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FROM SCREEN TO STORE: EXPLORING OMNICHANNEL CONSUMER BEHAVIOUR

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ABSTRACT

Online shopping has changed the way consumers search for and buy products. Today, many customers search for products online, compare prices and reviews, and then visit a physical store before making a final decision. This study, **"From Screen to Store: Exploring Omnichannel Consumer Behaviour,"** focuses on understanding how consumers move from online platforms to physical stores. The study aims to understand consumers' online shopping behaviour, the reasons for visiting physical stores after online searches, and the factors that influence their purchase decisions. The study is based on primary data collected through a structured questionnaire from 161 respondents using convenience sampling. Percentage analysis, weighted average, Friedman's Rank Test, One-Way ANOVA, Chi-Square Test and Factor Analysis were used for analysing the data. The findings show that most respondents search for products online before visiting a physical store. The main reasons for visiting a store are to check product quality and to see or try the product physically. Most respondents also prefer to compare both online and physical stores before buying. The study found that product quality, price and product availability are important factors in purchase decisions. It also found a significant relationship between age and the types of products purchased. Overall, the study shows that consumers use both online and physical stores during their buying process. Therefore, businesses should provide clear online information, good product quality, product availability and a better store experience to make the shopping journey easier and more convenient.

Keywords: Omnichannel Marketing, Consumer Behaviour, Online Shopping, Physical Stores, Purchase Decision, Digital-to-Physical Journey, Customer Experience.

INTRODUCTION

Omnichannel marketing is a strategy in which businesses connect their online and offline channels to provide customers with a smooth and consistent shopping experience. Instead of treating websites, social media, mobile applications, and physical stores as separate channels, omnichannel marketing brings them together as part of one customer journey. In the present digital environment, consumers often search for products online, compare prices and reviews, check product information, and then visit a physical store before making a purchase. Thus, the movement from "screen to store" has become an important part of modern consumer behaviour.

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An omnichannel marketing strategy works by integrating different customer touchpoints and allowing consumers to move easily between digital and physical channels. For example, a customer may discover a product through social media or a website, compare different options online, and then visit a physical store to check the quality or try the product before purchasing. The strategy focuses on creating a connected experience throughout this journey by providing useful information, convenience, product availability, reviews, offers, and in-store support. Previous studies have also highlighted the importance of connecting online and offline channels in improving customer experience and influencing shopping decisions.

The present study, "From Screen to Store: Exploring Omnichannel Consumer Behaviour," focuses on understanding this digital-to-physical shopping journey among consumers. It examines consumers' online shopping behaviour before visiting physical stores, the reasons that motivate them to visit a store after an online search, and the factors that influence their decision to purchase from a physical store. The study also examines the association between online shopping behaviour and preference for visiting physical stores. In this way, the study aims to understand how online interactions can influence consumers' offline shopping decisions and how both channels work together in the modern shopping process.

RESEARCH OBJECTIVES

1. To study the online shopping behaviour of consumers before visiting a physical store.

2. To identify the main reasons that motivate consumers to visit a physical store after searching or shopping online.

3. To understand the factors that influence consumers' decision to purchase products from a physical store after online interaction.

4. To examine the association between consumers' online shopping behaviour and their preference for visiting physical stores.

RESEARCH METHODOLOGY

- **Research Design:** Empirical Research
- **Primary Data:** Structured Questionnaire
- **Secondary Data:** Books, Journals, Articles & Websites
- **Sampling Method:** Convenience Sampling
- **Sample Size:** 161 Respondents

TOOLS OF ANALYSIS

- Percentage Analysis
- Weighted Average
- Factor Analysis
- One-way ANOVA
- Chi-square Analysis

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LIMITATIONS OF THE STUDY

1. **Response Quality:** Some respondents may answer the questions quickly without reading them carefully due to lack of time or interest. This may affect the accuracy of the responses.
2. **Limited Sample Size:** The study is based on only 161 respondents, so the findings may not represent the views of all consumers.

REVIEW OF LITERATURE

1. **Sudarsan Jayasingh, T. Girija and Sivakumar Arunkumar (2022)** studied the factors that influence Indian consumers' intention to use omnichannel shopping. The study focused on consumers buying sporting goods through different shopping channels. Data were collected from 406 Indian consumers using a questionnaire. The study found that usefulness, ease of use, enjoyment, habit and social influence affect shopping intention. The findings showed that performance expectancy was one of the important factors influencing consumers' intention. The study concluded that different factors influence Indian consumers when choosing omnichannel shopping.

