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CUSTOMER EXPERIENCE AND PERSPECTIVE TOWARDS OMNICHANNEL RETAILING IN ERODE DISTRICT

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ABSTRACT

The retail sector has experienced significant transformation with the emergence of omnichannel retailing, which integrates online and offline shopping platforms to provide a seamless customer experience. The present study, titled “Customer Experience and Perspective Towards Omnichannel Retailing in Erode District,” examines consumer shopping behaviour, factors influencing omnichannel retail adoption, customer satisfaction, and the challenges encountered while using omnichannel services. Primary data were collected from 250 respondents through a structured questionnaire and analyzed using statistical tools such as Percentage Analysis, Chi-Square Test, and ANOVA. The findings reveal that convenience, time-saving benefits, service quality, attractive offers, and access to product information are the key factors encouraging consumers to adopt omnichannel retailing. The study also indicates that most respondents have a positive perception of omnichannel services and believe that they enhance the overall shopping experience. However, issues such as delivery delays, technical difficulties, and inconsistencies across channels continue to affect customer satisfaction. The study concludes that effective integration of retail channels, improved service quality, and customer-focused strategies are essential for enhancing consumer satisfaction and strengthening the long-term success of omnichannel retailing in Erode District.

Keywords: *Omnichannel Retailing, Customer Experience, Perspective, Satisfaction, Shopping Behaviour*

INTRODUCTION

Customer experience has become a critical factor in the success of modern retailing, particularly in an environment where consumers interact with retailers through multiple channels. The rapid growth of digital technologies, internet accessibility, and smartphone usage has transformed the way customers search for information, evaluate products, and complete purchases. As a result, retailers are increasingly adopting omnichannel strategies that integrate online platforms, mobile applications, social media, and physical stores to provide a seamless shopping experience. This approach enables customers to move effortlessly across different channels while enjoying greater convenience, flexibility, and personalized services. Understanding customer experiences within this evolving retail landscape is essential for retailers seeking to enhance satisfaction, strengthen loyalty, and maintain a competitive advantage.

In the context of Erode District, changing consumer lifestyles, increasing digital awareness, and the growing presence of organized retail formats have contributed to the adoption of omnichannel retailing practices. Consumers are no longer dependent on a single shopping channel; instead, they often combine online and offline touchpoints during their purchasing journey. Their perceptions regarding convenience, service quality, product availability, pricing, and overall shopping experience significantly influence their acceptance and continued use of omnichannel services. Therefore, examining customer experiences and perspectives towards omnichannel retailing provides valuable insights into consumer behaviour and expectations. Such an analysis helps retailers identify key factors that enhance customer satisfaction and supports the development of effective strategies for delivering a more integrated and customer-centric retail experience in Erode District.

STATEMENT OF THE PROBLEM

The increasing integration of digital and physical retail channels has transformed the shopping behaviour of consumers. Retailers are investing heavily in omnichannel strategies to provide a consistent and seamless shopping experience. Despite these developments, consumers continue to encounter challenges such as inconsistent information across channels, delivery delays, technical issues, and variations in service quality. These challenges may affect their overall satisfaction and willingness to adopt omnichannel retail services.

In Erode District, the growing use of digital platforms and organized retail formats has increased consumer exposure to omnichannel shopping. However, the extent to which consumers perceive these services as beneficial and satisfactory remains unclear. Moreover, limited research has been conducted to examine customer experiences, influencing factors, and challenges associated with omnichannel retailing in the district. Hence, there is a need to investigate the customer experience and perspective towards omnichannel retailing in Erode District in order to understand consumer expectations and provide insights for improving retail service delivery.

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OBJECTIVES OF THE STUDY

Primary Objective

- To study the customer experience and perspective towards omnichannel retailing in Erode District.

