

A Study on Consumer Behaviour Towards Omnichannel Retailing at Bluestone Jewellery and Lifestyle Pvt Ltd.

AVNISH KOUR REHAL¹, DR. MONICA SAINY²

¹ Student, Amity University Chhattisgarh

² Associate Professor, Amity Business School Amity University Chhattisgarh

Abstract- *Omnichannel refers to a strategic approach that integrates various channels and touchpoints to deliver a seamless and consistent customer experience across multiple platforms. In today's digital age, where customers expect personalized interactions and convenient access to products and services, businesses must embrace omnichannel strategies to stay competitive. This abstract explores the concept of omnichannel, its significance in modern marketing, and its impact on customer engagement and loyalty. It also discusses the challenges and benefits associated with implementing omnichannel strategies, highlighting the need for effective coordination, data integration, and technology infrastructure. By understanding the principles and best practices of omnichannel, businesses can create a cohesive brand experience, enhance customer satisfaction, and drive long-term success in an increasingly interconnected and dynamic marketplace. In this study the research has been conducted by distributing online questionnaire to 100 consumers of bluestone. The data has been gathered both primarily and secondary and the findings, conclusions have been drawn at the end of the report.*

Indexed Terms- *Omnichannel Retailing, Consumer Behaviour towards Omnichannel Retailing, Omnichannel Services, Sources and Logistics*

I. INTRODUCTION

The project majorly studies about the omnichannel retailing, the marketing strategies and the services that are associated with it and how it helps it helps to capture a good consumer base. So, let us first understand the concept of omnichannel.

WHAT IS OMNICHANNEL ?

An omnichannel approach refers to a seamless and integrated customer experience across multiple channels, where customers can interact with a company through various touchpoints, such as online platforms, mobile apps, physical stores, and customer service channels.

Omnichannel retailing refers to a retail strategy that integrates multiple channels and touchpoints to provide customers with a seamless and consistent shopping experience. It involves creating a cohesive and unified approach across various online and offline channels, such as e-commerce websites, mobile apps, physical stores, social media platforms, and customer service channels. The goal of omnichannel retailing is to enable customers to engage with the retailer through their preferred channels and transition between them effortlessly.

Key characteristics of omnichannel retailing include:

1. **Channel Integration:** Omnichannel retailing involves integrating all available channels into a unified system. This integration ensures that customers can access consistent product information, pricing, promotions, and inventory availability across different channels.
2. **Consistent Branding and Messaging:** Retailers strive to maintain a consistent brand image and messaging across all channels. This consistency helps reinforce the brand identity and creates a seamless experience for customers as they move between channels.
3. **Cross-Channel Customer Experience:** Omnichannel retailing focuses on providing customers with a seamless experience regardless of the channel they choose. Customers can start their shopping journey on one channel, such as researching products online, and seamlessly continue on another channel, like making a purchase in-store or through a mobile app.

4. **Integrated Inventory and Fulfillment:** An important aspect of omnichannel retailing is ensuring that inventory and fulfillment processes are synchronized across channels. This allows customers to access real-time inventory information and choose their preferred fulfillment option, whether it's in-store pickup, home delivery, or ship-from-store.
5. **Personalization and Customer Insights:** Omnichannel retailers leverage customer data and insights to deliver personalized experiences. By gathering information about customer preferences, behaviors, and purchase history across channels, retailers can provide tailored recommendations, promotions, and targeted marketing campaigns.
6. **Seamless Customer Service:** Customer service is an integral part of omnichannel retailing. Retailers aim to provide consistent and responsive customer support across all channels, ensuring that customers can receive assistance or resolve issues regardless of how they choose to engage with the company.

Overall, omnichannel retailing recognizes the evolving customer expectations and the need for a unified and consistent shopping experience across channels. By implementing an effective omnichannel strategy, retailers can increase customer satisfaction, drive customer loyalty, and stay competitive in the modern retail landscape.

How An Omnichannel Helps A Company Or Organisation –

Implementing an omnichannel approach can provide several benefits to a company. Here are some ways an omnichannel strategy helps a company:

1. **Enhanced Customer Experience:** An omnichannel approach ensures a seamless and consistent experience for customers across various channels. It allows customers to engage with the company through their preferred touchpoints, whether it's online platforms, physical stores, or customer service channels. This cohesive experience helps build customer trust, satisfaction, and loyalty.
2. **Increased Customer Engagement:** By offering multiple channels for customer interaction, an omnichannel strategy enables companies to engage customers at different stages of their buying journey. Customers can browse products, make

purchases, seek assistance, and provide feedback through various touchpoints. This increased engagement enhances customer relationships and drives brand loyalty.

