various findings on retailing studies by segregating findings between articles corresponding to multichannel and omnichannel.

**Keywords :** consumer perceived value (CPV), consumer decision outcome (CDO), multi-channel/omnichannel, retail marketing and management, systematic literature review

**Paper Submission Date :** August 5, 2024 ; **Paper sent back for Revision :** November 15, 2024 ; **Paper Acceptance Date :** December 20, 2024 ; **Paper Published Online :** February 15, 2025

Studies have stressed the need to understand customer decision-making in omnichannel and multichannel environments, specifically how perceived value affects consumer choices. Verhoef et al. (2007, 2015) and Trenz et al. (2020) indicated that as customers traverse various channels, perceived value—encompassing convenience and information accessibility—significantly influences their decision-making outcomes. This research necessitates a more profound exploration of the psychological aspects of perceived value influencing customer behavior in various contexts, as multichannel consumers typically possess distinct expectations

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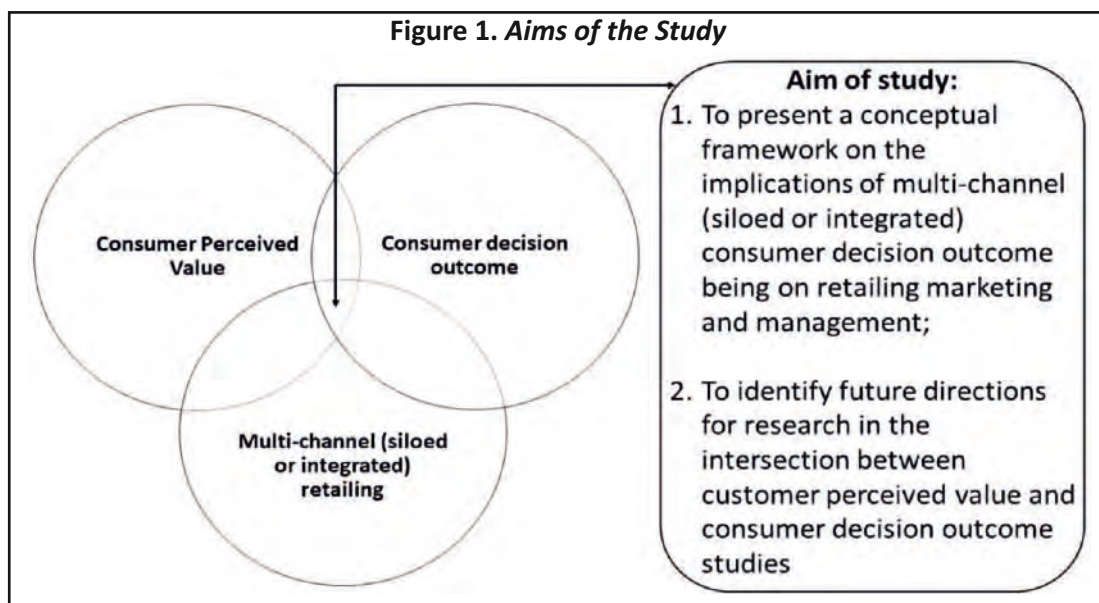
**DOI :** <https://doi.org/10.17010/ijom/2025/v55/i2/174746>

regarding consistency and integration across channels. Comprehending the psychological and value-driven motivations underlying these choices can assist retailers in developing more successful and gratifying multi-channel and omnichannel strategies to improve loyalty.

According to Chen and Chi (2021), consumers' value perceptions, including utilitarian and hedonic aspects, impact their channel choice, resulting in in-store pickups or home delivery. Calls for more comprehensive studies in this area emphasize the importance of evaluating practical and psychological drivers to fully understand consumer behavior in integrated retail environments. In multi-channel/omnichannel literature, more studies are identifying antecedents of decision outcomes that comprise consumer-perceived value-based behavior and social psychology (Song & Jo, 2023), positive psychology (Goraya et al., 2022), and consumer and marketing psychology (Elareshi et al., 2023). These examples validate that psychological ideas are helpful in multi-channel retailing. Prior research has examined how different elements of consumer perceived value (CPV) affect each individual or series of intra-stage/step consumer decision outcomes (CDOs), including preference, intent, choice, attitude, purchase, use, and loyalty that form CDO.

CPV entails comprehending how clients assess the product's benefits and cost. Psychological factors like perception, motivation, and social context affect this evaluation. CPV is studied in behavioral and social psychology, positive psychology, and consumer and marketing psychology. Social psychology studies how social interactions, norms, and situations affect perceptions and behaviors, while behavioral psychology studies how people make decisions and acquire attitudes based on their experiences and external influences. Positive psychology emphasizes strengths, well-being, motivation, self-efficacy, and fulfillment. Consumer and marketing psychology studies consumer choices, product attitudes, and buying drivers.

Despite growing interest in customer-perceived value and multi-channel (siloe or integrated) CDOs, research in this area is fragmented, with little consensus on theoretical frameworks, methodologies, research locations, and participant samples. A limited study examines how multi-channel stores or brands might use omnichannel customer decision results to boost revenue. To address these issues, a comprehensive literature review examined multi-channel customer decision results from a perceived value perspective. This is one of the first systematic reviews of multi-channel CDO studies since Montoya-Weiss et al. (2003) and Noble et al. (2005) introduced CPV. Juaneda-Ayensa et al. (2016) introduced omnichannel frameworks. This paper has two goals, as shown in Figure 1. This current and critical analysis assesses scientific advances in multi-channel CDO research on CPV.



## Systematic Quantitative Literature Review Method

Literature reviews may use meta-analysis and narrative reviews (Green et al., 2006). Meta-analyses statistically analyze results from similar studies (Mays et al., 2005), while narrative reviews, which are more common in academic literature, are subjective and may be biased due to the author(s)' expertise (Petticrew, 2001). This study employed a systematic literature review to delineate the existing knowledge at the intersection of CPV and CDO in multi-channel retailing.

A systematic quantitative literature review (Pickering & Byrne, 2014) selects papers and surveys the literature using an explicit, replicable, and thorough process. According to this study, a complete quantitative literature evaluation has two main benefits. Systematic quantitative literature reviews help identify new discipline trends (Pickering & Byrne, 2014). A systematic and quantitative method defines knowledge boundaries and identifies unknowns (Pickering et al., 2015). The multidisciplinary view of omnichannel retail (Wang et al., 2021) and the consumer buying journey have all used systematic quantitative literature reviews.

### *Planning and Conducting the Review*

This study employed the systematic review methodology established by Pickering and Byrne (2014). The primary research question of this study was: "What theoretical and methodological frameworks from CPV psychology have been utilized in multi-channel retailing to examine CDO, and how have these frameworks been implemented in marketing and management?" After formulating the study question and objectives (see Figure 1), the evaluation procedure began with the specification of works to clarify the theoretical foundation of the subject. Seminal papers on CPV and multi-channel retailing research were examined that comprised multichannel (Montoya-Weiss et al., 2003; van Baal & Dach, 2005) and omnichannel (Baxendale et al., 2015; Huré et al., 2017; Juaneda-Ayensa et al., 2016; Picot-Coupey et al., 2016; Shi et al., 2020; Zhang et al., 2018). Two academic experts in CPV and multi-channel retailing research were consulted about the selection and significance of these studies. This initial inquiry enabled the identification of keywords for the subsequent phases.

This study used search terms in different databases to minimize potential bias and applied specific inclusion and exclusion criteria (Pickering & Byrne, 2014). This section delineates the searching, filtering, and extraction/synthesis phases of the review conducted by the primary author. The co-author was consistently consulted during the systematic review process.

### *Searching*

A preliminary literature review examining seminal works with two academic authorities facilitated the identification of keywords. The search terms (Table 1) were employed, as they are prevalent keywords from seminal papers and utilized in recent studies on multi-channel retailing that incorporate customer-perceived value theories (Sözer et al., 2023).

