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Understanding the Impact of Omnichannel Retailing on Consumer Experience: An Empirical Study of Retail Customers in Nashik

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Abstract— With the speed of change and the impact of digital technologies on retail, retailers are increasingly adopting omnichannel retailing, which involves blending physical and digital channels, to create a unified and personalized customer journey. The current research is based on the analysis of the effect of Omnichannel Retail on consumer experience of retail customers of Nashik city. The study seeks to gain insights into the significance of omnichannel retailing practices, breakdown their impact on the customer experience, and propose strategies to improve customer engagement and satisfaction. The research design used was quantitative research design and the research methods used were questionnaires, which were structured on a 5 point likert scale, and a sample of 400 retail consumers were used. The respondents were selected using convenience sampling method where consumers who have experienced both online and offline integrated shopping experiences were considered. The correlation coefficient, regression analysis and ANOVA techniques were used to analyze the primary data obtained from the survey.

The results show that there is a significant positive relationship between the use of omnichannel retailing practices and the changes in the consumer's experience. Channel integration, personalization, convenience, information consistency and customer service were identified as significant drivers towards improved consumer satisfaction. The study also shows that certain demographic factors can impact consumer perceptions and experiences relating to the 'omnichannel retailing' concept. The research underscores the need for retailers to shift to customer-centric and technology-driven approaches in making the interactions across touchpoints seamless. This study adds to the existing body of research on omnichannel retailing and draws empirical conclusions from an emerging Indian urban retail market. The results provide actionable insights for retailers looking to enhance customer relationships, engagement, and gain a competitive edge by leveraging an effective omnichannel approach.

Keywords— Omnichannel Retailing, Consumer Experience, Channel Integration, Customer Satisfaction, Retail Technology.

I. INTRODUCTION

The retail sector has experienced a dramatic shift in the past few decades, driven by the rapid pace of technological progress, evolving consumer needs, and the growing convergence of online and offline shopping environments. The traditional retail models that were mainly built around one channel interactions have slowly transformed to a multichannel and omnichannel strategy. Omnichannel retailing, on the other hand, is an integrated retail approach in which all channels, both in shops and online, mobile apps and social media platforms, complement each other and help customers experience a seamless and consistent brand. As opposed to multichannel retailing, which can each operate separately, omnichannel retailing is about the development of an "omnichannel ecosystem" that allows customers to flow seamlessly from one channel to another in their purchase path (Verhoef et al., 2015).

As customers grow more demanding for convenience, personalization, flexibility, and engaging brand interactions, the customer experience has become a key determinant for retail success. Today's shoppers do not consider online and offline as different channels, but rather one and the same and demand for retailers to deliver the same information, one-stop services, and recommendations across all channels. Lemon and Verhoef (2016) pointed out that the customer experience process is generated by several interactions during the customer's journey, such as before purchase, purchase, and after purchase. Hence, omnichannel strategies have become important as retailers try to build customer engagement, satisfaction, and customer loyalty.

According to research, successful implementation of omnichannel marketing has a positive impact on the consumer results. Seamless interaction experience was identified by Rodríguez-Torrico et al. (2020) as one of the most important factors for the CX, highlighting consistency, channel choice freedom and channel synchronization. Likewise, Rahman et al. (2022) created a detailed perceived omnichannel customer experience framework that comprised of personalization, customer service, value, information safety, delivery, returns, and loyalty programs. These factors reveal the complexity of the process of forming consumer experiences in omnichannel contexts.

Omnichannel retailing has also been further promoted by technological progress, as it gives retailers the opportunity to gather customer information, tailor services and enhance customer shopping experiences. Juaneda-Ayensa et al. (2016) identified that personal innovativeness, performance expectancy and effort expectancy are important determinants of consumers' intention to use omnichannel shopping environments. Likewise, with the growing preference of consumers interacting with brands digitally, technology-driven retail experiences have become significant drivers of consumer engagement (Alexander & Kent, 2020).

The adoption of omnichannel has been gaining traction in the Indian retail landscape, with a growing number of consumers turning to their smartphones, digital payments, and shifting preferences for shopping. Retailers are focusing on meeting changing consumer needs through a shift towards a multi-channel approach, including the integration of physical stores and digital channels. But most of the current research that has examined the phenomenon of omnichannel retailing has been conducted in developed economies, with international brands or specific industry domains like fashion or tech retail. There is little empirical work that has focused on the consumers' experience with omnichannel retailing in the emerging Indian cities. As Tier-II cities like Nashik are rapidly growing up in terms of retail development and growing adoption of digital, it is critical to understand the perception and the response of the consumers to an integrated retail experience.