2. **Babita Singla, K. P. Jaheer Mukthar, Rosario Huerta-Soto, Maria Medina-Gutierrez, Segundo Tomas-Aguilar and Fernando Salazar-Gonzales (2022)** studied the purchase intention of Indian customers in omnichannel retailing. The study examined factors such as social influence, habits, enjoyment, personal innovativeness and perceived security. Data were collected from 314 respondents to understand their purchase intention. The findings showed that these factors had a positive effect on customers' purchase intention. The study showed that both personal and technology-related factors can influence omnichannel shopping decisions. The researchers concluded that understanding these factors can help retailers improve the omnichannel shopping experience.

3**. Sita Mishra, Gunjan Malhotra, Vibha Arora and Sandip Mukhopadhyay (2022)** studied how online and offline channels work together in omnichannel retailing. The study collected data from 336 young Indian consumers who had experience with omnichannel shopping. The researchers examined whether connecting online and offline channels affects customer behaviour. The findings showed that better online-offline integration increases customer empowerment and satisfaction. These factors can further increase customers' intention to continue shopping with the retailer. The study concluded that a smooth connection between online and physical stores can improve customer experience.

4. **Chetan Srivastava and Raja Debashis (2023)** studied how cross-channel integration affects customer behaviour in omnichannel retailing. The study examined how connected shopping channels influence customers' trust and buying decisions. The researchers used a survey to understand the behaviour of omnichannel customers in India. The findings showed that better integration between different channels has a positive relationship with customer behaviour. Trust and interest in other available choices were also found to influence

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customers' responses. The study concluded that connected channels can encourage customers to continue purchasing and recommend the brand to others.

5. **Rajeev Gupta, Vikas Kumar, Arun Kumar Kaushik and Devashish Das Gupta (2023)** studied customer delight and repurchase intention in omnichannel retailing. The study collected data from 496 respondents from 24 states of India. The researchers examined what makes customers happy with their online and offline shopping experiences. They found that satisfaction, usefulness and entertainment were important for online customer delight. They also found that surprise and joy were important for offline customer delight. The study concluded that customer delight in omnichannel shopping can increase customers' intention to purchase again.

6. **Tanya Singh and Shivendra Kumar Pandey (2024)** studied how a seamless omnichannel experience affects customer behaviour in India. The study focused on customers' experiences across different shopping touchpoints. The findings showed that a smooth omnichannel experience can increase repurchase intention and positive word-of-mouth. It also has a positive relationship with customer influence behaviour and brand love. The study found that social media can play an important role in customers' omnichannel shopping decisions. The researchers concluded that retailers should provide a smooth and enjoyable experience across all shopping channels.

RESEARCH GAP

The existing studies mainly focus on omnichannel shopping intention, customer satisfaction, repurchase intention, and the integration of online and offline channels. However, limited research has examined the complete journey of Indian consumers from clicking or searching online to visiting a physical store and making a purchase. There is a need to understand what motivates consumers to move from digital platforms to physical stores and how factors such as online information, trust, convenience, product availability, and in-store experience influence this journey. Therefore, the present study focuses on the digital-to-physical shopping journey and aims to understand how online interactions can influence consumers' decisions to visit and purchase from physical stores.

DEMOGRAPHIC PROFILE ANALYSIS

Demographic variable	Category	Frequency	Percentage
Age	Below 18 years	14	9%
	18–25 years	106	66%
	26–35 years	30	19%
	36–45 years	5	3%
	Above 45 years	6	4%
	Total	**161**	**100%**
Gender	Male	70	43%
	Female	91	57%

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	Total	**161**	**100%**
Occupation	Student	110	68%
	Salaried Employee	45	28%
	Self-employed	4	2%
	Home maker	2	1%
	Total	**161**	**100%**
Monthly Income	Below ₹20,000	108	67%
	₹20,001–₹40,000	4	2%
	₹40,001–₹60,000	19	12%
	₹60,001–₹80,000	15	9%
	Above ₹80,000	15	9%
	Total	**161**	**100%**
Area of Residence	Rural	14	9%
	Semi-urban	31	19%
	Urban	116	72%
	Total	**161**	**100%**

INFERENCE

Most of the respondents (66%) are aged 18–25 years, and 57% are female. The majority of the respondents (68%) are students and 67% have a monthly income below ₹20,000. Most respondents (72%) live in urban areas. Overall, the respondents are mainly young, student consumers from urban areas.

