



An Overview Of Omni-channel Retailing In India: A New Era In Retail Sector

Nidhi Keshari*, Tina Seth*, Shankar Nath Jha**

***JRF Research Scholar, Faculty of Commerce, Banaras Hindu University**

**** Professor, Faculty of Commerce, Banaras Hindu University**

Abstract

Technology development and ongoing digitalization have a significant impact on buyer behavior, market growth, and interactions between businesses and customers. Companies try to respond to these changes by providing a variety of channels. Researchers and industry experts have suggested omnichannel retailing as the most viable strategy for providing multiple platforms experience in recent years. Customers can use channels seamlessly, interchangeably, and individually with the help of an omnichannel approach. One of the most significant developments in retail sector in recent years, omni-channel has had a significant impact on a number of fields, including marketing, retailing, communication, and information systems. In order to create a seamless shopping experience that increases customer's convenience and customer engagement throughout customer journey. A brand's omni-channel marketing plan integrates all accessible channels together. Omnichannel strategy describes a perfect strategy that provides a variety of channels in line with recent technological advancements and current customer behavior. By allowing customers to use multiple consumer-store interaction channels at once (for example, using mobile Internet access in a physical retail store to research products and/or compare prices), omni-channel marketing aims to provide customers with a holistic shopping experience. This research paper aims to provide an overview of the current state of the art for this phenomenon. It has two major contributions. Firstly, it will try to give knowledge about omnichannel retailing. Secondly, this paper aims to clearly distinguishing between the ideas of multi-, cross-, and omni-channel retailing, it first lessens the ambiguity of the word "omni-channel." The theoretical and managerial implication of this emerging topic also have been discussed in this paper. The findings suggest that the retailing sector has experienced a sharp increase during the last three years. Consequently, many huge organizations have started using omni channel retailing in order to compete in the market. Because omnichannel retail uses both online and physical spaces to supply goods and services, it varies from multi-channel and cross-channel retailing and contributes for the retail sector's rapid development. Additionally, it is a customer-centric strategy that offers seamless and customized customer experiences, which ultimately promotes more purchases, increased customer engagement, retention, and satisfaction.

Keywords: Omnichannel Retailing, Omnichannel Marketing, Customer experiences, Multi-channel Retailing, Cross- channel Retailing

1. Introduction

The retail sector underwent significant transformation about 150 years ago as a result of increased urbanisation, industrialization, and the development of department stores. The development of the automobile, which made it quicker and easier for people to travel between cities and suburbs, and the rise of shopping centres followed. Discount stores and category-killing competitors emerged later in the nineteenth century, changing the retail landscape. Despite the fact that none of the earlier formats were allowed to disappear due to advances and changes in the retail industry, they quickly changed and distorted the value-creating story of their predecessors. (Riaz, H.; Baig, U.; Meidute-Kavaliauskiene, I.; Ahmed, H, 2022). Through the integration of multiple sources from various channels, the rise of the Internet, mobile technology, and social media is revolutionising the retail consumer experience. Retailers have begun to see the value of integrating information and services from many channels in order to eliminate data mismatch and improve seamless experience, driving a change from multichannel to omnichannel strategy. (Shi, S., Wang, Y., Chen, X., & Zhang, Q. (2020).

Omnichannel retailing provides customers with an integrated and seamless experience regardless of the stage of the buying process they are in or the channel they select. (Mishra, S., Malhotra, G., Arora, V., & Mukhopadhyay, S. (2021)). According to Le, A. N., & Nguyen-Le, X.-D. (2020), The creation of a well-integrated and unified consumer experience at any-time, anywhere, via any channel is the ultimate goal of omnichannel retailers. The Multi-Channel to Omni-Channel Retailing Transformation is highlighted in the Omni Channel Retail Marketing in India, which offers research insights on digital, ICT—Information and Communication Technology—displays Multi-Channel to Omni-Channel principles, and blooming retailing landscape. (Yogesh Hole et al 2019).



The topic of whether online channels should be introduced is no longer the main concern in today's digitally advanced world. The topic of how the various channels could potentially be used in cooperation to enhance the customer experience is more crucial. In light of this, omnichannel management has been the subject of research. However, the word "omnichannel" is relatively recent in academic literature. Why the survival of a company in the "new normal" connected, transparent world depends on retail innovation. When examining omnichannel research in-depth, one notices a variety of variations and terminologies used to represent strategy concepts utilising several channels, indicating that the omnichannel notion is still in its early stages. There are many versions of the terms multichannel management, crosschannel management, omnichannel management, and channel integration. These phrases are frequently used interchangeably and without difference, which causes uncertainty and blurring of the underlying concept. This paper seeks to advance knowledge of omnichannel retailing and to clarify the current state of omni-channel research due to the lack of consensus in the omni-channel literature. The paper's two main objectives are listed below. It first aims to increase understanding about omnichannel retailing. Additionally, by clearly describing the terms "multi-", "cross-", and "omni-channel," it removes some of the ambiguity that surrounds the term "omni-channel retailing."R

