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Consumer Decision Making In Omnichannel Buying Reference To Dink Couple For Luxury Buying

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ABSTRACT:
In the past, consumers needed to make a shopping list, they needed to go to the physical store and buy the items but today the scenario has changed, due to the emergence of E-commerce has created a new path to web rooming our needs through just one click wherever and whenever we want. There are various ways to reach portals, but recently Omnichannel has grabbed its place in the form of Omnichannel shopping. This paper will deliberate on how the DINK couples who do not wish to complete their family and these millennials are eagerly waiting to experience web-rooming with Omnichannel portals differently for buying luxury products. The author will try to understand their attitude towards their buying behaviour through websites or apps. The author will study how this DINK couple has shifted their focus on accepting Omnichannel for their shopping as they are the early adopter in the market.

Keywords:
DINK couples, Omnichannel, luxury products.

INTRODUCTION

The millennial who is also called generation Z is the new segment where the company tries their minds to buy the product or services by not touching and trying the product. They are very less concerned personally looking at the product. They are more concerned with their one-click purchase on any omnichannel or using any new app. The millennials are ready to move towards complete comfort with e-commerce, engaging with more ads, buying on new platforms, spending more discretionary income on a lavish lifestyle. (Benjamin, n.d.)

Omnichannel retailers are opting to be available on the web stores. They are trying to shift focus towards offering more value to the customers across the buying journey by treating buying as not just an activity but as an experience. (Benjamin, n.d.) To complete this experience, technology plays a crucial role in changing the buying Behaviour of millennials.

Millennials now expect to make it through many channels to complete their shopping experience. Technology is helping retailers to create an omnichannel buying experience so as not to invest them to reach physically but available on one just click. Omnichannel retailing is one of the modern approaches it helped the customers

Conceptual Framework

(Goulart & sparapani, n.d.) Omnichannel is also called a multi-channel approach to sales that seeks to provide customers with a seamless shopping experience whether they're shopping online from a desktop or mobile device by telephone or brick and mortar store. An omnichannel approach means there's integration between distribution promotion and communication channels on the back end**.**

DINK couples: The acronym for the DINK is "double income, no kids". These couples those millennials or GEN Z who do not wish to bear a child, a childfree couple who want to live together and both the partners are working because both of their wages are coming into the same household, they are free to live more comfortably than couples who live together and spend their money on raising their children. (Wikipedia, n.d.). Dink couple is the couples who voluntarily do not want a child for many reasons and the majority of both are working where their earnings are double with less bondage on spending. These couples have high disposable income which is spent on the majority on maintaining their lifestyle goals. As the couples mostly belong to now singleness and have desired more to spend on their luxuries and save for the future as both are working. These couples have dual incomes and do not have added expenses with the children. With the choice or chance, they lack dependent on the family and they can allow more income to put forward to their own personal interest.

The author wants to find out how this couple adjusts with their goals and the Behaviour patterns are followed by the DINK couple when they have good knowledge of technology use and majority they spend their time on online shopping or app or website are used.

REVIEW OF LITERATURE

(Verhoef et al., 2015)Omni-channel retailing is taking a broader perspective on channels and how shoppers are influenced and move through channels in their search and buying process. Channels are performing the seamless attention to the customers there is no control n them to use the different app for their purchase decisions. The author tries to explain how shopping from showrooming to webrooming has drastic changes with one click all things are available to see and compare and finalize and directly reach the doorstep.

(Raquel Chocarro , Margarita Elorz et al., 2019, #)The author explains to us how consumers accepting the making up with many distribution channels by different services provided by the omnichannel retailers. This paper aim is to see how omnichannel behaviour among the customers of global fast fashion deals with a wide range of services.

(Bell et al., 2017, #)Omnichannel environments where online and offline retailers are alike. We focus on the relatively understudied domain of online-first retailers and the engagement of a key omnichannel tactic; specifically, the introduction of showrooms (physical locations where customers can view and try products) in combination with online fulfilment that uses centralized inventory management.

(SiShia et al., February 2020,)the author wants to study how to serve customers with a seamless experience and with the help of ICT has helped retailers to reach different modes for omnichannel business. The study shows how innovation diffusion theory is developed to a nomological model that posits perceived compatibility and perceived risk as key linking mechanisms between omnichannel experience and omnichannel shopping intention.

(Torrico et al., 2017, #)The author has studied how omnichannel context online and mobile devices have different roles. It has also studied consumer personal traits that determine the use of online and mobile devices. Defining impulsive buyer prefers mobile channels in omnichannel context and consumers with a high need for touch choose online channels.

(Kayapinar, 2020, #)The researcher has to examine the attitude and behaviour of digital consumers in an omnichannel world. To understand the behaviour patterns of digital consumers and to understand new customers and demographics and psychographic characteristics of a new segment. To understand which digital channel they use and how they make their purchase decisions.

(Dirsehan & Dirsehan, 2020, #)The researchers determine Omnichannel customer experience management by determining customer touchpoints creating a melody at the interaction point. This paper aims also to provide fresh conceptual insights and thinking about the ways to design and develop omnichannel customer experiences.

