

Exploring Customer Engagement Dynamics in Omni-channel Electronics Retailing: A Multi-Touchpoint Analysis

Prof. Amol Khandagale¹, Dr. Shriram Dawkhar²

¹Assistant Professor, MBA, Sinhgad Institute of Management / Savitribai Phule Pune University / Sinhgad Institute of Management, Pune, India

²Director, MBA, Sinhgad Business School / Savitribai Phule Pune University / Sinhgad Business School, Pune, India

Correspondence should be addressed to Prof. Amol Khandagale; k.amol051@gmail.com

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ABSTRACT- Fast changes in retail technologies and changes in consumer behavior have pushed electronics retailers to adopt an omnichannel approach. In omnichannel retail they combine online and offline platforms to provide smooth customer engagement. This research looks into how these retailers manage customer connections across different channels. It also discovers how well they bring together various touchpoints and examines how personalization and technology impact customer loyalty. Data was collected from 101 respondents which involved interaction with major Indian electronics retailers like Reliance Digital, Vijay Sales, and Croma. This study shows that while digital touchpoints, especially social media and mobile apps, tops in customer engagement, inconsistencies between channels and a lack of personalization remain ongoing problems. Most respondents want real-time stock visibility, unified loyalty programs, and smooth transitions between platforms. In mobile apps options like "Order Online, Pick Up in Store" are popular. However, the results reveal a significant gap between what customers expect and what they experience. This gap highlights underused emerging technologies and how service inconsistencies affect trust and repurchase decisions.

This paper provides practical suggestions for retailers. It is important for Electronics retailers to design a seamless shopping experience across all channels if they want to flourish in the rapidly evolving market of today. This entails a smooth transition between online and in store interactions. They ought to customise offers and suggestions using clever personalisation tools. It's also critical to promote candid customer feedback. Moreover, improving physical store environments and digital platforms can enhance greater customer engagement and enduring loyalty.

KEYWORDS- Retail Innovation, India, Omnichannel Retailing, Touchpoints, Electronics Retailers, Personalisation, Integration, Loyalty, Digital Platforms, Social Media, Mobile Apps, Emerging Technology, Seamless Online-Offline Shopping, Inventory Visibility, Loyalty Programs, Customer Engagement, Feedback, Retail Analytics, Channel Consistency.

I. INTRODUCTION

Digital technology and changing consumer expectations are causing a rapid shift in the relationship between brands and customers in retail. Engaging customers today entails more than just closing deals, it also entails creating dynamic, continuing relationships. Customers want more than just information in the electronics industry, where products are complex and innovation occurs quickly. They expect helpful support and personalized experiences.

Developing a strong customer relationship is vital for growth and loyalty. A smooth experience across social media, apps, websites and physical stores is provided by omnichannel retail. Making clients feel important, tailoring deals, maintaining a consistent brand and promoting candid, two-way communication are all essential to success. Brands gain trust and lasting relationships by listening to their customers and acting quickly. This helps them meet customer expectations and strengthen their bonds with them.

In today's market, electronics retailers deal with a distinct set of challenges like:

- **Complex Inventory:** Managing a product line that is changing quickly can be difficult. Because new models are frequently released, it can be challenging to keep shelves stocked with what customers want. Older items also quickly become outdated.
- **High Customer Expectations:** Customers expect excellent service at every stage, from browsing to post-purchase support.
- **Intense Competition:** International and local brands are vying for every consumer. The pressure to stand out and be valuable rises as a result.
- **Loyalty at Risk:** If customers experience unclear pricing, inconsistent stock updates, or inadequate post purchase assistance, they may quickly lose trust. Customers may opt to try competing brands as a result of these problems.
- **Recent developments show that today's consumers have higher expectations. They want:**
- **Instant access to product information and clear comparisons in terms of features, benefits and price at every digital and physical location.**
- **Loyalty programs that recognize their engagement,**

regardless of the platform.