3. **Improved Customer Insights:** An omnichannel approach enables companies to gather comprehensive customer data and insights. By tracking customer interactions across different channels, companies can gain a deeper understanding of customer preferences, behaviors, and buying patterns. This data can be utilized to personalize marketing campaigns, product recommendations, and overall customer experiences.
4. **Expanded Reach and Market Penetration:** With an omnichannel strategy, companies can reach a wider audience and tap into new market segments. By offering both online and offline channels, companies cater to customers with varying preferences, allowing them to access products and services in the most convenient way. This broader reach helps attract new customers and increase market penetration.
5. **Increased Sales and Revenue:** An omnichannel approach can lead to increased sales and revenue generation. By providing customers with multiple touchpoints to discover, engage with, and purchase products, companies can capture more sales opportunities. Additionally, personalized marketing campaigns and targeted promotions based on customer insights can drive conversions and boost revenue.
6. **Competitive Advantage:** In today's market, where customers expect seamless experiences across channels, implementing an omnichannel strategy can provide a competitive advantage. Companies that successfully integrate their channels and provide a consistent customer experience have a higher chance of standing out from competitors. This differentiation helps attract and retain customers in a crowded marketplace.

It's important to note that implementing an omnichannel strategy requires careful planning, integration of systems and processes, and ongoing monitoring and optimization. A successful omnichannel approach aligns channels, data, and customer experiences to create a unified and customer-centric approach.

Objectives of Study-

1. Identifying how customers engage with different channels, their preferences for online and offline shopping, and their expectations for a seamless shopping experience.
2. To gain a deep understanding of consumer behavior in the context of omnichannel retailing of Bluestone Jewellery and Lifestyle Pvt Ltd, of a particular store located in Kukatpally, Hyderabad.
3. To study the effective of demographic factors on the products or services provided by the company.

Scope of The Study –

The scope of studying consumer behavior towards omnichannel retailing is focused on understanding how consumers engage with and respond to the integration of multiple channels in their shopping experiences. Here are some key areas within the scope of this study:

1. Investigating how consumers utilize different channels (e.g., online, mobile, physical stores) during their shopping journeys. This research examines the frequency of channel switching, the sequence of channel interactions, and the reasons behind channel preferences.
2. Research explore how consumers move between channels, the influence of each channel on decision-making, and the factors that drive channel choice at different stages of the journey.
3. Examining how consumers gather information, compare products, and make purchase decisions in an omnichannel environment. Researchers investigate the role of online research, user-generated content, reviews, social media, and in-store experiences in shaping consumer perceptions and choices.
4. This research explores the impact of promotions, discounts, offers, and product recommendations on consumer behavior.

Limitations of Study –

1. The study's findings may not be applicable to the broader population due to limitations in the sample selection process.
2. The study may not account for all the contextual factors that influence consumer behavior. Factors such as cultural differences, local market

conditions, and competitive landscape may vary across different regions.

3. The data collected through surveys or interviews may be subject to self-reporting bias. Consumers might provide socially desirable responses or their perceptions and recollections of their omnichannel experiences may be influenced by memory biases, leading to inaccurate or incomplete information.

II. LITERATURE REVIEW

Lazaris, C., & Vrechopoulos, A. (2014, June). From multichannel to “omnichannel” retailing: review of the literature and calls for research. In 2nd International Conference on Contemporary Marketing Issues, (ICCM) (Vol. 6, pp. 1-6). The emergence of omnichannel retail has changed the way traditional online shopping functions and has led to profound changes in consumer expectations and decision-making processes. Despite the undeniable importance of this area of research, the mainstream literature on omnichannel retailing is sporadic and fragmented. With this in mind, this paper aims to provide a comprehensive and concise recent literature review on omnichannel retailing. Specifically, we use and exploit the cognitive-affective-conative model to understand consumer behavior in the context of omnichannel retailing. This article is timely and useful because it provides a comprehensive overview of omnichannel retail research and provides literature-based evidence on several significant dimensions of consumer behavior. It also integrates consumer responses using a cognitive-affective-conative model to advance our understanding of consumer decision-making along the omnichannel customer journey.

