



How Omnichannel Customer Experiences Shape Word of Mouth: The Mediating Role of Repurchase Intention

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Abstract: The purpose of this study is to examine the relationship between omnichannel customer experience and purchase intention and estimate the effect it has on word of mouth in modern-day retail settings. Although there has been a sudden increase in omnichannel retailing, previous research has primarily studied isolated channels, without focusing on the relationship between integrated omnichannel experiences with intention to purchase and post-purchase behavior including word of mouth. As customer touchpoints have increased, it is now ever important to understand how seamless integration and routine interactions across channels impacts consumer behavior. We employ a survey-based approach collecting data from 383 omnichannel customers. This data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results confirm that the measurement model demonstrates adequate discriminant validity, indicating that the constructs capture distinct aspects of the proposed framework. Additionally, the structural model results also reveal the significance of many hypothesized relationships. The study highlights the importance of coherent omnichannel strategies and suggests that future research should adopt more robust methodological designs to better capture the complexity of omnichannel customer experiences. Practically, retailers are encouraged to ensure consistency, connectivity, adaptability, and personalization across channels to stimulate positive customer perceptions and word-of-mouth behavior.

Keywords: *Omni-channel customer experience, Word of Mouth, Purchase Intention, Connectivity, Consistency, Integration, Flexibility, Personalization*

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1. Introduction

Omni-channel is a customer driven approach in which all channels are coordinated so the customer has a brought together and reliable experience whether they are at an physical store, utilizing an application, or on a website (Khan, Hollebeek, Fatma, Islam, & Riivits-Arkonsuo, 2020). Omni channel is an innovative method to enhance the purchasing experience of customers and overcome the disadvantages of a traditional retailing approach (Silva et al., 2023) . The literal meaning of Omni channel is "the collaborative administration of the various available channels or customer interactions in such a manner that the consumer's experience throughout platforms and performance of channels is improved (Hickman, Kharouf, & Sekhon, 2020). The most vital phase in the successful management of Omni-channel customer experience is to decide how customer on the web and disconnected encounters cooperate. Investigating the impact of any incongruence among on the web and disconnected customer encounters on bad customer reactions is a characteristic beginning stage, as the point of Omni-channel business is to coordinate on the web and disconnected channels to make a steady customer experience (Rahman et al., 2025). Notwithstanding, in spite of the fact that there broad examination on customer experience in web-based and multichannel setting, customer experience in Omni-channel settings remains underexplored, and the experimental investigations of incongruent Omni-channel customer experience are uncommon (Barari, Ross, & Surachartkumtonkun, 2020).

Purchase intentions are the potential purchases that customers may make in the near future. Due to the fact that this activity is future-focused, numerous previous studies have estimated the future earnings of businesses in various product categories using the purchase intentions construct. When creating tactics for customer acquisition and retention, it is crucial for a business to comprehend the purchasing habits of customers (Natarajan & Veera Raghavan, 2023). In the modern digital world, customers can begin their shopping on one platform, carry on with it on another, and finish the transaction on a third. Customers' habits and purchasing intentions are changing as a result of the expansion of Omni-channel retailing. As a result,

Omni-channel shopping in which retailers offer customers the same experience across all channels has grown in significance (Riaz, Baig, Meidute-Kavaliauskiene, & Ahmed, 2021). According to Rahman, Carlson, Gudergan, Wetzels, & Grewal, (2022), by 2025, 74.7 million shoppers will be Omni-channel shoppers, up from roughly 54 million in 2019. An additional 1 million Omni-channel customers are expected to generate \$8.4 billion in sales. Retailers have committed significant financial resources to integrating their Omni-channel activities and growing their online channels as a result of these opportunities and the COVID-19 pandemic's effects.

With the growth of Omni channel commerce, With the introduction of a single-channel company, a growing number of customer are utilizing Omni network services and utilizing both online and offline methods concurrently to complete the process of buying (Gao, Li, Fan, & Jia, 2021). The purpose of this study is to investigate the impact of Omni-channel customer experience on Word of Mouth through the mediating role of purchase intention in the fashion industry of Pakistan. By understanding these relationships, the study aims to provide valuable insights for fashion brands to enhance customer experience, purchase intention, and Word of Mouth. The significance of this study lies in understanding how Omni-channel customer experiences affect customer share and how purchase intention functions as a mediator. By tapping onto this relationship, we seek to explore how fashion brands can lead to an improvement in customer experience.

1.1 Problem Statement

In the modern-day landscape of retail and service industries, the rise in omni-channel strategies has significantly changed the way consumers interact with various brands. This customer experience which includes seamless integration across multiple touchpoints including brick-and-mortar stores, online platforms such as websites, social media and apps has turned into a vital factor that shapes consumer behavior and brand perception (Natarajan & Veera Raghavan, 2023). And although the significance of omni-channel strategies in enhancing customer experience is accepted, the impact of such strategies on behavioral outcomes such as word of mouth (WOM) are still not studied extensively. Mutia et al., 2005 define word of mouth as the informal communication by consumers with regards to their

experiences, opinions and recommendation about goods and services. WOM plays an critical role in shaping brand reputation, customer acquisition, and retention. Despite its importance, the channels through which omni-channel customer experience influences WOM is an area that is still not explored enough in the existing body of knowledge. Similarly, using purchase intention as a possible mediator in the relationship between omni-channel customer experience and WOM is a link that is not studied much empirically. Therefore, it is important to understand the relationship between these three (omni-channel customer experience, purchase intention, and WOM), particularly for organizations that seek to optimize their marketing strategies and foster positive brand advocacy. By examining the mediating role of purchase intention, this study aims to provide clearer insights into how omni-channel initiatives translate into favorable consumer responses and word-of-mouth communication.