(Garcia, J. M., Freire, O. B. D. L., Santos, E. B. A., & Andrade, J. 2020,)The purpose of this study was to identify the factors that affect satisfaction and loyalty to group buying sites.

Hilken, T., Heller, J., Chylinski, M., Keeling, D. I., Mahr, D., & Ruyter, K. d. (2018). This paper aims to explore the current and future roles of augmented reality (AR) as an enabler of omnichannel experiences across the customer journey. To advance the conceptual understanding and managerial exploitation of AR, the paper aims to synthesis current research, illustrating how a variety of current applications merge online and offline experiences and provides a future research agenda to help advance the state of the art in AR.

Objectives Of The Study:

1. To study the buying patterns of DINK couples with Omnichannel buying with luxury products.

2. To analyze the satisfaction level of the DINK couples while choosing the Omnichannel.
3. To determine the consumer attitude towards usage of the technology and their influence towards their purchase decisions of luxury products.

Limitation Of The Study

The study is limited to Mumbai and the suburban of Mumbai. Mumbai is the hotspot for all types of cultural diversity and one of the major metropolitan city of Maharashtra state. The study is carried on the DINK couples who are childfree couples who voluntarily do not wish to bear a child and want to be free from the responsibility of being parents. The author will restrict its study to Omnichannel luxury buying of DINK couples and understanding their choice of Omnichannel.

Research Gap

The gap is the major study is carried on the various factors that influence consumers to choose Omnichannel buying and multilevel channel buying. There is no proper study on DINK couples choosing Omnichannel and their choice of buying toward luxury products from various Omnichannel. The gap here can be fulfilled by studying how DINK couples choose their Omnichannel and spend their time in luxury buying as their major chunk of incomes can be spent on buying.

Research Design

The study aims to understand the satisfaction level and choice of DINK couples to Omnichannel buying of luxury products. The authors want to know the decision of not bearing a child has a direct relationship with spending a major chunk of time on their lifestyles and up bring of the DINK couples as they do not wish for a child, this major time their want to spend on their lifestyles and growth and choose various Omnichannel.

The data will be collected in two ways:

Primary data: The data will be collected on a first-hand basis with the help of a questionnaire. The questionnaire is being shared through WhatsApp or emails only to DINK couples. The questionnaire is prepared from questionpro.com. The data is collected based on demographics and psychographic patterns of the DINK couples.

Secondary data: TO enhance the area of Omnichannel various research papers and articles on Omnichannel buying are being viewed and articulated in the form of literature review. The various channels examine how the retailers attract such customers and influence them to buy through the Omnichannel only.

OPERATIONAL DESIGN

1. The data is collected from DINK couples who are using the Omnichannel to buy luxury items through various app/websites.
2. The primary data is generated based on personal contact and snowball sampling. Wherever possible contacted through emails, mobile phones, personal visits.
3. The data is collected with the help of questionpro.com which helped to analyze the data with graphs and charts and statistical analysis.
4. The research population selected for the collecting data are those millennials who are wedded and not more than 10years and had no children.
5. The research area selected is a metropolitan city like Mumbai and suburban areas of Mumbai.
6. The data is collected with the help of a questionnaire to compatible with the qualitative data and quantitative data. Quantitative analysis is done with the help of Question pro tools. Statistical tools that are used to measure the data are charts which represent the data collected on the respondent views and other statistical tools used are Mean, Standard deviation and variance in the data. T-test.
7. The population selected to study is around 11 DINK couples who use the web /applications for luxury buying.
8. The questionnaire form is a complete opened form. The respondent is asked direct question regarding their family demographics and lifestyle experience through online shopping a luxury buying of the products through various app/website shopping.

HYPOTHESIS

H1: There is no significant difference between luxury buying and omnichannel buying.

H2: To study the association between the DINK couples and their buying patterns through omnichannel

H3: To analyze DINK couple’s attitude and experience towards omnichannel buying.

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ANALYSIS

The Analysis of the above hypothesis and the detailed findings with the help of the statistical tools is shown in the figures, charts and graphs.