2. Review of Literature

Verhoef P., Lemon K., Parasuraman A., et al., (2009) This paper provides a summary of the literature that already exists on customer experience and builds on it to investigate how a customer experience is created holistically. The conceptual model that has been put forth discusses the factors that influence client experience. It takes a dynamic approach and makes the case that past consumer interactions will affect current and future interactions. The significance of the social environment, self-service technologies, and shop brand are discussed. The strategic approach to customer experience management focuses on questions like how and to what extent an experience-based company can generate growth. It recognised and discussed significant issues that warrant additional study in each of these fields.

Verhoef P., Kannan P., Inman J., (2015) In omni-channel retailing, networks are seen from a wider angle, along with the influences on and movements made by consumers as they conduct their research and make purchases. this advancement conceptually before talking about current study in multi-channel retailing. Additionally, it provides an overview of the papers in this special issue on multi-channel retailing and places them within the context of the recent omni-channel movement. The study concludes by presenting a research agenda to help further direct ongoing research in this field.

Mirsch, et. al., (2016) With respect to the term "omnichannel management," this paper aims to clear up any confusion. This paper establishes a common framework from which the concept can be fully understood by distinguishing the word from related approaches and comprehending current topics covered by omnichannel management research. In many fields, omnichannel management has proven useful, but retailing, marketing, and information systems (IS) study stand out. Given that barriers to omnichannel implementation are frequently technological in nature and that businesses are heavily reliant on IT, IS is crucial. (IT). This paper suggests directions for future study to advance the field of omnichannel management.

Mosquera, A., Olarte Pascual, C. y Juaneda Ayensa , E. (2017) This study's objective is to give a broad overview of the current status of the omnichannel phenomenon. It has four major contributions. By clearly distinguishing between the ideas of multi-, cross-, and omni-channel shopping, it first lessens the ambiguity of the word "omni-channel." It also provides a comprehensive overview of how the omni-channel consumer experience is currently understood. Third, the suggested framework identifies fresh lines of omni-channel marketing research.

Belghiti, S., Ochs, A & et. al., (2018) This study looked at how the rise of cellphones and the mobile web is altering the paradigm of marketing and retailing research, moving away from dichotomist thinking and towards ubiquitous shopping. Retailers are observing a new type of omnichannel: connected or phygital stores, as they deal with a more liquid customer. The phygital shopping experience involves combining physical and digital elements (touch screens, connected mirrors, NFC cards, etc.) simultaneously and in the same location. Examples of physical elements include the point of sale, its goods, etc. By presenting two study cases—a connected store and a screen-free store where digital content is primarily produced by the customers—it conducted research. The definitions that go along with the suggested hybridization continuum are provided. Social, hedonic, sensorial, spatial, temporal, and participatory aspects seem to be the most important.

Lee Z., Chan T., Chon A.,et al. (2018) While many retailers have embraced omnichannel retailing in an effort to stay competitive, one of the greatest hurdles they now face is keeping customers engaged across channels. We suggested and tested a research model of customer engagement in the setting of omnichannel retailing, drawing on the social exchange theory. The study model was put to the test with patrons of two new omnichannel retailers, Apple (n = 269) and Kroger (n = 221), using structural equation modelling. The results demonstrated that channel integration quality dimensions—including breadth of channel-service choice, transparency of channel-service configuration, content consistency, and process consistency—were positively correlated with customer engagement, which in turn affected word-of-mouth and repurchase intention. Despite the variable effects of channel integration quality on customer engagement, the research model was investigated using both high- and low-involvement products (e.g., Apple and Kroger). This research contributes to the body of knowledge on customer interaction in relation to omnichannel retailing and offers retailers useful information on how to engage customers across channels.

Shakir Goraya M., Zhu J., Akram M., et al., (2022) This research explores the connections between channel integration and consumer intentions to purchase both online and offline. The channel integration-patronage intention link is proposed to be mediated by perceived empowerment, perceived assortment, and perceived benefits, with customer showrooming and webrooming behaviours being proposed as moderating variables. Two studies—one for search goods and the other for experience products—were used to gather the data. By using structural equation modelling based on variance, the suggested conceptual model was put to the test. Both studies' findings support the notion that channel integration has a big impact on customers' channel preferences. All of the relationships had the mediating effects of empowerment, assortment, and benefits confirmed, with the exception of the connection between channel integration and offline patronage intention, which had the mediating effect of empowerment. Additionally, showrooming and webrooming moderated the beneficial effects of channel integration on the plans to make purchases both online and offline. The research makes a valuable contribution to the literature on multi-channel retailing by offering suggestions for academics and professionals.

