

Omnichannel Marketing and Financial Efficiency in E-commerce Platform

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ABSTRACT

Purpose: This research examines the financial impact of omnichannel marketing strategies on e-commerce businesses, focusing on profitability, operational efficiency, and customer engagement. It investigates how factors such as channel integration, technological investment, and customer-centric initiatives influence key financial performance metrics, including return on investment (ROI), customer acquisition cost (CAC), and average order value (AOV). The study aims to provide empirical insights for businesses seeking to optimize their omnichannel strategies for sustainable growth.

Design/Methodology/Approach: The study employs a mixed-methods approach, integrating quantitative financial data from leading e-commerce companies with qualitative insights from industry reports and case studies. Quantitative analysis includes regression modeling of omnichannel adoption and financial metrics, while qualitative analysis focuses on thematic evaluation of best practices in omnichannel implementation. Key variables include strategy adoption, technology investment, and integration quality.

Initial Findings: Preliminary findings reveal that businesses adopting omnichannel strategies experience improved profitability, customer retention, and operational efficiency. Technology-driven solutions such as ERP systems and predictive analytics reduce fulfillment and inventory costs. Seamless cross-channel integration enhances customer engagement, while personalized experiences like Buy Online, Pickup In-Store (BOPIS) drive loyalty.

Originality/Value: This research bridges a critical gap in understanding the financial implications of omnichannel marketing. By providing data-driven insights, it offers valuable guidance for e-commerce platforms aiming to enhance profitability, optimize operations, and improve customer experiences in a competitive digital marketplace.

Keywords: Omnichannel marketing, financial performance, customer engagement.

