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# **Developing an Omnichannel Marketing Strategy for local store**

Case company: Twins Mobile and Computer Center, A local store in Nepal

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## ABSTRACT

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The thesis explores the development of an omnichannel marketing strategy for the local retail store, Twins Mobile and Computer Center, in Nepal. The objective of the thesis is to understand the company's situation and customers' expectations, challenges, and recommendations for implementing an omnichannel approach, and to apply these insights to drive sales and enhance customer satisfaction.

The study uses a mixed-method approach, combining qualitative and quantitative data collection methods. The qualitative data collection method includes an interview with the owner. The customer survey included both open-ended and closed-ended questions, yielding both qualitative and quantitative data. The qualitative data were analyzed using themes that helped identify key patterns and describe them without overlooking the responses. The quantitative data were analyzed using pie charts and bar graphs, expressed as percentages. The key theories were omnichannel marketing approach, customer-centricity, and strategic marketing frameworks such as SOSTAC and the service marketing mix 7Ps.

The findings indicate that customers are satisfied with the store's performance, and most show strong interest in adopting an omnichannel approach. They recommend combining online and physical services to enhance the overall customer experience. Furthermore, customers provided valuable feedback that can support the store's continuous development and improvement. The recommendations include improving in-store experience, enhancing digital communication, improving service operations, and integrating online and offline operations effectively.

Although the online channels make the purchasing process more convenient, the traditional in-store channel remains the core of the business. Customers who are less comfortable with adopting digital methods prefer to discuss their issues face-to-face. Customers get genuine advice on purchasing new gadgets and guidance on how to care for them. Therefore, it was observed that it is very crucial for the case company to optimize and enhance both the online and in-store customer experience to meet diverse customer needs.

Keywords: Omnichannel, strategy, retail business, customer satisfaction, digital, in-store, customer behavior, loyalty, community trust, technologies

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## 1 INTRODUCTION

The customer behaviors are changing due to the technological revolution, where they expect products made exactly how they want and perfect customer service (Peppers & Rogers, 2017, p. 29). Due to this revolution, the businesses are also transforming their way of service delivery. The digital revolution has significantly influenced people's daily life and business trends are not an exception. Nowadays, every brick-and-mortar service provider also has an online presence, for example, through websites and social media pages. Here comes the rise of omnichannel strategy where service providers integrate all the channels to facilitate the customers with seamless experiences, eliminating traditional boundaries (Riaz et al., 2021, p. 2).

Although e-commerce was introduced in Nepal in the 1990s (Malla, 2018a, p. 6), its use reached its peak only during and after the COVID pandemic. Emerging countries face various challenges with digital transitions, including low digital literacy rates, infrastructure barriers, and uneven internet penetration (Moreno-Menéndez et al., 2025, p. 2). For developing countries like Nepal, the transition has been relatively slow. Even in the capital city, Kathmandu, many services are still delivered through traditional brick-and-mortar establishments. However, the online services and digital transactions have increased threefold in the past five years, reaching their highest level in the Fiscal year 2023/24 (Republica, 2025).

As people realized the convenience of digital transformation and gradually adapted to it, Nepalese consumers began to embrace new processes. The integration of digital strategies into the brick -and-mortar service particularly interested the author as it reflects the growing digital trend in Nepal. The purpose of the study is to understand the customer behaviour towards the omnichannel approach. Although the digital trends have been adapted, the author

aims to explore challenges that persist and identify the opportunities that can be leveraged. The thesis is practice-based, where the effectiveness of the digital as well as in-store strategies will be evaluated, and further improvements are suggested to establish an omnichannel service. Additionally, the main objective of the thesis is to produce an omnichannel marketing strategy through overall data collection from the present customers and insights from the owner about the current situation of the store.

### 1.1 Purpose

The author undertook this thesis to collect concrete data on customers, the market, and the local store's situation. Developing a successful marketing plan requires clear, up-to-date information about the business environment, competition, and target market segments (Kotler, 2013, p. 633). Although the case company has been operating for 9 years, it has not yet achieved the anticipated level of growth and profitability as envisioned at its inception. To strengthen its market position and ensure long-term success, a customer-focused marketing plan is essential. Therefore, the author aims to apply the knowledge and skills acquired through studies in International Business to develop strategies that can transform business and guide towards sustainable growth.

The thesis aims to formulate a concrete marketing strategy for the case company; the primary beneficiary is the company itself. The thesis will develop the marketing plan by studying customer behaviours towards the omnichannel approach, the various omnichannel marketing methods the company can apply, and the challenges and opportunities of the omnichannel approach. The customers of the case company would benefit indirectly, as the thesis recommendations will help to improve and provide seamless and personalized shopping experience. The thesis would be beneficial for the author too, as thesis work is the application of studied materials in the degree programme. Other similar local retail stores can also benefit from the thesis, as they can apply its recommendations and insights to improve customer experience.

## 1.2 Objectives

To address the current situation of the case company, the following objectives have been set:

1. To analyse customer behaviour and customer experience towards omnichannel shopping in the context of the case company.
2. To identify suitable omnichannel marketing methods that the company can implement
3. To examine the challenges and opportunities of the omnichannel marketing approach for the case company
4. To develop an omnichannel marketing strategy that enhances customer experience and builds customer loyalty, which supports the business growth
5. To provide recommendations that apply not only to the case company but also to other retail stores in Nepal.

## 1.3 Defining the boundaries of the thesis

The thesis focuses on providing recommendations for the company's business growth by implementing omnichannel strategies. The thesis covers omnichannel strategies and customer-centric components, such as customer experience and customer loyalty. However, the thesis will not include a detailed financial and accounting analysis of the company, inventory management, and supplier relationship as this will fall under managerial decision-making, which is beyond the topic. Although the thesis will discuss the omnichannel strategies, including e-commerce and social media platforms, the study will not provide step-by-step guidance on setting up e-commerce and mobile apps. These require IT specialists, which is beyond the scope of the thesis. The study discusses social media platforms and content creation, but not influencer marketing, branding, or partnerships, because the business operates on a limited budget. The study is focused on the case company in Nepal and does not cover the broader international comparisons.

## 1.4 Project plan and research questions

The research is practice-based. The Open-ended, semi-structured questions will be used to obtain qualitative data. The main objective of the study is to understand customers' journey touchpoints and experiences towards an omnichannel approach and develop a seamless and personalized shopping experience. In the study, the company's current position will be studied, and owner will be interviewed. Another important part of the study is to survey the customers who have been using the service from the case company. The owner will be interviewed with open-ended questions in order to deepen the idea of the current situation of the company. The research process progresses through the thematic analysis of the collected data. Similarly, customers will be asked open-ended as well as structured questions through a questionnaire focusing on their experiences and perspectives to help map and understand the customer journey, improvement, and further development for the case company. The purpose is to obtain measurable data as well as deeper insights.

The research questions were developed based on these factors:

Primary question:

- How can a local retail store implement a customer-centric omnichannel marketing strategy that enhances customer experience, builds loyalty, and supports business growth?

Secondary questions:

1. What are the current customer behaviours, experiences, and future expectations of the customer towards the store?
2. What are the major challenges and opportunities that the company may face while implementing an omnichannel marketing approach, and what are the suitable ways for the local retail store in the context of Nepal?

## 1.5 The case company

Twins Mobile and Computer Centre is a family-owned business founded by a twin brother in 2016. The company operates as a local store in Lalitpur, one of the major cities in the Kathmandu valley. The services provided by the store are related to the selling and repairing of electronic gadgets like smartphones, laptops, computers, and related accessories. Since it is a family-owned business, the customers are mostly acquired through family relationships and friends. Lalitpur city is very vibrant, rich in art and architecture, and has been listed in UNESCO World Heritage Site. The city supports various local businesses that meet the daily needs of people, for example, clothing and accessories, technology, food and hospitality, retail services, etc.

The store operates from 10:00 AM to 8:00 PM, Monday to Friday. The extra opening hours are also provided for the customer, depending on the situation, even on weekends. The store has an online presence on Facebook, and other contact and information about the store are provided through phone calls. The customers are served through physical presence.

## 2 LITERATURE REVIEW

### 2.1 Omnichannel marketing in retail (Definition and evolution)

The high technological development and digital transformations have brought changes in customers' shopping habits. Consumers nowadays want to use various channels and have a very high demand regardless of the product or service they use. (Faria et al., 2025, p. 1.) For instance, customers are very aware of the product or service they are going to receive. In practice, customers use both online and offline channels to find information about the product (Faria et al., 2025, p. 12). They analyze, compare, and select the suitable product from various alternatives, place the order, and pick them up in-store or may

have them delivered. Hence, customers want a seamless and optimized shopping experience across all customer journey touchpoints.

