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The seamless experience: A review of omnichannel marketing and customer experience in India

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Abstract
The evolving landscape of retail and marketing has compelled businesses to shift from traditional marketing strategies to more integrated and customer-centric approaches so as to cope up with the increased market competition and growing expectations of customers by providing seamless experiences across various touchpoints. Omnichannel marketing has emerged as a pivotal framework for companies striving to offer a unified and seamless customer experience across all touchpoints. This review assesses the current state of omnichannel marketing and its impact on customer experience in India. In the Indian context, swift digital transformation, rapid adoption of Unified Payments Interface (UPI) and launch of the Open Network for Digital Commerce (ONDC) have accelerated convergence of e-commerce and brick-and-mortar stores. This paper synthesizes existing literature drawing insights from recent academic research and industry reports to identify key trends, challenges and opportunities in implementing omnichannel marketing in India, with a focus on reshaping customer experiences, customer heterogeneity, trust, privacy and governance in emerging digital commerce ecosystem.

Keywords: Omnichannel marketing, customer experience, retail businesses, UPI, seamless experience, ONDC

Introduction

The term "Omni" is a latin term which refer to all or every. In recent times, Omni-channel marketing has become a prominent approach for organizations to deliver consistent customer experiences across various touchpoints. It integrates various touchpoints such as physical stores, websites, mail, apps and social media channels into a continuous hassle-free customer experience. Globally, omnichannel adoption is driven by expectations of convenience, consistency and personalization (Rai *et al*., 2024) [17]. In India, the rise of Unified Payments Interface (UPI) and government-backed initiatives such as the Open Network for Digital Commerce (ONDC) have accelerated the transition from multichannel to omnichannel approach (Press Information Bureau, 2024) [22]. This review highlights the intersection of omnichannel strategies and consumer experience in context to the Indian market.

India's retail industry has undergone considerable changes over the last few years. A study by Deloitte reveal that the Indian e-commerce market is expected to reach $200 billion by 2026 and the key drivers are increased access to internet connectivity and adoption of smartphone in the country. This exponential growth has encouraged retailers to adopt omnichannel marketing strategy to cater to needs of distinguished customer preferences (Deloitte, 2021).

Successful omnichannel strategy in India involve seamlessly integrating online and offline channels. A key differentiator of omnichannel marketing is the holistic inclusion and seamless linking of *every* channel, both online and offline (Darvidou, 2024) [10]. This contrasts with multichannel marketing, where multiple channels exist but often operate in silos without the seamless integration between the channels (Rathi, 2024) [18]. With the rapid expansion of digital marketing, e-commerce and omnichannel businesses are finding greater opportunities to tap into new and diverse customer segments. The growing digital footprint is yielding abundant datasets which can leverage organizations to gain further clarity on customer needs and preferences and can help businesses build personalized marketing plans. (Pwc, India Phygital Report, 2025).

