
Effect of Omini-Channel Marketing on the Performance of Transport Firms in Anambra State

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Abstract: *The study examined the effect of omini-channel marketing on the performance of transport firms in Anambra State. The specific objective was to; analyze the effect of web rooming, personal messaging and social media engagement on the performance of transport firms in Anambra State. Survey research design was adopted in the study. Primary sources of data were adopted in this study. The population of this study comprised of the senior staff of the selected transport firm in Anambra state. The total population for the study is two hundred and seven (207) senior staff that are registered with Anambra state Ministry of Transport. In this study the method use for data collection is structured questionnaire. Analysis will be carried out with the aid of Statistical Package for Social Sciences (SPSS). The study found that Web rooming has no significant effect on performance of transport firms in Anambra State. Personal messaging has significant effect on performance of transport firms in Anambra State. It was recommended that transportation firms should Leverage customer data from multiple sources, such as CRM systems, social media, and web analytics, to inform marketing decisions; transportation firms should invest in technology platforms that enable seamless integration of online and offline channels, such as CRM software, mobile apps, and website personalization tools.*

Keywords: Omini-channel marketing, transport firms, web rooming, personal messaging and social media engagement

INTRODUCTION

Because they give customers several touch points, the latest technological advancements and innovations are changing the retail customer experience (Blom et al., 2021; Salvietti Et Al., 2022; Solem et al., 2023). Retailers have now adopted an omni-channel strategy after realizing the benefits of integrated information and services (Shen et al., 2018). Regardless of the channel, platform, or stage in the sales process, an omni-channel retailing strategy is "a synergistic amalgamation of customer touch points and communication opportunities to create a unified experience of a brand" (Cummins et al., 2016).

Customer demand and omni-channel vendors' capabilities differ, despite the fact that many vendors have recognized the importance of omni-channel strategy (Hansen & Sia, 2015). Customers can use omni-channel tactics to check if an item is available in a physical store in addition to making purchases online (Hiraishi et al., 2016). People who search for a product online and then visit a physical store to purchase it are engaging in a practice known as web-rooming. It plays a significant role in omni-channel purchasing. "Mobile and online channels, and brick and mortar retail opportunities" are the components of both web rooming and show-rooming activities in omni-channel retailing (Kang, 2018; Li, Guan, et al., 2023).

Consumers are no longer content with shopping through a single channel and prefer multiple channels throughout the entire shopping process, from information search to product comparison and purchase to meet their diverse needs. In recent years, information technology advancements have expanded shopping channels, changing traditional consumer behaviors and introducing various cross-channel purchasing activities, such as purchasing products in online stores and picking up or returning products in offline stores (Xie et al., 2023). Cross-channel free-riding behavior occurs when customers use channels from several retailers in a single transaction (Van Baal, 2014); cross-channel retention behavior occurs when customers use channels from the same retailer. Businesses have moved from multichannel integration to creating an omni-channel ecosystem, coordinating offline, online, and mobile touch points to provide a more consistent and seamless shopping experience in an effort to reduce cross-channel free-riding and improve customer retention (Verhoef et al., 2015). Most academics advise optimizing retail processes from the retailer's point of view, such as e-fulfillment and distribution showrooms, and technology, in order to increase the effectiveness of omni-channel integration strategies (Hure et al., 2017).

Research on consumer behavior in an omni-channel setting is still scarce and mostly focuses on factors like brand loyalty, buying intention, and perceived value (Sharma and Fatima, 2024). Finding behaviors specific to omni-channel retailing is essential since these behaviors, which are typical in other shopping scenarios, do not clearly represent omni-channel retailing. Omni-

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channel marketing strategies benefit the business in the digital age (Cui et al., 2021; Payne et al., 2017; Shi et al., 2020). The existence of both online and offline channels may change how consumers research products, interact with businesses, and make purchases. Consequently, it might expand the clientele and result in greater sales.

