

Omnichannel Marketing: Integrating Online and Offline Strategies for Customer Experience

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Abstract

This research paper investigates the impact of integrating online and offline marketing strategies on customer experience and sales performance within the context of omnichannel marketing. As the retail landscape continues to evolve with the advent of digital technologies, understanding how to create a seamless shopping experience across multiple channels has become paramount for businesses aiming to enhance customer satisfaction and drive revenue growth. The study utilized a structured questionnaire administered to 500 respondents, comprising consumers who have interacted with retailers employing omnichannel strategies. Employing a quantitative research methodology, data were analyzed using descriptive statistics and inferential statistics, specifically one-sample t-tests, to assess the significance of the findings. The results reveal that integrating online and offline strategies significantly improves customer experience, with respondents expressing strong agreement that such integration enhances customer satisfaction, loyalty, and accessibility. Additionally, the findings indicate a positive correlation between omnichannel marketing strategies and sales performance, as respondents acknowledged that these strategies contribute to increased sales revenue and purchase frequency. The study identifies key dimensions of channel integration that influence customer perceptions, emphasizing the importance of consistent messaging and seamless transitions between online and offline platforms. These insights provide valuable implications for retailers, highlighting the necessity of adopting a customer-centric approach to omnichannel marketing. The research contributes to the existing body of literature by bridging gaps related to customer experience and sales performance in the omnichannel context, offering a comprehensive understanding of the benefits of integrated marketing strategies.

Keywords: omnichannel marketing, customer experience, sales performance, integrated strategies, retail, consumer behavior.

Introduction

Innovations in technology and changes in customer expectations have caused a dramatic shift in the retail industry throughout the last decade. The rise of omnichannel marketing—which combines many channels to provide customers with a unified and uninterrupted purchasing experience—is a major step forward in this progression. For merchants looking to boost customer pleasure and loyalty, understanding the implications of omnichannel strategy is crucial, especially as buying behaviours continue to shift. When a company practices omnichannel marketing, they do more than just provide customers with a number of ways to make a purchase, including online, in-store, via mobile app, and through social media. Customers are able to engage with a brand in a consistent and hassle-free manner across all platforms since these channels are integrated to provide a seamless experience. Customers

nowadays anticipate seamless transitions between their online and offline experiences, and this integrated strategy aims to meet those expectations. Customers want a consistent experience throughout all of their interactions with businesses, just as they do in other parts of their life, including instantaneous information and personalised service. Focussing on the consumer is key to multichannel marketing. Siloed experiences and channel segmentation were common results of traditional marketing methods that put the needs of the merchant first. The consumer, however, occupies prime real estate in an omnichannel model. To adapt to this change, companies must study consumer paths and provide products and services that meet their needs. The process include making use of data analytics and consumer insights to foresee demands, tailor interactions, and provide memorable experiences that strike a chord with customers. One major factor propelling the omnichannel trend is the meteoric climb of online shopping. Consumers now anticipate instantaneous access to information and goods as a result of the rise of online purchasing. Consumers anticipate being able to return online purchases at physical places, frequently do research online before entering a store, and frequently check pricing while shopping. The necessity for merchants to efficiently coordinate their online and physical activities has arisen as a result of this change. Omnichannel strategies that work allow stores to provide customers more freedom in when, where, and how they purchase, which in turn increases customer loyalty. In addition, omnichannel tactics were more widely used during the worldwide epidemic as people looked for safer ways to purchase. Companies who had already made investments in omnichannel capabilities before the pandemic were in a better position to deal with the sudden shifts in the market. Enhanced online offers, curbside pickup, and contactless payment alternatives were implemented swiftly. Companies' capacity to pivot in the face of adversity demonstrated the value of an effective omnichannel strategy in the modern retail landscape. Several aspects make up omnichannel marketing, such as integrating channels, providing an excellent consumer experience, and engaging with the brand. When marketing campaigns are channel integrated, they are coordinated across all channels to guarantee that branding and messaging are consistent. In order to encourage cooperation across divisions and develop a cohesive plan, it is necessary to dismantle organisational silos. Customer experience, on the other hand, is concerned with improving and analysing the whole spectrum of a customer's interactions with a brand. Everything from finding the product to using it after purchase, including channels for customer service and feedback, falls under this category.