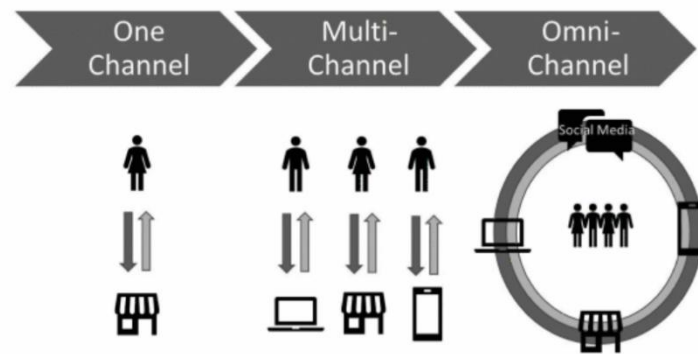


Figure 1. From brick-and-mortar to omnichannel (Myerson, 2020)

While considering selling across multiple channels, both omnichannel and multichannel involve multiple physical and digital channels. However, the difference is about whether the customer experience is connected across the channels. (Myerson, 2021, p. 25.) In multichannel, each channel is treated as separate and managed independently, with little to no integration. This communication gap prevents customers from having consistent buying experience. (Faria et al., 2025, p. 13; Myerson, 2021, p. 25.) On the other hand, omnichannel integrates all the channels, providing consistency and facilitating customers to have a seamless buying experience, eliminating traditional boundaries (Riaz et al., 2022, p. 2). Adobe for business team (2025) defines omnichannel marketing as a way of driving engagement and creating consistency for customers by integrating channels to provide seamless, targeted messaging across multiple channels.

The multichannel strategies rose in the early 2000s, where retailers would offer two different service experiences for online and offline encounters. These disconnections often created confusion among the customers. In the late 2000s, several innovations emerged with the introduction of smartphones and mobile applications. Furthermore, after 2010, the rise of AI and data analytics, and later the COVID pandemic, led many consumers to adopt online shopping. (Wadud et al., 2025, p. 4)

In the context of Nepal, digital transformation was seen in the late 2000s, but the growth was initially slow. The period became the phase for laying the foundation. After the 2010s, Nepal witnessed substantial changes in digital transformations with increased internet and smartphone penetration. (Khatapana, 2023.)

## 2.2 Online and in-store integration

In-store integration refers to the strategic alignment of physical retail services with digital tools like mobile apps and interactive displays to enhance the shopping experience. This aims not only to improve efficiency and enhance customer experience, but also to bridge the gap between offline and online shopping channels. (Chiyem et al., 2024, p. 6240.) Customers show both showrooming and webrooming omnichannel behavior. Showrooming is the practice of customers visiting a physical store in search of a product and buying the same product online. On the other hand, in webrooming, customers search for the product online and make a final purchase in-store. (Faria et al., 2025, p. 14; Sharma et al., 2024, p. 823.) Faria et al. (2025, p. 14) has indicated omnichannel as a blend of BOPIS (Buying online paying in physical store) and ROPS (Reserve online pay in-store).

Showrooming and webrooming have also evolved alongside advancements in technology. Traditional showrooming was driven by the rise of mobile connectivity, enabling shoppers to use smartphones to compare prices, read reviews, compare prices, and evaluate alternatives. In addition to this, the new forms of showrooming are shaped by emerging technologies such as AR (Augmented Reality), VR (Virtual Reality), and social media platforms. Webrooming has evolved with high-speed internet infrastructure and the growing convenience of online stores. This has helped shoppers with increased online searching, reviews, and ratings. Furthermore, interactive digital services such as live chat and virtual assistants, social media integration, live streaming, and virtual shopping events have expanded new forms of webrooming. (Sharma et al., 2024, p. 824.)

Moreover, BOPIS is a perfect way for retailers to connect and integrate online and offline experiences. Shoppers want a variety of choices, accessibility, and flexibility in placing orders, making purchases, and returning items quickly and conveniently. BOPIS is the key to allowing customers to shop in convenient way. BOPIS works in three stages: customers buy online, the store fulfills the order, and the customer picks up the order. (Big Commerce team, n.d.) BOPIS drives foot traffic to in-store and allows the possibility of additional purchases in the physical store (Battrick, 2023). In ROPIS, customers reserve the product and pick it up in the store. This seems more flexible than BOPIS, as it provides customers with confidence that the product is available in the store. Furthermore, this also increases the likelihood of additional purchases in-store and improves inventory management by integrating online and offline stock. (Battrick, 2023.)

### 2.3 Technologies enabling omnichannel retailing

Omnichannel comprises various in-store as well as online technologies. In-store technologies are the devices that facilitate the customer shopping process at various points in the store. The use of technologies depends upon the location, cost, service, application, and ownership and control by the store or consumer. Technologies such as AR and VR, touch screen, self-service, digital signages etc. have extended the customer experiences. These technologies increase store attractiveness, enjoyment, and purchase intention as well as drive customer relationships and enhance the experience. (Alexander et al., 2020.)

#### 2.3.1 E-commerce platforms and websites

Buying and selling take place over the internet. E-commerce provides a great competition towards traditional shopping by providing a wide range of products, better prices, opportunity for customer reviews and ratings. E-commerce

is advantageous in comparison with a physical store because of its availability. The opening hours are unlimited and offers convenient buying process. (Chiyem et al., 2024, p. 6241.) Websites act as a central hub where customers can learn about the products and services of a business. A well-designed website reinforces the brand identity, drives conversions, builds customer loyalty, and provide data driven insights. (Peige 360, 2022.) Additionally, websites involve several interactions such as information search, browsing, ordering, payment, product delivery, and post-purchase interaction (Chiyem et al., 2024, p. 6241).

### 2.3.2 Mobile apps and digital payment

Mobile apps are considered as an integral and transformative tool for omnichannel marketing in retail, which helps to bridge the gap between online and offline channels (Chiyem et al., 2024, p. 6241; Specno, n.d.) The integrating features of mobile apps are browsing, purchasing, loyalty programs, and in-store pick up. Additionally, mobile apps allow retailers to enhance the customer experience by personalizing recommendations, providing real-time updates, and offering convenient access to products. (Chiyem et al., 2024, p. 6241.)

Digital and wallet payments support omnichannel by making payments faster, more secure, and consistent. Even the specific offers and discounts can be added directly to the payment system, which provides seamless transactions and incentivizes return visits. (Specno, n.d.) Customers can finish their buying process with just one click.

### 2.3.3 Social media platforms

Social media platforms are highly influential in shaping customer perceptions and behaviors. They allow potential customers to engage with the brands and communicate directly with them. Businesses can communicate with customers through social media, including storytelling, their offerings, and other information about the service in real time. Additionally, organizations can

encourage satisfied customers to share their experiences, which helps to create online brand communities and loyal brand advocates. The ultimate goal is to strengthen brand awareness and drive sales. The most popular social media players are Facebook, Instagram, Twitter, LinkedIn, Pinterest, and Tumblr. (Laudon & Travor, 2016, p. 467-468.)

## 2.4 Challenges and opportunities

The adoption of an omnichannel strategy helps the customer buying experience by connecting both physical and digital interaction channels. The approach allows customers to move easily between different channels, such as online platforms and physical stores, without disruption. In comparison to a multichannel approach, where channels operate independently, omnichannel focuses on consistency, connectivity, and continuity across all touchpoints. The omnichannel adoption offers significant benefits and opportunities, whereas businesses also face several challenges.

Omnichannel offers numerous opportunities for businesses. The approach helps retailers develop exceptional 360-degree customer understanding, which helps to understand the customer in personal level. This customer-centric approach contributes to a positive brand image and a strong competitive advantage with increased sales and customer loyalty. (Hole et al., 2019, p. 2.) As there are changes in consumer shopping behaviour and expectations continue to rise, the organizations that can successfully employ omnichannel can have a better position and differentiate themselves from others. When customers experience consistency and personalization across channels, they are more likely to develop trust and tend to be more engaged. This results in customer loyalty and retention. Furthermore, it also enhances customer satisfaction and personal engagement with the brand (Faria et al., 2025, p. 14). Customers can interact with any channels that are convenient. This flexibility improves customer satisfaction and perceived service quality. Moreover, integration of data-driven insights helps to gain deeper insights into customer behaviour and preferences, which will assist in personalized marketing (Beard, n.d.).

Customer service is a very important aspect of brand experience. There are various technologies, including virtual agents, click-to-chat, social media, screen sharing, SMS, etc., that generate exceptional options for customers. However, there are challenges in ensuring that the tools are used correctly to integrate brand experience. (Hole et al., 2019, p. 2.) The challenges include infrastructural limitations, uneven internet penetration, and digital literacy gaps (Moreno-Menéndez et al., 2025, p.2). For businesses to successfully adopt digital methods, it is essential for both customers and organizations to have equal access and knowledge about digital tools and processes.

Technological investment is a critical challenge. Integrating new digital platforms requires substantial investment, technological competence, and ongoing maintenance. The integration of digital and physical channels is another challenge for retailers, as it requires technically sophisticated systems to provide a consistent brand experience and customer interactions. (Wadud et al., 2025, p. 3.) Likewise, customers' age, lifestyle, and attitude also play a significant role in omnichannel adoption. Younger demographics (Gen Z) would be quicker to adopt the digital channels, whereas the Generation X (born between 1965 and 1980) and Baby Boomers (born between 1946 and 1964) may find it more challenging. While considering lifestyle and behaviour, those who prefer traditional shopping might find it difficult to adopt new channels, and those who are convenient and are able to integrate channels are more likely to adopt the digital channels quickly. (Wadud et al., 2025, p. 2).

## 2.5 In the context of Nepal

Nepal's exposure to digital technologies has been observed since the mid-2010s. However, the use of online technologies accelerated after the COVID-19 pandemic. The subsequent lockdowns forced people to shop online and turn to digital platforms. Out of a 31.07 million population, 15.40 million are internet users in Nepal, which accounts of 49.6%. At the start of 2024, 37.47 million were connected to mobile connections, 13.50 (43.5%) million were

social media users (also Facebook), and 3.60 (11.6%) million were Instagram users. However, there persist significant challenges regarding payment ecosystems, customer trust and security, and legal frameworks. Even though there are digital and wallet payments like eSewa, Khalti, Fonepay etc. people prefer Cash on Delivery. Due to cybercrime and fraud cases, the customer security and trust is in risk. The legal framework is very weak, and there are no legal standards for consumer protection, data privacy, and service quality. (KC, 2025.)