Pickering and Byrne (2014) asserted that the keywords employed in a systematic literature review should encompass a broad range of pertinent material while avoiding excessive inclusion of other domains. The literature

**Table 1. Search Strings**

| Theme            | Search String                                                         |
|------------------|-----------------------------------------------------------------------|
| Perceived value  | (("Omni channel" OR "Cross-channel integration" OR "Multi-channel")   |
| decision-outcome | AND ("value" OR "benefit" OR "utility") AND ("preference" OR "Choice" |
| omnichannel      | OR "purchase intent" OR "purchase" OR "use" OR "loyalty"))            |

search commenced with the Google Scholar academic database and extended to four more databases: EBSCO Host, ProQuest, JStor, and Science Direct. The electronic databases were queried for articles whose titles and abstracts contained at least one search term from two themes, connecting the phrases (see Table 1) using the Boolean operator (AND).

## Screening

The search was conducted in the first week of November 2023 for articles from 2000 to October 2023, as multi-channel research began in early 2000. This process yielded 173,970 search results (Google Scholar – 172,000, ProQuest – 1,300, EBSCO – 400, JStor – 250, Science Direct – 20), of which 2,965 article titles were briefly read. After deleting irrelevant research, duplicates, and database overlaps, 812 unique articles were found. These records were exported to Mendeley for data management. Watson et al. (2018) inclusion and exclusion criteria (Table 2) guided title and abstract screening. Original research publications in English-language peer-reviewed journals using CPV concepts and theories in multi-channel retailing were searched.

**Table 2. Inclusion and Exclusion Criteria**

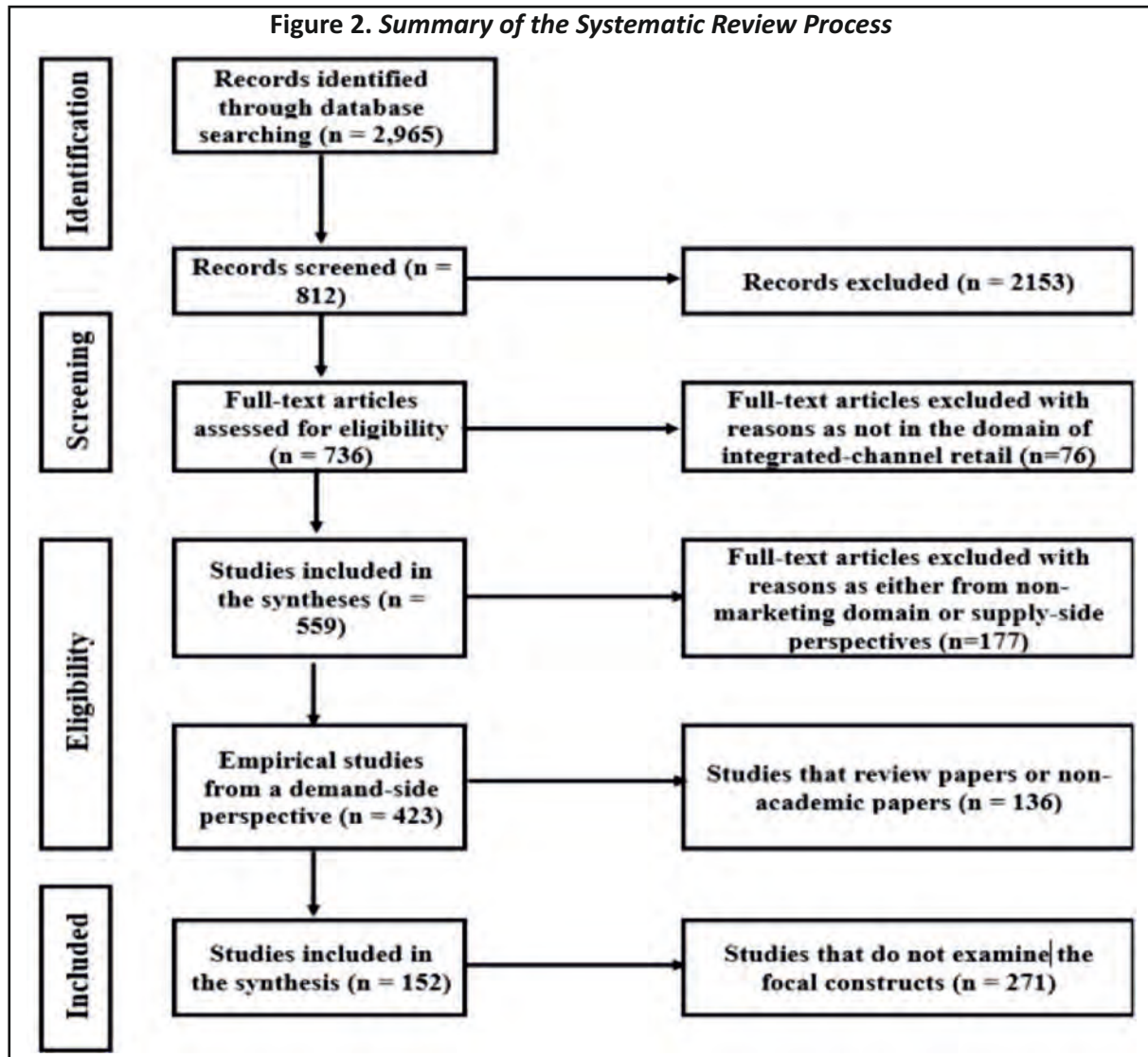
| Criterion | Inclusion                                                                               | Exclusion                                                                      |
|-----------|-----------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| Study     | Original empirical and theoretical/conceptual studies<br>Peer-reviewed journal articles |                                                                                |
| Type      |                                                                                         |                                                                                |
| Language  | English                                                                                 | Non-English                                                                    |
| Sector    | multi-channel, cross-channel,<br>omnichannel retailing research                         | non-integrated channel in retailing                                            |
| Relevance | Customer perceived value<br>concepts of customer decision-outcome                       | Unrelated to customer perceived value<br>concepts of customer decision-outcome |

After deleting 76 non-multi-channel commerce articles, 736 articles remained. Although it examined value creation, Kumar and Reinartz (2016) were excluded since they did not focus on multi-channels. In their study on e-business value creation, Amit and Zott (2001) neglected retailing's multi-channels. Further filtering for demand-side marketing research eliminated 177 publications that were from non-marketing or supply-side viewpoints, leaving 559. Cao and Li (2015) examined multiple channels from the organization's perspective on competing and boosting sales revenue.

Further eligibility criteria and screening eliminated literature reviews, bibliographies, meta-analyses, and unique issue introduction articles, leaving 136 and 423 remaining. The two focal constructs encompassing independent and dependent variables were examined. The articles were also checked for study answers, which eliminated 271 articles. The conclusive database comprised 152 peer-reviewed articles. Figure 2 illustrates a flowchart detailing the studies examined and excluded at various review phases.

