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## CUSTOMERS ATTITUDE TOWARDS OMNICHANNEL MARKETING RETAILING: AN EMPIRICAL STUDY

S. RUBY GRACE<sup>1</sup>, Dr.K. RUKMANI<sup>2</sup>,

### **Abstract**

*The main objective of the study is to observe that the customers attitude towards omni marketing retailing in Tamil Nadu. The researcher has conducted the descriptive research method, it is applied to know the omnichannel marketing retailing attitude by customers. 384 samples are collected from across the Tamil Nadu those who are purchasing the goods from omni marketing channel retailing. Sample size of the study is 384 respondents. A questionnaire survey method is used to collect the data. The researcher has computed such as percentage analysis, mean and standard deviation based on the collected data. From the analysis, it is found that using omnichannel retailing is positively tools, wise idea, worth to use, regular basis for future and pleasant feeling are strong customers opinion towards the Attitude of omni marketing channel retailing in Tamil Nadu. In addition, it is revealed that the customers given the moderate opinion toward using the omnichannel retailing would increase their ability to select best electronic goods, enhance their performance, make it easier to know product specification and comparing with all other product.*

**Keywords:** *Customers Attitude, Omnichannel Marketing, Technology, Retail, Tamil Nadu.*

### **Introduction**

In today's world of digitalization and technological advancements, marketing has become an increasingly critical aspect of business. Padel & Foster (2005) Essentially, marketing involves drawing people to a industry products or services with the aim of fulfilling their individual needs and desires. By doing so, companies can effectively meet their customers' demands and achieve success in their respective industries.

Omnichannel marketing is a modern marketing technique that pursues to provide a seamless and consistent customer experience across all channels. Park et. al., (2010) Omnichannel marketing customer can interact with a channel such as offline, online, mobile, social media, and in-store, and receive a consistent message and experience. Omnichannel marketing recognizes that customers today are more connected and have more choices than ever before. Therefore, it is essential for businesses to create a unified experience that allows customers to engage with their brand in the way that suits them best. Sheeran & Orbell, S. (1999) Some of the benefits of omnichannel marketing include increased customer engagement, higher customer satisfaction and loyalty, better data and insights, and increased sales and revenue. However, implementing an

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<sup>1</sup> Research Scholar, Annamalai University, Annamalai Nagar, Chidambaram

<sup>2</sup> Annamalai University, Annamalai Nagar, Chidambaram

omnichannel marketing strategy can be complex and requires careful planning, coordination, and investment in technology and resources.

### ***Objectives of the study***

- To know the technological knowledge
- To understand the purchase related information
- To analysis the customers attitude towards omnichannel marketing retailing

### ***Statement of The Problem***

An online consumer behavior model was an intangible feeling combination of buying process through the smart phone or internet. Ajzen, I. & Fishbein, M. (1980) The intention of a consumer to purchase a product is a critical factor in their ultimate decision to buy or not. Such intention arises from the individual's affinity for the product.

In the retail sector, the adoption of omnichannel marketing has led to significant changes in consumer purchase intentions. Fishbein, et. al., (1975) Technology advancements have spurred customer adoption, which can be measured using the model of Technology Acceptance. This model helps to gauge the effectiveness of the technology and how readily it is accepted by consumers. The technology can be used to facilitate the purchasing process. The planned behaviour theory is useful to analysing the consumer behaviour and its predicting changes that could influence their inclination to buy a product.

### **Research methodology**

This study uses a descriptive research approach since it examines respondents' buying intentions across Tamil Nadu. These clients' mail addresses were obtained from the merchants, and the forms were distributed by email. Among the 400 replies obtained from the respondents, 261 were obtained in hardcopy from various retail establishments in major cities, whereas 123 were obtained using Google Forms and 16 were disqualified in the screening stage. Finally, 384 samples are fit for the analysis.

The researcher has computed such as percentage analysis, mean and standard deviation.