PERCENTAGE OF RESPONDENTS WHO SEARCH ONLINE BEFORE VISITING A PHYSICAL STORE

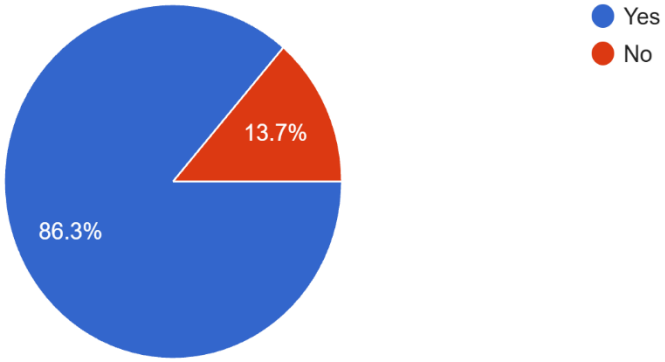
Particulars	Frequency	Percentage
Always	30	19%
Never	2	1%
Often	59	37%
Rarely	9	6%
Sometimes	61	38%
Grand Total	**161**	**100%**

INFERENCE

The table shows that 38% of the respondents sometimes search online before visiting a physical store, while 37% often do so. A further 19% always search online before visiting a store. Only 6% rarely and 1% never search online. This indicates that most respondents use online information before visiting a physical store, showing that online research plays an important role in their shopping behaviour.

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PERCENTAGE OF RESPONDENTS WHO VISITED A PHYSICAL STORE AFTER SEARCHING FOR A PRODUCT ONLINE



INFERENCE

The pie chart shows that 86.3% of the respondents visited a physical store after searching for a product online, while 13.7% did not. This indicates that online product searches strongly influence respondents to visit physical stores, showing a clear connection between online search and offline shopping behaviour.

REASONS FOR VISITING PHYSICAL STORE AFTER ONLINE PRODUCT SEARCH

Particulars	Frequency	Percentage
To check the product quality	73	45%
To get help from store staff	12	7%
To make the final purchase	14	9%
To see or try the product physically	62	39%
Grand Total	**161**	**100%**

INFERENCE

The table shows that 45% of the respondents visit a physical store to check the product quality, while 39% visit to see or try the product physically. A smaller percentage visit to make the final purchase (9%) or to get help from store staff (7%). This indicates that product quality and the opportunity to physically examine or try the product are the main reasons for visiting a physical store after an online search.

PREFERENCE OF PURCHASE CHANNEL AFTER FINDING PRODUCT ONLINE

Particulars	Frequency	Percentage
Buy it directly online	28	17%
Compare both online and physical stores before buying	86	53%
Visit a physical store before buying	38	24%
Not sure	9	6%
Grand Total	**161**	**100%**

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INFERENCE

The table shows that 53% of the respondents prefer to compare both online and physical stores before buying, while 24% prefer to visit a physical store before making the purchase. About 17% prefer to buy directly online, and 6% are not sure. This indicates that most respondents consider both online and physical stores before making their final purchase decision, showing a preference for an omnichannel shopping approach.

FACTOR ANALYSIS

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	885.461
	df	105
	Sig.	.000

INFERENCE

The KMO value is 0.839, which indicates that the sample is adequate for factor analysis. Bartlett's Test of Sphericity is significant, showing that the variables are significantly related to each other. Therefore, the data is suitable for conducting factor analysis.

