



## **A COMPARATIVE STUDY ON ONLINE AND OFFLINE OMNI CHANNEL MANAGEMENT IN NEW RETAILING ERA WITH REFERENCE TO NAGPUR CITY**

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### **ABSTRACT**

*In the past, brick-and-mortar retail stores were unique in allowing consumers to touch and feel merchandise and provide instant gratification; Internet retailers, meanwhile, tried to woo shoppers with wide product selection, low prices and content such as product reviews and ratings. As the retailing industries evolves toward a seamless "omni channel retailing" experience, the distinctions between physical and online wall vanish, turning the World into a showroom without walls. The retail industry is shifting toward a concierge model geared toward helping consumers, rather than focusing only on transactions and deliveries. Omni-channel interactive technology is presently being adopted by several retailers to compete in the market place rigorously and effectively. So, it should be structured to create a supply chain that is both cost effective and responsive. In recent years, customers are not only looking for the perfect product that suits their needs, but they are also demanding a seamless affair in getting that product. It provides dynamic social strategy, an active mobile experience, with a lively converting website to customer to offer a seamless shopping experience. It is modern approach to commerce that focuses on designing the cohesive experience to customers at every touchpoint. It analyses the channel preferences of mobile consumers, the selection of omnichannel during mobile purchase, and brand preferences in the omnichannel business environment.*

**Keywords** - Omni Channel Technology, Marketing Strategy, Omni channel Retailing, Customer Preferences.

### **INTRODUCTION**

Innovations and creativity have become embedded in many different ways. As the world becoming so innovative, a consumers get to experience something new. The study on Online

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and Offline Omni Channel Management, we are going to know why and which channel or platform, a consumer prefer to shop. There are different ways a consumer can shop, but still there are people who still prefer visiting retailers. Particularly in shopping, a customer has a various choices to shop as e-commerce came into existence. There are many more ways a consumer can go for shopping, mainly online and offline (Retail). In Online shopping, a consumer have many more ways say Amazon, Pinterest, Instagram etc. There are different ways a consumer can shop, but still there are people who still prefer visiting retailers. In Omni Channel retailing, consumers can buy products through multiple channel. They can choose to orders products to be delivered at home or to physically visit a store to buy the products. Delivering products ordered online to customers is the responsibility of the company. These products can be shipped from online distribution centers or from nearby stores depending on product availability. Omni Channel is a modern approach to commerce that focuses on designing the cohesive experience to customers at every touchpoint. It analyses the channel preferences of mobile consumers, the selection of omnichannel during mobile purchases, and brand preferences in the omnichannel business environment.

### **Omni-Channel Management Model:**

Omni Channel Retail is a business model in which all existing channels become completely integrated to offer customers a seamless shopping experience. As a result, Customers can simultaneously use different channels in their shopping process, starting their search at a channel and finish the purchase in another one.

#### **1. Aim of The Study:**

This study aims to look into the functions of Omni Channel Management and to analyse the problems and prospects of Omni Channels facing by the consumers, to study the consumer preferences over offline and online channels for shopping.( google )

#### **2. Research Objectives**

The specific objectives of the study are following:

**General** – To evaluate if Omni-channel interactive technology is convenient for customers to use and affordable and ways in which these services can be improved.

**Specific**

To Identify customers who are moving across diverse retail channels and modes according to their convenience.

To determine the extent to which Online and Offline retailing channel system address these needs from the viewpoint of service providers as well as customers.

To determine the economic cost retail channel to the customers and to the omni channel retailers themselves too.

To assess the impacts of the Omni Channels on customers as well as on service providers.

### 3. Research Methodology

The study will be sample based study, the Universe or population will be Nagpur City. The proposed study on Omni Channel Management In New Retailing Area will be choosing through Probability Sampling ( Random Sampling and Systematic Sampling).The data will be analyzed by Quantitative Analysis and Predictive Analysis.

### Literature Review-

Once the OC marketing fundamentals, Business ethics, and essential elements are known, they can be applied to gain maximum benefits. (Hübner, et al., 2016). Although the OC-Omni Channel term initially emerged six years back (Rigby, 2011), the main concept and idea expressing the ways something can be done and accomplished, that can lead to the expected results of OC functioning remained unclear. This is because of their indistinct and inarticulate use and application of the Cross, Multi, and OC concepts provided in various literature (Beck & Rygl, 2015)

### Sample Size -

The researcher has created google form and forwarded it to 21 respondents out of that 17 responded

### Methods of Data Collection-

- 1) Primary Data – Data will be collected through , Collection Through Questionnaires and Sentence Completion.
- 2)Secondary Data -Data will be collected through Business Journals, Business Magazines and Internet.

