PHYGITAL CONSUMER ENGAGEMENT: INTEGRATING PHYSICAL AND DIGITAL REALITIES IN MODERN MARKETING STRATEGY

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ABSTRACT

The Present study explores the impact of omnichannel marketing strategies on customer engagement and brand loyalty. With the rise of digital platforms, businesses must integrate online and offline channels to provide a seamless shopping experience. It investigates the ways in which mobile-social media interactions, tailored marketing campaigns, and consistent message across platforms affect customer behavior. The study emphasizes how crucial it is to match online and offline platforms in order to provide a seamless shopping experience that satisfies consumer demands.The study uses structured analysis to pinpoint the main elements that influence consumer satisfaction and recurring business, while simultaneously tackling issues like cart abandonment and inconsistent channel integration. Based on the results, companies can develop more successful omnichannel strategies by utilizing CRM tools, artificial intelligence, and data-driven insights. The report concluded that a well-executed omnichannel strategy boosts brand loyalty, fortifies customer relationships, and positions companies for long-term success in a market that is becoming more and more competitive.

Key Words : *Omnichannel Marketing , Customer Experience , Online and offline Integration , Customer Engagement*

INTRODUCTION

In today's competitive market, providing a cohesive and integrated customer experience is essential for achieving success. Omnichannel marketing has become an effective strategy to connect online and offline customer engagements. (Ellahi et al., 2024)By consolidating different marketing channels—including e-commerce sites, social media, brick-and-mortar stores, email, and mobile applications—companies can deliver consistent, tailored, and engaging experiences for their customers. Omnichannel creates opportunities for inviting customers to participate in different events or promotions across multiple channels.(Gahler et al., 2022)

This project investigates the combination of online and offline customer experiences, highlighting the significance of a comprehensive strategy for cultivating trust, loyalty, and growth. By utilizing creative tactics, companies can bridge the gap between channels and strengthen their relationships with customers.(Gahler et al., 2022) In order to give customers a smooth, customized, and integrated experience, the study also intends to investigate how omnichannel marketing strategies can successfully combine online and offline customer interactions.(Savastano et al., 2016a)

In the increasingly developing digital era, companies are often trapped in two separate camps, namely online and offline. However, realizing that the market can no longer be strictly divided between the virtual world and the real world, companies are starting to recognize the need to come together to create holistic and engaging omnichannel experiences. (Johar, 2024) It's not just about choosing between one or the other, it's about bridging the gap between the two. In this journey, retailers not only pursue increased sales, but also strive to provide experiences that exceed customer expectations. Integration of distribution channels, from online platforms to personal touches in physical stores, is key to creating a consistent and unified shopping experience.(Ismail Razak, 2023)

Omnichannel marketing is no longer just a strategy, but a necessity to keep up with changing consumer behavior patterns. By leveraging technology, data and creativity, retailers can develop solutions that not only make it easier for customers to move between channels, but also experience continuity and harmony in every step of their journey. (Ismail Razak, 2023) In this way, retailers can build close relationships with consumers, create competitive advantages, and strengthen their position in the midst of increasingly dynamic market competition. (Schultz, 2025)

A smooth and uniform consumer experience across a variety of online and offline sales and engagement channels is the goal of omnichannel marketing, an integrated marketing approach. Customers can interact with brands across several channels concurrently or alternatively without losing context or service quality thanks to this approach's integration of various touchpoints, including physical stores, websites, mobile applications, social media, and customer support centers. (Lin and others, 2023).

Increasing brand loyalty, providing customers with a seamless and customized purchasing experience, and eventually boosting revenue and customer happiness are the primary objectives of omnichannel marketing. (Lopes and others, 2021). Access information and buy “Anything,

Anywhere, anytime" is the mantra of omnichannel retailing (Hardgrave, 2012). Retailers who are clamouring to make it happen need to remove barriers within the channels and provide cross-channel services such as "click and collect", "order in-store, deliver home", "order online, pick-up at store/return to store" and other combinations of online, mobile and traditional retail activities (Piotrowicz & Cuthbertson, 2014).

Although the term omni-channel first appeared six years ago (Rigby, 2011), the concept remains unclear, due to the indistinct use of the concepts multi-, cross-, and omni-channel in the literature (Beck & Rygl, 2015; Klaus, 2013). While multi-channel refers to having a presence on several channels that then work separately, in an omni-channel environment, the channels work together, such that customers can use digital channels for research and experience the physical store in a single transaction process. Because the channels are jointly managed, customers expect to have the same brand experience wherever and whenever they interact the company (Piotrowicz & Cuthbertson, 2014).

