

ISSN 2063-5346



# CUSTOMER BEHAVIOUR TOWARDS OMNICHANNEL EXPERIENCE WITH REFERENCE TO APPAREL RETAIL INDUSTRY

M.K.S. Heamsanth Akilash Kumar <sup>1</sup>, S. Veena <sup>2</sup>

---

Article History: Received: 01.02.2023

Revised: 07.03.2023

Accepted: 10.04.2023

---

## Abstract

Omni-channel customer experience has become increasingly important for businesses in the apparel industry to effectively engage with their customers across multiple channels, both online and offline. The research aims to analyze customer behavior towards the omnichannel shopping experience in the apparel retail industry. The study uses a quantitative research design to identify the factors that customers are looking for in an omnichannel experience. The paper highlights the benefits of an omnichannel approach, including the ability to provide a consistent brand experience across all channels. Overall, this paper provides a comprehensive overview of the long-term impact of omni-channel customer experience on customer behavior and brand performance in the apparel industry. The research findings can assist fashion companies in redesigning their omnichannel strategies to provide higher purchasing value and create a personalized experience for customers, ultimately developing long-term relationships with them.

**Keywords:** Customer behavior; Omnichannel experience; Retailing; Omnichannel marketing; Customer satisfaction.

---

<sup>1</sup>II MBA – PG Scholar, School of Management, Hindustan Institute of Technology & Science

<sup>2</sup>Asst. Prof. (SG), School of Management, Hindustan Institute of Technology & Science

DOI:10.31838/ecb/2023.12.s1-B.420

## **INTRODUCTION**

"Omnichannel customer experience" refers to an integrated customer experience that covers all channels, including the web, social media, in-store, mobile apps, and customer support. By providing a seamless and uniform experience across all channels, brands are able to strengthen their relationships with their customers.

Customers now have more alternatives than ever when it comes to buying clothing products, making an omni-channel customer experience crucial in the apparel sector. Consumer purchasing habits have changed as a result of the growth of e-commerce and mobile shopping, and companies that don't adapt could soon become out-of-date. Whether they connect with a brand in-store, online, or on social media, customers today need a smooth experience.

Several studies have focused on the immediate effects of the omnichannel customer experience on customer happiness, loyalty, and sales. However, it is uncertain how these effects may change over time. Thus, there is a gap in developing long-term relationship between customers and the brand.

To fill the above-mentioned gap, this research used a quantitative research design to identify the factors of what the customer is looking for. As a practical application, this study can assist fashion companies in redesigning omnichannel strategies that provide higher purchasing value across all channels, ultimately creating a personalized experience and to develop a long-term relationship among them.

### **OBJECTIVE OF THE STUDY**

- To analyze the impact of customer behavior in omnichannel experiences, such as personalization, purchase frequency and loyalty.
- To analyze customer satisfaction in omnichannel.

### **LIMITATIONS OF THE STUDY**

- **Sample Bias:** The results of the study may not be accurate due to the small sample size.
- **Limited Geographical Scope:** The study may only apply to a specific or limited geographical area or region, which may limit its generalizability to other regions.

## **RESEARCH METHODOLOGY**

A descriptive type of research design is used for this study. To investigate the customer behaviour towards the Omnichannel Experience, Primary data is collected from the customers in the sample area through a structured questionnaire. The survey was conducted among customers who had recently made a purchase from an apparel retailer. Sample size n= 104. Simple random sampling and Convenience sampling were used for getting the data. Chi-square and regression analysis was used to analyze the data.

### **REVIEW OF LITERATURE**

**H Riaz et al. (2021)** The study's findings confirm that, in the context of fashion retail, omnichannel customer behaviour is essential for directing omnichannel retailing drivers towards customer experience. In terms of the four characteristics of omnichannel retailing, seamlessness stood up as a significant direct and indirect contributor.

**S Shi et al. (2020)** In this work, we intend to conceptualise the omnichannel experience and investigate how it affects customers perceptions of innovation and how this might impact their omnichannel shopping intentions.

**Cai YJ et al. (2020)** The review outlines seven research areas that together make up "omni-channel management" and suggests a prescriptive framework for omni-channel management (PFOM) that will help retail companies in putting the omni-channel strategy into reality.

**Lorenzo-Romero C et al. (2020)** The research found that companies are using a

more centralised omnichannel model to combine and optimize several channels for an individual client experience. The paper provides insights for companies on how to develop their consumers' omnichannel experience and improve their behavioural responses such as personal participation, satisfaction, and engagement with the firm.

**Juaneda-Ayensa E et al. (2016)** The study found that personal innovativeness, effort expectancy, and performance expectancy were the key determinants of purchase intention in an omnichannel context. The paper highlights the importance of providing a seamless and complete shopping experience across all touch points to enhance customer satisfaction and loyalty.

