

# The Multi-Channel Selling Process in the Jiomart Business and Its Impact to Build Customer Relationships

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## Abstract

*Introduction: Jio Mart is an online grocery service which was launched in 2020 then this service has become more and more popular in India because now the majority of Indians use the Internet so it is quite natural that people are inclined towards these types of services. Jio Mart also understands the need and wants of their customer and designed the service according to them. On the other hand, it is acceptable to say that those situations have passed with time.*

*Material and Methods: Numerous research techniques used in the study have been explored in the research subject. The interpretivism research philosophy, which is based on theoretical analysis, was employed by the researcher. Additionally, the researcher has employed secondary qualitative data collection techniques that aid in gathering reliable data.*

*Results: From the online data collection and information gathering it has been found that Jio Mart's Net Sales were above \$100 million after the introduction of the online grocery service in 2020, which is a significant amount for a freshly founded online grocery company.*

*Conclusion: From the discussion, it has been found the combined effect of the channels speeds up the purchasing cycle. Marketing using several channels is known as multichannel commerce. As a result, these multichannel merchants may sell their items via internet storefronts, media, and mobile apps.*

## Keywords

*Customer relation, e-commerce, Jio mart, Multi-channel selling process, Online retail, Retail business.*

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## INTRODUCTION

The excellence of the multichannel selling process is effective for business owners to trade their products and service to consumers through the various sales channels. Therefore, this effective multichannel selling process is to involve a reality in the traditional retail space such as "brick-and-mortar stores", and "multi-vendor space" including craft fairs or farmers markets and more. It would be linked with digital sales channels such as a webshop and a company in digital marketplaces including Etsy, eBay, or Amazon. Therefore, in times past, the reach of an organisation might have been determined by a specific sales channel, like a traditional storefront, while times have modified. Again on the other side, it can be safe to express that time has moved on from those circumstances. The current customer retail stores through a variety of further channels, such as digital stores, social media outlets, and traditional retail shops. Moreover, it indicates that there are multiple channels open to sellers for sharing with future customers. Therefore, it also implies that consumers are spread out, as well as sellers need to make use of any kind of channels. The following analysis will discuss elaborately the importance of the multi-channel process for Jio-mart business and their impacts on the customer relationship.

## LITERATURE REVIEW

The multi-channel selling process is the most efficient process for scaling a business as it helps the business to reach a major portion of the customers. In this paper, "*The impact of cross-channel integration at mobile operator on customer's purchase behaviour as a path toward Omnichannel strategy: A case study using data analytics in Telkomsel*", this study investigates how the integration of cross-channel has facilitated the implementation of the multi-channel selling process [15]. It has been found that the multi-channel selling process has become easier due to the introduction of digital marketing and it affects customer purchasing behaviour by providing a unique and consolidated customer experience. The multi-channel selling process also helps to connect the shoppers and buyers effectively.

In this paper, "*Multichannel integration through innovation capability in manufacturing SMEs and its impact on performance*", this study has investigated how the integration of a multi-channel selling process has minimized the dependency of small- and medium-sized companies on the distributors by enhancing the capability of innovation [6]. It has also been found that the multichannel selling process incorporation has helped SMEs to increase their sales, and revenue margin, and meet their marketing objectives. The implementation multi-channel selling process has helped small- and medium-sized organizations to improve their

relationship with customers and increase their profitability of the companies.

In this paper, ***“Customer Experience and Repurchase Intention in Multi-Channel: Customer Satisfaction as Mediating variable”***, this study has explored how customer experience affects the repurchase intention of customers in both online websites and physical stores [9]. It has been also found that customer satisfaction in turn affects the repurchase intention of consumers positively after the integration of a multi-channel selling process. The researcher has also found that customer experience affects customer satisfaction in E-commerce businesses and in offline stores which helps to increase customer preference towards the specific brands or products of a brand and the result is the rise in E-commerce sales through the multi-channel selling process.

In this paper, ***“Enhancing Customer and Supplier Relationship through the Iterative Customer Relationship Management Process”***, this study has investigated how multi-channel selling process integration has benefitted from the relationship with customers and suppliers and the brand which is the consequence of the customer relationship management process enhancement [2]. It has also been found that the implementation of a CRM system has made it easier for customers to opt for online purchasing without investing much time and effort. The maintenance of effective customer relationships has improved customer knowledge management, therefore, understanding customer perception increases the profitability of the supply chain of the organization.

