

Blending Digital and Physical: Consumer Decisions in Omnichannel Retailing

Badal*

*Research Scholar, Department of Management Studies, School of Business and Management Studies Central University of Haryana, Mahendergarh, Haryana, India, Email: - badal191150@cuh.ac.in, contact:-9813800420

ABSTRACT

In the past, the physical stores were probably being few sources of product information; so consumers used to go to such stores to gather information and often concluded their shopping there. Nowadays, with the advancement of digital devices, the number of sources of information has grown. As a result, consumer behavior has been influenced by the advancement of the Internet and new technology. Consumers tend to combine these with brick-and-mortar establishments both to search and buy, leading to the emergence of omnichannel behavior. There is lack of research which considers online and mobile devices separately. The aim of the this study is to analyze consumer behavior in the context of omnichannel retailing, with a specific focus on mobile phone purchases in India. It seeks to ascertain how customers purchase mobile phones through omnichannel platforms, evaluate the patterns of mobile phone usage in an omnichannel environment, and examine which mobile phone brands are most popular among Indian consumers. By exploring these objectives, the study aims to provide insights into evolving shopping behaviors influenced by the integration of online, mobile, and offline retail channels. The ubiquitous behavior of Indian consumers toward mobile phones has been examined for the preferences of mobile customers for channels, omnichannel shopping, and brand preferences. But the growing number of channels has altered the purchasing patterns of consumers. Retailers who have a physical and digital presence are referred to as omnichannel. Results from a sample of some real digital (online and/or mobile) shoppers of mobile phones confirm that personal traits influence omnichannel consumer behavior and the consumer purchase decisions made through online and offline sources. Results also show that impulsive shoppers make greater use of mobile devices whereas individuals with high need for touch and feel are more predisposed to use of online devices in omnichannel process. Besides, the effect of individual demographics is taken into account. Finally, the paper discusses the contribution and outlines the actions which can help the managers to engage and succeed in omnichannel retailing. Also omnichannel retailing has proved to be a cutting-edge strategy to business that focuses on creating a consistent user experience for customers across all channels.

Keywords- Retailing, Multichannel, Omnichannel, Consumer Behaviour, Channel Preferences

1. Introduction

Consumer buying procedures have evolved as technology has advanced, and some intriguing research topics have arisen in the setting of the channel. Consumers have previously used a variety of devices, including mobile phones, tablets, laptops, desktop computers, and even televisions, to connect with retail sales channels in virtual storefronts and acquire product information and compare pricing. If you like, you may also buy the things in person. The Indian electronic goods market is expected to reach \$400 billion by 2022, making it one of the world's largest. It includes anything from computers and communication gadgets to electronic components and parts. One of the most important product categories in the consumer electronics sector is mobile phones and their accessories. Cell phones have grown well beyond their basic purpose of communicating with one another. Smartphone's are making it harder to tell the difference between browsing and shopping. The mobile phone market in India is currently the second largest in the world (Nyogi, 2014).

Customers today connect with a variety of touch points when they seek for items, purchase them through various channels, and receive assistance. Customers purchase items through a variety of retail channels and modalities, depending on their preferences. Customers no longer have to choose between a single and several distribution channels to purchase things. Omni-channel consumers are defined by merchants as those who purchase a product through multiple channels. Because of this, clients are increasingly utilizing a variety of methods at the same time (i.e., website, store, catalog, call centre and mobile). Omni-channel retailing was coined by IDC's Global Retail Insight Research Unit in 2009 (Ortis & Casoli, 2009). There's a widespread belief that customers care more about their whole experience than the channels they use. In-store and internet sources are now the primary sources for consumers to obtain information, compare features, and make purchasing decisions. Their experiences are documented on social media as well. Multichannel consumers that wish to use all of the channels at the same time are considered as the advancement of omni-channel behaviour (Ortis 2010). The distribution channels for mobile phones and other accessories in India have been examined by a few academics. Increasing the number of purchase channels necessitates study on client omni-channel purchasing behaviour in the retail sector. Due to this, it is difficult for companies to recognize the behaviour of customers who can buy at all times and places (Markowicz, 2017).