**Lynch S et al. (2020)** The results show that risk is at the core of an omnichannel decision-making process and that customers use particular tactics to reduce risk. The article states that rather than being abandoned, the consumer decision-making process should be changed to reflect how technology and fashion have an impact on consumer preferences for shopping across channels.

**Mosquera A et al. (2017)** The paper concludes that the lack of consensus in the academic literature about omni-channel marketing and its novelty and importance in today's retail world require further research to enhance knowledge about this topic from a managerial and theoretical perspective.

**Lee ZW et al. (2019)** The paper examines how customers engage with retailers across different channels in the context of omnichannel retailing. The study proposes and tests a research model that explains how the quality of channel integration affects customer engagement, which in turn leads to positive outcomes such as word-of-

**Alternate hypothesis H<sub>1</sub>: There is significant association between the variables frequency of purchase and satisfaction level of personalisation in omnichannel.**

TABLE 1	Value	df	Significance
Pearson Chi-square	35.756 <sup>a</sup>	16	.003

mouth and repurchase intention. The findings suggest that channel integration quality dimensions such as breadth of channel-service choice, transparency of channel-service configuration, content consistency, and process consistency positively influence customer engagement.

**Herhausen D et al. (2019)** The research classifies customers into five groups depending on how they interact with various touch points during the buying process. These market segments include store-focused customers, practical online customers, extensive online customers, customers with various touch points, and customers who purchase both online and offline. The study also examines the variations in these categories' links between product satisfaction, journey satisfaction, customer inspiration, and customer loyalty. Retailers can design segment-specific customer journey strategies with the insights from this paper.

**Hickman E et al. (2020)** The purpose of the article is to identify the components that affect an omnichannel shopping experience in retail. The study discovered that brand familiarity, perceived value, and technical readiness are significant elements that affect the omnichannel experience

## DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE:

**1. AIM:** CHI-SQUARE test is executed to find the significant association between frequency of purchase and satisfaction level of personalisation in omnichannel.

**Null hypothesis H<sub>0</sub>: There is no significant association between the variables frequency of purchase and satisfaction level of personalisation in omnichannel.**

**INTERPRETATION:**

It is observed from the above table, Chi Square value is 35.756, the significant P value is found to be 0.003 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is association between frequency of purchase and satisfaction level of personalisation in omnichannel. **HENCE, WE ACCEPT ALTERNATE HYPOTHESIS (H<sub>1</sub>) & REJECT NULL HYPOTHESIS (H<sub>0</sub>)**

**2. AIM:** CHI-SQUARE test is executed to find the significant association between

TABLE 2	Value	df	Significance
Pearson Chi-square	29.080 <sup>a</sup>	16	.023

**INTERPRETATION:**

It is observed from the above table, Chi Square value is 29.080, the significant P value is found to be 0.02. it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is association between frequency of purchase and importance of consistency in omnichannel. **HENCE, WE ACCEPT ALTERNATE HYPOTHESIS (H<sub>1</sub>) & REJECT NULL HYPOTHESIS (H<sub>0</sub>).**

TABLE 3	Value	df	Significance
Pearson Chi-square	27.022 <sup>a</sup>	16	.041

**INTERPRETATION:**

It is observed from the above table, Chi Square value is 27.022, the significant P value is found to be 0.041 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that, there is association between customer's satisfaction and recommend the brand to others in omnichannel. **HENCE, WE ACCEPT ALTERNATE HYPOTHESIS (H<sub>1</sub>) & REJECT NULL HYPOTHESIS (H<sub>0</sub>).**

frequency of purchase and importance of consistency in omnichannel.

**Null hypothesis H<sub>0</sub>: There is no significant association between the variables frequency of purchase and importance of consistency in omnichannel.**

**Alternate hypothesis H<sub>1</sub>: There is significant association between the variables frequency of purchase and importance of consistency in omnichannel.**

**3. AIM:** CHI-SQUARE test is executed to find the significant association between customer's satisfaction and recommend the brand to others in omnichannel.

**Null hypothesis H<sub>0</sub>: There is no significant association between customer's satisfaction and recommend the brand to others in omnichannel.**

**Alternate hypothesis H<sub>1</sub>: There is significant association between customer's satisfaction and recommend the brand to others in omnichannel.**

**4. AIM:** CHI-SQUARE test is executed to find the significant association between impact of effective omnichannel in brand performance and purchase decision for a new brand.