Quach S., Barari M., Moudry D., et. al. (2022) This research seeks to investigate how customer experience (i.e. flow and perceived privacy risk) and customer loyalty are impacted by two elements of service integration in omnichannel retailing, namely service consistency and service transparency. To support these connections, hyperbolic discounting theory and flow theory are both used. Results indicate that only service transparency's impact on flow is considerable, whereas service consistency has a direct and significant impact on flow and perceived risk. Additionally, the relationship between flow and perceived risk and consumer loyalty to a store exists. The link between service consistency and privacy risk is further found to be moderated by showrooming behaviour and the use of location-based services. The research's conclusions have significant ramifications for a retailer's omnichannel strategy creation, execution, and management.

3. Research Objectives

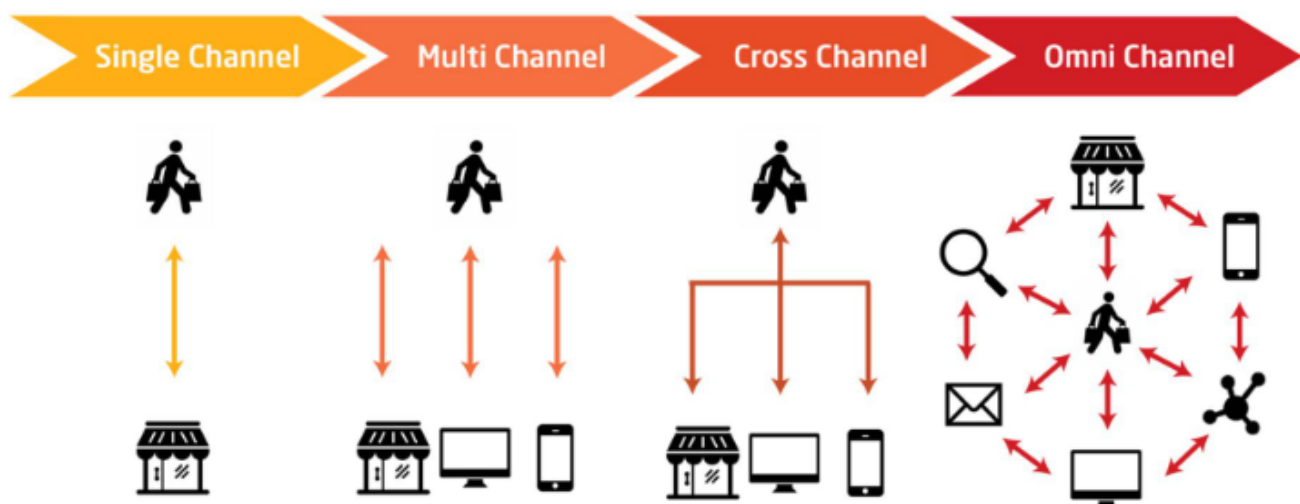
1. To provide the conceptual understanding of omnichannel retailing in India.
2. To explore the omnichannel retailing strategies by top Five brands in India.

4. Research Methodology

This study is descriptive and qualitative in nature. It is based on literature reviews and secondary data. The information from secondary sources such as books, articles and surveys conducted, research articles published in journals, and articles published in newspapers, were used for research.

5. Research Gap

Looking at the aforementioned reviews of the literature, it is evident that not many studies have been conducted in India to comprehend the idea of omnichannel retailing. It is still a developing issue in the world of retailing. Therefore, the purpose of this study is to clarify the differences between the concepts of multi-, cross-, and omni-channel retailing in order to better comprehend the concept of omnichannel retailing.



Source: (Omni Channel vs Multi Channel and cross channel: What are differences? 2021)

