IMPROVING THE MARKETING MECHANISM FOR MANAGING CONSUMERS' OMNICHANNEL PURCHASING BEHAVIOR IN THE CONTEXT OF DIGITAL PLATFORMS

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Abstract. The article examines the theoretical and practical aspects of improving the marketing mechanism for managing consumers' omnichannel purchasing behavior in the context of digital platforms. The evolution from single-channel to multichannel and omnichannel retailing is analyzed, and the author's definition of the marketing mechanism for managing omnichannel purchasing behavior is proposed. The main patterns of omnichannel behavior (webrooming, showrooming, click-and-collect, mobile in-store research) are systematized together with the marketing tools appropriate to each pattern. A structural model of the mechanism comprising five interrelated blocks and a three-level system of indicators for assessing its effectiveness are developed.

Keywords: omnichannel marketing, consumer behavior, digital platforms, customer journey, webrooming, showrooming, channel integration, marketing mechanism, customer experience.

Worldwide, the rapid spread of digital platforms, marketplaces, mobile applications and social commerce has fundamentally changed the way consumers search for, compare and purchase goods. The modern consumer no longer moves along a linear path within a single channel: the same purchase may begin with a recommendation on a social network, continue with a price comparison on a marketplace, include a visit to a physical store to touch the product, and end with an order in a mobile application and pickup at a delivery point. In such conditions,

competition is increasingly decided not by the quality of an individual channel, but by how seamlessly the company connects all channels into a single customer experience. Empirical evidence confirms the economic importance of this shift. A large-scale study of 46,000 shoppers published in Harvard Business Review by E. Sopadjieva, U. Dholakia and B. Benjamin found that customers who used several channels spent on average 4 percent more in stores and 10 percent more online than single-channel customers, and made noticeably more repeat visits in the following six months. Omnichannel customers are therefore not simply a convenience segment, but the most valuable segment for retailers. Consequently, improving the marketing mechanism for managing consumers' omnichannel purchasing behavior in the context of digital platforms is a relevant scientific and practical task. The purpose of the research is to develop a structural model of the marketing mechanism for managing consumers' omnichannel purchasing behavior and a system of indicators for assessing its effectiveness, based on the systematization of omnichannel behavior patterns and marketing tools. The scientific discussion of omnichannel retailing developed from research on multichannel customer management. P. Verhoef, S. Neslin and B. Vroomen studied the "research-shopper" phenomenon, in which consumers search for information in one channel and buy in another, and identified the factors that drive this behavior, including channel attribute advantages, lack of channel lock-in and cross-channel synergy. D. Rigby was among the first to describe the future of shopping as "omnichannel retailing", in which digital and physical channels merge into an integrated experience. E. Brynjolfsson, Y. Hu and M. Rahman showed that digital technologies erase the boundaries between channels, making it necessary for retailers to compete on the basis of integrated information, pricing and fulfillment. P. Verhoef, P. Kannan and J. Inman clearly distinguished multichannel and omnichannel retailing: in the multichannel model channels are managed separately, whereas in the omnichannel model channels and customer touchpoints are managed synergistically to

optimize the overall customer experience and performance across channels. K. Lemon and P. Verhoef developed the concept of the customer journey, divided into pre-purchase, purchase and post-purchase stages, and showed that customer experience is formed by the totality of touchpoints, including those not controlled by the company. From the operations perspective, F. Gao and X. Su analyzed the "buy online, pick up in store" model and demonstrated its impact on store traffic, inventory and consumer channel choice. K. Ailawadi and P. Farris proposed metrics for managing multi- and omnichannel distribution, emphasizing the need to evaluate the contribution of each channel to overall results rather than in isolation. P. Kotler, H. Kartajaya and I. Setiawan, within the Marketing 5.0 concept, highlighted data-driven, predictive and contextual marketing as key components of modern marketing. The analysis of the literature shows that although the phenomenon of omnichannel behavior has been studied in depth, most works focus either on describing consumer behavior or on the operational aspects of retail. Insufficient attention has been paid to a comprehensive marketing mechanism that links behavior patterns, marketing tools, organizational conditions and performance indicators, particularly for emerging markets where digital platforms and traditional bazaar-type trade coexist. Generalizing the approaches studied, the following author's definition is proposed: the marketing mechanism for managing consumers' omnichannel purchasing behavior is a system of interrelated principles, methods, tools and organizational conditions through which a company, on the basis of integrated customer data, coordinates information, prices, assortment, communications and fulfillment across all physical and digital channels in order to direct the consumer's transitions between channels toward a purchase and to increase customer lifetime value. Unlike existing definitions, this definition treats the consumer's transitions between channels as the object of management, specifies the elements to be coordinated, and sets customer lifetime value, rather than the sales of an

individual channel, as the target outcome. The evolution of channel management approaches is presented in Table 1.

Table 1.

Comparative characteristics of single-channel, multichannel and omnichannel approaches

Criterion	Multichannel approach	Omnichannel approach
Management unit	Individual channel	Customer journey as a whole
Channel relations	Channels compete with each other	Channels complement each other
Customer data	Stored separately in each channel	Unified customer profile
Prices and promotions	May differ by channel	Coordinated across channels
Inventory	Separate stock for each channel	Single visible inventory
Performance evaluation	Sales of each channel	Total contribution and customer lifetime value

Next, the main patterns of omnichannel purchasing behavior were systematized together with the marketing tools appropriate to each of them (Table 2).