Statement of the Problem

The retail industry is becoming more and more complex. The customer journey has gotten more complex as a result of the proliferation of technological advancements that have increased the number of consumer interaction points (Lee, 2020). Customer journeys used to be thought of as linear, but in the omni-channel world, they are now extremely complicated (Shetty and Kalghatgi, 2018). The number of retailing channels has also increased quickly; whereas previously you could only purchase a thing in a physical store, you may now do it online using your laptop, tablet, phone, and even voice assistant (many channels). Because businesses find it difficult to satisfy their unique needs with their current channel arrangements, omni-channel services can encounter issues or hurdles. (For instance, Lin et al., 2023; Hoogveld & Koster, 2016). The issue at hand pertains to the smooth and integrated consumer experience across many online and physical channels, which may be hampered by the nation's technical backwardness. Another key feature of omni-channel marketing is consistent messaging across all channels. By maintaining a coherent brand voice and messaging strategy, organizations can create trust and credibility with customers, leading to better Net Promoter Scores (NPS) as satisfied customers are more likely to suggest the brand to others (Smith, 2019). This feature is also attacked by dishonest Nigerian citizens who want to open a channel and defraud unwary consumers of their hard-earned money.

Objectives of the Study

The broad objective of the study is to investigate the effect of omni-channel marketing on the performance of transport firms in Anambra State. The following are the specific objectives:

- i. Analyze the effect of web rooming on the performance of transport firms in Anambra State.
- ii. Determine the effect of personal messaging on the performance of transport firms in Anambra State.
- iii. Analyze the effect of social media engagement on the performance of transport firms in Anambra State.

REVIEW OF RELATED LITERATURE

Conceptual Review

Omni-Channel Marketing

Since the word "omnis" has Latin roots and meaning "wholly" or "universal," it is possible to define omni-channel as a collection of all channels (Lazaris & Vrechopoulos, 2014). In recent

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years, omni-channel marketing has emerged as the new standard in the sector. The business and consumer experience are undergoing a major transition (Cui et al., 2021). A response to the evolving nature of consumer shopping, which alternates between online and physical channels and the growing use of digital devices (such as smartphones and tablets), is an omni-channel approach to retailing. An information channel on how customers view the company's communication is created by combining physical and online channels with a variety of devices (Cui et al., 2021). In contrast to the multichannel strategy that emphasizes message and channel integration, retailers in an omni-channel setting also need to concentrate on creating a seamless experience (Hickman et al., 2020). It is "the synergistic management of the many available channels and customer touch points in such a way that the customer experience across channels and the performance over channels are organized," according to Verhoef et al. (2015). "Synchronic management of the numerous available channels in such a way that the customer experience across channels and the performance over channels is optimized" is what omni-channel retailing is known as (Verhoef et al., 2015). In contrast to the multichannel strategy for cThe use of many channels in a single transaction is referred to as extended multi-channel retailing (Cicea et al., 2022; Kaczorowska-Spychalska, 2017). As a result, it entails using a variety of channels to interact with clients and satisfy their needs (Lee, 2020). From the standpoint of the consumer, omni-channel enables them to check the availability of products in physical stores in addition to making it easier for them to purchase goods across several e-commerce platforms (Indiani & Febriandari, 2021; Majeed et al., 2022).

Organizational Performance

Comparing an organization's actual performance in three different areas—financial performance, market performance, and shareholder value—with its aims and objectives is the idea of organizational performance. The outcome of an organization in terms of return on assets and return on investment is referred to as financial performance. The ability of a business to set a price that gives suppliers a fair return is referred to as market performance. Furthermore, market performance is the capacity to produce and distribute goods in the most economical manner and to choose a price that yields a respectable profit (Blount, 2014). Most businesses utilize an employee performance evaluation system to assess an employee's skills and productivity. Planning, monitoring, developing, evaluating, and rewarding are the five parts that make up performance. Goals are established during the planning phase to assist gauge how well employees are able to manage their time and meet predetermined or new objectives. The monitoring phase involves evaluating one's progress toward achieving the goals. If you were to get right to the point, performance reviews are examined to determine which staff should be retained. The only accurate interpretation is that, depending on your work performance, you may be promoted, kept in your current role, or fired (Rebecca, 2016).

