

# Effectiveness of Customer Engagement Through Omnichannel Retailing: A Case Study on Nykaa

Harshada Atre\*, Arati Prabhu\*\*

## Abstract

The presented study explores the effectiveness of customer engagement through omnichannel retailing, using Nykaa as a case study. In the contemporary retail landscape, where consumers interact with brands across multiple channels, understanding the dynamics of omnichannel engagement is crucial. The study outlines the existing landscape and significance of omnichannel strategies as a precursor in enhancing customer satisfaction and loyalty, particularly in the beauty and cosmetics industry.

The presented literature highlights key theories and frameworks related to customer engagement, omnichannel retailing, and their impact on consumer behaviour. It emphasizes the necessity for brands to create seamless and integrated experiences across digital and physical platforms to meet evolving consumer expectations.

Data collected from 62 respondents reveal critical insights into customer demographics, engagement preferences, and satisfaction levels. Findings indicate that a substantial majority of respondents agree that Nykaa provides a consistent shopping experience and perceive the quality of products across different channels as high. Additionally, a significant percentage of participants reported increased satisfaction due to diverse engagement options. Social media emerged as a pivotal channel for brand interaction, with many acknowledging its importance.

The study concludes with actionable recommendations for Nykaa, emphasizing the need to enhance personalization and expand educational content across channels. While the study's sample size presents limitations, the insights gained contribute valuable knowledge to the field of omnichannel retailing, demonstrating its vital role in fostering customer engagement and satisfaction in a competitive market.

**Keywords:** Retail, Omnichannel Retail, Phygital Retail, Customer Engagement

## INTRODUCTION

Omnichannel retailing integrates multiple sales channels—online and offline—to provide a seamless

customer experience. It focuses on personalized interactions, centralized data management, and consistent communication across platforms, enhancing customer satisfaction and loyalty. Unlike multichannel retailing, which operates channels independently, omnichannel ensures a cohesive shopping journey for consumers (Rigby, D., 2011; Verhoef, P. C., Kannan, P. K., & Inman, J. J., 2015).

Omnichannel retailing means using different shopping channels (like online and in-store) in a way that gives customers a consistent experience, no matter where they shop (Lee, Z. W et al., 2019). Today, customers often research products on one channel and buy them on another. For example, they might look up a product online and then go to the store to make the purchase. As customers want a smooth experience across different shopping options, many retailers are adopting omnichannel strategies to stay competitive. Lee, Z. W. et al., 2019 argue that Channel integration quality is crucial for providing a smooth shopping experience across different channels. This means retailers must combine their online and physical operations effectively. Omnichannel retailing involves sharing information and resources across different shopping channels, like online and in-store, to create a smooth order fulfilment process. This approach helps retailers stay competitive as customers increasingly want a seamless shopping experience.

Customer engagement reflects a psychological state which occurs by virtue of interactive, co-creative customer experiences with a focal agent/object (e.g., a brand) in focal service relationships (Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A., 2011). Customer engagement thus, refers to the interactions between a brand and its customers, encompassing both online and offline channels. It involves fostering emotional connections through

\* Research Student, Department of Management Sciences (PUMBA), Savitribai Phule Pune University, Pune, Maharashtra, India. Email: harshadama2004@gmail.com

\*\* Faculty, Department of Management Sciences (PUMBA), Savitribai Phule Pune University, Pune, Maharashtra, India. Email: arprabhu@unipune.ac.in

continuous dialogue and personalized experiences, which can enhance customer loyalty and satisfaction. Engaged customers are more likely to participate in brand activities, make repeat purchases, and advocate for the brand.

Omnichannel customer engagement refers to a unified approach that connects various communication channels, ensuring a smooth and consistent experience for customers. This strategy enables interactions across platforms—such as websites, social media, and physical stores—enhancing personalization and satisfaction, which in turn boosts loyalty and increases revenue (Verhoef et al., 2015).

Customer engagement is a dynamic and interactive process through which retailers influence, guide, and inspire their customers to foster loyalty and achieve business objectives (Hollebeek, L. D., Srivastava, R. K., & Chen, T., 2019).

Nykaa, a prominent e-commerce company in the beauty and fashion sectors was founded by Falguni Nayyar, a woman entrepreneur who entered the industry in her early 50s. Initially launched as an online-only store, Nykaa successfully transitioned to an omnichannel model that combines both online and offline retailing.

In the context of the omnichannel retailing industry, particularly as exemplified by Nykaa, effective customer engagement plays a pivotal role in shaping the overall shopping experience and driving sales. Retailers like Nykaa rely heavily on seamless integration across various channels, including online platforms, mobile apps, and physical stores, to meet the evolving needs of consumers.

Omnichannel retailing is not a one-size-fits-all approach; it requires a deep understanding of customer preferences, behaviours, and market dynamics (Jain, 2023). For Nykaa, which has established itself as a leading beauty and fashion retailer in India, the ability to engage customers through multiple touchpoints is essential for sustaining competitive advantage. The primary objective of Nykaa's omnichannel strategy is to create a cohesive and personalized shopping experience that enhances customer satisfaction and fosters long-term loyalty.

The strategies employed by Nykaa highlight the importance of understanding customer journeys across different channels and ensuring a consistent brand message. In the realm of retail, customer engagement encompasses various facets, including personalized

communication, tailored promotions, and responsive customer service.

Devaguptapu, V. N., 2024 laid the key marketing strategies adopted by Nykaa. These are include:

- Innovative and Focused Marketing Strategy
  - Nykaa has been focused and innovative in its marketing strategy, leveraging influencers, social media, and crowdsourcing for effective outreach.
  - The company has adopted a hybrid marketing strategy, using a combination of digital marketing, offline marketing, content platforms, social media channels, and its own platforms like Nykaa Network, Nykaa TV, and Nykaa Explore.
- Influencer Marketing
  - Nykaa has leveraged Bollywood stars and other influencers to build brand recall and equity.
  - Influencer marketing is a vital part of Nykaa's marketing strategy, as it helps catch the attention of potential consumers and contributes to the pull-marketing strategy.
- Social Media and Content Marketing
  - Nykaa has a strong presence on social media platforms like Instagram, where Nykaa Beauty has close to 1.3 million followers, and Nykaa Fashion has close to 8 million followers.
  - The company has leveraged various social media channels and content platforms, such as Nykaa Network, Nykaa TV, and Nykaa Explore, to engage with its target audience and create a community of loyal customers.
- Omnichannel Approach
  - Nykaa started as a pure-play online store and later expanded to an omnichannel model with both online and offline presence.
  - The omnichannel approach has helped Nykaa build a loyal customer base and provide a seamless shopping experience across different touchpoints.
- Focus on Profitability and Private Labels
  - Nykaa is conscious of profitability and aims to increase the share of private labels, which offer better margins and allow the company to price

products competitively without resorting to deep discounts.

- The company’s strategy is to be a “value and uniqueness” driven retailer, rather than a “discount-led” one.
- Leveraging Socio-Economic Trends
  - Nykaa has carefully studied the socio-economic trends in Indian society, such as the emergence of confident Indian women, their increased participation in the job market, and their role as key decision-makers in family purchases.
  - The company has redesigned its business strategy to cater to the evolving needs of Indian women, covering all dimensions of their shopping needs.
- Expansion and Innovation
  - Nykaa has expanded its product offerings beyond beauty and cosmetics, venturing into the innerwear market with its brand Nykaa Intimate.
  - The company’s strategy team has been innovative and agile in identifying business growth opportunities and adapting to the changing market dynamics.

Overall, Nykaa’s marketing strategy has been a key driver of its success, leveraging a combination of influencer marketing, social media engagement, omnichannel presence, and a focus on profitability and innovation to cater to the evolving needs of its target audience. These elements are critical for enhancing customer interactions and, ultimately, driving sales.

The effectiveness of Nykaa’s omnichannel engagement is reflected in its ability to mitigate challenges such as customer churn and competition from emerging brands. While technology and digital platforms play a vital role in enabling this engagement, the approach taken by the brand—how it interacts with customers, delivers value, and builds relationships—significantly influences customer retention and satisfaction.