- Strong digital tools like mobile apps and live chat that support physical shopping instead of replacing it.

Research Objectives for this research article includes identifying the elements and points of contact that influence loyalty and engagement and to assess the degree to which new technology and omnichannel integration enhance the overall customer experience. This research focuses on analysing facts and draws from recent studies. Its goal is to provide clear insights and specific recommendations for retailers facing the growing interconnected retail environment.

II. LITERATURE REVIEW

In the last decade, omnichannel retailing has drawn the attention of both academia and business, with the retail of electronics providing an ideal environment for researching the dynamics of customer engagement. Researchers have tried to break down omnichannel success into models that take into account integration, personalization, digitalization, and the emotional components of consumer interactions.

- **Factors Influencing Omnichannel Purchase Behaviour:** Ajai Pal Sharma et al. [15] found that consumer characteristics like price sensitivity and technology adoption, as well as channel convenience and product demonstration opportunities, are key antecedents that influence omnichannel purchase behaviour. These elements impact engagement and loyalty after the purchase in addition to the initial purchase.
- **Channel Integration and Consistency:** Parul et al. [10] and Bhattacharyya [1] emphasized that few retailers provide true synergy, despite the fact that seamless integration across channels is a must for effective engagement. Their analysis of more than 100 studies emphasizes how difficult it is to integrate backend systems, which leads to information silos and uneven customer experiences.
- **Closing Online and Offline Gaps:** Peter Johnson and Maria Gonzalez [4] discussed operational concerns such as inventory synchronisation and data integration. Peter Johnson and Maria Gonzalez argued that building consumer trust and a sense of brand reliability requires regular order fulfilment and real-time updates.
- **Role of Personalisation in Customer Engagement:** Emily Carter and Rajesh Patel [2] highlighted the increasing significance of personalisation using data analytics and artificial intelligence to raise emotional connections and engagement. They came to the conclusion that tailored communications and focused recommendations greatly increase customer loyalty and lifetime value.
- **Emerging Technologies in Omnichannel Retail:** In their 2022 study, Michael Brown and Sarah Lee [7] looked at disruptive technologies such as augmented reality. Thus, technology enhances both digital and physical shopping by providing immersive experiences. However, many retailers still have low adoption rates even though the technology has clear potential. This creates a gap in customer expectations for innovative engagement.
- **Customer Decision Making Complexities:** Using

cognitive-affective-conative frameworks, Ruchi Mishra et al. [8] showed that omnichannel consumers have complex decision-making processes influenced by both emotional factors (like brand trust and satisfaction) and rational factors (such as information search and value for money). This highlights the need for research that integrates behavioral and psychological analysis.

- **Evolution of Organizational Capabilities:** According to L'housseine Mounaim et al. [9], omnichannel transitions present challenges for organisational culture, marketing integration, agility, and consumer behaviour. Businesses that make investments in employee training and cultural alignment perform better on measures of customer engagement.
- In their review of more than 40 articles, Singh et al. [18] emphasized the importance of well-planned customer journeys. These journeys find touchpoints and highlights issues to create experiences that go beyond what customers expect.
- **Social-Media as an Engagement Hub:** Anna Roberts and David Kim [11] and Sinha et al. [16] emphasised the role that social media plays as a platform for communication, customer support, and business. Robust groups and higher engagement rates are attained by brands that regularly produce interesting content.
- **Opportunities and Challenges:** James Wilson and Priya Sharma [15] noted that the industry faces difficulties in implementing new engagement technologies, such as chatbots for customer service or in store augmented reality kiosks, rapidly while maintaining consistent performance across all platforms.

The Literature Review's Gap:

- The majority of studies concur that channel integration and personalisation are crucial, but few take into account the regional differences in developing nations like India, where rates of technology adoption and the maturity of digital infrastructure differ greatly.
- In the context of electronics retail, there is a dearth of quantitative research on the effects of particular touchpoints (social media versus In Store kiosks or mobile apps) on consumer engagement and loyalty.
- Little is known about how organisational learning and agility affect the ability to continuously provide seamless experiences across both new and legacy systems.
- There are still important gaps in our knowledge of how bad experiences (like inconsistent stock or service) impact brand advocacy, repurchase intent, and long-term customer relationships quantitatively.

