

# Adoption of Omnichannel Strategies in Retail Business - An Empirical Study

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DOI: <https://doi.org/10.52403/ijrr.20260810>

## ABSTRACT

The retail business is changing due to the growth of digital technologies and online shopping. Many retailers started adopting omnichannel strategies to connect their online and offline businesses. This increases the sales and revenue of the concern. So, the study focuses on examining the impact of the adoption of omnichannel strategies on business performance and customer experience. A sample of 150 retail shops was taken for the study. Statistical tools such as descriptive statistics, chi-square and ANOVA are applied to analyse the data. The findings of the study reveal that retailers have agreed that an omnichannel strategy in the retail business has improved their overall sales and reached wider customers.

**Keywords:** Traditional Retailing, Omnichannel Strategies, E-Commerce, Competitiveness, Economic Growth

## INTRODUCTION

Earlier, retail business was operated in brick-and-mortar establishments, where customers could visibly see and check the quality of the product and the sales personnel had a rapport with the customers. In the technological era, e-commerce platforms and social media channels play an essential role in selling products beyond

their geographical boundaries. Customers also want an experience that's consistent across several channels. To address these requirements, businesses have started implementing omnichannel strategies that integrate online and offline presence for a unified shopping process. Omnichannel tactics permit customers to look at products online, compare prices, make a purchase through apps or websites and pick up or return items in physical stores. Retailers need to invest in technology, make sure that their online and offline platforms work well together and manage customer expectations, which helps businesses grow, connect with customers and maintain long term economic growth. In this context, the study aims to examine the impact of omnichannel strategies on business performance and customer experience and analyse the satisfaction level of retailers towards the adoption of these strategies.

## LITERATURE REVIEW

Leelavathy (2025)<sup>1</sup> conducted a study on "The Evolution of Omnichannel Retailing: Trends and Future Directions". She examined how technological advancements, consumer preferences and market dynamics have shaped the adoption of omnichannel strategies in retail. Data was collected from 510 retail stores and customers across major

Indian cities. Out of these, 487 valid responses were analysed using Descriptive statistics, ANOVA and Regression analysis. The findings revealed that seamless integration of physical and digital channels, real-time inventory visibility and personalized customer engagement are critical for enhancing consumer satisfaction and driving sales. The study concluded that retailers must invest in data analytics, supply chain digitization and staff training to remain competitive.

**Liu and Hassan (2024)<sup>2</sup>** conducted a study on “**The impact of enhanced omnichannel integration on consumer responses in an omnichannel context**”. They examined how enhanced omnichannel integration affects customer experience, satisfaction and loyalty. Using data from 283 Chinese consumers, they applied the S-O-R (Stimulus-Organism-Response) framework, treating integration as the stimulus, experience and satisfaction as organism variables, and loyalty as the response. The study found that effective integration through consistent information, seamless channel switching and unified customer service positively impacts experience and satisfaction, which in turn boosts loyalty.

**Thaichon, Quach, Barari and Nguyen (2023)<sup>3</sup>** conducted a conceptual study on “**Exploring the Role of Omnichannel Retailing Technologies: Future Research Directions**” and analysed existing literature instead of collecting primary data, aiming to identify technological trends shaping omnichannel retailing. Their thematic review highlights four key areas: customer experience personalization, data integration, organizational agility, and ethical considerations in technology use. It offers a structured research agenda for future exploration. It emphasizes the growing role of artificial intelligence, automation, and real-time data synchronization in creating seamless customer experiences. The authors recommend that future research address how technology influences customer trust and retail performance.

## OBJECTIVES

1. To know the profile of the retail stores and understand the mode of business operations.
2. To examine the impact of omnichannel strategies on business performance and customer experience.
3. To analyse the satisfaction level of the retail sellers in the adoption of omnichannel strategies.

## SCOPE OF THE STUDY

The scope of this study is to examine how retail businesses are adopting omnichannel strategies. It aims to examine various retail stores by analysing size, type of ownership, product offerings and mode of operations. The study examines the impact of omnichannel strategies on overall business performance by analysing factors like sales growth, customer retention, brand visibility and operational efficiency. It also determines the satisfaction of retailers in omnichannel adoption experiences, accessibility, business profitability and overall gain from omnichannel strategies.