The growth of the omnichannel retail market has been remarkable, with India being a key player in this transformation. With increasing smartphone penetration and digital literacy, consumers are seeking integrated shopping experiences that blend convenience with quality. As the industry continues to evolve, the role of effective

customer engagement through omnichannel strategies will remain crucial for brands like Nykaa in navigating market complexities and achieving sustained growth.

## INDUSTRY PROFILE

The omnichannel retail industry in India has experienced significant growth, establishing itself as one of the most dynamic sectors within the global retail landscape (PwC India, 2024). Nykaa has emerged as a leading player in this market, leveraging innovative strategies to integrate online and offline shopping experiences. With the rise of digital technology and changing consumer behaviour, the Indian retail market is bound to flourish with omnichannel strategies driving a substantial portion of this growth.

The shift toward omnichannel retailing is fuelled by several factors, including increased smartphone penetration, expanding internet access, and a young, tech-savvy population. Nykaa, with its extensive range of beauty and wellness products, has capitalized on these trends by offering a seamless shopping experience across multiple platforms. The brand’s revenue is expected to grow substantially, reflecting the growing preference for integrated shopping experiences among consumers (Nykaa, 2023).

In recent years, Nykaa has differentiated itself through a unique combination of content and commerce, providing customers with a holistic shopping experience that includes personalized recommendations, expert advice, and community engagement. The COVID-19 pandemic further accelerated the adoption of omnichannel retail, as consumers sought safe and convenient shopping options (McKinsey & Company, 2020). This shift has highlighted the necessity for retailers to adapt quickly and effectively to meet evolving customer expectations.

- Market Development

Market development within the omnichannel retail sector focuses on expanding customer reach and tapping into new geographic and demographic segments. Nykaa has made strategic efforts to engage consumers in tier-2 and tier-3 cities which represent previously underpenetrated markets (Nykaa, 2023). By offering localized content and leveraging social media platforms, Nykaa effectively caters to diverse regional needs, ensuring a broad appeal.

- Types of Consumer Engagement

The omnichannel retail industry requires a multifaceted approach to engage consumers effectively. Nykaa utilizes various methods, including personalized marketing, loyalty programs, and interactive customer service, to foster deeper connections with its audience. The brand's approach emphasizes understanding customer preferences and delivering tailored experiences that enhance satisfaction and loyalty.

- Examples of Omnichannel Strategies

Nykaa exemplifies effective omnichannel strategies through initiatives such as its app, website, and physical stores that all provide a unified shopping experience. The integration of features like virtual try-ons, customer reviews, and personalized beauty consultations showcases how Nykaa enhances customer engagement across platforms (Nykaa, 2023).

## PROBLEM STATEMENT AND OBJECTIVES

Despite the rapid growth of the omnichannel retail sector in India, there remains a significant gap in understanding how effective customer engagement strategies impact overall performance, particularly for brands like Nykaa. While omnichannel retailing is recognized for its potential to enhance customer experiences and drive sales, the specific factors contributing to successful customer engagement in this context are not thoroughly explored.

Nykaa operates in a highly competitive market where customer expectations are continually evolving. The brand faces challenges in ensuring that its omnichannel approach not only integrates various shopping channels but also resonates with customers on a personal level. This includes understanding which strategies effectively motivate customer loyalty and engagement, especially amidst increasing competition from emerging brands.

Moreover, while Nykaa employs various customer engagement tactics—such as personalized marketing, community-building initiatives, and responsive customer service—there is limited empirical research on how these strategies influence customer perceptions and behaviours. Understanding the effectiveness of these engagement methods is crucial for optimizing Nykaa's marketing efforts and enhancing the overall customer experience.

Additionally, the rapid pace of technological advancements and shifting consumer preferences necessitate that Nykaa continuously adapts its engagement strategies. However, the current literature lacks comprehensive studies examining the impact of specific omnichannel practices on customer satisfaction and retention within the beauty and wellness retail sector.

The problem, therefore, lies in the insufficient understanding of which customer engagement strategies are most effective in enhancing the omnichannel shopping experience at Nykaa. By addressing this gap, the research aims to provide actionable insights that can inform Nykaa's marketing strategies and improve customer engagement outcomes.

- To study omnichannel retail marketing and its impact on customer engagement.
- To identify the key factors contributing to the success of Nykaa's omnichannel marketing in driving customer engagement.
- To evaluate customer perceptions of the shopping experience in Nykaa through integrated channels.

## NEED FOR THE STUDY

The need for this study arises from the increasing recognition of the critical role that effective customer engagement plays in enhancing brand loyalty and driving sales in the omnichannel retail environment. As Nykaa continues to grow as a leading player in the beauty and wellness sector, understanding the nuances of customer engagement becomes essential for maintaining a competitive edge.

With the rise of digital commerce and changing consumer behaviours, retailers face the challenge of creating cohesive and personalized shopping experiences across multiple platforms. This research aims to uncover valuable insights into how Nykaa's omnichannel strategies influence customer perceptions and engagement levels. By examining the specific factors that contribute to successful customer interactions, the study can provide actionable recommendations that enhance Nykaa's marketing practices.

Furthermore, the omnichannel retail landscape is rapidly evolving, with emerging technologies and trends reshaping how consumers shop. As such, understanding

the effectiveness of Nykaa's customer engagement initiatives is vital not only for immediate business success but also for long-term sustainability in a competitive market.

Additionally, while previous studies have explored customer engagement in various sectors, there is a notable lack of focused research on how omnichannel strategies specifically impact customer behaviour in the beauty and wellness retail industry. This study seeks to fill that gap, providing a deeper understanding of customer engagement dynamics at Nykaa and offering insights that can be beneficial for other retailers aiming to enhance their omnichannel approaches.

Ultimately, the findings of this research will contribute to the existing body of knowledge on omnichannel retailing, providing some suggestions for Nykaa to refine its strategies and foster stronger customer relationships.

## SCOPE AND SIGNIFICANCE OF THE STUDY

This study aims to provide comprehensive insights into how various omnichannel strategies influence customer engagement and satisfaction within the context of Nykaa. By focusing on the integration of online and offline channels, the research will explore the effectiveness of specific engagement practices and their impact on customer satisfaction and retention.

The scope of this study includes an examination of Nykaa's customer engagement initiatives, such as personalized marketing, interactive customer service, and community-building efforts. It will analyse how these initiatives create a cohesive shopping experience that resonates with consumers across different platforms. The research will also investigate customer perceptions and preferences, identifying key factors that drive engagement and influence purchasing decisions.

The significance of this study lies in its potential to inform best practices for customer engagement in the rapidly evolving omnichannel retail landscape. As Nykaa continues to expand its market presence, understanding the effectiveness of its engagement strategies will be crucial for sustaining competitive advantage and enhancing customer loyalty.

Moreover, the findings of this research can serve as a valuable resource for other retailers aiming to optimize their omnichannel approaches. By highlighting successful engagement tactics and addressing common challenges, this study will contribute to a broader understanding of how to effectively connect with customers in a multi-channel environment.

In summary, this research holds the potential to provide actionable insights that not only benefit Nykaa but also offer guidance to other retailers seeking to enhance their customer engagement through omnichannel strategies. As the industry continues to evolve, the importance of effective engagement will remain central to achieving long-term success.

## LIMITATIONS OF THE STUDY

- The study is based on a sample of only 62 respondents, which may limit the generalizability of the findings. A larger sample could yield more robust insights.
- The research focus on specific regions (mainly Pune), potentially missing variations in consumer behaviour across different locations.
- Conducted within a specific timeframe, the study may not capture shifts in consumer behaviour due to changing market dynamics. The impact of external factors like marketing campaigns and seasonal trends was not controlled for, which could confound the results.
- The reliance on self-reported data introduces biases, such as social desirability, affecting the accuracy of responses regarding customer engagement and satisfaction.
- The sample shows a significant skew towards female respondents and younger age groups, which may not reflect the broader customer base of Nykaa.
- Concentrating solely on Nykaa limits the applicability of findings to other retailers, as different brands may engage customers differently. Not all metrics of customer engagement were considered, such as loyalty and repeat purchases, which could offer a more comprehensive view to enhance the understanding of customer engagement in omnichannel retailing.