## 2.6 Customer-centric approach

Markets have shifted from product-centric to customer-centric. In the past, a product-centric approach was justified when companies used to focus on design, manufacturing, and logistics, where a product or service could achieve a clear differentiation and long-term competitive advantage. Whereas today, markets have started to combine informed consumers, competitive advantage, and product benefits that result in the focus shifting to customers. (Shields, 2024.)

Table 1. Product centric vs customer centric strategies. (Shields, 2024)

Aspect	Product-Centric	Customer-Centric
Focus	Product features, design, and innovation	Customer needs, preferences, and experiences
Decision-Making	Driven by internal priorities (cost, production, technology)	Guided by customer insights, feedback, and behaviour
Success Metrics	Sales, market share, production milestones	Customer satisfaction, loyalty, retention, lifetime value
Approach	Assumes a good product will attract customers	Design solutions around what customers value most
Goal	Maximize product performance and adoption	Maximize customer satisfaction, engagement, and long-term loyalty

The recent research of IBM and Adobe has concluded that organizations that prioritize customer experience observe three times the growth in their revenue in comparison to their peers (Hayes & Downie, n.d.). A customer-centric

approach allows organizations to keep the customer at the center of all the decisions, strategies, and processes. Unlike a multichannel approach, where only a single channel works independently, omnichannel synchronizes all the channels, which creates a seamless and unified shopping experience for the customers across the platforms.

A customer-centric strategy places the customer at the core of organizational decision-making, strategies, and processes. It aligns business objectives with customer needs and expectations, embedding customer orientation into the company's mission, culture, and long-term goals. (Kuhn, 2025, p. 8.) Furthermore, it refers to the way of doing business that enhances positive customer experience throughout the customer journey, which drives customer retention, builds customer loyalty, increases business growth, and gains a competitive advantage (Shield, 2024). Many businesses fail because they focus solely on profitability and revenue generation. However, a customer-centric approach is fundamentally different from this mindset. It prioritizes understanding customer needs, creating value, and building long-term relationships. By focusing on customer satisfaction and experience rather than short-term financial goals, organizations can achieve sustainable growth and long-term success.

Customer centricity makes a brand focused on its audience's wants. This will allow organizations to adapt their product and operations to meet the demand. A customer-centric strategy will benefit the company by designing better products according to the customer's needs and increasing customer loyalty with memorable experiences. The strategy also involves asking for feedback from the customers, which can help adapt the operations to better meet the needs and help improve the product. (Rastegar-Panah, 2025.)

### 2.6.1 Customer experience

Customer experience refers to the overall social, cognitive, affective, emotional, and physical responses shown in their customer journey (Thaichon et al., 2024; Dirshehan, 2020, p. 105). Social responses imply how customers

interact with other people and the social environment, for example, interactions with employees, staff, other customers, the brand, etc. Cognitive response being mental processes that customer adopts to evaluate their experiences, such as perceptions of quality, value, and decision making. Customers show affective responses to evaluate feeling towards the brand or service. For example, showing satisfaction, likes, or dissatisfaction, dislikes. Emotional responses highlight the intense feelings such as trust, joy, loyalty, disappointment, or anger. Physical responses relate to sensory and bodily reactions such as visual, auditory, stress, or comfort.

According to Peppers & Roggers (2017, p. 18), managing customer relationships is about what the company does, and customer experience is about what the customer feels like as a result. It is the overall customer's individual interaction with the product or company (Peppers & Roggers, 2017, p. 22). Peppers & Roggers (2017, p. 19) argue that managing customer relationships and experiences is an ongoing business process, not simply a technological tool. Many software companies have developed technological solutions and deployed them to services to transform into a customer-driven model. Computer databases help to remember and save customer data, and service representatives can retrieve data and records easily for their purposes. However, the technology is not only fully dependable, but organizations require leadership and wholehearted participation to manage customer relationships. The focus on increasing the overall value of the customer base, ultimately leading to a more profitable enterprise, is the main purpose of managing customer relationships. (Peppers & Roggers, 2017, p. 19-20.)

According to Dirsehan (2020, p. 104), customer experience is the customer's journey within the company during the purchasing cycle. The customer journey mainly comprises the pre-purchasing, purchasing, and post-purchasing stages. The pre-purchasing stage involves the activities of interaction with the brand, category, and environment before purchasing. It is also related to awareness and information search. The purchasing stage is the stage where the customer decides to buy and interact with the brand. The post-purchase

stage involves consumption and post-purchasing commitment. (Dirsehan, 2020, p. 104.)

Furthermore, Dirsehan (2020, p. 105) emphasizes that the primary focus of customer experience should not be the issue of multichannel, cross-channel, or omnichannel. Instead, the organizations should be able to understand the customer's preferences and align them with the channel selection. The customers value time and money paid and prioritize their needs to be fulfilled. Nowadays, due to a changing lifestyle, this generation seeks technological advances and shopping experience at a time and place that is decided upon their preference. It is observed that omnichannel can meet the expectations of today's proactive customer. (Dirsehan, 2020, p. 105.)

#### 2.6.2 Customer journey touchpoints

Omnichannel customer journey comprises the customer's total experiences with the brand across all touchpoints and channels, which includes all the elements from awareness to the post-purchase stage. Channels that are integrated in omnichannel are online (websites, social media channels, mobile apps), physical stores, and offline channels (printed advertising). The integration helps in a consistent experience across every touchpoint. The customer journey in omnichannel consists of 7 seven key steps: awareness, consideration, purchase, onboarding, retention, loyalty, and advocacy. (Camphouse, 2025.)

According to Villani (2018, p. 95), touchpoints refer to the interaction or contact between an organisation and its customers. In an ideal situation, all the channels would be aligned and integrated to provide seamless experiences. However, it is very difficult to make it happen spontaneously. There are transition points where a customer moves to a new channel. At such points, customer sentiments can easily turn from good to bad or vice versa. While moving from one channel to another, customers have certain expectations about what is going to happen. Customers move from one channel to another to get the

result quickly or efficiently. Organizations should be aware of processes that slow down the customer journey and become a roadblock. Such a phase would become a pain point to customers and allow them to leave the organisation. (Villani, 2018, p. 96-97.)

Moments of truth are points in the customer journey that can provoke sharp negative or positive change in the customer's opinion towards the organisation. This is the last impression that customers either make or break the relationship. Points of pain in the customer journey can be created by poor communication, lack of transparency, uncoordinated processes, and inadequate service provision. (Villani, 2018, p. 99-100.) According to the survey done by IBM Institute of Business Value in 2020 and 2024, two-thirds of customers agreed that trust is of utmost importance while choosing a brand (Hayes & Downie, n.d.). The good feelings created by the service or product are mainly because the organisation has exceeded expectations. However, it is also important to be aware if the customers are over-serviced.

A customer journey map is the framework that maps out the stages of a customer's relationship with the organisation. The map tells the story about the customer experiences, feelings, motivations, pain points, and gain points. Journey mapping helps to understand the customers deeply and see the organisation through the customer's eyes. Customer journey helps an organisation to empathise with the customers. The benefits of customer journey mapping include providing help to understand the customer better and empathise, highlighting the processes that need improvement, and establishing emotional connections with the customer. (Villani, 2018, p.83-84.)

## 2.7 Strategic marketing planning frameworks in retail businesses

One of the widely applied strategic marketing planning frameworks in both academic and professional contexts is the SOSTAC planning framework. The framework structures a marketing plan through situation analysis, objective

setting, strategy formulation, tactical execution, action implementation, and control.

First proposed in the 1990s and further developed since 2011, SOSTAC® planning is a widely used marketing planning framework developed by PR Smith (Muflihah et al., 2025, p. 442). The framework has been used by professionals in planning to boost results in business plans, marketing plans, digital marketing plans, digital transformation plans, HR plans, and Health and safety plans. SOSTAC® stands for situation analysis, objectives, strategy, tactics, action, and control. (Smith, 2025.)



Figure 2. SOSTAC® (Smith, 2020)

In this thesis, SOSTAC® is used to create a marketing plan for the case company. The framework is chosen because it is easy to use, has a strong logical structure, and can be adapted. The framework is also flexible and can be adapted to suit the size, type, and specific needs of the organization, making it suitable for planning processes and business environments. (Smith, 2020.) The situation analysis assesses past, present, and future positioning of the business. SWOT analysis can be considered an excellent way to assess, as it deals with both internal and external factors of the organization. (Muflihah et al., 2025, p. 442). Based on this analysis, specific and measurable goals can be set. The strategy defines the steps to reach goals, and tactics illustrate the specific marketing activities. The performances are monitored after the plan is

put into action. This helps the organization to stay organized and track progress. (Athuraliya, 2024.)