Consumers are more reliant on digital channels and have become smarter than ever before, making it more difficult for businesses to sense and anticipate their purchasing behaviour. The expanded number of purchasing channels is a challenge

for retailers and businesses. Today's savvy shopper can purchase any thing at any time and from any location. Customers purchase things through various channels at the same time. The customer's decision-making behaviour is also influenced by his personality (Lee & Lee, 2019). Researchers will be interested in investigating the impact of demographic characteristics on channel preference. This study contributes to a better understanding of how customers like to purchase mobile phones through various channels. It also investigates the customer's brand preference and mobile purchasing frequency, providing insight into the consumer's consumption pattern as a function of socioeconomic class, personality, and brand. Firms can benefit from the study's insights into distribution channels and market expansion plans, as well as a better understanding of distribution channels and how strategies can help businesses adapt to changing market conditions. Customers of all ages, genders, and socioeconomic backgrounds can be reached through a variety of marketing platforms (Sangvikar et al. 2019). This study will look at various channel options and how businesses may shift from traditional channels to omnichannel to fulfil customer expectations. Furthermore, it is critical to investigate how demographic characteristics influence mobile distribution channel preferences or choices. The primary goal of this study is to examine and comprehend customer preferences for mobile consumers in India from the perspectives of demographics, socioeconomic class, and omnipresent behaviour.

2. Review of Literature

This research is based on a complete literature evaluation on omnichannel retailing. Numerous databases were searched using the phrases "omnichannel retailing," "omnichannel shopping," "omnichannel marketing," and "e-commerce and mobile-commerce" in multiple databases (Mosquera et al., 2017). Omnichannel retailing philosophy and practice have undergone significant changes and implications over the past few decades. The following sections provide a conceptual examination of the subject matter.

2.1 Multichannel Retailing

A number of concepts can be used to summarize relevant multichannel retailing literature. Customer experience, channel switching, and integration and synergy are among the most significant omnichannel principles. In accordance to the survey research has shown that the "click and mortar" notion morphed into an omnichannel concept and traditional retail should be "cyber-enhanced," (Otto and Chung, 2000). This means e-commerce techniques should be used to enhance the customer's purchasing experience. Using the customer experience, in connection with sales is described; the people prefer to shop from brick-and-mortar stores as well as online shops based on a research that included 128 unique regions (Burke, 2002). Shoppers like shopping features that aid them with multichannel buying, such as looking or shopping online and placing orders in a physical store before making a purchase in a physical store (Burke, 2002). Those retailers combine these channels to make it easier for customers to travel freely across them.

The best way to describe omnichannel marketing is that a business should look at every channel that exists and ensure that it works properly (Garberson, 2015). Customer satisfaction is the most important factor in the success of any product or service. According to the definition, this shows that the company has a clear understanding of what the client wants or needs, and is prepared to meet those expectations at all levels of the firm. Customer satisfaction isn't just about touch points. It's about how the company as a whole feels about every interaction with the customer. Customers can rest easy knowing that their future dealings with a business will be trouble-free. It's all about the customer experience, which includes everything from the company's online presence to the manner in which employees answer the phone to the manner in which the organization responds to a customer issue to the manner in which employees dress and act and the manner in which they connect with customers at each touch point.

Omnichannel marketing refers to a consistent level of service and connection with customers that encourages them to not only return, but also recommend the company to others (Palmetier, et al., 2016). Omnichannel is the epitome of being present everywhere, wherever the client is, from a conceptual standpoint. It has a comprehensive and multi-faceted presence across all channels and ensures that the consumer has access to a purchasing path. It can be used in a variety of ways, including a store, a mobile application, an internet website, social media, an event, and so on (Yohm, 2012). The idea behind Omnichannel is to focus on all channels of business for clients and confirm it wherever and whenever they desire the goods. Omnichannel will be able to provide a consistent customer experience and service to all customers as technology improves over time. Choosing a means of purchase has never been easier for consumers. The distinctions between online, brick-and-mortar, and brick-and-mortar retail are becoming increasingly hazy. As a result, customers expect a seamless transition between online and offline channels (Grover, 2012).