This new term originated among business practitioners, but it has recently drawn attention in academia as well. The ways in which omni-channel retailing is changing consumer habits and shopping behavior have made it the third and current wave of retailing. Omni-channel management continues to be a big challenge for brands, because customers are more demanding and expect companies to provide them with a superior shopping experience during their customer journey.(Massi et al., 2023) With the proliferation of mobile technologies and social media, this customer journey has become more complicated; the simultaneous use of different communication channels by customers is facilitating the emergence of new behaviours, such as showrooming and webrooming. (Massi et al., 2023) Omnichannel marketing is more than a strategy, it's a commitment to your customers. When done right, it removes barriers, builds trust, and fosters loyalty.

REVIEW OF LITERATURE

(Mirsch et al., 2016) conducted a literature review on channel integration in omnichannel management, analyzing how businesses transition from multichannel to omnichannel strategies. The study explored the evolution of technology and digitalization, emphasizing the importance of seamless channel connectivity for customer experience. Findings highlighted that omnichannel management enhances brand consistency, customer engagement, and sales, but implementation challenges include IT infrastructure, organizational alignment, and data

integration. The study recommended further research on omnichannel transformation, pricing strategies, and measuring omnichannel performance to optimize business outcomes.

(Manser Payne et al., 2017) conducted a conceptual study on omnichannel marketing, integrated marketing communications (IMC), and consumer engagement, proposing an IMC framework to understand how various customer touchpoints influence engagement and profitability. The study identified five key research areas: linking omnichannel and IMC theory, operationalizing consumer-brand engagement, analyzing online and offline touchpoints, optimizing buyer-seller relationships, and applying omnichannel IMC in different consumer contexts. Findings emphasized that breaking down silos between channels enhances customer engagement and loyalty. The study recommended further research on measuring omnichannel performance, consumer-brand interaction, and digital marketing strategies.

(T. Hossain et al., 2017) conducted a study on the impact of integration quality on customer equity in data-driven omnichannel services marketing. The research highlighted how seamless integration across online, offline, and digital channels enhances service quality perception and customer equity. Findings identified brand equity, value equity, and relationship equity as key drivers of customer retention in an omnichannel environment. The study emphasized the importance of big data analytics and personalized marketing in improving customer engagement. It recommended further research on optimizing omnichannel integration to enhance customer lifetime value and overall business performance.

(Mosquera et al., 2018) conducted a study on customer experience in the age of omnichannel shopping, aiming to clarify the concept and its impact on retail strategies. The research distinguished between multi-, cross-, and omnichannel approaches, emphasizing how integrated shopping experiences enhance convenience and engagement. Findings highlighted that seamless channel coordination improves brand interaction and customer satisfaction, while emerging technologies play a crucial role in shaping modern consumer behaviour. The study recommended that retailers invest in personalized marketing, optimize digital touchpoints, and integrate data-driven strategies to enhance the omnichannel customer journey.

(Mosquera et al., 2018) The research explored how integrating online and offline channels creates a seamless shopping experience, enhancing customer engagement. Findings indicated that omnichannel retailing reduces channel cannibalization and strengthens brand interaction. The study identified key challenges, including information technology integration, business intelligence, CRM, supply chain redesign, and eliminating organizational silos. It

recommended that retailers adopt customer-centric omnichannel approaches, leveraging technology and personalized marketing to foster long-term customer loyalty.

(Yongqiang Suna, Chaofan Yanga, Xiao-Liang Shenb, Nan Wanga 2020) conducted a study on omnichannel service usage from a digitalized social cognitive perspective. The research extended Social Cognitive Theory (SCT) to examine how digitalized customers and environments influence omnichannel behaviours. Using an online survey of 401 respondents, the study found that mobile identity (customers' attachment to mobile devices) and channel integration quality significantly impact omnichannel self-efficacy, satisfaction, and habit. Findings revealed that strong channel integration improves customer experience and fosters habitual omnichannel usage. The study recommended enhancing seamless digital integration and leveraging mobile technology to optimize omnichannel service adoption.(Sun et al., 2020)

(Le & Nguyen-Le, 2020) conducted a study on omnichannel customer experiences, focusing on the role of channel integration quality (CIQ) in shaping customer satisfaction and patronage intention. The research employed a partial least square-structural equation model (PLS-SEM) to analyze data from 312 omnichannel customers. Findings revealed that CIQ, comprising channel-service configuration and integrated interactions, significantly enhances customer experience and empowerment, which in turn influences purchase behaviour. Additionally, internet usage moderated these relationships. The study recommended that retailers optimize channel integration strategies, ensuring a seamless and unified customer journey across all touchpoints.