Table 1: Omnichannel Retailing

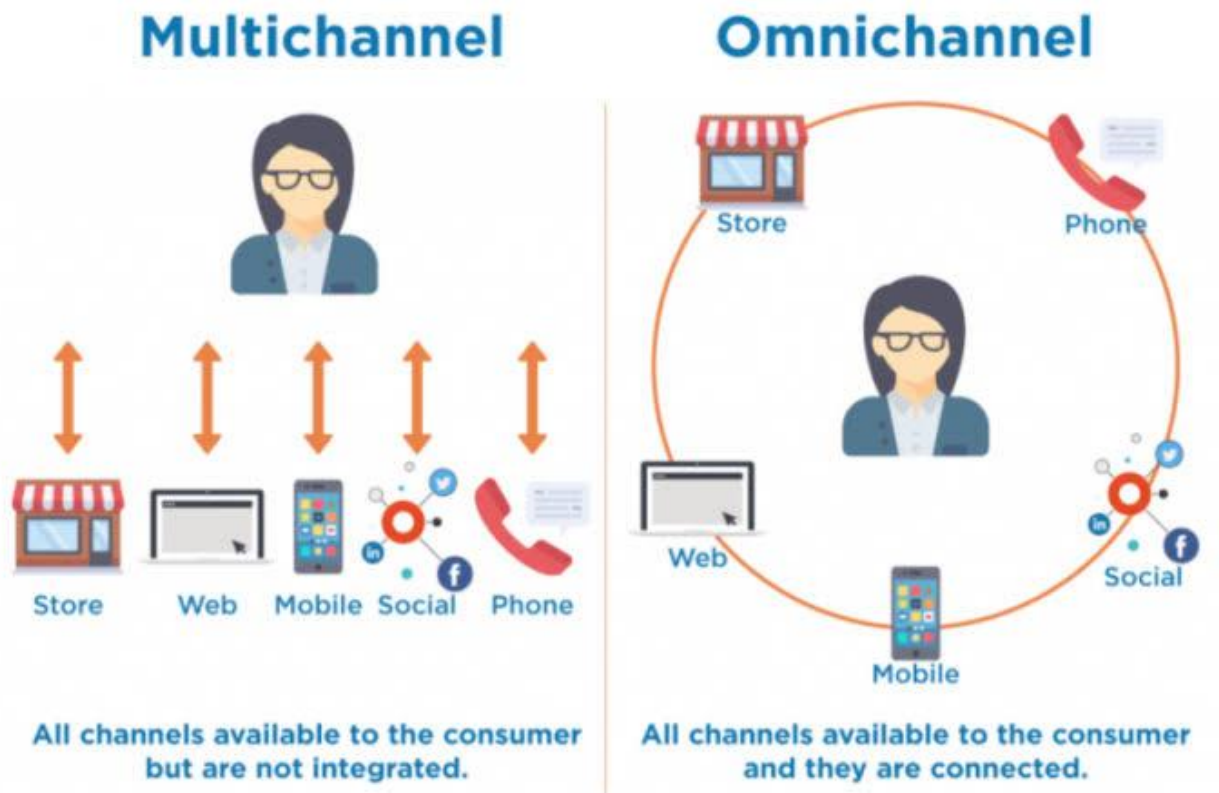
Characteristics	Multichannel	Cross-Channel	Multi-Channel
Path of Products, Service or Information Delivery	Channels	Channels and touchpoints	Channels and touchpoints
Integration	No switching between channels possible	Switching between certain channels and touchpoints possible	Seamless switching among all channels and touchpoints is possible
Management	Separated by channels	By channels or connected channels and touchpoints	Across all channels and touch points
Goals	By channels	By channels or connected channels and touchpoints	Across all channels and touch points
Interaction	Two-way	Anytype	Anytype
Data	Data are not shared across channels	Data are partially shared across channels	Data are shared across all channels

Source: Mirsch, et. al., (2016)