Figure 1 *Qualification of DINK couples.*

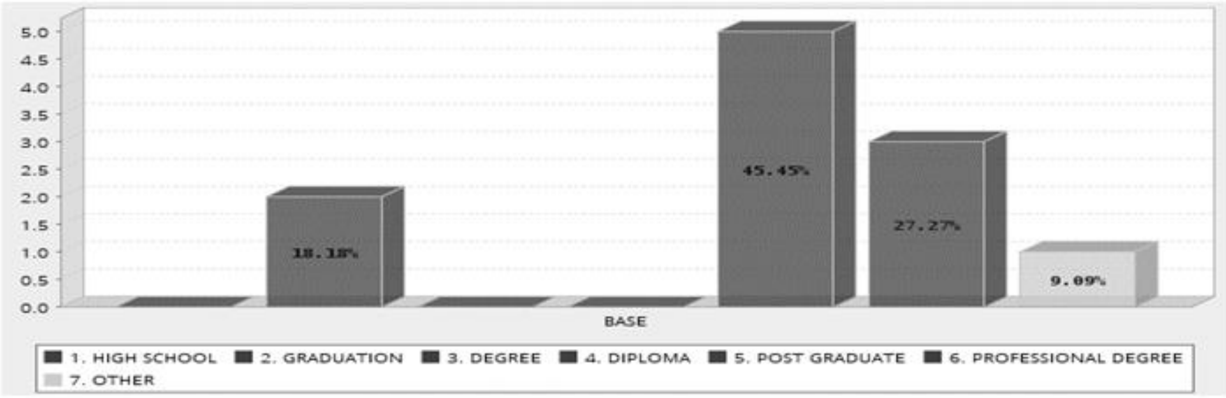

Table 1*Qualification of DINK Couples:*

	Answer	Count	Per cent
1.	HIGH SCHOOL	0	0.00%
2.	GRADUATION	2	18.18%
3.	DEGREE	0	0.00%
4.	DIPLOMA	0	0.00%
5.	**POSTGRADUATE**	**5**	**45.45%**
6.	PROFESSIONAL DEGREE	3	27.27%
7.	OTHER	1	9.09%
	Total	11	100%

Mean: **4.909**	Confidence Interval @ 95% : **[3.976 - 5.842]**	Standard Deviation : **1.578**	Standard Error : **0.476**

Figure 2: *DINK couples Profession*

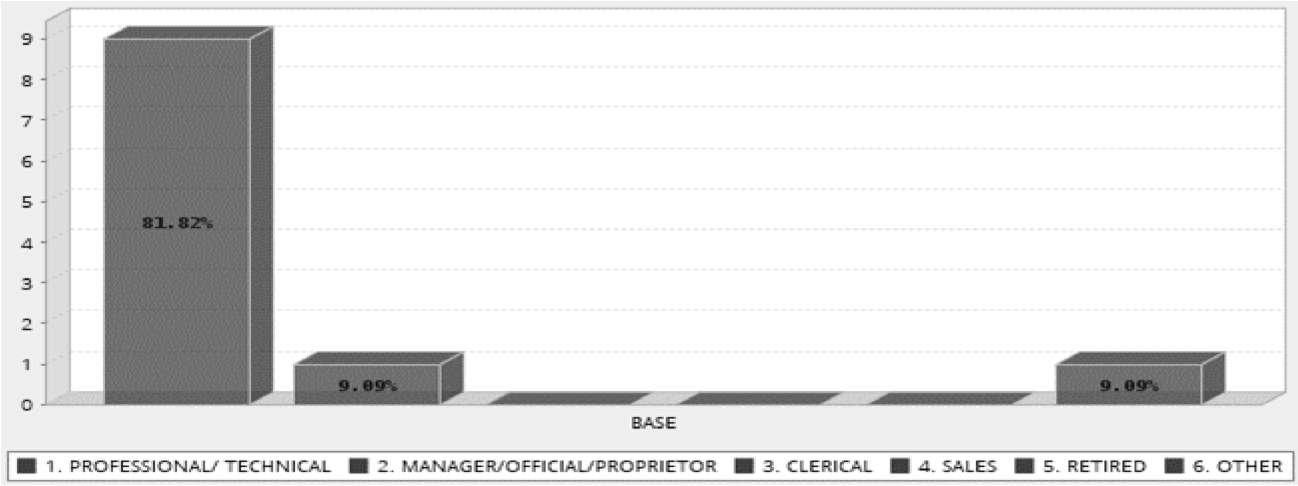

Table 2. *TDINK couples Profession*

	Answer	Count	Percent
1.	**PROFESSIONAL/ TECHNICAL**	**9**	**81.82%**
2.	MANAGER/OFFICIAL/PROPRIETOR	1	9.09%
3.	CLERICAL	0	0.00%
4.	SALES	0	0.00%
5.	RETIRED	0	0.00%
6.	OTHER	1	9.09%
	Total	11	100%
Mean : 1.545	Confidence Interval @ 95% : [0.655 - 2.436]	Standard Deviation : 1.508	Standard Error: 0.455

Figure 3: *Household income of DINK couples*

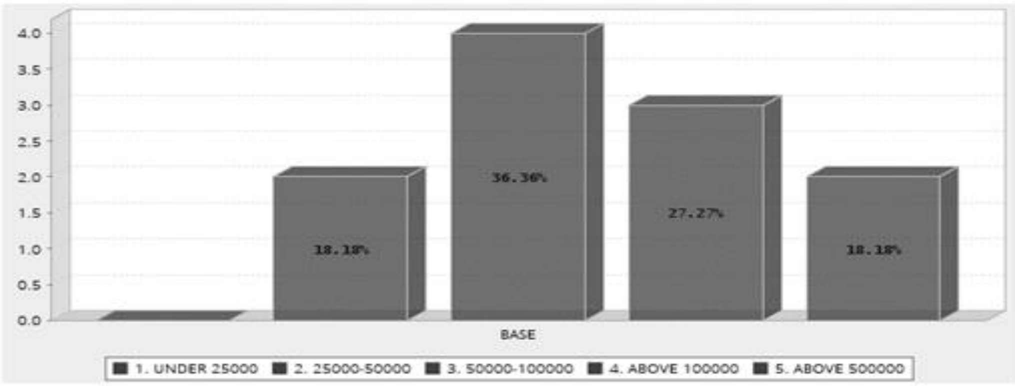

Table 3: *Household income of DINK couples*

	Answer	Count	Percent
1.	UNDER 25000	0	0.00%
2.	25000-50000	2	18.18%
3.	50000-100000	4	36.36%

