OMNI CHANNEL : THE KING OF CONVINENCE

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ABSTRACT-:
"Omni-channel commerce" has been a retail buzzword for several years. In cross channel marketing often that mobile app should match the responsive design of website which should thematically reflect the look and feel inside the store .Doing cross channel well with the user in mind ,is not worthy enough to deserve a new category. Instead , we hold the belief that Omni-channel is something new and notable , even revolutionary ,not just a marginal evolution of existing thinking. "Lack of transparency of inventory across the enterprise is the biggest challenge for retailer. Omni-channel marketing is a powerful strategy for retailers.Omni-channel retailing has developed as an extension of multi-channel retailing. The difference between the concepts is the level of integration, where an omni-channel requires seamless and complete channel integration compared to a multi-channel where the level of integration varies from non-existing to high. Today's customers expect an integrated shopping experience where they can combine the different channels according to their preferences and omni-channel is a way for retailers to meet this need.

KEYWORDS-:
Omnni-channel, Retailing ,
Consumers, Seamless, Multi-channel.

INTRODUCTION-:

Omni-channel marketing refers to the

multi-channel sales approach that provides the customer with an integrated shopping experience . The customer can be shopping from a desktop or mobile device via phones , through different social apps and the experience will be seamless. All Omni-channels experiences will use multiple channels , but not all multi channel experiences are Omni-channel. You can have amazing mobile marketing, engaging social media campaigns , and a well designed website. But if they don't work together, its not Omni-channel Omni-channel isn't simply an aspect of retail or even a type of retail-

"Omni-channel is a retail".

Retailers are facing major changes, including intensified competition, increased internationalization and technological advances, which are transforming the competitive landscape at a fast pace. Simultaneously we see an emerging paradigm shift in consumers' buying behavior. Digital devices such as smartphones and tablets allow consumers to search and shop online, irrespective of time and place and without geographical boundaries. While these devices originally were used mainly for information search, mobile purchases are becoming a natural part of many consumers' shopping habits.   Today, consumers increasingly utilize online and offline channels during different phases of the buying process, and they expect a seamless experience. Sometimes channels are used simulta-

neously, such as when searching information online while being in a physical store. Consumers also have higher expectations about products and services, and are generally more knowledgeable and well?informed about the products they want to buy.

Omni-channel environments where customers shop online and offline at the same retailer are ubiquitous and are deployed by traditional retailers and online-first retailers alike. As such, they raise important new questions regarding their impact on demand generation and operational efficiency. We focus on the relatively understudied domain of online-first retailers and one key way that they establish an offline presence, specifically, by introducing showrooms (physical locations where customers can see and try the products) in combination with online fulfillment using centralized inventory management. We examine how a channel structure comprising offline delivery of information to customers coupled with online logistics and fulfillment of orders impact the existing core online channel and a sampling channel.

LITREATURE REVIEW

Gupta 2004 ; Shah 2006 , the dominant characteristics of the Omni-channel retailing phenomenon is that the strategy is centered on the customer and the customer's shopping experi-

ence , with a view to offering the shopper a holistic experience . Piotrowicz and cuthbertson,2014 , Because the channels are managed together , the perceived interaction is not with the channel , but rather the brand

Verhoef and neslin2015 ; In addition, Omni-channel environment places increasing emphasis on the interplay between channels and brands. Omni-channel retailing is the concept of complete integration of all channels and it has developed as an extension of multi-channel retailing (Klosek, 2012; Frazer &Stiehler, 2014; Rigby, 2011). The development of the concept has been driven by several factors discussed in the following section 2.2.1. The goal of implementing omni-channel retailing is to combine the benefits of both the digital and the non-digital retailing in order to give the customer a seamless retail experience (Rigby, 2011). As mentioned in the previous section, advantages related to online sales includes price transparency, the availability of reviews and unlimited selection of products while benefits related to offline retailing are for example face-to-face interaction, instant gratification and a hands-on product experience (e.g. Grewal et al., 2004; Agatz et al., 2008; Rigby, 2011).

RESEARCH METHODOLOG
"   Secondary data method
"   5,300 consumers across devel-

oped country like Canada, France , Germany , U.S. , U.K. , and emerging countries like Brazil , China , Mexico are using Omni-channel marketing .
"   Primary research conducted on may 2016.
"   Tested 9 innovative Omni-channel concepts :
        - virtual banking   -mobile banking
        - specialty branch   -social media
        - stream line branch   -customer sensing
        - banking pod   -digital footprint
        - agent branch management
This study is based on an interpretive approach and takes the form of an exploratory multiple case study through the investigation of four retailers. Qualitative data was collected through semi-structured interviews and the findings were analyzed abductively.

RESULTS
"   Integrated communication and analytics.
"   Meet customers where they are.
"   Obtain data from every transaction.
"   Target specific audiences.
"   Integrated your business.
"   Channel communication management.
"   Experience and service

focused shopping

FUTURE SCOPE

"   The retail industry is on cusp of a fundamental transformation driven by digital technologies.

"   The line between physical and digital commerce is becoming increasingly blurred.

"   To catch up with changing consumer behavior, physical retailers are adopting digital technologies- from beacons to interactive fitting rooms - to keep customers engaged and coming back for more. Using quasi-experimental data on showroom openings by WarbyParker.com, the leading and iconic online-first eyewear retailer, we find that showrooms: (1) increase demand overall and in the online channel as well, (2) improve overall operational efficiency by increasing conversion in the sampling channel and by decreasing returns, (3) generate operational spillovers to the other channels by attracting customers who, on average, have a higher cost-to-serve, and (4) amplify benefits to the firm in dealing with those customers who have the most acute need for the product. Moreover, these effects strengthen with time as showrooms contribute not only to brand awareness but also to what we term channel awareness as well. Our findings are robust to numerous alternative model specifications and sample selection procedures; we conclude by elaborat- ing the underlying customer dynamics that drive our findings and by offering implications for omni-channel growth by onlinefirst retailers.

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APPENDICES

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