## REVIEW OF LITERATURE

### Customer Engagement Through Omnichannel Retailing: The Effects of Channel Integration Quality

Lee, Z. W., Chan, T. K., Chong, A. Y. L., and Thadani, D. R. (2019) examined the effects of channel integration quality on customer engagement and the resulting positive outcomes in the context of omnichannel retailing. Drawing on social exchange theory, the authors propose and test a research model that shows how channel integration quality dimensions, including breadth of channel-service choice, transparency of channel-service configuration, content consistency, and process consistency, positively influence customer engagement, which in turn leads to positive word-of-mouth and repurchase intention. The research model was tested using data from customers of two emerging omnichannel retailers, Apple and Kroger, and the results were consistent across both high-involvement and low-involvement products.

#### Key Points:

- Channel integration quality, which refers to a firm's ability to provide customers with a seamless purchasing experience across channels, is a key factor in shaping customer engagement in omnichannel retailing.
- The study found that channel integration quality dimensions, such as breadth of channel-service choice, transparency of channel-service configuration, content consistency, and process consistency, positively influence customer engagement.
- Customer engagement, in turn, leads to positive word-of-mouth and repurchase intention.
- The research model was validated using data from customers of both high-involvement (Apple) and low-involvement (Kroger) products, demonstrating its applicability across different product types.
- The findings provide retailers with actionable insights into engaging customers across channels and leveraging omnichannel retailing to drive positive customer outcomes.

*Nykaa*: A comprehensive analysis of a leading Indian e-commerce cosmetic company.

Pai, R. (2021) offered an in-depth analysis of Nykaa, a leading Indian e-commerce cosmetic company founded in 2012 by Falguni Nayar, a former investment banker who identified the potential in India's online cosmetics market. Nykaa has since diversified its offerings to include a wide range of products such as fashion, skincare, and luxury items.

The research explores Nykaa's business strategy, competitive landscape, financial performance, marketing tactics, and corporate social responsibility initiatives. A significant focus is on Nykaa's transition from an online-only model to an omnichannel approach, which integrates its online platform with a growing network of physical stores across India.

Key concepts discussed include the entrepreneurial journey of Falguni Nayar, highlighting her vision for the brand, and the influence of e-commerce on shifting consumer expectations and the retail landscape, particularly during the COVID-19 pandemic.

Overall, the paper illustrates how Nykaa has effectively utilized its online presence and omnichannel strategy to establish itself as a dominant force in the Indian cosmetics industry. It provides valuable insights into the company's business model and performance, emphasizing the importance of adapting to market changes and consumer needs in today's retail environment.

### Innovation in Digital Organizations—Case Study of Nykaa: Digital Organizations

Devaguptapu, V. N. (2024) presented the case study provides an in-depth look at Nykaa, a prominent e-commerce company in the beauty and fashion sectors, founded by Falguni Nayar, a woman entrepreneur who entered the industry in her early 50s. Initially launched as an online-only store, Nykaa successfully transitioned to an omnichannel model that combines both online and offline retailing. The company has adopted innovative marketing strategies, utilizing influencers, social media, and crowdsourcing to enhance its brand visibility.

Key marketing strategies highlighted in the research include:

- *Innovative Marketing Approach*: Nykaa effectively combines digital and offline marketing strategies, leveraging its platforms such as Nykaa Network,

Nykaa TV, and Nykaa Explore to connect with customers.

- *Influencer Marketing:* Collaborating with celebrities and influencers has been crucial for Nykaa's brand promotion. Influencers charge varying amounts for endorsements, helping to attract diverse customer segments.
- *Social Media Engagement:* Nykaa maintains a strong presence on social media, particularly on Instagram, where it fosters a community of loyal customers. This strategy enhances customer interaction and brand loyalty.
- *Omnichannel Strategy:* By integrating online and offline channels, Nykaa provides a seamless shopping experience, cultivating a loyal customer base.
- *Focus on Profitability:* The company prioritizes profitability and aims to increase its share of private labels, which allows for competitive pricing without heavy discounting.
- *Understanding Socio-Economic Trends:* Nykaa aligns its business strategies with emerging socio-economic trends, particularly focusing on the needs of confident Indian women who are key decision-makers in household purchases.

Overall, Nykaa's comprehensive marketing strategy, characterized by innovation, engagement, and adaptability, has been a fundamental driver of its success in the competitive beauty and fashion market.

## From Multi-Channel Retailing to Omni-Channel Retailing

Verhoef, Kannan and Inman (2015) in their study examined the shift from multi-channel to omni-channel retailing, highlighting the profound impact of online and digital channels on retail business models, the retail mix, and consumer behaviour. Over the past decade, many retailers focused on multi-channel strategies, which involved adding various channels to their existing operations in response to the rise of digital shopping. However, the paper argues that the retail landscape is now evolving towards omni-channel retailing, which offers a more integrated view of how consumers engage with different channels throughout their purchasing journey.

The discussion provided a conceptual framework for understanding this transition, emphasizing the importance

of seamless customer experiences across all touchpoints. In an omni-channel environment, retailers must consider not only the addition of new channels but also how these channels interact with one another and influence consumer behaviour. The paper reviews existing research on multi-channel retailing, identifying key concepts such as customer touchpoints, which represent critical interactions between consumers and brands. Furthermore, the authors outline three major research themes relevant to multi-channel retailing: the impact of various channels on overall retail performance, customer behaviour across different platforms, and the integration of the retail mix to create a cohesive shopping experience.

Despite the increasing significance of omni-channel strategies in practice, the paper notes a lack of comprehensive conceptualization in academic research. To address this gap, it proposes a detailed research agenda aimed at guiding future studies in the evolving field of omni-channel retailing. By positioning the articles in this special issue within the omni-channel movement, the paper seeks to contribute to a deeper understanding of this critical transition in retailing.

Driving customer engagement and citizenship behaviour in omnichannel retailing: evidence from the fashion sector Salem and Alanadoly (2024) grounded in the SOR theory, aims to enrich the understanding of customer citizenship behaviour in omnichannel fashion retail by examining how different customer experiences enhance customer engagement and how that engagement leads to customer citizenship behaviour. The influence of return policies on the relationship between customer engagement and customer citizenship behaviour was also examined. The study found that customers' experiences of integration and flexibility in omnichannel retail are positively associated with their engagement, while customer experiences of connectivity, consistency and personalization do not significantly affect customer engagement. The return policy was found to positively moderate the relationship between customer engagement and customer citizenship behaviour in the omnichannel fashion retail context.

### *Key Points:*

- Customers' experiences of integration and flexibility in omnichannel retail are positively associated with their engagement.
- Customer experiences of connectivity, consistency and personalization do not significantly affect customer engagement in omnichannel retail.

- The return policy positively moderates the relationship between customer engagement and customer citizenship behaviour in the omnichannel fashion retail context.
- The proposed model has high prediction accuracy.

From multichannel to “omnichannel” retailing: review of the literature and calls for research Lazaris and Vrechopoulos (2014) laid a comprehensive literature to review on the shifting retail landscape, focusing on the transition from multichannel to omnichannel retailing. Employing a multidisciplinary research approach, it draws primarily from the fields of Marketing, Electronic Commerce, and Information Systems to examine the pivotal role of Information and Communication Technologies (ICT) in contemporary business and consumer practices. The review traces the evolution of research and business initiatives surrounding this transformation, synthesizing various definitions and concepts to clarify key issues across these disciplines.

Key concepts explored include the historical roots of omnichannel retailing, originating from the “click ‘n’ mortar” model, which integrates e-commerce with traditional retail. The paper highlights essential topics such as customer experience, channel integration, channel switching, consumer decision-making, and brand loyalty within multichannel and omnichannel contexts.

Additionally, it addresses the significance of ICT in facilitating seamless channel integration and enhancing customer experiences, particularly in the realm of pervasive and mobile retailing. The paper identifies critical research calls and practical implications arising from the shift towards omnichannel practices, emphasizing the necessity for multidisciplinary approaches and exploratory empirical studies. It suggests specific areas for further investigation, such as the omnichannel retail store atmosphere, customer relationship management, and loyalty behaviours.

