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EXPLORING THE IMPACT OF OMNI CHANNEL RETAILING ON CONSUMER ENGAGEMENT: A DIGITAL MARKETING PROSPECTIVE AT VOLUME ZERO

Dr. M. RAJAMANICKAM, MBA., M.Phil., Ph.D.,

&

S. JEEVANANDHAM, MBA.,

Department of Management Studies - PG
K.S.Rangasamy College of Arts and Science (Autonomous), Tiruchengode

Abstract

This study titled "Exploring the Impact of Omni-Channel Retailing on Consumer Engagement: A Digital Marketing Perspective at Volume Zero" investigates consumer engagement dynamics within the framework of omni-channel retailing. Volume Zero, a renowned fashion brand, serves as the focal point for this examination, as it adapts to evolving consumer behaviours and technological advancements. The research aims to understand changes in consumer behavior, identify digital marketing strategies for enhancing engagement, evaluate omni-channel retailing's effectiveness in fostering brand loyalty, and analyse the correlation between customer experiences across digital and physical channels.

Keywords: *Omni-channel retailing, consumer engagement, digital marketing, brand loyalty, customer experience.*

INTRODUCTION

The study titled "Exploring the Impact of Omni Channel Retailing on Consumer Engagement: A Digital Marketing Perspective at Volume Zero" delves into the intricate dynamics of consumer engagement within the context of omni-channel retailing. Omni-channel retailing, a comprehensive approach to sales and marketing, aims to provide a seamless and integrated customer experience across various channels, be it online or offline (Deng, 2020). Volume Zero, a pioneering fashion brand, serves as the focal point for this investigation, as it navigates the evolving landscape of consumer behavior and technological advancements.

OMNI CHANNEL RETAILING

Omni channel retailing is a comprehensive approach to sales and marketing that aims to provide a seamless and integrated customer experience across multiple channels, both online and offline. The term "Omni channel" emphasizes the integration and coordination of various sales and communication channels to create a unified and consistent experience for the customer.

COMPANY PROFILE

Volume Zero, established in 2002 by entrepreneur Mr. Raja Ram, is a pioneering and affordable fashion brand known for its unique and modern designs. Catering to urban men's apparel needs, it has evolved into a cult favourite among the youth and is now a leading men's wear brand in India with 35 exclusive stores and 1000+ multi-brand outlets across South India. Headquartered in Komarapalayam, Tamil Nadu, Volume Zero boasts a sophisticated manufacturing unit spanning 1 Lakh sq.ft and employing over 600 staff, with plans for further expansion in the coming years.

RESEARCH OBJECTIVES

- To study the consumer behaviour changes and its impact on overall consumer engagement.
- To identify key digital marketing strategies employed in enhancing consumer engagement.
- To measure the effectiveness of Omni channel retailing in fostering brand loyalty and repeat purchases among consumers.
- To analyse the correlation between seamless customer experiences across digital and physical channels.

NEED OF THE STUDY

The study on omni-channel retailing's impact on consumer engagement at Volume Zero addresses the evolving consumer landscape, competitive pressures, and integration complexities. It aims to uncover digital marketing tactics' role in enhancing interactions and driving sales, vital for staying competitive (N. Ameen, 2021). By understanding market dynamics and focusing on digital channels, Volume Zero seeks to foster brand loyalty and optimize strategies. This research provides actionable insights for informed decision-making, ensuring sustainable growth in a digital-centric marketplace.

SCOPE OF THE STUDY

- To study the consumer behaviour changes and its impact on overall consumer engagement.
- To identify key digital marketing strategies employed in enhancing consumer engagement.
- To measure the effectiveness of Omni channel retailing in fostering brand loyalty and repeat purchases among consumers.
- To analyse the correlation between seamless customer experiences across digital and physical channels.

LIMITATION OF THE STUDY

- Limited sample size may not represent the entire consumer population.
- Bias towards online or offline behavior could skew results.
- Rapidly changing consumer trends can render analysis outdated.

LITERATURE REVIEW

Brynjolfsson, E.,(2021): Discusses the role of technology in enabling and enhancing omnichannel retailing strategies, providing insights into the adoption and integration of technology in the retail sector. **Verhoef, P. C., (2021):** Reiterated from above, this source emphasizes the challenges and opportunities associated with multi-channel retailing, emphasizing the need for businesses to adapt to changing consumer preferences and technological advancements. **Grewal, D., (2020):** Presents case studies and best practices from the retail industry, showcasing successful implementations of omni-channel strategies and offering valuable lessons for businesses aiming to enhance consumer engagement.