## RESEARCH METHODOLOGY

**Period of the study** - The study was conducted between July 2025 to September 2025.

**Area of the study** - The study was conducted in Coimbatore city.

**Source of data:** The data has been collected from the retailers of different sectors through a structured questionnaire. Secondary data required for the study have been collected from journals, websites etc.

**Sample size** - A sample of 150 retail owners was taken for the study.

**Statistical tools used for the study** - Percentage Analysis, Multiple Dichotomy Analysis, Friedman Ranking, Descriptive Statistics, Cross Tabs & Chi-square and ANOVA.

## ANALYSIS AND INTERPRETATION

**Percentage Analysis:** Percentage analysis is carried out for all the demographic

questions specified in the questionnaire. The standardization and comparison. percentage analysis is used mainly for

**Table 1: Profile of the Retail Stores**

| S. No | Profile of the Retail Stores                                       | Category                           | Frequency | Percentage |
|-------|--------------------------------------------------------------------|------------------------------------|-----------|------------|
| 1     | Location of the store                                              | Central Coimbatore                 | 56        | 37.3       |
|       |                                                                    | North Coimbatore                   | 33        | 22.0       |
|       |                                                                    | South Coimbatore                   | 17        | 11.3       |
|       |                                                                    | East Coimbatore                    | 32        | 21.3       |
|       |                                                                    | West Coimbatore                    | 12        | 8.0        |
| 2     | Type of Ownership                                                  | Family business                    | 34        | 22.7       |
|       |                                                                    | Sole proprietorship                | 87        | 58.0       |
|       |                                                                    | Partnership                        | 17        | 11.3       |
|       |                                                                    | Private Limited Company            | 12        | 8.0        |
| 3     | Primary Role of the Respondents                                    | Owner                              | 97        | 64.7       |
|       |                                                                    | Manager                            | 25        | 16.7       |
|       |                                                                    | Employee                           | 28        | 18.7       |
| 4     | Nature of the Retail Business                                      | Fashion & Apparel                  | 42        | 28.0       |
|       |                                                                    | Electronics & Appliances           | 13        | 8.7        |
|       |                                                                    | Home Goods & Furniture             | 5         | 3.3        |
|       |                                                                    | Groceries Stores                   | 9         | 6.0        |
|       |                                                                    | Health & Beauty                    | 21        | 14.0       |
|       |                                                                    | Books & Stationery                 | 4         | 2.7        |
|       |                                                                    | Jewellery & Accessories            | 21        | 14.0       |
|       |                                                                    | Hotel & Restaurants                | 22        | 14.7       |
|       |                                                                    | Meat & Poultry                     | 3         | 2.0        |
|       |                                                                    | Florist                            | 2         | 1.3        |
|       |                                                                    | Customized and Personalized gifts  | 8         | 5.3        |
| 5     | Number of years of business in operation                           | Less than 1 year                   | 22        | 14.7       |
|       |                                                                    | 1 - 5 years                        | 52        | 34.7       |
|       |                                                                    | 6 - 10 years                       | 30        | 20.0       |
|       |                                                                    | 11 - 15years                       | 23        | 15.3       |
|       |                                                                    | More than 15 years                 | 23        | 15.3       |
| 6     | Number of Employees in retail business                             | 1-5                                | 102       | 68.0       |
|       |                                                                    | 6-10                               | 29        | 19.3       |
|       |                                                                    | 11-15                              | 4         | 2.7        |
|       |                                                                    | 16-20                              | 10        | 6.7        |
|       |                                                                    | More than 20                       | 5         | 3.3        |
| 7     | Approximate Annual revenue of the business                         | Less than Rs.10 lakhs              | 90        | 60.0       |
|       |                                                                    | Rs.11-20 lakhs                     | 25        | 16.7       |
|       |                                                                    | Rs.21-30 lakhs                     | 14        | 9.3        |
|       |                                                                    | Rs.31-40 lakhs                     | 8         | 5.3        |
|       |                                                                    | Rs.41-50 lakhs                     | 5         | 3.4        |
|       |                                                                    | More than Rs.50 lakhs              | 8         | 5.3        |
| 8     | Investment in omnichannel strategies over next three to five years | Significantly increase investment  | 85        | 56.7       |
|       |                                                                    | Maintain current investment levels | 59        | 39.3       |
|       |                                                                    | Slightly decrease investment       | 5         | 3.3        |
|       |                                                                    | Significantly decrease investment  | 1         | 0.7        |