### **Analysis and Discussion**

**Table 1** Technological Knowledge

		Frequency	Percent
<b>How many hours you use internet in a day</b>	Less than 2 hours	40	10.4
	2-4 hours	80	20.8
	4-6 hours	70	18.2
	6-8 hours	148	38.5
	More than 8 hours	46	12.0
<b>I usually use one of the following devices to enquire or shop online</b>	Smart phone	28	7.3
	Tablet	76	19.8
	Laptop	82	21.4
	Desktop	112	29.2
	I pad	86	22.4
<b>Use internet the majority of time</b>	Office /Work place	48	12.5
	Home	150	39.1
	Travelling	76	19.8
	College	110	28.6

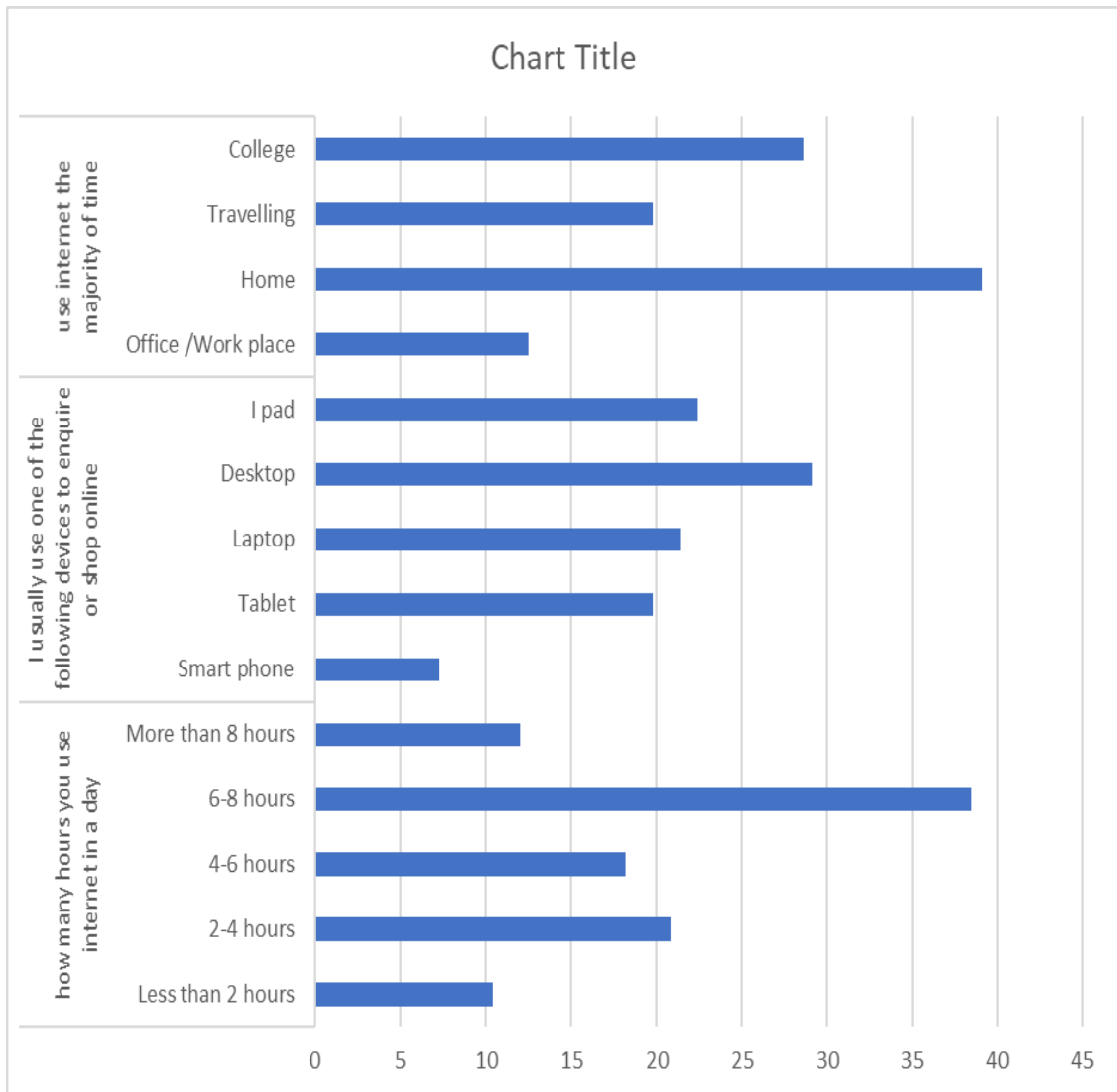
Table 1 explain the technological knowledge. Here, I asked three statements related to technological knowledge namely how many hours you use internet in a day, I usually use one of the following devices to enquire or shop online and use internet the majority of time.