### 2.7.1 Market and internal environment analysis

The situation analysis deals with the current and future environmental conditions of the organization (Aditya et al., 2024, p. 131; Irwanto et al., 2021, p. 887.) SWOT analysis is often considered an excellent way to assess the situation as it deals with positive and negative factors inside the organization, and opportunities and risks outside the organization. Strengths and weaknesses are the internal factors, and opportunities and risks are the external factors. This helps companies to grab the opportunities by capitalizing on strengths, and mitigating risks while also addressing the weaknesses. (Muflihah et al., 2025, p. 442.) Furthermore, customers and competitor is also evaluated in this phase (Smith, 2020).

### 2.7.2 Objective setting for marketing performance

The organization needs to set specific, measurable, actionable, relevant, and time-related (SMART) goals that use 5S: sell, serve, speak, save, and sizzle (Aditya et al., 2024, p. 131). Even though customers buy from traditional channels, the online presence is still important to support buying decisions leading to sales. Another objective should be to serve customers at any stage of buying. Speaking and getting closer to the customer, cost reduction, and enhancing company values are other objectives. (Chaffey & Smith, 2013, p. 23.) Furthermore, objective involves the company vision and mission (Smith, 2020).

### 2.7.3 Strategy formulation in retail marketing

Strategy gives the explanation of “How will we get there?” It delivers visibility and strengthens the market position, prioritizing quality over quantity. Concentrating on the clearly defined market segments and marketing activities helps in long-term and sustainable business. (Kotkas, 2025, p. 22.)

#### 2.7.4 Tactical implementation for marketing activities

Specific marketing tools are necessary to carry out the strategies. According to Smith & Chaffey (2013, p. 43), tactics are the details of strategy. While strategy defines how to reach the goal, tactics focus on how the strategy is implemented, following the marketing decisions. Tactics include all the elements of the service marketing mix (Smith, 2020).

The marketing mix was first introduced by a Canadian Jerome McCarthy as “4Ps”: product, price, place, promotion around the start of 1960s. The four Ps are the controllable factors that companies can mix to satisfy customers. However, it was argued that the 4Ps worked only for products rather than services. Hence, American academics Booms and Bitner coined the 7Ps, also known as service mix. They considered that the extra 3Ps referred to the people, processes, and physical evidence which are crucial for service delivery. (Chaffey & Smith, 2013, p. 53.) The service marketing mix is necessary in this study because the case company operates in a service-oriented retail environment where customer interaction, service delivery processes, and physical services play important roles in shaping the customer experience. Therefore, 7Ps framework provides appropriate theoretical lens for analysing tactical elements and developing omnichannel marketing plan in retail context.

Product strategy in service-oriented retail businesses: The product element of the service mix implies all physical and intangible aspects of the service that create customer value. Although the term has traditionally been associated with manufactured goods, the actual meaning of product relies on the defined and consistent bundles of output. It is easier to understand in a manufacturing context. However, providers of intangible services also offer various product models. For instance, insurance companies provide various policies and universities offer various degree programmes. (Wirtz, 2022, p. 97.)

Pricing strategy in retail marketing: Pricing is one of the important areas of marketing decision which is related to the company’s goals and implementation. On the other hand, it is also important for consumers when choosing a

product. The companies should choose a pricing goal, estimate the cost of goods, assess the demand for goods, and perform price analysis of the competitor's goods while determining the price. In addition to this, additional discounts and incentives can be offered in order to allow customers to buy. (Išoraitė, 2021, p.1588.)

Distribution and channel strategy: The choice of an appropriate place is one of the company's long-term decisions that influences the strategy. The chosen place is the environment in which the company will have to operate. Hence, it is crucial to choose a convenient and popular location to compete with other businesses. (Išoraitė, 2021, p.1589.) Furthermore, the distribution and accessibility also describe the place. However, due to digitalization, the distribution is not only limited to the physical location, but also made possible through online deliveries, delivery apps, and online reservation platforms. (Karki, 2025, p. 12.)

Promotional strategy across physical and digital channels: Promotion is the way businesses communicate with the people. It is the blend of marketing tools, advertising, public relations, and sales promotion that can influence and persuade customers in order to create customer value and build customer relationships. (Kotler, 2013, p. 429.) Digital platforms have become a primary space for promotion, encompassing advertising, sales promotion, or public relations.

Role of people in service delivery and customer satisfaction: The people element refers to both service providers and the customers. Employees play a crucial role in service success because their involvement in the service delivery and management process directly impacts sales and customer satisfaction. The quality of a service provider depends on their competence, skills, and knowledge. Another aspect of the people is customers who actively participate in the service process through interaction and cooperation with the service providers. Purchasing decision depends on having sufficient information about the product, price, and availability. (Išoraitė, 2021, p.1590.) Furthermore,

customer retention largely depends on the behavior and conduct of service providers toward customers.

Service process design in retail organization: Processes can be defined as the sequence and method in which the organization works to create a value proposition that has been promised. From the customer's perspective, the service process is the experience, whereas from the service provider's perspective, processes have to be designed to achieve desired customer satisfaction. Badly designed processes and methods tend to give frustrated and poor-quality service delivery, often leading to the risk of service failure. (Wirtz, 2022, p. 238.)

Physical evidence and service environment in retail services: The physical service environment is crucial in order to enhance customer satisfaction. According to Wirtz (2022, p. 300), the four main purposes of good service environments are to shape customers' experience, to signal the brand's quality and position, serve as a core component of the value proposition, and enhance service quality and productivity. The physical evidence is important, especially for those services that are highly in contact with the customer, such as hospitals, hotels, and restaurants.

#### 2.7.5 Implementations of the marketing plan

This is about ensuring how the tactics are executed with passion and excellence. This is an internal marketing, a process of motivating, communicating, and training the staff to implement the tactics in real and passionate ways to maximise the impact. Developing skilled manpower will ultimately lead to a competitive advantage. Actions also include the division of the responsibility, who will do what? When? Where? And how? It involves how motivated, enthusiastic staff with a smiling face, who know the job (well trained) can be the most powerful weapon for customer retention. (Smith, 2020.)

### 2.7.6 Monitoring and controlling of marketing performance

It is the way to know whether the plan is working or failing, whether the action is on track or off track. For this, the organization needs to determine the key performance indicators (KPI). KPI can be monitored daily, weekly, quarterly, and annually based on the priority. Some metrics may need money, whereas some require data analytics and specific skills. (Smith, 2020.)

### 2.8 Conceptual framework

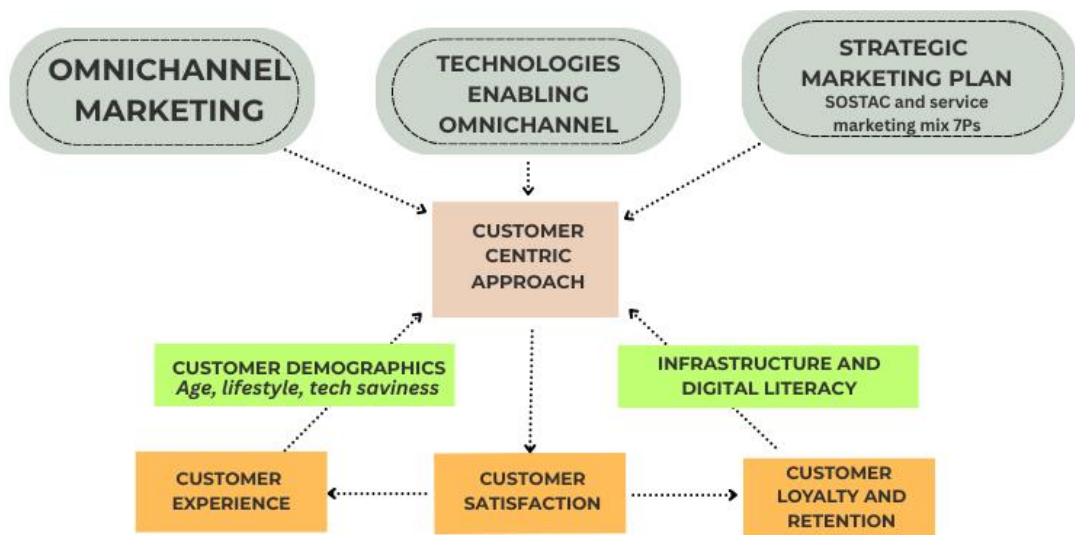


Figure 3. Conceptual framework of the thesis

The focus of the thesis is to develop an omnichannel marketing plan. The idea of implementing an omnichannel strategy has become easier due to high technological development and its acceptance by individuals (Faria et al., 2025, p. 2). Hence, the emphasis is given to the technologies used, integration of online and in-store services, challenges, and opportunities of omnichannel marketing in local retail stores. Even though 91% of the population already have internet access in Nepal, only the 31% is considered digitally literate according to Nepal Rastra Bank 2022/23 (Regmi, 2025). Many people are still comfortable with the physical services and find online services complicated. Therefore, it is crucial to address the challenges and opportunities for the implementation of the omnichannel strategy.

The omnichannel method is very closely related to the customer experience and customer journey. Customer experience is the set of interactions between a customer and a product, company, or part of the organization. This experience is completely personal and involves the psychological and behavioural factors, including sensation, cognition, and emotion. (Gentile et al., 2007, p. 397-398.) Customer journey consists of all the stages that take place from the awareness stage, purchase stage, to the post-purchase stage. The situations that customer faces in each stage determine the customer experience.

