

Impact of Omnichannel Marketing on Purchase Decision of Apparel Products

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ABSTRACT

This study examines the impact of omnichannel marketing on the purchase decision and post-purchase behaviour of apparel consumers in Cuddalore district. The research investigates the influence of three major omnichannel marketing dimensions online channels, mobile channels, and social media on consumers' purchase decisions and evaluates how these factors subsequently affect post-purchase behaviour. SEM was employed to test the proposed relationships. The model exhibited an acceptable fit, and the regression results revealed that all hypothesized relationships were positive and statistically significant ($p < 0.001$). Among the omnichannel marketing dimensions, social media exerted the strongest influence on purchase decision ($\beta = 0.408$), followed by mobile channels ($\beta = 0.293$) and online channels ($\beta = 0.277$). Furthermore, purchase decision significantly influenced post-purchase behaviour ($\beta = 0.351$), while online channels ($\beta = 0.608$) and social media ($\beta = 0.324$) also had direct positive effects on post-purchase behaviour. The findings demonstrate that an integrated omnichannel marketing strategy enhances consumer engagement, strengthens purchase decisions, and promotes favourable post-purchase behaviour in the apparel sector. The study provides valuable insights for apparel retailers and marketers in developing seamless and customer-centric omnichannel strategies to improve customer satisfaction, loyalty, and long-term business performance in the highly competitive retail environment.

KEYWORDS: Omnichannel Marketing, Purchase Decision, Post-Purchase Behaviour, Apparel Products, Cuddalore District.

INTRODUCTION

The rapid growth of digital technologies has transformed the retail landscape, compelling apparel retailers to adopt omnichannel marketing strategies that seamlessly integrate physical stores, e-commerce websites, mobile applications, and social media platforms. Unlike multichannel marketing, omnichannel marketing provides customers with a unified shopping experience by enabling them to interact with brands across multiple touchpoints without disruption. Consumers today search for product information online, compare prices using mobile devices, read customer reviews on social media, and finally complete purchases either online or in physical stores. This integrated shopping journey has significantly altered consumer purchase decisions, especially in the apparel sector where customers seek convenience, product variety,

personalized recommendations, and flexible purchasing options. Consequently, retailers have increasingly invested in omnichannel technologies to improve customer engagement, strengthen brand loyalty, and enhance purchase intentions. The apparel industry has particularly benefited from these developments because fashion consumers actively switch between digital and offline channels before making buying decisions. Therefore, understanding the impact of omnichannel marketing on apparel purchase decisions has become an important area of academic and managerial research. (Verhoef, et al. 2015; Piotrowicz & Cuthbertson, 2014; Brynjolfsson, et al. 2013; Juaneda-Ayensa, et al. 2016).

The apparel retail market in India has experienced remarkable growth due to increasing internet penetration, smartphone usage, digital payment systems, and changing consumer lifestyles. Consumers now expect retailers to provide consistent product information, pricing, inventory availability, and customer service across all shopping channels. The emergence of omnichannel marketing has enabled retailers to satisfy these expectations through services such as click-and-collect, home delivery, online product reservations, virtual fitting tools, personalized promotions, and seamless return policies. These innovations reduce consumers' perceived risk while enhancing shopping convenience and satisfaction. Particularly among younger consumers, omnichannel experiences significantly influence purchase decisions by creating trust and reducing uncertainty during product evaluation. Research has shown that technology readiness, brand familiarity, and channel integration positively affect consumers' purchase intentions in apparel retailing. Hence, omnichannel marketing has become a strategic necessity rather than merely a technological advancement for fashion retailers operating in competitive markets. (Chaudhary, et al. 2021; Cattapan & Pongsakornrunsilp, 2022; Kazancoglu & Aydin, 2018; Melero, et al. 2016).

