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IMPACT OF OMNICHANNEL MARKETING BY SAMSUNG ON CUSTOMER EXPERIENCE: A STUDY AT COIMBATORE

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ABSTRACT
This study explores the impact of Samsung's omnichannel marketing strategy on customer experience in Coimbatore, with a focus on how the integration of digital and physical touchpoints influences engagement, satisfaction, and retention. In an era where consumers seamlessly switch between online and offline platforms, brands are expected to offer a unified and consistent experience. Using a structured questionnaire distributed among 193 respondents, the study evaluates the effectiveness of Samsung's key omnichannel components such as personalized communication, ease of navigation, and cross-channel accessibility. Statistical tools including Chi-Square tests and Pearson correlation analysis were applied to test four hypotheses related to customer engagement, post-purchase satisfaction, consistency, and loyalty. The findings reveal that Samsung's omnichannel strategy significantly enhances customer engagement and post-purchase satisfaction. Personalized experiences and smooth transitions between digital and physical environments were identified as major contributors to positive customer perception. However, the study also highlights gaps in perceived consistency across channels, indicating a need for better alignment in messaging and service delivery.

KEYWORDS: *Omnichannel Marketing, Customer Experience, Retail Sector, Customer Satisfaction Customer Loyalty, Digital Transformation, Consumer Behavior.*

I.INTRODUCTION

In today's rapidly evolving digital landscape, businesses are increasingly turning to omnichannel marketing as a comprehensive approach to enhance customer engagement and deliver seamless experiences. Omnichannel marketing refers to the practice of integrating and synchronizing all available marketing and customer touchpoints both online and offline to create a unified and cohesive experience for consumers. Unlike traditional single-channel or multichannel strategies, omnichannel marketing focuses on a customer-centric approach, ensuring that customers can interact with a brand in a consistent manner across various platforms and devices.

II.REVIEW OF LITERATURE

Prabowo Tejo Susetyo, Siti Dyah Handayani (2024), "The Impact of Omnichannel strategy on customer experience in the Digital Era", Omnichannel strategies significantly enhance customer experience by integrating online and offline channels for seamless interactions. Leveraging technology and data analytics enables personalized services, fostering satisfaction and loyalty.

Nyi Dewi Puspitasari, Silvia Ekasari (2024), "Omnichannel Marketing Strategy: Bridging The Gap Between Online and Offline Customer Experience", An effective omnichannel marketing strategy enhances customer satisfaction, loyalty, and lifetime value by integrating online and offline channels seamlessly. However, challenges like technology integration, data management, and cultural shifts must be addressed to ensure successful implementation. An omnichannel marketing strategy is essential in the digital age, blending physical and digital channels to create a unified customer journey.

Muhammad Sarim Nadeem (2024), "Omnichannel Retail Strategy: How to Meet the Needs of Today's Shoppers", This research paper investigates the retail industry's phenomenon through omnichannel marketing phenomenon and studies the significant transformative effects. Nowadays, buying over the internet and using digital instruments, consumers have achieved unparalleled self-sufficiency and effortlessly navigated from one digital and physical channel to another. Moreover, choosing a people-focused approach integrated channel implies that companies will align with one another and create a unified purchasing experience.

Prakash Singh, Bhuvanesh Kumar Sharma (2023) "Investigating Customer Experiences in Omni Channel Retail", The study highlights the profound impact of omnichannel retail on enhancing customer experiences through a seamless integration of online and offline channels. It provides a strategic blueprint for retailers to adapt and succeed in the competitive retail landscape by aligning with evolving consumer expectations.

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Dr. Muguesh Kannan Reguraman and Dr.M.Sathya (2020), "Omni-Channel retailing: Customer satisfaction towards omnichannel shopping experience", The study identifies that the existence of customer shopping experience in e-tailing indicating that great impact on satisfaction. Mobile payment technologies found that there is no potential risk. Transaction risk tends exclusively discourages offline store purchasing. The customer is highly satisfied on the share of Wallet adopts in online channel usage, Website content/functionality and ease & flexibility. The study shows that access convenience and transaction convenience have positive significance on satisfaction and customer purchase intention.