Based on the above research problem, we intend to study the following research questions:

- *What is the relationship between omnichannel customer experience and purchase intention?*
- *How do connectivity, integration, consistency, flexibility, and personalization influence purchase intention in an omnichannel context?*
- *What is the relationship between omnichannel customer experience and word of mouth?*
- *Does Re-purchase intention mediate the relationship between omnichannel customer experience and word of mouth?*

2. Literature Review

2.1 Theoretical Background (Theory of Planned Behavior (TPB))

Macovei (2015) proposed the Theory of Planned Behavior. This is one of the classical theories used to study individual behavior. TPB highlights the psychological aspects of various behaviors and is commonly used as a conceptual framework to investigate different sustainable behaviors such as sustainable transportation usage (Si, Shi, Tang, Wu, & Lan, 2020). TPB has been used in more than 2000 empirical studies in behavioral science (Chakraborty). It has been employed to predict intentions and behaviors in many studies across different domains,

including healthy eating behavior, suicide behavior, education smoking cessation, green consumerism and online retailing (Ulker-Demirel & Ciftci, 2020). Theory states that behavioral intention is actually determined by an individual's attitude and subjective norms towards performing the behavior (Ulker-Demirel & Ciftci, 2020).

TPB operates as a causal framework for understanding human behavior, where behavioral intentions serve as a key mediating variable and strong predictor of actual behavior (Madden, Ellen, & Ajzen, 1992). According to TPB, three core constructs shape behavioral intention, which in turn influences behavior. First, attitudes toward the behavior capture an individual's overall positive or negative evaluation of performing that specific behavior. Second, subjective norms represent the social dimension—specifically, an individual's perception of whether important people in their life expect them to engage in the behavior (Ajzen, 1991). These norms reflect beliefs about the behavioral expectations held by significant others whose opinions matter to the individual (Ulker-Demirel & Ciftci, 2020). The third construct, perceived behavioral control, addresses an individual's assessment of how easy or difficult it would be to carry out the behavior, drawing on both prior experiences and expectations about potential barriers (Ajzen, 1991).

2.2 Omni channel customer experience

Omni-channel customer experience means a seamless and integrated approach to customer interaction across multiple channels, both online and offline, throughout the entire customer journey. It involves providing consistent and personalized experiences across various touchpoints, such as websites, mobile apps, social media platforms and more. (Rodríguez-Torrico, Trabold Apadula, San-Martín, & San José Cabezudo, 2020). Several merchants felt compelled to have a deeper comprehension of the whole consumer journey in order to provide a great shopping experience. Using a variety of channels and touchpoints seamlessly at every stage of the consumer experience is known as omnichannel shopping (Gao et al., 2026). The concept of customer experience (CX) as a whole has encountered resistance from a number of sources. (Gerea, Gonzalez-Lopez, & Herskovic, 2021). A customer's cognitive, emotional, behavioral, sensory, and social reactions to a company's offerings over the course of the customer's entire purchase journey are the focus of CX, a multidimensional construct. Because

omnichannel businesses are supposed to offer a seamless brand experience, the resulting customer experience (CX) is extremely important.(Gerea et al., 2021). "A set of integrated processes and decisions that support a unified view of a brand from product purchase, return, and exchange standpoint irrespective of the channel" is the definition of omnichannel retailing (Shi, Wang, Chen, & Zhang, 2020). Additionally Customers' assessments of their seamless experiences across all of the retailer's channels, as they progress through the different customer journey stages and in accordance with multiple pertinent dimensions, can be summed up as perceived omnichannel customer experience (Yin, 2024). Because customer experience is a crucial predicate of customer loyalty, retention, and ultimate behavior intention, it has been a persistent area of study for scholars and industry professionals alike. Consequently, providing excellent customer service has turned into a potent tool that retailers can use to gain a competitive edge (Gao & Fan, 2021).

2.3 Omni-channel Connectivity

The degree to which consumers move between touch points during their purchase journeys in a smooth, easy, and effortless manner is known as perceived connectivity (Kuehnl, Jozic, & Homburg, 2019)(Rahman et al., 2025) . When a consumer purchases a product through the app and receives advice for a nearby pickup location, starts a maintenance administration through the brand's visit and finishes it on an accomplice site without rehashing steps, chooses an actual store to return things bought somewhere else, or easily explores to a brand's true channels from free survey locales, they are engaging in perceived connectivity (Gasparin et al., 2022). A new method of communication connectivity was required when communications moved from offline or online to omnichannel online and offline. The degree of linkage and interconnection between the information and content of cross-channel services is known as connectivity (Butkouskaya, Oyner, & Kazakov, 2023).

2.4 Omni-channel Integration

Channel integration is the process of coordinating and orchestrating different Omni channel operations and strategies, such as product purchases and returns, promotions, pricing, and distribution, so that interacting with all touch points becomes more efficient and satisfying than interacting with just one (Riaz et al., 2021). The term "channel integration" refers to a

business's initiatives to guarantee tight cooperation amongst its various channels in order to attain coordinated operations. Therefore, it has been determined that the idea is crucial for handling clients who utilize Omni channel services (Gao, Fan, Li, & Wang, 2021). Customers can use various channels interchangeably during the search, purchase, and post-purchase phases when they are integrated (Polat et al., 2026).

2.5 Omni-channel Consistency

Items that heap on a solitary component, which we allude to as "consistency," incorporate item, cost, and data perspectives connected with assortment, sureness, and low decision trouble outcomes in the stepping stool map (Khan et al., 2026). This construct helps estimate the perception of consumers regarding uniform product availability and pricing throughout the channels of the retailer (Rahman et al., 2022). Consistency is one of the channels of the Omni channel concept and it relates to the uniformity of the brand. The results that particularly focus on the promotional mix give a picture of the consumer's point of view regarding consistency. (Silva et al., 2023). Customers in the fashion industry highlight the importance of components of brand identity including fonts, filters in social media, logos, artwork, and messaging, to be uniform across the various channels and expect a consistent brand regardless of the channel used (Lynch & Barnes, 2020).