The purchasing behaviour of apparel consumers is increasingly influenced by digital interactions throughout the customer journey. Before purchasing clothing products, consumers frequently browse retailer websites, compare prices on online marketplaces, seek recommendations from social media influencers, examine customer ratings, and visit physical stores to evaluate product quality. Omnichannel marketing effectively integrates these activities into a continuous shopping experience that enhances customer confidence and satisfaction. Such integration enables retailers to deliver personalized offers, real-time inventory information, and consistent communication across channels, thereby positively influencing purchase decisions. Furthermore, omnichannel marketing encourages impulse buying, repeat purchases, and long-term customer loyalty by providing flexibility and convenience. As apparel products involve both functional and emotional considerations, consumers appreciate the ability to switch seamlessly between online and offline channels while maintaining a consistent brand experience. Therefore, studying omnichannel marketing provides valuable insights into contemporary consumer decision-making in the apparel sector. (Verhoef, et al. 2015; Brynjolfsson, et al. 2013; Piotrowicz & Cuthbertson, 2014; Juaneda-Ayensa, et al. 2016).

Cuddalore District represents an emerging retail market in Tamil Nadu where digital adoption and organized apparel retailing have expanded considerably over the past decade. Consumers in the district increasingly rely on smartphones, online shopping applications, and social media platforms while simultaneously visiting physical retail outlets before making apparel purchases. This hybrid shopping behaviour highlights the growing importance of omnichannel marketing in influencing consumer purchase decisions. Although numerous studies have examined omnichannel marketing in metropolitan cities and developed markets, limited empirical research has investigated its impact on apparel purchasing behaviour in semi-urban districts such as Cuddalore. Understanding how omnichannel marketing influences purchase decisions among apparel consumers in this region will assist retailers in decisioning effective

marketing strategies that improve customer satisfaction and business performance. Therefore, the present study aims to examine the impact of omnichannel marketing on the purchase decisions of apparel products among consumers in Cuddalore District and provide practical implications for retailers seeking sustainable competitive advantage. (Chaudhary, et al. 2021; Cattapan & Pongsakornrungrungsilp, 2022; Verhoef, et al. 2015; Kalaichelvam & Ganesan, 2026).

REVIEW OF LITERATURE

OMNICHANNEL MARKETING AND PURCHASE DECISION

Recent studies indicate that omnichannel marketing has become a crucial determinant of consumers' purchase decisions in the apparel industry by integrating online and offline shopping experiences. Timoumi, et al. (2022) reported that effective cross-channel integration significantly enhances purchase intention, customer loyalty, and overall retail performance by facilitating seamless movement across shopping channels. Verhoef, et al. (2022) observed that omnichannel marketing improves customer experience through synchronized communication, inventory visibility, and personalized interactions, ultimately influencing consumers' purchase decisions. Kalaichelvam and Ganesan (2025) found that technology readiness, brand familiarity, and integrated marketing channels positively influence apparel purchase intentions, particularly when consumers perceive consistency across digital and physical touchpoints. Sharma and Panda (2025) emphasized that perceived value generated through omnichannel retailing significantly enhances consumer decision outcomes by improving convenience, trust, and shopping satisfaction. Wan, et al. (2025) demonstrated that flexible return policies and integrated pricing strategies in omnichannel apparel retailing reduce consumers' purchase risk and encourage buying decisions. Chen (2025) synthesized empirical evidence and concluded that customer experience, perceived usefulness, channel integration, and service quality are the strongest predictors of shopping decisions in omnichannel environments. Ahmed et al. (2025) further noted that emerging technologies such as artificial intelligence, virtual fitting, and immersive shopping experiences strengthen omnichannel engagement and improve apparel purchase decisions. Deldjoo, et al. (2022) reported that personalized fashion recommendation systems significantly enhance customer satisfaction and purchase intentions by simplifying product selection across multiple channels. Biswas, et al. (2025) found that consumers adopting integrated shopping channels exhibit higher customer value and greater spending than single-channel shoppers. Kusuda (2025) revealed that trial-and-return options in omnichannel retailing improve purchase confidence, particularly for apparel products where product fit remains uncertain. Vogue Business (2025) highlighted that luxury apparel brands increasingly rely on omnichannel strategies, including personalized digital engagement and seamless in-store services, to influence customer purchase behaviour. Business Insider (2025) reported that omnichannel marketing enables apparel brands to deliver personalized customer experiences, thereby improving conversion rates and purchase decisions. The Economic Times (2025) emphasized that artificial intelligence integrated with omnichannel retailing enables personalized recommendations and enhances consumer decision-making in the Indian apparel market. Collectively, these studies demonstrate that omnichannel marketing significantly influences apparel purchase decisions by enhancing convenience, personalization, customer engagement, trust, and perceived value across multiple shopping channels.