Secondary Objectives

- To analyze the demographic profile of customers using omnichannel retail services in Erode District.
- To examine the shopping behaviour and channel preferences of customers.
- To identify the factors influencing customers to adopt omnichannel retailing.
- To evaluate the level of customer satisfaction towards omnichannel retail experiences.
- To assess customers' willingness to continue using and recommending omnichannel retail services.
- To identify the challenges faced by customers while using omnichannel retail platforms.
- To provide suitable suggestions for improving omnichannel retail services and customer satisfaction.

SCOPE OF THE STUDY

The scope of the study is confined to analysing customer experiences and perspectives towards omnichannel retailing in Erode District. The study focuses on consumers who utilize both online and offline shopping channels for their purchasing activities. It examines various aspects of omnichannel retailing, including shopping behaviour, channel preferences, factors influencing adoption, customer satisfaction, perceived benefits, and challenges encountered during the shopping process.

The study further investigates how demographic characteristics and shopping-related factors influence consumer perceptions towards omnichannel retail services. The findings are expected to provide valuable insights for retailers, marketers, and policymakers in understanding consumer expectations and improving the effectiveness of omnichannel retail strategies. The study is geographically limited to Erode District and reflects the opinions and experiences of the selected respondents during the period of investigation.

RESEARCH METHODOLOGY

Research methodology serves as the foundation of a study by providing a systematic approach for collecting, analysing, and interpreting data. The present study entitled "Customer Experience and Perspective Towards Omnichannel Retailing in Erode District" adopts a structured methodology to examine consumer experiences, perceptions, satisfaction levels, and factors influencing the adoption of omnichannel retail services.

RESEARCH DESIGN

The study is descriptive in nature as it aims to understand and analyse the experiences, opinions, preferences, and satisfaction levels of consumers towards omnichannel retailing. A descriptive research design is considered appropriate because it facilitates the collection of detailed information regarding consumer behaviour and attitudes without manipulating any variables.

AREA OF THE STUDY

The study is confined to Erode District, Tamil Nadu, which has experienced considerable growth in digital commerce, organized retailing, and internet usage. The district provides an appropriate setting for examining consumer perspectives towards omnichannel retailing due to the increasing adoption of both online and offline shopping channels.

SOURCES OF DATA

The study is based on both primary and secondary sources of data.

Primary Data:

Primary data were collected directly from consumers through a structured questionnaire. The questionnaire was designed to gather information relating to demographic characteristics, shopping behaviour, factors influencing omnichannel retail adoption, customer satisfaction, and challenges faced while using omnichannel retail services.

Secondary Data:

Secondary data were obtained from books, journals, research articles, dissertations, magazines, government publications, company reports, websites, and other relevant academic sources related to omnichannel retailing and consumer behaviour.

SAMPLING DESIGN

The study adopts a sampling approach to select respondents from the target population. Consumers who have experience with both online and offline shopping channels were considered eligible for participation in the survey.

SAMPLE SIZE

A total of 250 respondents were selected for the study. The sample size was considered adequate to represent consumer opinions and provide reliable results for statistical analysis.

SAMPLING TECHNIQUE

The study employs Convenience Sampling Technique, a non-probability sampling method, to collect responses from consumers who were readily available and willing to participate in the survey. This technique facilitated efficient data collection within the specified time and resource constraints.

INSTRUMENT FOR DATA COLLECTION

A structured questionnaire was used as the primary instrument for data collection. The questionnaire consisted of multiple sections covering demographic details, shopping behaviour, factors influencing omnichannel retail adoption, customer satisfaction, and challenges experienced by consumers. A five-point Likert scale was used to measure respondents' opinions regarding various statements related to omnichannel retailing.

STATISTICAL TOOLS USED FOR ANALYSIS

1. **Percentage Analysis** – To analyze demographic characteristics and shopping behaviour of respondents.

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2. **Chi-Square Test** – To examine the association between demographic variables and customer satisfaction.
3. **Analysis of Variance (ANOVA)** – To identify significant differences in perceptions among various respondent groups.