Performance is the ability of a business to outperform its rivals and achieve long-term success. Furthermore, if performance is viewed as a final outcome, then using the term sustainable draws

Publication of the European Centre for Research Training and Development UK focus to future performance (Vilain, 2013). By referencing the idea of value, the concept of sustainability is included into management and management accounting concerns. Business continuation is threatened by destruction or unequal value distribution. Integrated management control developments must consider strategic elements (usually external companies) and manage value through customer value management, also known as customer value. Furthermore, the foundation of sustainable performance is the notion that the customer is one of the business partners (sometimes referred to as stakeholders) who can take part in the value generating process.

Theoretical Framework

Social Exchange Theory

According to Blau's Social Exchange Theory, which dates back to the 1960s, relationships—including those between consumers and businesses—are founded on a cost-benefit analysis in which people aim to minimize expenses and maximize rewards. In the context of omni-channel marketing and customer loyalty, this idea implies that people engage with brands through numerous channels based on the perceived value they receive, such as tailored experiences, convenience, and rewards. The success of omni-channel marketing can be evaluated by assessing how well it offers these perceived benefits, thereby impacting consumer loyalty Johnson (2020)

Empirical Studies

Moaz, Ahmed and Eiman (2024) examined the impact of omni-channel integration on Generation Z purchase intentions towards FMCG retailers in Egypt. A self-administered questionnaire and quantitative methodological approach were used to collect data from the selected sample. The study results revealed that omni-channel integration has an impact on generation Z FMCG retail purchase intentions. This showcases the integral role and importance of incorporating both an omni-channel approach in generating favorable retail purchase intentions. This study contributes to existing body of knowledge of the retail industry as well as winning in the Gen Z era. The results shall provide FMCG retailers with an actionable framework that shall help them grow their businesses in the dynamic Generation Z era. This study used a cross sectional research design and was implemented to examine the impact of omni-channel integration on Generation Z purchase intentions towards FMCG retailers in Egypt. Results came out supporting the main proposed hypothesis. Future researchers could employ a longitudinal method to investigate any possibility for variations in the results.

Qingyi, Jiaqi and Lu (2024) examined the influence of omni-channel integration quality on consumer cross-channel retention behavior. This study constructs a theoretical framework based on the S-O-R model, designating omnichannel integration quality as the independent variable, customer satisfaction as the mediator, and product involvement as the moderator. A total of 299 valid questionnaires were collected and analyzed to examine the interrelationships among these

variables. Findings indicate that omni-channel integration quality positively impacts consumer cross-channel retention behavior; customer satisfaction serves a partial mediating role, and product involvement positively moderates the relationship between omni-channel integration quality and cross-channel retention.

Xiaoxia, et al. (2022) examined the impact of omni-channel collaborative marketing on new customer loyalty. It leads an empirical study using structural equation modeling with survey data from 550 agri-fresh produce omni-channel customers. The samples obtained this time is more appropriate to the overall characteristics of fresh omni-channel customers. The structural equation modeling (SEM) research model was developed on the impact of omni-channel collaborative marketing on new customer loyalty. The results show that both dimensions, i.e., price coordination and service and distribution coordination of omni-channel collaborative marketing strategy, positively affect omni-channel shopping experience and customer loyalty. Moreover, product and sales promotion coordination do not directly affect customer loyalty but through the mediating effects of the omni-channel shopping experience. Omni-channel shopping experience plays a mediating role in the relationship between omni-channel collaborative marketing and customer loyalty.