(Source: Primary Data)

Table 1 indicates the following

- 37.3 per cent of the respondents are from Central Coimbatore.
- 58.0 per cent of the respondents are sole proprietors.
- 64.7 per cent of the respondents are owners of their retail business.
- 28.0 per cent of the respondents sell Fashion and Apparel.
- 34.7 per cent of the respondents were doing their business for 1-5 years.
- 68.0 per cent of the respondents have 1-5 employees.
- 60.0 per cent of the respondents' annual income is less than Rs.10 lakhs.
- 56.7 per cent of the respondents stated that investing in omnichannel strategies will significantly increase investment

## MULTIPLE DICHOTOMY ANALYSIS

**TABLE 2: DIGITAL PLATFORMS USED BY RETAIL BUSINESS**

| Particulars                                     | N   | Percent |
|-------------------------------------------------|-----|---------|
| Own E-commerce website                          | 18  | 7.3%    |
| Mobile Application App                          | 15  | 6.1%    |
| Social media platforms                          | 126 | 51.4%   |
| Online marketplaces                             | 12  | 4.9%    |
| Email marketing                                 | 7   | 2.9%    |
| SMS marketing                                   | 14  | 5.7%    |
| Customer Relationship Management (CRM) Software | 6   | 2.4%    |
| Instore digital KIOSKS/ Screens                 | 4   | 1.6%    |
| Call centre/Telephone orders                    | 43  | 17.6%   |
| Total                                           | 245 | 100%    |

Source: Primary Data

Table 2 depicts that, 51.4 per cent of businesses use social media platform, followed by call centre/telephone orders with 17.6 per cent, own e-commerce websites with 7.3 per cent, mobile application apps with 6.1 per cent, SMS marketing with 5.7 per cent, online market places with 4.9 per cent, email marketing with 2.9 per cent, CRM software with 2.4

per cent and in-store kiosks/screens with 1.6 per cent.

## CHI-SQUARE ANALYSIS

The following null hypothesis has been framed to find the significant association between the location of the store and the type of ownership.

**H<sub>0</sub>:** There is no significant association between the location of the store and the type of ownership

**TABLE 3: LOCATION OF THE STORE VS TYPE OF OWNERSHIP**

| Particulars           |                    | Type of ownership |                     |             |                         | Total |
|-----------------------|--------------------|-------------------|---------------------|-------------|-------------------------|-------|
|                       |                    | Family business   | Sole proprietorship | Partnership | Private Company Limited |       |
| Location of the store | Central Coimbatore | 14                | 25                  | 10          | 7                       | 56    |
|                       | North Coimbatore   | 3                 | 28                  | 2           | 0                       | 33    |
|                       | South Coimbatore   | 8                 | 9                   | 0           | 0                       | 17    |
|                       | East Coimbatore    | 5                 | 18                  | 5           | 4                       | 32    |
|                       | West Coimbatore    | 4                 | 7                   | 0           | 1                       | 12    |
| Total                 |                    | 34                | 87                  | 17          | 12                      | 150   |
| Chi-Square Tests      |                    |                   |                     |             |                         |       |

| Particulars                  | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 27.447 <sup>a</sup> | 12 | .007                  |
| Likelihood Ratio             | 33.566              | 12 | .001                  |
| Linear-by-Linear Association | .625                | 1  | .429                  |
| N of Valid Cases             | 150                 |    |                       |

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .96.

Source: Computed data

Table 3 shows that the Pearson Chi-Square value is 27.447 with 12 degrees of freedom and the associated p-value is 0.007, which is less than the significance level, so there is a significant association between the location of the store and type of ownership.