In case of how many hours you use internet in a day, 10.4 percent are using Less than 2 hours, 20.8 percent are using 2-4 hours, 18.2 percent are using 4-6 hours, 38.5 percent are using 6-8 hours and 12 percent are using More than 8 hours.

With regarding I usually use one of the following devices to enquire or shop online, 7.3 Smart percent are using phone, 19.8 percent are using Tablet, 21.4 percent are using Laptop, 29.2 percent are using Desktop and 22.4 percent are using I pad.

In addition, use internet the majority of time, 12.5 percent are using internet of Office /Work place, 39.1 percent are using internet of Home, 19.8 percent are using internet of Travelling and 28.6 percent are using internet of college.

Chart 1 Technological Knowledge

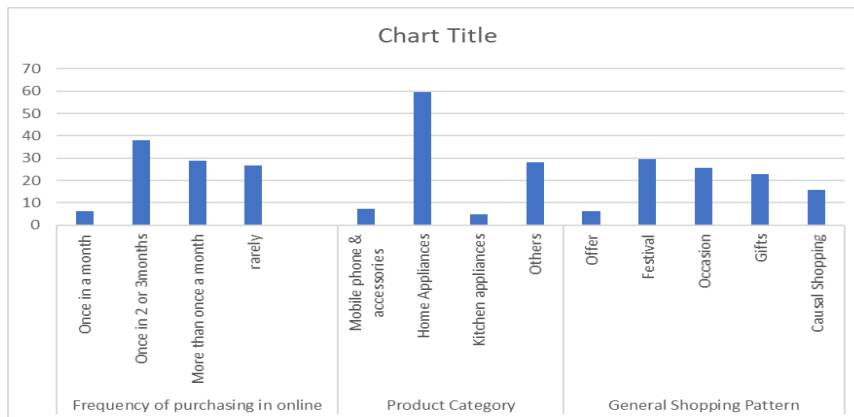


**Table 2** Purchase Related Information

		Frequency	Percent
<b>Frequency of purchasing in online</b>	Once in a month	24	6.2
	Once in 2 or 3months	146	38.0
	More than once a month	111	28.9
	Rarely	103	26.8
<b>Product Category</b>	Mobile phone & accessories	28	7.3
	Home Appliances	229	59.6
	Kitchen appliances	19	4.9
	Others	108	28.1
<b>General Shopping Pattern</b>	Offer	24	6.2
	Festival	113	29.4
	Occasion	98	25.5
	Gifts	88	22.9
	Causal Shopping	61	15.9

Table 2 explain the purchase related information. Here, I asked three statements related to purchase related information namely Frequency of purchasing in online, Product Category and General Shopping Pattern. In case of Frequency of purchasing in online, 6.2 percent are Once in a month, 38 percent are Once in 2 or 3 months, percent are More than once a month and percent are rarely. In addition to Product Category, 7.3 percent are Mobile phone & accessories, 59.6 percent are Home Appliances, 4.9 percent are Kitchen appliances and 28.1 percent are Others. In case of General Shopping Pattern, 6.2 percent are Offer, 29.4 percent are Festival, 25.5 percent are Occasion, 22.9 percent are Gifts and 15.9 percent are Causal Shopping.