2.6 Omni-channel Flexibility

Omni-channel commerce requires flexibility because there are more options accessible during the order fulfillment process. Flexibility is the ability to manage, resolve, and adapt to unexpected, new, or changing requirements (Wollenburg, Holzapfel, & Hübner, 2019). When customers purchase online and pick up from the physical store, for instance, retailers receive an increased volume of requests that could vary over time due to the delay between order placement and delivery (Gawor & Hoberg, 2019). Retailers must be adaptable during this time to ensure customer satisfaction because customers may change their minds or realize they have different needs. According to (Sorkun, Yumurtacı Hüseyinoğlu, & Börühan, 2020), consumers gain flexibility when retailers are able to address unforeseen issues and accommodate requests for changes.

2.7 Omni-channel Personalization

The "personalization" aspect catches a customer evaluative judgment of the retailer's capacity to tailor administrations, items, and the conditional climate across its channels (Rahman et al., 2022). "A company's ability to identify and treat each customer as an individual through personalized messages, targeted banner ads, special offers on bills, or other personal transactions" is known as personalization (Silva et al., 2023). The second is the utilization of a balanced promoting comprehension of its clients' requirements, propensities, and way of life, inclinations, likes, and dislikes to increase revenue and decrease business. In the end, the goals are combined, or at least given the appearance of meeting each customer's unique requirements and preferences. (Valdez Mendia & Flores-Cuautle, 2022). The significance of personalization has expanded with regards to Omni channel because of the truth that different channel joining can make a more customized customer experience. Personalization can upgrade the energetic customer experience in an Omni channel setting (Qamar, 2025). Since customer invest a similar measure of energy in this setting when content is customized, they focus closer on their #1 items. Personalization ought to offer modified types of assistance, items, and value-based conditions to meet customer venture necessities (Arifin, 2022).

2.8 Re-purchase intention

The formation of a deliberate decision to buy a specific product is known as purchase intention. According to the traditional consumer decision model, identifying a need, finding alternatives, evaluating them, and forming a purchase intention are the steps involved in making a purchase decision (Askegaard, Solomon, & Bamossy, 2023). Subsequently, it manifests in consumer behavior. This purchasing choice is influenced by a range of information sources, including the buyer's own experience that of others, advertising, and other external stimuli, in addition to the information the consumer obtains during the information search and evaluation process (Rahman et al., 2025). A purchase intention can be extremely specific or very general, mentioning brands, product preferences (like size or variety), and retail outlets. The choice of retail channels to purchase through, or channel choices, is a major focus of this study. (Sombultawee & Wattanatorn, 2022). Prior studies on consumer purchasing patterns have demonstrated that, particularly in the midst of the COVID-19 pandemic,

Millennials purchase customized goods via voice bots and algorithms on the internet in an effort to avoid interacting with others (Cattapan & Pongsakornrunsilp, 2022).

2.9 Word of Mouth

Considering to the significance of online word-of-mouth (WOM), there is a growing need to comprehend the psychological processes underlying WOM reception (i.e., processing received messages) and transmission (i.e., sharing of thoughts). This study reviews some of the most recent work in online word-of-mouth (WOM) literature, concentrating on the last two to four years, and offers recommendations for future research directions for previous analysis on social media marketing and WOM senders (Mutia et al., 2025). (WOM) refers to the diverse forms and contexts in which consumers engage in informal communication about products, services, brands, or companies. WOM can vary along several dimensions, including its nature, direction, intensity, and impact on consumer behavior. Some of the factors that determine the variability in the WOM include the content of the message, how the sender and receiver are related, the channel through which the message is conveyed, and the context within which the communication occurs (Natarajan & Veera Raghavan, 2023).

2.10 Conceptual Framework & Hypotheses Development

2.10.1 Relationship between Omni-channel Connectivity and Word of Mouth.

(Askegaard, Solomon, & Bamossy, 2023) state that the relationship between omni-channel connectivity and word of mouth (WOM) is complex and multidimensional, impacted by different factors related to consumer behavior, brand engagement, and communication dynamics. Omni-channel connectivity refers to the seamless integration and accessibility of multiple channels through which consumers interact with a brand, such as websites, mobile apps, social media platforms, brick-and-mortar stores, and customer service touchpoints (Silva et al., 2023). WOM, on the other hand, involves informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Cattapan & Pongsakornrunsilp, 2022).

H1: Omni-channel Connectivity has a significant impact on customer word of mouth.

2.10.2 Relationship between Omni-channel Integration on Word of Mouth.

The relationship between omni-channel integration and word of mouth (WOM) is a critical aspect of contemporary marketing strategies, influencing consumer behavior, brand perception, and customer engagement (Rahman et al., 2025). Omni-channel integration involves the seamless coordination and alignment of various channels and touchpoints through which consumers interact with a brand, including online platforms, brick-and-mortar stores, mobile apps, social media, and customer service channels (Arifin, 2022). WOM, on the other hand, refers to the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services. Overall, the relationship between omni-channel integration and WOM underscores the importance of aligning marketing strategies and customer experiences across all channels to stimulate positive word-of-mouth communication and enhance brand reputation and loyalty (Rahman et al., 2022).

H2: Omni-channel Integration has a significant impact on Word of Mouth.