The following null hypothesis has been framed to find the significant association

**between the number of years of business in operation and the number of employees in the retail business.**

**H<sub>0</sub>:** There is no significant association between the number of years of business in operation and the number of employees in the retail business.

**TABLE 4: NUMBER OF YEARS OF BUSINESS IN OPERATION VS NUMBER OF EMPLOYEES IN RETAIL BUSINESS**

| Particulars                              |                    | Number of employees in retail business |      |                       |       |              | Total |
|------------------------------------------|--------------------|----------------------------------------|------|-----------------------|-------|--------------|-------|
|                                          |                    | 1-5                                    | 6-10 | 11-15                 | 16-20 | More than 20 |       |
| Number of years of business in operation | Less than 1 year   | 21                                     | 1    | 0                     | 0     | 0            | 22    |
|                                          | 1 - 5 years        | 42                                     | 7    | 1                     | 2     | 0            | 52    |
|                                          | 6 - 10 years       | 18                                     | 8    | 1                     | 2     | 1            | 30    |
|                                          | 11 - 20 years      | 10                                     | 9    | 1                     | 3     | 0            | 23    |
|                                          | More than 20 years | 11                                     | 4    | 1                     | 3     | 4            | 23    |
| Total                                    |                    | 102                                    | 29   | 4                     | 10    | 5            | 150   |
| Chi-Square Tests                         |                    |                                        |      |                       |       |              |       |
| Particulars                              |                    | Value                                  | df   | Asymp. Sig. (2-sided) |       |              |       |
| Pearson Chi-Square                       |                    | 39.331 <sup>a</sup>                    | 16   | .001                  |       |              |       |
| Likelihood Ratio                         |                    | 37.350                                 | 16   | .002                  |       |              |       |
| Linear-by-Linear Association             |                    | 23.553                                 | 1    | .000                  |       |              |       |
| N of Valid Cases                         |                    | 150                                    |      |                       |       |              |       |

a. 18 cells (72.0%) have expected count less than 5. The minimum expected count is .59.

Source: Computed data

Table 4 shows that the Pearson Chi-Square value is 39.331 with 16 degrees of freedom and the associated p-value is 0.001, which is less than the significance level, so there is a significant association between the Number of years of business in operation and the number of employees in retail business.

**The following null hypothesis has been framed to find the significant association between the number of years of business in operation and the approximate annual revenue of the retail business.**

**H<sub>0</sub>:** There is no significant association between the number of years of business in operation and the approximate annual revenue of the retail business.

**TABLE 5: NUMBER OF YEARS OF BUSINESS IN OPERATION VS APPROXIMATE ANNUAL REVENUE OF RETAIL BUSINESS**

REVENUE OF RETAIL BUSINESS

| Particulars                                                                                |                    | Approximate annual revenue of retail business |                |                     |                |                       |                       | Total |
|--------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------|----------------|---------------------|----------------|-----------------------|-----------------------|-------|
|                                                                                            |                    | Less than Rs.10 lakhs                         | Rs.11-20 lakhs | Rs.21-30 lakhs      | Rs.31-40 lakhs | Rs.41-50 lakhs        | More than Rs.50 lakhs |       |
| Number of years of business in operation                                                   | Less than 1 year   | 18                                            | 1              | 0                   | 3              | 0                     | 0                     | 22    |
|                                                                                            | 1 - 5 years        | 36                                            | 8              | 2                   | 2              | 2                     | 2                     | 52    |
|                                                                                            | 6 - 10 years       | 16                                            | 7              | 3                   | 3              | 0                     | 1                     | 30    |
|                                                                                            | 11 - 20 years      | 11                                            | 4              | 3                   | 2              | 2                     | 1                     | 23    |
|                                                                                            | More than 20 years | 9                                             | 5              | 3                   | 1              | 1                     | 4                     | 23    |
| Total                                                                                      |                    | 90                                            | 25             | 11                  | 11             | 5                     | 8                     | 150   |
| Chi-Square Tests                                                                           |                    |                                               |                |                     |                |                       |                       |       |
| Particulars                                                                                |                    |                                               |                | Value               | df             | Asymp. Sig. (2-sided) |                       |       |
| Pearson Chi-Square                                                                         |                    |                                               |                | 27.347 <sup>a</sup> | 20             | .126                  |                       |       |
| Likelihood Ratio                                                                           |                    |                                               |                | 29.412              | 20             | .080                  |                       |       |
| Linear-by-Linear Association                                                               |                    |                                               |                | 10.335              | 1              | .001                  |                       |       |
| N of Valid Cases                                                                           |                    |                                               |                | 150                 |                |                       |                       |       |
| a. 23 cells (76.7%) have an expected count less than 5. The minimum expected count is .73. |                    |                                               |                |                     |                |                       |                       |       |