Overall, the paper offers an integrated view of existing research insights on the evolving retail landscape, underscoring the importance of ICT and the need for collaborative research efforts to tackle the challenges and opportunities presented by the transition to omnichannel retailing.

## Introduction to the Special Issue Information Technology in Retail: Toward Omnichannel Retailing

Piotrowicz and Cuthbertson (2014) discussed the emergence of omnichannel retailing, driven by the increased deployment of new technologies such as smart mobile devices and social networks, as well as the growing importance of in-store technological solutions. This has created new opportunities and challenges for retailers as the line between online and physical channels becomes blurred. The key issues that emerged from the focus group discussions include the need for channel integration, the impact of mobile technologies, the growing role of social media, the changing role of physical brick-and-mortar stores, the need to respond to diverse customer requirements, the balance between personalization and privacy, and the need for supply chain redesign. The omnichannel concept aims to deliver a seamless customer experience across online, mobile, and physical channels

Key Issues Include:

- Need for channel integration to provide a consistent experience across channels.
- Impact of mobile technologies and social media on retail.
- Changing role of physical stores as e-commerce advances.
- Need to respond to diverse customer requirements.
- Balance between personalization and privacy.
- Requirement for supply chain redesign.

*The new paradigm of the omnichannel retailing: key drivers, new challenges and potential outcomes resulting from the adoption of an omnichannel approach.*

Simone and Sabbadin (2018) engaged the rise of omnichannel retailing, which is the complete integration of all channels, with no distinction between the online and physical channels. The key drivers behind this shift include the growth of the internet, mobile technologies, and digital disruption, which have changed consumer behaviour and retailers’ business models. Many retailers have moved from multichannel to omnichannel strategies, aiming to provide a seamless, connected shopping experience

across all touchpoints. The topic is highly relevant as technological developments continue to disrupt retail strategies, and practitioners are debating how to respond to the challenges of managing multiple simultaneous customer touchpoints. The rise of omnichannel retailing, which is the complete integration of all channels with no distinction between online and physical channels. This is the new paradigm in retail as the distinctions between physical and online retail are vanishing.

The key drivers behind the shift to omnichannel retailing:

- The growth of the internet, mobile technologies, and digital disruption, which have changed consumer behaviour and retailers' business models.
- The rise of the internet channel and the importance of innovative and digital technologies, which have enabled deeper integration of sales channels.
- The power of mobile devices and the resulting changes in consumer decision-making and buying behaviours.
- The emergence of the "omnichannel consumer" who uses all channels simultaneously and interchangeably during the shopping process.

*Omnichannel customer experience and management: An integrative review and research agenda.*

Gerea, Gonzalez-Lopez and Herskovic (2021) in their study presented an integrative review of research on omnichannel customer experience (CX) and its management, highlighting insights from various disciplines, including marketing, sociology, and computer science. It identifies several key research areas: understanding the customer lifecycle in an omnichannel setting, integrating new touchpoints and channels, predicting customer behaviour, and addressing CX in service-based organizations.

The authors emphasize that successful omnichannel CX management necessitates a customer-centric approach throughout the organization, involving collaboration across interdisciplinary teams. They point out challenges in the field, such as the need for more diverse cultural perspectives and adapting methodologies to better capture customer insights.

Additionally, the review provides a foundational framework for expanding knowledge on omnichannel CX, aiming to develop practical tools that organizations

can use to assess, implement, and measure their omnichannel strategies. By fostering an understanding of these concepts, the paper aims to guide practitioners in enhancing customer experiences across all channels and touchpoints, ultimately driving greater customer satisfaction and loyalty.

*Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness.*

Gao and Huang (2021) probed at how the quality of omnichannel integration (OCIQ) affects customer loyalty through customer engagement (CE) and receptiveness to relationship programs (RPR). The findings indicate that better OCIQ leads to higher customer engagement and RPR, which both boost customer loyalty. Additionally, the study shows that customer engagement comes before receptiveness to relationship programs. Overall, the research emphasizes the need for a smooth, consistent, and secure omnichannel experience to encourage customer engagement and foster loyalty.

Key Points:

- OCIQ includes three parts: how channels work together, consistency in interactions, and quality assurance, all of which positively influence customer engagement and receptiveness to relationship programs.
- Customer engagement plays a key role in connecting OCIQ to customer loyalty.
- Receptiveness to relationship programs also helps link OCIQ to customer loyalty.
- Customer engagement is a starting point for receptiveness to relationship programs.
- Omnichannel retailers should aim to create a smooth, consistent, and secure experience across all channels to enhance customer engagement and loyalty.

## **A Study on Omni-Channel Marketing of Nykaa**

Prasanna and Nivedha (2024) examined the omnichannel marketing strategy of Nykaa, a leading beauty and cosmetics retailer in India. It explores how Nykaa has effectively integrated social media platforms into its omnichannel approach to engage with its audience, drive brand awareness, and foster community interaction. The study

analyzes the key components and channels integrated into Nykaa's omnichannel strategy, and assesses its impact on customer experience and satisfaction. The findings suggest that Nykaa's omnichannel approach plays a pivotal role in building brand loyalty, with factors like availability of discounts, consistent brand experience, and convenience influencing customers' decisions to use different channels when interacting with the brand.

#### Key Points:

- Nykaa has effectively integrated social media platforms into its omnichannel marketing strategy to engage with its audience and drive brand awareness.
- The study explores the key components and channels integrated into Nykaa's omnichannel approach, including digital platforms, physical stores, and customer interactions.
- Nykaa's omnichannel strategy has a positive impact on customer experience and satisfaction, with factors like availability of discounts, consistent brand experience, and convenience influencing customers' decisions to use different channels.
- The study highlights the importance of a well-executed omnichannel marketing strategy in the beauty and cosmetics sector, with Nykaa serving as a prime example of success in this realm.
- Nykaa's ability to continually refine its approach and adapt to evolving consumer preferences has contributed to its position as a leader in the industry.

## RESEARCH METHODOLOGY

This chapter outlines the research methodology employed in the study of the effectiveness of customer engagement through omnichannel retailing, specifically focusing on Nykaa. A well-defined research methodology is essential for addressing the research questions and objectives effectively. This study adopts a systematic approach to explore how omnichannel strategies impact customer engagement within the context of Nykaa.

The researcher employs a descriptive research, which is appropriate for exploring the relationship between omnichannel retailing and customer engagement. This design allows for a comprehensive examination of customer interactions across various channels (online and offline) and their effects on engagement levels. By

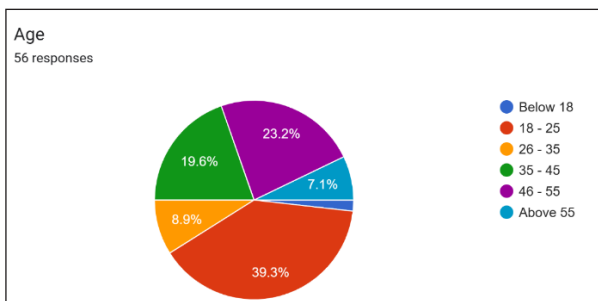
using qualitative and quantitative data, this study aims to provide a thorough understanding of the customer experience at Nykaa. A judgemental sampling technique is utilized in this study. This non-probability sampling method allows the researcher to select participants who are easily accessible, specifically Nykaa customers who have engaged with both online and offline channels. While convenience sampling has limitations in terms of generalizability, it is effective for this study due to the specific focus on Nykaa's customer base and the availability of participants. Data collection is crucial in this research, relying on both primary and secondary sources: Primary Data: Collected through structured questionnaire distributed as a google form. It was answered by 62 respondents, consisting of Nykaa customers who have engaged with the brand through various channels. This data provides direct insights into customer perceptions and engagement levels. Secondary Data: Obtained from existing literature, industry reports and case studies related to omnichannel retailing and customer engagement. This secondary data supports the analysis and contextualizes the findings within broader industry trends. The questionnaire consisted of 16 questions designed by keeping the objectives of the research project in mind. It is divided into two sections: Collects demographic information i.e. age, gender and employment status ensuring a comprehensive profile of respondents. Focuses on customer engagement through omnichannel retailing. This section employs a Likert scale to assess respondents' agreement or disagreement with statements related to their shopping experiences across Nykaa's channels as well as their preferences and satisfaction in various aspects of online and offline integrated channels. The study is focused on Nykaa customers (majorly in Pune), particularly those who have interacted with both online and physical retail channels. The targeted respondents include regular customers who utilize Nykaa's services for beauty, wellness and fashion products. This group was selected for its relevance to understanding the effectiveness of omnichannel retailing in enhancing customer engagement.