2.10.3 Relationship between Omni-channel Consistency on Word of Mouth.

The relationship between omni-channel consistencies and word of mouth (WOM) is crucial in shaping consumer perceptions, brand advocacy, and customer loyalty (Ramdhani et al., 2025). Omni-channel consistencies refer to the alignment and coherence of brand messaging, experiences, and service quality across all channels and touchpoints through which consumers interact with a brand, including online platforms, brick-and-mortar stores, mobile apps, social media, and customer service channels (Gao & Fan, 2021). WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services. The relationship between omni-channel consistencies and WOM underscores the importance of delivering cohesive, reliable, and exceptional brand experiences across all channels to stimulate positive word-of-mouth communication and drive brand success (Arifin, 2022).

H3: Omni-channel Consistency has a significant impact on Word of Mouth.

2.10.4 Relationship between Omni-channel Flexibility on Word of Mouth.

The relationship between omni-channel flexibility and word of mouth (WOM) is pivotal in understanding how consumer experiences across various touchpoints influence brand advocacy, customer satisfaction, and loyalty. Omni-channel flexibility refers to the ability of brands to adapt and customize their offerings, interactions, and services to meet the diverse needs and preferences of consumers across different channels, platforms, and contexts. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Gao & Fan, 2021). Flexible omni-channel strategies enable brands to personalize interactions and experiences based on individual preferences, behaviors, and demographics. When consumers receive tailored recommendations, promotions, or services that resonate with their needs and interests across various channels, they are more likely to share their positive experiences with others through WOM, fostering brand advocacy and loyalty (Moliner & Tortosa-Edo, 2023).

H4: Omni-channel Flexibility has a significant impact on Word of Mouth.

2.10.5 Relationship between Omni-channel Personalization on Word of Mouth.

The relationship between omni-channel personalization and word of mouth (WOM) is pivotal in understanding how tailored experiences across various touchpoints influence consumer engagement, brand advocacy, and loyalty. Omni-channel personalization refers to the ability of brands to customize interactions, recommendations, and communications based on individual preferences, behaviors, and demographics across multiple channels and platforms. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Silva et al., 2023). Personalized omni-channel experiences foster deeper connections and engagement with consumers by addressing their unique needs, interests, and preferences. When consumers receive tailored recommendations, content, and promotions that resonate with their individual profiles and behaviors across different channels, they are more likely to share their positive experiences with others through WOM, amplifying brand advocacy and loyalty (Rahman et al., 2022)..

H5: Omni-channel Personalization has a significant impact on Word of Mouth.

2.10.6 Re-purchase intention mediates the relationship between Omni-channel connectivity and Word of Mouth.

The relationship between omni-channel connectivity, purchase intention, and word of mouth (WOM) is an intricate interplay that influences consumer behavior and brand advocacy (Moliner & Tortosa-Edo, 2023). Omni-channel connectivity refers to the seamless integration and accessibility of multiple channels through which consumers interact with a brand, including online platforms, brick-and-mortar stores, mobile apps, social media, and customer service touchpoints (Gasparin et al., 2022). Purchase intention reflects consumers' readiness and inclination to make a purchase decision regarding a specific product or service. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Butkouskaya, Oyner, & Kazakov, 2023).

H6: Purchase intention mediates the relationship between Omni-channel connectivity and Word of Mouth.

2.10.7 Re-purchase intention mediates the relationship between Omni-channel integration and Word of Mouth.

Research suggests that purchase intention indeed serves as a significant mediator in the relationship between omni-channel integration and word of mouth (WOM), underscoring its pivotal role in influencing consumer behavior and brand advocacy. Omni-channel integration refers to the seamless coordination and alignment of various channels and touchpoints through which consumers interact with a brand, including online platforms, brick-and-mortar stores, mobile apps, social media, and customer service channels (Rahman et al., 2025). Purchase intention reflects consumers' readiness and inclination to make a purchase decision regarding a specific product or service. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Cheah, Lim, Ting, Liu, & Quach, 2022).

H7: Purchase intention mediates the relationship between Omni-channel integration and Word of Mouth.

2.10.8 Re-purchase intention mediates the relationship between Omni-channel consistency and Word of Mouth.

Purchase intention plays a significant mediating role in the relationship between omni-channel consistency and word of mouth (WOM), highlighting its importance in shaping consumer behavior and brand advocacy. Omni-channel consistency refers to the alignment and coherence of brand messaging, experiences, and service quality across all channels and touchpoints through which consumers interact with a brand, including online platforms, brick-and-mortar stores, mobile apps, social media, and customer service channels (Gao & Jiang, 2025). Purchase intention reflects consumers' readiness and inclination to make a purchase decision regarding a specific product or service. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Rahman et al., 2022).

H8: Purchase intention mediates the relationship between Omni-channel consistency and Word of Mouth.

2.10.9 Re-purchase intention mediates the relationship between Omni-channel flexibility and Word of Mouth.

Purchase intention acts as a mediator in the relationship between omni-channel flexibility and word of mouth (WOM), playing a crucial role in shaping consumer behaviour and brand advocacy. Omni-channel flexibility refers to the ability of brands to adapt and customize their offerings, interactions, and services to meet the diverse needs and preferences of consumers across different channels, platforms, and contexts. Purchase intention reflects consumers' readiness and inclination to make a purchase decision regarding a specific product or service (Sorkun, Yumurtacı Hüseyinoğlu, & Börühan, 2020). WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Gao & Jiang, 2025). Understanding the mediating role of purchase intention in the relationship between omni-

channel flexibility and WOM is crucial for brands seeking to optimize their marketing strategies and cultivate positive brand advocacy. By delivering adaptive and personalized omni-channel experiences that enhance purchase intention, brands can stimulate positive WOM, strengthen consumer relationships, and drive sustainable business growth (Wollenburg, Holzapfel, & Hübner, 2019).

H9: Purchase intention mediates the relationship between Omni-channel flexibility and Word of Mouth.