Brynjolfsson, E., Hu, Y. J., & Rahman, M. S. (2013). Competing in the age of omnichannel retailing. MIT sloan management Review. Wider adoption of new technologies such as smart mobile devices and social networks and the growing importance of technical solutions in stores create new opportunities and challenges for retailers. As the line between online and physical channels blurs, a new approach to channel integration is emerging - omnichannel, which the goal is to provide a seamless customer experience regardless of channel. This introduction presents the results of focus group discussions on the role of information technology in retailing, new business

models and the future role of brick-and-mortar stores as e-commerce advances.

Piotrowicz, W., & Cuthbertson, R. (2014). Introduction to the special issue information technology in retail: Toward omnichannel retailing. *International Journal of Electronic Commerce*, 18(4), 5-16. The online channel has become attractive a channel where retailers can sell their products and services. The increase in channels and touch points is influenced not only consumer behavior but also business models of companies. Many retailers began to develop omni-channel and omni-channel strategies, adding new channels through which to communicate with customers. Retailers are now focusing on how new technologies affect shoppers and how they are changing across various channels during your research and purchase process. Omnichannel retailing is defined conceptualizing the full integration of all channels without distinguishing between network and channels the physical channel is today's new retail paradigm. The subject itself is particularly important as technology the development continues to disrupt retail strategies, with players debating how to respond. In particular, administrators are concerned with how to manage multiple touch points that are now simultaneous available to customers.

Mishra, R., Singh, R. K., & Koles, B. (2021). Consumer decision-making in Omnichannel retailing: Literature review and future research agenda. *International Journal of Consumer Studies*, 45(2), 147-174. The online channel has become attractive a channel where retailers can sell their products and services. The increase in channels and touch points is influenced not only consumer behavior but also business models of companies. Many retailers began to develop omni-channel and omni-channel strategies, adding new channels through which to communicate with customers. Retailers are now focusing on how new technologies affect shoppers and how they are changing across various channels during your research and purchase process. Omnichannel retailing is defined conceptualizing the full integration of all channels without distinguishing between network and channels the physical channel is today's new retail paradigm. The subject itself is particularly important as technology the development

continues to disrupt retail strategies, with players debating how to respond. In particular, administrators are concerned with how to manage multiple touch points that are now simultaneous available to customers.

Fisher, M. L., Gallino, S., & Xu, J. J. (2019). The value of rapid delivery in omnichannel retailing. *Journal of Marketing Research*, 56(5), 732-748. Omnichannel is an emerging approach to retailing that responds to the changing nature of how customers shop in alternation between online and offline shops, and the increasing use of digital devices (e.g. smartphones and tablets), as a consequence retailer are focusing and establishing a seamless integrated approach to their services. Omnichannel is now a hot topic in retailing but there is a lack of empirical studies into the factors that influence an omnichannel experience.

Hansen, R., & Sia, S. K. (2015). Hummel's digital transformation toward omnichannel retailing: key lessons learned. *MIS Quarterly Executive*, 14(2). Omnichannel marketing is often viewed as the panacea for one-to-one marketing, but this strategic path is mired with obstacles. This article investigates three challenges in realizing the full potential of omnichannel marketing: (1) data access and integration, (2) marketing attribution, and (3) consumer privacy protection. While these challenges predate omnichannel marketing, they are exacerbated in a digital omnichannel environment. This article argues that advances in machine learning and blockchain offer some promising solutions.

Simone, A., & Sabbadin, E. (2018). The new paradigm of the omnichannel retailing: key drivers, new challenges and potential outcomes resulting from the adoption of an omnichannel approach. *International Journal of Business and Management*, 13(1), 85-109. Omnichannel marketing, the concept of seamlessly integrating channels to provide a unified service experience to customers, has become one of the most important areas in omnichannel management for companies in recent years. Although many companies have adopted multi-channel strategies, there are still gaps in the understanding of all the factors that affect the integration quality (INQ) of these channels. Based on omni- and multi-channel service research, it the paper develops and validates

dimensions and sub-dimensions of omni-channel integration quality. This research in addition, we examine how perceived INQ affects cross-buying behavior and customer value in an omnichannel environment.