4.	ABOVE 100000	3	27.27%
5.	ABOVE 500000	2	18.18%
	Total	11	100%
Mean : **3.455**	Confidence Interval @ 95% : **[2.842 - 4.067]**	Standard Deviation : **1.036**	Standard Error : **0.312**

Figure 4 *Work status of DINK couples*

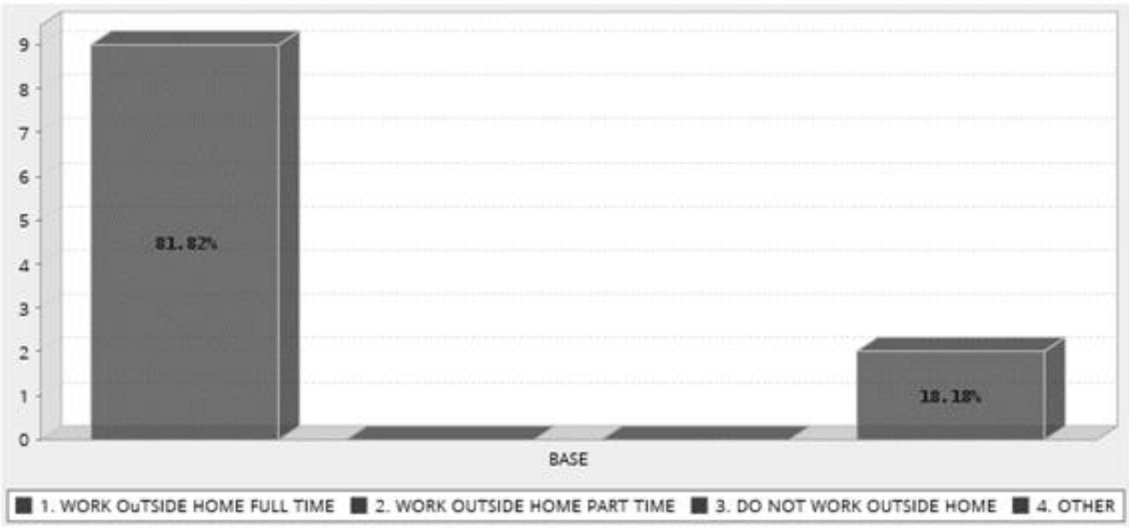

Figure 4: *Work status of DINK couples*

	Answer	Count	Percent
1.	**WORK OUTSIDE HOME FULL TIME**	**9**	**81.82%**
2.	WORK OUTSIDE HOME PART TIME	0	0.00%
3.	DO NOT WORK OUTSIDE HOME	0	0.00%
4.	OTHER	2	18.18%
	Total	11	100%
Mean : **1.545**	Confidence Interval @ 95% : **[0.828 - 2.263]**	Standard Deviation : **1.214**	Standard Error : **0.366**

Analysis of Figure 1, 2, 3, 4: Dink couples who majorly postgraduate and always looking for a career as their first choice, as both the couples are working outside the home as a full time, because of earning high and better lifestyle.45.45% are the couples who have the choice to choose a career as their priority are more educated and they are more in a professional occupation. The Above figure 3 shows DINK couple who have a good amount of income ranging from 50.000 to above 1,00,000 which indicate both the working couples have huge disposable income which

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can be used for buying luxury lifestyle products as they do not bear the responsibility of the child.