## DATA ANALYSIS AND INTERPRETATION

Following is the analysis and interpretation of primary data collected through the survey questionnaire from 62 respondents.

### Age of the Respondents

Age Group	Number of Respondents	Percentage (%)
Below 18	1	1.8%
18-25	22	39.3%
26-35	5	8.9%
36-45	11	19.6%
46-55	13	23.2%
Above 55	4	7.1%

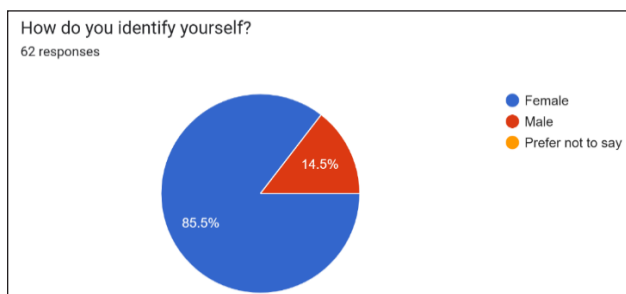


The table indicates that out of 56 respondents, 1.8% of the respondents are below 18 years of age, 39.3% are between 18-25, 8.9% are between 26-35, 19.6% are between 36-45, 23.2% are between 46-55, and 7.1% are above 55.

Majority of respondents belong to the age group of 18-25 years, indicating that this demographic is most engaged with Nykaa’s omnichannel retailing.

### Gender of the Respondents

Gender	Number of Respondents	Percentage (%)
Female	53	85.5%
Male	9	14.5%
Prefer not to say	0	0%



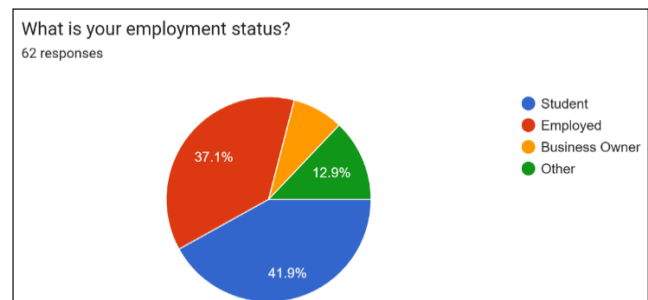
The table shows that 14.5% of the respondents identify as male and 85.5% as female.

Female respondents represent a significant percentage (85.5%). The gender distribution indicates the female centred omnichannel engagement with Nykaa being a beauty, wellness and fashion brand catering mainly to women as target customers.

At the same time, the percentage of male respondents (14.5%) displays a somewhat diverse customer base despite Nykaa being reputed as a beauty and cosmetics brand.

### Employment Status of Respondents

Employment Status	Number of Respondents	Percentage (%)
Student	26	41.9%
Employed	23	37.1%
Business Owner	5	8.1%
Other	8	12.9%

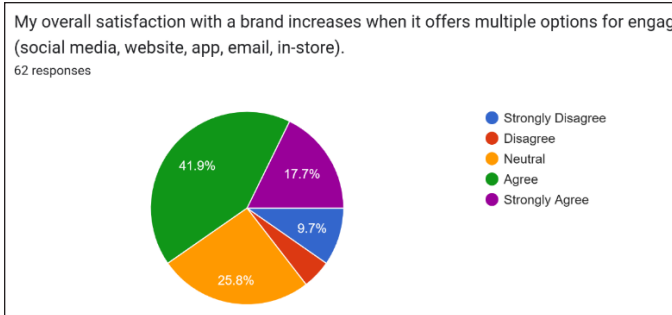


The table reveals that 41.9% of the respondents are students, 37.1% are employed, 8.1% are business owners, and 12.9% fall into other categories.

A significant proportion of respondents are students and employed, suggesting that Nykaa’s omnichannel strategies effectively cater to working professionals and young adults.

### Satisfaction with Multiple Engagement Options

Satisfaction with Engagement Options	Number of Respondents	Percentage (%)
Strongly Disagree	6	9.7%
Disagree	3	4.8%
Neutral	16	25.8%
Agree	26	41.9%
Strongly Agree	11	17.7%

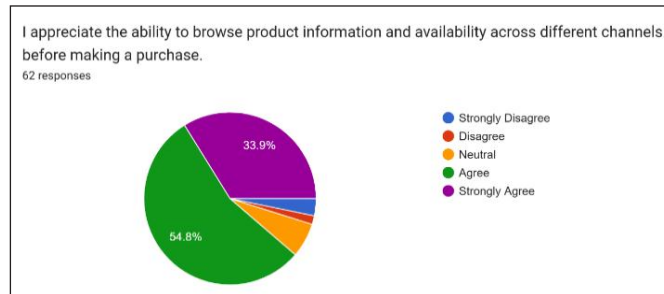


The table indicates that 9.7% of the respondents strongly disagree, 4.8% disagree, 25.8% are neutral, 41.9% agree, and 17.7% strongly agree that their overall satisfaction increases with multiple engagement options.

A majority of respondents (59.6%) agree or strongly agree that the availability of multiple engagement options enhances their satisfaction with Nykaa.

### Appreciation of Browsing Options

Appreciation of Browsing Options	Number of Respondents	Percentage (%)
Strongly Disagree	2	3.2%
Disagree	1	1.6%
Neutral	4	6.5%
Agree	34	54.8%
Strongly Agree	21	33.9%

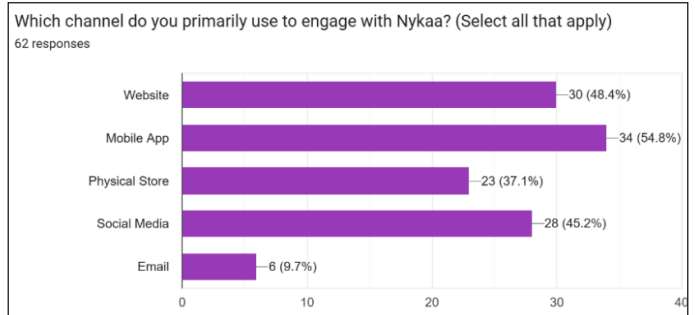


The table indicates that 3.2% of the respondents strongly disagree, 1.6% disagree, 6.5% are neutral, 54.8% agree, and 33.9% strongly agree that they appreciate the ability to browse product information and availability across different channels before making a purchase.

A majority of respondents (88.7%) agree or strongly agree that the availability of browsing options across different channels before making a purchase is appreciated.

### Preferred Channels for Engaging with Nykaa

Channel	Number of Respondents	Percentage (%)
Website	30	48.4%
Mobile App	34	54.8%
Physical Store	23	37.1%
Social media	28	45.2%
Email	6	9.7%

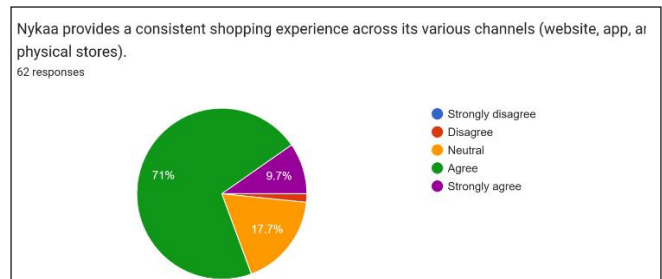


The table shows that 48.4% of respondents primarily use the website, 54.8% the mobile app, 37.1% physical stores, 45.2% social media, and 9.7% email to engage with Nykaa.

The website and mobile app are the most favored channels for engagement, highlighting the importance of these online platforms in Nykaa’s omnichannel strategy.