Bell, D. R., Gallino, S., & Moreno, A. (2018). Offline showrooms in omnichannel retail: Demand and operational benefits. *Management Science*, 64(4), 1629-1651. The Merging of The Online and Off-Line Environment, the technological environment is rapidly influencing the way in which shoppers go about retail activities. Shoppers are not only shopping online, but are in fact merging their online and offline shopping practices. The use of multichannel retailing (where different channels of shopping are still being operated in isolation) will now longer suffice and retailers will be forced to move towards what is termed Omnichannel retailing. Omnichannel retailing refers to an integrated shopper experience that merges the physical store with the information rich digital environment, with the aim of providing excellent shopper experiences across all touch points. The potential impact of Omnichannel retailing on the shopper experience is yet to be determined.

Beck, N., & Rygl, D. (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of retailing and consumer services*, 27, 170-178. (1) increase demand overall and in the online channel as well, (2) generate operational spillovers to the other channels by attracting customers who, on average, have a higher cost-to-serve, (3) improve overall operational efficiency by increasing conversion in a sampling channel and by decreasing returns, and (4) amplify these demand and operational benefits in dealing with customers who have the most acute need for the firm's products. Moreover, the effects we document strengthen with time as showrooms contribute not only to brand awareness but also to what we term channel awareness as well. We conclude by elaborating the underlying customer dynamics driving our findings and by offering implications for how online-first retailers might deploy omni-channel tactics.

Von Briel, F. (2018). The future of omnichannel retail: A four-stage Delphi study. *Technological Forecasting*

and Social Change, 132, 217-229. Offering many channels, companies are trying to respond to this development. In recent years, both researchers and practitioners recommended omnichannel management as the best way to provide multiple channels. A multichannel strategy allows consumers to use channels seamlessly and alternately experience channels in a unique way. However, the reality looks different: omnichannel control Approaches coexist in practice, and terms describing different concepts are used interchangeably in research clear differences. This article aims to clear up any confusion surrounding the term "omnichannel". possession of. Distinguishing the concept of related approaches and understanding current issues the articles covered in Omnichannel Management Research provide a common foundation from which to fully operate understand the concept. Omnichannel management has proven to be important in many fields, but especially in retail, marketing and information systems (IS) studies. IS plays an important role adopt an omnichannel approach because barriers are often related to technology and companies are highly dependent on information technology (IT). Transfer research across multiple channels this article suggests directions for further research.

Park, J., Dayarian, I., & Montreuil, B. (2021). Showcasing optimization in omnichannel retailing. *European Journal of Operational Research*, 294(3), 895-905. Omnichannel retail refers to the integration of retail channels like stores, online, and mobile into a single, seamless customer experience. The emergence of new online channels has had a major impact on the retail industry over the past decade, and it is expected that the need to integrate different channels will transform the retail industry over the next decade. We conducted a four-stage Delphi study with eighteen retail experts to identify the key trends, major challenges, important technologies, and main customer touchpoints that will emerge in omnichannel retail in the next ten years.

Larke, R., Kilgour, M., & O'Connor, H. (2018). Build touchpoints and they will come: transitioning to omnichannel retailing. *International Journal of Physical Distribution & Logistics Management*. Consumers tend to combine them brick and mortar businesses and find and buy that leads emergence of

multichannel behavior. There is a downside in this context studies that examine online and mobile devices separately. Purpose This study analyzes how two individual characteristics - impulsivity and need for touch — affects the use of every device in an omnichannel channel decision making process. Results from 284 real digital samples (online and/or mobile) clothing buyers confirm those personal characteristics influences omnichannel consumer behavior. The results show that impulsive shoppers use more mobile devices, while people with high tend to use more online devices because of the need for touch omnichannel process. In addition, an individual's demographics have an impact were considered. Finally, we discuss the contribution of the paper and Illustrate actions that managers can take to achieve success omnichannel retailing.

Quach, S., Barari, M., Moudry, D. V., & Quach, K. (2022). Service integration in omnichannel retailing and its impact on customer experience. *Journal of Retailing and Consumer Services*, 65, 102267. The omnichannel literature largely assumes that retailers should integrate touchpoints everywhere channels to promote seamless experiences. This article challenges this assumption to investigate how the perceived integration of the journey affects the omnichannel customer experience retail business. Qualitative research shows that two dimensions of travel integration - continuity and connectivity – interact to form four omnichannel travel models, each providing a prompt particular experience. Looking at this phenomenon from the customer's perspective, we find that there are instances where poor coherence or connectivity can trigger a positive experience that contradict the existing literature. We then prepare research proposals challenge the "need for integration" in the omnichannel literature and provide guidance implications for retail businesses seeking to improve their customer experience.