OMNICHANNEL MARKETING AND POST PURCHASE BEHAVIOUR

Recent studies have emphasized that omnichannel marketing significantly influences the post-purchase

behaviour of apparel consumers by improving satisfaction, loyalty, repurchase intention, and positive word-of-mouth. Furquim, et al. (2023) systematically reviewed omnichannel consumer buying journeys and concluded that seamless integration of online and offline touchpoints enhances customer experiences throughout the post-purchase stage, particularly in returns, product evaluation, and customer support. Similarly, Singh (2024) found that post-purchase online customer experience in apparel retailing significantly affects customer satisfaction and repurchase intention, with delivery, return policies, and after-sales service acting as critical determinants. Huang, et al. (2022) reported that omnichannel integration, personalization, and interaction positively influence brand experience, which subsequently strengthens customer retention and repeat purchase behaviour in retailing. Furthermore, Sharma and Panda (2025), through a systematic literature review, observed that perceived value generated through multichannel and omnichannel interactions leads to favourable post-purchase outcomes, including customer loyalty, advocacy, and repeat patronage. Faria and Carvalho (2025) further noted that retailers adopting advanced omnichannel strategies improve post-purchase engagement by optimizing channel selection and customer convenience. In the fashion context, Aishwariya and Vidya (2025) highlighted that AI-driven personalization in omnichannel fashion retail positively shapes post-purchase emotions, thereby encouraging customer satisfaction and future purchase intentions. Finally, Chen (2025) demonstrated through a meta-analysis that consistent omnichannel experiences across customer touchpoints enhance shopping outcomes by strengthening trust, satisfaction, and long-term behavioural intentions, thereby reinforcing favourable post-purchase behaviour among apparel consumers.

PURCHASE DECISION AND POST PURCHASE BEHAVIOUR

Recent studies indicate that purchase decisions and post-purchase behaviour in the apparel industry are increasingly shaped by product quality, price, brand image, social media influence, convenience, customer experience, and sustainability concerns. Siwach, et al. Dey (2025) reviewed online fashion apparel purchasing behaviour in India and found that consumers' purchase decisions are significantly influenced by fashion consciousness, perceived usefulness, website quality, trust, and convenience, while post-purchase satisfaction is strongly associated with product quality, delivery performance, and return policies. Bhawna and Anupama (2025), through a systematic review of sustainable fashion purchase behaviour, concluded that environmental awareness, perceived value, and social influence positively affect purchase decisions and enhance long-term customer satisfaction and repurchase intentions. Zhang and Liu (2026) synthesized AI-driven consumer research in fashion and reported that personalized recommendations, virtual assistance, and data-driven customer engagement improve purchase decisions and strengthen post-purchase loyalty by enhancing shopping experiences. Schneider (2025) critically reviewed sustainable fashion buying behaviour and emphasized that consumer attitudes, perceived behavioural control, and ethical values significantly influence apparel purchase decisions, while positive consumption experiences encourage repeat purchases and positive word-of-mouth. Furthermore, Deldjoo, et al. (2022) highlighted that AI-based fashion recommender systems reduce purchase uncertainty, improve product matching, and contribute to higher post-purchase satisfaction by minimizing dissatisfaction and product returns. Collectively, these studies demonstrate that effective purchase decisions are closely linked with favourable post-purchase outcomes, including customer satisfaction, loyalty, repurchase intention, and positive electronic word-of-mouth in the apparel market.

RESEARCH GAP

Although previous studies have established that omnichannel marketing enhances customer experience, purchase intention, and shopping satisfaction in the apparel sector, most investigations have concentrated on developed markets or metropolitan cities and have largely examined broad retail contexts rather than apparel-specific purchase decisions. Existing research also provides limited empirical evidence on how integrated online and offline marketing channels influence consumers' purchase decisions in district-level markets such as Cuddalore, where demographic characteristics, digital adoption, and retail infrastructure differ considerably from urban regions. Furthermore, there is a lack of comprehensive studies that simultaneously examine the influence of multiple omnichannel dimensions on apparel purchase decisions within the Indian context. Therefore, the present study seeks to bridge this gap by investigating the impact of omnichannel marketing on the purchase decisions of apparel consumers in Cuddalore district, thereby providing context-specific insights for retailers and marketing practitioners (Wolf & Steul-Fischer, 2023; Mansurali, et al. 2024; Khalid, 2024).