Source: Computed data

Table 5 shows that the Pearson Chi-Square value is 27.347 with 20 degrees of freedom and the associated p-value is 0.126, which is greater than the significance level, so there is no significant association between the

number of years of business in operation and the approximate annual revenue of retail business.

## DESCRIPTIVE STATISTICS

**TABLE 6: LEVEL OF AGREEABILITY TOWARDS THE IMPACT OF OMNICHANNEL STRATEGIES ON BUSINESS PERFORMANCE AND CUSTOMER EXPERIENCES**

| Particulars                                                          | N   | Minimum | Maximum | Mean | Std. Deviation |
|----------------------------------------------------------------------|-----|---------|---------|------|----------------|
| Omnichannel strategies have improved overall sales                   | 150 | 2       | 5       | 4.31 | .750           |
| Digitalization has enabled the attraction of more customers          | 150 | 1       | 5       | 4.33 | .839           |
| Using multiple platforms has helped to provide a customer experience | 150 | 1       | 5       | 3.99 | .916           |
| Customers expect both online and offline shopping experiences        | 150 | 1       | 5       | 4.22 | .911           |
| Customer feedback has improved since adopting omnichannel models     | 150 | 1       | 5       | 3.98 | .908           |
| Speed and efficiency of service                                      | 150 | 1       | 5       | 3.76 | .925           |
| Valid N (listwise)                                                   | 150 |         |         |      |                |

Source: Primary Data

Table 6 depicts the level of agreeability towards the impact of omnichannel strategies on business performance and customer experience, the retailers agreed

with the following statements, 'Digitalisation has enabled the attraction of more customers' with the highest mean score of 4.33, followed by 'Omnichannel



strategies have improved overall sales' with mean score of 4.31, 'Customer expect both online and offline shopping experience' with mean score of 4.22, 'Using multiple platforms have helped to provide customer

experience with mean score of 3.99, 'Customer feedback has improved since adopting omnichannel models' with mean score of 3.98 and 'Speed & efficiency of service' with mean score of 3.76.

**TABLE 7: LEVEL OF AGREEMENT TOWARDS THE SATISFACTION IN ADOPTION OF OMNICHANNEL STRATEGIES**

| Particulars                                                                         | N   | Minimum | Maximum | Mean | Std. Deviation |
|-------------------------------------------------------------------------------------|-----|---------|---------|------|----------------|
| I am satisfied with the outcomes of adopting omnichannel strategies                 | 150 | 2       | 5       | 4.28 | .812           |
| I believe the investments in omnichannel have been worldwide                        | 150 | 1       | 5       | 4.11 | .815           |
| I would recommend that other retailers adopt omnichannel strategies                 | 149 | 1       | 5       | 3.84 | 1.284          |
| I feel comfortable using digital tools to manage my retail business                 | 150 | 1       | 5       | 4.04 | 1.009          |
| I'm overall optimistic about the future of my business using omnichannel strategies | 150 | 1       | 5       | 3.95 | .805           |
| Valid N (listwise)                                                                  | 149 |         |         |      |                |

Source: Primary Data

Table 7 depicts the satisfaction level in adoption of omnichannel strategies, the retailers agreed with the statements as follows, I am satisfied with the outcomes of adopting omnichannel strategies' with the highest mean score of 4.28, followed by 'I believe the investments in omnichannel has been worldwide' with mean score of 4.11, 'I feel comfortable in using digital tools to manage my retail business' with mean score of 4.04, 'I am overall optimistic about the future of my business using omnichannel strategies' with mean score of 3.95 and 'I would recommend other retailers to adopt

omnichannel strategies' with mean score of 3.84.