2.10.10 Re-purchase intention mediates the relationship between Omni-channel personalization and Word of Mouth.

Purchase intention plays a crucial mediating role in the relationship between omni-channel personalization and word of mouth (WOM), underscoring its significance in influencing consumer behavior and brand advocacy. Omni-channel personalization refers to the ability of brands to customize interactions, recommendations, and communications based on individual preferences, behaviors, and demographics across multiple channels and platforms (Rahman et al., 2025). Purchase intention reflects consumers' readiness and inclination to make a purchase decision regarding a specific product or service. WOM, on the other hand, encompasses the informal communication among consumers about their experiences, opinions, and recommendations regarding products or services (Valdez Mendia & Flores-Cuautle, 2022).

H10: Purchase intention mediates the relationship between Omni-channel personalization and Word of Mouth.

2.3 Conceptual Framework of the Study

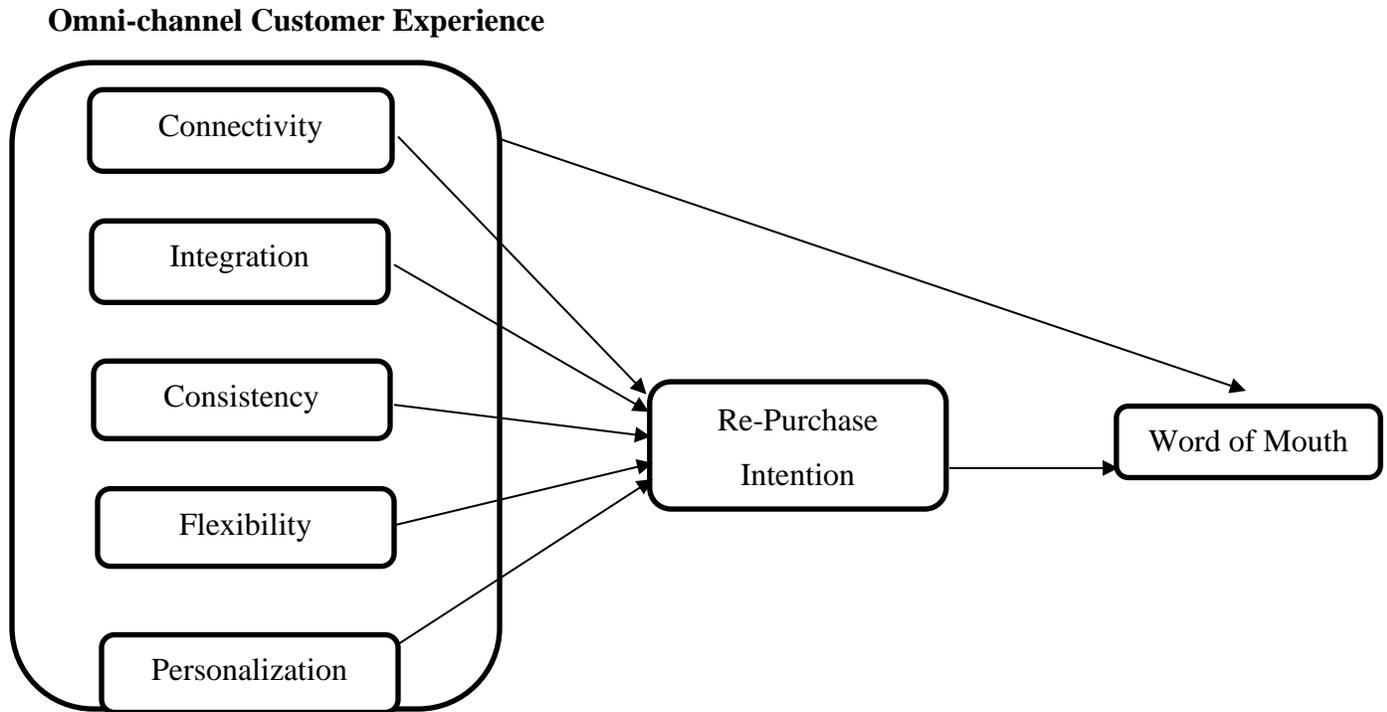


Figure 1 Conceptual Framework

3. Research Methodology

3.1 Research Design & Population

The research was targeted at a specific group of respondents who had coordinated certain predetermined standards and provided data that was crucial to the study. Choosing the appropriate approach for the research was crucial because it influenced the pertinent information that could be derived from the data. Customers in Karachi who had participated in the survey, made a purchase, or used an Omni-channel service at least once in the previous six

months were eligible to choose their response. All male/female adults made up the research's target population. The primary methodology of this research was quantitative because it was based on public opinion. This study included the age bracket of all those with above requirements, considering them adults as they had a stronger hold over their purchase intentions than their parents. The rules for respondent choice included Karachi-based consumers who had surveyed, purchased, or utilized the fashion products/apparel from any of the sampled fashion retail brands or individuals who had made at least one purchase in the last six months from any particular fashion retailer using more than one sales channel accessible by the Omni-channel. The objective populace in this research involved all respondents who used Omni-channel. The basic approach of this research was quantitative because it was based on public perception.

3.2 Sample Size & Sampling Technique

The method of selecting the number of perceptions or duplicates to keep in mind for a factual sample is known as sample size assurance or assessment. When drawing conclusions about the population from a sample, one of the most important factors in an observational study is the sample size. We will be using questionnaires as an instrument to collect data. Sekeran (2003), while suggesting for multivariate research, opined that the size of the sample should be preferably (at least) 10 times as large as the number of variables that are being studied. Besides, Hair et al, (2012) purports that a sample needs to at least be between 200-400 respondents in order to reduce biases and to generate reliable and accurate results. Furthermore, in order to test the aforementioned model, we would employ Structural equation modelling which would require a sample size of at least 200 respondents. Therefore, a sample size of 350 should be sufficient enough to run the model and estimate the result. Our study, thus, has a sample size of 350 observations. This study employs a purposive non-probability sampling technique. Purposeful sampling is one where randomly selected sample units within a population provide us with the most information on a feature of interest (Guarte & Barrios, 2006). Selected seven variables will comprise the measurement instrument. Finding out how the omni-channel consumer experience affects word-of-mouth is the goal.