Figure 5: *No of children at your Place:*

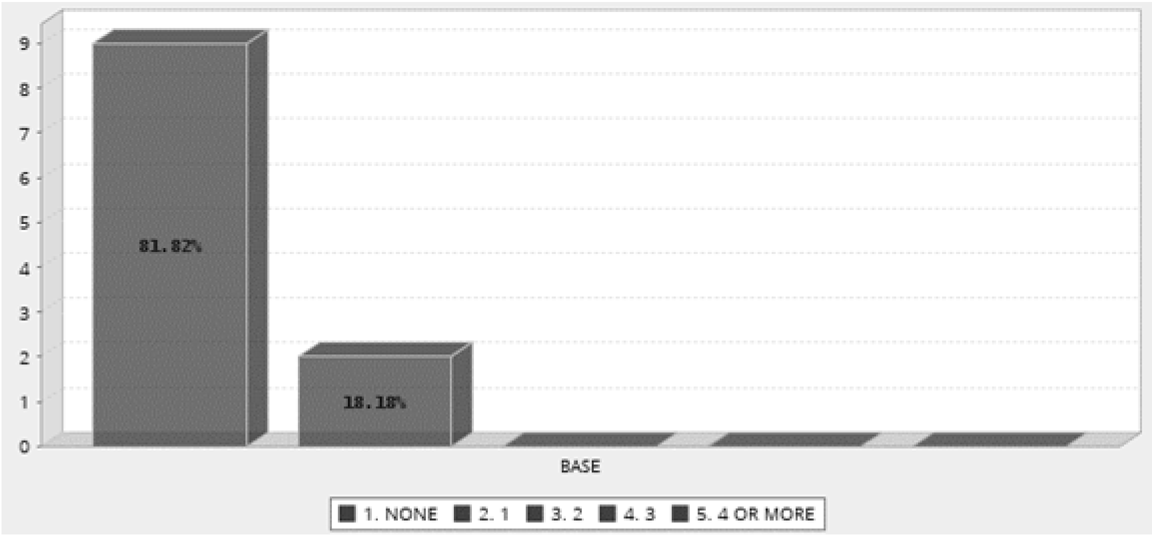

Table 5: *No of children at your place:*

	Answer	Count	Percent
1.	NONE	9	81.82%
2.	1	2	18.18%
3.	2	0	0.00%
4.	3	0	0.00%
5.	4 OR MORE	0	0.00%
	Total	11	100%

Mean **: 1.182**	Confidence Interval @ 95% **: [0.943 - 1.421]**	Standard Deviation **: 0.405**	Standard Error **: 0.122**

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Figure 6: *Do you feel to complete your family:*

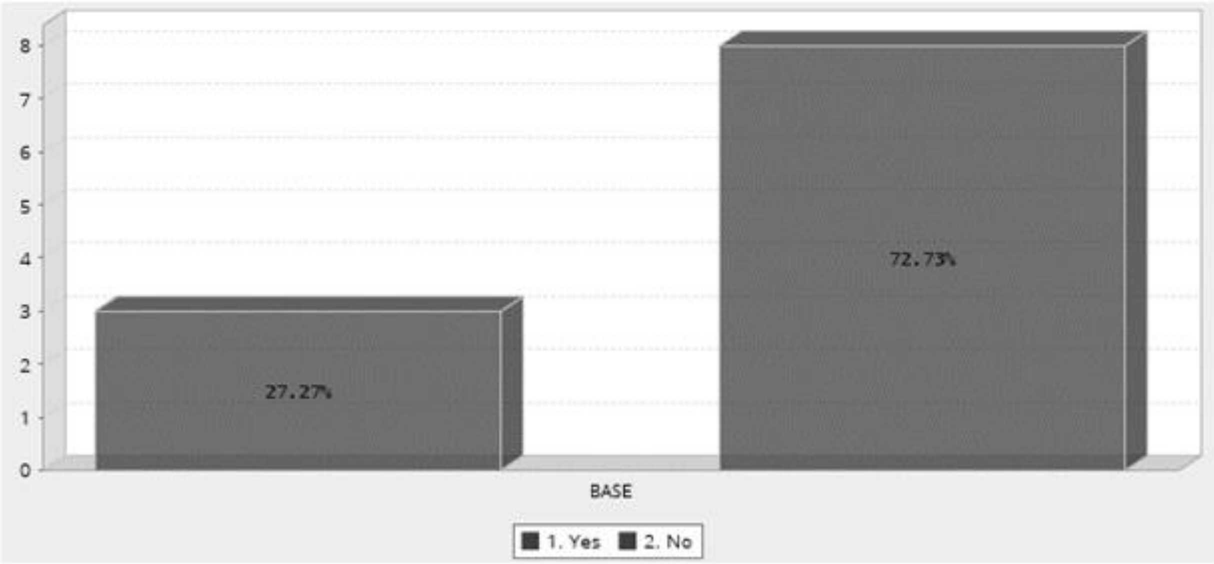

Table 6: *Do you feel to complete family:*

	Answer	Count	Percent
1.	Yes	3	27.27%
2.	No	8	72.73%
	Total	11	100%
Mean : **1.727**	Confidence Interval @ 95% : **[1.451 - 2.003]**	Standard Deviation : **0.467**	Standard Error : **0.141**

Analysis of Figure 5 & 6: The above data shown in the figures, the researcher has found out that 81.82% of the people are DINK couples. And most couples have accepted not to complete their family and invest their leisure time in shopping, career and spending my time.