However, as a company commitment, omnichannel is nothing new in the world of tech marketing. Everyone has an eye and an ear when it comes to digital transformation. To increase customer involvement, marketers need a broad omnichannel funnel that is always open (Berger, 2014). Mobile technologies have revolutionized the business sector, resulting in high levels of engagement for both businesses and customers. Platforms for mobile applications and commercial websites provide marketers with numerous chances to significantly increase client interaction. As a result businesses are most familiar with multichannel integration and the necessity to examine each channel separately. It's critical to use engagement tools that emphasize good communication and a customer-centered strategy. This means that businesses must understand their customers, needs, issues, and solutions in order to empower them through the appropriate channels (Ellawadi & Faris, 2017).

Retail is quickly expanding in the Indian corporate climate (Sangvikar et al., 2019). The modern marketing environment is marked by an increase in the number of advertising channels available as well as the growth of multichannel shopping (Diner et al., 2013). Companies have realized that advertising in one channel (for example, internet) might have an impact on sales in another (for example, offline). On the other hand, online promotion can have an impact on both online and offline sales (known as the self effect) called the cross effect). Many traditional merchants have started selling online at the same time, resulting in a significant surge in sales across both channels. Furthermore, the expansion of online channels has resulted in an increase in sales, which has resulted in an increase in online advertising spending (Bradshaw, 2008). The global financial crisis, on the other hand, has impacted and cut most companies marketing spending around the world (McKinsey, 2009). However, between 2009 and 2010, Internet advertising spending climbed by 15%, reaching \$36.60 billion in 2012 (IAB, April 2013). Omnichannel buyers spend 1.4 times more than single-channel customers in terms of marketing (Fluharty, 2014). In addition, the omnichannel buyer enjoys a more integrated buying experience than the single-channel shopper. Sales of garments are increasing at a quicker rate in both online and offline modes, thanks to omnichannel outcomes. Many customers need an omnichannel presence since 71 percent of customers expect to see store goods online and 50 percent want to buy it online. Since many channels are involved in omnichannel marketing, the firm's strategy for digital integration has an impact on its ability to sustain good customer interactions and provide a unified experience for customers. In an organization's multichannel strategy, each channel, including digital, physical, mobile, and telephone, is optimized individually and holistically. Since each of these channels has its own reporting system and income target in order to be effective, the organisational structure must be centered on them. When it comes to an omnichannel strategy, it's all about the customer and how they interact with the brand. Using social media or Smartphone apps, a customer can research a product before making a purchase at a physical store (Pofal, 2015). As a result of these issues, the Indian economy has been plagued from its start (Sangvikar, et al., 2019; Sangvikar et al., 2020).