3.3 Research Instrument

A Research Instrument is a tool used to gather, measure, and examine information connected with your research objectives. A 5-point Likert scale is developed for this research to measure the reliability and validity of omnichannel customer experience, purchase intention and word of mouth. The scales vary from 1= Strongly Disagree to 5= Strongly Agree.

Table 1: *Summary of Research Instrument*

Variable	Authors / Source	No. of items	Scale
Connectivity	(Salem & Alanadoly, 2023)	3	5 Likert scale
Integration	(Salem & Alanadoly, 2023)	3	5 Likert scale
Consistency	(Salem & Alanadoly, 2023)	3	5 Likert scale
Flexibility	(Salem & Alanadoly, 2023)	3	5 Likert scale
Personalization	(Salem & Alanadoly, 2023)	4	5 Likert scale
Purchase Intention	(Chetioui, Benlafqih, & Lebdaoui, 2020)	4	5 Likert scale
Word of Mouth	(Shaikh, Karjaluoto, & Häkkinen, 2018)	3	5 Likert scale

3.4 Data Collection Strategy

The research was based on objectivity and generalizing data because it involved creating questionnaires and conducting surveys with them. The preference of the research was quantitative research. To put the suggested model to the test, a questionnaire was prepared. Data was gathered via an online survey using Google Forms and links posted on social media platforms, and physical forms were also distributed in stores where respondents were directed to a website with the questionnaire so they could complete it on their own. Respondents were instructed to respond in accordance with the last online retailer they had purchased from in the last six months. Ethical considerations were strictly observed throughout the research process. Participation in the study was entirely voluntary, and informed consent was obtained from all respondents. The anonymity and confidentiality of participants were ensured, and the collected

data were used solely for academic research purposes. Respondents were informed of their right to withdraw from the study at any stage without any consequence

3.5 Data Analyses Method

Structural equation modeling was used to investigate suggested hypotheses because our study approach was designed to measure the interrelationship among constructs. A multivariate collection of techniques called structural equation modeling is used to quantify intricate structural interactions (Weston & Gore 2006). Partial least squares structural equation modeling will be used to investigate the research model in addition to descriptive statistics. The complex structural link between latent and observable variables was estimated using PLS-SEM. It's a developing research methodology for statistical analysis used in many fields, retail marketing included. There will two phases involved in the structural model evaluation process. The assessment of other latent factors and the measurement/outer model of the Omni channel customer experience took place in the first step. The standard PLS Algorithm will be employed to assess the correlations among the markers.

4. Results & Discussion

4.1 Demographic Characteristics

The results of the survey respondents' demographic profile are shown in Table 3. A total of 600 survey questionnaires were sent for the purpose to collect data. After filtering missing values and outliers, only 383 replies were considered genuine and full enough for additional, in-depth examination. Prior to the poll, it was made sure that every respondent had shared their recent omni-channel experience across many sales channels. To do this, a filtering question was included to only filter particular people.

Table 2: Respondents Profile

Items	Category	Frequency	Percentage
Gender	Male	229	57.7%
	Female	154	43.3%
Age	16-20	54	13.6%
	21-25	197	49.6%
	26-30	74	18.6%
	31-35	31	7.8%
	36-40	13	3.3%
	41 or above	14	3.5%
	Education Level	Undergraduate	172
Graduate		152	39.7%
Master or above		59	15.4%
Profession	Employee/Professionals	87	22.7%
	Business Person	59	15.4%
	Student	186	48.6%
	House wife	29	7.6%
	Unemployed	21	5.5%
	Retired	1	3%
Omni-channel shopping Frequency for fashion products	1-3 times or more in a month	164	42.3%
	4-5 times a year		
	1-3 times a year	100	26.1%
	I don't have a specific purchasing pattern	53	13.8%
		66	17.2%

Above table 2 represents the demographic characteristics of the research Omni channel majority customers are male with 57.7% value of total respondents 383, female customers were 43.3% of the total respondents. Age group 21–25-year customers are the most involved in the Omni-Channel shopping with value 49.6% of total respondents. 44.9% Respondents who are most engaged in the Omni-channel shopping belong to undergraduate qualification category.

Actively participating respondents are mostly student 48.6%. Respondents are actively buying through Omni-channel platform; 42.3% of the respondents visit 1-3 times or more in a month.

4.2 Measurement Model/Outer Model Assessment

4.2.1 Internal Reliability and Convergent Validity

Factor loading, composite reliability (CR), discriminant validity, and convergent validity (AVE) were assessed in relation to the outer model. We computed the previously mentioned measures using the usual PLS algorithm because the current study model included both formative and reflecting components. Factor (outer) loading, which represents the proportion of each indicator's variance attributable to its corresponding construct, was used to assess the indicator's dependability. More than 0.7 should be the loading of the indicator component (Chin, 1998).