## Extraction and Synthesis

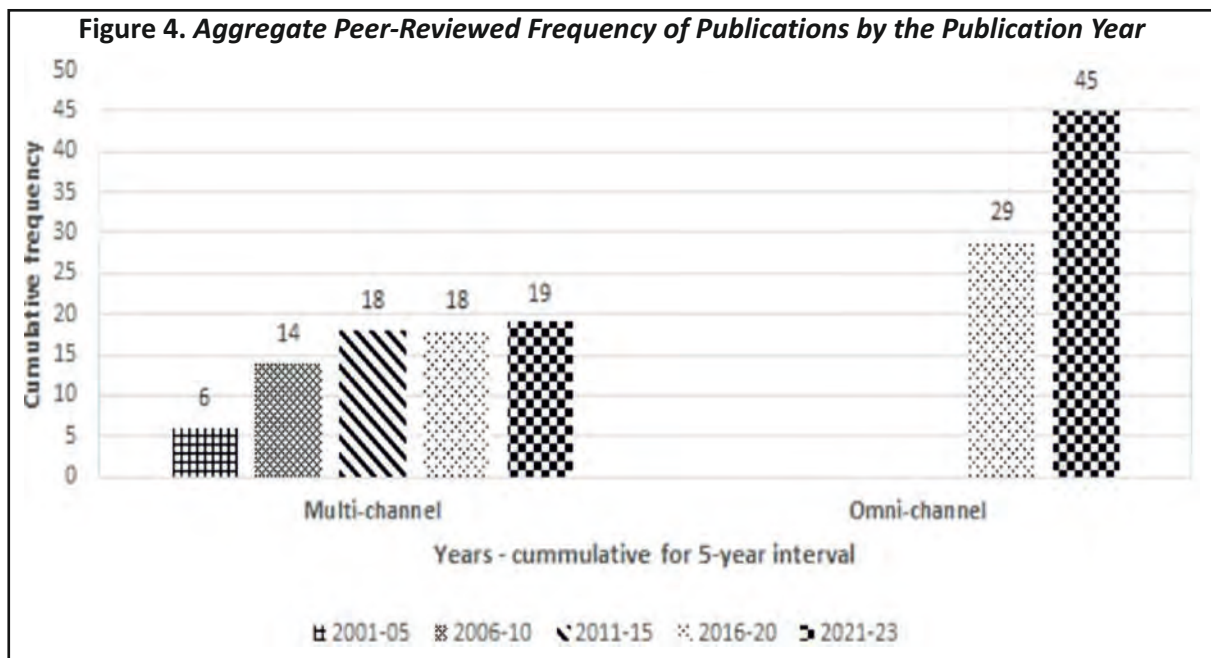
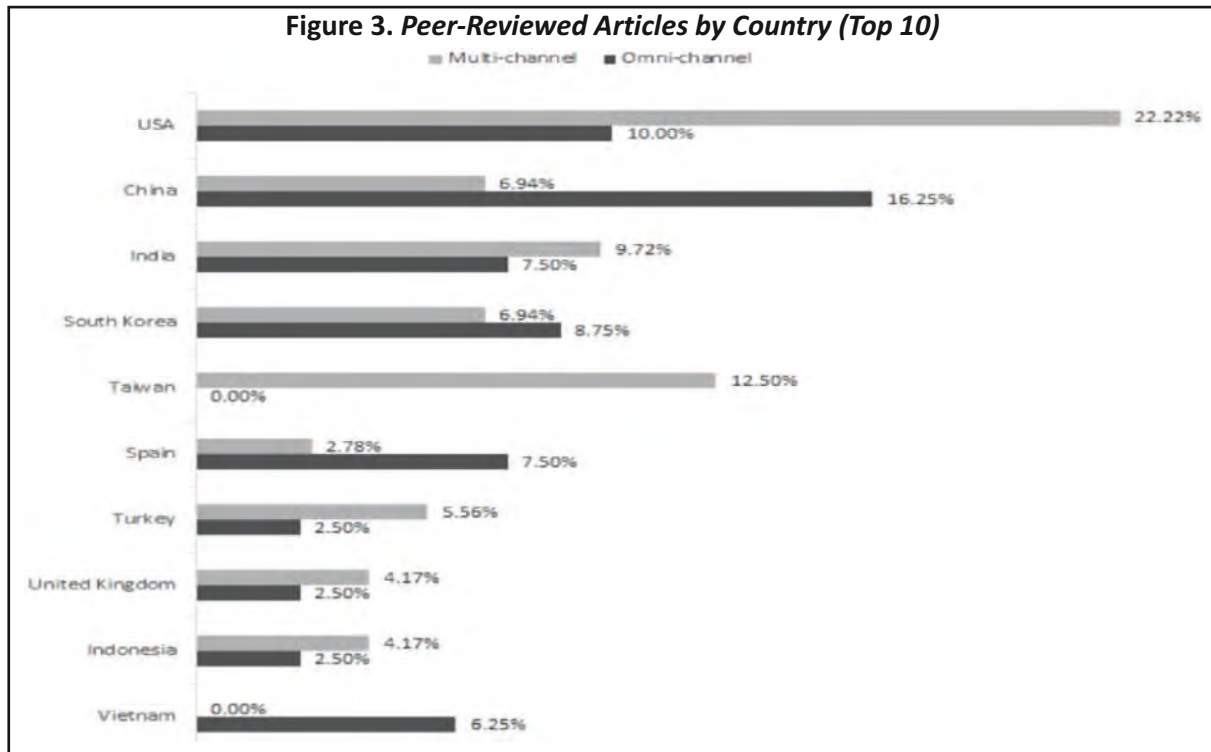
Due to a lack of prior information and fragmented present knowledge, this study examined 152 peer-reviewed papers using inductive content analysis (Elo & Kyngäs, 2008). Microsoft Excel created a summary table of 152 peer-reviewed article's bibliographies. The authors categorized data by author details (country, institution, and affiliation), publication details (title of article, year of publication, and journal title), article classification (empirical versus non-empirical), theory frameworks, methodological strategies (quantitative, qualitative,



mixed-methods), research context, and sample characteristics. Systematic literature reviews frequently utilize qualitative data-analysis software like NVivo or Leximancer; however, this study chose quantitative synthesis and interpretation, which is recognized as a crucial method for an effective literature review (Bandara et al., 2015).

## Findings

The selected articles were published in 33 countries, 24 multi-channel and 27 omnichannel, according to first-author affiliation. The top countries by number of publications categorized by channel paradigm are shown in Figure 3. The US published 15.8% of articles, followed by China (11.8%), India (8.6%), South Korea (7.9%), Taiwan (5.9%), and Spain (5.3%). China, South Korea, Spain, and Vietnam published more omnichannel articles than multichannel ones in the top 10. The USA, India, Turkey, Indonesia, and the UK published more multi-channel articles than omnichannel ones, except for Taiwan, which has yet to publish omnichannel articles. Min Zhang, Paula Rodríguez-Torrico, Sejin Ha, and Manel Hamouda were the leading authors in the convergence of research on customer perceived value and multi-channel CDOs.



In 37 studies, the authors are located differently from the samples, with a maximum of six conducted by South Korean authors studying Chinese and American samples, followed by three studies each by Spanish and American authors.

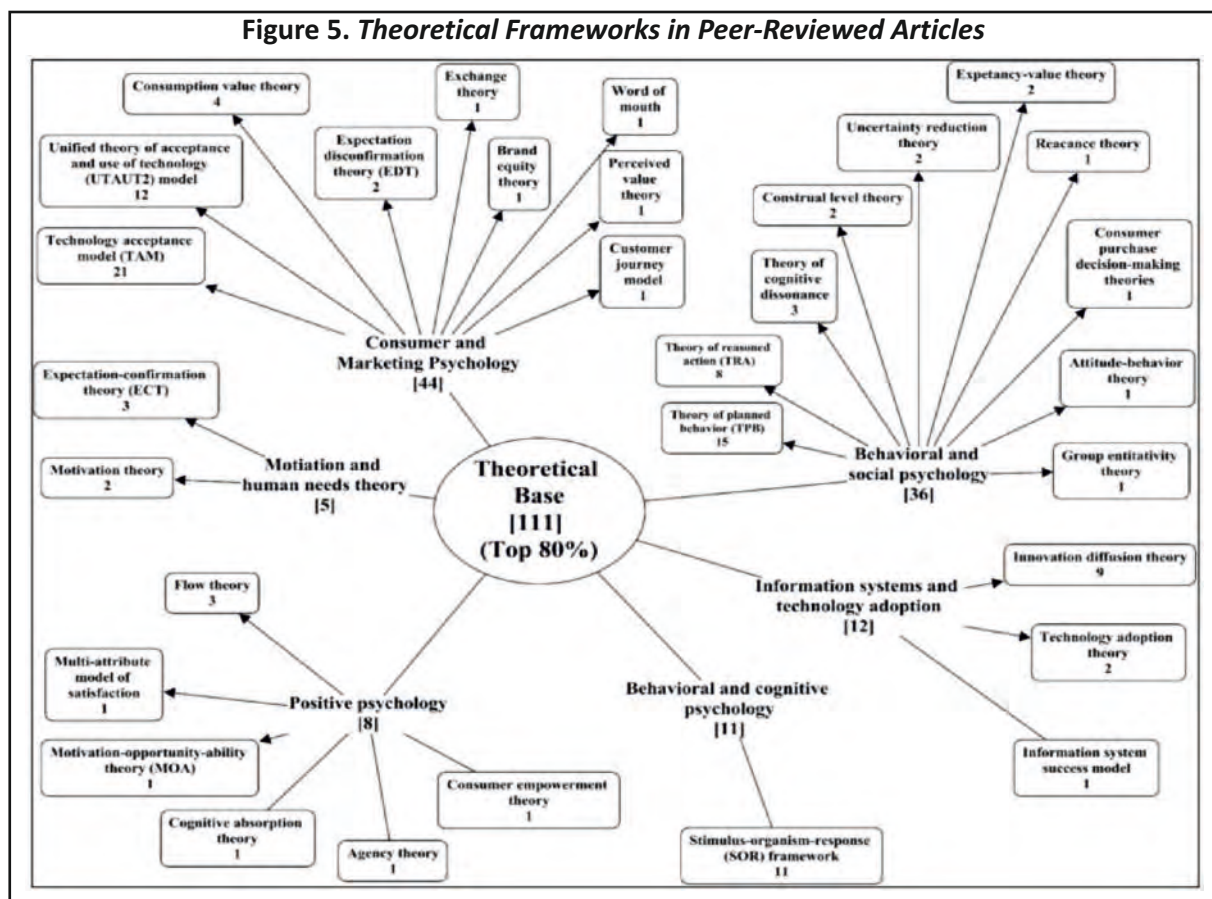
This systematic investigation presents 152 peer-reviewed papers in a cumulative frequency distribution table (Figure 4). This illustrates publications at five-year intervals, categorized by the multi-channel and omnichannel