LIMITATIONS OF THE STUDY

Although the study provides valuable insights into customer experiences and perspectives towards omnichannel retailing, certain limitations should be acknowledged. The study is restricted to respondents from Erode District and therefore the findings may not be generalized to other geographical regions. The study relies on self-reported responses, which may be influenced by personal perceptions and individual biases. In addition, the rapidly changing nature of retail technology and consumer preferences may influence future outcomes.

REVIEW OF LITERATURE

Sharmila and Janis Bibiyana (2026), *"Understanding Omnichannel Consumer Behavior in FMCG: A Mediation-Based Analysis of Perceived Value"* examined the influence of omnichannel integration quality on perceived value and continuance behaviour among FMCG consumers. The study applied mediation analysis and behavioural modelling techniques to analyze consumer responses. The findings demonstrated that integration quality significantly enhances perceived value, which in turn encourages continued use of omnichannel retail services. The study concluded that effective channel integration is essential for maintaining customer engagement and long-term adoption of omnichannel retailing.

Yunita, Nofiawaty, Maulana and Malinda (2025), *"The Central Role of Satisfaction in Shaping Customer Loyalty: Insights from Omni-Channel Retailing"* examined whether customer satisfaction mediates the relationship between omni-channel intensity, shopping value, and customer loyalty. The study collected data from 200 omnichannel customers and analyzed the data using AMOS and Structural Equation Modelling (SEM). The findings revealed that omni-channel intensity and shopping value do not directly influence customer loyalty; however, both variables significantly affect loyalty through customer satisfaction. The study concluded that customer satisfaction plays a crucial role in strengthening customer loyalty in omnichannel retailing.

Alifiyah, Kredana, Salsabila and Vania (2025), *"Exploring the Impact of Omnichannel Experience and Integration Quality on Customer Satisfaction: The Mediating Role of Perceived Value"* investigated the relationship between omnichannel experience, integration quality, perceived value, and customer satisfaction. The researchers employed Structural Equation Modelling (SEM) to examine the proposed relationships. The results indicated that customer experience and integration quality positively influence perceived value and customer satisfaction. The study emphasized that seamless channel integration significantly enhances customer perceptions and overall satisfaction.

TABLE - 1
SOCIAL PROFILE

S.No	Factors	No. of Respondents (N=250)	Percentage
I	**Area of Residence**		
	Rural	94	37.60
	Semi Urban	98	39.20
	Urban	58	23.20
II	**Age**		
	Below 20 years	70	28.00
	21 – 30 years	142	56.80
	31 – 40 years	30	12.00
	Above 40 years	8	03.20
III	**Gender**		
	Male	118	47.00
	Female	132	52.80
IV	**Marital Status**		
	Married	108	43.00
	Unmarried	142	57.00
V	**Educational Qualification**		
	SSLC	8	03.00
	HSC	12	05.00
	Under Graduate	50	20.00
	Post Graduate	142	57.00
	Professional	38	15.00
	Others (Specify)	NIL	NIL
VI	**Occupation**		
	Student	40	16.00
	Home Maker	16	06.00
	Employee	133	53.20
	Business	31	13.00
	Professional	30	12.00
	Others (Specify)	NIL	NIL
	Total	**250**	**100.00**

INTERPRETATION

The demographic profile shows that a majority of the respondents belong to semi-urban areas (39.20%), followed by rural areas (37.60%), while urban respondents constitute 23.20 percent. Most respondents are aged between 21 and 30 years (56.80%), indicating a strong representation of young adults. Female respondents (52.80%) slightly outnumber males (47.20%), and unmarried individuals account for 57.00 percent of the sample.

In terms of education, postgraduates form the largest group (57.00%), reflecting a relatively high educational background among respondents. Employees represent the majority occupational category (53.20%), followed by students, business people, professionals, and homemakers. Overall, the study is predominantly represented by young, educated, and employed individuals, providing a reliable foundation for understanding consumer perspectives and experiences.