Table 3: Summary of Reliability Analysis

	Items	Factor Loadings	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Connectivity	CON 1	0.819	0.726	0.846	0.647
	CON 2	0.828			
	CON 3	0.764			
Consistency	CONS 1	0.737	0.573	0.778	0.539
	CONS 2	0.700			
	CONS 3	0.768			
Flexibility	FLE 1	0.700	0.567	0.775	0.536
	FLE 2	0.739			
	FLE 3	0.778			
Integration	INT 1	0.741	0.661	0.816	0.597
	INT 2	0.746			
	INT 3	0.828			

Personalization	PER 1	0.777	0.595	0.788	0.556
	PER 2	0.700			
	PER 3	0.793			
Purchase intention	PI 1	0.757	0.557	0.771	0.530
	PI 2	0.771			
	PI 3	0.700			
Word of Mouth	WOM 1	0.750	0.624	0.799	0.570
	WOM 2	0.746			
	WOM 3	0.768			

Table 3 shows the reliability of a measure that explains it was free from bias or mistakes and validates the consistent measurement throughout time and among the many instrument items. "A measure's reliability is a sign of how consistently and steadily it measures a concept and aids in determining the measure's "quality"" (Sekaran, 2003). Reliability analysis was conducted to assess the consistency and stability of measurements used in the study. The obtained Cronbach's alpha coefficients of variables indicated high levels of internal reliability for the measures employed in the study, with values ranging from 0.557 to 0.726 across different constructs. These findings present that the concept behind each scale reliably measure the intended constructs and demonstrate consistent responses from participants. George and Mallerly (2013) contend that assuming the measurable Alpha is equivalent or more noteworthy than 0.50 the poll scale is viewed as solid.

To access the convergent validity, average variance extracted (AVE) was calculated and presented under Table 4 To determine the acceptable level of AVE, a threshold point of 0.50 or greater was defined by the researchers (Fornell & Larcker, 1981). As per this threshold point, AVE equal to or greater than 0.50 is observed as presenting a convergent validity (Chin, Gopal, & Salisbury, 1997). At the same time, research findings by Hair et al. (2014) have stated the fact that with the factor loading of 0.50, the level of AVE could easily be accomplished. As per the finding under Table 4.5 the value of AVE for all the latent construct is greater than the threshold points of 0.50. As per these findings, it is inference that present model of the study has a sufficient level of convergent validity and same is presented under.

4.2.2 Discriminant Validity

With the increasing use of change based Structural Equation Modeling (SEM), the use of discriminant validity is also increasing (Henseler et al., 2015). Using the Fornell-Larcker criteria, the discriminant validity of the construct was examined (Fornell and Larcker, 1981). The square root of each dormant variable's typical change extricated (AVE) ought to be bigger than its relationship with other inert factors, per the Fornell-Larcker criterion (Fornell et al., 1985).

Table 4: Fornell-Larcker Criterion Analysis for Checking Discriminant Validity

	CON	CONS	FLE	INT	PER	PI	WOM
CON	0.804						
CONS	0.390	0.734					
FLE	0.456	0.463	0.732				
INT	0.504	0.467	0.423	0.773			
PER	0.438	0.397	0.468	0.482	0.745		
PI	0.465	0.354	0.462	0.431	0.480	0.728	
WOM	0.390	0.423	0.542	0.489	0.529	0.502	0.755

Table 4 shows the results of the discriminant validity analysis revealed that the square foundation of the AVE for each construct of the connections between that construct and other constructs in the model, supporting the presence of discriminant validity. In addition to what has already been said, Table 4.7 shows the fornell and larker criteria through a modeling study for the study's general structure. Henseler, Ringle, and Sarstedt (2015) advised that this method be used. Based on what they found, if the value of fornell and larker criteria is less than 0.90, it is important to find the difference between the two forms. In the above table all the values are below 9. Overall, the findings demonstrate that the constructs used in the study adequately distinguish between the various constructs under investigation. These results provide assurance

that each construct captures unique aspects of the theoretical framework, thereby enhancing the validity of the study's measurement model.

4.3 Inner/Structural Model Evaluation

4.3.1 Hypothesis Testing and Discussion of Results

For the appraisal of primary model, bootstrapping (nonparametric) strategy with 5000 subsamples was performed to test the measurable meaning of different underlying connections between the develop concerning way coefficient, T-measurements and R2 values (Hair, et al., 2014). Additionally, impact size was likewise analyzed to gauge the impact size of exogenous inert factors on the model. From the get go, we estimated every one of the underlying ways in the inward model to evaluate the pertinence and meaning of the guessed relationship.

Table 5: Hypothesis Testing

	Original sample	T statistics	P values	Results
H1: Omni-channel Connectivity → Word of Mouth.	0.038	2.739	0.006	Supported
H2: Omni-channel Consistency → Word of Mouth.	0.008	0.647	0.518	Not supported
H3: Omni-channel Flexibility → Word of Mouth.	0.037	2.276	0.023	Supported
H4: Omni-channel Integration → Word of Mouth.	0.023	1.689	0.091	Not supported
H5: Omni-channel Personalization → Word of Mouth.	0.043	2.697	0.007	Supported
H6: Omni-channel connectivity → Purchase intention → Word of Mouth	0.038	2.739	0.006	Supported
H7: Omni-channel consistency → Purchase intention → Word of Mouth	0.008	0.647	0.518	Not supported
H8: Omni-channel flexibility → Purchase intention → Word of Mouth	0.037	2.276	0.023	Supported

H9: Omni-channel integration → Purchase intention → Word of Mouth	0.023	1.689	0.091	Not supported
H10: Omni-channel personalization → Purchase intention → Word of Mouth	0.043	2.697	0.007	Supported