paradigms. The inaugural published article was authored by Montoya-Weiss et al. (2003) within the multi-channel paradigm, followed by Juaneda-Ayensa et al. (2016) in the omnichannel paradigm, both of whom utilized customer-perceived value-based psychology to investigate its influence on consumer decision-making in the realm of multi-channel retailing. To identify patterns in the volume of research publications considered in this study, the period from 2003 to 2023 was divided into five five-year intervals, with the final phase lasting only two years and ten months. The multi-channel paradigm saw an eight-paper rise from 2001–2005 to 2006–2010 and a four-paper increase from 2006–2010 to 2011–2015. Since then, multi-channel papers have been published virtually continuously.

However, under the omnichannel paradigm, publications have grown by over 55%, from 29 in 2016–2020 to 45 in 2021–2023. The 152 “peer-reviewed” publications were published in 94 journals, including three Conference Proceedings. The *International Journal of Retail & Distribution Management* and *Sustainability* published up to 12 (7.9%) articles each. Top journals like *The Journal of Retailing*, *MIS Quarterly*, and *Technological Forecasting and Social Change* have published two or more articles on customer perceived value of multi-channel retailing decision outcomes.

### Theoretical Frameworks

In 152 peer-reviewed articles, 60 theories were referenced or utilized. We also connected these to foundational theories (Figure 5). Several theories from economics, psychology, and marketing underpin CPV. The most influential ideas include utility, equity, means-end, expectancy-disconfirmation, perceived risk, and customer





Focal studies often used the TAM (Davis Jr., 1986). Consumer and marketing psychology and decision science ideas on decision-making and intention to use new technology form its core. Elareshi et al. (2023) and Song and Jo (2023) found that perceived ease of use and usefulness determine consumers' continuing intention to use omnichannel and loyalty in multi-channel retailing.

TPB (Ajzen, 1991) is the second-most-used behavioral and social psychology theory. TPB claims that intentions, attitudes, perceived behavioral control, and subjective norms influence people's likelihood of engaging in a particular behavior and have stood the test of decades of consumer behavior research (Singh & Srivastava, 2019). Arora and Sahney (2018) discovered the role of perceived search benefits online and perceived purchase benefits offline in multi-channel retailing contexts of CPV-driven decision outcomes. Cheng-Xi Aw (2019) described the effects of shopping motivation, perceived channel-related benefits, and costs on webrooming intention. Previously, studies have examined omnichannel continuance intention through consumer-perceived convenience and risk (Song & Jo, 2023). More research has explored CDOs, such as e-platform intention and omnichannel.

### Methodological Frameworks

The 152 peer-reviewed studies were empirical (71 multi-channel and 78 omnichannel) and three conceptual or non-empirical (Table 3). Out of 152 empirical papers, 141 used quantitative, 5 used qualitative, and 3 used mixed methods. Interviews were the main qualitative research method, while content analysis dominated the data analysis (Figure 8). Quantitative research methods used a broader array of data analysis methods (Figure 9).

“Covariance-based” and “partial least square SEM” were utilized in most research, but few used CART—classification and regression trees—for data mining. Bonera (2011) used CART to investigate 1,178 Italian citizens to determine how perceived self-efficacy, utility, simplicity of use, fun, trust, and experience affected e-commerce usage. Kwon and Jain (2009) used multinomial logit analysis on 3,021 Americans to

**Table 3. Distribution of Conceptual and Empirical Papers**

| Channel Paradigm | Conceptual Papers | Empirical Papers | Quantitative Papers | Qualitative Papers | Mixed Methods |
|------------------|-------------------|------------------|---------------------|--------------------|---------------|
| Multi-channel    | 1                 | 71               | 69                  | 2                  |               |
| Omni-channel     | 2                 | 78               | 72                  | 3                  | 3             |