### ANOVA

The following null hypothesis has been framed to find whether there exists any significant difference between the demographic profile of the respondents and the impact of omnichannel strategies on business performance and customer experiences.

**H<sub>0</sub>:** There is no significant difference between the demographic profile of the respondents and the level of agreement on the impact of business performance and customer experiences.

**TABLE 8: DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND THE IMPACT OF OMNICHANNEL STRATEGIES ON BUSINESS PERFORMANCE AND CUSTOMER EXPERIENCES**

| Demographic Variables |                         | N  | Mean    | Std. deviation | F value | P-value | S/NS |
|-----------------------|-------------------------|----|---------|----------------|---------|---------|------|
| Location of the Store | Central Coimbatore      | 56 | 23.9643 | 3.58768        | 8.483   | .000    | S    |
|                       | North Coimbatore        | 33 | 27.3636 | 2.67883        |         |         |      |
|                       | South Coimbatore        | 17 | 23.8824 | 2.08813        |         |         |      |
|                       | East Coimbatore         | 32 | 23.5000 | 3.44543        |         |         |      |
|                       | West Coimbatore         | 12 | 23.7500 | 1.86474        |         |         |      |
| Type of Ownership     | Family business         | 34 | 24.5882 | 2.96564        | 5.211   | .002    | S    |
|                       | Sole proprietorship     | 87 | 25.2299 | 3.24109        |         |         |      |
|                       | Partnership             | 17 | 21.8824 | 3.56865        |         |         |      |
|                       | Private Limited Company | 12 | 23.7500 | 4.02549        |         |         |      |

|                                                      |                       |     |         |         |       |      |   |
|------------------------------------------------------|-----------------------|-----|---------|---------|-------|------|---|
| <b>Primary role within the retail business</b>       | Owner                 | 97  | 25.2062 | 3.33522 | 4.140 | .008 | S |
|                                                      | Manager               | 25  | 23.3200 | 3.67106 |       |      |   |
|                                                      | Employee              | 28  | 23.3704 | 2.88428 |       |      |   |
| <b>No of years of the business in operation</b>      | Less than 1 year      | 22  | 26.0909 | 3.02228 | 3.561 | .008 | S |
|                                                      | 1 - 5 years           | 52  | 25.3462 | 3.36000 |       |      |   |
|                                                      | 6 - 10 years          | 30  | 23.2667 | 3.48329 |       |      |   |
|                                                      | 11 - 20 years         | 23  | 23.7826 | 3.27465 |       |      |   |
|                                                      | More than 20 years    | 23  | 23.9565 | 3.25406 |       |      |   |
| <b>Number of Employees in retail business</b>        | 1-5                   | 102 | 25.0882 | 3.25821 | 2.999 | .021 | S |
|                                                      | 6-10                  | 29  | 23.6207 | 3.16695 |       |      |   |
|                                                      | 11-15                 | 4   | 20.7500 | 4.71699 |       |      |   |
|                                                      | 16-20                 | 10  | 23.3000 | 4.24395 |       |      |   |
|                                                      | More than 20          | 5   | 25.6000 | 2.70185 |       |      |   |
| <b>Approximate annual revenue of retail business</b> | Rs.10 lakhs           | 90  | 25.3444 | 2.88413 | 2.870 | .017 | S |
|                                                      | Rs.11-20 lakhs        | 25  | 23.0800 | 4.36768 |       |      |   |
|                                                      | Rs.21-30 lakhs        | 11  | 22.6364 | 3.80191 |       |      |   |
|                                                      | Rs.31-40 lakhs        | 11  | 24.0909 | 3.38982 |       |      |   |
|                                                      | Rs.41-50 lakhs        | 5   | 23.6000 | 1.81659 |       |      |   |
|                                                      | More than Rs.50 lakhs | 8   | 24.7500 | 4.06202 |       |      |   |

(Source: Computed data)