Figure 7: Reason for not selecting your nectar

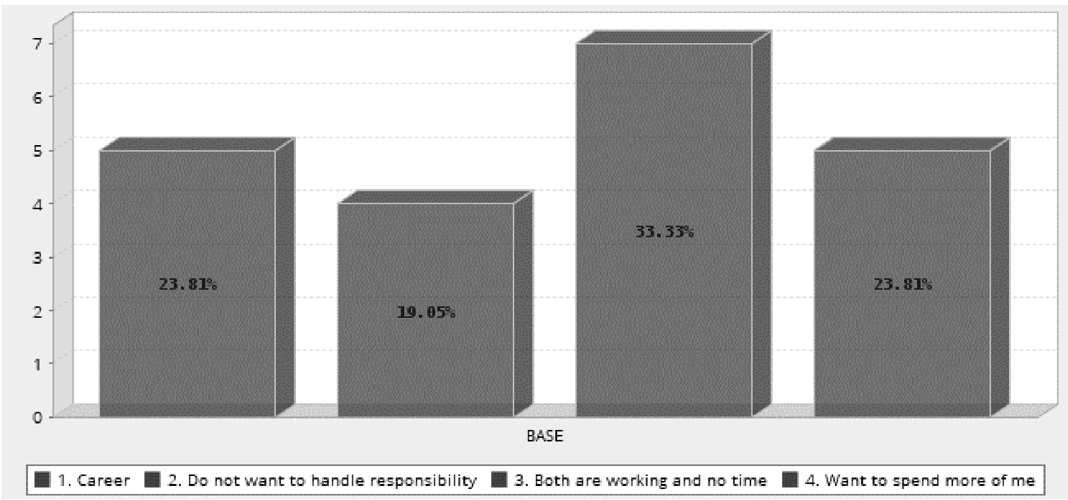

Table 7: Reason for not selecting your nectar

	Answer	**Count**	**Percent**
1.	Career	5	23.81%
2.	Do not want to handle the responsibility	4	19.05%
3.	Both are working and no time	7	33.33%
4.	Want to spend more of me	5	23.81%
	Total	21	100%
Mean **: 2.571**	Confidence Interval @ 95% **: [2.092 - 3.051]**	Standard Deviation **: 1.121**	Standard Error **: 0.245**

Analysis:

Figure 8: *How often you use the omnichannel:*

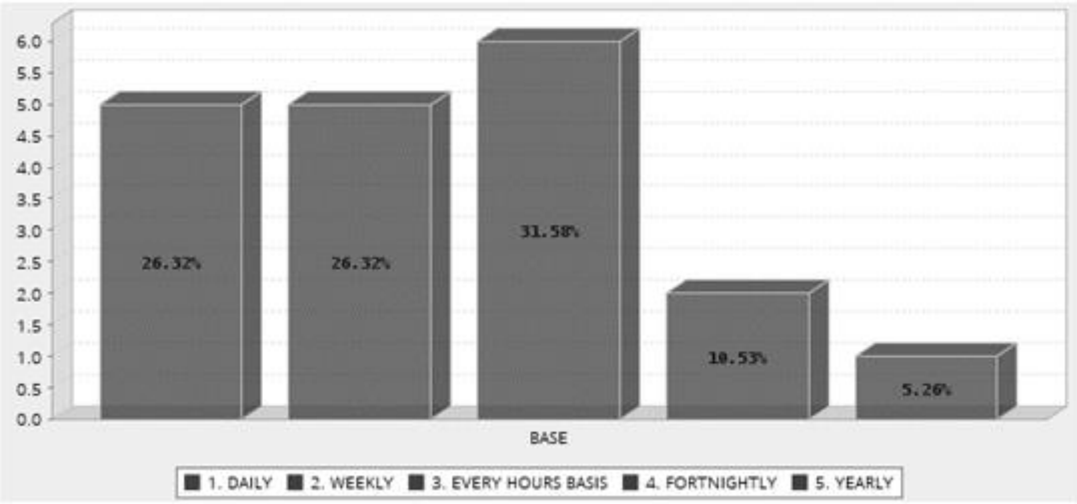

Table 8: *How often you use the Omnichannel*

	Answer	**Count**	**Percent**
1.	DAILY	5	26.32%
2.	WEEKLY	5	26.32%
3.	EVERY HOURS BASIS	6	31.58%
4.	FORTNIGHTLY	2	10.53%
5.	YEARLY	1	5.26%

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	Total	19	100%
Mean : **2.421**	Confidence Interval @ 95% : **[1.895 - 2.947]**	Standard Deviation : **1.170**	Standard Error : **0.268**

HYPOTHESIS TESTING:

H1: There is no significant difference between luxury buying and omnichannel buying.

Paired t-test results: P-value and statistical significance:

The two-tailed P value equals 1.0000

By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval: The mean of visit online store minus luxury buying equals 0.00 95% confidence interval of this difference: From -3.04 to 3.04

Intermediate values used in calculations:

t = 0.0000

df = 4

standard error of difference = 1.095

There is no difference between luxury buying and omnichannel buying, as the p-value is less than the calculated value. The t-value is 0. The p-value is .5. The result is not significant at p < .05.