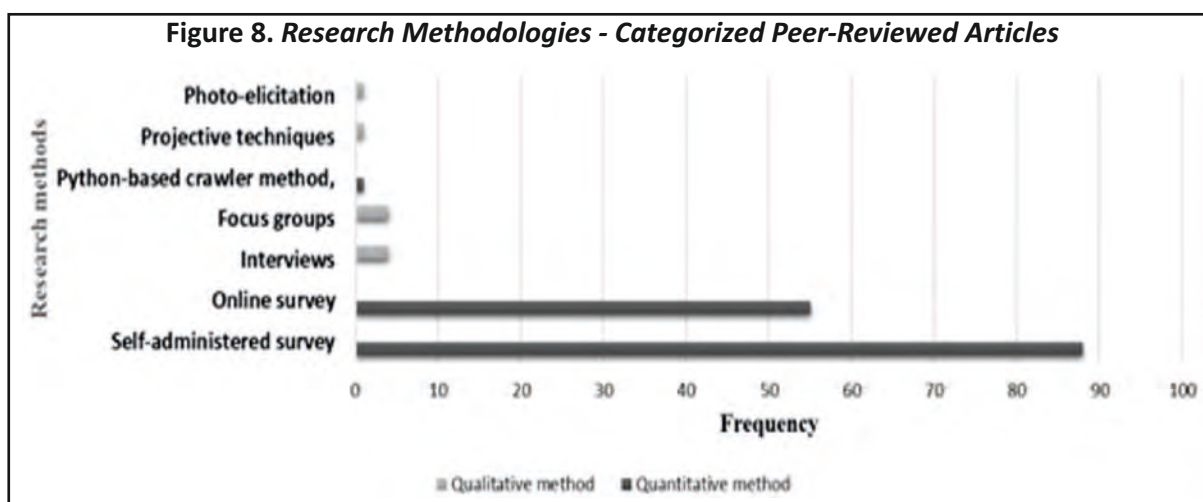


**Figure 9. Peer-Reviewed Articles Utilizing Data Analysis Methodologies**

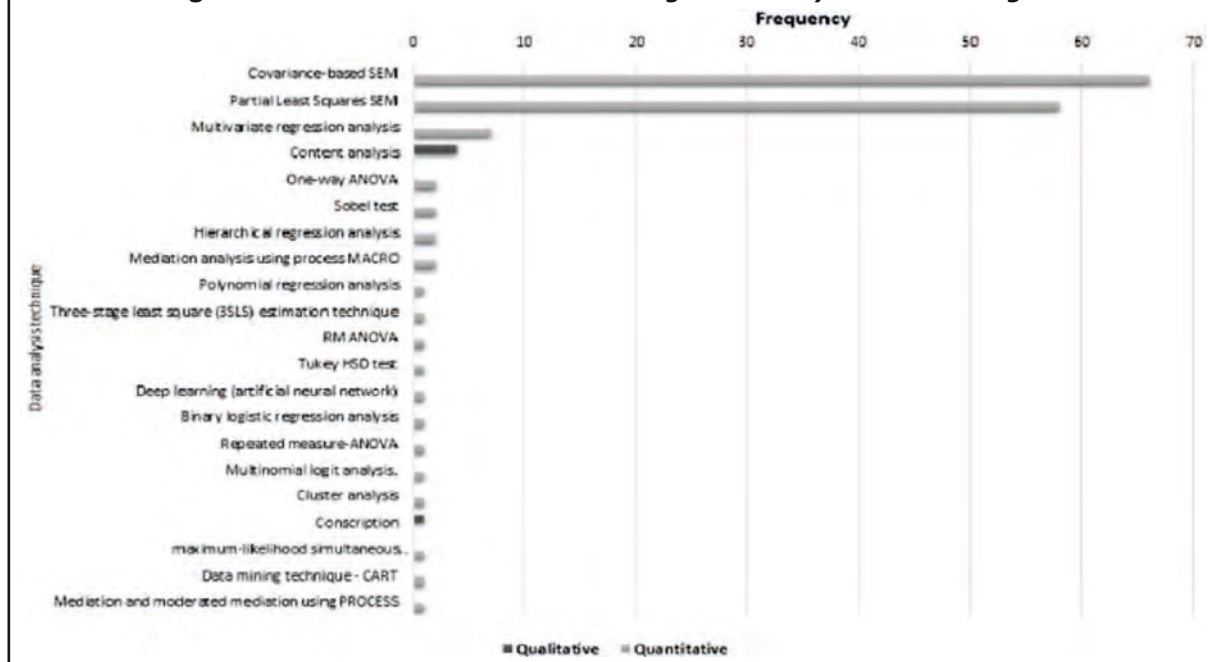


**Figure 10. CPV Measurements Scale Deployment Status in Peer-Reviewed Articles**

| Model Name                                                 | Scale and measurement used |
|------------------------------------------------------------|----------------------------|
| Consumption Value Theory                                   | Yes                        |
| Customer Engagement Value Model                            | Yes                        |
| Customer Perceived Value in E-Commerce Model               | Yes                        |
| Customer Perceived Value in Service                        | Partially                  |
| Customer Value Co-Creation Model                           | Yes                        |
| Customer Value Hierarchy Model                             | Yes                        |
| Dynamic Value Model                                        | No                         |
| Experience Economy Model                                   | Yes                        |
| Experience Quality and Value Model                         | Yes                        |
| Experiential Value Model                                   | Yes                        |
| Perceived Risk and Value Model                             | Yes                        |
| Relational Value Model                                     | No                         |
| Social Value Theory                                        | Yes                        |
| The 3Vs Model                                              | Yes                        |
| The Brand Value Model                                      | Partially                  |
| The Consumer-Based Brand Equity (CBBE Model)               | Partially                  |
| The Digital Consumer Value Model                           | Yes                        |
| The Emotional Value Model                                  | Yes                        |
| The Holbrook Typology of Value                             | Yes                        |
| The Holistic Model of Customer Perceived Value             | Partially                  |
| The Means-End Chain Model                                  | Yes                        |
| The Multi-Dimensional Consumer Value Model                 | Yes                        |
| The Net Value Model                                        | Yes                        |
| The PERVAL Model                                           | Yes                        |
| The Strategic Experiential Modules                         | Partially                  |
| The Technology Acceptance Model (TAM with Value Extension) | Yes                        |
| The Trade-Off Model                                        | Yes                        |
| The Triple Value Model                                     | No                         |
| The Utilitarian and Hedonic Value Model                    | Yes                        |
| The Value Hierarchy Model                                  | Yes                        |
| The Value-Based Adoption Model                             | Yes                        |
| The Value-Satisfaction-Loyalty Chain                       | Yes                        |
| Total Perceived Value Model                                | Yes                        |
| Trust-Based Value Model                                    | Yes                        |
| Value-Attitude-Behavior Model                              | Yes                        |
| Value-in-Use Model                                         | Yes                        |

examine their variety-seeking multi-channel behavior in a nontraditional retail format using hedonic (experiential shopping value and impulsiveness) and utilitarian (information-seeking, shopping convenience) values. Flacandji and Vlad (2022) examined 427 French consumers' loyalty to retailers' apps through mediation and moderated mediation analysis using PROCESS. They found that utilitarian and hedonic values mediated this effect.

Most studies adopted existing scales and measurements (Figure 10). Trade-off model (Dodds & Monroe, 1985), the utilitarian and hedonic value model (Babin & Attaway, 2000), and the value hierarchy model (Woodruff, 1997) were the top three CPV scales used in the studies.

## Research Sample

Females outnumbered males by 1.6%. Table 4 shows that 59.4% of studies included 18–35-year-olds. Three studies focused solely on youth, whereas 20 contained over 50% of respondents under 25. Cheng-Xi Aw (2019) examined buying motive, perceived channel benefits, and costs as webrooming intention antecedents. Channel integrations and consumer satisfaction were evaluated by Lee (2020) using the perceived value of integrated promotion information access and simplicity. Two studies with over 40% of respondents over 55 focused on older persons. Elareshi et al. (2023) evaluated how social media marketing affected bank loyalty by examining customer-perceived value factors of convenience, simplicity of use, and usefulness.

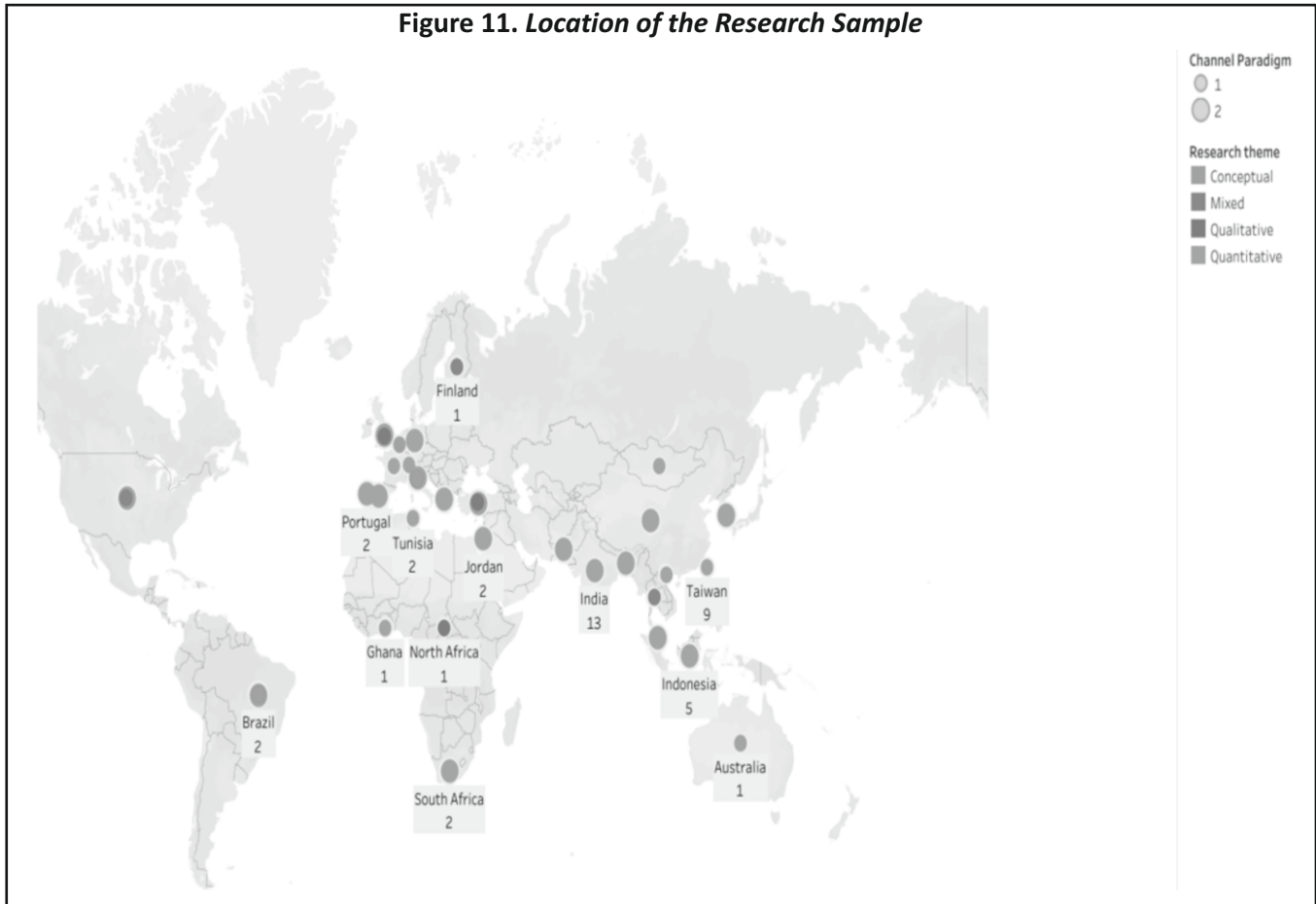
Rajan et al. (2017) discovered that Indian consumers exhibited a favorable buy intention when the omnichannel capability encompassed standardized product codes across channels, real-time order tracking, and location-based promotions. Sharma et al. (2024) identified a correlation between social networking sites and consumer purchase intention via electronic word-of-mouth. Saribut (2022) highlighted that the integration of online and offline data capacities affected client perceptions regarding the utilization of online-to-offline (O2O) e-commerce. Kurup and Jain (2018) showed that factors such as product offerings and the online store atmosphere greatly influenced e-loyalty, ultimately leading to repurchase behavior. Utilizing the configuration perspective, Sharma et al. (2025) demonstrated that the amalgamation of several omnichannel capability attributes enhanced brand loyalty for manufacturer-sponsored brands.