Customer-Centric Approach
The underlying theme of omnichannel marketing is that it prioritizes the customer's journey and experience. It seeks to provide a simplistic and enjoyable customer experience enabling consumers to engage with the company (brand) from any location (Bakulich & Bokyi, 2022; O & A, 2022) [2, 5]. This approach moves beyond focusing on individual channels to analyze how customers navigate amidst different platforms and devices, aiming to create an exceptional experience throughout their entire buying journey. Research emphasizes the need for a customer-centric approach within omnichannel marketing, which involves understanding customer needs and preferences to customize the interactions effectively (Mansurali *et al.*, 2024) [14].
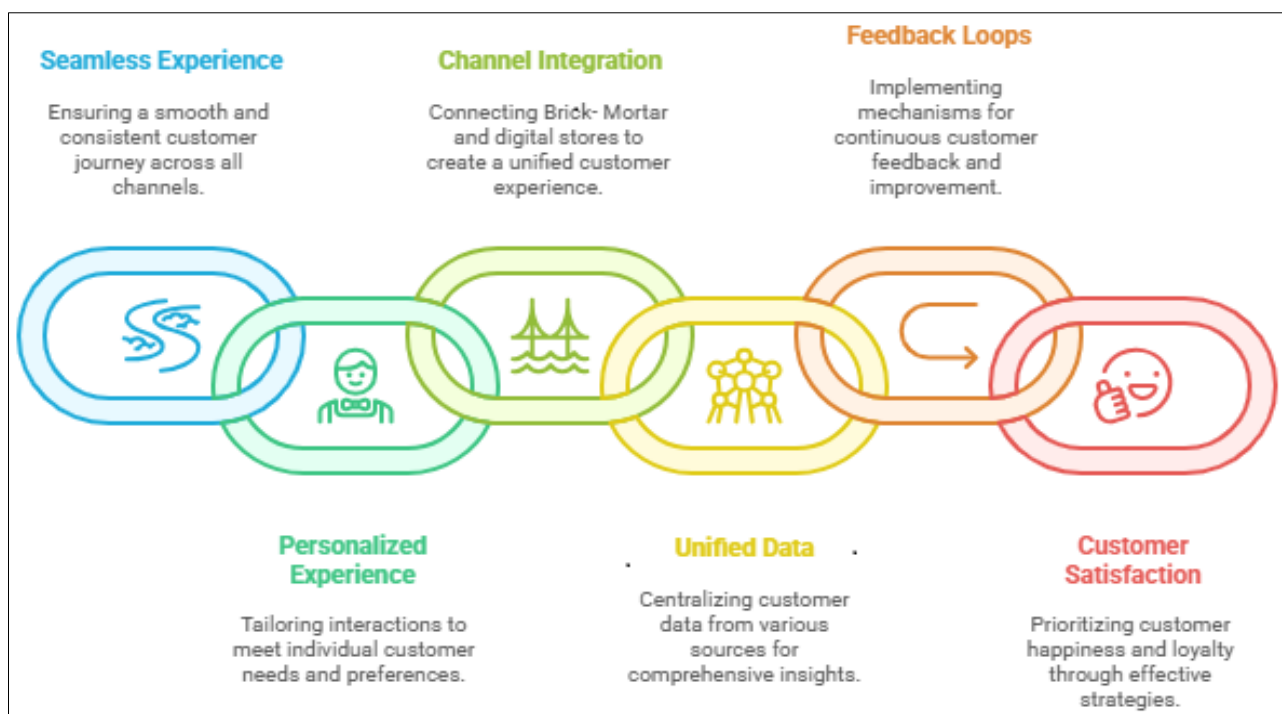

Fig 1: Customer-Centric Approach Omnichannel Marketing

Omnichannel Marketing and Customer Experience in India
Digitalization and Customer Behaviour in India
India is undergoing a significant digital transformation, which is significantly impacting customer behaviour and marketing practices. The COVID-19 pandemic, disrupted livelihoods and changed consumption pattens, compelling retailers to leverage technology and adopt omnichannel marketing practices (Gupta & Mukherjee, 2024) [12]. The intersection of digital and physical stores has created new opportunities for personalization, loyalty and financial inclusion, eventually reshaping consumer behaviour and establishing new industry trends for commerce in India (Singh, 2025) [24].

Retail Sector
The retail sector in India has experienced a sharp increase, leading many large organizations to adopt omnichannel retailing to compete & sustain in the market (Keshari *et al.*, n.d.). The majority of small, unorganized retailers do not have sophisticated digital technologies to compete against online and organized retail. (Gupta & Mukherjee, 2024) [12]. For example, the Indian handloom industry faces many challenges such as limited government support and policies, uncertainty of its business contract partners and inefficient reverse logistics systems that obstruct the implementation of omnichannel strategies. (Naik *et al.*, 2023) [8].

UPI and frictionless payments: India's UPI has transformed the omnichannel landscape by enabling seamless, real-time payments across offline and online settings. In FY 2023-24, UPI accounted for over 80% of digital retail transactions, enhancing customer experience by streamlining checkout and refunds (Worldline, 2024) [19]. Functional cross-channel payment gateways not only allow for user convenience of payment but adapted the competitive framework of the payments industry, while resolving issues such as internet connection or quality of transactions and overall security (Singh, 2025) [24].

AI and Predictive Analytics
AI-powered advertisements have an influence on the purchase intention and attitude of customers using the omnichannel strategy by offering personalized recommendation options, as found in the study on Tanishq & Lenskart (Mittal *et al.*, 2023) [7]. Autonomous AI agents are leveraging machine learning and predictive analytics to optimize segmentation models for real-time targeting and hyper-personalization, improving efficiency and customer engagement (Mittal *et al.*, 2023) [7]. Conversational AI frameworks, such as chatbots are providing 24/7 assistance and personalized engagement, enhancing customer satisfaction (Kesavareddi, 2025) [20].