6. Conceptual understanding of Omnichannel

6.1 Multi-Channel Retailing:

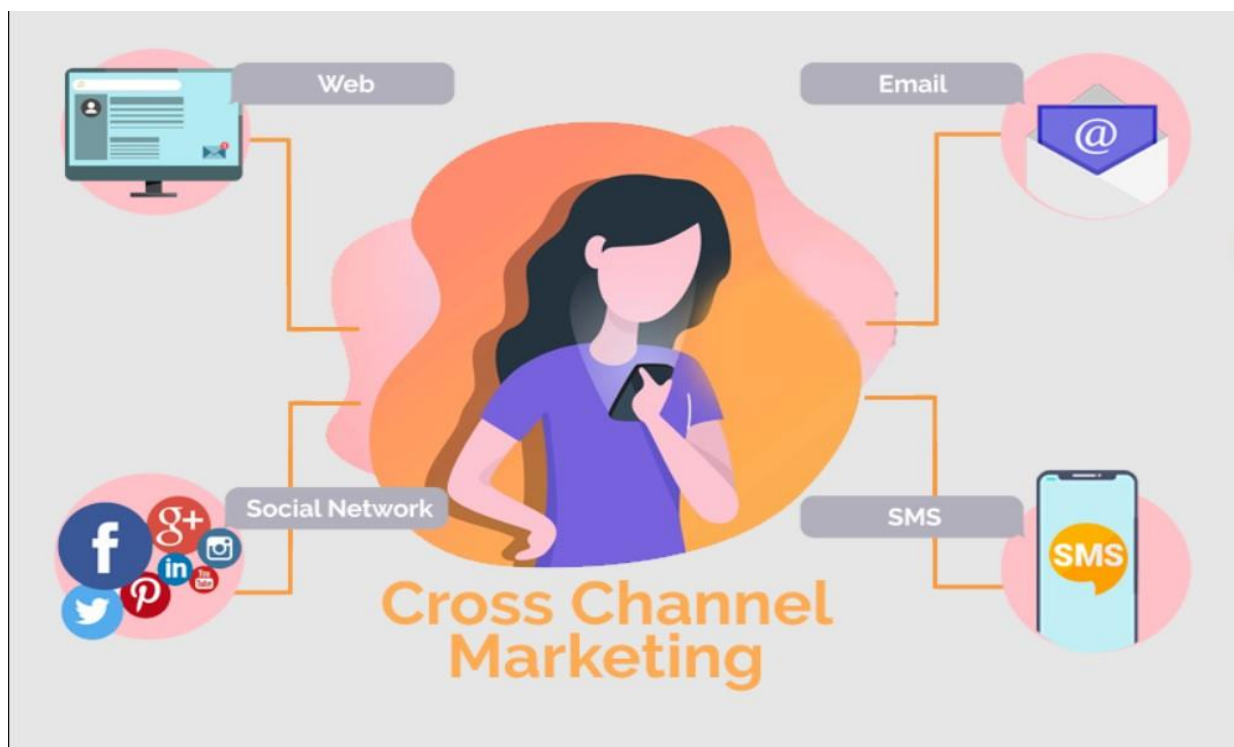
- Selling or listing goods across multiple channels is known as multichannel retail. Digital, physical, or a combination of both modes are all possible. A company may offer goods via its website, a physical location, various platforms, or marketplaces.
- The main goal of multichannel retail is to make goods accessible to customers. When we use the term "multichannel," we typically mean a combination of e-commerce websites or online purchasing portals that businesses use to reach more consumers. This covers online advertisements on search engines, social media, marketplace direct purchases, and a business's own website.
- The basis of a multichannel strategy is product data. Ecommerce platforms are used by many businesses to manage their inventory and merchandise information. Modern e-commerce platforms offer a wide range of direct integrations, tools, and alliances that can be used to strengthen and organize a company's online presence.



Source: (Brophy, 2023)

6.2 Cross-Channel Retailing:

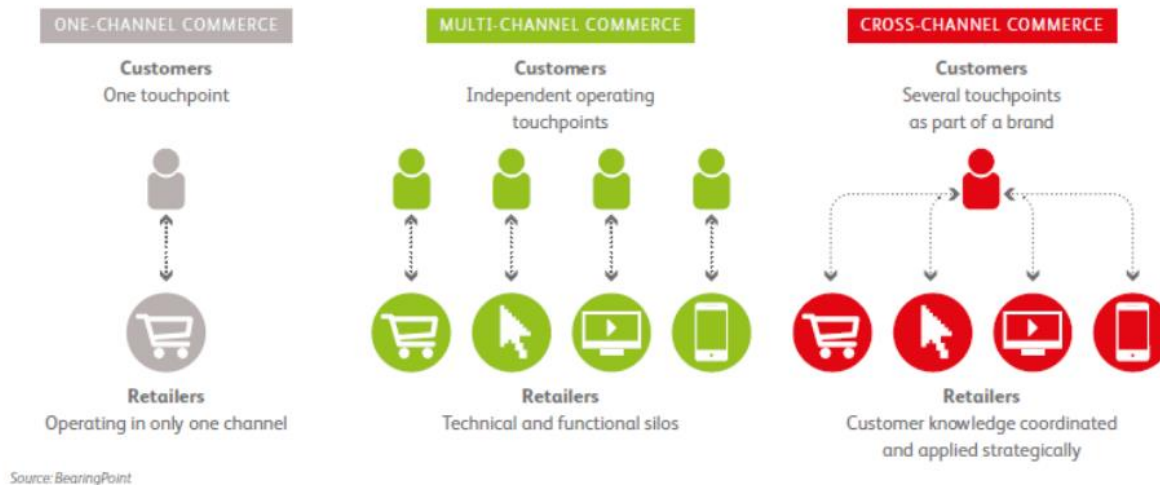
The term "Cross-Channel Retailing" (also spelled Cross Channel Retailing or Cross-channel Retailing) refers to a strategy that was created to use a number of channels to make the same transaction. Cross-Channel Retailing aims to satisfy consumers' demand for a simple and adaptable purchasing process. For example: A customer chooses a product from the catalogue and places a phone order for it. A customer visits a store to try on clothing before making an internet purchase. Another example of cross-channel marketing is when a consumer decides to read more in-depth information on a website after receiving an email promoting a particular product. The ultimate purchase of this product is then completed in a physical store.