Retailers should make customer experience a top priority when implementing an omnichannel marketing strategy. Gaining insight into the customer's journey, outlining each touchpoint, and finding improvement opportunities are all essential steps in crafting a satisfying experience for the consumer. Retailers may better understand their customers' tastes and habits with the use of data analytics and feedback from those customers. For example, if stores realise that many buyers look for things online before buying them, they may improve their online presence and make sure product details are easy to find. Additionally, omnichannel marketing strategies rely heavily on technological integration. In an effort to better serve their customers and save costs, more and more stores are implementing AI, ML, and data analytics systems. With the help of these innovations, stores can better manage their inventory, provide customers more tailored experiences, and see how they're behaving in real time. Online chatbots powered by artificial

intelligence may provide instantaneous service to consumers, while data analytics can let stores plan for future demand and stock up appropriately. No omnichannel marketing strategy would be complete without social media. By facilitating instantaneous two-way communication between brands and their target audiences, social media has quickly become an indispensable tool for modern marketers. Because of the two-way nature of these platforms, companies can quickly address consumer questions and comments. More than that, social media is a must-have for any business's marketing strategy, whether it's online or off. To promote sales and new product releases to specific demographics and inspire customers to buy across channels, retailers can use social media ads. While omnichannel marketing has many advantages, it isn't always easy to put into practice. Problems with data integration, channel coordination, and inventory management are real for retailers. Successful omnichannel execution also presents challenges for businesses in the areas of staff training and organisational structure alignment. For merchants to truly grasp the significance of providing a consistent customer experience across all channels, it is essential that they engage in thorough training programs for their personnel. Part of this is making sure employees have the knowledge and tools they need to communicate with consumers clearly and quickly. In addition, businesses need to assess performance across several channels and touchpoints, which can make analysing the effectiveness of omnichannel marketing initiatives difficult. When it comes to multichannel consumer interaction, traditional measurements like sales numbers could miss the mark. To truly understand their success, retailers need to have a customer-centric view and use analytics that show how all of their interactions with customers are interrelated. You may learn a lot about how well an omnichannel strategy is working by looking at metrics like customer lifetime value, customer happiness, and Net Promoter Scores.

The retail industry has seen a sea change with the advent of omnichannel marketing, which combines online and offline tactics. To successfully negotiate the intricacies of current consumer behaviour and establish meaningful relationships with their audience, merchants must prioritise customer experience, utilise technology, and take a customer-centric strategy. Retailers may better position themselves for long-term success in a highly competitive market by using omnichannel strategies, which boost consumer happiness and loyalty. Organisations that want to succeed in the ever-changing retail industry must adopt the concepts of omnichannel marketing if they want to keep up. Successful omnichannel integration is a never-ending process; in the meanwhile, stores must be flexible to meet consumers' ever-evolving demands.

Literature review

Mosquera, Pascual, and Ayensa (2017) delve into the profound changes that omni-channel marketing has wrought in the retail industry, highlighting how it improves the overall consumer experience across all channels. According to the authors, omni-channel marketing is a way to increase consumer involvement and convenience by using all accessible channels to create a unified purchasing experience. The report clarifies the distinctions between omni-channel, multi-channel, and cross-channel shopping, which helps to clear up any confusion that may exist. It also proposes a framework that lays out new ways to study this dynamic area and gives a comprehensive review of what is already known about the omni-channel consumer

experience. This study has important theoretical implications since it questions current paradigms and lays the groundwork for future research on omni-channel tactics that might increase consumer happiness and loyalty.

Through an integrative evaluation, Gereaa, Gonzalez-Lopez, and Herskovic (2021) highlight the importance of the omnichannel customer experience (CX) in achieving a competitive edge in the modern business environment. The authors point out that studies in this field are still scattered across fields including computer science, sociology, and marketing, even though an omni-channel strategy is crucial. The current body of knowledge has engaged many research streams, according to their systematic literature assessment of 50 studies. This highlights the significance of comprehending the customer lifecycle in an omni-channel environment. In their extensive research agenda, they suggest studying service-based organisations through the lens of the omni-channel paradigm, integrating new touchpoints, and making predictions about consumer behaviour. Findings from this study can help practitioners improve customer engagement and retention through omnichannel management by highlighting the significance of a customer-centric strategy.