The thesis includes the customer, company, and competitor study with the help of frameworks like SOSTAC, defining market analysis, objective setting, strategy formulation, tactical implementation, and controlling and monitoring the performance. (Smith, 2025). The framework helps not only to plan objectives and strategy, but also to monitor and control where the company is heading. The SWOT analysis is an effective way to understand strengths and weaknesses, internal and external factors that are affecting the company. The 7Ps of service marketing mix will be used for the analysis of tactical elements of the omnichannel marketing plan in the retail service context. According to Chaffey & Smith (2013, p. 53), the 4Ps worked for products rather than services, which include product, price, place, and promotion. Hence, the extra 3Ps were considered for the delivery of the services, which implies people, processes, and physical evidence. The case company is service-oriented, where customer interaction, service delivery process, and physical service settings play an important role in customer experience. Unlike traditional 4Ps, which primarily focused on product-based offerings, the 7Ps framework incorporates people, process, and physical evidence, which are critical for understanding omnichannel service delivery, ensuring consistency across online and offline customer touchpoints.

## 3 RESEARCH METHODOLOGY

### 3.1 Research design

The study uses a mixed-methods research methodology, incorporating both qualitative and quantitative data collection and analysis. Qualitative and quantitative research differ in terms of the types of data they produce. Quantitative research produces numerical data, which can be quantified and analysed using statistical techniques. The tools, such as structured questionnaires, are used to produce results in the form of numbers, graphs, percentages, and tables. Correspondingly, qualitative research emphasizes non-numerical data, including words, and descriptive information collected through interviews, observations, and open-ended questions. (Saunders, 2019, p. 175.) By combining both methods, the study gains a comprehensive understanding of omnichannel marketing through owners' as well as customers' perspectives, thereby strengthening the validity and practical relevance of the research findings.

The research is descriptive and exploratory in nature. According to Saunders (2019, p. 186-187), exploratory research is carried out to gain deeper insights into the phenomenon, and ways to conduct this research include search of literature and conducting in-depth interviews. The exploratory aspect is necessary because the omnichannel marketing concept is still emerging in the context of Nepal, and limited academic research exists in this specific field. The research is descriptive as the purpose is to gain an accurate profile of events, persons, or situations (Saunders, 2019, p. 187). The thesis uses a survey questionnaire to identify and describe the current situation of omnichannel practices, customer experiences, as well as customers' future expectations at the case company.

The research design employed for the research is a case-study design, which focuses on a single retail organization. The research design is appropriate because the research aims to develop an omnichannel marketing plan tailored to

the case company and not generalize the findings across the whole retail business. This approach allows in-depth understanding of the company's current market practices, customer interactions, and technological capabilities within its real-life context.

### 3.2 Research strategy

The primary research strategy used in the study is a customer survey, combining both open and closed-ended questions. To effectively address research questions, the study relies on both primary and secondary data collection. Secondary data consist of raw data and published sources such as articles, journals, books, etc., that are not originally produced for the specific purpose of the research. Such data can further be analysed and utilized to gain knowledge, interpretations, and conclusions. On the other hand, primary data are the new data that are specifically collected for the study purpose through survey and interviews. (Saunders, 2019, p. 338.)

In this study, the secondary data are collected from different journals, articles, books, and credible online resources related to omnichannel marketing, customer experience, and strategic planning. Secondary data provides a theoretical foundation for the research. It contributes to developing a literature review, conceptual framework, and research instrument, and ensuring that the research is grounded in strong academic knowledge. Primary data for the study is collected by using both qualitative and quantitative methods. Qualitative data were collected by interviewing the owner with semi-structured questions. This helps to obtain the situational overview of the company, including strategic objectives, challenges, and readiness for the implementation of omnichannel. Quantitative data were collected through structured questionnaires, including both closed and open-ended questions. The survey is intended for the customers to assess channels, customer experiences, and future expectations.

### 3.3 Sampling strategy

The target population of the research survey is those who have purchased products from the store and have interacted with at least one online or offline channel. These customers have relevant experiences with the store's services, making them suitable respondents for the study. Their feedback is very valuable for the implementation of the current marketing strategy. The thesis uses non-probability sampling as the sample size is not predetermined and is instead guided by the research questions and objectives (Saunders, 2019, p. 315).

### 3.4 Data analysis

Thematic analysis is defined as a general approach to analysing qualitative data. It is a flexible and accessible approach to analysing qualitative data. This analysis helps to identify key themes or patterns and produce a thematic description. (Saunders, 2019, p. 651.) The thesis uses a thematic data analysis method. The themes were developed in alignment with the research objectives to guide the analysis. Qualitative data from open-ended questions and interviews with the owner are analysed using thematic analysis. This method helps to understand the customer experience, perceived challenges, and suggestions for improvement. Quantitative data from the survey is analysed using descriptive statistical method and the results are presented in graphs and tables. The representation of the statistics is appropriate for summarizing survey data and identifying customer behaviour, channel preferences, and satisfaction. This provides clear and interpretable results suitable for decision-making and strategy development.

According to Naeem et.al. (2023) published in the International Journal of Qualitative Methods, the systematic thematic analysis involves the following steps:

**Familiarization of data:** The process begins with familiarizing with data by diving deep into the transcripts. The process involves repeated reading in

order to highlight the key points that capture diverse viewpoints and patterns that are relevant to the research objectives.

**Selection of keywords:** The phase focuses on identifying the recurring patterns, terms, or visual elements and the formation of keywords. The keywords should encapsulate the participants' authentic expressions and perspectives.

**Coding:** This step involves coding with short phrases and words that capture the core essence of the raw information.

**Theme development:** In this step, the codes were analysed and interpreted by creating themes linked to the research questions.

**Conceptualization:** This phase involves the defining and refining of the concepts that emerged from the data.

**Development of the model:** In the final step, the unique representation of the data is synthesized to represent findings, which are guided by the research questions.

The thematic analysis is suitable for the research because it collects qualitative data from open-ended questions and an interview with the business owner. These types of data contain diverse opinions, suggestions, and experiences expressed in different ways by participants. Thematic analysis allows organizing such data into meaningful themes, making it easier to identify common patterns related to customer experiences, perceived challenges, and suggestions for improvement. The themes were developed in alignment with the research objectives to guide the analysis of qualitative responses.

### 3.5 Ethical considerations and quality of research

#### 3.5.1 Voluntary participation and informed consent

The research was carried out by addressing ethical considerations to ensure that the study was carried out responsibly, transparently, and with respect for all the participants. Participation in the study was strictly voluntary. The

respondents were clearly informed about the study's purpose before data collection. Participants were assured that their involvement was entirely flexible, meaning that they remained free to withdraw at any stage without facing any negative consequences. In addition, the shop owner was fully informed about the nature and objective of the interview and consented to participate. As the business is family-owned, access and consent for the research were readily obtained; however, ethical standards were maintained throughout the research to minimize potential bias and ensure the integrity of the research process.

### 3.5.2 Anonymity and confidentiality

The anonymity and confidentiality of the research participants were strictly maintained throughout the study. Identifiable information relating to survey participants and interview participants was not disclosed unless explicit permission had been granted. All data collected were solely for educational purposes and were not shared with any individuals or organizations not directly associated with the study. Interview data were also handled confidentially, and sensitive data was not disclosed in the thesis.

### 3.5.3 Research limitations

As the research is focused on a single case company, it adopts a case-study design, which limits the generalizability of the research. The purpose of this approach was to gain an in-depth and context-specific understanding of omnichannel marketing practices within small retail businesses in Nepal. Secondly, a non-probability sampling technique was used to collect data from the customers due to the absence of a comprehensive customer base and practical constraints related to time and accessibility. As a result, samples may not represent the entire customer population, and the result should be interpreted as indicative and cannot be generalized to all customers. Additionally, the study was constrained by time and resource limitations, which affected the scope of data collection and analysis. However, the mixed-method research approach supported the overall validity of the study by combining both managerial and

customer perspectives to support the development of an omnichannel marketing plan.

## 4 THE PROCESS OF CREATING AN OMNICHANNEL MARKETING PLAN

### 4.1 Research basis and data sources

The primary data sources of the research are based on a customer survey and an interview with the store's owner. The customer survey served as a key tool to gather qualitative and quantitative data, as the survey included both closed-ended and open-ended questions. The semi-structured questions were asked in the interview with the owner to understand the current situation and plans of the store. Altogether, 53 participants contributed to the survey, providing deeper perspectives on the customer behaviour, motivation, challenges, and future expectations. The participants consisted of the customers who visited the store frequently and occasionally (at least once a week). They are the repeat customer who are central to revenue and have deep familiarity with the store operation. The survey was conducted in Microsoft Forms. The survey included structured questions aiming to gather information on purchasing patterns, habits, customer satisfaction, webrooming, showrooming, how customers are comfortable with online services, and overall shopping experience.

The qualitative in-depth interview was conducted with the store owner, who provided the information regarding business operation, goals, and possible challenges in store operation. Insights from the owner helped to understand the behind-the-scenes of the store and its plans. Data from the customer survey and interview with the owner helped to analyse the findings from the customer perspective and management strategy.

## 4.2 Interview with the owner

The interview with the store owner helped to discover several key topics that are related to the current business situation, customer behaviour, competition, and future developmental goals of the store. The interview responses were coded, and the following themes were developed based on the responses.

**Store operation and current business environment:** According to the owner, the current situation of store sales has declined. The reasons for this were factors such as political instability and increasing prices of the products. These factors have negatively affected sales and customer purchasing behaviour. The store is performing well in customer relationships. However, the owner focussed the need to invest more time in creating new ideas that align with the current market trends and the preferences of the younger generation.