Source: (Enterprise X)

6.3 Omni-channel Retailing:

A strategic approach to providing a consistent, coordinated, and cohesive experience across all potential brand platforms and customer touchpoints is known as omnichannel retail. Customers are engaged by retailers using a variety of digital and physical touchpoints in omnichannel shopping. Applications and data follow customers as they move between platforms. This results in a seamless, on-brand experience throughout. Large brands are now utilising an omnichannel store as a media strategy, along with other experiences, within a brick-and-mortar location to increase their reach, exposure, and impact with their target consumer groups as a result of this understanding.



Source: (Omni Channel vs Multi Channel and cross channel: What are differences? 2021)

7. List of Top 5 Indian Brands which are adapting Omnichannel Retailing are as follows:

1. **Nykaa:** The most well-known online and physical fashion marketplace in India is called Nykaa. They greatly increased their revenue and profit margin by developing their customer touch areas.

Their Omnichannel Strategies:

- They begin by expanding their marketing channels and connecting them to websites and apps as part of their omnichannel approach. They create distinctive omnichannel content for each type of channel, such as Buying Guides for app and website users, Editor's Choice widgets, and Beauty Book articles. Each month, 4 lakh people come and watch Beauty Book.
 - Web series, brand collaborations with instructional purposes, YouTube makeup masterclasses, and instructions for both Instagram and YouTube.
 - Additionally, they unveiled the Routine Finder, a thorough skin, hair, and wellness tool that enables users to create a beauty routine with suggested goods. Across all platforms, this project receives 15,000 visits per day, of which 90% come from App users and 10% come from website.
2. **Pepperfry:** The biggest online furniture store in India, Pepperfry is a popular choice for mattresses, home decor, furniture, lighting, and other items. They effectively use the omnichannel strategy to serve their enormous customer base through online platforms as well as concept-based retail studio outlets.

Their Omnichannel Strategies:

- To boost store traffic and establish a variety of touch points for omnichannel shopping, Pepperfry launched 32 offline franchise locations in 25 cities. This tactic alone improved their conversion rate by 45%.
 - Their franchise locations provide customers with live video calls, customer support, and consultation to allow a close-knit relationship with them.
 - They have incorporated augmented reality technology, including 3D visualizations, virtual try-ons, and product demos, for customers who first arrive on their website. This allowed their clients to picture the goods in their own homes.
3. **MamaEarth:** 90% of purchases for the natural skincare company Mamaearth come from online sources, and 10% come from physical stores.

Their Omnichannel Strategies

- Social Media is their first non-owned outlet in their marketing media mix. They conduct direct sales on Facebook and Instagram because their target market, teenagers, is very engaged on Instagram.
 - Then, they joined forces with internet shops like Myntra, Flipkart, Nykaa, and Amazon.
 - By establishing retailer locations in 100 Indian cities, they transitioned from the multi-channel trend to the omnichannel one in order to increase brand awareness and sales possibilities.
4. **Lenskart:** Lenskart is revolutionising the entire Indian eyeglass market by embracing the new omnichannel trend and seeking to influence the following generation of omnichannel customers.

Their Omnichannel Strategies:

- It increased its offline step by opening 250 new stores annually. in order for online shoppers to sample the products before making a purchase.
 - They have created a 3D virtual trial room to complement their omnichannel activities, which gives customers the idea that they are putting on several types of eyewear in a physical store. Customers can take a selfie using their webcam and use a 3D feature to select the glasses that best fit their visage.
 - Their customer can make a physical shop purchase, return it online using any digital retailer (apps, desktop websites, mobile websites, etc.), and the reverse is also possible.
5. **Myntra:** With an average of over 44 million monthly visitors, Myntra holds the coveted title of biggest fashion marketplace in India. The online clothing retailer boasts of having 7000+ brand partnerships and a sizable brand footprint on numerous platforms.

Their Omnichannel Strategies:

- To develop an omni-channel experience, Myntra collaborated with major offline brands. They use our in-store customer experience or their inventory in the stores to influence traffic.
- They introduced "Myntra-Mall," which allows customers to buy at Official Brand Stores (OBS) for their favourite brands. With the convenience of being online, the idea mimics the offline mall experience, where customers choose to visit brand shops to evaluate everything they have to offer.
- In keeping with the omnichannel trend, it also makes use of AI and AR to let customers use their phone's camera and give feedback on their clothing options.