ONDC and interoperable retail networks
In April 2022, the Government of India launched ONDC (Open Network for Digital Commerce) which seeks to promote open access for transfer of goods and services through e-commerce by creating interoperable buyer-seller networks (Press Information Bureau, 2024) [22].

Benefits and Challenges of Omnichannel Marketing Implementation & Customer Experience

Benefits

- **Personalized Interactions:** By ensuring seamless and consistent interactions across numerous platforms such as e-commerce websites, mobile applications, social media, and physical stores, businesses are able to build stronger customer relationships. This integrated approach enhances convenience, personalization and accessibility, thereby boosting satisfaction and loyalty. (Katembo, 2024) [13].

- **Enhanced Customer Satisfaction and Loyalty:** By providing seamless, personalized and unified experiences, omnichannel strategies significantly improve customer satisfaction, foster stronger relationships and lead to increased loyalty and customer retention rates (Mohammad *et al*., 2024) [15].

- **Increased Engagement and Sales:** Integrated channels and personalized interactions drive greater customer engagement, positively influencing purchasing interest and decisions, leading to increased sales and higher customer conversion rates (Katembo, 2024) [13].

- **Competitive Advantage:** Delivering a versatile and seamless brand experience through omnichannel strategies provide a significant advantage to businesses over competitors in today's dynamic competitive environment. (Darvidou, 2024) [10].

- **Optimized Data and Insights:** Omnichannel strategies allow businesses to collect valuable data and insights into customer behaviour, preferences and buying habits, allowing for more targeted marketing and ultimately, an enhanced customer experience. (Katembo, 2024) [13].

- **Sustainable Growth:** The implementation of omnichannel approach can contribute to the sustainable growth of enterprises by improving management processes and strengthening competitive positions through unified brand presence (Darvidou, 2024) [10].

Challenges

- **Data Silos and Integration:** A major challenge is integrating data from different online and offline channels, which often exist in silos, to create a unified customer experience (Darvidou, 2024) [10].

- **Technology Integration:** Implementing and integrating various technologies (Customer Data Platforms, Customer Relationship Management tools, AI tools) across various platforms can be complex and requires significant investment (Darvidou, 2024) [10].

- **Maintaining Consistency:** Ensuring a consistent brand voice, service level and information across numerous channels is difficult but crucial for a seamless experience (Darvidou, 2024) [10].

- **Organizational Resistance and Support:** Resistance from organizations regarding technology selection, in context to the Indian handloom industry and lack of government support and policies (Naik *et al*., 2023) [8].

- **Ethical Considerations:** Hyper-personalisation enhances relevance but raises issues such as trust and data privacy concerns (Rai *et al*., 2024) [17]. Regulatory oversight and grievance redressal mechanisms are essential to sustain trust in open retail ecosystems (Press Information Bureau, 2024) [22].

Conclusion

The Omnichannel marketing depicts a cardinal shift in the way businesses are interacting with their customers and moving towards a customer-centric integrated approach. The significance of this marketing approach lies in creating a "seamless experience" where customers can effortlessly experience transition between online and offline channels receiving consistent, personalized and unified brand interactions. This approach is crucial for enhancing customer satisfaction, fostering loyalty, building brand image and increasing sales in the age of digitalization.

In the Indian context, where digital infrastructure is rapidly transforming consumer behaviour, the adoption of omnichannel strategies is becoming increasingly vital across various industries, especially the retail sector. While significant benefits of omnichannel approach such as improved customer engagement and competitive advantage are evident, businesses must navigate challenges related to data integration & privacy, technological complexity while maintaining consistency across multiple channels. This paper identifies that omnichannel marketing in India is shaped by unique digital enablers such as UPI, ONDC, e-commerce companies, followed by the Covid -19 pandemic. Seamless integration of data across various touchpoints and transparency in data practices are key to enhancing customer experience. Retailers like Nykaa, Lenskart, Myntra are aligning their marketing strategies with India's transformative digital infrastructure to gain significant competitive advantage.

Future Recommendations

Future research could focus on consumer heterogeneity, privacy concerns and governance of open commerce networks, to explore the best practices and standards for implementing AI in marketing decision-making in India. And how small retailers are coping with these big companies to sustain and grow in the highly competitive market along with the advent of quick commerce companies.

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