**Chart 2** Purchase Related Information



**Table 3** Perceived usefulness

	Mean	Std. Deviation
Using the omnichannel retailing would increase my ability to select best electronic goods among all.	3.15	1.26
I think that omnichannel retailing such as this one should be part of each retailer shop.	3.27	1.23
Using omnichannel retailing would enhance my performance in choosing best electronic goods.	3.33	1.16
Using omnichannel retailing would make it easier to know product specification before purchasing.	3.23	1.20
Using omnichannel retailing would make it easier to select the required product by comparing with all other product.	3.05	1.18

Table 3 explain the customers opinion towards the Perceived usefulness. Mean and Standard Deviation are calculated. It observed mean values are Using omnichannel retailing would enhance my performance in choosing best electronic goods (3.33), I think that omnichannel retailing such as this one should be part of each retailer shop (3.27), Using omnichannel retailing would make it easier to know product specification before purchasing (3.23), Using the omnichannel retailing would increase my ability to select best electronic goods among all (3.15) and Using omnichannel retailing would make it easier to select the required product by comparing with all other product (3.05). The customers given the moderate opinion toward using the omnichannel retailing would increase their ability to select best electronic goods, enhance their performance, make it easier to know product specification and comparing with all other product. Engel, Blackwell, and Miniard (1993) Perceived Usefulness refers to using an on-line information system. Then, Attitude of the customers is referring to information technology both real behaviour and effects on the behavioural intention. Engel, Blackwell, and Miniard (1993) stated that family members, friend, peers have positive relationship with personal behaviours of information technology.

**Table 4** Perceived ease of use

	Mean	Std. Deviation
At early stage, learning to use omnichannel retailing for purchasing electronic goods is difficult for me.	3.09	1.19
Learning to operate omnichannel retailing for purchasing electronic good was easy for me.	3.18	1.27

The use of omnichannel retailing for purchasing electronic goods does not confuse me.	3.21	1.21
Omnichannel retailing for purchasing electronic goods are easy to navigate	3.25	1.33
Using of omnichannel retailing for purchasing electronic goods enable me to have more accurate information	3.23	1.09

Table 4 explain the customers opinion towards the Perceived **ease of use**. Mean and Standard Deviation are calculated. It observed mean values are learning to use omnichannel retailing for purchasing electronic goods is difficult for me (3.09), Learning to operate omnichannel retailing for purchasing electronic good was easy for me (3.18), The use of omnichannel retailing for purchasing electronic goods does not confuse me (3.21), Omnichannel retailing for purchasing electronic goods are easy to navigate (3.25), Using of omnichannel retailing for purchasing electronic goods enable me to have more accurate information (3.23). The customers given most importance towards the medium level opinion toward the learning to use, learning to operate, does not confuse, easy to navigate and more accurate information. Kallgren & Wood (1986); Davis et al., (1989) revealed that the perceived to use has positive related to the behaviour of using the information technology.

**Table 5** Perceived behavioural control

	Mean	Std. Deviation
I am able to confidently use omnichannel retailing for purchasing electronic goods.	3.08	1.20
I purchasing electronic goods by my knowledge to use omnichannel retailing	3.29	1.21
I purchasing electronic goods by my resource to use omnichannel retailing	3.33	1.27
I purchasing electronic goods by my control to use omnichannel retailing for	3.40	1.21

Table 5 explain the customers opinion towards the Perceived behavioural control. Mean and Standard Deviation are calculated.

It observed mean values are confidently use omnichannel retailing (3.08) and correspondence standard deviation value is 1.20.

The knowledge to use omnichannel retailing (3.29) and correspondence standard deviation value is 1.21.

The resource to use omnichannel retailing (3.33) and correspondence standard deviation value is 1.27

The control to use omnichannel retailing (3.40) and correspondence standard deviation value is 1.21. Ellen, Wiener, and Cobb-Walgren (1991) discovered a positive relationship between the perceived ability to control behaviour and actual behaviour. According to Alba and Hutchinson (1987) theory of planned behaviour, the notion of perceived behavioural control refers to an individual's confidence level in their capacity to execute a specific behaviour. When an individual possesses a strong subjective understanding of a product, it boosts their confidence in their capacity to engage in the associated behaviour. Brucks, (1985) In such cases, the person's attitude towards the behaviour itself can also demonstrate their confidence. As a result, the attitude can sometimes outweigh the influence of perceived behavioural control. Park, Mothersbaugh, & Feick (1994) It is found that knowledge to use, resource to use, control to use omnichannel retailing are customers given moderate opinion towards the Perceived behavioural control.