8. Companies in India are choosing omnichannel retail for several reasons:

- 1. Improved Customer Experience:** Businesses that use omnichannel retail may offer a smooth and consistent purchasing experience over a variety of channels, including real-world stores, websites, mobile apps, and social media platforms. Customers may communicate with the company via their chosen channels thanks to this strategy, which boosts ease and satisfaction.
- 2. Broader Engagement with Customers:** Companies can increase their reach by using an omnichannel approach. With a wide range of purchasing interests, India's population is both large and diverse. By providing several touchpoints, companies can serve various client segments and increase market share.
- 3. Integration of Online and Offline Channels:** Omnichannel retail enables clients to easily transition between online and offline channels by bridging the gap between them. Businesses can use their brick-and-mortar locations to fulfil online orders, provide click-and-collect services, or give opportunities for returns and exchanges across all channels. The flexibility and convenience this connection offers consumers increases operational effectiveness.
- 4. Data-Driven Insights:** Omnichannel retail collects an abundance of information about customer behaviour, preferences, and past purchases from a variety of channels. Businesses can use this data to optimise their inventory management, acquire insights into consumer trends, and personalise marketing strategies. Businesses may efficiently satisfy client demands by tailoring their strategy and making educated decisions thanks to data analytics.
- 5. Competitive Advantage:** Adopting omnichannel retail gives businesses a competitive edge in the highly competitive retail environment. Offering a superior client experience, personalised services, and practical solutions for purchasing and fulfilment enables them to set themselves apart from rivals. An omnichannel strategy promotes return business and fosters client loyalty.
- 6. Digital Transformation:** The need for digital retail experiences has been spurred by the explosive rise of e-commerce and the widespread use of smartphones in India. Adopting an omnichannel approach helps businesses through the bigger process of digital transformation by allowing them to use technology to engage with customers, streamline processes, and remain relevant in the digital age.
- 7. Adaptation to Changing Consumer Behaviour:** Online shopping and other digital interactions are becoming increasingly popular, and consumer behaviour is changing quickly. Companies may react to these shifting consumer tastes and offer a seamless experience that fits with how customers want to shop by embracing omnichannel retail.

Overall, omnichannel retail is being adopted by businesses in India with the goals of improving customer experience, expanding their market reach, utilising data insights, gaining a competitive edge, accelerating digital transformation, and adapting to shifting consumer behaviour.

9. Suggestions and Findings

Omnichannel shopping experienced a dramatic development and rapid spread during the pandemic, when people were staying indoors and not venturing outdoors to acquire their needs and wants. However, the findings suggest that the retailing sector has experienced a sharp increase during the last three years. Consequently, many huge organizations have started using omni channel retailing in order to compete in the market. Because omnichannel retail uses both online and physical spaces to supply goods and services, it varies from multi-channel and cross-channel retailing and contributes for the retail sector's rapid development. Additionally, it is a customer-centric strategy that offers seamless and customized customer experiences, which ultimately promotes more purchases, increased customer engagement, retention, and satisfaction. As a result, businesses are switching from multi-channel to omnichannel distribution due to expanding internet usage and public awareness of omni-channel shopping. This fundamental shift in retail may also improve brand positioning in the marketplace and increase company profitability.

10. Conclusions

Numerous experts have remarked that the two main forces behind the most recent changes in channel management are the advancement of technology and the growth of digital channels. Some of the ideas for controlling multiple channels seem old and need to be replaced with fresh, more effective ideas. The omnichannel strategy is a suitable method for meeting current needs and adapting to new technology advancements. The crucial new trend in retailing known as omnichannel retailing will change how consumers behave as well as how businesses conduct business. Understanding the function of information technology in retailing is greatly aided by the paper in this issue. The conventional online-physical channel divide is no longer relevant given the rising popularity of mobile devices and social networks because there is less distinction between the two channels. A new business model called omnichannel is emerging as a result of these modifications. This model will be less concerned with the channel used and more concerned with the relationship between the customer and the brand. This resulted that many companies have adopted omnichannel retail to be in the market. This research paper aims to provide an overview of the current state of the art for this phenomenon. It has two major contributions. Firstly, it will try to give knowledge about omnichannel retailing. Secondly, this paper aims to clearly distinguishing between the ideas of multi-, cross-, and omni-channel retailing.