Customer channel preferences, which may include traditional channels or digital channels or several channels, are crucial for a marketing campaign's success (Neslin, 2006). Multichannel marketing is defined as a two or more-channel synchronized provision of information, goods, services, and support (Rangaswamy, 2005). The rapid increase in sales over many channels highlights the necessity for marketers to gain a deeper knowledge of customers' ubiquitous behaviour. Multichannel is also recognized as the complete valuable section for consumer marketers, regardless of product type. According to research, customers who shop on multiple channels spend four times as much as those who only shop on one channel (Clifford, 2010). Shoppers who use multiple channels make more purchases and spend more money than those who only use one (Venkatesan, 2005; Venkatesan, 2007). Even more importantly, marketing channels are a vital part of the business world's communication infrastructure. A marketing channel's perceived value, on the other hand, depends on the customer's intention to use the channel (Woodruff, 1997). Consumer preferences for the channel may differ in different usage scenarios relating to the various stages of the consumer's journey to purchase the goods (Balasubramaniam, 2005). Furthermore, customer satisfaction is influenced not just by the products or services purchased, but also by the channels through which they were obtained (Verhof, 2005). As a result, when it comes to making a purchase decision, consumers will weigh the advantages of each marketing channel as well as the channel's ability to satisfy their specific demands (Keeney, 1999). Customers and their purchasing intentions are more influenced by social media (Verma et al., 2020). Companies can use the Internet as an additional channel to deliver precise information and sell their products or services to a large number of clients for a low cost. The company's channel selection was influenced by the product type and category (Carlton, 2001). When product information is important, many organisations use both physical and digital platforms. Customers may also face price competition between businesses that sell through both channels (Dazong Wu, 2008). As a result, while selling through both physical and electronic channels, a manufacturer must choose the electronic store with the greatest reach.

The number of alternative channels available has increased dramatically over the last decade, permitting customers a wide range of channel consumption alternatives. Understanding the factors that influence customers' channel selections at various stages of the purchasing process is critical for companies to actively manage their channel choices (Neslin, 2006). When it comes to developing a ubiquitous experience for customers, a corporation must be open and participating in the process. The champions are the brands that have the finest understanding of their customers. The four Ps (price, product, promotion, and place) are no longer enough. It's all about the customer's experience, engagement, and how they feel about the purchase and their role in it. Any offline and online encounter should allow a customer to identify with the brand. Collaboration and the establishment of goals that are precisely aligned are the foundations of a strong omnichannel strategy (Garberson, 2015).

Price-conscious clients would shop online and make purchases in brick and mortar establishments (Chatterjee, 2010). Customers may be more devoted to a brand if they can purchase across many channels seamlessly (Schram-Klein et al., 2011). Chatterjee's findings were used by Zhang (Zhang and Oh, 2013) to establish a similar concept known as "showrooming" and analyze some of the elements that drive it, which they dubbed "showrooming." We also believe that the shop environment in multichannel commerce is still controversial. The store image is a component of the store environment in multichannel commerce (Verhagen and Dolen, 2009). The online and offline integration of a store has an impact on its image: companies may provide online discounts to attract customers to shop in-person. Multichannel retailing underwent a paradigm shift as a result of changes in the store environment assisted by the employment of new technology in the store (Wrechopoulos, 2010). This "definitely had some effect" on mobile commerce, mobile applications, and distinctive retail behaviours as a promising path for further research (Heitz & Span, 2013). It was also proposed that the term multichannel

retailing should include not only store operations but also customer buying behaviour in multichannel environments, which is a topic that needs additional investigation.

2.2 Omnichannel Retailing

We believe that omnichannel retailing is worth exploring in light of the foregoing argument. For the first time, the term coined “omnichannel” is to describe academic writing (Rigby, 2011) and after that the word “ubiquitous” is coined (Bodhani, 2012). The concept of ubiquity was first proposed by (Levy et al., 2013). Augmented Reality is employed to make omnichannel retailing work by (Bodhani, 2013). Companies should implement omnichannel strategies to suit customers’ preferences and build customer loyalty (Aubrey & Judge, 2012). Multimodal concepts and approaches were available (Brynjolfsson et al., 2013). Omnichannel retail information systems and the interdisciplinary nature of omnichannel retailing are also explored in “Tambo’s book chapter” on omnichannel retail information systems in 2015.

The advancement in multichannel shopping was recently defined as follows: A major factor in driving sales is the development of mobile commerce, which has made Smartphone’s, tablets, and social media essential sales tools (Beck and Rygel (2015). Customers have the freedom to shop whenever, wherever, and on whatever device they want. Companies have been able to improve operational efficiency by combining sales and service channels such as physical stores, websites, TVs, mobile devices, and kiosks. The term “omnichannel commerce” is a step ahead from multichannel retailing because it emphasizes various contact touch points and takes a wider view of channels (Verhof & coworkers). An advantage that can be gained through the improvement of customer relationships and the exploration of new prospective markets, as well as the diversification of consumers’ purchase preferences, is described as “omnichannel commerce” (Yrjola et al., 2018).