III.OBJECTIVES

1. To determine the impact of omnichannel marketing on customer purchasing behavior and decision-making.
2. To measure the effectiveness of targeted promotions in omnichannel marketing.
3. To Aims to explore whether omnichannel marketing makes shopping more convenient, improves customer satisfaction, and builds stronger brand loyalty.
4. To Analyze inconsistencies in branding, promotions, and pricing across different retail channels

IV.HYPOTHESIS OF THE STUDY

H1: There exists no association between frequency of visit to Samsung's physical store and satisfaction with overall customer service.
H2: There exists no association between user experience with Samsung's mobile app and the impact of online promotions on customer engagement.
H3: There exists no association between purchase experience of the customers and perception of customer feedback.
H4: Customers perceive Samsung's brand experience as consistent across both digital and physical touchpoints, which positively contributes to their overall satisfaction and loyalty.

V.RESEARCH METHODOLOGY

Research methodology is a way of systematically solving the research problem. Research methodology deals with the research design and methods used to present the study.

RESEARCH DESIGN

This study adopts a descriptive research design to analyze the impact of Samsung's omnichannel marketing strategy on customer engagement, satisfaction, post-purchase behavior, and brand perception. The research is analytical in nature, aiming to both describe customer experiences and Samsung's omnichannel strategy.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore, Tamilnadu.

POPULATION OF THE STUDY

The population of this study comprises preceding, current and recent Samsung customers who have interacted with the brand through either its digital platforms (such as website, mobile app, social media) or physical retail touchpoints (Samsung stores, authorized dealers, and service centers).

SAMPLING TECHNIQUE

The sampling technique used for this study is Convenience Sampling, a type of non-probability sampling method. This technique involves selecting respondents who are easily accessible and willing to participate in the survey

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 193 respondents.

VI.DATA ANALYSIS AND INTERPRETATION

1.Frequency of Visits to Samsung's Physical Stores and Satisfaction with Overall Customer Service

Chi-Square Tests			
	Value	df	Asymptotic Significance (2 sided)
Pearson Chi-Square	12.891	9	.018
Likelihood Ratio	12.749	9	.024
Linear-by-Linear Association	3.222	1	.073
N of Valid Cases	195		

H_0: There exists no association between frequency of visit to Samsung's physical store and satisfaction with overall customer service.
Calculated $\chi 2$ Value: 12.891, Degree of freedom: 9,
Signification level: .018

INTERPRETATION

As the calculated $\chi 2$ value (12.891) is significant (.018) at five percent level, there exist an association between frequency of visit to Samsung's physical store and satisfaction with overall customer service. Hence the null hypothesis is rejected.

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2. User Experience with Samsung's Mobile App and the Impact of Online Promotions on Customer Engagement

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	29.227	16	.022
Likelihood Ratio	25.928	16	.055
Linear-by-Linear Association	12.202	1	.000
N of Valid Cases	195		

H_0: There exists no association between user experience with Samsung's mobile app and the impact of online promotions on customer engagement.
Calculated $\chi 2$ Value: 29.227, Degree of freedom: 16,
Signification level: .022

INTERPRETATION
As the calculated $\chi 2$ value (29.227) is significant (.022) at five percent level, there exist an association between user experience with Samsung's mobile app and the impact of online promotions on customer engagement. Hence the null hypothesis is rejected.

3. Purchase Experience of customers and Perception of Customer Feedback

Chi-Square Tests			
	Value	**df**	**Asymptotic Significance (2-sided)**
Pearson Chi-Square	6.428	8	.029
Likelihood Ratio	6.591	8	.051
Linear-by-Linear Association	2.320	1	.018
N of Valid Cases	195		

H_0: There exists no association between purchase experience of the customers and perception of customer feedback.
Calculated $\chi 2$ Value: 6.428, Degree of freedom: 8,
Signification level: .029

INTERPRETATION
As the calculated $\chi 2$ value (6.428) is significant (.029) at five percent level, there exist an association between purchase experience of the customers and perception of customer feedback. Hence the null hypothesis is rejected.