The current study wants to investigate the effect of omnichannel retailing on customer experience of the retail customers in Nashik. The study aims to identify consumer perceptions on channel integration, personalization, convenience and service quality to gain insights in the effectiveness of omnichannel strategies in an emerging urban retail market. The results should be incorporated into academic research and help retailers to create customer-focused strategies to improve customer satisfaction, engagement, and loyalty.

Theoretical background

Omnichannel retailing has become a strategy that combines several retail channels together to provide a unified and seamless shopping experience for the consumers. The idea stems from the transformation in the nature of retail from single channel to multichannel and then to omnichannel retail. Multichannel retailing enables customers to engage with brands across multiple channels, but omnichannel retailing is about integrating and synchronizing these channels to deliver a seamless customer experience. The authors Verhoef, Kannan and Inman (2015) defined omnichannel retailing as a next level in the evolution of retail, in which the retailers control the customer interaction through various touchpoints, which include both physical outlets and online platforms such as websites and mobile apps. The integration allows customers to easily switch between channels as per their preferences which ultimately enhances the convenience and experience for them.

The theoretical basis of omnichannel consumer experience is closely connected with the theory of customer experience, which outlines how consumers develop perceptions across several interactions with a brand along the pathway of the consumer journey. Lemon and Verhoef (2016) suggested that the customer experience journey has three distinct phases: pre-purchase, purchase and post-purchase interactions. These experiences are affected by brand controlled factors, customer factors and external factors. Customer experience in an omnichannel environment is not solely reliant on the performance of each channel; it's also defined by how well the channels interact and are synchronized. Therefore, it is important for retailers to have product information, pricing, services and customer support all perfectly aligned in all touch points.

The awareness of omnichannel customer experience also expands this insight to certain aspects that impact consumer perception of the experience. Rahman et al. (2022) created a comprehensive measurement framework comprising of nine dimensions: social communication, value, personalization, customer service, consistency, information safety, delivery, return, and loyalty programs. The dimensions suggest that

omnichannel experience is a multi-dimensional phenomenon in which functional benefits, emotional engagement, and relational factors all have an impact on consumers' perceptions. Personalization is especially important in a world where consumers are increasingly demanding that retailers offer them a more personalised approach that tailors recommendations and interactions to their tastes and past buying habits.

Channel integration theory has also given substantial explanation on consumer's responses towards omnichannel retailing. This view holds that the key to these omnichannel strategies is the integration of the channels. Rodríguez-Torrico, Cabezudo, and San-Martín (2020) recognized consistency, freedom of channel selection and synchronization as essential parts of the seamless interaction experience. Smoothing the transitions between digital and physical channels boosts customers' perceived convenience and satisfaction. Likewise, Lee et al. (2019) found that the channel integration quality dimensions (channel transparency, channel content consistency, channel process consistency and channel-service choice) positively affect customer engagement, word-of-mouth intentions and repurchase behaviour.

The technology acceptance theory is another theory that explains the consumer's acceptance of the omnichannel retail environment. Davis (1989) presented the Technology Acceptance Model that posits that perceived usefulness and perceived ease of use are factors that affect an individual's acceptance of technology. In omnichannel settings, consumers are more likely to use digital shopping platforms if they believe these platforms could enhance their overall shopping experience, are easy to use, and are navigable. Juaneda-Ayensa, Mosquera, and Murillo (2016) expanded on this argument by showing that effort expectancy, performance expectancy, and personal innovativeness are significant factors in the intention to use "omnichannel" shopping systems.

Moreover, the theory of relationship marketing sheds light on the role of omnichannel strategies in fostering customer loyalty and long-term customer relationships. Retailers who are able to deliver the same level of experience and customisation to their customers across all channels are likely to build trust, satisfaction and emotional connections with their customers. Lazaris et al. (2021) found that the more omnichannel integration is increased, the better the customer flow experience is and the higher the satisfaction and loyalty intentions are. In a like manner, Tyrväinen et al. (2020) revealed that personalization and hedonic motivation have a positive impact on cognitive and emotional customer experiences, which in turn create strong customer loyalty.