Over 47% of the 152 empirical research focused on the US, China, India, and Taiwan (Figure 11). This suggests that the multi-channel impact on CPV for CDO is understudied in North America, which includes developed Canada, emerging Mexico, emerging South American countries Argentina and Chile, and South African countries Ghana and Tunisia. Figure 11 shows the researched region and the channel paradigm with one small circle for multi-channel and two-large circles for omnichannel studies. The circles are also indicated to represent the study's research themes. Many country-specific studies are listed there. Kuruzovich et al. (2008) employed an American

**Table 4. Characteristics of Research Samples**

| Characteristics of Samples | No. of Respondents |
|----------------------------|--------------------|
| <b>Gender</b>              |                    |
| Female                     | 38,722             |
| Male                       | 37,516             |
| <b>Age</b>                 |                    |
| Under 19 years             | 2,856              |
| 19 – 35 years              | 28,022             |
| 36 – 55 years              | 12,714             |
| Over 55 years              | 3,557              |

**Figure 11. Location of the Research Sample**



sample ( $n = 6,971$ ) for the quantitative study, whereas Sousa and Voss (2012) used a Portuguese sample ( $n = 5,942$ ).

El Moussaoui et al. (2023) used the largest sample size ( $n = 50$ ) in a qualitative study to examine Moroccan consumers' online shopping behavior by focusing on their opinions on the convenience and perceived value of using pick-up points to receive/return online purchases. Kazancoglu and Aydin (2018) used focus group research in the UK with the second-largest sample size ( $n = 30$ ) to examine how CPV elements like trust, risk, privacy, security, and purchase intention affected omnichannel shopping purchase attention.

## Discussion

This study seeks to identify future research on CPV and choice outcomes in multi-channel retail. This study systematically analyzes 152 peer-reviewed literature on customer perceived value and consumer choice outcomes in multi-channel retail to achieve this goal. The main findings of 152 peer-reviewed studies are:

- ✎ Current research lacks a clear theoretical framework. Many CPV-based theories are used to describe CDOs in multi-channel retailing studies. However, some have not been successfully implemented.
- ✎ Much effort is needed to address CPV-based independent variables despite considerable coverage of literature.
- ✎ CDOs like intention, loyalty, word-of-mouth, purchase, and use have been researched. However, preference, patronage, referred purchase, and choice must be added.

- ✍ The research relies heavily on quantitative methods, with few qualitative investigations. The context urgently needs qualitative and mixed-method investigations.
- ✍ The emergence of the omnichannel concept has led to a decline in multi-channel research and an exponential increase in omnichannel studies.
- ✍ Due to technological advancements and consumer demand, retailing is seeing more touchpoints and gadgets. Future research will incorporate these devices and touchpoints. Future studies should focus on services rather than things as they outgrow products.
- ✍ Studies examine several consumer-based products (B2C). However, several product categories remain untouched.
- ✍ Research locations are mostly global, with certain developed and emerging countries under consideration for future coverage. Over 37 research have been done on samples outside the primary author's region. A comprehensive results analysis follows:

### ***Theoretical Framework***

This review determines that trust, usefulness, convenience, satisfaction, and risk are the primary multi-channel CPV assessment factors. CPV is the study of trust, risk, and satisfaction (Gounaris, 2005); convenience, social, emotional, epistemic, conditional, and monetary value (Pura, 2005); perceived usefulness, ease of use, and perceived value (Venkatesh & Davis, 2000). This substantiates incorporating these significant variables in current research. The major challenge for retailing research on such elements is that the “value” in general is the most misused construct in management (Khalifa, 2004), and hence, it is imperative to clearly define these elements with clarity and for organizations to understand the value it delivers to consumers (Anderson & Narus, 1998). This review suggests that satisfaction, convenience, risk, hedonic value, trust, quality, and experience remain key subjects of interest in multi-channel retailing research for academics and practitioners. Recently, academic research has noted the significant growth of the multi-channel retailing sector, which stresses perceived consumer value throughout the shopping transaction.

CPV covers elements such as hedonic and utilitarian values (Babin & Attaway, 2000), consumption values (Sheth et al., 1991), and more. Keith (1960) contributed significantly to explaining the concept through marketing orientation, and others expanded the theory of perceived value. CPV finds its roots in various foundational theoretical frameworks such as utility theory (Economics), equity theory (Social psychology), and value-expectancy theory (psychology).

The most recognized contextual value is satisfaction according to this review. Hedonic value is one of the top five consumer perception factors, but utilitarian value is less explored. Compared to convenience, personalization, and product variety, Chen et al. (2022) found that the flow experience, a psychological state where consumers are fully immersed in their activities, is one of the most neglected and underestimated elements of CPV in multi-channel CDOs. This investigation also found few flow experience studies. Thus, this analysis supports a flow experience-based multi-channel retailing research agenda with overlooked features like rational value, conditional value, and pragmatic experience. The 152 peer-reviewed articles used 60 theories and models from behavioral and social psychology, consumer and marketing psychology, cognitive psychology, and motivation and human needs theory. This paper supports Ryff's (2003) finding that behavioral scientists rarely examine and cite the broader literature. Song and Jo (2023) applied the TPB and technology acceptance model to identify the determinants of 262 South Korean consumers' continuous intention to use without using behavioral and social psychology or consumer and marketing psychology.

CPV is a significant predictor of CDOs in a multi-channel/omnichannel environment and is increasingly used

to measure the effectiveness of omnichannel strategies, including purchase behavior (Arbabi et al., 2022). Prior research has investigated the impact of CPV factors on CDOs in a multi-channel/omnichannel setting, including economic value (Arbabi et al., 2022), utilitarian value, and hedonic value (Akel & Armağan, 2021). Channel integration requires a nuanced understanding of perceived value to maximize consumer experience (Lemon & Verhoef, 2016); retailers are rapidly developing this area to create seamless experiences across channels (Chen et al., 2022).

This evaluation indicates that the utilization of CPV theoretical frameworks in multi-channel research is seemingly restricted to the “Theory of Technology Acceptance Model (TAM),” “Theory of Planned Behavior (TPB),” “Unified Theory of Acceptance and Use of Technology (UTAUT2) model,” “Stimulus-Organism-Response (SOR) framework,” “Innovation Diffusion Theory (IDT),” “Theory of Reasoned Action (TRA),” “Consumption value theory,” “Theory of cognitive dissonance,” and “Expectation–Confirmation Theory (ECT).”

TAM, UTAUT2, and consumption value theory are established consumer marketing psychological theories that examine consumer decision-making, product and service attitudes, and purchase behavior. TPB, TRA, and the theory of cognitive dissonance are behavioral and social psychology theories that study how environmental cues, beliefs, and social expectations impact individual and group behavior. Flow, self-determination, and cognitive absorption theories are positive psychology theories that emphasize human strengths, well-being, motivation, self-efficacy, and fulfillment. Established motivation and human needs theories like ECT and motivation theory examine motivation, needs, and fundamental motivations of behavior. Self-determination theory, cognitive evaluation theory, and needs fulfillment framework are recognized positive psychology ideas that overlap with motivation and human needs theories. Consequently, certain theories may intersect between the two fields.