In his contribution to the omni-channel marketing conversation, Neslin (2021) proposes seeing the term as a continuum that unites physical and online channels at various points in the customer experience. This study proposes a paradigm that ranks omnichannel strategies from "Unconnected" to "Complete," and it shows how companies may position themselves along this continuum according to 10 marketing and consumer phenomena. Although this study highlights worries about channel cannibalisation, it also shows that consistency across channels is critical for improving consumer experiences. Retailers should think about offline-focused categories, the author says, and decide whether to serve these consumers or push them towards more integrated multichannel experiences. This research offers a detailed insight of how to integrate marketing efforts with customer experiences, which is very important for managers creating omni-channel strategy.

In the context of omnichannel retailing, Gao et al. (2021) analyse the complex interplay between channel integration and consumer experience. Their work addresses a significant knowledge vacuum by examining the effects of channel integration on customers' emotional and cognitive experiences with elements including promotion, product, pricing, and transaction details. It is recommended that merchants prioritise coherent promotional campaigns across channels, since the data show that coordinated efforts greatly improve cognitive experiences. In addition, the authors point out that although integrated customer service has a greater influence on the emotional experience, there is no difference between the contributions of integrated information access and order fulfilment to the total customer experience. The significance of strategic integration in marketing campaigns to cultivate client loyalty is highlighted by these insights, which are crucial for multichannel merchants striving to create exceptional customer experiences.

With an emphasis on service transparency and consistency as critical factors impacting consumer experience and loyalty, Quach et al. (2021) explore the consequences of service integration in omnichannel shopping. By using theories of flow and hyperbolic discounting to

survey data collected from 786 participants, the authors find that service transparency mostly influences consumer flow, but service consistency has a substantial impact on perceived privacy risk as well. Their research shows that consumers are more loyal to brands that prioritise consistent service across channels, and that this loyalty is strongly correlated with the quality of the integration of those services. Also, the study finds that showrooming and location-based service consumption are factors that moderate the association between privacy risk and service consistency. Actionable implications for businesses seeking to better their omnichannel strategy are provided by this research, which underscores the crucial role of service integration in influencing consumer experiences in omnichannel contexts.

Using omnichannel shopping as a framework, Nguyen (2021) examines how channel integration quality relates to consumer experience. Omnichannel distribution, which combines several online and physical channels to provide customers with frictionless purchasing experiences, is characterised by its revolutionary nature, as the study shows. To analyse the data and evaluate the hypotheses, the research uses partial least square-structural equation modelling (PLS-SEM). It does this using an online survey of 351 experienced omnichannel shoppers. Channel integration quality aspects like transparency, information consistency, process consistency, and breadth of channel-service option greatly affect the total consumer buying experience, according to the research. In addition, the effect of integrated interactions on perceived compatibility is significant since it enhances the customer experience and, in turn, improves patronage intentions. This study adds to the existing body of knowledge on omnichannel commerce by highlighting the significance of high-quality channel integration in creating memorable shopping experiences for customers and retaining their business in the face of fierce competition.

With an emphasis on how businesses may optimise consumer interactions through the integration of online and physical channels, Tyrväinen and Karjaluo (2019) investigate the omnichannel experience in retail. Digitalisation has changed customer behaviours and expectations, which has led to major shifts in the retail business, as the authors point out. Findings from twenty semi-structured interviews with consumers who have shopped in both online and brick-and-mortar stores are used to determine what makes an omnichannel experience worthwhile. Customers use their mobile devices to check pricing and items while in-store, and they want online and offline channels to work together effortlessly, according to the research. The results show that a consistent strategy for managing both online and offline channels may greatly increase consumer happiness and loyalty, and that channel integration is crucial for improving pleasant brand experiences. In a retail landscape where digital transactions predominate, this research offers practical advice for stores aiming to deliver a seamless shopping experience for their customers.

By combining findings from fifty empirical studies published throughout the previous twenty years, Timoumi, Gangwar, and Mantrala (2021) undertake a thorough literature study on the topic of omnichannel retail marketing strategies' cross-channel effects. Factors like search behaviour, purchase intents, frequency, and loyalty are among those studied, as is the interaction between different omnichannel tactics and their impacts on customer responses across the purchase experience. Key techniques for improving omnichannel performance are

highlighted by the authors. These strategies cover topics such as the influence of mobile shopping channels, the inclusion of physical and online channels by businesses, and more. While channel integration does increase revenue and consumer engagement in the long run, the assessment notes that problems like channel cannibalisation need careful management. Retailers may optimise their omnichannel strategy for improved customer outcomes with the practical insights provided by this study, which enhances theoretical discourse in the industry and offers a strong framework for understanding the consequences of cross-channel integration.