Hole, Y., Pawar, M. S., & Khedkar, E. B. (2019, November). Omni channel retailing: An opportunity and challenges in the Indian market. In *Journal of Physics: Conference Series* (Vol. 1362, No. 1, p. 012121). IOP Publishing. Prior service quality literature has established methods for measuring CX in traditional, single-channel contexts but not adapted such measures to omnichannel contexts. With a mixed

method research design and studies in eight phases, the authors propose a comprehensive measurement instrument that incorporates a schema- and categorization-based theoretical conceptualization of how customers assess omnichannel retail experiences; they also integrate means–end chain theory to explain perceived omnichannel customer experience (OCX) as a construct. This construct captures multiple omnichannel evaluation dimensions: social communications, value, personalization, customer service, consistency of both product availability and prices across channels, information safety, delivery, product returns, and loyalty programs. Multiple applications of the measurement model empirically confirm the suitability of this instrument in consumer goods omnichannel retail settings. Its 36 items reflect nine first-order quality dimensions that combine to form the overall, second-order OCX construct. The measurement instrument offers sound psychometric properties, as confirmed by several reliability and validity tests, and predicts customer behavior reliably across studies. Thus, the OCX measurement instrument offers utility for theory, management practice, and further research.

Kong, R., Luo, L., Chen, L., & Kebelis, M. F. (2020). The effects of BOPS implementation under different pricing strategies in omnichannel retailing. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102014. Customers strategically make channel choices. The BOPS option affects customer choice in two ways: by providing real-time information about inventory availability and by reducing the hassle cost of shopping. We obtain three findings. First, not all products are well suited for in-store pickup; specifically, it may not be profitable to implement BOPS on products that sell well in stores. Second, BOPS enable retailers to reach new customers, but for existing customers, the shift from online fulfillment to store fulfillment may decrease profit margins when the latter is less cost effective. Finally, in a decentralized retail system where store and online channels are managed separately, BOPS revenue can be shared across channels to alleviate incentive conflicts; it is rarely efficient to allocate all the revenue to a single channel.

Hsia, T. L., Wu, J. H., Xu, X., Li, Q., Peng, L., & Robinson, S. (2020). Omnichannel retailing: The role

of situational involvement in facilitating consumer experiences. *Information & Management*, 57(8), 103390. It contributes to the omnichannel-experience-management literature through customer technology-enabled touchpoints within fashion retail. Adopting an exploratory qualitative approach, primary data were obtained using semi-structured interviews with millennial consumers. The findings demonstrate the growing importance of implementing and integrating in-store technologies to improve customer experience. From these, two models are developed: “technology-induced customer experience in-store”; and “technology-enabled customer shopping journey in-store”.

Gao, F., & Su, X. (2017). Omnichannel retail operations with buy-online-and-pick-up-in-store. *Management Science*, 63(8), 2478-2492. They highlight the fact that the challenges are even more daunting when information is needed across channels that are “external to the firm” than when the firm owns its channels. Yet, other than the advertising context, much of the discussion is drawn from the latter case, that of retailers or vertical brands that own their distribution channels. This is to be expected because omnichannel is primarily a retail concept (e.g., Ailawadi and Farris 2017; Verhoef, Kannan, and Inman 2015).

Hänninen, M., Kwan, S. K., & Mitronen, L. (2021). From the store to omnichannel retail: looking back over three decades of research. *The International Review of Retail, Distribution and Consumer Research*, 31(1), 1-35. These technologies (e.g. mobile devices, in-store technologies, augmented reality, location-based services) have emerged both online and offline, intermingling all retail channels together, providing consumers with a seamlessly integrated experience gives retailers valuable tools often only available in e-commerce environments. In fact, As Chen and Mersereau (2013, p. 3) point out, “a significant challenge to modern in-store retailing, “Omnichannel retail” is about learning how best to compete, update and learn of the e-commerce channel”. As a result, retailers should redesign their business processes to puts the customer at the center of its business and offers all shopping experiences. likewise, goods and offers do not have to be channel specific, but consistent across all channels.

Cheah, J. H., Lim, X. J., Ting, H., Liu, Y., & Quach, S. (2022). Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. *Journal of Retailing and Consumer Services*, 65, 102242. This article explores the future of physical commerce in omnichannel commerce. retail and the conditions of a specially created retail environment in optimizing the customer experience. Following an exploratory qualitative approach, primary data were obtained through semi-structured interviews with 20 field experts. The study makes a valuable contribution to the lack of extensive literature on experiential retail spaces of the future, particularly in the fashion industry. Combining three academic research topics - Omnichannel retailing, the role of the physical store and the in-store customer experience - it helps to propose the prerequisites for designed retail environments in optimizing the customer experience.