NEED OF THE STUDY

The rapid adoption of omnichannel marketing has transformed the way consumers search, evaluate, purchase, and engage with apparel products by integrating online and offline retail channels. However, consumer responses to omnichannel strategies differ across regions due to variations in digital adoption, shopping preferences, and retail infrastructure. In the context of Cuddalore district, limited empirical evidence exists on how omnichannel marketing influences consumers' purchase decisions for apparel products. Therefore, this study is needed to examine the impact of omnichannel marketing on apparel purchase decisions, identify the factors that drive consumer buying behaviour, and provide practical insights for apparel retailers to develop effective customer-centric marketing strategies and enhance consumer satisfaction in the local market.

STATEMENT OF THE PROBLEM

The rapid adoption of omnichannel marketing has transformed the way consumers search, evaluate, purchase, and interact with apparel brands across physical stores, websites, mobile applications, and social media platforms. Although retailers are investing significantly in integrated shopping experiences, consumers' purchase decisions continue to be influenced by factors such as channel consistency, information availability, convenience, service quality, and post-purchase support. In a developing market such as the Cuddalore district, there is limited empirical evidence on how omnichannel marketing strategies affect the purchase decisions of apparel consumers. Differences in digital literacy, shopping preferences, and accessibility to online and offline channels may further influence consumer behaviour. Therefore, there is a need to examine the impact of omnichannel marketing on the purchase decisions of apparel products in Cuddalore district to provide insights for retailers in decisioning effective customer-centric marketing strategies.

RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research decision to examine the impact of omnichannel marketing on the purchase decision of apparel products among consumers in Cuddalore District. A quantitative approach is considered appropriate because it enables the measurement of consumer perceptions regarding integrated online and offline shopping channels, digital engagement,

convenience, personalization, and their influence on purchase decisions. The study focuses on understanding how omnichannel strategies adopted by apparel retailers shape consumer buying behaviour through structured data collection and statistical analysis. Previous studies have established that quantitative research decisions are suitable for investigating consumer behaviour and omnichannel retailing because they provide reliable and generalizable findings across diverse customer groups (Nguyen, et al. 2022; Mishra, et al. 2021; Cattapan & Pongsakornrungrungsilp, 2022; Lynch & Barnes, 2020). The study is based on primary and secondary data. Primary data are collected from apparel consumers residing in Cuddalore District through a structured questionnaire consisting of demographic variables, omnichannel marketing dimensions, and purchase decision statements measured on a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." Secondary data are obtained from books, peer-reviewed journals, conference proceedings, government reports, and authentic online databases related to omnichannel retailing and consumer behaviour. The target population comprises consumers who have purchased apparel products using both online and offline retail channels. A convenience sampling technique is employed to select respondents due to the accessibility and availability of consumers across the district. A sample size of 400 respondents is considered adequate for statistical analysis and represents diverse consumer groups within the study area. This approach is consistent with earlier omnichannel consumer studies conducted in the apparel retail sector (Cattapan & Pongsakornrungrungsilp, 2022; Singh & Kumar, 2021; Kalaichelvam & Ganesan, 2026; Chen, 2026).

The questionnaire for the present study was developed to examine the impact of omnichannel marketing on the purchase decision and post-purchase behaviour of apparel products among consumers in Cuddalore District. The instrument consisted of 38 items, including 8 demographic questions, 15 items measuring omnichannel marketing (5 items each for online, mobile, and social media dimensions), 10 items measuring purchase decision, and 5 items measuring post-purchase behaviour. The demographic section collected information on respondents' gender, age, education, occupation, income, marital status, place of residence, and frequency of apparel purchase. The omnichannel marketing scale was self-devised based on an extensive review of recent literature, while the purchase decision and post-purchase behaviour items were adapted and modified from established consumer behaviour studies to suit the apparel retail context. All construct items were measured using a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree, ensuring consistency in responses and facilitating statistical analysis. The questionnaire was reviewed by subject experts to improve clarity, content relevance, and readability before pilot testing, thereby strengthening its content validity and measurement accuracy (Hair, et al. 2022; Henseler, 2021; Malhotra, 2020; Sekaran & Bougie, 2020).