TABLE 4.2

ECONOMIC PROFILE

S.No	Factors	No. of Respondents (N=250)	Percentage
VII	**Monthly Income (Self)**		
	Nil	30	12.00
	Up to Rs. 10, 000	65	26.00
	Rs. 10, 001 to Rs. 15, 000	57	23.00
	Rs. 15, 001 to Rs. 20, 000	40	16.00
	Above Rs. 20, 000	58	23.00
VIII	**Monthly Income (Family)**		
	Up to Rs. 25, 000	81	32.50
	Rs. 25, 001 to Rs. 40, 000	78	31.00
	Rs. 40, 001 to Rs. 55, 000	45	18.00
	Above Rs. 55, 000	46	18.50
	Total	**250**	**100.00**

INTERPRETATION

The analysis of monthly self-income shows that the largest group of respondents (26.00%) earn up to ₹10,000 per month. Respondents earning between ₹10,001 and ₹15,000 and those earning above ₹20,000 each account for 23.00 percent, while 16.00 percent earn between ₹15,001 and ₹20,000. Additionally, 12.00 percent reported having no personal income. This indicates that the respondents are drawn from diverse income groups, with a greater concentration in the lower and middle-income categories.

Regarding family monthly income, 32.50 percent of respondents belong to families earning up to ₹25,000 per month, followed by 31.00 percent in the ₹25,001–₹40,000 income group. Families earning above ₹55,000 account for 18.50 percent, while 18.00 percent fall within the ₹40,001–₹55,000 category. Overall, the income profile reflects a balanced representation of different economic backgrounds, enabling a comprehensive understanding of consumer behaviour and perspectives across various income levels.

TABLE 4.3

SHOPPING BEHAVIOUR

S.No	Factors	No. of Respondents (N=250)	Percentage
XIII	**Shopping Frequency**		
	Daily	25	10.00
	Weekly	95	38.00
	Monthly	78	31.20
	Occasionally	52	20.80
XIV	**Preferred Shopping Channel**		
	Online Only	48	19.20
	Offline Only	42	16.80
	Both Online & Offline	160	64.00
XV	**Multi-Channel Usage**		
	Always	68	27.20
	Often	82	32.80
	Sometimes	61	24.40
	Rarely	27	10.80
	Never	12	4.80
XVI	**Most Used Omnichannel Service**		
	BOPIS	38	15.20
	Home Delivery	95	38.00
	Store Visit After Online Search	47	18.80
	Mobile App Shopping	42	16.80
	Social Media Shopping	28	11.20
	Total	**250**	**100.00**

INTERPRETATION

The analysis of shopping behaviour indicates that weekly shopping is the most common practice among respondents (38.00%), followed by monthly shopping (31.20%). A majority of respondents (64.00%) prefer a combination of online and offline shopping channels, reflecting the growing popularity of omnichannel retailing. In contrast, smaller proportions rely exclusively on online (19.20%) or offline (16.80%) shopping.

The findings further reveal that most respondents frequently use multiple channels before making purchase decisions, demonstrating a preference for comparing information across different platforms. Among the various omnichannel services, online ordering with home delivery is the most preferred option (38.00%), highlighting the importance of convenience and time-saving benefits. Overall, the results show that consumers are increasingly embracing integrated shopping experiences that combine the advantages of both digital and physical retail channels.

TABLE 4.4

FACTORS INFLUENCING OMNICHANNEL RETAILING AND CUSTOMER SATISFACTION

S.No	Factors	No. of Respondents (N=250)	Percentage
XVII	**Motivation for Using Omnichannel Retailing**		
	Convenience	72	28.80
	Time Saving	58	23.20
	Better Product Information	42	16.80
	Attractive Offers	48	19.20
	Easy Returns	30	12.00
XVIII	**Most Important Retailer Selection Factor**		
	Price	65	26.00
	Product Variety	45	18.00
	Service Quality	52	20.80
	Convenience	58	23.20
	Brand Reputation	30	12.00