In this paper, ***“Stay or switch?: investigating lock-in effect in multi-channel apparel retailing”***, this study has investigated how the evolution of multi-channel selling processes along with the implementation of the latest technologies has altered the customer behaviour and preference in both online and offline selling processes [1]. It has also been found that the ever-changing personal and professional lifestyle has a significant role in changing buying behaviour and customer preference in the selling process. The researcher has also found that the purchasing decisions of customers are the critical factor behind the success of the integration of the multi-channel selling process which strongly affects the customer relationship management system in the shopping process.

In this paper, ***“Performance in B2B Sales: An Explanation of How Channel Management and Communication Influence a Firm’s Performance”***, this study has explored how the effective communication and feedback process between customer and seller affects the efficiency of the multi-channel selling process [5]. Customer loyalty is an important element in enhancing the overall performance and profitability of a firm. It has also been found that in the case of B2B sales, the evaluation of multi-channel selling approaches helps to improve brand awareness and gather data regarding customer preference. Hence, it would be easier to match with the purchasing behaviour and choice of customers in the future.

In this paper, ***“MINDING THE COMPETITION: THE DRIVERS FOR MULTICHANNEL SERVICE QUALITY IN FASHION RETAILING”***, this study has investigated how the huge competition in the multi-channel selling process is the key factor in determining the service quality of online selling in the fashion retailing sector [14]. It has been found that as the purchasing behaviour of customers has changed abruptly in the last few years the multi-channel selling processes have faced the challenges of intense competition in the fashion retail sector. It has been also found that realizing customer perception significantly affects the profitability and performance of firms and it applies to E-commerce businesses also.

***“VALUE FOR THE CONSUMER DURING THE PANDEMIC”***, this study has investigated how the COVID-19 pandemic has significantly changed customer’s buying habits, behaviour, consumer preference, and loyalty all of these ultimately enhanced the success of multi-channel selling processes of various firms [11]. It has been observed that, the global pandemic has shifted consumer shopping behaviour towards the online purchasing process and which exerts a strong positive effect on the productivity of multi-channel shopping systems. It has also been found that the organizations which did not provide the online shopping service experienced a drastic fall in their revenue margins after the pandemic was over as that time, the shopping preference of consumers changed in the global scenario.

In the article, ***“Sustainable Reverse Supply Chains and Circular Economy in multichannel Retail Returns”***, this study has investigated how circular economy and sustainable reverse supply chain system helps to improve the effectiveness of the multichannel selling approach [4]. It has been found that sustainable practices in the entire supply chain process have optimized the level of revenue margins and profitability of firms that implemented multi-channel selling approaches. The effective return practices in the online delivery process have made the multi-channel selling approaches accessible to consumers from different segments. This process has also helped firms to promote their customer base by enhancing customer preference. Multi-channel selling processes enhance customer relationship management which improves the potential and also existing consumer base.

## METHODOLOGY

The referred topic makes use of interpretivism research philosophy, which is a scientific theory-based research work of retrieving pieces of evidence or proofs rather than doing it hypothetically based upon philosophy, logic, ideas, and paradigms [17]. The facility of doing the research with interpretivism philosophy is indispensable to the researcher as a theoretical approach in many ways can vary from the actual aspect. Interpretivism allows the research to be engaged in various substantiated findings which in many cases do not need a previous study on the topic to gather the hypothetical facts pervading the issue.

The researcher adopts the deductive research approach in conducting the research. In using this approach, the researcher can draw up a thesis portraying the link between the research study or topic and the method of achieving the job. The deductive approach makes use of all the information and the facts available to the researcher to analyse ideas about the research. It is advantageous in explaining the research objectives which are connected to the topic [18]. The researcher in using a deductive approach shows easily the devices with which the topic has been investigated. To conclude, the deductive approach enables drawing connections between the methods and the study and refers to the equipment used in research.