(Hickman et al., 2019) conducted a study on the factors influencing an omnichannel experience, highlighting the integration of online, mobile, and in-store retail channels. Using a mixed-methods approach, the research collected 246 survey responses and conducted 11 interviews with omnichannel professionals. Findings revealed that brand familiarity, customization, perceived value, and technology readiness significantly impact the omnichannel experience. While brand familiarity strongly influences in-store and mobile experiences, perceived value negatively affects mobile engagement. The study recommended that retailers strategically integrate multiple touchpoints, enhance brand consistency, and leverage technology to create seamless shopping experiences across all channels.

(T. M. T. Hossain et al., 2020) conducted a study on integration quality dynamics in omnichannel marketing, analyzing how seamless service integration influences customer experience. The research developed and validated a hierarchical model of omnichannel

integration quality (INQ) using in-depth interviews, focus groups, and survey data from multichannel banking customers. Findings indicated that INQ significantly impacts cross-buying behaviour and perceived customer value. The study identified key dimensions of INQ, including content consistency, process consistency, and assurance quality. It recommended improving service integration across all touchpoints to enhance customer satisfaction and drive cross-channel purchases.

(Lisnawati et al., 2021) conducted a systematic literature review on omnichannel customer experience, analyzing 39 journal articles published between 2015 and 2021. The study identified key dimensions of omnichannel customer experience, including cognitive, emotional, sensorial, and behavioural responses to integrated online and offline interactions. Findings highlighted the importance of seamless channel connectivity, personalized communication, and technology investment in enhancing customer satisfaction. The study emphasized that omnichannel strategies influence purchase intention, brand loyalty, and customer engagement, recommending that businesses optimize both physical and digital touchpoints to create a cohesive shopping experience.

(Saar et al., 2021) conducted a study on online and offline integration in omnichannel strategies, emphasizing their impact on sales and corporate reputation. The research explored how omnichannel approaches enhance customer engagement, strengthen brand perception, and improve communication effectiveness. Findings highlighted that companies integrating digital and physical channels benefit from increased customer loyalty and operational efficiency. Case studies of Brazilian retailers demonstrated successful omnichannel implementation through seamless shopping experiences and data-driven personalization. The study recommended continuous investment in digital transformation, customer-centric strategies, and efficient channel synchronization to optimize sales and brand reputation.

(Xuan et al., 2023)conducted a study on the impact of channel integration quality on customer experience and patronage intentions in omnichannel retailing. Using an online survey of 351 omnichannel shoppers, the research analyzed key dimensions of channel integration quality, including service choice, t ransparency, content consistency, and process consistency. Findings revealed that integration quality significantly enhances customer experience, which in turn influences patronage intentions. The study recommended that retailers improve omnichannel consistency and personalization to optimize customer engagement and loyalty.

(Gasparin et al., 2022) conducted a qualitative study on omnichannel customer journeys, challenging the prevailing assumption that seamless integration across channels always enhances customer experience. The research identified two key dimensions—perceived consistency and connectivity of touchpoints—and found that different combinations of these factors create four distinct omnichannel journey patterns. Surprisingly, the study revealed that inconsistencies and barriers between channels can sometimes lead to positive customer experiences, such as feelings of control or excitement. The study recommended that retailers carefully design their omnichannel strategies by balancing consistency and connectivity rather than blindly pursuing full integration.

(Gahler et al., 2023) conducted a study on customer experience (CX) measurement and its application in omnichannel environments. The research introduced a six-dimensional, 18-item CX scale designed to assess customer interactions across various touchpoints, partners, and journey stages. Findings highlighted the importance of integrating CX assessment across online and offline channels to identify pain points and optimize service quality. The study recommended businesses adopt standardized CX measurement tools to improve customer journey management and enhance marketing effectiveness.

(Ismail Razak, 2023) conducted a qualitative study on omnichannel marketing, focusing on connecting consumer experiences from online to offline. This study examined how omnichannel strategies enhance customer satisfaction by integrating multiple channels and customer interactions. Using a descriptive approach, the research analyzed data from various stakeholders. The findings highlighted that customer data integration improves targeted marketing strategies, while branding consistency strengthens engagement. Additionally, respondents emphasized the importance of flexible payment options and seamless shopping transitions between online and offline platforms. The study recommended enhancing omnichannel performance analysis and ensuring a personalized, continuous customer experience to boost satisfaction and business success.