3. Objectives

1. To ascertain how customers purchase mobile phones through omnichannel.
2. To evaluate the patterns of mobile phone usage by customers in omnichannel.
3. To examine which brand of mobile phone is more popular in India.

4. Research Methodology

This study mostly based on primarily sources, and we have to use selected questioner to asked buyers. This study is also based on secondary sources for helps the literature and theoretical understanding aspect. It is an in-depth investigation led by survey; the current study is descriptive heuristic. Because it focuses on the link between variables such as demographic factors and channel choices, the descriptive, inferential research approach is applied. Researchers sought primary data for the study, including as demographics, channel preferences, and purchasing habits. Students, service classes, business classes, and professionals between the ages of 18 and 60 provided feedback to the researchers. Researchers also gather secondary data from websites, books, periodicals, and newspapers, among other sources. For sample selection, the researchers utilized a non-probability convenient sampling method. The Structure Schedule Questionnaire is used to gather data, and the majority of the closed-ended items in the schedule are on a five-point scale that incorporates all parameters that are taken into account when determining multi channel preferences and responder behavior.

5. Results and Analysis

The focus of this study is on mobile consumer’s channel preferences; omnichannel selection during phone purchase, the number of mobile phones utilized, and brand preferences for portable phones in India.

5.1 Mobile Subscriber Channel Preferences

The following are the numerous channels that respondents choose for finding information, evaluating options, and purchasing mobile phones. The researchers evaluated the dataset using mean and standard deviation, utilizing the respondent's view on an interval scale (1-not at all like 2-rarely 3-often 4-always).

Table No.-1 Mobile Users’ Preferred Retail Channels

Channel Preferences of Mobile Consumers Type		Channels Information Search			Evaluation of Alternatives			Purchase Decision		
#		Mean	S.D	Rank	Mean	S.D	Rank	Mean	S.D	Rank
A	Offline Channel									
A.1	Unorganized Retail	1.79	0.75	11	1.80	0.79	11	1.79	0.79	11
B	Organized Retail									
B.1	Television	2.25	0.73	6	2.15	0.65	6	2.23	0.70	6
B.2	Newspaper	2.40	0.70	5	2.38	0.67	5	2.40	0.70	5
B.3	Radio	1.68	0.58	9	1.68	0.56	9	1.69	0.58	7
B.4	Friends/ Relatives	2.49	0.59	3	2.42	0.52	4	2.46	0.57	3
C	Online Channel									
C.1	amazon.com	3.51	0.69	1	3.48	0.72	2	3.51	0.72	1
C.2	flipkart.com	3.48	0.72	2	3.52	0.67	1	3.48	0.69	2
C.3	jabong.com	1.69	0.58	7	1.69	0.56	8	1.69	0.56	9
C.4	paytm.com	1.69	0.54	8	1.68	0.54	10	1.65	0.55	12

C.5	tatacliq.com	1.67	0.57	10	1.65	0.57	11	1.67	0.57	10
C.6	91mobiles.com	1.65	0.55	11	1.70	0.53	7	1.70	0.53	8
C.7	Social sites	2.44	0.50	4	2.43	0.50	3	2.44	0.50	4
C.8	Others	1.65	0.55	12	1.63	0.55	12	1.67	0.55	11

With a mean of 2.49 and standard deviation of 0.59, friends/relatives is followed by the newspaper and television with an average of 2.40 and a standard deviation of 2.25 in offline channels. It occurs when the values of 0.70 and 0.73 are mixed. Radio and disorganized retail outlets are the least favored offline sources of information. Standard deviations of 0.69 and 0.72 and peak mean values of 3.51 and 3.48 are found on online purchasing sites like amazon.com and flipkart.com, the two most prominent online information sources. Social networking sites are next, with standard deviations of 0.69 and 0.72 and peak means of 3.51 and 3.48, respectively.

