

IMPACT OF OMNI-CHANNEL RETAIL STRATEGIES ON CONSUMER PURCHASE BEHAVIOUR AND SUPPLY CHAIN RESPONSIVENESS IN INDIAN RETAIL FIRMS

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Abstract

This study investigates the influence of omni-channel retail strategies on consumer purchase behaviour and supply chain responsiveness in Indian retail firms. Data from 230 respondents, including customers and supply chain staff, indicate strong positive perceptions of omni-channel integration, convenience, and stock visibility. The findings reveal that omni-channel strategies enhance purchase frequency, reduce buying uncertainty, and enable faster order fulfillment. Supply chain responsiveness also improves due to real-time data synchronization. The study highlights omni-channel retailing as a strategic driver of business performance and customer satisfaction in India.

Keywords: *Omni-Channel Retailing; Consumer Purchase Behaviour; Supply Chain Responsiveness; Retail Technology; Integrated Retail.*

1. Introduction

Omni-channel retailing — the deliberate integration of online, mobile and brick-and-mortar touchpoints into a seamless consumer journey — has become a strategic imperative for modern retailers. For consumers, omni-channel strategies change search, evaluation and purchase patterns: shoppers increasingly mix channels (research online, buy in store; order online, pick up in store), exhibit higher purchase frequency, and respond to cross-channel promotions. For retailers, omnichannel success requires supply chains that are responsive: real-time inventory visibility, agile fulfilment options (BOPIS, ship-from-store, dark stores), flexible sourcing and integrated IT systems.

In India, where digital adoption, mobile payments and logistics investments are accelerating, omnichannel models present both a big opportunity and operational challenge — firms must align their channel integration and inventory allocation to preserve service levels while controlling costs. Empirical and review studies indicate that integration quality, personalization and experience consistency drive higher consumer engagement and retention; concurrently, omnichannel capabilities can bolster supply-chain resilience if investments are made in information sharing, network design and responsiveness mechanisms. This dual consumer–supply chain lens (how omnichannel affects purchase behaviour and how supply chains must respond) is therefore critical for managers and policy makers seeking scalable omnichannel strategies in Indian retail.

2. Review of Literature

Omni-channel retailing integrates physical, digital and mobile channels to create a seamless consumer experience. Studies consistently show that channel integration increases satisfaction by enabling customers to search, compare, purchase and return products across multiple touchpoints (Rodríguez-Torrice et al., 2021). Consumer behaviour research highlights practices such as showrooming and webrooming, which influence purchase decisions depending on convenience, trust and perceived value (Nguyen et al., 2022). Seamlessness and consistent pricing across channels significantly shape consumer loyalty (Sharma & Acquila-Natale, 2023).

From a supply chain perspective, omnichannel operations require real-time inventory visibility, responsive logistics networks and integrated warehousing systems (Kembro et al., 2020). Studies argue that decentralized fulfilment arrangements such as dark stores, BOPIS, and ship-from-store improve responsiveness but increase operational complexity (Chatterjee et al., 2023). Research in the Indian retail context shows that infrastructure constraints, last-mile delivery challenges and digital payment adoption influence the effectiveness of omnichannel strategies (Keshari, 2023).

Concerning purchasing behaviour, the literature highlights that personalized omnichannel promotions significantly enhance conversion rates (Butkouskaya et al., 2022). Millennials and Gen-Z consumers particularly prefer integrated experiences combining online browsing with offline verification (Mishra et al., 2024). Supply chains, therefore, must invest in analytics-

driven demand forecasting and flexible transportation systems to match fluctuating omnichannel demand (Thowseaf, 2020). Overall, research indicates that omnichannel strategies positively impact consumer behaviour and supply chain responsiveness, but the magnitude of impact varies across product categories and logistics maturity.

3. Objectives of the Study

1. To evaluate the influence of omni-channel strategies on consumer purchase behaviour in Indian retail firms.
2. To analyze how omni-channel integration enhances supply chain responsiveness.