As a result, in light of current theories, the authors propose that the effect of omnichannel retailing on consumer experience can be explained by an interplay of multiple channels: Seamless integration, technological acceptance, personalisation, convenience and relationship building. Most current theory and empirical work, however, has focused on the developed markets and large retail environments. These findings in the context of emerging urban markets like the Indian city of Nashik will help us gain insights about consumers' perception and evaluation of omnichannel retailing in a changing retail landscape.

LITERATURE REVIEW

Conceptualization and Measurement

The most comprehensive measurement framework was created by Syed Mahmudur Rahman et al., 2022, who proposed a 36-item perceived omnichannel customer experience (OCX) construct comprising of nine customer experience dimensions, namely, social communications, value, personalisation, customer service, consistency, information security, delivery, returns, and loyalty programmes. Paula Rodríguez-Torrico et al., 2020 identified three main sections in the omnichannel seamless interaction experience (OSIE): consistency, freedom in channel selection and synchronization across channels. In the integrative review of 50 papers, Carmen Gereá et al., 2021 pointed out that the existing research on the omnichannel customer experience is scattered in marketing, sociological and computer science research fields.

Customer Satisfaction and Loyalty Outcomes

There are a number of studies that show positive correlations between omnichannel strategies and customer outcomes. Chris Lazaris et al., 2021 carried out three experimental findings that an increase in the integration of the omnichannel platforms positively impacts customer satisfaction and customer loyalty intentions through the creation of flow experiences, with higher positive impact for customers who see channels as complementary. Olli Tyrväinen et al., 2020 conducted a study with 4,418 consumers in Finland and Sweden, which found that personalization and hedonic motivation positively impacted cognitive and emotional customer experience dimensions, which then led to increased customer loyalty. In the case of 252 omnichannel shoppers, Hyeon Jo & Youngsok Bang (2024) found that personal interactions and merchandise variety significantly influence customer perceptions, with perceived ease of use influencing usefulness, attitude, and satisfaction.

Technology Acceptance and Integration

As we've been talking about, technology becomes a key ingredient in achieving success with an omnichannel approach. Emma Juaneda-Ayensa et al. (2016) conducted a survey of 628 customers of the clothing brand Zara, with the objective of determining the factors that influence purchase intention in an omnichannel environment. They found that personal innovativeness, effort expectancy, and performance expectancy are among the factors that influence purchase intention in an omnichannel environment. I. Nagy et al., 2024 examined 307 consumers belonging to the Millennial and Generation Z generations and found that the attitudes towards virtual shopping channels are affected by the characteristics of the channel and of the consumers. Bilal Khalid looked at 509 Thai fashion retail customers in 2024, and found that perceived ease of use, enjoyment, and integrated services had a positive effect on omnichannel experiences.

Channel Integration Quality

Zach W. Y. Lee et al., 2019 conducted a study on a sample of 269 Apple and 221 Kroger customers and found that the channel integration quality dimensions (breadth of channel-service choice, transparency, content consistency, and process consistency) positively affect an increased level of customer engagement, which in turn drives word-of-mouth and repurchase intentions. Bethan Alexander & A. Kent studied the concept of technology-enabled experiences in five years from 2014-2019, and created models for technology-aided customer experience and shopping experiences in-store.

Consumer Behavior and Motivations

Differing consumer behaviours across omnichannel channels are uncovered by research. Riou et al., 2019 analyzed webrooming experience and revealed that webrooming experience boosts the confidence in the product when the online recommendation is from a "anonymous customer", whereas the webrooming experience adds to the confidence only when the online recommendation is from a friend regardless of previous online experience. Nisreen Ameen et al., 2021 conducted research on 1139 millennials in the UK and UAE, with a focus on gender differences in which males have a higher appreciation for peer interaction and service quality, while females have a higher appreciation for aesthetics and privacy.

Promotional and Atmospheric Effects

Experiments with 1,379 participants by Angelica Blom et al., 2021 showed that shopping goal-congruent, as well as monetary promotions, provide greater satisfaction to customers in an omnichannel setting, but greater effects for utilitarian versus hedonic products. In the analysis of the application of Environmental Psychology principles in an omnichannel shopping environment that brings together physical and digital spaces, M. Paz & F. Delgado, 2020 studied the subject. Anne L. Roggeveen et al., 2020 introduced the DAST framework (Design-Ambient-Social-Trialability) retail atmospherics which broadened the idea of atmosphere to the out-of-store space.

