The Immersive Continuum: Omnichannel Experience Design in E-commerce 5.0

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Abstract: *The shift to E-commerce 5 signifies a radical transformation from transactional online retail to a holistic, smart, and immersive commerce environment. The paper is a conceptual work that presents the idea of the so-called immersive continuum to describe how consumer experiences are created by interrelated physical, digital, and extended reality touchpoints in an omnichannel environment. Based on experiential consumption, embodied cognition, presence, and omnichannel integration theories, this paper develops a theoretical framework that conceptualizes the immersive experience as a multi-layered concept operationalized through AR/VR interfaces, spatial computing, digital twins, ambient intelligence, and AI-driven personalization. The immersive continuum framework is a conceptual framework that visualizes the contribution of the depth of the senses, interactivity, contextualization, and real-time adjustment to creating a continuous customer journey over the channels fluidly. This paper will suggest the way E-commerce 5 is transforming experience design by synthesizing emerging technological and marketing literature and allowing retailers to shift their focus from channel coordination to experience orchestration. The research builds on the theoretical knowledge of immersive commerce and offers a basis upon which empirical studies can proceed in the future to understand how omnichannel strategies can be developed to utilize E-commerce 5 technologies to improve engagement, customer experience, and long-term relationships.*

Keywords: E-commerce 5.0, Immersive Consumer Experiences, omnichannel, AI-driven personalization