Rotated Component Matrix

Variables	**Component**		
	1	**2**	**3**
Store Convenience	0.7804		
Family and Friends' Recommendations	0.7763		
Store/Brand Trust	0.7599		
In-store Shopping Experience	0.6577		
Physical Product Examination	0.6427		
Product quality		0.7831	
Customer Service		0.6828	
Immediate Purchase		0.6011	
Return and Exchange Policy		0.5329	
Store Location & Accessibility		0.5176	
Product Availability		0.4582	
Online Product Information			0.7729
Discounts and Offer			0.5954
Online Reviews			0.5719
Price			0.4718

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FACTORS IDENTIFIED THROUGH FACTOR ANALYSIS

Component	Factor Name	No. of Variables
Component 1	In-store Experience and Trust	5
Component 2	Store Purchase and Service Factors	6
Component 3	Online Information and Promotional Factors	4
Total		**15**

INFERENCE

The factor analysis identified three main factors from the 15 variables considered in the study. The first factor, In-store Experience and Trust, includes 5 variables, while the second factor, Store Purchase and Service Factors, includes 6 variables. The third factor, Online Information and Promotional Factors, includes 4 variables. These three factors together represent the major factors influencing consumers' decisions to purchase from physical stores after online interaction.

WEIGHTED AVERAGE MEAN- FACTORS INFLUENCING PHYSICAL STORE PURCHASE

Factor	Particulars	SA	A	N	DA	SD A	Total	Weighted Average Mean	Factor Mean	Rank
1	Store Convenience	29	122	147	72	20	390	26.00	25.95	3
	Family and Friends' Recommendations	31	116	138	40	80	405	27.00		
	Store/Brand Trust	35	102	141	44	85	407	27.13		
	In-store Shopping Experience	35	132	135	52	10	364	24.27		
	Physical Product Examination	43	100	114	108	15	380	25.33		
2	Product quality	81	118	54	4	10	267	17.80	23.17	1
	Customer Service	46	104	123	64	30	367	24.47		
	Immediate Purchase	43	118	126	52	20	359	23.93		
	Return and Exchange Policy	41	106	138	64	25	374	24.93		

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	Store Location & Accessibility	47	122	111	36	35	351	23.40		
	Product Availability	34	118	180	20	15	367	24.47		
3	Online Product Information	26	114	180	52	25	397	26.47	24.43	2
	Discounts and Offer	39	144	126	28	5	342	22.80		
	Online Reviews	31	100	156	76	45	408	27.20		
	Price	39	180	87	8	5	319	21.27		

INFERENCE

The weighted average analysis shows that Store Purchase and Service Factors are ranked first, followed by Online Information and Promotional Factors and In-store Experience and Trust. Among the individual factors, Product Quality, Store Convenience, and Customer Service show stronger agreement from the respondents. Overall, the findings show that store-related factors, along with online information and promotional factors, play an important role in consumers' physical store purchase decisions.

FRIEDMAN'S RANK TEST

Test Statistics(a)

N	161
Chi-Square	114.097
df	4
Asymp. Sig.	.000

Ranks		
Influencing factors	**Mean Rank**	**Rank**
Product Quality	2.323	**1**
Price	2.435	**2**
Product Availability	2.901	**3**
Physical Product Examination	3.466	**4**
Customer Service	3.876	**5**

INFERENCE

The Friedman's Rank Test shows that Product Quality has the highest priority among the five factors, followed by Price and Product Availability. Physical Product Examination is ranked fourth, while Customer Service is ranked fifth. This indicates that product quality and price are the major factors influencing purchase decisions, while customer service is relatively less important among the factors considered.

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ONE WAY ANOVA

H_0: There is no significant variation between the demographic profile (age, gender and area of residence) and the factor influencing physical store purchase.

H_1: There is a significant variation between the demographic profile (age, gender and area of residence) and the factor influencing physical store purchase.

ANOVA							
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**	**Result**
Age	Between Groups	2.77	3.00	0.92	1.41	0.24	Insignificant
	Within Groups	103.20	157.00	0.66			
	Total	105.98	160.00				
Gender	Between Groups	1.07	3.00	0.36	1.45	0.23	Insignificant
	Within Groups	38.50	157.00	0.25			
	Total	39.57	160.00				
Area of residence	Between Groups	0.57	3.00	0.19	0.46	0.71	Insignificant
	Within Groups	64.81	157.00	0.41			
	Total	65.38	160.00				

INFERENCE

The One-Way ANOVA results show that there is no significant variation between the demographic profile and the factors influencing physical store purchase. The significance values for age (0.243), gender (0.230), and area of residence (0.711) are all greater than 0.05. Therefore, the null hypothesis is accepted, indicating that age, gender, and area of residence do not have a significant association with the factors influencing physical store purchase.