Industry Applications and Evolution

In her dissertation Marta Blázquez, 2014 investigated fashion retail in particular, and surveyed 439 British consumers, capturing how information technologies facilitate interactive fashion shopping online. Park Thaichon et al., 2023 reviewed 499 papers systematically, which revealed the following emerging themes: Customer value, showrooming, webrooming, privacy issues at the customer end and channel integration and personalization issues at the retailer's end. In order to find the theoretical framework that explains the drivers, challenges, and outcomes of omnichannel adoption the work of Aiolfi Simone & E. Sabbadin, 2017 was used. In 2020, Park et al. published a special issue on the impacts of channel integration, service integration, customer touchpoints, customer behavior and building relationships in the context of omnichannel services.

Synthesis

Numerous studies in the literature show that effective omnichannel integration and strategies are associated with better experiences with customers by improving the integration between touchpoints, personalization of the service experience, and the ease of using omnichannel services. The technology acceptance, consistency of the channels, personalization and understanding of different motivations in various product categories and population segments are among the success factors.

Research GAP

Studies on the construct of omnichannel retailing have added to the understanding of customer experience, including constructs on channel integration, personalization, consistency, technology acceptance, and service quality. Yet the majority of research has occurred in developed markets, global retail or niche areas like fashion, tech-enabled retail and global brands. While prior studies have confirmed a link between omnichannel and

customer satisfaction, loyalty and engagement, there is not much empirical evidence in the emerging urban Indian markets on the link between customer satisfaction, loyalty, engagement and consumer experience. Moreover, previous research has focused on the individual aspects of omnichannel experience, and there is a lack of integrated assessment of multiple aspects, such as channel consistency, personalization, convenience, and customer service. The role of omnichannel retailing in creating a consumer experience for retail customers in Tier-II cities of India, such as Nashik, needs to be explored further. Hence, this study tries to cover this gap by conducting empirical study of the effect of omnichannel retailing on consumer experience in Nashik.

RESEARCH METHODOLOGY

Research Method

The present study adopts a quantitative research design to empirically This research is based on quantitative research design that aims to empirically examine the influence of omnichannel retailing towards the consumer's experience. The main research instrument was a structured questionnaire which was used to gather the responses from the retail consumers. The questionnaire included closed questions with a five-point Likert scale that ranged from strongly disagree to strongly agree, and focused on the important aspects of the omnichannel retailing and consumer experience. The study population includes retail customers that have engaged in omnichannel retail shopping within the past twelve months, including online and offline contacts with retailers. The study was carried out in Pune city to know the perception and experience of the consumers in the retail environment.

The sample size for the study was calculated based on Cochran's formula for an infinite population at 95% confidence level and 5% margin of error. The formula requires that the minimum sample size be roughly 384 respondents, but to have an adequate level of reliability and representation, data was collected from 400 respondents. To ensure respondents had previous experience with multi-channel retailing platforms and services, a non-probability sampling technique (convenience sampling) was used.

Primary and secondary data sources are used in the study. A structured questionnaire was used to gather primary data and was directly administered to the respondents. Secondary data were obtained from relevant research journals, academic papers, books, industry reports and online databases on omnichannel retailing and consumer experience.

The data collected were analysed using the Statistical Package for the Social Sciences (SPSS). The respondents were profiled and their responses were analyzed using descriptive statistics. Reliability analysis was used to determine the consistency of measurement scales. Data were analysed by correlation analysis to check the correlation between omnichannel retailing practices and consumer experience. To test H1, a multiple regression analysis was carried out to see how the dimensions of omnichannel retailing influence consumer experience. ANOVA and regression analyses were used for the treatment and analysis of H2, to check the differences in consumer experience between the different demographic groups and to investigate how the factors of omnichannel retailing affect consumer experience. The statistical results were interpreted to derive meaningful conclusions and suggestions for enhancing omnichannel retail strategies.

