Chapter 4
Multichannel and Omnichannel Marketing:
The New Trends in Digital Retail

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ABSTRACT

The purpose of this chapter is to investigate the role and importance of using advanced digital marketing communication channels in retail and to analyze how adaptive the marketers are towards smartphone-based mobile technologies. This will be achieved through the synthesis of the findings in digital marketing literature, especially mobile marketing in addition to exploring the significance of adopting a multichannel or omnichannel marketing approach and investigating the role of social media and modern mobile devices such as smartphones in selecting the appropriate marketing strategy. The theoretical considerations from the literature are further conceptually developed to construct a provisional framework for empirical validation. The identified research gaps and inconsistencies are presented within the chapter as a result of systematic review of qualified literature sources.

INTRODUCTION

This chapter starts with a discussion on the literature review methodology which is based on Paul and Barari (2022) systematic review methodology that explains why a systematic approach is preferred over a narrative approach. A review protocol is therefore defined, and the steps outlined in the protocol are carefully followed.

The thematic analysis of literature focuses on the influence of digital technologies on the promotional mix specifically direct marketing. Then, digital marketing is discussed in more depth with special emphasis on the digital direct marketing channels particularly social media and mobile marketing. The specific objectives covered in this chapter are listed below:

- To understand the theory behind digital marketing communications
- To understand the impacts of digital technology on consumer behavior
- To identify the difference between permission-based and permission-less marketing communications
- To understand the theory behind mobile marketing communications via advanced media, i.e. smartphones
- To distinguish the difference among mobile marketing campaigns, the key performance indicators, and the mobile analytics
- To understand the concept of mobile retailing in more depth

Mobile marketing communication techniques provide the opportunity to revolutionize marketing by supporting digital marketers in dealing with their major challenges today: getting time, attention and trust from customers. For many years, marketers and advertisers have created communication strategies based on print, radio, TV, and Internet to broadcast their marketing messages. With rapid developments in technology, the effectiveness of these traditional media has significantly decreased and newer channels such as social media and mobile marketing have emerged. The purpose of this chapter is to investigate the role and importance of mobile marketing as a new communication channel for innovation management. This will be achieved by theoretically defining mobile marketing; exploring the effect of mobile on marketing innovation; investigating its role in integrating with social media; and proposing a conceptual framework towards its utilization in the wider context of innovation management in digital marketing communications.

BACKGROUND

The aim of the literature review is to investigate and analyze how adaptive the marketers are towards smartphone-based mobile technologies. This will be achieved through the synthesis of the findings in digital marketing literature, especially mobile marketing. To accomplish this aim, the author adopts a systematic approach for the literature review. Systematic reviews adhere to a strict scientific structure based on specific, well-organized and reproducible methods which make them reliable in demonstrating knowledge gaps in the specific research area and highlighting

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