**Market competition and pricing issues:** This theme highlights the challenges faced by the business. The owner mentioned that some competitors sell duplicate products at lower prices, which attracts the price-sensitive customers. In addition to this, larger stores purchase products in bulk, allowing them to offer lower prices, making it difficult for smaller stores to compete. The absence of fixed pricing in the market also creates further competition and affects the store's sales.

**Customer shopping behaviour:** The owner mentioned the regular customers and how their behaviour has evolved. The primary customers are family, friends, and residents. According to the survey, the demography included the age group, particularly from 18 to 44. The owner mentioned that due to social media and digitalization, contemporary customers compare prices and products online, and many customers are also more comfortable with online communication and digital payment options.

**Digitalization and online business opportunities:** The owner believes that social media, online communication, and online selling can help the store reach a wider customer base and save time. As a part of the future plan, the

owner mentioned the possibility of using paid Facebook advertisements and WhatsApp channels, hiring staff, and improving inventory management.

**Future development and operational challenges:** The theme focuses on the store's future development plans and possible challenges. The owner aims to improve customer retention by providing quality products at reasonable prices, offering personalized services, building stronger communication with customers, and introducing services such as home delivery. However, several challenges may arise when integrating online and in-store services. For example, price differences in the Nepalese market can cause customers to buy from other stores. It may also be difficult to convince customers through online platforms. In addition, certain age groups are not comfortable with digital services due to limited digital literacy and therefore prefer traditional in-store shopping experiences.

#### 4.3 Customer survey results

The survey questionnaire included both open-ended and closed-ended. According to Silverman (2022), including open-ended questions in the customer survey helps to gain more empirical data from participants. Furthermore, closed-ended questions are limited by already provided options, while open-ended questions give respondents freedom to mention the issues that the researcher may not have thought of yet.

##### 4.3.1 Quantitative data analysis

**Customer shopping behavior:** The results show that a large portion of respondents (46%) belong to the 25-34 age group, followed by respondents aged 18-24 (28%), while the 35-44 and 45+ age groups represent smaller proportions of the sample. This shows that the majority of the store's customers are young adults, who have generally adapted to digital technologies and online platforms. This demographic group is more likely to engage in both

online and offline channels, which is relevant when developing an omnichannel marketing strategy.

Regarding store visit frequency, 46% of respondents recorded visiting the store frequently, 38% visiting occasionally, 10% visiting monthly, and 6% were first-time customers. This demonstrates that the store has a loyal customer base with many repeat customers, which can be beneficial for the adoption of omnichannel strategies.

Regarding sources of information, 60% of the participants recorded that they gather information about the store through friends and family, 15% through social media, and 8% through phone inquiries. This data indicates that word-of-mouth plays a strong role in attracting customers. Likewise, 33% visit the store to search for the product, 25% contact via phone, 17% take suggestions from friends and family, 13% check on social media, and 12% by comparing with other online platforms. This shows that customers use multiple channels to search for the product before making a purchase decision, which supports the integration of both online and offline channels.

Regarding channel preference, 60% of the respondents indicated that they prefer using both online and in-store channels when interacting with the store. Meanwhile, 35% of respondents reported that they prefer in-store shopping only, while a small portion (5%) prefer only online channels. This result suggests that most customers are comfortable using multiple channels when searching for information or making purchases. With these responses, it is assured that both digital and physical channels are important for the customer to improve the customer experience.

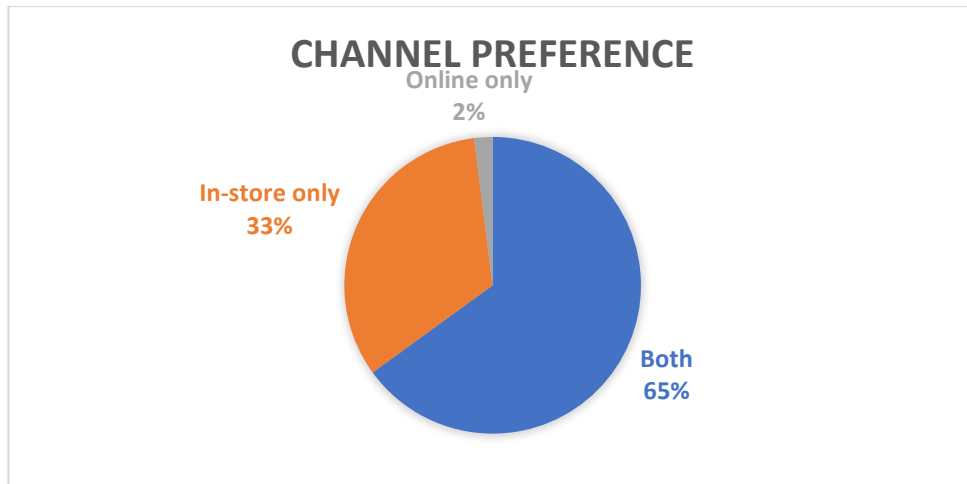


Figure 4: Channel preference

**Omnichannel importance:** From the survey results, it was discovered that many respondents consider online service to be important for the store. 46% of the participants have realized that it is very important for the store to offer online services, while 19% indicated that it is extremely important, and 27% of respondents expressed a neutral opinion. These findings suggest that a significant group of customers expect the store to provide digital services in addition to physical presence, finally improving customer convenience and supporting the development of omnichannel marketing strategy.

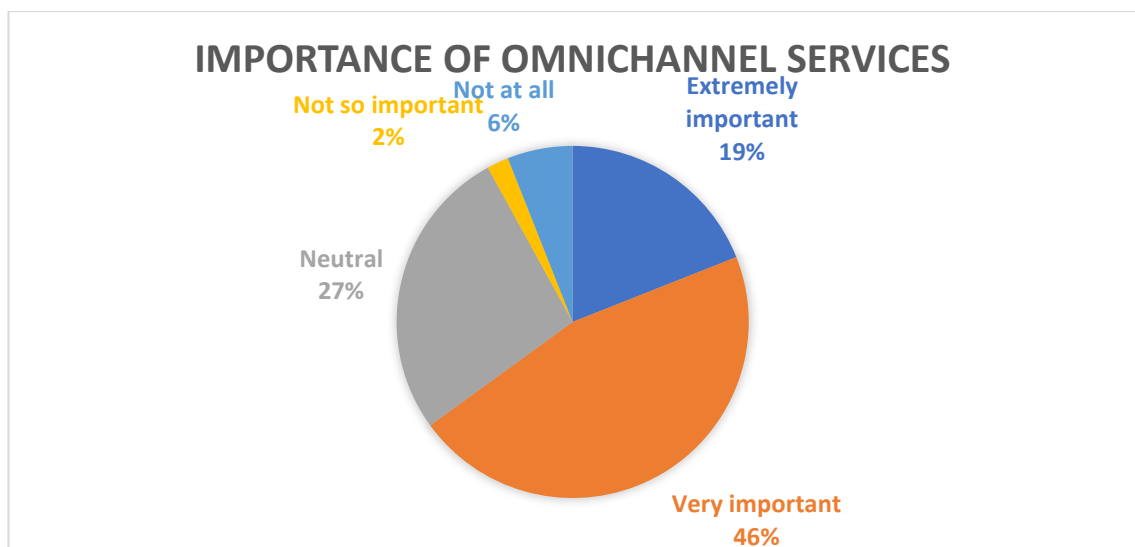


Figure 5: Importance of omnichannel services

**Customer satisfaction:** The results indicate that respondents are generally satisfied with the store's services. In terms of the in-store experience, 58% of participants reported being very satisfied, while 33% indicated they were somewhat satisfied. This shows that the majority of customers have a positive experience when visiting the store in person. Regarding online services, 46% of respondents reported being very satisfied, while 37% indicated that they are somewhat satisfied. Although customers are generally satisfied with the online services, the level of satisfaction is slightly lower compared to the in-store experience. These findings suggest that while the store performs well in providing a positive in-store customer experience, there is still potential to improve the online service experience. Enhancing digital communication, product information, and online purchasing options could help create a more seamless omnichannel experience for customers. Additionally, 60% of respondents indicated that they would definitely recommend the store to others, while 32% stated that they would probably recommend it. This demonstrates a strong level of customer loyalty and positive perception of the store's services. The high willingness to recommend the store suggests that customers are generally satisfied with their overall experience, which contributes to positive word-of-mouth promotion.



Figure 6: Customer satisfaction

**Payment and digital readiness:** The results indicate that the majority of respondents are comfortable using digital payment methods. Specifically, 60% of the participants reported being very comfortable using digital payment options, while 26% indicated that they are somewhat comfortable. This suggests that most customers are familiar with and open to using digital payment systems. In terms of preferred payment methods, an equal proportion of respondents (34%) preferred bank transfers and mobile payment applications such as eSewa. Meanwhile, 26% of respondents indicated a preference for cash payments. These findings show that although digital payments are widely accepted among customers, traditional payment methods such as cash are still used by a portion of customers. Overall, the results suggest that customers demonstrate a relatively high level of digital readiness, which supports the potential for integrating digital payment systems into the store's omnichannel marketing strategy.