Using a mixed-method approach, Shi et al. (2020) conceptualise the omnichannel customer experience and its effect on purchase intentions. The authors build a nomological model based on innovation diffusion theory, with an emphasis on the importance of perceived compatibility and perceived risk in connecting omnichannel experiences to customers' inclinations to shop. They show that a well defined omnichannel experience has a favourable effect on perceived compatibility and a negative effect on perceived risk by drawing on two datasets to back up the theoretical framework. According to the research, satisfying customers' expectations requires seamless experiences that are the result of combining several channels. By offering a systematic instrument to investigate the causes and effects of omnichannel encounters, the authors state that their all-encompassing conceptualisation lays the groundwork for future studies. Retailers seeking to improve customer happiness and promote buying intentions in an omnichannel world will find this work particularly relevant.

A new approach to integrated marketing communications (IMC) is suggested by Payne, Peltier, and Barger (2017), which takes into account the possibilities and hazards of omni-channel marketing. The study highlights the interdependence of several technological and personal customer touchpoints in impacting consumer engagement and profitability. In order to better understand the dynamics of consumer-brand engagement across different touchpoints, the authors identify five critical areas for future research on omni-channel marketing strategies. These areas include, among others, the necessity for a stronger connection between omni-channel theory and practice. Creating cohesive messaging and cross-channel strategic efforts is crucial for maximising customer engagement and building lucrative partnerships, according to this research. Marketers seeking to optimise their omni-channel marketing efforts and increase consumer interactions will find the authors' call for the establishment of comprehensive frameworks in this new industry to be an essential basis.

Finally, the literature analysis shows that there is a lot of research that says omnichannel marketing is important for improving the customer experience and boosting sales performance. There has been a lot of research on how to combine online and offline strategies to make shopping easier for customers, but not much on how exactly these integrations impact various aspects of the customer experience, like how engaged they are emotionally and how satisfied they are overall. Also, current research tends to look at omnichannel strategy as a whole, rather than at the unique effects of different channel combinations and consumer demographics. This research intends to fill that void by looking at how improvements to the customer experience brought about by combining online and offline tactics affect customer loyalty and retention rates across various demographics of buyers. Retailers seeking to optimise their omnichannel

marketing efforts may find significant insights from our research, which addresses these underexplored issues.

Objectives

1. To analyse the impact of integrating online and offline strategies on customer experience.
2. To measure the impact of omnichannel marketing (Integrating Online and Offline Strategies) on sales performance.

Hypotheses

H1: Integrating Online and Offline Strategies improves Customer Experience

H2: Omnichannel marketing (Integrating Online and Offline Strategies) has a positive impact on the sales performance.

Research Methodology

The research methodology employed a quantitative approach to investigate the impact of integrating online and offline strategies on customer experience and sales performance. A structured questionnaire was developed and administered to a sample of 344 respondents, consisting of employees engaged with retailers utilizing omnichannel marketing strategies. The questionnaire included Likert scale items designed to assess customer experiences and perceptions of sales performance related to these strategies. Data collected were analyzed using descriptive statistics to summarize the demographic characteristics and responses of the participants. For inferential statistics, a one-sample t-test was conducted to determine whether the mean scores of customer experience and sales performance significantly differed from predetermined values. This methodology aimed to provide empirical evidence regarding the effectiveness of omnichannel marketing in enhancing customer experience and driving sales performance.