**Table 6** Subjective norm

	Mean	Std. Deviation
My family members think I use omnichannel retailing for purchasing electronic goods.	3.33	1.15
My close friends think I use omnichannel retailing for purchasing electronic goods	3.40	1.17
My peers think I use omnichannel retailing for purchasing electronic goods	3.26	1.27
Generally speaking, I would share ideas about omnichannel retailing without pressure from external social factor	3.24	1.19
Those who are use omnichannel retailing have more prestige than others	3.33	1.15
Using omnichannel for purchasing is considered as status symbol among my friends.	3.23	1.24

Table 6 explain the customers opinion towards the Subjective norm. Mean and Standard Deviation are calculated. It observed mean values are family members think I use omnichannel for purchasing electronic goods (3.33), close friends thinks I purchasing electronic goods by use omnichannel retailing (3.40), My peers thinks I use omnichannel retailing for purchasing electronic goods (3.26), Generally speaking, I would share ideas about omnichannel retailing without pressure from external social factor (3.24), who use omnichannel retailing have more prestige (3.33), and Using omnichannel for purchasing is considered as status symbol among my



friends (3.23). It is found that using omnichannel for purchasing is more prestige and considered as status symbol among society are having importance towards the Subjective norm of omnichannel retailing. Subjective norms (SN) are associated with an individual's perceived social pressures and influences that may encourage or discourage them from engaging in a particular behavior (Ajzen, 1991). Previous research has shown a connection between subjective norms and animosity. It has been found that when social norms indicate the desirability of purchasing products based on their country of origin, the country of origin of a product can have a normative impact.

**Table 7** Attitude

	Mean	Std. Deviation
I think positively about using omnichannel retailing for purchasing electronic goods.	3.43	1.10
Using omnichannel retailing for purchasing electronic goods is a wise idea.	3.18	1.20
Omnichannel retailing is worth to use for purchasing electronic goods.	3.32	1.21
I plan to use omnichannel retailing for purchasing electronic goods on a regular basis for future.	3.29	1.23
Using omnichannel retailing for purchasing electronic goods gives a pleasant feeling.	3.35	0.98

Table 7 explain the. Mean and Standard Deviation are calculated. It observed mean values are I think positively about using omnichannel retailing for purchasing electronic goods (3.43), Omnichannel retailing is a positive tool for purchasing electronic goods (3.24), Using omnichannel retailing for purchasing electronic goods is a wise idea (3.18), Omnichannel retailing is worth to use for purchasing electronic goods (3.32), I plan to use omnichannel retailing for purchasing electronic goods on a regular basis for future (3.29) and Using omnichannel retailing for purchasing electronic goods gives a pleasant feeling (3.35). it is inferred that using omnichannel retailing is positively tools, wise idea, worth to use, regular basis for future and pleasant feeling are strong customers opinion towards the Attitude. Markus and Kitayama (1991) suggested that people with different self-concepts can have diverse experiences, cognitions, emotions, and motivations, as supported by several studies including those conducted by Bearden and Rose (1990), DeBono (1987), DeBono and Packer (1991), and Snyder and DeBono (1985).

## Conclusion

In conclusion, the adoption of omnichannel marketing in the retail sector has had a significant impact on customers' attitudes towards retailing. Customers today expect a seamless and consistent experience across all channels and touchpoints. Omnichannel marketing has made it easier for customers to access products and services through multiple channels, resulting in improved customer satisfaction and loyalty. However, the success of an omnichannel marketing strategy depends on a company's ability to integrate all channels effectively and provide a unified experience for the customer. Companies that fail to do so risk losing customers to competitors who offer a more cohesive and streamlined experience. Overall, it is clear that omnichannel marketing is here to stay and will continue to shape the retail industry in the years to come.

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