CHI-SQUARE ANALYSIS BETWEEN AGE AND THE TYPES OF PRODUCTS PURCHASED

H_0 There is no significant association between age and the types of products purchased.

H_1: There is a significant association between age and the types of products purchased.

Observed Frequencies:

Types of Products	**Age Categories**					
	Below 18 years	**18–25 years**	**26–35 years**	**36–45 years**	**Above 45 years**	**Grand Total**
Beauty & Personal Care	2	13	8	0	1	24
Clothing & Fashion	11	59	5	0	1	76
Electronics	0	9	10	3	0	22
Groceries & Daily Essentials	1	25	7	2	4	39
Grand Total	**14**	**106**	**30**	**5**	**6**	**161**

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Expected Frequencies:

Types of Products	Age Categories					
	Below 18 years	**18–25 years**	**26–35 years**	**36–45 years**	**Above 45 years**	**Grand Total**
Beauty & Personal Care	2	16	4	1	1	**24**
Clothing & Fashion	7	50	14	2	3	**76**
Electronics	2	14	4	1	1	**22**
Groceries & Daily Essentials	3	26	8	1	1	**39**
Grand Total	**14**	**106**	**30**	**5**	**6**	**161**

Computation of Chi-square value:

O	**E**	**O-E**	**$(O-E)^2$**	**$(O-E)^2/E$**
2	2	0	0	0
11	7	4	16	2.4
0	2	-2	4	2.1
1	3	-2	4	1.2
13	16	-3	9	0.6
59	50	9	81	1.6
9	14	-5	25	1.7
25	26	-1	1	0
8	4	4	16	3.6
5	14	-9	81	5.7
10	4	6	36	8.8
7	8	-1	1	0.1
0	1	-1	1	1.3
0	2	-2	4	1.7
3	1	2	4	5.9
2	1	1	1	0.8
1	1	0	0	0
1	3	-2	4	1.4
0	1	-1	1	1.2
4	1	3	9	6.2
Chi-square Value				**46.3**

Calculated Value – 46.3

Table value @ 5% level of significance with degrees of freedom of 12 – **21.03**

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Calculated value is more than the table value.

Therefore **H_0 is rejected**. Hence, there is a significant association between age and the types of products purchased.

INFERENCE

The Chi-Square test shows that there is a significant association between age and the types of products purchased. The calculated value (46.3) is greater than the table value (21.03) at the 5% level of significance with 12 degrees of freedom. Therefore, the null hypothesis (H_0) is rejected, indicating that age has a significant association with the types of products purchased.

SUGGESTIONS

1. **Improve product quality and availability:** Since product quality was one of the most important factors influencing customers, businesses should maintain good product quality and make sure products shown online are actually available in the physical store.
2. **Provide accurate online information:** Businesses should give clear and updated information about products, prices, offers, reviews and availability on their websites and social media. This can help customers make better decisions before visiting the store.
3. **Strengthen the connection between online and offline channels:** Businesses should make the transition from online shopping to physical stores easier. For example, customers could check store availability online before visiting and receive the same offers and product information both online and in-store.
4. **Improve the in-store experience:** Customers visit physical stores mainly to check product quality and see or try products. Therefore, stores should provide a comfortable shopping environment, helpful staff and a good product-viewing experience.
5. **Focus on price and offers:** Since price was also an important factor, businesses can provide competitive pricing, attractive offers and clear discounts across both online and physical stores to encourage customers to complete their purchase.

CONCLUSION

The study shows that online and offline shopping are closely connected in today's consumer behaviour. Most respondents search for products online before visiting a physical store, and many of them visit the store to check the quality or see and try the product. The study also found that customers generally prefer to compare both online and offline options before making a final purchase. Among the important factors, product quality, price and product availability were given more importance by consumers. The study also found that age has a significant relationship with the type of products purchased. Based on these findings, businesses should provide good-quality products, keep products available in stores, and give

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clear and updated information online. They should also improve the in-store experience and keep online and offline channels connected. Overall, businesses can better satisfy customers by giving them a smooth and convenient shopping experience from screen to store.

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