Sociology and cultural studies include value dimensions theories that examine how cultural, generational, and social dynamics affect attitudes, beliefs, and behaviors. The equity theory of customer-perceived value, the value-based adoption model (behavioral and social psychology), and the perceived value theory (consumer and marketing psychology) have also been used to understand CDOs. This study indicates that behavioral and social psychology were used most, while health, cognitive, and social psychology were used only once.

### ***Methodological Frameworks***

This review confirms the findings of previous CPV studies like Atchariyakarn and Zhang (2021), Hirschman and Holbrook (1982), and Sánchez-Fernández and Iniesta-Bonillo (2007), and that quantitative methods were used more than qualitative methods. Qualitative insights are limited, which limits understanding of consumers' emotional and subjective experiences with perceived value (Atchariyakarn & Zhang, 2021) and oversimplifies perceived value, missing emotional and social dimensions that qualitative methods could better explore (Sánchez-Fernández & Iniesta-Bonillo, 2007). Studies on consumer involvement with personalization and symbolic value in purchasing show that quantitative approaches may overlook contextual nuances crucial for understanding consumer behavior dynamics across diverse cultural and social contexts (Novak & Hoffman, 2023). Mixed methods studies on symbolic and functional consumer value in green consumption argue that quantitative data confirms broad trends, but qualitative insights can deepen understanding of complex and context-sensitive consumer identity expressions and symbolic value.

### ***Research Focus***

Over 85% of this research found that host persons, host communities, and multi-channel consumers are sufficient. Around 9% of the research used remote and borderless consumers through Mturk or www.wjx.com portals or

focused on the host continent. Many researchers, including Alexander and Blazquez Cano (2020), proposed studying cultural and demographical variations since communities may value functional, social, and emotional value components differently, resulting in varied adoption rates. Future studies should examine how retailers use AI, AR, and ML to improve experiential, hedonic, and utilitarian value (Huang & Rust, 2018). This review divides studies into multichannel and omnichannel. Omnichannel studies have shown positive addition rates, while multichannel investigations have shown negative rates.

### Context of the Study and Product Category

Studies were also divided into products, services, and others in this review. Most studies ( $n = 46$ ) have focused on electronics, clothes, sporting goods, agricultural products, footwear, fresh foods, and consumer-packed items. Few ( $n = 18$ ) in hospitality, banking, food delivery, financial services, universities, auto insurance, restaurants, mobile-related services (voice), music, tourism, and fashion rental. Some research incorporates specific contexts: B2B equipment, websites, live streaming, online group buying, online shopping, e-commerce, mobile, social media, and social commerce.

### Geographical Context and Research Samples

The original author's affiliation determined 50% of the papers' publications in the US, China, India, South Korea, and Taiwan. This study included all peer-reviewed articles published worldwide, regardless of ranking, and found fewer studies in Europe, North America, South America, Africa, and Australia. Asian countries are well-represented. This validates Alexander and Blazquez Cano's (2020) suggestion to explore cultural and demographical disparities. Figure 12 summarizes this analysis's findings. Current and future retail research on customer perceived value and multi-channel consumer choice outcomes is covered.

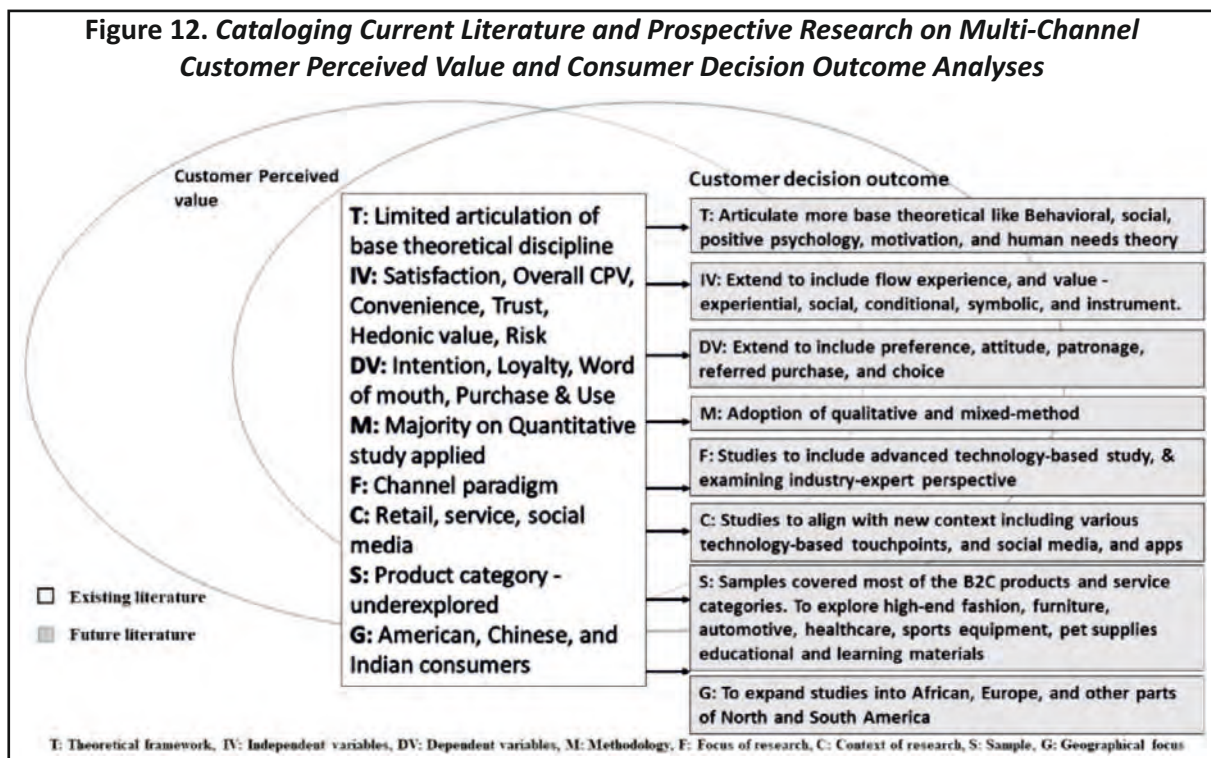
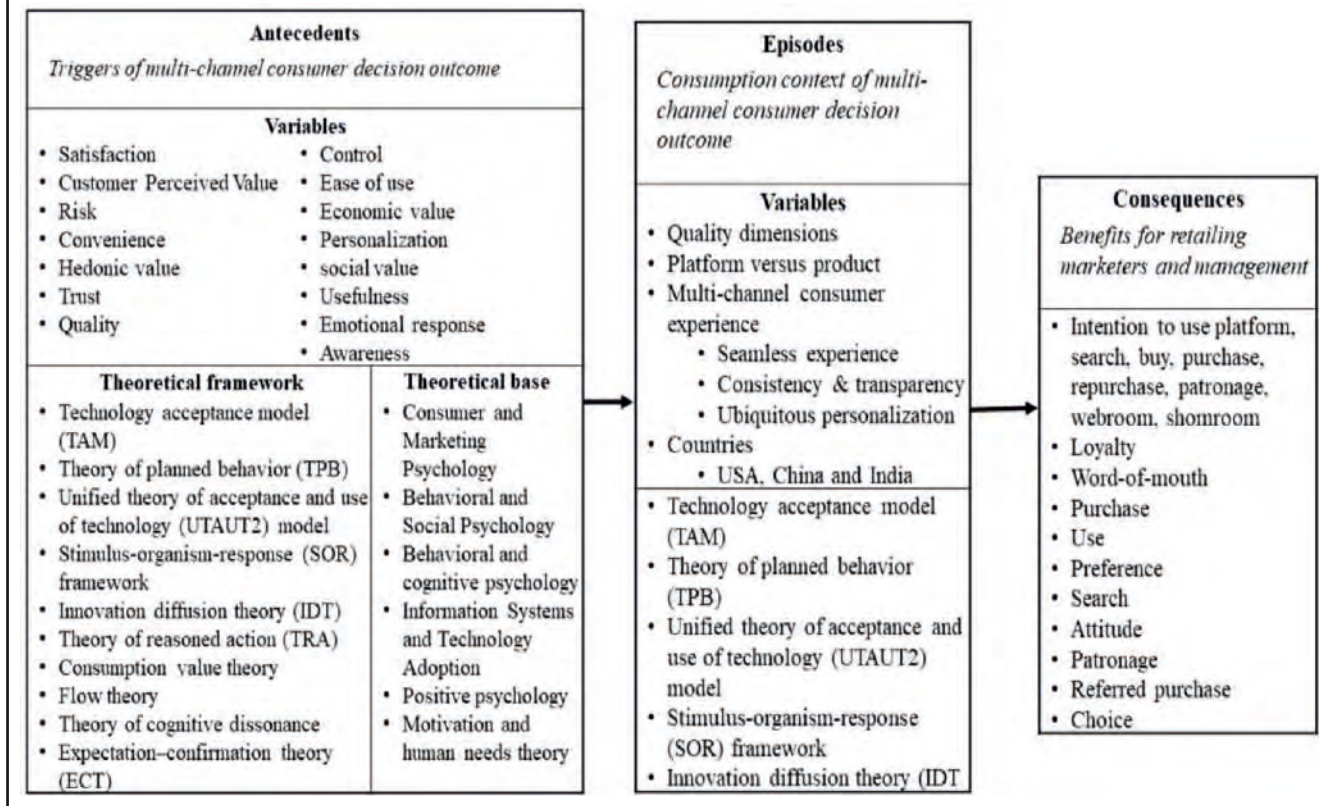