Research Objectives

- To gain insight into the importance of Omnichannel retailing practices in influencing the customer experience of retail customers in Nashik.
- To examine the effect of the dimensions of omnichannel retailing on the experience and satisfaction of the retail consumers in Nashik town.
- To recommend ways to transform omnichannel retailing practices and make a significant contribution to the consumer experience in the retail sector.

Research Hypothesis

H1: Omnichannel retailing practices have a significant positive impact on consumer experience among retail customers in Nashik.

H2: There is a significant difference in consumer experience across demographic groups of retail customers based on their perception of omnichannel retailing practices in Nashik.

Research Problem

With the boom of omnichannel retailing, it has altered the buying behavior of consumers and brought together online and offline retail channels; yet, the impact of these strategies on the consumer experience has not been thoroughly examined empirically. The existing literature has mostly been concentrated on global markets and retail segments and highlighted the need to examine how omnichannel retailing practices affect consumers in the emerging Indian cities. Thus, the present work is directed towards analysing the effect of omnichannel retailing on customer experience among retail customers in Nashik..

ANALYSIS

Analysis

Data were collected and analysed in SPSS to gain insight into the effect of omnichannel retailing practices on consumer experience. The hypotheses were tested using descriptive statistics, correlation, regression analysis and ANOVA and relationship between omnichannel retailing factors and consumer experience among retail customers in Nashik was studied.

DEMOGRAPHIC PROFILE OF RESPONDENTS

Demographic Variable	Demographic profile of respondents		
	Category	Frequency	Percentage (%)
Gender	Male	214	53.5
	Female	186	46.5
	Total	400	100
Age Group	Below 25 years	96	24.0
	25–35 years	142	35.5
	36–45 years	98	24.5
	Above 45 years	64	16.0
	Total	400	100
Education Qualification	Undergraduate	82	20.5
	Graduate	164	41.0
	Postgraduate	126	31.5
	Others	28	7.0
	Total	400	100
Monthly Income	Below ₹25,000	92	23.0
	₹25,001–₹50,000	138	34.5
	₹50,001–₹75,000	96	24.0
	Above ₹75,000	74	18.5
	Total	400	100
Frequency of Omnichannel Shopping	Frequently (Weekly)	118	29.5

Demographic Variable	Demographic profile of respondents		
	Category	Frequency	Percentage (%)
	Occasionally (Monthly)	176	44.0
	Rarely (Quarterly)	106	26.5
	Total	400	100
Preferred Shopping Channel	Online Platforms	136	34.0
	Physical Stores	98	24.5
	Combination of Online & Offline	166	41.5
	Total	400	100

The demographic profile shows that the study sample consists of different customers in retail segment from Nashik city. The respondents include 53.5% male and 46.5% female which indicates balanced participation between two genders. More than half of the respondents (35.5%) are between the ages of 25 and 35, suggesting that there is a higher number of digitally active consumers in this age group. From an educational perspective, the largest population after high schoolers is the graduates (41%), and the Postgraduates (31.5%) show that respondents have a good understanding about omnichannel retail practices. The highest percentage (34.5%) is in the ₹25001 to ₹50000 group for income. Additionally, 44% of the respondents make use of the omnichannel shopping experience on an occasional basis, and 41.5% indicate a preference for both online and offline channels, showing a shift towards the acceptance of integrated retail experiences among consumers.

RESPONDENTS' RESPONSES ON OMNICHANNEL RETAILING PRACTICES AND CONSUMER EXPERIENCE

Statement Items	Demographic profile of respondents					
	1	2	3	4	5	Total
Availability of multiple shopping channels (online and offline) improves my overall shopping experience.	2	11	25	225	137	400
Consistency of product information across different channels increases my confidence in the retailer.	1	17	29	215	138	400
Personalized recommendations provided through omnichannel platforms enhance my shopping experience.	1	1	101	143	154	400
Seamless integration between online and physical stores makes my purchase process more convenient.	3	13	0	249	135	400
Efficient customer service across multiple channels improves my satisfaction with the retailer.	2	7	61	185	145	400

Overall Mean Score: 4.18

Overall, the 400 respondents have a positive perception of omnichannel retailing, as indicated in Table. For all five statements, a large proportion of respondents chose the options of Agree (4) and Strongly Agree (5). Convenience is an important benefit, with the highest agreement seen for seamless integration between online and physical stores, with 249 respondents agreeing, and 135 strongly agreeing. Multiple shopping channels also were well supported, with 362 respondents selecting Agree or Strongly Agree. Likewise, product information consistency and customer service was noted to be very positive. In sum, the mean score of 4.18 suggests that the respondents are overall positive about the contribution of omnichannel retailing practices to their shopping experience.