Arslan, A. N., Klibi, W., & Montreuil, B. (2021). Distribution network deployment for omnichannel retailing. *European Journal of Operational Research*, 294(3), 1042-1058. in a highly competitive landscape, adopting an omnichannel approach might lead to a market advantage in terms of acquiring and retaining customers, as well as a means to ensure business sustainability. Omnichannel organizations situate the customer at the core of their interaction. However, research on omnichannel customer experience (CX) is still fragmented. In this paper, by adopting an integrative approach, we aim to articulate the empirical evidence around omnichannel CX and its management. Moreover, we show how research around omnichannel CX emerged from different theoretical perspectives and disciplines such as marketing, sociology and computer science. Towards this goal, we conducted a systematic literature review—with in depth analysis of 50 papers—and identified that omnichannel CX literature has engaged a number of research streams from various theoretical perspectives. Based on the research gaps, we propose an agenda for future research including topics such as (1) understanding the customer lifecycle in an omnichannel context; (2) integrating new touchpoints and channels; (3) predicting the omnichannel customer behavior; and (4) approaching omnichannel CX in service-based organizations. We conclude that adopting an omnichannel CX management approach requires the entire organization to be customer centric

while articulating interdisciplinary teams. Available studies on omnichannel CX provide the foundations for extending the knowledge on this topic and developing tools for practitioners to use in the omnichannel management assessment, operationalization, and measurement.

Salvietti, G., Ziliani, C., Teller, C., Ieva, M., & Ranfagni, S. (2022). Omnichannel retailing and post-pandemic recovery: building a research agenda. *International Journal of Retail & Distribution Management*. This paper identifies the omnichannel deal prone segments that emerge in this environment, that is, segments that employ multiple channels to procure and use promotions. We describe these segments, measure the motivations, opportunities, and abilities (MOA) associated with segment membership, and quantify how these segments respond differently to promotions. We apply latent class cluster analysis to a database of over 1,000 respondents in three product categories. We find a rich array of omnichannel deal prone segments. Interestingly, 82% of consumers have bifurcated into online- or offline-focused deal prone segments. That is, most consumers use multiple channels to procure and use promotions, but they focus on either online or offline channels. Only seventeen percent of consumers strongly utilize both online and offline channels.

III. RESEARCH METHODOLOGY

Research methodology refers to the systematic approach and techniques used to conduct a research study. When studying omnichannel retailing, researchers typically follow a structured research methodology to gather data, analyze information, and draw meaningful conclusions.

- **Research Design**

In this research the data has been gathered through google questionnaire and further it has been analyzed through pivot tables and charts and measuring average of some required questions. This research follows the Descriptive Research Method.

- **Sample Size –**

The total sample size taken was 100, responses gathered through questionnaire are 70, due to incomplete and biased response more of 18 responses

has to be eliminated. Hence, the total number of respondents with unbiased and correct responses are 58.

- **Data Collection Method –**

Primary Data

1. Google questionnaire has been used for collecting data and responses.
2. The data has been further analyzed through pivot tables and pivot charts.

Secondary Data

1. Company Websites has been used to gather information about the history of the company
2. Company App has been used to gather information about the products, services and the scheme offered.
3. Company handbook has been used to gather the information about the company's marketing strategies and segmentation.

- **Sampling Method –**

The term "sampling method" generally refers to a technique used in research and statistics to select a subset of individuals or items from a larger population for the purpose of study or analysis. Sampling is an important process as it allows researchers to draw conclusions about a population based on the information collected from the selected sample.

In this research Survey Sampling method has been used to gather responses from the consumers.

Data Analyses and Technique -

Firstly, the data has been analysed through pivot table and then further classified by pivot charts and pie charts. Secondly, an attempt has been made to understand the different responses of different age groups by conducting some formulas for measuring averages through pivot charts and tables.