Research design defines the entire process of research starting from a research background, strategy, approach, philosophy, and equipment to the last part of the analysis. The research has adhered to the deductive approach in gathering the information for analysis. An explanatory research design has been used here to evaluate the research objective. It is beneficial for the researcher to defend the questions which may arise after the job completion [6]. This design is conducive to attaining suitable outcomes and dealing with noteworthy cases.

The researcher adopts the qualitative data collection method to perceive outstanding outcomes. The qualitative research strategy is the most suitable option for collecting data and replying to the research questions through the secondary data collection process [7]. The researcher uses various data-gathering methods like observational, visual and audio-visual perceptions which also include interviews, journals and articles. Using this observation-based qualitative

and secondary data collection helps the researcher to obtain necessary data on the topic.

A secondary data collection source is used by the researcher in accomplishing the research objectives. To have an accurate basis, it is suggested to the researchers rely on online data sources. The secondary data collection method comprises a different website, journals available online, blogs, newspapers, magazines, reports, surveys and questionnaires, ethnography, archival references, fieldwork, observations, experiments, records and documents, publications and more [10]. Hence, it is proven this method of collecting data is very much worthwhile as it minimises time and money as offline sources require a good demand of financial outlook. Online availability ensures a lot of the latest informative sources with just one click because these are modified continuously and websites keep updating themselves regularly.

Non-probability sampling method has been chosen for this research as it is the most convenient and cheap. The investigator has gathered pertinent and sufficient data and findings regarding the research topic; so complete analysis and gathered material should always be short-circuited while sticking to a suitable sample strategy. The convenient sample technique has been emphasised upon analysing information through relevant sampling data and key information sources to push the research topic [15]. The researcher has been obligated to gather a considerable amount of information and qualities throughout this sampling process with a minimal level of study activity, which has conserved each cash and time.

Inclusion criteria	Exclusion criteria
<ul style="list-style-type: none"> <li>● It was verified through this criterion that information is reliable and trustworthy and that it would be beneficial for the scholar to explore the data.</li> <li>● In order to gather details and theoretical results for this research study, the researcher collected data from 2019 to 2023 [10].</li> </ul>	<ul style="list-style-type: none"> <li>● The exclusion criterion characteristics exclude the group that was chosen for this study topic.</li> <li>● Ended up getting a guarantee that this research subject and its development satisfy the exclusion standards.</li> <li>● The investigator additionally obtains all relevant competitor research information and characteristics during the secondary process of collecting data [15].</li> </ul>

**Table 1:** Inclusion and exclusion criteria

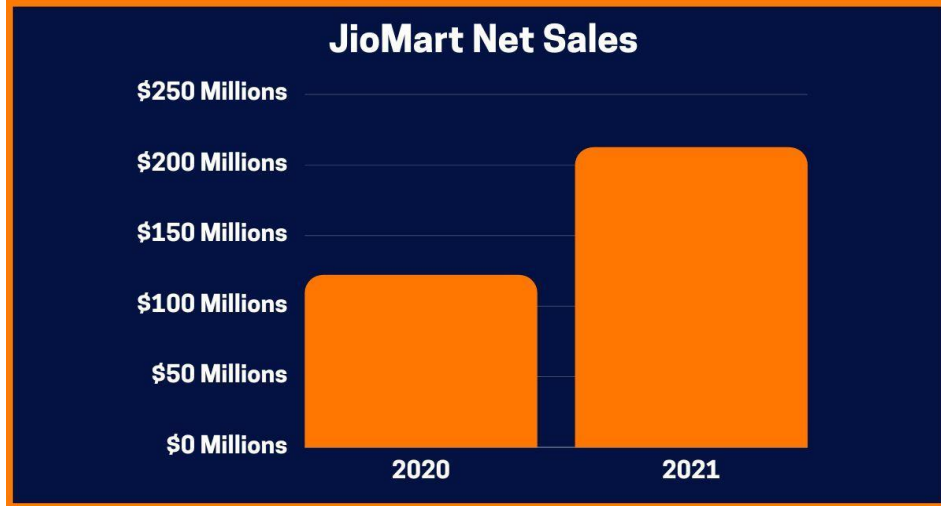
For this analysis of the secondary data gathering procedure, the investigator utilised "thematic analysis," which combines information to establish the key components of the online data collection approach. As a consequence, this "thematic analysis" has enabled the research to decrease its objectives, which are reviewed in the research study. This data analysis procedure helps to give the research investigation a systematic conclusion by collecting a variety of academic journals, magazines, published papers, and sites [16]. The topics were rooted in the goals of the topic under study, which is intended to help the researcher in clarifying the study goals via data gathering.