XIX	**Overall Satisfaction with Omnichannel Services**		
	Highly Satisfied	68	27.20
	Satisfied	102	40.80
	Neutral	45	18.00
	Dissatisfied	25	10.00
	Highly Dissatisfied	10	4.00
XX	**Improvement in Shopping Experience**		
	Significantly Improved	75	30.00
	Improved	105	42.00
	No Change	42	16.80
	Worsened	28	11.20
XXI	**Recommendation of Omnichannel Retailing**		
	Yes	168	67.20
	No	28	11.20
	Maybe	54	21.60
	Total	**250**	**100.00**

INTERPRETATION

The findings indicate that convenience is the most important factor motivating consumers to adopt omnichannel retailing, followed by time-saving benefits, attractive offers, and access to better product information. When choosing a retailer, respondents primarily consider price, followed by convenience and service quality, highlighting the importance of value and ease of shopping in consumer decision-making.

The study also reveals a positive perception towards omnichannel retail services, with the majority of respondents reporting satisfaction and acknowledging that these services have improved their overall shopping experience. A large proportion of respondents expressed their willingness to recommend omnichannel retailing to others, reflecting strong consumer confidence and acceptance. Overall, the results suggest that convenience, competitive pricing, and enhanced shopping experiences are the key drivers of omnichannel retail adoption and customer satisfaction.

TABLE 4.5

CHALLENGES FACED BY RESPONDENTS IN OMNICHANNEL RETAILING

S.No	Factors	No. of Respondents (N=250)	Percentage
XXII	**Problems Faced in Omnichannel Retailing**		
	Delivery Delays	68	27.20
	Technical Issues	52	20.80
	Inconsistent Information	45	18.00
	Product Unavailability	48	19.20
	Return Difficulties	37	14.80
XXIII	**Most Problematic Channel**		
	Website	72	28.80
	Mobile App	65	26.00
	Physical Store	48	19.20
	Customer Service	65	26.00
	Total	**250**	**100.00**

INTERPRETATION

The study reveals that delivery delays are the most common challenge faced by consumers in omnichannel retailing, followed by technical issues, product unavailability, and inconsistent information across channels. Although return difficulties were reported by a smaller proportion of respondents, they remain an important concern affecting customer convenience and satisfaction. These findings emphasize the need for retailers to improve logistics efficiency, ensure accurate information sharing, and provide reliable digital services.

The analysis further shows that websites are perceived as the most problematic shopping channel, followed by mobile applications and customer service platforms, while physical stores are considered comparatively less problematic. Overall, the results indicate that despite the benefits of omnichannel retailing, operational and technological issues continue to influence customer experiences. Addressing these challenges can help retailers enhance service quality, strengthen customer trust, and provide a more seamless shopping experience.

TABLE 4.6

SUMMARY OF CHI-SQUARE ANALYSIS BETWEEN DEMOGRAPHIC VARIABLES AND LEVEL OF SATISFACTION

INTERPRETATION

The summary of the Chi-square analysis indicates that among the eight demographic variables examined, four variables namely marital status, educational qualification, monthly income (self), and monthly income (family)—show a statistically significant association with the level of satisfaction among respondents. This implies that variations in respondents' educational background, marital status, and income levels influence their satisfaction levels to a considerable extent.

On the other hand, area of residence, age, gender, and occupation do not exhibit a significant association with the level of satisfaction, indicating that satisfaction levels remain

S.No	Demographic Variables	Calculated χ^2 Value	Degrees of Freedom	Table Value (5%)	Table Value (1%)	Result at 5% Level	Inference
1	Area of Residence	2.273	4	9.488	13.277	Not Significant	No significant association
2	Age	5.244	6	12.592	16.812	Not Significant	No significant association
3	Gender	0.446	2	5.991	9.210	Not Significant	No significant association
4	Marital Status	6.249	2	5.991	9.210	Significant	Significant association exists
5	Educational Qualification	23.218	10	18.307	23.209	Significant	Significant association exists
6	Occupation	8.345	8	15.507	20.090	Not Significant	No significant association
7	Monthly Income (Self)	27.683	8	15.507	20.090	Significant	Significant association exists
8	Monthly Income (Family)	19.825	6	12.592	16.812	Significant	Significant association exists

relatively similar across these demographic categories. The findings suggest that economic and educational factors play a more prominent role in shaping respondents' satisfaction compared to demographic characteristics such as age, gender, residence, or occupation.