The reliability and validity of the questionnaire were assessed using data collected from a pilot study prior to the final survey. Internal consistency reliability was examined using Cronbach's alpha, which indicated satisfactory reliability for all constructs. The omnichannel marketing scale achieved a reliability coefficient of 0.88, purchase decision recorded 0.92, and post-purchase behaviour obtained 0.80, all exceeding the recommended threshold of 0.70, indicating good internal consistency. Construct validity was evaluated through item-total correlation (factor loading) values, which ranged from 0.317 to 0.547 for omnichannel marketing, 0.329 to 0.559 for purchase decision, and 0.360 to 0.523 for post-purchase behaviour. These values demonstrated acceptable convergent validity for exploratory social science research, confirming that the questionnaire was suitable for measuring the intended constructs. Therefore, the instrument was considered both reliable and valid for investigating the influence of omnichannel

marketing on consumers' purchase decisions and post-purchase behaviour in the apparel sector (Hair, et al., 2022; Nunnally & Bernstein, 1994; Taber, 2018; DeVellis & Thorpe, 2021).

The collected data are coded, classified, and analysed using IBM SPSS Statistics. Descriptive statistics such as frequency, percentage, mean, and standard deviation are used to summarize respondents' demographic characteristics and perceptions of omnichannel marketing practices. Path analysis is employed to examine the relationship between omnichannel marketing dimensions and purchase decisions. These analytical techniques have been widely recommended for consumer behaviour and omnichannel marketing research because they effectively identify significant relationships and predictive influences (Nguyen, et al. 2022; Mishra, et al. 2021; Verhoef, et al. 2022; Chen, 2026).

RESULT AND DISCUSSION

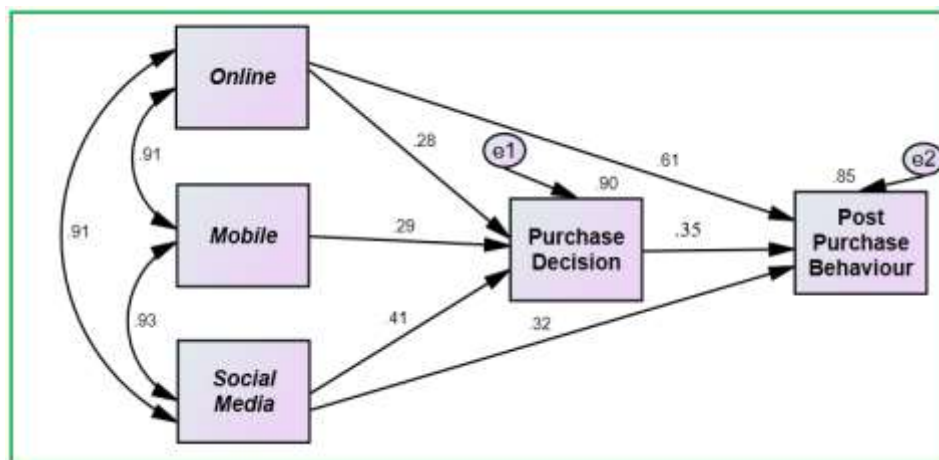


Figure 1: Impact of Omnichannel Marketing on Purchase Decision of Apparel Products

Table 1: Model fit indication

S.No.		Model Fit Indicators	Suggested standards (Premapriya, et al. 2016)	Calculated Values
1	Chi-Square Test	Chi-Square	---	2.347
		p	>0.050	0.234
2	Goodness Fit	GFI	> 0.90	0.995
		AGFI		0.921
		CFI		0.999
		NFI		0.998
3	Badness Fit	RMR	< 0.080	0.001
		RMSEA		0.012

Source: Primary data

Table 1 presents the model fit indices used to evaluate the structural equation model examining the impact of omnichannel marketing on the purchase decision of apparel products in Cuddalore district. The results indicate that the proposed model demonstrates an excellent fit with the observed data. The Chi-square value of 2.347 with a significance level of $p = 0.234$ exceeds the recommended threshold of 0.05, indicating that there is no statistically significant difference between the observed covariance matrix and the model-implied covariance matrix. Furthermore, the goodness-of-fit indices such as GFI (0.995), AGFI