By empirically examining customer expectations and behaviours from omnichannel electronics retailers in India, this study seeks to close these gaps by establishing a connection between particular touchpoints and integration strategies and quantifiable increases in engagement and loyalty.

III. RESEARCH METHODOLOGY

This study's methodology was thoughtfully designed to address the changing customer engagement landscape among omnichannel electronics retailers and to offer statistically sound, practical insights to industry practice

and scholarship. The planning and execution of the research are described in this section. Everything is covered, including participant selection, data collection, analysis, and accuracy checks.

The study employed a mixed-methods approach in order to completely comprehend the various facets of customer engagement. The study required collecting both quantitative data and qualitative data for more in depth understanding. Using both quantitative data and qualitative data was essential because customer engagement includes behavioural, emotional, and transactional elements in both online and in store settings. The qualitative data offered crucial context even though the study primarily used quantitative data to evaluate the relationships between customer engagement, channel integration and loyalty. Understanding customer motivations and experiences reveals what truly initiates engagement and loyalty today. The study focused on customers who used at least two online or offline channels from major Indian electronics retailers (Reliance Digital, Vijay Sales, and Croma), capturing insights from those familiar with both traditional and modern shopping experiences.

Thus, a single customer who satisfied these requirements was designated as the sampling unit. A stratified random sampling technique was used to minimise sample bias and represent a range of consumer behaviours. The respondents were divided into:

- Age group (18 to 24, 25 to 31, 32 to 45, and 46+ years)
- Shopping frequency (weekly, monthly, less than monthly)
- Engagement profile (online centric, store centric, or genuinely omnichannel)

Both digitally native demographic groups and those with more traditional retail habits were included through careful segmentation. Although time and statistical strength were limited, the final sample of 101 respondents represented important urban markets like Pune, Chhatrapati Sambhajanagar, and Ahilyanagar. This helped ensure reliable conclusions.

We used structured questionnaires to gather primary data. Secondary data provided context, validation, and cross-checking. Sources included market research reports and analytics on Indian electronics retail. We also referred scholarly articles and peer reviewed journals discussing omnichannel engagement, along with customer reviews, forums that reflected consumer sentiment.

IV. DATA ANALYSIS AND INTERPRETATION

A. Demographics:

- Out of all respondents, 64.4% are aged 18 to 25. Most are male (75.2%) and students (68.3%).
- Most respondents lived in Pune and Chhatrapati Sambhajanagar, representing young, tech-savvy shoppers who enjoy online shopping and adopting new retail technologies.
- Shopping Habits & Touchpoints:
- Online Dominance: Only 49.5% of people visit physical stores once a month. In contrast, 81.2% shop online every day.
- Social media: This is the most popular touchpoint at 83.2%. It is followed by mobile apps at 32.7% and

websites at 44.6%.

- In Store Experience: This remains important. 72.3% of customers say they feel more engaged in a welcoming store environment.

B. Touchpoint Integration:

- Digital platforms matter for In Store sales just as much as they do for online shopping. A significant 89.1% of consumers check online inventory before going to physical stores.
- Nearly 70% have used "Order Online, Pick Up in Store," showing a clear preference for combined fulfilment strategies.
- About half, or 46.5%, return items they bought online at physical stores. This highlights the need for standard service guidelines.

C. Pain Points:

- 67% of respondents stated that inconsistencies between online and offline channels had a negative impact on their perception and future engagement, while 63.4% reported experiencing such inconsistencies.
- Only 29.7% make use of the app's and In Store barcode scanning features, indicating poor usability or low awareness.