Overall, the analysis highlights that personal and family financial status, along with educational attainment and marital status, are important determinants of satisfaction, whereas other demographic characteristics have a limited influence on respondents' satisfaction levels. This provides valuable insights for researchers and practitioners seeking to understand the factors that contribute to consumer satisfaction in the context of omnichannel retailing.

TABLE 4.7

ANOVA ANALYSIS BETWEEN SHOPPING BEHAVIOUR VARIABLES AND FACTORS INFLUENCING OMNICHANNEL RETAIL ADOPTION

S.No	Variable	F Value	p-Value	Result
1	Shopping Frequency	4.286	0.006	Significant
2	Preferred Shopping Channel	6.142	0.002	Significant
3	Multi-Channel Usage	8.754	0.000	Significant
4	Motivation for Using Omnichannel Retailing	11.326	0.000	Significant
5	Retailer Selection Factor	3.587	0.015	Significant
6	Overall Satisfaction with Omnichannel Services	9.248	0.000	Significant

INTERPRETATION

The ANOVA results reveal that all selected shopping behaviour variables have a significant influence on the factors affecting omnichannel retail adoption. Among these variables, motivation for using omnichannel retailing recorded the highest influence, followed by overall satisfaction with omnichannel services and multi-channel shopping behaviour. This indicates that consumers' reasons for adopting omnichannel services and their level of satisfaction play an important role in shaping their perceptions of omnichannel retailing.

The findings also show significant differences based on shopping frequency, preferred shopping channel, and retailer selection factors. Consumers who actively use multiple channels and prefer integrated online and offline shopping experiences tend to have more favourable perceptions towards omnichannel retailing. Overall, the results highlight the importance of customer satisfaction, channel integration, and consumer motivations in encouraging the adoption and continued use of omnichannel retail services.

SUGGESTIONS

- Retailers should ensure that online and offline shopping channels are well integrated to provide a smooth and consistent shopping experience for customers.
- Websites and mobile applications should be made more user-friendly, secure, and easy to navigate to improve customer convenience.
- Retailers should focus on reducing delivery delays and providing accurate tracking information to enhance customer satisfaction.
- Return and exchange procedures should be simplified so that customers can complete the process without difficulty across all shopping channels.
- Regular customer feedback should be collected and utilized to improve service quality and address issues faced by consumers in a timely manner.

CONCLUSION

The study concludes that omnichannel retailing has become an important part of the modern shopping experience in Erode District. Consumers increasingly prefer to combine online and offline channels to obtain greater convenience, flexibility, and access to information before making purchase decisions. The findings indicate that factors such as convenience, time-saving benefits, attractive offers, service quality, and product information play a significant role in influencing the adoption of omnichannel retailing. The majority of respondents expressed positive perceptions towards omnichannel services and recognized their contribution to improving the overall shopping experience.

At the same time, the study reveals that certain challenges, including delivery delays, technical issues, and inconsistencies across shopping channels, continue to affect customer satisfaction. These challenges highlight the need for retailers to strengthen channel integration and maintain consistent service standards across all customer touchpoints. Overall, omnichannel retailing offers substantial opportunities for enhancing customer engagement and satisfaction when supported by efficient operations and customer-focused strategies. The findings of the study provide useful insights for retailers in developing effective omnichannel practices that meet evolving consumer expectations and foster long-term customer relationships.

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