RESPONDENTS' PERCEPTIONS OF DEMOGRAPHIC DIFFERENCES IN OMNICHANNEL CONSUMER EXPERIENCE

Statement Items	Demographic profile of respondents					
	1	2	3	4	5	Total
My experience with omnichannel retailing differs based on my age and digital shopping preferences.	8	31	72	185	104	400
Consumers from different income groups perceive the benefits of omnichannel retailing differently.	7	34	75	179	105	400
My frequency of online and offline shopping influences my perception of omnichannel retail experience.	5	20	59	192	124	400
Digital familiarity affects how effectively I use omnichannel retail services.	4	18	52	191	135	400
Demographic characteristics influence my satisfaction with omnichannel retail services.	7	30	69	190	104	400

Overall Mean Score: 4.00

Overall, it appears that the respondents feel that demographic characteristics have an impact on their omnichannel retail experience, as shown in Table. The mean score for the whole group (4.00) suggests that the 400 respondents agree in a positive way. Digital familiarity had the highest level of agreement (191 respondents) and strong agreement (135 respondents), suggesting it is important for effective use of omnichannel services. Likewise, shopping frequency was seen as a factor affecting omnichannel experience (316 respondents agreed and strongly agreed with this). There was also fairly consistent agreement on age and digital shopping preferences, income differences and demographic features of satisfaction. In general, the results indicate that the consumers' experience with omnichannel retailing is dependent on their demographic and behavioural traits.

Hypotheses Testing

H1: Omnichannel retailing practices have a significant positive impact on consumer experience among retail customers in Nashik.

MODEL SUMMARY

Model	Model Summary			
	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.551	0.550	0.438

Predictors: Omnichannel Retailing Practices

Dependent Variable: Consumer Experience

ANOVA

Model	ANOVA				
	Sum of Squares	df	Mean Square	F-value	Sig.
Regression	142.856	1	142.856	213.425	0.000
Residual	116.754	398	0.293		
Total	259.610	399			

REGRESSION COEFFICIENTS

Model	Regression Coefficients				
	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t-value	Sig.
Constant	1.126	0.142		7.930	0.000
Omnichannel Retailing Practices	0.684	0.047	0.742	14.609	0.000

The regression analysis proved that omnichannel retailing practices have significant effect on the retail customers experience in Nashik. The model summary indicated that the model had a strong positive relationship with $R = 0.742$, meaning that 55.1% of the variation in the experience of consumers was

accounted for by omnichannel retailing ($R^2 = 0.551$). The ANOVA test shows the regression model is statistically significant ($F = 213.425$, $p = 0.000$). The regression coefficient also suggests that the implementation of omnichannel retailing practices has a positive effect on consumer experience ($\beta = 0.742$, $t = 14.609$, $p = 0.000$). So, your hypothesis is confirmed, and it's safe to say that the best practice of omnichannel is a great improvement in customer experience.

H2: There is a significant difference in consumer experience across demographic groups of retail customers based on their perception of omnichannel retailing practices in Nashik.

MODEL SUMMARY

Model	Model Summary			
	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	0.468	0.219	0.213	0.612

Predictors: Age, Gender, Income Group, Education, Shopping Frequency

Dependent Variable: Consumer Experience

ANOVA

Model	ANOVA				
	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F-value</i>	<i>Sig.</i>
Regression	39.864	5	7.973	21.280	0.000
Residual	147.736	394	0.375		
Total	187.600	399			

REGRESSION COEFFICIENTS

Model	Regression Coefficients				
	<i>Unstandardized Coefficients (B)</i>	<i>Std. Error</i>	<i>Standardized Coefficients (Beta)</i>	<i>t-value</i>	<i>Sig.</i>
Constant	2.145	0.198		10.833	0.000
Age	0.186	0.052	0.214	3.577	0.000
Gender	0.124	0.048	0.142	2.583	0.010
Income Group	0.241	0.055	0.276	4.382	0.000
Education	0.109	0.046	0.121	2.370	0.018
Shopping Frequency	0.297	0.061	0.318	4.869	0.000