### Perceptions of Nykaa’s Consistent Shopping Experience

Consistency of Shopping Experience	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	1	1.6%
Neutral	11	17.7%
Agree	44	71%
Strongly Agree	6	9.7%

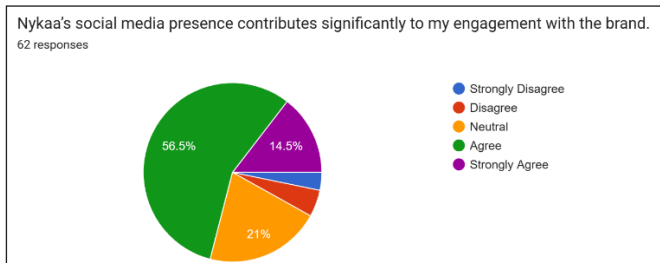


The table illustrates that 1.6% disagree, 17.7% are neutral, 71% agree, and 9.7% strongly agree that Nykaa provides a consistent shopping experience across its channels.

A majority of respondents (80.7%) agree or strongly agree on the consistency of Nykaa’s shopping experience, emphasizing the effectiveness of its omnichannel approach.

### Influence of Nykaa’s Social Media Presence on Engagement

Influence of Social Media Presence	Number of Respondents	Percentage (%)
Strongly Disagree	2	3.2%
Disagree	3	4.8%
Neutral	13	21%
Agree	35	56.5%
Strongly Agree	9	14.5%

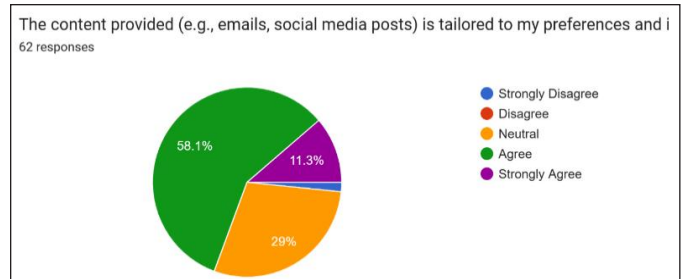


The table shows that 3.2% of respondents strongly disagree, 4.8% disagree, 21% are neutral, 56.5% agree, and 14.5% strongly agree that Nykaa’s social media presence significantly contributes to their engagement with the brand.

A majority of respondents (71%) believe that Nykaa’s social media presence positively impacts their engagement, suggesting effective marketing strategies on those platforms.

### Perception of Tailored Content Provided by Nykaa

Perception of Tailored Content	Number of Respondents	Percentage (%)
Strongly Disagree	1	1.6%
Disagree	0	0%
Neutral	18	29%
Agree	36	58.1%
Strongly Agree	7	11.3%

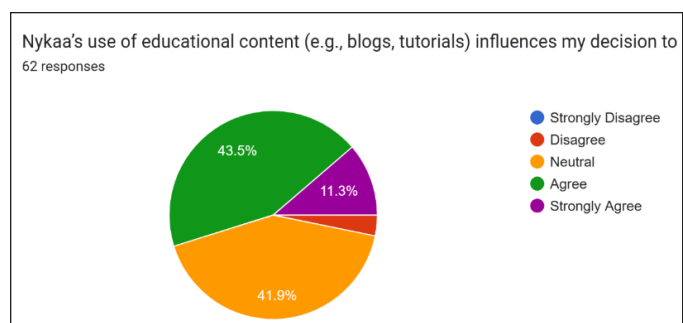


The table illustrates that 1.6% of respondents strongly disagree, 29% are neutral, 58.1% agree, and 11.3% strongly agree that the content provided by Nykaa is tailored to their preferences and interests.

A significant proportion of respondents (69.4%) agree or strongly agree that tailored content enhances their connection with the brand, indicating the importance of personalized marketing.

### Influence of Educational Content on Shopping Decisions

Influence of Educational Content	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	2	3.2%
Neutral	26	41.9%
Agree	27	43.5%
Strongly Agree	7	11.3%

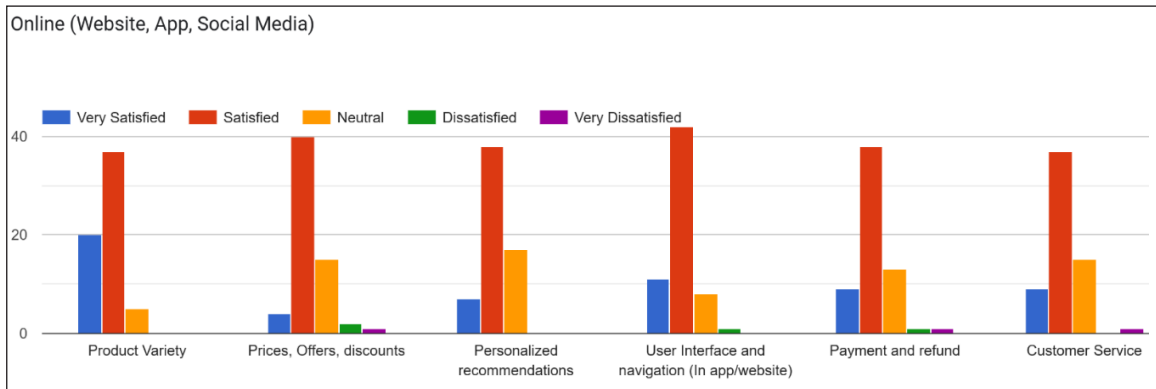


The table reveals that 3.2% disagree, 41.9% are neutral, 43.5% agree, and 11.3% strongly agree that Nykaa’s use of educational content influences their decision to shop with them.

A majority of respondents (54.8%) find educational content influential in their shopping decisions, highlighting its role in driving customer engagement.

### Satisfaction with Online Shopping Aspects

Online Satisfaction Areas	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Product Variety	20	37	5	0	0
Prices, Offers, Discounts	4	40	15	2	1
Personalized Recommendations	7	38	17	0	0
User Interface and Navigation	11	42	8	1	0
Payment and Refund	9	38	13	1	1
Customer Service	9	37	15	0	1



The table displays the satisfaction levels across various aspects of online shopping, with respondents indicating levels of satisfaction from very satisfied to very dissatisfied.

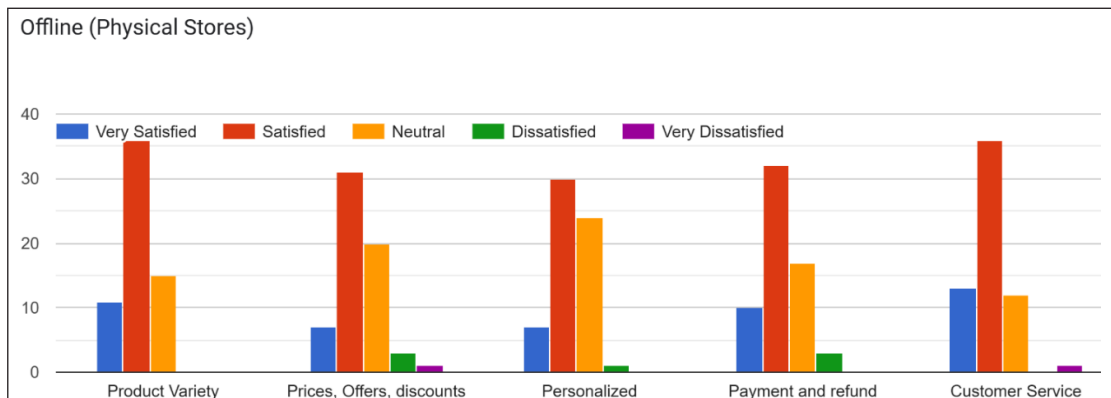
The majority of respondents express high satisfaction with product variety, customer service, Prices, Offers, Discounts, Personalized Recommendations, User

Interface and Navigation, Payment and Refund indicating these areas are strengths for Nykaa’s online shopping experience.

Areas like prices and customer service show potential for improvement, particularly in addressing neutral sentiments that could lead to future dissatisfaction if not addressed.