**Figure 13. Conceptual Framework for Multi-Channel Consumer Decision Outcome in Retailing Studies**



## Theoretical Contributions

The primary objective of this analysis is to provide a conceptual framework for the implications of multi-channel CPV on decision outcomes in retail marketing and management. This review's findings reveal that customer decision outcomes have primarily been studied as an outcome variable, highlighting the necessity to connect these outcomes to practical benefits for retailers. This review shows that current research on multi-channel CPV and CDOs in retailing focuses on three main areas: antecedents or triggers, episodes or consumption contexts, and consequences or benefits (Figure 13). This analysis argues that customer decision outcomes benefit retail marketing and management, specifically related to behavioral intents and actions.

### Antecedents

This review finds that triggers affect multi-channel customer decisions. Trust, risk, usefulness, convenience, satisfaction, perceived customer value, quality, simplicity of use, experience, and benefit are triggers. This review uses foundational theories from consumer and marketing psychology, behavioral and social psychology, behavioral and cognitive psychology, information systems, and technology adoption to explain how various variables affect multi-channel CDOs.

### Episodes

Extant research has demonstrated that the nature and type of omnichannel stimuli influences the outcome of

multi-channel consumer decisions. Some of these stimuli are related to the quality dimension of multi-channel/omnichannel, such as channel consistency and synchronization, and freedom in channel selection (Rodríguez-Torrico et al., 2023); channel-service configuration, content consistency, process consistency, and assurance quality (Pham, 2022).

Previous research has examined stores, online catalogs, PCs, laptops, mobile phones, websites, retail apps, mobile apps, social media, IOT services, in-store mobile apps, and e-commerce. Some research focused on items, and some on services. Products include cars, gadgets, clothes, agriculture, and more. Similar services include live-streaming, banking, university, investing, insurance, hospitality, food delivery, and more. Additionally, the consumer decision result analyzed is related to the product or platform used, such as product or platform usage intention/loyalty. The articles examined 45 platforms, including electronic channels, e-commerce, e-shopping, online, BOPS (buy online, pick up in-store) services, retail apps, internet vendors, digital kiosks, social media platforms like Facebook and Instagram, location-based apps, smartphone usage, and monthly premium-based services like IoT.

Recently, popular CPV factors include seamless experience, ubiquitous personalization, consistency, and transparency. In the future, these factors will be researched more quickly. Sources cited in this review include seamless experience (Rodríguez-Torrico et al., 2023), transparency and consistency (Chai & Wang, 2022; Sun et al., 2020), and ubiquitous personalization (Qing, 2022).

### **Consequences**

Multi-channel CPV benefits include CDOs like purchasing intention, purchase behavior, buying intention, shopping intention, usage intention, intention to adopt, loyalty, behavioral intentions, and web rooming intentions. Consumer behavior can be for products/services (Qin et al., 2023) and/or platforms such as O2O (Kim & Ha, 2023), digital kiosks (Lao et al., 2021) through which the product or services is being searched (Pizzutti et al., 2022) or purchased or web-roomed/show-roomed (Herrero-Crespo et al., 2022) or word-of-mouth (Azad & Kircova, 2023).

### **Practical Implications**

This research offers practical advice for multi-channel retail marketers and managers. This review finds that trust, usefulness, convenience, satisfaction, ease of use, quality, experience, benefits, playfulness, personalization, hedonic and utilitarian value, risk, and privacy concerns affect multi-channel CDOs. Multi-channel retail marketers should enhance these variables through multi-channel capabilities to influence multi-channel CDOs of products/services and platforms, including search, purchase, loyalty, and WOM, increasing retailers' economic advantages. Second, merchants should use AI/ML to give customers a seamless experience inside and outside the store.

### **Conclusion**

This study delineates the existing body of information from scholarly articles regarding the intersection of multi-channel CPV and consumer choice outcomes in retail research. This study conducts a systematic quantitative review of 152 peer-reviewed articles to analyze the theoretical and methodological frameworks derived from diverse foundational theories and models regarding multi-channel CDOs, geographical contexts, research samples, and prospects for future research in this expanding field of interest. This study has shown that despite an increasing number of studies that have applied consumer-perceived value theories and concepts to the

study of CDOs, the platform of retailing scholarship that directly explores CDOs is not well established (Chen & Chi, 2021). This study has established a foundation by delineating the known and unknown aspects of the interaction between multi-channel CPV and decision-making research. By providing future directions for research, retailing scholars will be able to contribute further to this growing area and the emerging field of omnichannel CDOs (Gerea et al., 2021). This paper enhances the knowledge of the antecedents, episodes, and consequences of multi-channel CDOs through a conceptual framework viewed from the perspective of CPV in retail research. This study offers practical techniques for leveraging customer decision outcomes to achieve optimal results for retail marketers and managers.

## **Limitations of the Study and the Way Forward**

Systematic quantitative literature reviews are limited by research terminology and scope. This review searches for omnichannel, cross-channel integration, multi-channel, value, benefit, utility, preference, choice, buy intent, purchase, use, and loyalty based on past literature. Only peer-reviewed English-language academic journals were used for this comprehensive quantitative literature review. This may have several relevant articles in different languages or books. Based on this review's limitations and findings, the following research fields are suggested :

- ✧ Reviewed all theoretical frameworks as well as models used in the investigations. Future reviews can focus on one of these disciplines, such as positive psychology, behavioral and social psychology, consumer and marketing psychology, etc., or include one as the search keyword.
- ✧ We analyze consumer choice outcomes, including intention, search, attitude, use, purchase, loyalty, patronage, preference, and repurchase. Future reviews can isolate one behavior and comprehend it.
- ✧ Rather than addressing all aspects of customer perceived value, future research can concentrate on seamless experience, satisfaction, and quality and include multi-channel in omnichannel contexts. Omnichannel research is increasing in quantity and rate, while multi-channel studies are added more slowly.
- ✧ We studied various product categories across various channels, such as physical stores, online platforms, websites, mobile apps, and in-store kiosks. Hospitality, food delivery, finance, education, etc., were covered. Future research can focus on one dimension.
- ✧ Expanded geographical research, including European, African, and American countries, is needed. The sample includes just under 10% of senior multi-channel consumers (over 55); thus, more research is needed.
- ✧ Since almost 62% of the samples are young consumers between 19 and 35, a study should focus on them. Kokku (2021) evaluated 21–35 year-old consumers. Most clients are in this group; thus, their conduct matters to practitioners.

## **Authors' Contribution**

Dinesh Sharma conceptualized the research topic idea and conducted the literature review. He did the gap analysis, formulated the methodology; conducted the formal analysis; writing – original draft ; writing – review and editing. Prof. Dr. Tapan Kumar Panda conceptualized the research topic idea, supervised the study, and did the writing – review and editing.

## Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial or non-financial interest in the subject matter or materials discussed in this manuscript.

## Funding Acknowledgment

The authors received no financial support for this article's research, authorship, and/or publication.

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