Butkouskaya, Olga and Sergey (2023) examined the impact of omni-channel integrated marketing communications (IMC) on product and retail service satisfaction This study reviewed three customer-perceived components of integrated marketing communications (IMCs): consistency, interactivity and connectivity, as predictors of positive customer evaluation (product and retail service satisfaction). The customer data from 260 surveys were analysed using structural equation modeling (SEM). The data were collected from the emerging economy in the Moscow region (Russia). The results reported that IMC consistency positively impacts product and service satisfaction. However, the effect of IMC interactivity was only significant in the case of service satisfaction. Meanwhile, IMC connectivity positively influenced only product satisfaction. The study contributes to the marketing communications theory by defining three components of omni-channel IMC. It also adds to the customer behaviour theory by confirming the diverse nature of product and service evaluation. This study focuses on the retail industry. This research suggests that three components of IMC should be applied together towards enhancing the customer's positive post-purchase evaluation. Meanwhile, consistency enhances product and service satisfaction, interactive impacts satisfaction with the organization and connectivity with the retail service. The shift toward omni-channel marketing requires a broader perspective on communication integration. This research reports a novelty result of estimating the separate effect of each component of omni-channel IMC (consistency, interactivity and connectivity) on product and service satisfaction.

Schrotenboer, et al. (2022) ascertained the effects of omni-channel retailing on the promotional strategy of retail organizations in order to better understand how to alter the promotional strategy

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in accordance with the ever-changing needs of customers and ultimately provide the customer with a seamless experience. This research is based on a critical systematic literature review of articles related to the topics of ‘omni-channel retailing’ and ‘promotional strategy’. The analysis made evident that most literature is focused on developing an understanding of omni-channel retailing; uncovering consumer behaviours in omni-channel retailing; and ways to adapt promotional strategies related to merchandising, sales promotion, selling, and word of mouth. Past research is quite fractured and does not represent a holistic picture of the implications of omni-channel retailing for promotional strategy. The analysis provided in this paper provides a general guideline for researchers and practitioners concerning promotional strategies that can be adopted in omni-channel retailing.

METHODOLOGY

For the purpose of this study, survey research design was adopted. The method is considered adequate and the most appropriate because it helps the researcher to describe, examine record and interpret the variables that exist in this study. Primary sources of data were adopted in this study. The population of this study comprise the senior staff of the selected transport firm in Anambra state. The total population for the study is two hundred and seven (207) senior staff that are registered with Anambra state Ministry of Transport. Data collection is the process of gathering and measuring data, information or any variables of interest in a standardized and established manner that enables the collector to answer or test hypothesis and evaluate outcomes of the particular collection. In this study the method use for data collection is structured questionnaire. Statistics such as frequency count and percentages will be put to use in the analysis of research questions while hypotheses will be tested using correlation analysis and simple regression analysis. The hypotheses will be tested at 0.05 level of significance. Analysis will be carried out with the aid of Statistical Package for Social Sciences (SPSS).

PRESENTATION ANALYSIS AND INTERPRETATION OF DATA

Two hundred and seven (207) copies of questionnaire were administered among the selected respondents. However, one hundred and seventy-two (172) copies of questionnaire were retrieved. Therefore, the analysis and interpretation of data were only based on the returned questionnaire. The validity and reliability of this study is highly ensured, despite the number of questionnaires not returned. The method used was percentage table technique and t-test for the hypothesis. The method was adopted because it possesses a unique estimating property which includes unbiased, efficiency and consistency when compared with other linear unbiased estimates.

Demographic Table**4.1.1 SEX**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	104	31.0	60.5	60.5
	FEMALE	68	20.3	39.5	100.0
	Total	172	51.3	100.0	

Sources: SPSS Output 2025

The above table reveals that the one hundred and four of the respondents which represents fifty-seven (60.5) persons were male respondents, while sixty-eight (68) respondents which represent 39.5% were female respondents. By implication, male respondents were more than female respondents by 21.0% in our selected population sample for this study. The implication of this is to enable us to know the number of female and male that successfully returned their questionnaire.

4.1.2 Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MARRIED	82	24.5	47.7	47.7
	SINGLE	58	17.3	33.7	81.4
	DIVORCED	15	4.5	8.7	90.1
	SEPERATED	17	5.1	9.9	100.0
	Total	172	51.3	100.0	

Sources: SPSS Output 2025

In the table above, out of the one hundred and seventy-two (172) respondents, eighty-two (82) of the respondents were married. While fifty-eight (58) respondents which represent 33.7 percent are single. Fifteen (15) respondents which represent 8.7 were divorced, while separated were seventeen (17), which represent 9.9. Thus marital status table help us to know the number of single, married, and divorce respondents that answered the distributed questionnaire.