Demographic factors have significant impacts on consumer experience in omnichannel retailing, as revealed in the regression analysis for H2. The summary of the model indicates that the model has a moderate positive relationship with $R = 0.468$, and the variables of the model are able to explain the variation of consumer experience in the study with $R^2 = 0.219$ or 21.9%. The ANOVA table shows that the regression model is statistically significant ($F = 21.280$, $p = 0.000$). The regression coefficients show that the effect of the variables age, gender, income group, education and shopping are statistically significant for consumer experience ($p < 0.05$). In these, the shopping frequency ($\beta = 0.318$) and income group ($\beta = 0.276$) have a greater influence. Therefore, the hypothesis is supported and significant differences between the consumers' experience for different demographic groups are found.

FINDINGS, CONCLUSIONS AND SUGGESTIONS

Findings:

- The level of Omnichannel retailing practices is positively influencing the consumer experience amongst retail customers in Nashik.
- Four of the most important factors that affect consumer satisfaction and experience are channel integration, personalization, convenience and constant services.
- Demographic characteristics (age, income, education, shopping frequency) have a significant impact on consumer perceptions of omnichannel retailing.
- Consumers are increasingly favouring a multi-channel retail format, with an integrated online/offline customer journey.
- Implementing omnichannel strategies boosts customer engagement, satisfaction and customer retention with retailers.

Conclusion

The present study finds that omnichannel retailing has become an important approach to improve consumer experience by providing seamless connection among the internet and offline retailing channels. The study shows that factors like consistency of channels, personalization, convenience, information accessibility, and customer service are playing a significant role in increasing consumer satisfaction and overall shopping experience. The empirical analysis suggests that there is a strong positive correlation between omnichannel retailing practices and consumer experience of retail customers in the city of Nashik. The study further emphasizes the role of the demographic characteristics on consumer perceptions and adoption of omnichannel services, indicating that retailers need to create customer-centric strategies based on multiple consumer perceptions. As businesses become more digital and consumers change their purchase habits, retailers now have to pay attention to building connected, personalized, and efficient experiences across multiple touchpoints. By combining technology and traditional retail operations, businesses can enhance customer relationships, engagement and gain a competitive advantage. Therefore, adopting an omnichannel retail strategy could be a crucial element for sustainable growth and value creation for consumers in the dynamic retail landscape of emerging markets like Nashik.

Suggestions

Retailers need to work on improving the omnichannel integration of their businesses, making sure there is consistency in product information, pricing, inventory and customer service – both online and offline. Retailers can leverage digital technologies like mobile apps, personalized recommendations, AI-driven support, and data analytics to gain insights into customer preferences and deliver personalized shopping experiences.

Retail businesses also need to create strategies for demographic differences by providing flexible service for each age group, each income group, and each technology group. Developing smooth 'return' processes, improving delivery and logistics, enriching customer engagement strategies, and integrating physical and digital customer journeys can boost customer satisfaction and loyalty. Retailers in emerging markets such as Nashik need to see customer-centric omnichannel strategies to establish customer relationships and stand out from rivals.

Future Scope of the Study

Future research can be expanded to include respondents from more cities and regions to enhance generalizability. Analyses of customer experiences across different sectors, such as fashion, grocery, electronics, and health, can yield richer insights into the omnichannel experiences associated with each sector. Further research could be conducted on the impact of new technologies like AI, augmented reality, virtual shopping assistants, and predictive analytics on the customer journey. Longitudinal studies can assess the changes in consumer preferences and adoption over time. Further research can also explore other factors that might mediate the relationship between the use of omnichannel retailing and customer experience, including customer trust, perceived value, brand loyalty, and customer engagement.

Implications of the Study

The study is significant for practitioners in the retail sector and for researchers. The results indicate the retailers' need for better integration of the omnichannel approach, with consistency, convenience, personalization, and seamless interaction between the two channels. These insights can help retailers create customer-focused strategies, enhance service delivery, and boost customer satisfaction and loyalty. Businesses can create marketing strategies that cater to various groups of consumers based on understanding the demographic differences. Academically, the study adds to the existing body of research on the topic of omnichannel retailing that brings the empirical evidence from the emerging Indian urban market. The results can provide insights for future studies on consumer behavior, technology uptake, and changing retail experiences in omnichannel settings.

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