Data Analysis

Table 1. Impact on customer experience

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I believe that our integration of online and offline strategies enhances customer satisfaction.	12	3.5%	15	4.4%	28	8.1%	127	36.9%	162	47.1%
Customers have expressed positive feedback regarding the seamless transition between online and offline shopping experiences.	42	12.2%	49	14.2%	52	15.1%	118	34.3%	83	24.1%

The use of integrated channels has made it easier for customers to access our services and products.	16	4.7%	49	14.2%	45	13.1%	125	36.3%	109	31.7%
I feel that our omnichannel approach positively influences customer loyalty.	50	14.5%	35	10.2%	6	1.7%	136	39.5%	117	34.0%
The consistency of messaging across online and offline channels improves the overall customer experience.	62	18.0%	10	2.9%	38	11.0%	104	30.2%	130	37.8%

The first statement, "I believe that our integration of online and offline strategies enhances customer satisfaction," received a strong level of agreement from respondents, with a total of 183 participants (84.0%) indicating either "Agree" or "Firmly Agree." This suggests that the employees perceive a positive correlation between the integration of online and offline strategies and customer satisfaction, reinforcing the importance of a cohesive shopping experience. However, a combined total of 57 respondents (17.9%) expressed disagreement or neutrality, indicating that while the majority support the integration, there are still some employees who may not be fully convinced of its impact. The second statement, "Customers have expressed positive feedback regarding the seamless transition between online and offline shopping experiences," garnered a mixed response, with only 207 respondents (58.4%) either agreeing or firmly agreeing, while 91 participants (26.4%) disagreed or remained neutral. This indicates a recognition among employees that while some customers appreciate the seamless transition, there is still room for improvement in customer feedback regarding this aspect. The third statement, "The use of integrated channels has made it easier for customers to access our services and products," also showed favorable results, with a total of 234 employees (68.0%) agreeing or firmly agreeing. This implies that employees acknowledge the positive impact of integrated channels on customer accessibility, although 65 respondents (18.9%) indicated disagreement or neutrality, suggesting that not all employees perceive the channels as equally effective. The fourth statement, "I feel that our omnichannel approach positively influences customer loyalty," highlighted a significant level of support, as 253 respondents (73.5%) agreed or firmly agreed with this statement. This indicates a strong belief among employees that an omnichannel approach is essential for fostering customer loyalty, yet 85 participants (24.7%) expressed disagreement or neutrality, hinting at the potential for varying perspectives on the relationship between omnichannel strategies and loyalty. Lastly, the fifth statement, "The consistency of messaging across online and offline channels improves the overall customer experience," received a favorable response, with a total of 234 respondents (67.9%) agreeing or firmly agreeing. This suggests that employees recognize the importance of consistent messaging in enhancing the customer experience; however, a notable number of employees—72 (21.0%)—expressed disagreement or neutrality, indicating that there are still concerns or varying opinions regarding the effectiveness of messaging consistency in impacting customer experience. Overall, these statements reflect a generally positive view

among employees regarding the integration of online and offline strategies and their influence on customer satisfaction and loyalty, while also highlighting areas for further improvement and exploration.

Table 2. Impact on Sales performance.

	Firmly Disagree		Disagree		Neutral		Agree		Firmly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I believe that our omnichannel marketing strategies contribute to increased sales revenue.	51	14.8%	24	7.0%	27	7.8%	141	41.0%	101	29.4%
The integration of online and offline channels has led to higher customer purchase frequency.	33	9.6%	20	5.8%	48	14.0%	119	34.6%	124	36.0%
Our sales performance has improved since implementing omnichannel marketing strategies.	6	1.7%	29	8.4%	47	13.7%	148	43.0%	114	33.1%
Customers are more likely to make purchases after interacting with both our online and offline channels.	20	5.8%	29	8.4%	20	5.8%	163	47.4%	112	32.6%
I feel that our omnichannel approach has positively impacted our overall business performance.	8	2.3%	25	7.3%	53	15.4%	138	40.1%	120	34.9%

The first statement, "I believe that our omnichannel marketing strategies contribute to increased sales revenue," revealed a divided perspective among employees. While a total of 242 respondents (70.4%) indicated agreement, with 141 employees (41.0%) agreeing and 101 (29.4%) firmly agreeing, a noteworthy portion, consisting of 75 employees (21.8%), expressed disagreement or neutrality. This suggests that while many employees recognize the potential of omnichannel strategies to drive sales revenue, there remains a significant minority that is either skeptical or uncertain about this relationship. The second statement, "The integration of online and offline channels has led to higher customer purchase frequency," received a positive response, with 243 participants (70.6%) agreeing or firmly agreeing. Specifically, 124 employees (36.0%) firmly agreed with this assertion, indicating a strong belief in the efficacy of channel integration in encouraging frequent purchases. However, the 53 employees (15.4%) who disagreed or remained neutral highlight a disparity in perceptions regarding the influence of integrated channels on purchase frequency, suggesting that further investigation may be needed to understand the nuances of customer behavior in this context. The third statement, "Our sales performance has improved since implementing omnichannel marketing strategies," garnered significant support, with 262 respondents (76.1%) indicating agreement. Among these, 148 employees (43.0%) agreed and 114 (33.1%) firmly agreed, which emphasizes a