The average is 2.44, and the score is 0.50. The standard deviation is the distance between two points. In terms of analyzing mobile phone alternatives, the respondent chooses friends/relatives, who have a mean of 2.42 and a standard deviation of 0.52, followed by newspapers and organised retail locations, i.e. When it comes to offline channels for buying mobile phones, the respondent chooses friends or relatives, who have an average of 2.46 and a standard deviation of 0.57, followed by newspaper and television, which have an average of 2.40 and 2.23, respectively, and a standard deviation of 0.70 both are the same. The least popular offline mediums for mobile phone purchases are radio and disorganized retail stores. In terms of online channels, online shopping sites such as amazon.com and flipkart.com are the most popular for purchasing mobile phones, with standard deviations of 0.72 and 0.69, respectively, and mean values of 3.51 and 3.48. The average score was 2.44, with a standard deviation of 0.50.

5.2 Omnichannel selection during mobile purchase

When it comes to making a purchase, respondents had a preference for Omnichannel, according to the results of this study. A 5-point Likert scale was used to gauge participants' views, and datasets were analysed based on the mean and standard deviation of those responses.

Table No.-2 Omnichannel Preferences in Mobile Purchases

Selection of Omnichannel for Mobile Purchase No	Parameter	Mean	S.D	Rank
1	Range/ Variety of Product	4.15	0.70	10
2	Quality of Product	4.20	0.77	5
3	Quantity of Product	4.14	0.75	11
4	Affordable Price	4.21	0.73	3
5	Discounts (% off on price)	4.27	0.72	2
6	Easily Available	4.18	0.62	7
7	Brand Name/ Image	4.21	0.71	3
8	T.V. Advertisement	3.67	0.65	15
9	Message/ Content of TV Adv.	3.48	0.50	17
10	Celebrity / Casting in TV Advt.	3.49	0.50	16
11	Music/ Jingle used for TV Advt.	3.43	0.50	18
12	Offer Shown in TV Advertisement	4.54	0.50	1
13	More Frequency of TV Advertisements	2.44	0.50	19
14	Newspaper advertisement	2.40	0.49	22
15	Banners/ Hoarding	2.43	0.50	21
16	Advertisement on Social Media	2.44	0.50	19
17	Word of mouth	4.19	0.72	6
18	Family Member pressure (Adult)	4.04	0.75	13
19	Family Member pressure (Child)	4.18	0.71	7
20	Experts advice	4.17	0.74	9
21	Own Experience	4.04	0.75	13
22	Brand Loyalty	4.08	0.75	12

According to the above table, Omnichannel purchases are preferred by respondents because the offer shown in TV advertisements scores the highest mean 4.54 and the standard deviation 0.50 is only at the first position, followed by discount (percent discount on price), brand name or image is more affordable. – Both should have a mean of 4.27 and a standard deviation of 0.72, 0.71, and 0.73, respectively, and should be ranked second and third in their respective categories based on these values. Product quality and word of mouth rank fifth and sixth, respectively, in the minds of consumers. Ads on TV, in newspapers, on billboards, and on social media may not be the most important factor in consumer preference or selection, but they account for the majority of Omni-channel's preference or selection.

5.3 Brand Preferences for Mobile Phones

The brands of Smartphone's and feature phones that respondents prefer are shown in the following table. Respondents' opinions were rated on an interval scale by the researchers (i.e., 1-not at all like 2- rarely 3-often 4-always). Datasets were analyzed using mean and standard deviation.