References:

1. Belghiti, S., Ochs, A., Lemoine, J.-F., & Badot, O. (2017). The phygital shopping experience: An attempt at conceptualization and empirical investigation. *Marketing Transformation: Marketing Practice in an Ever-Changing World*, 61–74. https://doi.org/10.1007/978-3-319-68750-6_18
2. *Enterprise X*. Restaurant Connect. (n.d.). <https://restaurantconnect.net/enterprise-x/>
3. Lee, Z. W. Y., Chan, T. K. H., Chong, A. Y.-L., & Thadani, D. R. (2019). Customer engagement through Omnichannel Retailing: The effects of channel integration quality. *Industrial Marketing Management*, 77, 90–101. <https://doi.org/10.1016/j.indmarman.2018.12.004>
4. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
5. LevelDo. (2021, September 28). *What is Omnichannel Retail?* LevelDo. <https://leveldo.com/what-is-omnichannel-retail/>
6. Mirsch, T., Lehrer, C., & Reinhard Jung. (2016). *CHANNEL INTEGRATION TOWARDS OMNICHANNEL MANAGEMENT: A LITERATURE REVIEW*.
7. Mosquera, A., Olarte Pascual, C., & Juaneda Ayensa, E. (2017). Understanding the customer experience in the age of Omni-Channel Shopping. *Revista ICONO14 Revista Científica de Comunicación y Tecnologías Emergentes*, 15(2), 92–114. <https://doi.org/10.7195/ri14.v15i2.1070>
8. *Omni Channel vs Multi Channel and cross channel: What are differences?* Arrow Theme. (2021, August 17). <https://arrowtheme.com/omni-channel-vs-multi-channel-and-cross-channel-what-are-differences/>
9. Quach, S., Barari, M., Moudry, D. V., & Quach, K. (2022). Service integration in omnichannel retailing and its impact on customer experience. *Journal of Retailing and Consumer Services*, 65, 102267. <https://doi.org/10.1016/j.jretconser.2020.102267>.
10. Shakir Goraya, M. A., Zhu, J., Akram, M. S., Shareef, M. A., Malik, A., & Bhatti, Z. A. (2022). The impact of channel integration on consumers' channel preferences: Do showrooming and webrooming behaviors matter? *Journal of Retailing and Consumer Services*, 65, 102130. <https://doi.org/10.1016/j.jretconser.2020.102130>
11. Storehippo.com. (n.d.). <https://www.storehippo.com/blog/top-5-omnichannel-retail-brands-in-india>
12. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to Omni-channel retailing. *Journal of Retailing*, 91(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005>.
13. Riaz, H., Baig, U., Meidute-Kavaliauskiene, I., & Ahmed, H. (2021). Factors effecting Omnichannel Customer experience: Evidence from fashion retail. *Information*, 13(1), 12. <https://doi.org/10.3390/info13010012>.
14. Shi, S., Wang, Y., Chen, X., & Zhang, Q. (2020). Conceptualization of omnichannel customer experience and its impact on shopping intention: A mixed-method approach. *International Journal of Information Management*, 50, 325–336. <https://doi.org/10.1016/j.ijinfomgt.2019.09.001>.

15. Mishra, S., Malhotra, G., Arora, V., & Mukhopadhyay, S. (2021). Omnichannel Retailing: Does it empower consumers and influence patronage? *International Journal of Retail & Distribution Management*, 50(2), 229–250. <https://doi.org/10.1108/ijrdm-04-2021-0199>.
16. Le, A. N., & Nguyen-Le, X.-D. (2020). A moderated mediating mechanism of Omnichannel Customer experiences. *International Journal of Retail & Distribution Management*, 49(5), 595–615. <https://doi.org/10.1108/ijrdm-02-2020-0054>.

Author's Bio

Nidhi Keshari - Nidhi Keshari is an esteemed research scholar in the Faculty of Commerce at Banaras Hindu University. She is actively involved in the field of Omnichannel Retailing and has earned the renowned Junior Research Fellowship (JRF) award. She has also been awarded the Smt. Krishna Sinha Smriti Gold Medal for achieving the highest M.com marks among the college students in the Allahabad University Examination-2020. She is committed to exploring more and contributing significantly to the changing field of omnichannel retailing. Her research initiatives demonstrate her commitment and passion for improving the knowledge and use of omnichannel retailing and are intended to further investigate and advance this field of research.

Tina Seth - Tina Seth is an esteemed research scholar in the Faculty of Commerce at Banaras Hindu University. She has achieved the prestigious Junior Research Fellowship (JRF) qualification and is actively engaged in the field of digital marketing. She is committed to expanding knowledge and making significant contributions to the evolving landscape of digital marketing. Her research pursuits aim to further explore and enhance this field, reflecting her dedication and passion for advancing the understanding and practice of digital marketing.

Dr. Shankar Nath Jha: Dr. Shankar Nath Jha is a distinguished professor at the Faculty of Commerce, Banaras Hindu University, Varanasi, with over 30 years of teaching experience. He has successfully supervised numerous PhD research scholars and Dissertations at the master's level. He is widely recognized for his significant contributions to the fields of marketing, management and public finance. He has co-authored several books of scholarly value in these areas. He has also published numerous research papers in reputed journals. His outstanding academic performance, including being awarded gold medals during his M.Com. studies at BHU further solidify his reputation as a highly accomplished and dedicated educator.