(0.921), CFI (0.999), and NFI (0.998) are all above the recommended value of 0.90, confirming a very strong model fit. Similarly, the badness-of-fit measures, namely RMR (0.001) and RMSEA (0.012), are well below the acceptable limit of 0.08, indicating minimal residual errors and excellent approximation of the population covariance matrix. These findings confirm that the measurement and structural model are statistically robust and suitable for examining the influence of omnichannel marketing dimensions on consumers' apparel purchase decisions in the Cuddalore district, thereby providing confidence in the validity and reliability of the proposed research model (Velaudham & Baskar, 2015a; Velaudham & Baskar, 2016; Velaudham & Baskar, 2017; Josephine Reena, et al. 2019; Velaudham & Baskar, 2015b; Premapriya, et al. 2016; Deepak, et al. 2019; Hariprabhu Dhakal, et al. 2026).

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Purchase Decision	<---	Online	0.171	0.025	6.909	0.277	0.001
Purchase Decision	<---	Mobile	0.289	0.045	6.389	0.293	0.001
Purchase Decision	<---	Social media	0.365	0.041	8.801	0.408	0.001
Post Purchase Behaviour	<---	Purchase Decision	0.305	0.029	5.157	0.351	0.001
Post Purchase Behaviour	<---	Online	0.179	0.015	11.763	0.608	0.001
Post Purchase Behaviour	<---	Social media	0.139	0.025	5.565	0.324	0.001

Source: Primary data

The regression results reveal that all three dimensions of omnichannel marketing—online channels, mobile channels, and social media—have a positive and statistically significant influence on the purchase decision of apparel consumers in Cuddalore district ($p = 0.001$). Among these variables, social media exerts the strongest effect on purchase decision ($\beta = 0.408$), followed by mobile channels ($\beta = 0.293$) and online channels ($\beta = 0.277$). The findings indicate that consumers increasingly rely on social media platforms for product discovery, reviews, influencer recommendations, and promotional campaigns before making apparel purchase decisions. Mobile applications further strengthen purchasing convenience through personalized notifications, seamless browsing, and secure payment facilities, while online websites provide detailed product information and price comparisons that reduce purchase uncertainty. The statistically significant regression coefficients demonstrate that integrating multiple digital channels enhances consumer confidence and facilitates informed purchasing decisions. These findings are consistent with previous omnichannel marketing studies, which emphasize that synchronized digital touchpoints positively shape customer engagement and purchase intention (Verhoef, et al. 2015; Lemon & Verhoef, 2016; Piotrowicz & Cuthbertson, 2014; Juaneda-Ayensa, et al. 2016).

The analysis further indicates that purchase decision significantly influences post-purchase behaviour ($\beta = 0.351$, $p = 0.001$), suggesting that customers who make confident purchase decisions through omnichannel interactions are more likely to exhibit favourable post-purchase responses such as satisfaction, repeat purchases, positive word-of-mouth, and customer loyalty. In addition, online channels have the strongest direct influence on post-purchase behaviour ($\beta = 0.608$), highlighting the importance of digital services after the sale, including order tracking, return policies, customer support, and personalized communication. Social media also contributes significantly to post-purchase behaviour ($\beta = 0.324$), reflecting consumers' tendency to share product experiences, provide online reviews, and interact

with apparel brands after purchase. These findings demonstrate that omnichannel marketing extends beyond influencing initial buying decisions and plays a critical role in maintaining long-term customer relationships through continuous engagement across multiple platforms (Brynjolfsson, et al. 2013; Verhoef, et al. 2015; Lemon & Verhoef, 2016; Beck & Rygl, 2015).

Overall, the regression model confirms that omnichannel marketing significantly enhances both purchase decision and post-purchase behaviour among apparel consumers in Cuddalore district. The relatively higher standardized beta coefficients for social media in predicting purchase decision and online channels in predicting post-purchase behaviour indicate that consumers perceive different digital touchpoints as valuable at different stages of the buying journey. Social media effectively stimulates awareness and purchase motivation, whereas online platforms strengthen satisfaction and loyalty after the transaction through efficient service delivery. The results suggest that apparel retailers should adopt a fully integrated omnichannel strategy that combines websites, mobile applications, and social media platforms to deliver a seamless customer experience throughout the purchase process. Such integration is expected to improve customer satisfaction, strengthen brand loyalty, and encourage repeat purchasing behaviour in the highly competitive apparel market (Rigby, 2011; Piotrowicz & Cuthbertson, 2014; Juaneda-Ayensa, et al. 2016; Kazancoglu & Aydin, 2018).