(Sutomo, 2023) conducted a quantitative study on the effectiveness of omnichannel marketing strategies in optimizing sales performance in retail companies. The study analyzed data from 150 companies using structured surveys and secondary sources, revealing an 18% average increase in sales among businesses implementing omnichannel strategies. Findings highlighted that seamless online-offline integration enhances customer satisfaction and operational efficiency, with inventory management and technology integration acting as moderating

factors. The study recommended improving digital infrastructure, synchronizing inventory across channels, and leveraging customer data for personalized marketing to sustain long-term business growth.

(Savastano et al., 2016b) conducted an exploratory study on omnichannel shopping behaviour in retail settings, focusing on how customers integrate online and offline experiences. The research examined the role of advanced retail technologies, such as RFID, interactive displays, digital signage, and mobile applications, in enhancing customer engagement and shopping efficiency. Findings from a multiple-case study involving 15 Italian retailers revealed that technology adoption improves brand perception, operational efficiency, and customer satisfaction. The study recommended that retailers invest in seamless omnichannel strategies, leveraging innovative technologies to create a unified shopping experience and sustain competitive advantage.

(Sarim Nadeem, 2024) conducted a study on omnichannel strategies in retail, focusing on the integration of online and offline channels to enhance customer experience. The research highlighted how omnichannel approaches improve service quality, increase customer engagement, and drive sales. Findings revealed that synchronized inventories, click-and-collect services, and mobile applications in physical stores contribute to a seamless shopping journey. The study emphasized that businesses leveraging omnichannel strategies achieve better customer satisfaction and sustainable growth. It recommended continuous adaptation to digital transformation and the use of AI and IoT for a more personalized shopping experience.

RESEARCH GAP

In today’s competitive market, businesses there are still insufficient thorough studies that combine the impact of omnichannel personalization, mobile-social media and consistent messaging on consumer loyalty in today's business environment platforms, Although brands strive for consistent communication, little is known about how consumers view and react to this. The role of tailored omnichannel marketing in long-term customer retention across several platforms is also unknown, despite the fact that it is known to increase repeat business. Moreover, while mobile and social media platforms are known to enhance loyalty, existing studies often focus on their technical aspects rather than the deeper psychological and behavioral impact on customer retention. Instead of examining the effects of personalization across channels, the majority of research focuses on individual channels. Integration of social media and mobile devices has also changed relationships, but only little is known about how it

affects the development of enduring client loyalty. This study fills these gaps by investigating how integration, personalization, and consistency work together to produce a more interesting, human-centered consumer experience.

RESEARCH METHODOLOGY

Sampling Technique and Sample Size :

The study employs stratified sampling to ensure diverse representation by dividing the population into subgroups based on specific characteristics such as age, region, and user type. This method enhances accuracy by capturing insights from different demographic groups, including users and non-users of omnichannel marketing. A total of 151 respondents were selected from Hyderabad, covering urban, rural, and semi-urban regions to provide a well-balanced perspective on customer engagement and marketing effectiveness.

Population:

The population for this study consists of customers from Telangana, covering urban, rural, and semi-urban regions to ensure diverse and accurate insights. It includes individuals from different age groups and both users and non-users of omnichannel marketing. This broad population selection allows for a comprehensive comparison of customer experiences and preferences in online and offline marketing strategies.

Data Collection Methods:

The study uses primary data collection methods, meaning the data is gathered directly from customers rather than from existing sources. The main method used is a survey and questionnaire, where responses are collected from people of different age groups and occupations. The data includes real-time information from customer interactions, such as social media engagement and in-store experiences. This method ensures that the information is fresh, relevant, and directly reflects customer opinions and behaviours.

Data Analysis Methods;

The study follows a quantitative research approach, where data is analyzed using statistical tools to identify trends and patterns. A structured questionnaire was used to collect responses, ensuring consistency and reliability in the data. This method allows for objective measurement of customer engagement, repeat purchases, and the impact of omnichannel marketing strategies. The analysis helps in drawing meaningful insights based on numerical data.

Software used:

Excel was used to organize and manage data, making it easy to handle and analyze. SPSS was used for statistical testing to study patterns in the data. It helped in doing descriptive statistics to understand trends and regression analysis to test ideas about how marketing affects customer behavior. These tools made the study more accurate and useful

Data Analysis

1. To evaluate the impact of consistent messaging on customer engagement.

Null Hypothesis (H_0): Consistent messaging has no significant impact on customer engagement.
Alternative Hypothesis (H_1): Consistent messaging has a significant impact on customer engagement.