### Satisfaction with Offline Shopping Aspects

Offline Satisfaction Areas	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
Product Variety	11	36	15	0	0
Prices, Offers, Discounts	7	31	20	3	1
Personalized Recommendations	7	30	24	1	0
Payment and Refund	10	32	17	3	0
Customer Service	13	36	12	0	1



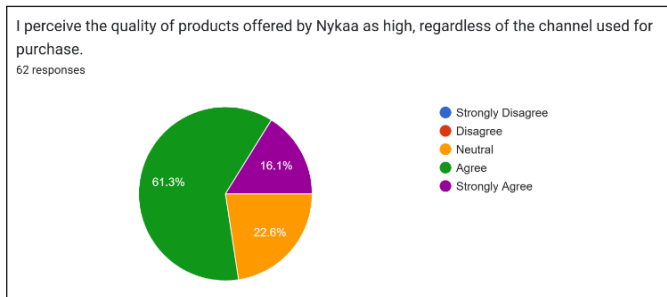
The table reveals satisfaction levels regarding various aspects of offline shopping, with respondents indicating their satisfaction levels across different categories.

A majority of respondents are satisfied with customer service, prices, offers, discounts, Personalized Recommendations, payment and refund and product variety in physical stores, underscoring Nykaa’s strong performance in the offline retail environment.

Areas such as pricing and personalized recommendations show potential for improvement, especially given the significant neutral feedback that could lead to future dissatisfaction if not addressed.

### Perceptions of Product Quality Across Channels

Perception of Product Quality	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	14	22.6%
Agree	38	61.3%
Strongly Agree	10	16.1%

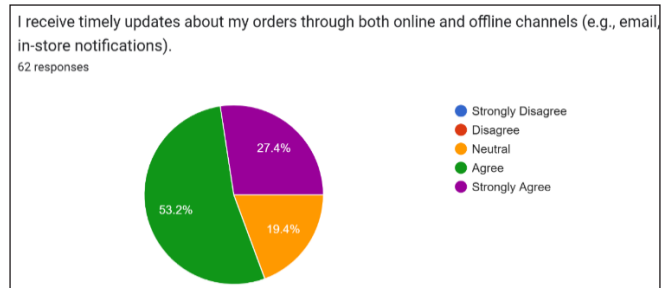


The table indicates that no respondents strongly disagree or disagree, 22.6% are neutral, 61.3% agree, and 16.1% strongly agree that they perceive the quality of products offered by Nykaa as high across all channels.

A significant majority of respondents (77.4%) agree or strongly agree that product quality remains consistent across channels, enhancing Nykaa’s brand reputation.

### Satisfaction with Order Updates

Satisfaction with Order Updates	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	12	19.4%
Agree	33	53.2%
Strongly Agree	17	27.4%

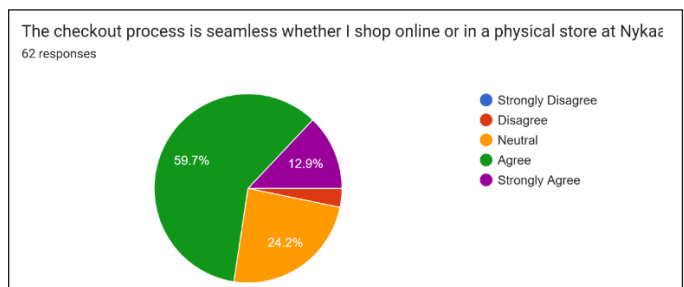


The table shows that no respondents strongly disagree or disagree, 19.4% are neutral, 53.2% agree, and 27.4% strongly agree regarding the timely updates about their orders through various channels.

A majority of respondents (80.6%) feel satisfied or very satisfied with the updates on their orders, reflecting positively on Nykaa’s communication strategy across channels.

### Perceptions of the Checkout Process

Perception of Checkout Process	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	2	3.2%
Neutral	15	24.2%
Agree	37	59.7%
Strongly Agree	8	12.9%

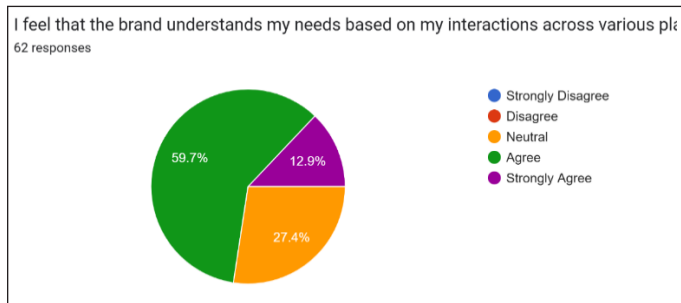


The table indicates that 3.2% of respondents disagree, 24.2% are neutral, 59.7% agree, and 12.9% strongly agree that the checkout process is seamless whether shopping online or in a physical store at Nykaa.

A majority of respondents (72.6%) agree or strongly agree that the checkout process is seamless, highlighting the efficiency of Nykaa’s omnichannel retailing.

### Perceptions of Brand Understanding Customer Needs

Perception of Brand	Number of Respondents	Percentage (%)
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	17	27.4%
Agree	37	59.7%
Strongly Agree	8	12.9%



The table illustrates that no respondents strongly disagree or disagree, 27.4% are neutral, 59.7% agree, and 12.9% strongly agree that they feel the brand understands their needs based on their interactions across various platforms.

A significant percentage of respondents (72.6%) believe that Nykaa understands their needs well, indicating effective customer engagement strategies across channels.

### FINDINGS

- The demographic analysis reveals that 39.3% of respondents are between 18-25 years old, with 1.8% below 18, and a distribution across other age groups, including 19.6% aged 36-45 and 23.2% aged 46-55.

- Gender representation is predominantly female, with 85.5% identifying as such, while only 14.5% identify as male.
- Employment status shows that 41.9% of respondents are students, 37.1% are employed, 8.1% are business owners, and 12.9% fall into other categories.
- In terms of overall satisfaction with multiple engagement options, 41.9% of respondents agree, and 17.7% strongly agree that their satisfaction increases with these options, while 9.7% strongly disagree.
- A majority of respondents (88.7%) agree or strongly agree that the availability of browsing options across different channels before making a purchase is appreciated, while 4.8% (collectively) do not agree.
- A significant 48.4% primarily engage with Nykaa through its website, while 54.8% use the mobile app, 37.1% visit physical stores, 45.2% engage through social media, and 9.7% via email.
- Regarding the consistency of shopping experiences across channels, 71% of respondents agree that Nykaa provides a consistent experience, with only 1.6% disagreeing.
- Nykaa’s social media presence is viewed positively, with 56.5% agreeing it significantly contributes to engagement, while 3.2% strongly disagree.
- Content personalization is appreciated by 58.1% of respondents, who agree that the content is tailored to their preferences, while 1.6% strongly disagree.
- Educational content influences purchasing decisions, with 43.5% agreeing and 11.3% strongly agreeing.
- The perception of product quality is high, with 61.3% agreeing that Nykaa maintains quality across all channels.
- Timely updates regarding orders are acknowledged by 80.6% of respondents, who agree that notifications through various channels are timely.
- The checkout process is considered seamless by 72.6% of respondents when shopping online or in-store.

- Most respondents (72.6%) feel that Nykaa understands their needs based on interactions across platforms.

### Online Satisfaction Areas

- *Product Variety*
  - High satisfaction with 57 of respondents being either very satisfied or satisfied.
  - No respondents reported dissatisfaction, indicating a strong positive perception.
- *Prices, Offers, Discounts*
  - While 44 are satisfied, there is a notable level of neutrality (15) and some dissatisfaction (3 combined).
  - This suggests room for improvement in pricing strategies or clarity around offers.
- *Personalized Recommendations*
  - A good level of satisfaction with 45 respondents very satisfied or satisfied.
  - However, the neutral responses (17) indicate that there may be inconsistencies in personalization effectiveness.
- *User Interface and Navigation*
  - High satisfaction here as well, with 53 either very satisfied or satisfied.
  - The low dissatisfaction rate (1) suggests that users find the platform easy to navigate.
- *Payment and Refund Process*
  - Moderate satisfaction with 47 respondents being satisfied or very satisfied.
  - The presence of neutral (13) and dissatisfied (2) responses indicates potential issues in this area that could be improved.
- *Customer Service*
  - Similar to payment processes, customer service has a decent satisfaction level (46) but also shows some dissatisfaction (approx. 1%).
  - This area may require further investigation to enhance customer support effectiveness.