Table No.- 3 Consumer Preferences for Mobile Phone Brands

Brand Preferences for Mobile Phones		Smart Phone		#
Sr. No.	Brand	Mean	S.D	Rank
1	Vivo	2.69	0.79	1
2	Apple	1.86	0.85	6
3	OnePlus	1.74	0.88	7
4	Xiaomi	2.58	0.50	2
5	Motorola	2.51	0.50	3
6	Nokia	1.37	0.49	14
7	Sony	1.36	0.48	15
8	Micromax	1.43	0.63	12
9	OPPO	1.89	0.52	5
10	Lenovo	2.12	0.55	4
11	Panasonic	1.67	0.68	8
12	INTEX	1.50	0.67	9
13	Vivo	1.44	0.66	11
14	Gionee	1.50	0.65	10
15	Lava	1.39	0.58	16
16	Asus	1.42	0.64	13
17	XOLO	1.33	0.47	17
18	Others	1.26	0.44	18

After Vivo, Xiaomi and Motorola, all of which have an average of 2.58 and 2.51 respectively, the table shows that smart phones are the most popular category, with a mean of 2.69 and 0.79 standard deviations. Standard deviations for both are 0.50. They're the fourth and fifth most popular Smartphone's manufacturers, respectively. With a standard deviation of 0.66, Vivo and One Plus are the next best feature phone brands with mean scores of 2.06 and 1.67 and standard deviations of 0.87 and 0.68. According to a mean of 1, 60, Lava is the fourth most popular brand of feature phones, with a standard deviation of 0, 70.

6. Findings

Approximately 59.52% of respondents currently use smartphones, while none reported using four or more feature phones. Among the smartphone brands, Vivo emerged as the most popular, with a mean usage score of 2.69 and a standard deviation of 0.79. The survey included responses covering all major smartphone brands, indicating that consumers purchase devices from a diverse range of manufacturers. In the context of the consumer purchase process, respondents used online and offline channels for mobile phone information searches (e.g., online shopping sites like Amazon.com and Flipkart.com) (i.e., retailers). Everyone knows at least one person who enjoys both. For evaluating alternatives, the samples solely used online channels such as Flipkart.com and Amazon.com, as well as social networking sites. Survey respondents preferred both online and offline channels for mobile phone purchases, including online shopping sites like Amazon and Flipkart, as well as recommendations from retailers, friends, or family members when purchasing a mobile phone.

The omnichannel approach got the highest average score of 4.54 among the numerous options offered on TV advertising, indicating that the respondents liked and selected for it when purchasing a mobile phone. With standard deviations of 0.72, 0.71, and 0.73, respectively, and mean scores of 4.27 and 4.21, discount (i.e., percent discount on price), brand image, and affordable pricing rank first, second, and third, respectively. Socioeconomic class has been demonstrated to have a significant influence on consumer information search, consumer evaluation of possibilities, and consumer purchase decisions via both online and offline sources.

6.1 Conclusions

Multichannel retailing has steadily evolved from multichannel retailing, which is highly essential and apparent. As seen by new in-store technology apps and omnichannel platforms, omni shopping is rapidly boosting the spread of innovation in the retailing sector. Academic study has attempted to investigate this topic from both a theoretical and empirical standpoint. As a result, the fundamental goal of this study is to compile and build a unified approach for presenting key omnichannel retailing phenomenon investigations. New retailing agendas with managerial consequences should be the focus of future research. For smooth omnichannel retailing, future study should examine how ICT applications influence multichannel concepts such as channel migration/switching, free riding, and loyalty.

Our study began with exploratory research in order to better understand the habits of our customers. For example, omnichannel commerce has a significant influence over consumer perceptions of atmosphere, customer relationship

management (CRM) in an omnichannel retail context, and loyalty and free-riding in an omnichannel retail environment. Environment Omnichannel Behaviour, In short omnichannel retailing tactics can have an influence on both customers and merchants when new technology is used. The marketing strategy of the retailers that incorporate both online and offline data to generate channel integration that is seamless. As a result, this study has practical consequences for it is important for retail operations to understand how customers behave and what technology and applications they prefer in an omnichannel environment.

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