RESEARCH METHODOLOGY

Research design: Descriptive Research Design.

Collection Method: Data were collected through structured questionnaires.

Sampling Techniques: Convenience sampling(Simple random sampling).

Sample size: The sample size is 207 respondents.

Tools used for analysis: 1.Simple percentage analysis.2.Chi-square.3.Correlation

ANALYSIS & INTERPRETATION

- a) **Simple percentage analysis:** The demographic profile of respondents reveals a predominance of males, with a significant proportion falling below the age of 25. Educational attainment tends to lean towards undergraduate degrees, while government employment is the most common occupation. A considerable portion of respondents report an income exceeding Rs. 30,000, and a majority are married. In terms of retail behavior, respondents tend to engage occasionally in omni-channel retailing, with social media being the most influential digital channel. Integration of online and offline elements generally yields a moderate impact on overall satisfaction, and buying from Volume Zero's online product occurs predominantly on an occasional basis (Lee, 2021) (P. Rodríguez-Torrico, 2020). Preferences lean towards in-store purchases, and the effect of omni-channel retailing on the shopping experience is often perceived as negligible. Consistency in marketing messages is deemed important by a majority, as is the likelihood of remaining loyal to brands offering seamless omni-channel

experiences. However, repeat purchases stemming from positive omni-channel experiences are not widely reported. Personalized rewards or loyalty programs exert a moderate influence on repeat purchases for many respondents. Satisfaction with the convenience offered by omni-channel retailing is generally high. Good service stands out as a primary reason for brand selection, and brand preference among respondents is generally favourable.

b) **Chi-square analysis:** Relationship between gender of the respondents and engage in Omni channel retail experiences by volume zero.

Test	Value	DF	p-value
Pearson	9.048	3	0.029
Likelihood	11.086	3	0.011
Linear-by-Linear	0.046	1	0.831

RESULT: Thus null hypothesis is accepted and it is finding that there is no significant association between the gender of the respondents and engage in Omni channel retail experiences by volume zero.

c) **Correlation method:** Relationship between occupation and frequently do you buying in volume zero's online product.

Correlation Test	Value	Approx. T	Approx. Sig.
Pearson's R	0.070	1.001	0.318
Spearman's ρ	0.081	1.160	0.247

RESULT: Thus null hypothesis is accepted and it is finding that there is no significant correlation between the occupation and frequently do you buying in volume zero's online product.

FINDINGS

The survey results depict a predominantly male (97%), young (45.9% below 25 years old) demographic, with most holding undergraduate degrees (42%) and working in government (34.8%). Majority earn above Rs. 30,000 (37.2%) and are married (50.7%). They engage with Volume Zero occasionally (40.6%), influenced mainly by social media (34.8%). Integration of online and offline elements moderately impacts satisfaction (39.1%). While online purchases are occasional (44.9%), in-store remains preferred (40.6%). Surprisingly, 49.8% report no change in shopping experience due to omni-channel retailing. Consistency in marketing messages is important (40.1%), and loyalty to seamless omni-channel experiences is likely (38.6%). Repeat purchases due to positive experiences are less common (50.2%). Personalized rewards moderately influence repeat purchases (42.5%), with overall satisfaction with convenience high (43.0%). Good service drives brand choice (35.7%), with a substantial brand preference (80.2%).

SUGGESTIONS

- **Income-Specific Marketing:** Tailor marketing strategies based on income levels, especially for those earning above Rs. 30,000.
- **Optimize Social Media Presence:** Strengthen the brand's presence on social media platforms to capitalize on its influence among respondents.
- **Consistency in Marketing Messages:** Ensure consistency in marketing messages across various digital channels to maintain engagement and trust.
- **Enhanced Loyalty Programs:** Develop personalized rewards or loyalty programs to further incentivize repeat purchases and enhance brand loyalty.
- **Convenience Enhancement:** Continuously improve the convenience offered through omni-channel retailing to meet customer expectations.

CONCLUSION

The study sheds light on respondent demographics, omni-channel engagement, and shopping behavior factors, revealing areas of strength and opportunities for Volume Zero. While convenience and likability stand out positively, marketing consistency and targeted segmentation present avenues for improvement. Leveraging these insights can propel Volume Zero to optimize engagement and solidify its market standing.

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