collective recognition of the positive effects of omnichannel strategies on sales performance. Yet, the 35 participants (10.1%) who disagreed or remained neutral point to a potential variance in experiences or expectations concerning sales improvements following the implementation of these strategies. The fourth statement, "Customers are more likely to make purchases after interacting with both our online and offline channels," showcased strong agreement, with a total of 275 respondents (80.0%) supporting this notion. Here, 163 employees (47.4%) agreed and 112 (32.6%) firmly agreed, indicating a robust belief that the interplay between online and offline interactions enhances customer purchasing behavior. However, the 49 employees (14.2%) who disagreed or remained neutral underscore that some employees may not fully endorse this perspective, signaling a need for further exploration into customer engagement strategies. Finally, the fifth statement, "I feel that our omnichannel approach has positively impacted our overall business performance," reflected a favorable outlook, with 258 participants (74.9%) agreeing or firmly agreeing. This suggests a strong conviction among employees regarding the overall benefits of omnichannel strategies for business performance; however, the 33 respondents (9.6%) who disagreed or remained neutral indicate that not all employees share this sentiment, hinting at a variance in individual perspectives and experiences with the omnichannel approach. Collectively, these statements illuminate a predominantly positive perception of the impact of omnichannel marketing strategies on sales performance while also revealing areas where further understanding and alignment among employees may be necessary.

H1: Integrating Online and Offline Strategies improves Customer Experience

Table 3. One-Sample Test

	TV=3					
	t	df	Sig.	Diff	95% CI	
I believe that our integration of online and offline strategies enhances customer satisfaction.	22.163	343	.000	1.19767	1.0914	1.3040
Customers have expressed positive feedback regarding the seamless transition between online and offline shopping experiences.	6.152	343	.000	.43895	.2986	.5793
The use of integrated channels has made it easier for customers to access our services and products.	12.011	343	.000	.76163	.6369	.8864
I feel that our omnichannel approach positively influences customer loyalty.	9.009	343	.000	.68314	.5340	.8323
The consistency of messaging across online and offline channels improves the overall customer experience.	8.511	343	.000	.66860	.5141	.8231

The results from the one-sample test provide compelling evidence supporting the hypothesis that integrating online and offline strategies improves customer experience. For the statement, "I believe that our integration of online and offline strategies enhances customer satisfaction," the t-value of 22.163 and a significance level (Sig.) of .000 indicate a statistically significant difference from the hypothesized mean value of 3. The mean difference of 1.19767 suggests that employees are strongly in favor of the idea that integration enhances customer satisfaction, with a confidence interval ranging from 1.0914 to 1.3040, confirming the robustness of this finding. This finding aligns well with the hypothesis, affirming that a well-executed integration

strategy significantly enhances customer satisfaction levels. Regarding the second statement, "Customers have expressed positive feedback regarding the seamless transition between online and offline shopping experiences," the t-value of 6.152 and a Sig. value of .000 further bolster the hypothesis. The mean difference of 0.43895, along with a confidence interval of 0.2986 to 0.5793, suggests that employees perceive positive feedback from customers about the integration of channels, reinforcing the notion that seamless transitions contribute positively to customer experience. The statement, "The use of integrated channels has made it easier for customers to access our services and products," also yielded strong results, with a t-value of 12.011 and a Sig. value of .000. The mean difference of 0.76163, along with a confidence interval of 0.6369 to 0.8864, indicates a clear belief among employees that the integration of channels facilitates easier access for customers, directly supporting the hypothesis that such strategies enhance customer experiences. Furthermore, for the statement, "I feel that our omnichannel approach positively influences customer loyalty," the t-value of 9.009 and a Sig. value of .000 reveal a significant positive perception regarding the impact of integration on customer loyalty. The mean difference of 0.68314, coupled with a confidence interval ranging from 0.5340 to 0.8323, indicates that employees believe the omnichannel strategy fosters stronger customer loyalty, which is crucial for long-term business success. Lastly, the statement, "The consistency of messaging across online and offline channels improves the overall customer experience," exhibited a t-value of 8.511 and a Sig. value of .000, further affirming the hypothesis. The mean difference of 0.66860 and a confidence interval from 0.5141 to 0.8231 highlight the employees' perception that consistent messaging across channels enhances the overall customer experience. Collectively, these results strongly support the hypothesis that integrating online and offline strategies is instrumental in improving customer experience, as reflected in enhanced customer satisfaction, positive feedback, increased accessibility, heightened loyalty, and improved messaging consistency.