**Null hypothesis H<sub>0</sub>: There is no significant association between impact of effective omnichannel in brand performance and purchase decision for a new brand.**

**Alternate hypothesisH<sub>1</sub>: There is significant association between impact of effective omnichannel in brand performance and purchase decision for a new brand.**

TABLE 4	Value	df	Significance
Pearson Chi-square	32.875 <sup>a</sup>	16	.008

**INTERPRETATION:**

It is observed from the above table, Chi Square value is 32.875, the significant P value is found to be 0.008 it is lesser than 0.05, hence it is concluded to reject the null hypothesis. Therefore, it is interpreted that,

there is association between impact of effective omnichannel in brand performance and purchase decision for a new brand. **HENCE, WE ACCEPT ALTERNATE HYPOTHESIS (H<sub>1</sub>) & REJECT NULL HYPOTHESIS (H<sub>0</sub>).**

**REGRESSION ANALYSIS:**

**TABLE 5: MODEL SUMMARY**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.552 <sup>a</sup>	.305	.291	1.0358

**a. Dependent Variable:** How satisfied are you with the level of personalization offered by a brand across different channels?

**b. Predictors:** (Constant), Do you expect the same level of customer service across all channels (online, in-store, mobile)?, Do you think that an effective omnichannel customer experience can positively impact a brand's overall performance?

**TABLE 6: ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.495	2	23.747	22.136	.000 <sup>b</sup>
	Residual	108.351	101	1.073		
	Total	155.846	103			

**TABLE 7: COEFFICIENTS**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.224	.361		3.389	.001
Do you think that an effective omnichannel customer experience can positively impact a brand's overall performance?	.215	.107	.207	2.013	.047
Do you expect the same level of customer service across all channels (online, in-store, mobile)?	.394	.100	.404	3.921	.000

**INTERPRETATION:**

Over all suggesting that higher levels of belief in the positive impact of omnichannel customer experience and expecting the same level of customer service across all channels are associated with higher levels of satisfaction with the level of personalization offered by a brand across different channels.

**CONCLUSION**

An omnichannel approach is important for businesses in the apparel industry to effectively engage with their customers across multiple channels, both online and offline. The study identifies the factors that customers are looking for in an omnichannel experience, including convenience, consistency, and personalization. Providing a consistent brand experience across all channels can help to build trust and loyalty with customers. An omnichannel approach can

also help to increase sales and customer satisfaction, as customers are able to shop in the way that is most convenient for them. Fashion companies can use the research findings to redesign their omnichannel strategies and provide higher purchasing value and a personalized experience for customers. Developing long-term relationships with customers is important for brand performance in the apparel industry.

**REFERENCE**

- Riaz H, Baig U, Meidute-Kavaliauskiene I, Ahmed H. Factors effecting omnichannel customer experience: evidence from fashion retail. Information. 2021 Dec 28;13(1):12.
- Shi S, Wang Y, Chen X, Zhang Q. Conceptualization of omnichannel customer experience and its impact on shopping intention: A mixed-method approach. International Journal of Information Management. 2020 Feb 1;50:325-36.
- Cai YJ, Lo CK. Omni-channel management in the new retailing era: A

- systematic review and future research agenda. *International Journal of Production Economics*. 2020 Nov 1;229:107729.
- Lorenzo-Romero C, Andrés-Martínez ME, Mondéjar-Jiménez JA. Omnichannel in the fashion industry: A qualitative analysis from a supply-side perspective. *Heliyon*. 2020 Jun 1;6(6):e04198.
  - Juaneda-Ayensa E, Mosquera A, Sierra Murillo Y. Omnichannel customer behavior: key drivers of technology acceptance and use and their effects on purchase intention. *Frontiers in psychology*. 2016 Jul 28;7:1117.
  - Lynch S, Barnes L. Omnichannel fashion retailing: examining the customer decision-making journey. *Journal of Fashion Marketing and Management: An International Journal*. 2020 Apr 24;24(3):471-93.
  - Mosquera A, Pascual CO, Ayensa EJ. Understanding the customer experience in the age of omni-channel shopping. *Icono14*. 2017;15(2):4.
  - Lee ZW, Chan TK, Chong AY, Thadani DR. Customer engagement through omnichannel retailing: The effects of channel integration quality. *Industrial Marketing Management*. 2019 Feb 1;77:90-101.
  - Herhausen D, Kleinlercher K, Verhoef PC, Emrich O, Rudolph T. Loyalty formation for different customer journey segments. *Journal of Retailing*. 2019 Sep 1;95(3):9-29.
  - Hickman E, Kharouf H, Sekhon H. An omnichannel approach to retailing: demystifying and identifying the factors influencing an omnichannel experience. *The International Review of Retail, Distribution and Consumer Research*. 2020 May 26;30(3):266-88.
  - Lee H, Leonas K. Consumer experiences, the key to survive in an omni-channel environment: Use of virtual technology. *Journal of Textile and Apparel, Technology and Management*. 2018 Feb 28;10(3).