### Offline Satisfaction Areas

- *Product Variety*
  - High satisfaction with 47% of respondents being either very satisfied or satisfied.
  - No respondents reported dissatisfaction, indicating a strong positive perception of product variety in offline stores.
- *Prices, Offers, Discounts*
  - While 38% are satisfied, the neutral responses (20%) and some dissatisfaction (4% combined) suggest that pricing strategies may need refinement to enhance customer perceptions.
- *Personalized Recommendations*
  - Moderate satisfaction with 37% very satisfied or satisfied.
  - The higher neutral responses (24%) indicate that customers may not feel that recommendations are tailored effectively to their needs.
- *Payment and Refund Process*
  - A good level of satisfaction with 42% satisfied or very satisfied.
  - Neutral responses (17%) and some dissatisfaction (3%) suggest there is room for improvement in this area.
- *Customer Service*
  - High satisfaction with 49% either very satisfied or satisfied.
  - The low dissatisfaction rate (1%) indicates that customers generally have a positive experience with customer service in offline stores.

### Suggestions and Recommendations

- *Enhance Personalization:* Nykaa should invest in advanced analytics to better understand customer preferences and behaviours. By leveraging data, the brand can offer more personalized product recommendations and tailored marketing campaigns to enhance customer engagement.
- *Strengthen Social Media Engagement:* Given the significant role of social media in customer

interactions, Nykaa should amplify its presence on platforms where its target audience is active. Engaging content, interactive posts, and timely responses can foster a stronger community around the brand.

- *Integrate Customer Feedback Mechanisms:* Implementing regular feedback loops, such as surveys and focus groups, can help Nykaa stay attuned to customer needs and areas for improvement. This will allow for continuous enhancement of the customer experience.
- *Invest in Omnichannel Training:* Providing training for staff in both online and offline settings can ensure that employees are equipped to deliver a seamless customer experience. This includes understanding product offerings, handling inquiries, and facilitating smooth transactions across channels.
- *Leverage Educational Content:* Nykaa's use of educational content has shown to influence shopping decisions. Expanding this content—such as tutorials, how-to guides, and beauty tips—can enhance customer engagement and position Nykaa as a trusted authority in the beauty space.
- *Streamline Checkout Processes:* Continuous improvement of the checkout process, both online and offline, is essential. Simplifying steps, reducing loading times, and offering multiple payment options can enhance customer satisfaction and decrease cart abandonment rates.
- *Promote Exclusive Omnichannel Offerings:* Nykaa can create exclusive promotions for customers who engage with multiple channels. For instance, offering discounts for purchases made via the app after browsing on the website or through discounts codes could encourage omnichannel interactions. Nykaa could also offer *BOPIS (Buy online pick up in-store)* service for customers to collect their product from the nearest Nykaa store after ordering it online.
  - *Expand Customer Loyalty Programs:* Enhancing loyalty programs to reward customers for engaging across different channels can encourage repeat purchases. Offering points or exclusive rewards for using the app, website, and physical stores can drive further engagement.
  - *Foster a Community Around the Brand:* Creating platforms for customers to share

their experiences, such as forums or social media groups, can deepen brand loyalty and engagement. Encouraging user-generated content can also enhance brand visibility and authenticity.

- *Enhance Pricing Communication:* Consider clearer communication regarding prices and discounts to reduce neutral and dissatisfied responses.
- *Clear Pricing Strategies:* Use visible signage and online clarity to communicate discounts and offers effectively.
  - *Customer Education:* Host workshops and create digital content to inform customers about maximizing savings.
- *Streamline Payment Processes:* Review the payment and refund processes to minimize neutral feedback and enhance user experience.
  - *Simplified Checkout Experience:* Offer multiple payment options and ensure an intuitive online checkout process.
  - *Efficient Refund Processes:* Clearly communicate refund policies and implement automated systems for quick processing.

By implementing these recommendations, Nykaa can further enhance its customer engagement strategies, ultimately leading to increased satisfaction, loyalty, and overall business performance.

## CONCLUSION

This research underscores the effectiveness of omnichannel retailing in enhancing customer engagement with Nykaa. The findings reveal a strong correlation between customer satisfaction and the availability of multiple engagement options. Nykaa's strategy of providing a consistent and personalized experience across channels has positively influenced customer perceptions of product quality and service. As the retail landscape evolves, Nykaa must remain proactive in adapting its engagement strategies to maintain high levels of customer satisfaction and loyalty.

Furthermore, the study highlights the importance of tailored content and timely communication in enhancing customer satisfaction. The positive feedback regarding Nykaa's customer service and educational content

suggests that these elements are crucial in fostering customer loyalty and engagement.

Despite the limitations related to sample size and demographic diversity, the results underscore the vital role of omnichannel strategies in modern retail. As consumers increasingly seek seamless shopping experiences, retailers like Nykaa must continue to innovate and refine their engagement approaches. This research contributes to the understanding of customer preferences in omnichannel retailing and offers insights for businesses aiming to improve customer engagement and satisfaction in a competitive market. Future research could expand on these findings by exploring broader consumer demographics and additional metrics of engagement.

## REFERENCES

- Pai, R. (2021). Nykaa: A comprehensive analysis of a leading Indian e-commerce cosmetic company. *International Journal of Case Studies in Business, IT and Education (IJCSBE)*, 5(2), 354-365.
- Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174-181.
- Lazaris, C., & Vrechopoulos, A. (2014, June). From multichannel to “omnichannel” retailing: Review of the literature and calls for research. In *2<sup>nd</sup> International Conference on Contemporary Marketing Issues (ICCM)* (vol. 6, pp. 1-6).
- 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.
- 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.
- Lee, Z. W., Chan, T. K., Chong, A. Y. L., & Thadani, D. R. (2019). Customer engagement through omnichannel retailing: The effects of channel integration quality. *Industrial Marketing Management*, 77, 90-101.
- Salem, S. F., & Alanadoly, A. B. (2024). Driving customer engagement and citizenship behaviour in omnichannel retailing: Evidence from the fashion sector. *Spanish Journal of Marketing-ESIC*, 28(1), 98-122.
- Gerea, C., Gonzalez-Lopez, F., & Herskovic, V. (2021). Omnichannel customer experience and management: An integrative review and research agenda. *Sustainability*, 13(5), 2824.
- Gao, M., & Huang, L. (2021). Quality of channel integration and customer loyalty in omnichannel retailing: The mediating role of customer engagement and relationship program receptiveness. *Journal of Retailing and Consumer Services*, 63, 102688.
- Devaguptapu, V. N. (2024). Innovation in digital organizations – Case study of Nykaa: Digital Organizations. *IIUM Journal of Case Studies in Management*, 15(2).
- Prasanna, R. D., & Nivedha, P. N. (2024). A study on omni-channel marketing of Nykaa. *International Journal of Creative Research Thoughts (IJCRT)*, 12(3), h190-h196.
- Rigby, D. (2011). The future of shopping. *Harvard Business Review*, 89(12), 65-76.
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3), 252-271.
- Hollebeek, L. D., Srivastava, R. K., & Chen, T. (2019). SD logic-informed customer engagement: Integrative framework, revised fundamental propositions, and application to CRM. *Journal of the Academy of Marketing Science*, 47, 161-185.
- Jain, N. (2023, September 22). *Mastering the omnichannel shift: Balancing act for retail & FMCG success*. ET Retail. Retrieved from <https://retail.economictimes.indiatimes.com/blog/mastering-the-omnichannel-shift-balancing-act-for-retail-fmcg-success/103864555>
- Nykaa. (2023). *Integrated Report 2022-23*. Retrieved from <https://www.nykaa.com/media/wysiwyg/2021/Investors-Relations/pdfs/Integrated-Report-2022-23.pdf>
- McKinsey & Company. (2020). *Adapting to the next normal in retail: The customer experience imperative*. Retrieved from <https://www.mckinsey.com/industries/retail/our-insights/adapting-to-the-next-normal-in-retail-the-customer-experience-imperative>
- PwC India. (2024). *India Phygital Report 2024*. PwC India. Retrieved from <https://www.pwc.in/industries/retail-and-consumer/india-phygital-report/india-phygital-report-2024.html>