D. Drivers of Loyalty and Engagement:

- The two most important engagement factors are digital loyalty programs and regular personalised offers (82.2% and 58.4%, respectively).
- 65.3% of consumers stick with specific retailers, and the biggest factor influencing loyalty is "excellent customer service" (68%).

E. Satisfaction and Repurchase:

- High satisfaction: 87.1% of respondents are happy with channel switching. 92.1% rate their online experience positively.
- 57.4% of consumers say they are more likely to make more purchases from merchants that offer seamless integration.
- Real-time stock data, quick customer service (including live chat), and engaging In Store experiences (such as demos and informed employees) all contribute to emotional resonance, according to focus group comments. In the meantime, slow omnichannel returns, siloed customer data, or generic campaigns erode trust and encourage repeat business.
- The omnichannel strategy has mainly satisfied the needs of the digital age, but enduring discrepancies and underutilised technological capabilities point to a gap in experience. The most obvious ways to boost customer satisfaction, repeat business, and advocacy are through personalised engagement, channel integration, and seamless problem solving.

F. Hypothesis Formulation and Testing:

- Hypothesis 1:
 - H0: There is no significant relationship between channel integration (online-offline consistency) and customer loyalty in Omnichannel electronics retailing.
 - H1: There is a significant relationship between channel integration (online-offline consistency) and

customer loyalty in Omnichannel electronics retailing.

• Hypothesis 2:

- H0: The use of personalized digital offers does not significantly increase engagement across touchpoints.
- H1: The use of personalized digital offers significantly increases engagement across touchpoints.
- Testing Hypothesis 1: Channel Integration and Loyalty
- Integration between online and offline channels was deemed very or extremely important by 75% of respondents.
- With 78.2% stating that seamless integration increases engagement and 57.4% stating it increases their likelihood to repurchase, 65.3% of consumers consider themselves loyal to particular retailers.

Table 1: Contingency Table Illustrating the Connection between Customer Loyalty and the Significance of Channel Integration

Channel Integration Importance	Loyal Customers	Non-Loyal Customers	Total
Very/Extremely Important	55	21	76
Less Important	11	14	25
Total	66	35	101

Using the chi-square test, the computed value (derived from the contingency table above; specifics have been omitted for conciseness) surpasses the critical value at 0.05 significance for one degree of freedom.

- Result: H0 is rejected. Customer loyalty and channel integration are significantly correlated.
- Testing Hypothesis 2: Personalization and Engagement
- Personalised offers and promotions were mentioned by 82.2% of respondents as the main reason for interacting with brands at various touchpoints.
- Seventy of the eighty-three high-engagement respondents said they received personalised offers on a regular basis. Table 2: Contingency Table Illustrating the Connection Between Engagement Across Touchpoints and Getting Customised Offers.
- Chi-square Test was used and calculation (omitted for brevity) yields a significant result at $p < 0.05$.
- Result: Reject H0. Personalized offers significantly increase engagement across touchpoints.
- Interpretation: There is statistical support for both hypotheses. Personalised digital offers have been shown to increase engagement, and channel integration is significantly associated with greater customer loyalty.

This emphasises that in order to increase overall customer value, electronics retailers must make investments in both seamless integration and data-driven personalisation.

Table 2: Contingency Table Illustrating the Connection between Engagement across Touchpoints and Personalised Offers

Personalized Offers	Engaged (Yes)	Engaged (No)	Total
Yes	70	10	80
No	13	8	21
Total	83	18	101

V. FINDINGS AND SUGGESTIONS

A. Findings:

- Predominance of Digital Touchpoints: Younger consumers (18 to 25 years old) have high expectations for online-offline integration and strongly prefer digital engagement, especially through social media and mobile apps.
- Channel Integration Makes a Difference: Customer loyalty and trust are severely harmed by problems with inconsistent promotions, information, or service across channels. For future competitiveness, seamless integration is a must.
- Personalisation Drives Engagement: Key engagement drivers included the desire for tailored offers, astute product recommendations, and loyalty benefits.
- Hybrid fulfilment is well liked: In addition to increasing convenience, services like "Order Online, Pick Up in Store" also highlight the complementary functions of each channel.
- Physical Stores Are Still Important: Despite having fewer customers than online, physical stores continue to have an impact because of their displays, atmosphere, and customer service, which frequently encourage online purchases.
- Gap in Technology Adoption: Low uptake of advanced features like barcode scanning In Store points to insufficient promotion, employee training, or usability.