H2: To study the association between the DINK couples and their buying patterns through omnichannel:

Figure 9: *Buying pattern through omnichannel*

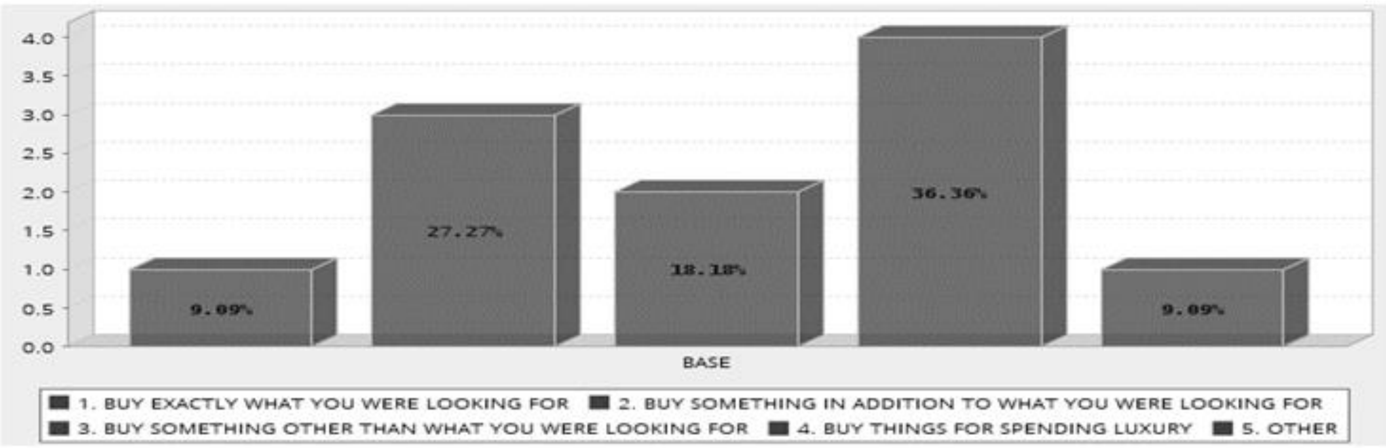


Table 1*Buying pattern through Omni channel buying*

	Answer	Count	Percent
1.	BUY EXACTLY WHAT YOU WERE LOOKING FOR	1	9.09%
2.	BUY SOMETHING IN ADDITION TO WHAT YOU WERE LOOKING FOR	3	27.27%
3.	BUY SOMETHING OTHER THAN WHAT YOU WERE LOOKING FOR	2	18.18%
4.	BUY THINGS FOR SPENDING LUXURY	4	36.36%
5.	OTHER	1	9.09%

	Total	11	100%
Mean : **3.091**	Confidence Interval @ 95% : **[2.369 - 3.812]**	Standard Deviation : **1.221**	Standard Error : **0.368**

Analysis: According to the responses, DINK couples during their leisure time enjoy most with shopping about 25.81% and 19.35% surfing the app/website. The researcher wants to know their buying patterns when they are buying their luxury products, the data shows that they end up buying beyond what they want and it shows they like to buy more luxury products.

H3: To Analyze DINK Couple's Attitude And Experience Towards Omnichannel Buying:

Figure 10. *DINK Couples attitude towards omnichannel buying*

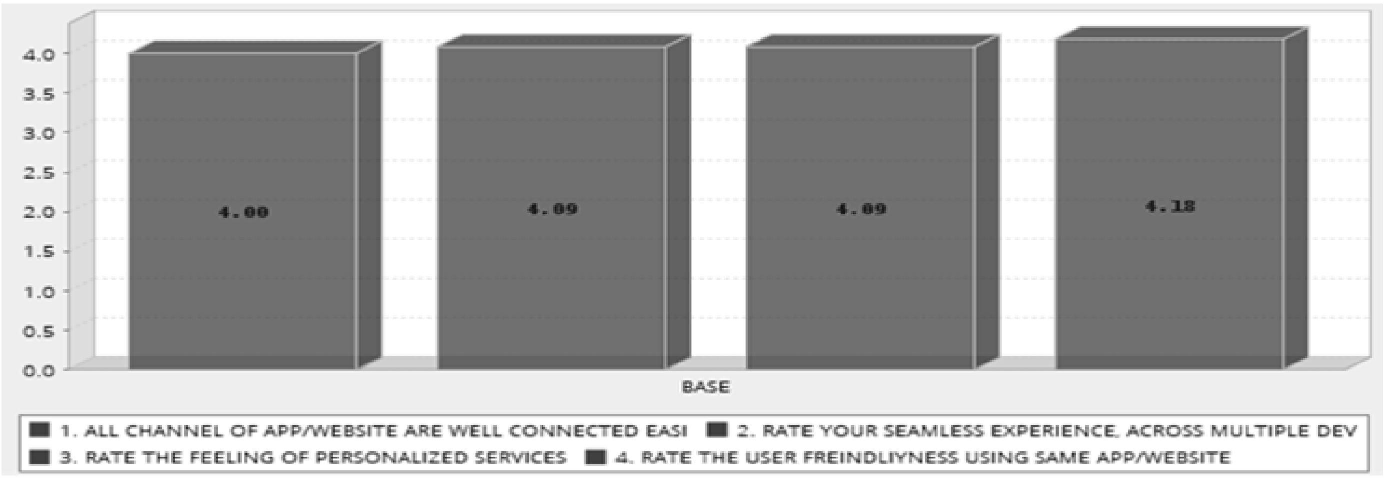
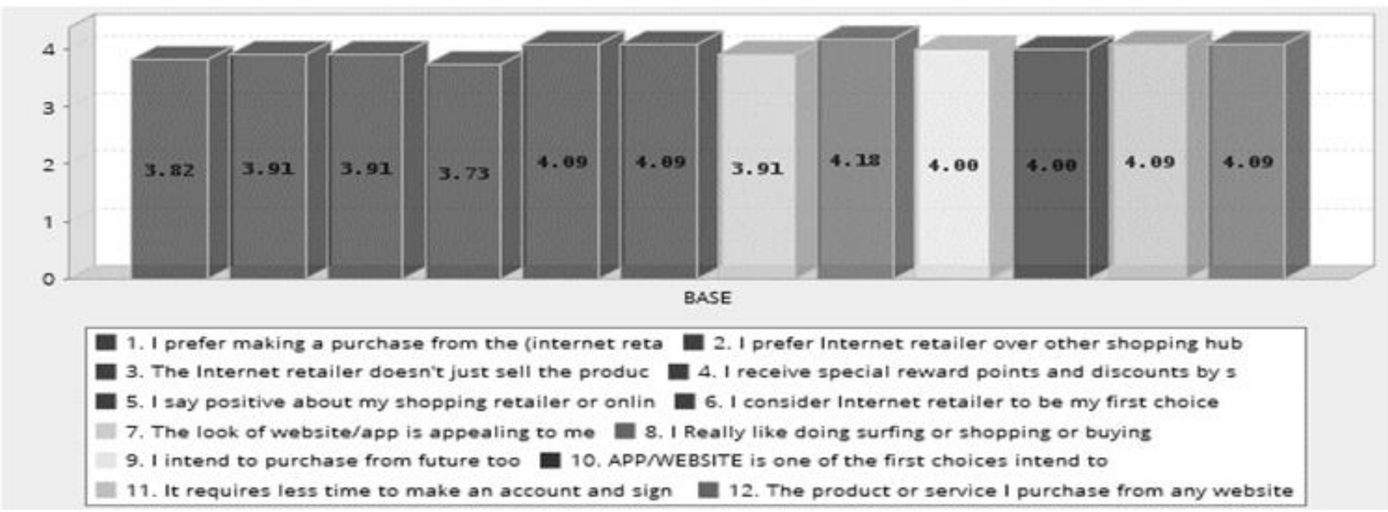


Figure11::*DINK couples experience towards omnichannel buying*



ANALYSIS:

P-value and statistical significance:

The two-tailed P value equals 1.0000 By conventional criteria, this difference is considered to be not statistically significant.

Confidence interval: The mean of Attitude towards buying minus omnichannel experience equals 0.00 95% confidence interval of this difference: From -0.88 to 0.88

Intermediate values used in calculations:

t = 0.0000

df = 4

standard error of difference = 0.316

Therefore, their attitude and experience in omnichannel buying have no major significance, as the p-value is less than the calculated value. The t-value is 0. The p-value is .5. The result is not significant at $p < .05$

CONCLUSION

The biggest journey with technological innovation is how customers have their purchase journey. DINK couples have different lifestyle and belief about their buying patterns. Overall the data consolidate that "customer experience" and various touchpoints how DINK couples prefer their lifestyle to be and what they do in their leisure time and to understand their buying patterns and experience towards their omnichannel buying. The couples are always looking for a consistent experience through the various channel and they were always looking beyond what they want and 36% of couples want to spend on luxury buying through omnichannel.

DINK couples have shared their attitude towards luxury buying through omnichannel whereas,90.91% of couples are satisfied with the buying from internet retailers and positive shopping experience through Omni channels. These couples considered Internet retailers to be their first choice while buying luxury products and services.

Omnichannel help customers to reach and track the products and services, suits a need of the couples and seamless experience. (Barker, 2018) A survey conducted by Big Commerce showcased the fact that millennials (67%) and Gen-Xers (56%) alike would prefer to search for products and purchase them online, rather than doing so in a physical store. However, there are numerous paths that a customer can take to buy a product - a social media ad, a digital ad, a chatbot on Facebook Messenger, a website, or an email. The future of e-commerce is dependent on the various omnichannel where the company try their best to choose their presence in all app/website formats where there is a seamless reach to surfing the products. The company has to target their customers with the eagle's eye where they are snatched for accessibility. (Barker, 2018)71% of consumers use their phones to research products before they go out and buy them - even when they are already inside the store. With this in mind, developing an omnichannel marketing strategy that targets and converts potential customers at exactly the right time is key.

DINK couples are those couples who have no additional responsibility of bearing a child and they are high with financial independence and especially both are working they manage their work-life balance as the duo have no burden of child responsibility, they spend their major time in lifestyle enduring and they indulge into the overspending on luxurious lifestyle products. As these couples delay in parenthood and their lifetime commitment of not bearing, helps the marketers to target such couples and they generally are the millennials who are early adopters and ready to buy innovations.

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