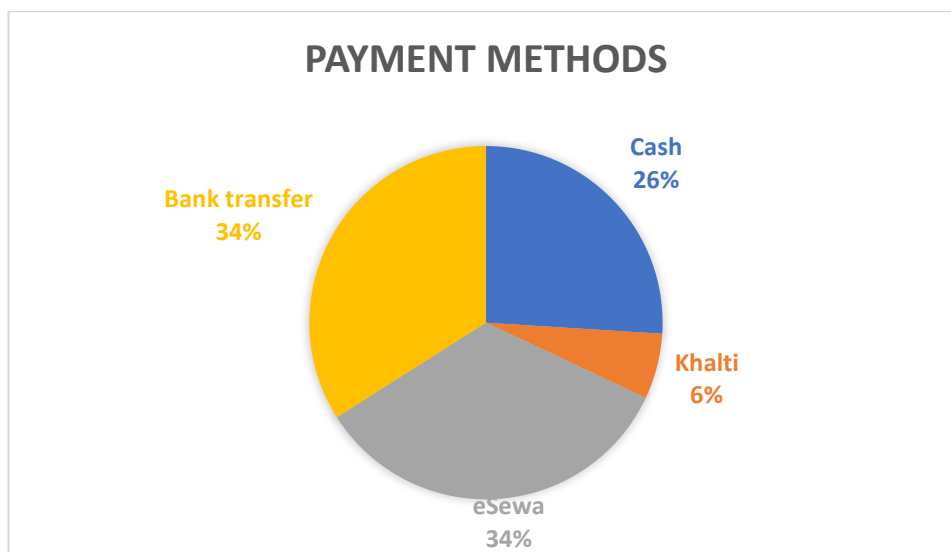


Figure 7: Payment methods

#### 4.3.2 Qualitative data analysis

The responses to the open-ended questions provided deeper insights into customers' experiences with the store, including their motivations for visiting, challenges encountered when using the services, and their expectations for future improvements in both online and offline services. The responses are grouped into the following themes.

**Customer service and relationships:** According to the responses, several key factors motivate customers to visit and maintain a relationship with the store. These include good behavior and the friendly nature of the owner, affordable prices, reliability, convenience, and trustworthiness. Additionally, respondents mentioned that they value genuine advice provided by the store regarding the use and maintenance of gadgets. Recommendations from family and friends, community trust, and the store's ability to troubleshoot technical problems were identified as important factors influencing customer motivation. These findings suggest that the store has successfully built strong customer relationships by focusing on personalized service and trust.

**Store environment and accessibility:** Although the store service was good, several respondents mentioned the challenges related to the store environment, especially with the limited space and lack of parking facilities. Some customers also faced longer waiting times in the store during busy hours, and the store is crowded. These factors may affect the overall in-store shopping experience.

**Product availability and variety:** Product availability was another issue discussed in the responses. While many customers appreciated the quality and affordability of the products offered, some participants expressed a need for a wider variety of the latest gadgets and accessories. Some mentioned that they had to visit another shop because the product they needed was not available in the store. Ensuring consistent product availability could enhance customer satisfaction and reduce the need for customers to visit other stores.

**Online service and digital needs:** From the responses, it was found that many participants supported the store's online presence. Customers indicated that they would like to see more updates on social media, clearer information about prices, availability, and faster responses to online inquiries.

**Challenges faced by customers:** Apart from limited spaces and long waiting hours, a few respondents noted irregular opening hours and delays in service

when the store is busy. In some cases, customers also experienced product unavailability and longer waiting times for repairs due to spare parts needing to be ordered. Some products do not meet the expectation which resulted in a challenging situation for the customers.

**Improvements and expectations:** Besides challenges, respondents provided several valuable suggestions for improving the store's service. Many participants recommended strengthening the store's online presence by regularly posting product information, price, and availability on social media or an online platform. Some suggested to have store's user-friendly website, and more attractive in-store promotions to enhance the shopping experience. Some also mentioned that the in-store opening time should be fixed, while online services should be more active and handled appropriately by the user. Some suggested adding more staff so that even during the owner's busy schedules, the store is operated. Many have suggested making the opening hours regular and boosting social media posts. Participants also have expectations regarding the physical environment, where one of them wished for a waiting lounge, a small, comfortable area with a water dispenser or charging station for customers waiting on quick repairs.

#### 4.4 Linking theoretical background with results

##### 4.4.1 Omnichannel Marketing

From the results above, most of the respondents (60%) indicated that they prefer using both online and in-store channels when interacting with the store. This indicates that the result supported the concept of omnichannel marketing discussed in the theoretical framework. This finding reflects the omnichannel principle of providing customers with multiple integrated touchpoints. Furthermore, many respondents emphasized the store's online presence, the importance of online services, and suggested improvements such as better social media communication and online product information. These results

highlight that customers expect a seamless shopping experience that combines digital and physical channels.

#### 4.4.2 Customer-centric approach of the store

The results suggest that many customers are inclined towards the services provided by the store due to community trust and recommendations from friends and family, and word-of-mouth. The findings highlight the importance of a customer-centric approach. Several respondents have mentioned the friendly behavior of the owner, personalized service, and genuine advice regarding gadgets as key reasons for visiting the store. From this, it is observed that the store emphasizes focusing on customer needs and creating positive experiences. High level of satisfaction and the strong willingness of customers to recommend the store further indicate that the business has successfully built strong customer relationships.

#### 4.4.3 Strategic marketing plan

The findings from the interview with owner and customer survey contribute to the situation analysis of the store, which identifies strengths, weaknesses, opportunities, and threats of the store's services.

Table 2: SWOT analysis of the store based on data

<b>Strengths</b>	<b>Weakness</b>
Strong and personalized customer service	Limited product availability
High customer satisfaction and loyalty	Limited online presence
Trust and community reputation	Limited store space and a lack of parking space
Technical expertise and troubleshooting support	Irregular opening hours
<b>Opportunities</b>	<b>Threats</b>

Growing demand for omnichannel shopping	Competition from online platforms and larger retailers
Expansion of digital communication channels	Rapid changes in technology and gadget markets
Adoption of digital payment methods	Traffic congestion and accessibility issues
Expansion of product variety, online sales, and delivery services	

#### 4.4.4 Store environment and staff service

The comments and suggestions provided by the participants in relation to product and affordable prices, the physical environment of the store is directly related to the service marketing mix. For example, customers appreciated the availability of quality products and affordable prices, which relate to the product and price elements of the marketing mix. The physical store environment and challenges related to limited space and parking relate to physical evidence. Additionally, the importance of staff behavior and personalized guidance reflects the people. Customer suggestions for improved online communication and social media activity relate to promotion.

## 5 THE OMNICHANNEL MARKETING STRATEGY

### 5.1 Target customers

Based on survey results and interviews, the largest group of customers belongs to the 25-34 age group, followed by the 18-24 age group. The target customers of the store include young adults (Gen-Z and Tech-savy) and working professionals who are interested in purchasing and repairing electronic gadgets. These customers are familiar with digital technologies, social media

trends, and are comfortable with digital payment methods. There is also small number of customers above 44 years of age who typically prefer to visit the store, but search for the product through phone inquiries.

Moreover, the store attracts customers through word-of-mouth recommendations from family and friends. This indicates community trust and strong customer relationships. Many customers prefer using both online and in-store channels, suggesting that they value the flexibility of interacting with the store through multiple touchpoints.

## 5.2 Marketing strategy based on SOSTAC

### 5.2.1 Positioning of the organization

The store is positioned as a trustworthy service, with a good reputation. As it is known that many customers are acquired through community trust and word-of-mouth, the store has positioned itself as a trusted and customer-centric gadget store. The store has been gaining customer loyalty by offering reliable services in a personalized way. The focus will be on delivering tailored services combined with digital, which will differentiate the store from competitors.

### 5.2.2 Omnichannel strategy

The key focus of the strategy is to implement an omnichannel approach that allows customers to interact with the store seamlessly across multiple touchpoints. Customers should be able to search for the products online, communicate digitally, and complete a purchase online or in-store. The key elements that were identified in the survey were:

1. Provide product information and promotions across online and offline platforms
2. Encourage customers to interact and engage through social media and digital channels while also maintaining personalization

3. Encourage digital payment methods for both in-store and online purchases
4. Supporting customers to inquire about the product online and through digital communication before visiting the store.

### 5.2.3 Customer-centric strategy

The store will maintain its customer-centric focus by continuing to build strong customer relationships. The store acquires customers through family and friends' recommendations, community trust, and word-of-mouth. The customer satisfaction rate is also very high because of the personalized service and genuine technical guidance. The store will continue to maintain this trustworthiness to stand out from the crowd.

### 5.2.4 Competitive advantage

Strong community reputation, personalized services, and very useful technical advice on gadget repair and troubleshooting have become a good competitive advantage for the store. The store not only focuses on repair, but also offers new quality products at affordable prices, and free advice on how to take care of the gadgets. The combination of these advantages and improved online and digital services will help the store strengthen its omnichannel presence.

### 5.2.5 Marketing tactics

Product: Electronic gadgets, accessories, and repair services are the main products that the store offers to meet the customer's needs. The store will also focus to include wide range of products so that customers do not need to shift to other stores. To support an omnichannel approach, the product information, product availability, and prices will also be provided online.

**Price:** The pricing will be affordable and competitive. In addition, the pricing will be transparent both online and in-store. The occasional discounts and promotional offers will be introduced to attract and engage the customers.

**Place:** The physical store remains an important channel, but the store will emphasize the online platforms to cover a wide range of customers. Till now, the interaction usually takes place in a physical store. However, the online platforms will act as an additional channel where customers can search, buy, and complete the purchase. Customers suggested a user-friendly website for the store.