MANAGERIAL IMPLICATIONS

The regression results provide important managerial implications for apparel retailers operating in the Cuddalore district. Social media marketing emerged as the strongest predictor of purchase decision, followed by mobile marketing and online marketing. This indicates that apparel marketers should prioritize integrated social media campaigns, influencer collaborations, user-generated content, live product demonstrations, and personalized advertisements to enhance customer engagement and stimulate purchase decisions. Simultaneously, businesses should invest in mobile-friendly applications, responsive websites, and seamless digital payment systems to improve shopping convenience across channels. The findings suggest that managers should adopt a unified omnichannel strategy in which online platforms, mobile applications, and social media channels consistently communicate product information, promotional offers, inventory availability, and customer service. Such integration can strengthen customer trust, improve shopping experiences, and ultimately increase purchase intentions among apparel consumers in the Cuddalore district.

The study also demonstrates that purchase decision has a significant positive influence on post-purchase behaviour, while online marketing exerts the strongest direct effect on post-purchase behaviour, followed by social media marketing. These findings imply that apparel retailers should extend their omnichannel strategies beyond the point of sale by emphasizing post-purchase engagement through order tracking, digital feedback systems, personalized follow-up communications, loyalty programmes, easy return policies, and prompt online customer support. Active engagement on social media after purchase, including responding to customer reviews, encouraging product ratings, and sharing customer experiences, can further enhance satisfaction, repeat purchases, and positive word-of-mouth. Therefore, managers should view omnichannel marketing not merely as a sales-generation tool but as a comprehensive customer relationship management strategy that fosters long-term customer loyalty, improves post-purchase experiences, and strengthens the competitive position of apparel retailers in the Cuddalore district.

CONCLUSION

The findings of the study conclude that omnichannel marketing has a significant and positive influence on both the purchase decision and post-purchase behaviour of apparel consumers in Cuddalore district. Among the omnichannel dimensions, social media exerts the strongest influence on purchase decision, followed by mobile marketing and online marketing, indicating that consumers increasingly rely on interactive digital platforms, mobile applications, and online shopping channels when selecting apparel products. Furthermore, purchase decision significantly enhances post-purchase behaviour, suggesting that a positive buying experience contributes to higher customer satisfaction, repeat purchases, and favourable word-of-mouth. The direct effects of online marketing and social media on post-purchase behaviour further demonstrate that omnichannel engagement extends beyond the point of purchase by strengthening customer relationships and loyalty. Overall, the study confirms that an integrated omnichannel marketing strategy plays a vital role in influencing consumer decision-making and enhancing post-purchase outcomes in the apparel retail sector, providing valuable insights for retailers seeking to improve customer experience and sustain long-term competitive advantage in the Cuddalore district.

LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study has several limitations that should be considered while interpreting the findings. First, the research was confined to consumers in the Cuddalore district, which may limit the generalizability of the results to other regions with different demographic, cultural, and economic characteristics. Second, the study adopted a cross-sectional research decision, capturing consumer perceptions at a single point in time; therefore, it cannot explain changes in omnichannel shopping behaviour over time. Third, the data were collected through self-reported questionnaires, which may be subject to response bias and social desirability bias. Additionally, the study focused primarily on the influence of online, mobile, and offline omnichannel dimensions on purchase decisions, without considering other important factors such as customer trust, perceived value, digital literacy, artificial intelligence-based personalization, sustainability concerns, and brand loyalty. Future research may employ longitudinal or experimental research decisions to establish causal relationships and examine evolving consumer behaviour across different stages of the purchase journey. Comparative studies involving multiple districts, states, or countries would improve the external validity of the findings. Researchers may also incorporate moderating and mediating variables such as customer engagement, shopping experience, perceived risk, technology readiness, and customer satisfaction to develop more comprehensive omnichannel marketing models. Furthermore, qualitative or mixed-method approaches could provide deeper insights into consumers' motivations and preferences, enabling apparel retailers to decision more effective omnichannel strategies that enhance customer experience and purchase decisions.

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