H2: Omnichannel marketing (Integrating Online and Offline Strategies) has a positive impact on the sales performance.

Table 4. One-Sample Test

	TV=3				
	t	df	Sig.	Diff.	95% CI L U
I believe that our omnichannel marketing strategies contribute to increased sales revenue.	8.591	343	.000	.63081	.4864 .7752
The integration of online and offline channels has led to higher customer purchase frequency.	12.103	343	.000	.81686	.6841 .9496
Our sales performance has improved since implementing omnichannel marketing strategies.	18.393	343	.000	.97384	.8697 1.0780
Customers are more likely to make purchases after interacting with both our online and offline channels.	15.384	343	.000	.92442	.8062 1.0426
I feel that our omnichannel approach has positively impacted our overall business performance.	18.121	343	.000	.97965	.8733 1.0860

The findings from the one-sample test further substantiate the hypothesis that omnichannel marketing, which integrates online and offline strategies, has a positive impact on sales performance. For the statement, "I believe that our omnichannel marketing strategies contribute

to increased sales revenue," the t-value of 8.591 with a significance level (Sig.) of .000 indicates a statistically significant difference from the hypothesized mean value of 3. The mean difference of 0.63081, supported by a confidence interval ranging from 0.4864 to 0.7752, reflects a strong belief among employees that the implementation of omnichannel strategies positively influences sales revenue, aligning well with the hypothesis. The second statement, "The integration of online and offline channels has led to higher customer purchase frequency," exhibited an even stronger result, with a t-value of 12.103 and a Sig. value of .000. The mean difference of 0.81686, along with a confidence interval from 0.6841 to 0.9496, underscores that employees perceive a direct correlation between channel integration and increased purchase frequency, reinforcing the argument that an effective omnichannel strategy encourages more frequent customer transactions. In terms of overall sales performance, the statement "Our sales performance has improved since implementing omnichannel marketing strategies" recorded a remarkable t-value of 18.393 and a Sig. value of .000, clearly indicating a significant positive perception among employees regarding the impact of these strategies. The mean difference of 0.97384, coupled with a confidence interval ranging from 0.8697 to 1.0780, demonstrates that employees overwhelmingly agree that sales performance has seen a marked improvement as a result of adopting omnichannel marketing approaches. Additionally, for the statement "Customers are more likely to make purchases after interacting with both our online and offline channels," the t-value of 15.384 and a Sig. value of .000 further affirm the hypothesis. The mean difference of 0.92442, supported by a confidence interval from 0.8062 to 1.0426, indicates strong employee consensus that customer interactions across multiple channels significantly enhance purchasing likelihood. Lastly, the statement "I feel that our omnichannel approach has positively impacted our overall business performance" produced a t-value of 18.121 and a Sig. value of .000, signaling robust agreement. The mean difference of 0.97965, with a confidence interval ranging from 0.8733 to 1.0860, emphasizes that employees view the omnichannel strategy as instrumental in driving overall business success. Collectively, these findings compellingly support the hypothesis that omnichannel marketing, through the integration of online and offline strategies, significantly enhances sales performance, as evidenced by increased revenue, purchase frequency, improved sales performance metrics, higher customer purchase likelihood, and overall business enhancement.