**Promotion:** The store will emphasize digital presence and its online communication. Social media platforms will be used to share product information and service information. Customer feedback, promotional campaigns, and regular posts can increase customer engagement.

**People:** The customer owner and employees play an important role in the quality-of-service delivery. Customers suggested that the store needs good and reliable staff, so that the store is always operating even in the absence of the store owner. Hence, the store will maintain the customer-focused service, ensuring trained and knowledgeable staff.

**Process:** Customer suggested quick service, reduced waiting times, and ensured correct timelines for the repair and product availability. Integrating the physical process with online inquiries will allow customers to receive fast and convenient service.

**Physical evidence:** The overall store atmosphere is crucial for a good customer experience. A clean, spacious, and organized store layout will help attract the customer. Clear product displays and proper lighting enhance the professional image of the store. Customer suggests a waiting area for the customers so that customers can wait in case of busy schedules. Furthermore, online and social media platforms also play a role in physical evidence in the digital environment.

### 5.2.6 Action plan

**Digital actions:** Digital actions are core to this plan. 65% indicated the importance omnichannel approach. According to the survey, the key actions that need to be adopted include:

- Create and improve social media pages
- Share and update the operational and product information
- Increase online presence by creating store websites
- Respond to customer inquiries within 1-2 hours
- Create channels and groups in social media such as WhatsApp and Messenger
- Support customers through live chat
- Allowing customers to track the repair time via email, messages, or phone contact
- Customers should be made able to complete their purchases online so that even though the store is closed, customers can benefit

**In-store actions:** Physical store has become the core of the service offering for Twins Mobile. There are certain age groups that typically prefer cash payment and face-to-face service. Therefore, it is important to optimize the physical store also. The key actions are:

- Manage peak hour efficiently with a proper waiting area for the customers
- Opening hours should be regular; in case of irregularity, customers need to be informed and updated
- Presentation and clear display of the products
- Improve store atmosphere to reduce crowding
- More active in-store promotions to enhance the shopping experience

**Service improvement:** The following things need to be considered to improve service.

- Fast product delivery
- Need for trained and knowledgeable staff

- Small tech workshops in-store should be made available
- Quicker response and more personalized customer service
- The store should be updated about the new techniques and products trending in the market.
- Customer wants open and clear communication
- Managing a front desk with a dedicated staff who work to receive and return the finished products. This will reduce waiting time and enable repair experts to continue their work uninterrupted.

### 5.2.7 Monitoring and evaluation

The store should continuously monitor its performance through regular customer feedback, sales records, and social media analytics. Customer feedback is crucial to understand the level of customer satisfaction and to provide space for improvement. Customer engagement can be monitored by tracking both in-store and online channels. The interaction on social media and direct communication with customers determines the customer engagement. Sales growth is monitored by evaluating sales revenue. Both in-store and online sales should be monitored in order to check the effectiveness of the omnichannel strategy.

## 6 DISCUSSION AND CONCLUSION

### 6.1 Evaluation of the process

The research process was effective in achieving the objectives of the thesis. Exploring the relevant theories was a rewarding yet demanding. The theories provided a wide range of sources. However, keeping the theoretical framework within the research scope was challenging. The strategic marketing plan (SOSTAC) and service marketing mix 7Ps provided a clear structure to formulate omnichannel marketing strategy, helping to identify the specific actions

needed to be taken for the growth of the store and enhance customer experience.

The qualitative and quantitative data provided a holistic view of the store and its customer base. The customer survey proved to be an invaluable tool to capture feedback, expectations, and future wishes towards the store. The data helped reveal specific strengths and weaknesses of the store, which had previously been unidentified. An interview with the owner offered a practical reflection on the challenges and growth opportunities that the store can look for in its development and growth. To process this information, thematic analysis was used to organize the large volume of data into important key themes. This method ensured that all findings were captured without overlooking any participant feedback.

Furthermore, the thesis received constructive feedback from both the store owner and some of the participants regarding the usefulness of the research. The owner expressed satisfaction with the insights gained, particularly in understanding the customer feedback, and showed willingness to make the improvements based on the customer expectations. The participants appreciated the opportunity to reflect on the challenges they face and their future expectations of the store. The responses collected on the topic “motivation to visit the store” helped to understand how the store is currently positioning itself in the market. Due to these positive perceptions, customers were willing to provide feedback, participate in the survey, and expressed their intention to continue supporting the store in the future.

## 6.2 Professional growth

The thesis was conducted with the agreement of the store owner. This process of writing a thesis contributed significantly to the author’s professional growth, particularly by improving academic writing skills. During the research process, the author developed essential research skills, including data collection and analysis. Reviewing various academic sources and summarizing the relevant

literature for the theoretical framework required analytical thinking and critical evaluation of information. The thesis also helped the author to develop an analytical approach to problem-solving. From a theoretical perspective, the study deepened the author's understanding of omnichannel marketing. The multiple sources and customer survey data provided valuable insights into customer behaviour and expectations. The research process also highlighted the importance of customer feedback in business development and demonstrated how customer insights can shape business strategies. This thesis opened new opportunities for the author in the field of research. In the future, the author intends to conduct further studies on customer behaviour using a larger and more diverse sample, to support businesses in developing strategies based on the research.

### 6.3 Reflections

The process of completing the thesis was a valuable learning experience for the author, both academically and professionally. This research study provided a valuable opportunity to apply the theoretical knowledge to a real-world business context. This helped to understand and apply the concepts of the omnichannel marketing approach, customer-centric approach, and strategic marketing planning frameworks. One of the key reflections is the importance of customer feedback in business decision-making. The business should be customer-centred to stand out from the crowd. Therefore, integration of customer feedback is very crucial in shaping services, improving customer satisfaction, and developing effective marketing strategies.

There were several challenges during the research phase, such as collecting an adequate amount of data within a limited timeframe. Although the author aimed to obtain a high number of responses, participation was somewhat limited due to the digital literacy gap among certain age groups. Moreover, these challenges contribute to the author's learning by developing problem-solving and time management skills. However, even with the limited number of respondents, the study obtained valuable data and meaningful feedback.

Finally, the author strongly believes that the case company can benefit from the findings of this study. In addition, the customers provided valuable insights and guidance for future improvement. These responses reflected the level of trust and satisfaction. By implementing these suggestions, the store can further enhance customer satisfaction and increase sales. By combining digital communication along with customer friendly store environment, and addressing the challenges, the store can strengthen its competitiveness in the market.

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# APPENDIX 1: CUSTOMER SURVEY QUESTIONNAIRE

3/18/26, 1:28 PM

Customer survey questionnaire

## Customer survey questionnaire

Dear customer, the survey is conducted as part of a bachelor's thesis and aims to collect customer insights to understand customer experiences, behaviours, and expectations regarding shopping through physical and digital channels at Twins Mobile and Computer Center. The findings will be used to develop omnichannel marketing strategy to improve customer experience and service quality. Your participation is voluntary, and your response is handled anonymously and confidentially. The survey will take about 5-7 mins to complete. Thank you for your participation.

\* Required

### 1. Age group

- Under 18
- 18-24
- 25-34
- 35-44
- 45 and above

### 2. How often do use the service provided by the store?

- First time
- Occasionally
- Monthly
- Frequently

### 3. How did you first learn about the store?

- Family/ Friends
- Walking-in
- Social media
- Phone inquiry
- Other

4. How do you search for the product information before purchasing?

- Visit store
- Contact via phone
- Check social media
- Compare with other online platforms
- Ask with family/ friends

5. Which shopping method do you prefer?

- In-store only
- Online only
- Both

6. Have you ever searched for the product online and purchased in-store?

- Yes
- No

8. How is it important for you that the store offers online service? (Online ordering and reservation, digital payment, etc.)

- Extremely important
- Very important
- Neutral
- Not so important
- Not at all

9. How satisfied are you with the in-store experience?

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

10. How satisfied are you with store's online communication? (Facebook, messages, phone contacts)

- Very satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Very dissatisfied

11. Would you recommend this store to others?

- Definitely yes
- Probably yes
- Not sure
- Probably no
- Definitely no

12. How comfortable are you with using digital payment methods?

- Very comfortable
- Somewhat comfortable
- Neither comfortable nor uncomfortable
- Somewhat uncomfortable
- Very uncomfortable

13. Which payment method do you prefer?

- Cash
- Khalti
- ~~eSewa~~
- Bank transfer

14. What motivates you to visit the store? \*

15. What challenges or difficulties have you faced while using the services? \*

16. What improvements or additional services would you like to see in the store in the future, both in-store and online? \*

17. Is there anything that other stores or businesses do better in terms of customer service that we can learn from?

## APPENDIX 2: INTERVIEW QUESTIONS

1. Describe the current situation of your store in terms of sales and customer service?
2. What do you think the store does well, and where do you think it needs improvement?
3. What challenges do you currently face in running the store, especially related to customers and competition?
4. Who are your main customers, and how have their shopping habits changed in recent years?
6. How do customers usually gather information about your store or products before visiting?
7. What are your main goals for improving the store and customer experience in the future?
8. How do you see online platforms like social media or online selling helping your business?
8. Are there any plans to improve in-store services or introduce new online services?
9. What digital tools or technologies (such as online payments, social media, or delivery services) do you think are important for your store?
10. What difficulties do you think you might face when trying to improve or connect online and in-store services?