To assure that now the inquiry method conforms with all relevant law requirements and that various pieces of information, topics, and information it has gathered are genuine. The research process conforms to the research objectives [17]. Furthermore, the investigator follows each of the study's ethics, such as those for reliability, honesty, and openness. As a consequence, this Data Protection Act is indeed very beneficial for the researcher since it makes it simpler for them to glean data, keep it, and analyse the data while still maintaining the research's entire research process, which has been constantly observed and connected.

**RESULTS AND DISCUSSION**

In May 2020 Jio Mart was launched in 200 cities across all India and since then it has become more popular day by day. After the launch, the Jio Mart application surpassed one million downloads in just a few days. After launching the

online grocery service in 2020 Jio Mart’s Net sales were recorded over 100 million dollars which are pretty heavy numbers for a newly launched online grocery business [19]. Keeping in mind that this online grocery service is still a new idea in this country these numbers are pretty amazing.



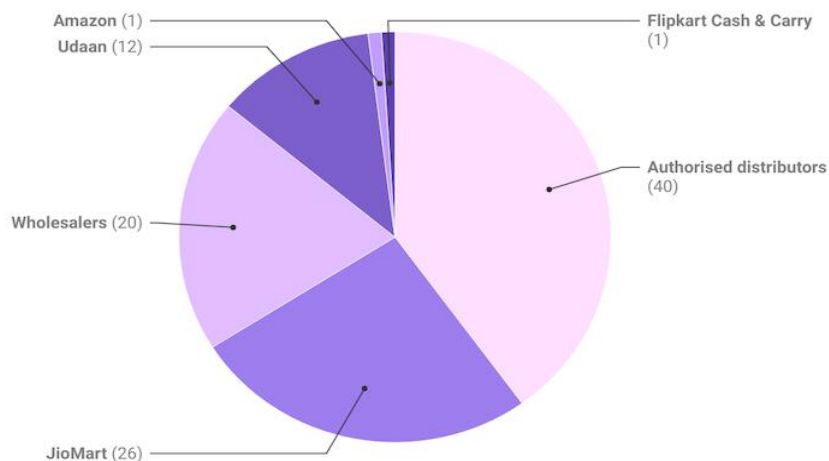
**Figure 1:** Net Sales of Jio Mart in India  
(Source: startuptalky, 2022)

In the next year, it can be observed that the Net sales had a huge jump and almost doubled if compared with the previous year so it can be concluded that after the arrival of this company, more and more people are inclined towards online grocery in India [22]. In 2022 it was reported that Jio Mart fulfils 600,000 deliveries per day and increased the business from 200 to 260 cities across India in just 2 years after the service was launched. It is expected that soon enough this company will extend their services to the rural areas and will

mainly focus on that part after the urban side of the country [18]. Many market experts believe that one of the reasons for the success of Jio Mart is because of their understanding of the market and the needs of Indian Customers. Additionally, it has been shown that when it comes to B2B sales, evaluating multi-channel marketing strategies aids in raising brand recognition and gathering information on consumer preferences. As a result, it would be simpler to adapt to future client preferences and purchase habits.

**JioMart Corners 26% Share Of Retailers’ Needs**

Share of purchase value from different distributors among the retailers surveyed (%)



