

Abstract

This research investigates the customer experience in omnichannel retailing, exploring how consumers navigate and interact with brands across multiple channels, both online and offline. With the rise of digital shopping, understanding how seamless and integrated omnichannel experiences influence consumer preferences and purchasing behavior is crucial for modern retailers. This study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to assess the factors that enhance or hinder the customer experience in an omnichannel environment.

The first phase of the study utilizes surveys to gather data from consumers who regularly engage with both online and physical retail platforms. The survey examines key aspects of the omnichannel experience, such as convenience, product availability, and the consistency of messaging across channels. This phase aims to identify which elements most significantly impact consumer satisfaction, loyalty, and purchasing decisions when interacting with brands through multiple touch points.

In the second phase, qualitative interviews with consumers and retail professionals provide deeper insights into how customers perceive the integration of online and offline channels. These interviews explore the emotional and psychological factors that shape consumer preferences in omnichannel environments, such as ease of navigation and personalized experiences. The findings offer valuable guidance for retailers seeking to optimize their omnichannel strategies, ensuring that they deliver a cohesive and customer-centric experience across all channels to drive engagement and sales.