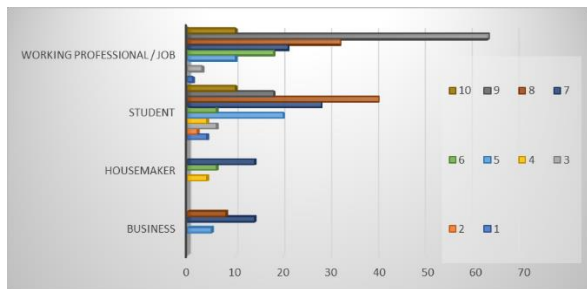
- **Representation –**

Representation of gathered data has been done through the following –

- Pivot Table
- Pivot Charts
- Pie Charts
- Bar Graphs

1. HOW SATISFIED YOU ARE WITH THE QUALITY OF JEWELLERY THAT YOU RECEIVE VS THE ONE SHOWN ONLINE?

Sum of Quality of jewellery	Quality of jewellery										Grand Total
	1	2	3	4	5	6	7	8	9	10	
Occupation											
Business					5		14	8			27
Housemaker				4		6	14				24
Student	4	2	6	4	20	6	28	40	18	10	138
Working Professional / Job	1		3		10	18	21	32	63	10	158
Grand Total	5	2	9	8	35	30	77	80	81	20	347



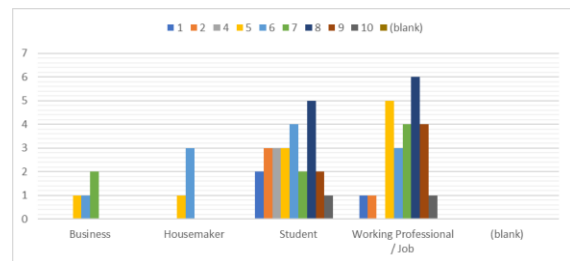
Interpretation –

According to the data gathered we can interpret that the jewellery that is shown online and the one which received by the customers does not vary and the quality and metal weight as well as the price of the jewellery remains the same. That means the company maintains transparency in their actions.

											Total
Business				1	1	2					4
Housemaker				1	3						4
Student	2	3	3	3	4	2	5	2	1		25
Working Professional / Job	1	1	5	3	4	6	4	1			25
(blank)											
Grand Total	3	4	3	0	1	8	1	6	2		58

2. HOW LIKELY YOU WOULD RATE THE TRY AT HOME SERVICE?

Count of Rating Try at Home Service	Column Labels										
Row Labels	1	2	4	5	6	7	8	9	10	(blank)	Grand

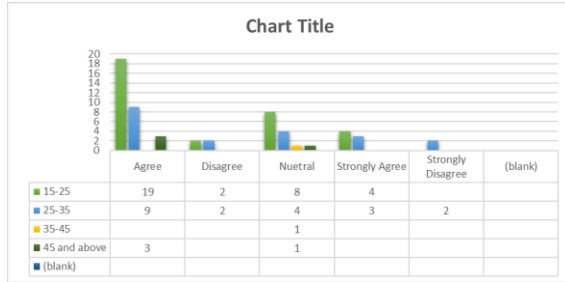


Interpretation -

According to the data gathered people who are working or students with busy schedule often opt for

these services, and hence they find these services pretty satisfying and time efficient. Therefore, they have given an average rating between 5 – 10 for opting these services.

3. IN YOUR OPINION DOES BLUESTONE SUCCESSFULLY ABLE TO ESTABLISH AS A BRAND THAT PROVIDES PRODUCT FOR ALL AGE GROUPS?



Interpretation –

As per the data gathered we can interpret bluestone is partially able to cater the need and style of all age groups. Since, Bluestone focuses more on light weighted and trendy jewellery it successfully captured the market within the age group of 15-35 but it still has a long way to go.

CONCLUSION

In conclusion, boosting personal savings is a crucial component of financial wellbeing. Jana Small Finance Bank is aware of the need of putting forward cutting-edge tactics to encourage saves among its clients. The bank can help its clients develop a solid saving habit and achieve their financial objectives by investigating a variety of novel ways. Customers may be encouraged to save more by Jana Small Finance Bank by providing gamification, savings challenges, cashback prizes, automated saves, financial education programmes, and customised savings suggestions. Additionally, the bank may offer more incentives and convenience to its clients to improve their savings experience by leveraging relationships with merchants, establishing personalised savings targets, and utilising digital tools. In order to make sure that the efforts have a significant influence on customer saving behaviour and overall financial well-being, Jana Small Finance Bank will be able to continuously improve and evaluate how effective these novel

techniques are. The bank must, however, handle any possible difficulties and dangers connected with putting these plans into action. The successful implementation of these novel ideas will be ensured by effective risk management techniques, clear communication with customers, and consumer education. A healthy savings attitude, financial stability, and progress towards long-term financial goals may all be fostered among clients of Jana Small Finance Bank by embracing novel approaches to promoting personal savings. In the end, these initiatives support both the bank's purpose of promoting financial inclusion and stability within the communities it serves as well as the individual financial well-being of clients.