Authorized distributors refer to distributors of FMCG companies

Source: Kotak Institutional Equities



**Figure 2:** Market share of Jio Mart in India  
(Source: bqprime, 2021)

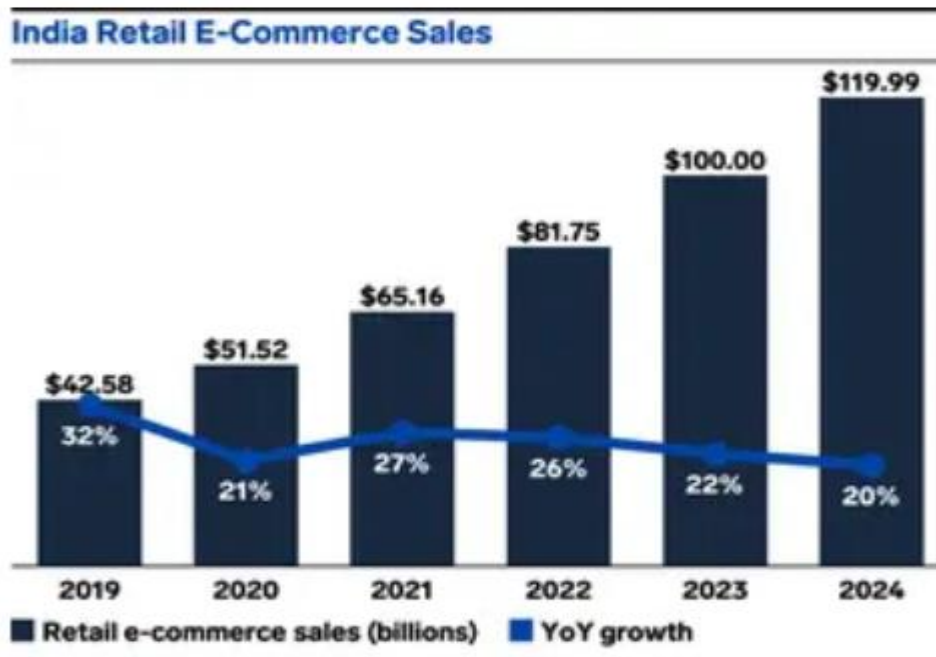


Jiomart is a leading online grocery delivery platform in India with a market share of 26%. It is the largest online grocery platform in India with a presence in over 200 cities and has a vast network of more than 25,000 stores and 2 million registered users. Jiomart's success can be attributed to its quick delivery services, attractive discounts, and convenient payment options. It also offers a wide range of products and services including fruits and vegetables, groceries, electronics, and home and kitchen appliances [3]. The main competitors of Jiomart are Amazon, Udaan, Flipkart Cash and Carry. Amazon has a market share of 1% in India. Udaan has a market share of 12%, and Flipkart Cash and Carry has a market share of 1% [1]. Jiomart has been able to gain a competitive edge over its competitors by expanding its reach into more cities, offering competitive prices and discounts, and providing a seamless customer experience. It has also made strategic partnerships with several companies such as Reliance Retail, BigBasket, and Grofers to expand its reach and offer better services to its customers [20]. Jiomart's success can be attributed to its vast network of stores, competitive prices, and efficient delivery services. Its success is also due to its strategic partnerships, which have enabled it to expand its reach and offer better services to its customers and it is a great achievement for this company to grow in this service in a very short time.

Companies	Financial growth
Jio Mart	\$210 million in 2021
Bigbasket	\$78 million in 2021
Nature's Basket	\$4.4 million in 2021
Grofers	\$2.8 million in 2021

**Table 1:** Competitive analysis

JioMart is a digital shop run by Reliance Retail. Reliance Jio, which aids the big Indian retail organisation in the Reliance business Industry. At the same time, it is among India's biggest retail and telecommunications businesses. The renowned retail organisations express that they have to receive around 250,000 orders a day [21] Even though a lot of orders are getting from the digital platform, which trades groceries. The number of orders for JioMart indicates that it can be fast made a position for itself since the selected online grocery shop. It can put a place to compete with India's most suitable digital stores [4]. Again on the other side, JioMart has made its unique app for iOS and Android phones or devices, which can be easier to make for individuals to use.