4.1.3 Education qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	WAEC/NECO	52	15.5	30.2	30.2
	B.SC/HND	93	27.8	54.1	84.3
	MSC	20	6.0	11.6	95.9
	PHD	7	2.1	4.1	100.0
	Total	172	51.3	100.0	

Sources: SPSS Output 2025

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The table above indicates that fifty-two (52) respondents which representing 30.2% maintain to acquired WAEC/NECO, while 54.1% percent of the respondents which represents ninety-three (93) is B.sc/HND. Twenty (20) which represent 11.6 percent have m.sc, while seven (7) have Ph.D. This as the one of demographic item helps us to identify the education qualification of the respondent

4.1.4 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	20	6.0	11.6	11.6
26-33	42	12.5	24.4	36.0
34-40	47	14.0	27.3	63.4
41-50	20	6.0	11.6	75.0
51-BOVE	43	12.8	25.0	100.0
Total	172	51.3	100.0	

Sources: SPSS Output 2025

The above table reveals that the 11.6% of the respondents which represents twenty (20) persons were within the age bracket 18-25, while forty-two (42) respondents which represent 24.4% were within the age bracket 26-33. Again, 27.3% of the respondents which represents forty-seven (47) persons were within the age bracket 34-40, while twenty (20) respondents which represent 11.6% were within the age bracket 41-50. Lastly, forty-three (43) respondents which represent 25.0% were within the age bracket 51 and above. The implication of this is to enable us to know the age bracket of respondents that successfully returned their questionnaire.

Hypotheses Testing

Hypothesis one

Ho₁ web rooming has no significant effect on performance of transport firms in Anambra State..

ANOVA

Table 4.2.1

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	139.809	4	34.952	47.346	.000
Within Groups	90.065	172	.738		
Total	229.874	172			

Sources: SPSS Output 2024

In testing this hypothesis, the F-statistics and probability value in table above is used. web rooming variables have an F-statistics of 47.346 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses which state that web rooming has no significant effect on performance of transport firms in Anambra State.

Hypothesis Two

Ho₂ Personal messaging has no significant effect on performance of transport firms in Anambra State.

ANOVA**Table 4.2.2**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	182.143	2	45.536	40.358	.000
Within Groups	137.652	172	1.128		
Total	319.795	172			

Sources: SPSS Output 2024

Second hypothesis has f-statistics of 40.358 and a probability value of 0.000 which is statistically significant. Therefore, we reject the null hypothesis and accept the alternative hypotheses and conclude that Personal messaging has significant effect on performance of transport firms in Anambra State.

Hypothesis Three

Ho₂ Social media engagement has no significant effect on performance of transport firms in Anambra State.

ANOVA**Table 4.2.3**

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.746	4	.373	7.286	.002
Within Groups	161.869	172	1.305		
Total	162.614	172			

Sources: SPSS Output 2024

The test conducted revealed that the large significance value (F.sig<.002) indicate no group differences. Since the F-value of 7.286 with a significance of .002 is less than .05 (i.e .002<.05), there exist no group difference. Therefore, Social media engagement has significant effect on performance of transport firms in Anambra State.

CONCLUSION AND RECOMMENDATION

In conclusion, omni-channel marketing has the potential to significantly improve the performance of transport firms in Anambra State. By utilizing a range of online and offline channels to reach customers and provide a seamless and personalized experience, transport firms can attract and retain customers, increase brand awareness, and boost sales and revenue. However, successful implementation of an omni-channel marketing strategy requires a clear understanding of customer preferences and behavior, as well as the ability to leverage technology

Publication of the European Centre for Research Training and Development UK and data effectively. The study recommends that transportation firms should develop a comprehensive customer profile and journey map to understand customer preferences and behavior across different channels; transportation firms should Leverage customer data from multiple sources, such as CRM systems, social media, and web analytics, to inform marketing decisions; transportation firms should Invest in technology platforms that enable seamless integration of online and offline channels, such as CRM software, mobile apps, and website personalization tools.

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