4.Integration and Consistency of Samsung's Digital and Physical Experiences

Correlations			
		To what extent do you feel that Samsung's digital and physical experiences are integrated (e.g., can you easily switch from online to offline)?	Do you feel that Samsung provides a consistent experience across its digital and physical touchpoints (e.g., website, mobile app, in-store)?
To what extent do you feel that Samsung's digital and physical experiences are integrated (e.g., can you easily switch from online to offline)?	Pearson Correlation	1	.012
	Sig. (2-tailed)		.024
	N	195	195
Do you feel that Samsung provides a consistent experience across its digital and physical touchpoints (e.g., website, mobile app, in-store)?	Pearson Correlation	.012	1
	Sig. (2-tailed)	.024	
	N	195	195

Interpretation
The correlation analysis explores the relationship between perceptions of integration and consistency across Samsung's digital and physical experiences. The Pearson correlation coefficient between the two variables is 0.012, indicating a very weak positive relationship. Although the strength of the correlation is minimal, the p-value of 0.024 (2-tailed) is less than the conventional threshold of 0.05, suggesting that this weak relationship is statistically significant.

This means that, based on the data from 195 respondents, there is a slight but statistically significant tendency for individuals who perceive Samsung's digital and physical experiences as well-integrated to also perceive them as consistent across various touchpoints (such as the website, mobile app, and physical stores). However, due to the very low correlation value, the practical significance of this relationship is minimal, and other factors may be influencing perceptions of consistency and integration independently.

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VII.FINDINGS

- Customers who interact with more than one of Samsung's touchpoints (e.g., mobile app, website, physical stores) tend to report higher levels of satisfaction and engagement.
- Customers who report ease of navigation and personalized services are more likely to have positive experiences with Samsung.
- Cross-channel accessibility (e.g., ease of transitioning between online and physical experiences) contributes to enhanced user satisfaction.
- Customers who experience seamless support and services after purchase (e.g., warranty, customer service) are more likely to return to Samsung.
- Samsung's ability to manage post-sale experiences across channels contributes to retention and brand trust
- While customers do notice a connection between digital and physical experiences, they may not find the integration strong enough to drive satisfaction or loyalty on its own.
- There is some awareness of brand consistency, but it needs reinforcement for a stronger influence on loyalty and satisfaction.

VIII.SUGGESTIONS AND RECOMMENDATIONS

1. Continue expanding omnichannel initiatives such as seamless online-offline transitions (e.g., click-and-collect, in-store returns for online purchases).
2. Promote engagement-focused features like loyalty programs, mobile app notifications, and interactive online tools that complement the in-store experience.
3. Measure and track engagement metrics to ensure all customer touchpoints are contributing meaningfully to satisfaction.
4. Invest further in personalization technology, such as AI-driven product suggestions and targeted offers.
5. Enhance user experience design across the app and website to ensure consistent, intuitive navigation.
6. Ensure synchronization of services between online and offline platforms (e.g., real-time stock info, unified customer profiles).
7. Improve post-purchase follow-up, including service reminders, satisfaction surveys, and exclusive offers.
8. Ensure that online and offline service agents are equally equipped to handle issues.
9. Highlight post-purchase services in marketing to build trust before the sale.
10. Strengthen channel alignment Make sure product info, promotions, and pricing are uniform across online and in-store platforms.
11. Improve perceived integration clearly communicate when features like "buy online, pick up in store" or "track service requests across platforms" are available.
12. Reinforce branding cues Use consistent visuals, tone, and messaging across digital ads, mobile apps, and physical stores to enhance brand continuity.
13. Encourage feedback on consistency Let customers rate the alignment of digital and in-store experiences and act on recurring issues.

CONCLUSION

Omnichannel marketing represents a transformative shift in how businesses engage with consumers, placing the customer at the center of every interaction. By integrating digital and physical touchpoints into a seamless and consistent experience, brands can build stronger relationships, enhance customer satisfaction, and foster long-term loyalty. In an era where consumers expect convenience, personalization, and continuity, adopting an omnichannel strategy is not just a competitive advantage it is a necessity for sustained success in today's interconnected marketplace

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