B. Suggestions:

- Make an investment in backend integration: Implement ERP systems that ensure real-time, site-wide consistency by synchronising inventory, pricing, and order data across all platforms.
- Personalise, Personalise, Personalise: Use AI and big data to customise offers, communications, and shopping experiences while taking into account demographic and behavioural quirks.
- Educate and Motivate Staff: Employees in stores should receive training on how to use digital tools to enhance In Store interaction in addition to product and system knowledge.
- Encourage the Use of New Engagement Tools: Increase the visibility and accessibility of features like virtual try-ons, interactive kiosks, and in-app barcode scanning while providing clear instructions.
- Sturdy Feedback Mechanisms: To bridge the gap between intention and perception, institutionalise rapid-response feedback loops, NPS tracking, and continuous customer surveys.
- Reinvention of Loyalty Programs: Prioritise omnichannel rewards, flexible redemption, and tiers of

benefits that are easily conveyed through email, SMS, and app notifications.

- Growth of Social Commerce: To transform passive audiences into active advocates, go beyond conventional promotions by holding live video sessions, influencer Q&A's, and community challenges.
- Solutions for Real time Support: For quick and reliable problem solving, implement click-to-call, live chat, and AI chatbots with centralised ticketing across all touchpoints.

By concentrating on these areas, electronics retailers can proactively create superior Omnichannel experiences, boosting engagement and ensuring loyalty in a market that is constantly changing, in addition to fixing existing inconsistencies.

VI. CONCLUSION

As consumers grow more connected, discriminating, and demanding, the omnichannel revolution in Indian electronics retailing presents both a need and an opportunity. Customers value smooth integration between digital and physical channels, as this study shows, and they are more interested in businesses that provide individualised experiences and adaptable, hybrid service models. However, the full potential of omnichannel engagement is undermined by systemic barriers like information silos, inconsistent service, and underutilization of new technologies.

Retailers must take decisive action to up skill frontline staff, remove organisational and technological barriers, and relentlessly pursue customer-centric innovation if they want to win over long-term customers. It is not only academically desirable but also necessary to integrate real-time support and inventory systems, elevate data-driven personalisation, and unify all touchpoints under a single, cohesive brand promise. In India's increasingly complex retail environment, achieving these goals will turn engagement from a marketing cliché into a long-term business asset that guarantees satisfied customers, return business, and enduring advocacy.

CONFLICTS OF INTEREST

The authors declare that they have no conflicts of interest.

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ABOUT THE AUTHORS



Prof. Amol Khandagale working as an Assistant Professor with Sinhgad Institute of Management since 2009. He has attended various Faculty Development Programs and has published various research papers in national and international journals.



Dr. Shriram S. Dawkhkar currently working as a Director at Sinhgad Business School, one of the Pune's prestigious business-school affiliated to Savitibai Phule Pune University. He holds Ph. D. (Business Mgmt.), M. Sc. (B.I.), MMS (Mktg.), M. Com. (Bus. Admin.), SET, FDP (IIM Ahmedabad). He is an Alumnus of India's best B-School i.e. IIM Ahmedabad. He is approved research guide at Savitibai

Phule Pune University and presently 5 research students are working under him. He has attended various Faculty Development Programs including IIMA, IIMK, IIMI, IIITM-G, etc. He has published more than 20 research papers in national and international journals including SCOPUS indexed journals. Dr. Dawkhar has also presented research papers at IIM-Ahmedabad, IIM-Trichy, IIT Delhi, IIT-Roorkee and so on.