Table 2.

Patterns of omnichannel purchasing behavior and corresponding marketing tools

Behavior pattern	Essence	Marketing tools for management
Webrooming	Searching online, buying in a physical store	Online stock availability by store, in-store reservation, local search advertising
Showrooming	Examining in a store, buying online	QR codes on shelves, price matching, ordering via the brand's app in the store

Click-and-collect (BOPIS)	Ordering online, picking up in a store or pickup point	Fast pickup, cross-selling at pickup, pickup point network on marketplaces
Mobile in-store research	Using a smartphone in the store to compare and read reviews	In-store Wi-Fi with app login, digital price tags, reviews on product pages
Social commerce	Discovering and buying through social networks and messengers	Shoppable posts, chat-bots in messengers, influencer marketing
Cross-channel returns	Buying in one channel, returning in another	Unified return policy, return at any point, retention offers at return

Table 2 shows that each behavior pattern represents a specific "transition point" between channels, at which the company risks either losing the customer to a competitor or, conversely, strengthening loyalty. For example, in showrooming the risk is that the consumer will buy the product from a competitor's online store at a lower price; the appropriate response is not to fight this behavior, but to make the purchase through the company's own app as convenient as possible while the customer is still in the store. On this basis, a structural model of the marketing mechanism for managing omnichannel purchasing behavior was developed, comprising five interrelated blocks (Table 3).

Table 3.

Structural model of the marketing mechanism for managing omnichannel purchasing behavior

Block	Content	Key tools
1. Data integration	Combining data from stores, website, app, marketplaces, social networks and the loyalty program into a unified customer profile	Customer data platform, single customer ID, consent management
2. Customer journey analysis	Mapping typical journeys, identifying transition points and	Customer journey maps, cohort and funnel analysis, attribution

	points of customer loss	models
3. Channel coordination	Harmonizing prices, assortment, promotions and inventory information across channels	Unified pricing policy, single inventory view, unified loyalty program
4. Behavioral stimulation	Directing transitions between channels through personalized offers and convenient services	Personalized communications, click-and-collect, cross-channel coupons, unified returns
5. Monitoring and adjustment	Assessing results, testing changes and adjusting the mechanism	Dashboards, A/B tests, regular customer surveys

The model operates as a closed loop: the results of the fifth block feed back into data integration and customer journey analysis, ensuring continuous improvement. Its practical value lies in the fact that companies with limited resources can implement it gradually. A retailer selling through its own stores and one marketplace may begin with a single loyalty card used in both channels and visible stock availability, and later move to personalized cross-channel communications. To evaluate the effectiveness of the mechanism, a three-level system of indicators is proposed (Table 4).

Table 4.

System of indicators for assessing the effectiveness of the mechanism

Level	Indicator	Calculation method
Behavioral	Share of omnichannel customers	Customers using two or more channels / total customers × 100
Behavioral	Cross-channel conversion	Purchases after a transition between channels / number of such transitions × 100
Customer	Customer retention rate	(Customers at end of period − new customers) / customers at start of period × 100
Customer	Customer satisfaction index	Average score of regular customer surveys across touchpoints
Financial	Average order value by customer type	Revenue / number of orders, separately for single-channel and

		omnichannel customers
Financial	Customer lifetime value	Average order value × purchase frequency × relationship duration × margin

At the same time, the implementation of the mechanism is associated with certain risks. First, integrating customer data requires strict compliance with personal data legislation, obtaining customer consent and ensuring data security. Second, coordinating prices across channels may conflict with the commission and pricing rules of marketplaces. Third, the transition requires changing internal motivation systems, since store staff often perceive online sales as competition. Therefore, the mechanism must be supported by a cross-channel incentive system for employees and a clear policy on data use.

Based on the results of the research, the following conclusions and recommendations were formulated. The author's definition of the marketing mechanism for managing consumers' omnichannel purchasing behavior was proposed, in which the object of management is the consumer's transitions between channels and the target outcome is customer lifetime value. Six patterns of omnichannel purchasing behavior were systematized and marketing tools corresponding to each pattern were identified, allowing companies to manage specific transition points between channels. A structural model of the mechanism consisting of five closed-loop blocks was developed: data integration, customer journey analysis, channel coordination, behavioral stimulation, and monitoring and adjustment. A three-level system of behavioral, customer and financial indicators was proposed, including the separate assessment of single-channel and omnichannel customers. Domestic retail and e-commerce companies are recommended to introduce a unified loyalty program and a single customer identifier across all channels as a priority step; to display real-time stock availability by store on websites and marketplaces; to introduce a unified return

policy; and to revise employee incentive systems so that sales are credited regardless of the channel in which they are completed. Future research should focus on the empirical testing of the proposed mechanism using data from specific retail companies and on quantitative assessment of the impact of omnichannel integration on consumer loyalty in the Uzbek market.

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