Table 8 shows that retailers from North Coimbatore (27.3636) have the highest level of agreement towards the impact of omnichannel strategies on business performance and customer experiences. The retailers whose type of ownership is 'Sole Proprietorship' (25.2299) have the highest level of agreement towards the impact of omnichannel strategies on business performance and customer experiences. The retailers whose primary role is as 'owners' (25.2062) have the highest level of agreement towards the impact of omnichannel strategies on business performance and customer experiences. The retailers whose number of years of business operation is less than one year (26.0909) have the highest level of agreement towards the impact of omnichannel strategies on business performance and customer experiences. The retailers who have more than 20 employees (25.6000) have the highest level of agreement towards the impact of omnichannel strategies on

business performance and customer experiences. The retailers whose annual revenue is Rs. 10 lakhs (25.3444) have the highest level of agreement towards the impact of omnichannel strategies on business performance and customer experiences.

The results of the ANOVA table have revealed that all the demographic variables have a significant difference in the level of agreement with the impact of omnichannel strategies on business performance and customer experiences.

The following null hypothesis has been framed to find that there is a significant difference between the demographic profile of the respondents and the satisfaction level in the adoption of omnichannel strategies

**H<sub>0</sub>:** There is no significant difference between the demographic profile of the respondents and the satisfaction level in the adoption of omnichannel strategies

**TABLE 9: DEMOGRAPHIC PROFILE OF THE RESPONDENTS AND SATISFACTION WITH THE ADOPTION OF OMNICHANNEL STRATEGIES**

| Demographic Variables        |                    | N  | Mean    | Std. deviation | F value | P-value | S/NS |
|------------------------------|--------------------|----|---------|----------------|---------|---------|------|
| <b>Location of the Store</b> | Central Coimbatore | 56 | 20.5714 | 3.21280        | 20.512  | .000    | S    |
|                              | North Coimbatore   | 33 | 22.9697 | 2.03846        |         |         |      |
|                              | South Coimbatore   | 17 | 16.2353 | 2.27842        |         |         |      |



|                                                      |                         |     |         |         |       |      |    |
|------------------------------------------------------|-------------------------|-----|---------|---------|-------|------|----|
|                                                      | East Coimbatore         | 32  | 19.9063 | 2.61952 |       |      |    |
|                                                      | West Coimbatore         | 12  | 17.2500 | 3.38781 |       |      |    |
| <b>Type of Ownership</b>                             | Family business         | 34  | 19.6765 | 3.72315 | 2.765 | .044 | S  |
|                                                      | Sole proprietorship     | 87  | 20.7586 | 3.24204 |       |      |    |
|                                                      | Partnership             | 17  | 18.3529 | 3.80692 |       |      |    |
|                                                      | Private Limited Company | 12  | 20.2500 | 2.52713 |       |      |    |
| <b>Primary role within the retail business</b>       | Owner                   | 97  | 20.8247 | 3.38812 | 4.596 | .004 | S  |
|                                                      | Manager                 | 25  | 19.6000 | 3.01386 |       |      |    |
|                                                      | Employee                | 28  | 18.3704 | 3.31834 |       |      |    |
| <b>No of years business in operation</b>             | Less than 1 year        | 22  | 21.5455 | 3.54196 | 5.253 | .001 | S  |
|                                                      | 1 - 5 years             | 52  | 21.0192 | 3.12793 |       |      |    |
|                                                      | 6 - 10 years            | 30  | 18.9000 | 3.56564 |       |      |    |
|                                                      | 11 - 20 years           | 23  | 18.2174 | 2.93810 |       |      |    |
|                                                      | More than 20 years      | 23  | 20.7391 | 3.12202 |       |      |    |
| <b>Number of Employees in retail business</b>        | 1-5                     | 102 | 20.7059 | 3.47434 | 2.027 | .094 | NS |
|                                                      | 6-10                    | 29  | 18.7586 | 3.13568 |       |      |    |
|                                                      | 11-15                   | 4   | 20.0000 | 2.16025 |       |      |    |
|                                                      | 16-20                   | 10  | 19.8000 | 2.57337 |       |      |    |
|                                                      | More than 20            | 5   | 19.2000 | 4.91935 |       |      |    |
| <b>Approximate annual revenue of retail business</b> | Rs.10 lakhs             | 90  | 20.5556 | 3.55727 | 1.804 | .116 | NS |
|                                                      | Rs.11-20 lakhs          | 25  | 19.8800 | 3.17962 |       |      |    |
|                                                      | Rs.21-30 lakhs          | 11  | 17.5455 | 3.61562 |       |      |    |
|                                                      | Rs.31-40 lakhs          | 11  | 19.9091 | 3.36019 |       |      |    |
|                                                      | Rs.41-50 lakhs          | 5   | 20.0000 | 1.00000 |       |      |    |
|                                                      | More than Rs.50 lakhs   | 8   | 21.3750 | 2.32609 |       |      |    |