REFERENCES

- [1] Lazaris, C., & Vrechopoulos, A. (2014, June). From multichannel to “omnichannel” retailing: review of the literature and calls for research. In 2nd International Conference on Contemporary Marketing Issues, (ICCM) (Vol. 6, pp. 1-6).
- [2] Brynjolfsson, E., Hu, Y. J., & Rahman, M. S. (2013). Competing in the age of omnichannel retailing. MIT sloan management Review.
- [3] Piotrowicz, W., & Cuthbertson, R. (2014). Introduction to the special issue information technology in retail: Toward omnichannel retailing. International Journal of Electronic Commerce, 18(4), 5-16.
- [4] Mishra, R., Singh, R. K., & Koles, B. (2021). Consumer decision-making in Omnichannel retailing: Literature review and future research agenda. International Journal of Consumer Studies, 45(2), 147-174.
- [5] Fisher, M. L., Gallino, S., & Xu, J. J. (2019). The value of rapid delivery in omnichannel retailing. Journal of Marketing Research, 56(5), 732-748.
- [6] Hansen, R., & Sia, S. K. (2015). Hummel's digital transformation toward omnichannel retailing: key lessons learned. MIS Quarterly Executive, 14(2).
- [7] Simone, A., & Sabbadin, E. (2018). The new paradigm of the omnichannel retailing: key

- drivers, new challenges and potential outcomes resulting from the adoption of an omnichannel approach. *International Journal of Business and Management*, 13(1), 85-109.
- [8] Bell, D. R., Gallino, S., & Moreno, A. (2018). Offline showrooms in omnichannel retail: Demand and operational benefits. *Management Science*, 64(4), 1629-1651.
- [9] Beck, N., & Rygl, D. (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of retailing and consumer services*, 27, 170-178.
- [10] Park, J., Dayarian, I., & Montreuil, B. (2021). Showcasing optimization in omnichannel retailing. *European Journal of Operational Research*, 294(3), 895-905.
- [11] Von Briel, F. (2018). The future of omnichannel retail: A four-stage Delphi study. *Technological Forecasting and Social Change*, 132, 217-229.
- [12] Larke, R., Kilgour, M., & O'Connor, H. (2018). Build touchpoints and they will come: transitioning to omnichannel retailing. *International Journal of Physical Distribution & Logistics Management*.
- [13] Quach, S., Barari, M., Moudry, D. V., & Quach, K. (2022). Service integration in omnichannel retailing and its impact on customer experience. *Journal of Retailing and Consumer Services*, 65, 102267.
- [14] Hole, Y., Pawar, M. S., & Khedkar, E. B. (2019, November). Omni channel retailing: An opportunity and challenges in the Indian market. In *Journal of Physics: Conference Series* (Vol. 1362, No. 1, p. 012121). IOP Publishing.
- [15] Kong, R., Luo, L., Chen, L., & Kebblis, M. F. (2020). The effects of BOPS implementation under different pricing strategies in omnichannel retailing. *Transportation Research Part E: Logistics and Transportation Review*, 141, 102014.
- [16] Hsia, T. L., Wu, J. H., Xu, X., Li, Q., Peng, L., & Robinson, S. (2020). Omnichannel retailing: The role of situational involvement in facilitating consumer experiences. *Information & Management*, 57(8), 103390.
- [17] Gao, F., & Su, X. (2017). Omnichannel retail operations with buy-online-and-pick-up-in-store. *Management Science*, 63(8), 2478-2492.
- [18] Hänninen, M., Kwan, S. K., & Mitronen, L. (2021). From the store to omnichannel retail: looking back over three decades of research. *The International Review of Retail, Distribution and Consumer Research*, 31(1), 1-35.
- [19] Cheah, J. H., Lim, X. J., Ting, H., Liu, Y., & Quach, S. (2022). Are privacy concerns still relevant? Revisiting consumer behaviour in omnichannel retailing. *Journal of Retailing and Consumer Services*, 65, 102242.
- [20] Arslan, A. N., Klibi, W., & Montreuil, B. (2021). Distribution network deployment for omnichannel retailing. *European Journal of Operational Research*, 294(3), 1042-1058.