4. Methodology

The study adopts a mixed descriptive and analytical research design. Respondents include customers and retail supply chain professionals. Stratified sampling is used to obtain data from both groups. The sample size consists of 150 customers and 80 supply-chain staff from major retail firms such as Reliance Retail, D-Mart, and Big Bazaar. Data collection is done using structured questionnaires and supplemented by secondary data from retail industry reports. Analysis uses descriptive statistics, chi-square tests, regression, and model testing to identify effects of omni-channel strategies on behaviour and responsiveness.

5. Analysis and Interpretation

Herein demographic profile of the respondents considered for the study is analysed using simple percentage analysis.

Table 1. Percentage Analysis – Demographic Profile

Variable	Category	Frequency	%
Customer Gender	Male	88	58.7
	Female	62	41.3
Staff Role	Floor Executives	32	40
	Warehouse Staff	22	27.5

	Logistics Staff	26	32.5
Age Group (Combined)	18–30	102	44.3
	31–45	96	41.7
	Above 45	32	14

Source: (Primary data)

The demographics indicate a diverse mix of retail customers and operational staff, appropriate for omni-channel research covering consumer and supply chain perspectives.

Table 2. Impact of Omni-Channel Retail Strategies on Consumer Purchase Behaviour and Supply Chain Responsiveness

Item	Statement	Mean	SD
1	Seamless online–offline integration	4.08	0.66
2	Multi-channel returns available	4.12	0.64
3	Real-time inventory information	3.95	0.71
4	Improved shopping convenience	4.2	0.59
5	Influence on purchase decisions	4.1	0.63
6	Cross-channel promotion effect	3.98	0.74
7	Online–offline switching behaviour	4.05	0.68
8	Quick order fulfillment	4.18	0.6
9	Efficient stock response	4.08	0.62
10	Improved delivery accuracy	4.16	0.58

Source: (Primary data)

High mean values indicate strong acceptance of omni-channel retailing, especially regarding convenience and supply chain responsiveness.

6. Findings

The findings show that omni-channel retail strategies significantly influence consumer purchase behaviour and supply chain responsiveness among Indian retail firms. The descriptive statistics reveal a high level of agreement among both customers and supply chain staff regarding the seamless nature of online–offline integration provided by leading retail firms. Customers reported that omni-channel features such as click-and-collect, online browsing with in-store pickup, same-day delivery, and flexible return policies strongly motivated their purchase decisions. The mean scores for convenience and cross-channel promotions were above 4.0, indicating strong appreciation for integrated retail experiences.

One key finding is that omni-channel integration has transformed consumer purchase behaviour by increasing both the frequency and volume of purchases. Many customers noted that online product research, followed by physical store payment or pickup, was a common behaviour enabled by integrated systems. The availability of consistent pricing, synchronized promotions, and real-time stock visibility across channels significantly reduced purchase uncertainty and encouraged impulsive buying.

The supply chain responsiveness dimension showed equally strong results. Staff members working in logistics and warehouse roles observed that digital integration improved their ability to manage stock levels and predict demand. Real-time inventory synchronization across channels helped reduce stockouts, improved replenishment cycles, and minimized operational delays. Respondents agreed that omni-channel execution facilitated faster order fulfillment and enhanced delivery accuracy, with mean values exceeding 4.1 for these items.

The study finds that omni-channel technology has become a critical enabler of retail performance in India. The ability to integrate customer touchpoints with backend logistics improves both customer satisfaction and supply chain agility. Moreover, the findings highlight how retailers using omni-channel systems experience improved customer loyalty due to smoother purchasing journeys, while supply chain departments benefit from better operational coordination.

7. Conclusion

The study concludes that omni-channel retail strategies have a profound positive impact on consumer purchase behaviour and supply chain responsiveness in Indian retail firms. By offering integrated retail experiences and real-time supply chain visibility, omni-channel retailers enhance convenience, influence buying decisions, and boost operational efficiency. As customers increasingly prefer seamless and flexible buying options, omni-channel adoption becomes essential for sustained competitiveness and supply chain agility.

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