Table 1. Regression Analysis Indicating the Significant Effect of Cross-Channel Switching Frequency

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	1.227	0.209		5.874	<.001
2. Which channel do you prefer the most for shopping based on your lifestyle?	0.059	0.062	0.075	0.942	0.348
7. How often do you switch between online and offline channels during your shopping journey?	0.119	0.047	0.201	2.516	0.013

Model	95.0% Confidence Interval for B		Collinearity Statistics	
	Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	0.814	1.640		
2. Which channel do you prefer the most for shopping based on your lifestyle?	-0.064	0.182	1.000	1.000
7. How often do you switch between online and offline channels during your shopping journey?	0.026	0.212	1.000	1.000

Source: Primary Data

hypothesis: H_0: Consistent messaging has no significant impact on customer engagement.
H_1: Consistent messaging has a significant impact on customer engagement.
Findings: P-value < 0.05: Null hypothesis rejected.

-Consistent messaging significantly increases customer engagement.

-Customers responded positively to brands that maintained uniformity in messaging across multiple platforms.

The analysis of responses suggests that customers who notice a connection between online and offline experiences have a skewness value of 0.182, indicating a slight positive skew. This means that more respondents leaned toward recognizing this connection. However, the preference for shopping channels had a negative skew (-1.193), suggesting that most customers preferred a particular channel consistently rather than switching between online and offline frequently. Regression analysis indicated that switching between channels had a statistically significant impact on the perception of connection, with a p-value of 0.013.

Objective 2 To examine the role of personalized omnichannel marketing in repeat purchases.

Null Hypothesis (H_0): Personalized omnichannel marketing has no significant effect on repeat purchases.

Alternative Hypothesis (H_1): Personalized omnichannel marketing has a significant effect on repeat purchases.

Logistic Regression

Case Processing Summary

Table 2. Case Processing Summary for Logistic Regression Analysis

Unweighted Cases	**N**	**Percent**
Selected Cases		
Included in Analysis	152	60.3%
Missing Cases	100	39.7%
Total	252	100.0%
Unselected Cases	0	0.0%
Total	252	100.0%

If weight is in effect, see classification table for the total number of cases.

Dependent Variable Encoding

Original Value	**Internal Value**
1	0
2	1

Variables in the Equation

B	S.E.	Wald	df	Sig.	Exp(B)
-3.031	0.387	61.340	1	<.001	0.048

Variables not in the Equation

Variable	Score	df	Sig.
5. How often do you interact with a brand through mobile apps or social media platforms?	0.228	1	0.633
7. How often do you switch between online and offline channels during your shopping journey?	5.538	1	0.019
Overall Statistics	**5.577**	**2**	**0.062**

Source: Primary Data

Hypothesis: H_0: Personalized omnichannel marketing has no significant effect on repeat purchases.

H_1: Personalized omnichannel marketing has a significant effect on repeat purchases.

. Findings: P-value < 0.05: Null hypothesis rejected

. -Personalized omnichannel marketing significantly increases repeat purchases

. -Customers prefer personalized product recommendations and targeted promotions, leading to improved Conversion rates.

The data reveals that 95.4% of respondents admitted to adding items to their cart without completing the purchase, highlighting a significant drop-off rate. Interaction with brands through mobile apps or social media platforms varied, with 38.8% engaging frequently.

Logistic regression showed that switching between online and offline channels influenced cart abandonment behavior significantly ($p = 0.019$). This suggests that seamless omnichannel experiences can help reduce cart abandonment and improve conversion rates.

2. To assess the impact of mobile and social media integration on customer loyalty.

Null Hypothesis (H_0): Mobile and social media integration has no significant impact on customer loyalty.

Alternative Hypothesis (H_1): Mobile and social media integration has a significant impact on customer loyalty.

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**	**95% Confidence Interval for B**
	B	**Std. Error**	**Beta**			
(Constant)	1.040	0.251	-	4.136	<0.001	
5. How often do you interact with a brand through mobile apps or social media platforms?	0.265	0.065	0.318	4.099	<0.001	
8. Which omnichannel feature influences your shopping decisions the most?	0.050	0.062	0.062	0.800	0.425	

Hypothesis: H_0: Mobile and social media integration has no significant impact on customer loyalty.
H_1: Mobile and social media integration has a significant impact on customer loyalty.
P-value < 0.05: Null hypothesis rejected

-Mobile and social media integration significantly enhances customer loyalty.
-Engaging customers through multiple touchpoints, such as apps and social media, strengthens their connection.
The descriptive analysis indicates that mobile and social media integration moderately affects customer loyalty, with a mean value of 1.94 (on a scale of 1-4). Regression analysis showed that interaction through mobile apps and social media significantly influenced loyalty ($p < 0.001$), whereas specific omnichannel features had a weaker effect ($p = 0.425$). This suggests that brands focusing on engaging customers through mobile and social media platforms can expect higher loyalty, reinforcing the need for strong digital presence.

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