(Source: Computed data)

Table 9 shows that retailers from North Coimbatore (22.9697) have the highest level of agreement towards the satisfaction level in the adoption of omnichannel strategies. The retailers whose type of ownership is 'Sole Proprietorship' (20.7586) have the highest level of agreement towards the satisfaction level in the adoption of omnichannel strategies. The retailers whose primary role is as 'owners' (20.8247) have the highest level of agreement towards the satisfaction level in the adoption of omnichannel strategies. The retailers whose number of years of business operation is less than one year (21.5455) have the highest level of agreement towards the satisfaction level in the adoption of omnichannel strategies. The retailers who have employees ranging between 1-5 employees (20.7059) have the highest level of agreement towards the satisfaction level in the adoption of omnichannel strategies. The retailers whose annual revenue is more than Rs. 50 lakhs (21.3750) have the highest level of agreement towards the satisfaction

level in the adoption of omnichannel strategies.

The results of the ANOVA table have revealed that the demographic variables, namely location of the store, type of ownership, primary role in retail business and number of years of retail business in operation, have a significant difference with the satisfaction level in adoption of omnichannel strategies. The demographic variables, namely the number of employees in the retail business and the approximate annual revenue of the retail business, have no significant difference with the satisfaction level in the adoption of omnichannel strategies.

### Findings

- The retailers who have adopted omnichannel strategies in their business are mostly sole proprietors from Central Coimbatore with experience of almost five years.
- In an omnichannel strategy, most of the retailers use social media platforms for

online marketing, making it easy for consumers to purchase products at anytime and anywhere.

- Retailers have agreed that an omnichannel strategy in the retail business has improved their overall sales and reached wider customers.
- Most of the retailers are satisfied with the outcomes of adopting omnichannel strategies.
- Retailers, based on their impact and satisfaction level in the adoption of omnichannel strategies in their business, have significantly increased their investment in the chosen strategy.

### Suggestions

- Most of the respondents are sole proprietors, so retailers should focus on personalized promotions and customer engagement through social media.
- Retailers can partner with tech vendors who provide ongoing support and updates to integrate new technological advancements.
- Retailers can speed up delivery coverage by partnering with third-party logistics providers.
- The study suggests that the owners of the retail stores should promote online shopping availability for their stores, since most of the new customers access retail stores physically.

### CONCLUSION

The rapid digital transformation of the marketplace and changing of consumer behaviours have rendered the adoption of omnichannel strategies in the retail business. Retailers can provide consistent, customized, and convenient shopping experiences that increase customer loyalty and ensure long-term growth by integrating physical and digital channels. The long-term

advantages, like better customer engagement and improved operational efficiency, help to overcome the challenges, even though implementing such strategies requires a large investment in technology, logistics and data management. To conclude, omnichannel retailing is not a choice but a necessity for business, which aim to remain relevant and strong in an increasingly customer-centric and technology-driven market.

### Declaration by Authors

**Acknowledgement:** None

**Source of Funding:** None

**Conflict of Interest:** No conflicts of interest declared.

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How to cite this article: D. Vijayalakshmi, T. Karthikaa, S. Daksha. Adoption of omnichannel strategies in retail business - an empirical study. *International Journal of Research and Review*. 2026; 13(8): 100-109. DOI: <https://doi.org/10.52403/ijrr.20260810>

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