Findings

The findings from the study provide robust evidence supporting both hypotheses regarding the impact of integrating online and offline strategies on customer experience and sales performance. For the first hypothesis, the results demonstrated a significant positive correlation between the integration of online and offline strategies and customer satisfaction. A majority of respondents expressed strong agreement that such integration enhances customer satisfaction, as indicated by a one-sample t-test yielding a t-value of 22.163 and a significance level of .000 for the statement "I believe that our integration of online and offline strategies enhances customer satisfaction." This finding highlights that employees not only recognize the value of seamless transitions between channels but also believe that this integration fosters positive customer experiences. Moreover, the perceptions that customers have provided positive feedback regarding the seamless transition between online and offline shopping

experiences further validate this conclusion, with a t-value of 6.152. Employees indicated that the ease of accessing services and products through integrated channels significantly enhances the overall shopping experience. Additionally, a strong belief that the omnichannel approach influences customer loyalty was evidenced by a t-value of 9.009. Finally, the consistency of messaging across channels emerged as a crucial factor for improving the overall customer experience, supported by a t-value of 8.511. These insights collectively underscore the importance of integrating online and offline strategies in enriching customer experiences and fostering loyalty.

The second hypothesis focused on the positive impact of omnichannel marketing on sales performance, and the findings again aligned with this premise. Employees demonstrated a strong belief that omnichannel marketing strategies contribute to increased sales revenue, as indicated by a one-sample t-test with a t-value of 8.591 for the statement "I believe that our omnichannel marketing strategies contribute to increased sales revenue." The results showed that the integration of online and offline channels has led to higher customer purchase frequency, further supported by a t-value of 12.103. This suggests that employees perceive that customers are engaging more frequently in purchases as a result of channel integration. The study also found a compelling belief that sales performance has improved since the implementation of omnichannel marketing strategies, as evidenced by a significant t-value of 18.393. Moreover, the likelihood of customers making purchases after interacting with both online and offline channels was affirmed by a t-value of 15.384, indicating that cross-channel interactions are effective in enhancing sales. Lastly, employees felt that the omnichannel approach positively impacts overall business performance, supported by a t-value of 18.121. Together, these findings demonstrate that the adoption of omnichannel marketing strategies not only enhances customer experiences but also translates into tangible improvements in sales performance, underscoring the importance of this integrated approach in today's competitive retail landscape.

Conclusions

The conclusions drawn from this study highlight the significant benefits of integrating online and offline strategies in omnichannel marketing, affirming that such integration substantially enhances customer experience and positively influences sales performance. The findings indicate that employees within the organization overwhelmingly recognize the value of seamless transitions between channels, which not only improve customer satisfaction but also foster increased loyalty. Furthermore, the strong agreement among employees regarding the positive impacts of omnichannel marketing strategies on sales performance reinforces the notion that a comprehensive approach to marketing—one that embraces both digital and traditional avenues—can lead to increased revenue and customer engagement. The robust statistical evidence provided by the one-sample t-tests substantiates these conclusions, showcasing a clear alignment between employee perceptions and the underlying principles of effective omnichannel marketing.

The implications of this study are multifaceted for retailers aiming to optimize their marketing strategies in a competitive landscape. First and foremost, organizations should prioritize the

development and implementation of integrated marketing strategies that unify online and offline channels to create a seamless shopping experience for customers. This includes investing in technology and training to ensure that all touchpoints provide consistent messaging and service quality, which has been identified as a crucial factor for enhancing customer experience. Additionally, retailers should actively seek and analyze customer feedback regarding their omnichannel experiences to continuously refine their strategies. By doing so, they can address any gaps in service and better align their offerings with customer expectations, thereby cultivating stronger relationships and fostering long-term loyalty. Moreover, the insights gained from employees regarding the effectiveness of omnichannel strategies can serve as a valuable resource for management in making informed decisions about marketing investments and resource allocation.

Future research should aim to delve deeper into the complexities of omnichannel marketing by exploring specific elements that contribute to successful integration. While this study has established a solid foundation for understanding the general impact of omnichannel strategies, further investigations could focus on demographic variations in customer preferences and how different segments engage with various channels. Additionally, future studies might examine the role of emerging technologies—such as artificial intelligence, machine learning, and data analytics—in optimizing omnichannel experiences and driving sales. Exploring these aspects could provide a more nuanced understanding of how retailers can tailor their strategies to meet the diverse needs of their customers. Moreover, longitudinal studies assessing the long-term effects of omnichannel marketing on customer loyalty and sales performance would add significant value to the existing body of knowledge, allowing retailers to gauge the sustainability of their marketing strategies over time. Ultimately, this area of research remains ripe for exploration, offering numerous avenues for future inquiry that can further illuminate the evolving dynamics of consumer behavior in an increasingly interconnected marketplace.

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