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Article Critique

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General Overview of Article

The advancement in technology has resulted in a complete change in how brick-and-mortar retailers operate. This is well illustrated in the article namely ²Trenz, M., Veit, D. J., & Tan, C. W. (2020). *DISENTANGLING THE IMPACT OF OMNICHANNEL INTEGRATION ON CONSUMER BEHAVIOR IN INTEGRATED SALES CHANNELS*. *Mis Quarterly*, 44(3).

Although several retailers emerged and use e-commerce to boost their operations, however, there are two ways that brick and mortar retailers can upgrade their channels and increase customer preferences. Firstly, by being multichannel retailers where they can operate both online and offline channels in different silos. This will allow them to compete with the online unadulterated online equals with no limitations in prevailing business processes as well as technological structures. Similarly, retailers can also utilize omnichannel where online transactions are increased by presenting corresponding services to enable offline channels' transactional processes. Therefore, the article has focused on how omnichannel incorporation services impact customer assessment and channel partiality upon transactions.

The Thesis of the Article

The paper focuses on presenting omnichannel integration services as a developing commercial process done by retailers to exploit interactions among online and offline channels in increasing the plea to online channels as an ideal standard of the transaction for customers. Similarly, the archetypal theoretic tries to describe between omnichannel incorporation services for procurement and retrieval as analysts of customers' online channel choices are inclined to base on different risks discernments.

Hypothesis

Several hypotheses were formed and tested to suggest omnichannel incorporation services for attaining and regaining experiences upsetting customers' expediency assessments and the risk of using online channels. Thus, when integrated, they could change their preferences of the online method as the transactional standard. However, not all hypotheses supported the study. The first hypotheses formed linked the omnichannel incorporation for attainment and transaction menace and suitability, focusing on speed, flexibility and effort. Also, the relationship between channel selection and transaction suitability and risk. The last hypothesis includes the relationship between omnichannel incorporation for regaining and post-transaction suitability and peril. Similarly, post-transaction convenience and menace are also linked with consumer channel selection.

Research Design Methods

The study utilized an experimental research design to confirm its theoretic model. While 70 retailers were used in the study who have incorporated omnichannel in their business process, they realized that most brick and mortar retailers faced significant pressures in distinguishing themselves from the competitors in the market. Similarly, to attain the detailed information an interview was conducted with the implementers of omnichannel. As a result, the careful scrutiny from the interview was then changed to twelve investigational behavior situations that portrayed bulging differentiation between omnichannel regaining and menace.

Conclusion and Recommendations

According to the study, convenient transactions resulted in customers' choice to do business with the omnichannel. Based on customers' viewpoint, it is acknowledged that

challenges arise despite the chosen channel being controlled by severity of anticipated losses that could emanate from online transactions. Besides, omnichannel and multichannel transactions require individuals' participation because multichannel customers will have to wait for the products to be delivered at their homeplaces while in omnichannel, they will have to pick them up at retailers' silos. Thus, the study found out that omnichannel incorporation in retailing has more value than its hasty transaction compared to multichannel incorporation. Moreover, the article has recommended that more research be conducted, including examining retail shops from different cultural backgrounds and other products to get a clear insight into how the omnichannel incorporation affects customers' preferences.

Relationship to Course

The article relates to knowledge in the course as customer experience plays a critical role in altering consumer purchasing decisions. Normally, retailers' integration of omnichannel ensures that customers positively affect their purchase behavior and new integrated customer experience. The article also relates to the content in the book as it has focused on a scope within customer experience on service provision because the omnichannel contact center, including online chats, short message services, and email, are integrated to offer a seamless customer experience. Service can be provided in different ways by retailers; however, advancement in technology resulted in online retailers that created high competition on brick and mortar retailers; therefore, they have two choices of moving to multichannel, pure online or omnichannel. Omnichannel appears to be the best choice as it will reduce the finance required in technological infrastructure.

Critical Analysis

The study process made sense because, despite the hypothesis being developed and tested, there is a correlation between the transaction convenience and risks omnichannel integration for acquisition and recovery and the relationship between post transaction convenience and risk with omnichannel integration for recovery, acquisition and channel preferences. Enough information was given to determine the results' validity because seventy retailers were examined that offered omnichannel services on their premises. Furthermore, to obtain more information, an online interview was performed to get detailed results of omnichannel integration services' effectiveness.

Despite the selection of products being taken with significant care, the statistics were not clear, affecting the results. For that reason, if the study could be conducted with diverse product variety, the results would be supported. Moreover, the results were generalizable to a wider population and conclusions made. For the results to pinpoint every aspect of the business process, their sample subjects should be performed on different business cultures such as China and the United Kingdom and various retailing products to ensure more detailed information.

Value Assessment

Based on the conclusion, the value for omnichannel incorporation service differs from improvement to the online channel for multichannel retailers. Hence, multichannel service provides a more augmented service when it comes to same-day delivery. This comes from the fact that the hasty transaction; however, its win for omnichannel service for gaining when a person is concerned with transaction suppleness and conquest of risk sternness.

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