**Figure 3:** India Retail E-commerce Sales  
(Source: Kumar *et al.* 2022)

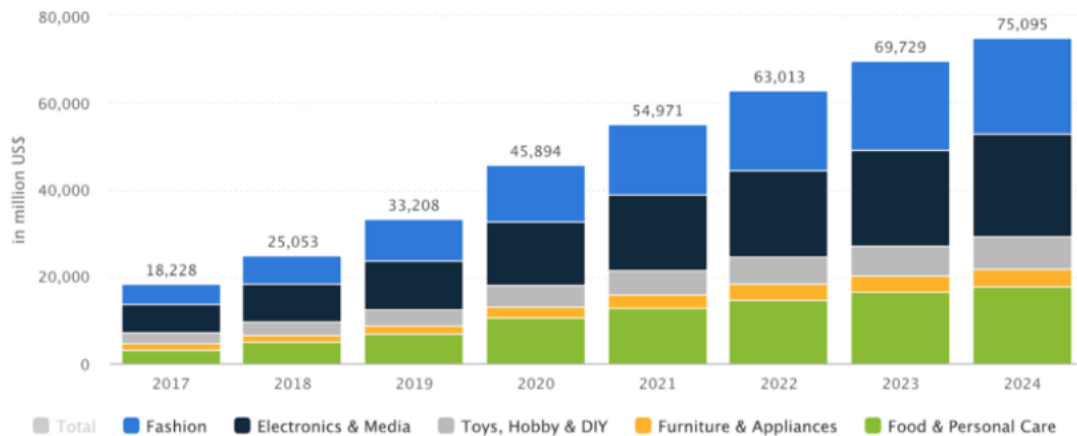
In the previous days, it only offered free shipping on charges of more than \$9 million in 2021 in the competitive business market. Currently, it provides free shipping facilities on all orders, which can be optimistic for customers. JioMart is even in its before stages, particularly when people believe that it wants to drive into other demands and deal with different kinds of goods or products [5]. JioMart would have

become a threat to all Indian e-tailers. Whenever it merges its early success in groceries with its developing abilities and Reliance's power to move JioMart. It has hundreds of millions of mobile subscribers as well as connects thousands of shops to the platform. Moreover, India's e-commerce market is rapidly growing now [7]. Therefore, JioMart is becoming a serious competitor including Amazon and

Walmart's Flipkart can be challenging to beat.

According to data, rapidly increase the growth of e-commerce business in India. The business owner is selling different kinds of products online to assume the advantage of economies of scale. Therefore, e-commerce is predicted to make up almost 7% of the market by 2021, up from less than 3% in 2017 [8]. On the other hand, the risk of Covid-19 is

also predicted to run up this evolution [9] Therefore, as the market develops, many businesses start up, either obtaining a new prototype or attempting to grow to a new market. However, the ecosystem as an entirety has been near overlooking Jiomart's entrance into the race to obtain a piece of the consumer wallets while they are at residence.



**Figure 4:** Growth of e-commerce in India  
(Source: Srivastava and Bagale, 2019)

Whenever it has come to retail eCommerce, the penetration rate is just about 0.2%. Because of its low margins, high CAC, high churn rate and more. Therefore, all of these need a lot of capital to abide in trade and grow. Therefore, these sectors are encouraging because 60% of its sales come from different categories such as fruits and vegetables, and it can be a waste biggest price [14]. Moreover, by resolving the supply chain on a big scale, this waste may be reduced, driving the business outcome. The launch of Jio Mart would not have reached a good moment for them. Most of the retail grocery e-commerce has not extended outdoors of Metros and Tier 1 cities.

### CONCLUSION

Based on the above analysis, the results have discussed the importance of multichannel and its impacts on Jio-mart retail as well as involving the customer relationship through the selling process of unique products or goods through multiple channels. Furthermore, these platforms and channels can be digital and physical stores including digital stores, mobile stores, mobile app stores, and more. Moreover, multichannel retailing permits businesses to get consumers at their convenience. The conclusive acquisition may be constructed through any channel. However, the combined impact of the channels facilitates the buying decision cycle. Multichannel trading is marketing across multiple channels. Therefore, these multichannel retailers might trade their products or goods through mobile apps, digital media, and digital stores. Multichannel digital retailers can be made \$350 billion in 2020. Furthermore, this Jiomart retail strategy is not delayed. Multichannel deals can account for 46% of the eCommerce

market by 2023, specialists predict. Expensive multichannel retailing. Again on the other side, it may not appear costly on its own, however, when combined with further business costs including marketing and advertising as well as it would add up fast. Moreover, counting many channels is costly and each channel needs setup fees, customization, employee management and more.

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