### 4. DATA ANALYSIS:

**Table 1: Age of the Customers**

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SI. No	Age	No Of Members	Percentage
1	Below 30	8	47.06%
2	30-50	3	17.65%
3	50-70	4	23.53%
4	ABOVE 70	2	11.76%
TOTAL		17	

Table: 1 Shows the Age of the Customers out of all 17 respondents from which 47.06% falls between the age of below 30 years, 17.65% falls between 30 to 50 years of age, 23.53% of them have a place with age group of over 50-70 years and staying 11.76 % of them have a place with age of over 70 years. Mainly the respondent falls under the age group 30 years.

**Table 2: No. of people using Online mode of shopping over offline**

Sr. No.	Customers Age Group using online and offline mode of shopping	Online Mode of Shopping	Offline Mode of Shopping
1	Below 30	24%	6%
2	30-50	20%	8%
3	50-70	13%	10%
4	Above 70	10%	9%
	Total	100	

Table 2 shows the customers age group using online and offline mode of shopping where 24% are using the online mode of shopping and 6% using offline mode below the age 30. Between the age 30-50, 20% customers go for online mode while 8% go for offline mode. Between the age group 50-70, 13% of the customers find online mode preferable while 10% still believe visiting the market. Above the age of 70, 10% of the customers are using online mode for shopping while 9% are using offline mode for shopping.

**Table 3: Online channels for shopping are more convenient for customers**

Sr No.	Benefits of Customers	Online Mode of Shopping	Offline Mode of Shopping
1	Shopping Convenience	15%	10%
2	Discounts and offers	15%	5%

3	Cost Saving	15%	5%
4	Various Choices	10%	8%
5	Others	10%	7%
	Total	100	

Table 3 shows that using online mode for shopping, online mode is 15% convenient for customers to shop and offline mode of shopping is 10% convenient for the same. 15% customers thinks that they get discounts and offers using online mode while 5% thinks they get 5% discounts and offers. Cost saving is 15% using online mode and 5% using offline mode. Customers thinks that they get 10% various choices through online mode of shopping and 8% using offline mode. 10% customers enjoying other benefits using online mode of shopping and 7% customers using offline mode of shopping.

**Table 4: Wholesalers and Retailers are more benefited from omni channel management Technology**

Sr. No.	Benefits for Wholesalers and Retailers	Wholesaler and Retailers using Online Mode	Wholesalers and Retailers using offline mode
1	Transportation cost saving	23%	17%
2	Retain Customers	13%	7%
3	More Satisfied Customers	12%	8%
4	Increase Revenue	8%	4%

Table 4 shows that using online mode, 23% retailers and wholesalers think they can save transportation cost using online mode to sale and 17% using offline channels. 13% wholesaler and retailer said they have retained their customers using online channel and 7% wholesalers and retailers using offline channels. 12% wholesalers and retailers analyzed that their customers are satisfied using online channel and 8% wholesalers and retailers analyzed that their customers are more satisfied using offline mode. 8% wholesaler and retailer increased their revenue through online platform and 4% wholesalers and retailers increased their revenue through offline channels.

#### **FINDING:**

Most of the customers using online mode of channel for shopping have experienced benefitted as compared to offline channel in respect of discounts, costs and offers on the basis



of primary data. They have analysed that online mode of shopping is very convenient as compared to offline as they can save their time and cost. Moreover they can shop anything sitting at the home. Specially in covid 19 pandemic, they are able to shop sitting at the home. On the other hand, wholesalers and retailers are also in benefits from online mode of shopping . As world is moving forward, wholesalers and retailers are also using technology and online platform is the most benefitted and convenient for selling as it saves costs and gain wide market. By providing various offers , discounts and schemes , they can retain their customers for the very long time.

### **CONCLUSION AND RECOMMENDATIONS:**

Omni channel management in new retailing era is a great technology almost all wholesalers and retailers are using. If we talk about omni channel management then there is combination of both i.e. online and offline platform and now a days, online channels are prevailing in the market more than offline one. But there are some retailers specially small retailers who are still selling offline as it needs initial capital to go online and because of this disadvantage, these retailers do not get that much benefit as online retailers are getting. There should be proper guidance, schemes and programs for these sellers so that they also can go for online. From the point of view of customers, some people still hesitate to go online for shopping as there are number of malwares, product damage, high delivery cost and sometime outdated products. So, online retailers should consider these issues and work on it so that they can gain and retain the customers.

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