Table 5 finding the assumptions that the collected data supports is the task of the structural model test, the second stage of data analysis. For the purpose of this study, smart PLS with the bootstrapping method was applied. This technique uses path coefficients, T-values, and P-values to assess the relationships between variables and predetermined constructs. If a hypothesis's p-value is less than 0.05 and its T-value is more than 2.25, it is considered significant. (Schmidt et al., 2010)., Omni-channel connectivity and word-of-mouth have a substantial positive connection in H1 while omni-channel consistency and word-of-mouth have no statistically significant association. While word-of-mouth and omni-channel flexibility have a positive correlation that is statistically significant in H3, the relationship between omni-channel integration and word-of-mouth is not statistically significant in H4. H5 and H6 represents there is a significant positive relationship between omni-channel personalization and word of mouth there is a significant indirect effect of omni-channel connectivity on word of mouth through purchase intention. H7 indicates that the indirect effect of omni-channel consistency on word of mouth through purchase intention is not statistically significant while H8 indicates that there is a substantial indirect effect of omni-channel flexibility on word of mouth through purchase intention. H9 indicates that the indirect effect of omni-channel integration on word of mouth through purchase intention is not statistically significant while H10 indicates that there is a substantial indirect effect of omni-channel personalization on word of mouth through purchase intention.

4.4 Assessing the Value of R2 (Coefficient of Determination) and Q2 (Predictive Relevance)

The data for predictive value (Q2) and coefficient of determination (R2) are summarized in Table 6. The variance in endogenous components expressed by the different external structures in the model is assessed by R2. Additionally, the blindfolding sample reuse

technique was used to test the value of Q2 (predictive relevance). For a particular endogenous component to indicate its predictive relevance in the PLS path model, Q2 must have a value larger than zero (Hair et al., 2014 & Fornell & Cha, 1994).

Table 6: Coefficient of Determination (R2) and Predictive Relevance (Q2)

	R-square	R-square adjusted
Re-Purchase Intention	0.358	0.349
Word of Mouth	0.456	0.447

Table 6 shows PI value of the R Square (0.358) indicates that the predictor is 35.8% explained by its association with independent variables. WOM have a bit greater value than PI that is 0.456 that is 45.6%. The values of Purchase Intention suggest that the model explains a moderate amount of variance in purchase intention and the values of Word of Mouth suggest that the model explains a substantial amount of variance in word of mouth. The model shows moderate to broad explanatory power for both purchase intention and word of mouth, according to the R2 values. These results imply that a substantial portion of the variance in both categories may be explained by the omni-channel customer experience factors that are part of the model.

4.5 Discussion of Hypotheses Results

The first hypothesis examined the relationship between omni-channel connectivity and word of mouth and was found to be significant. This finding suggests that when customers can seamlessly connect across multiple channels, they are more likely to share their experiences with others. Omni-channel connectivity enhances ease of interaction, real-time access, and uninterrupted communication, which positively shapes customer perceptions and encourages WOM. This result aligns with prior research indicating that the widespread adoption of mobile devices and connected platforms has reshaped consumer decision-making and purchase behaviors (Silva et al., 2023). The second hypothesis, which tested the relationship between omni-channel integration and word of mouth, was not supported. A possible explanation for this insignificant relationship is that customers may perceive back-end integration (such as

unified databases) as an operational feature rather than a value-adding experience that motivates them to share opinions. Although channel integration is considered a fundamental distinction between multichannel and omni-channel retailing, its impact on WOM may require longer exposure or more visible customer-facing benefits. The short data collection period may also have limited respondents' ability to fully experience integrated systems (Rahman et al., 2025).

The third hypothesis related to omni-channel consistency and word of mouth was also rejected. This finding implies that consistency alone may be perceived as a basic expectation rather than a differentiating factor that stimulates WOM. While prior studies highlight the importance of consistent branding elements across channels (Lynch & Barnes, 2020), customers may only notice consistency when it is absent, not when it is present. Thus, consistency may contribute indirectly to satisfaction and loyalty rather than directly driving WOM behavior.

The fourth hypothesis revealed a significant relationship between omni-channel flexibility and word of mouth. Flexibility allows customers to shift effortlessly between channels, reducing perceived risk and effort, which enhances satisfaction and encourages positive WOM. As suggested by Shen et al. (2018), the ability to manage and adapt to changing needs during channel transitions strengthens customer confidence. Satisfied customers are more inclined to recommend brands, making flexibility a strong experiential driver of WOM (Gao & Jiang, 2025). The fifth hypothesis examined the relationship between omni-channel personalization and word of mouth and was supported. Personalization enhances emotional engagement and perceived relevance, making customers feel valued and understood, which motivates them to share their experiences. In an omni-channel environment, personalized content and offers attract greater attention and improve the overall customer experience (Arifin, 2022), thereby increasing positive WOM. The sixth hypothesis tested the mediating role of purchase intention in the relationship between omni-channel connectivity and word of mouth and was supported. This indicates that connectivity first strengthens customers' intention to purchase, which subsequently translates into WOM behavior. Seamless connectivity influences how customers evaluate options and make decisions, ultimately encouraging them to communicate their favorable experiences (Ramdhani et al., 2025).

The seventh hypothesis, which examined the mediating role of purchase intention between omni-channel integration and word of mouth, was not supported. This suggests that although integration may improve operational efficiency, it does not significantly enhance purchase intention from the customer's perspective. Prior studies (Chen et al., 2023) emphasize the mediating role of purchase intention; however, the current findings imply that integration must be perceptible and meaningful to customers to influence their behavioral intentions. The eighth hypothesis regarding the mediating role of purchase intention between omni-channel consistency and word of mouth was rejected. This result reinforces the notion that consistency functions as a hygiene factor, important but insufficient on its own to stimulate purchase intention or WOM. While consistency contributes to a stable brand image, it may not actively motivate customers to progress toward purchase intention (Carvalho et al., 2023). The ninth hypothesis confirmed the mediating role of purchase intention in the relationship between omni-channel flexibility and word of mouth. Flexibility enhances purchase intention by offering customers greater control and choice during the purchasing process, which then leads to positive WOM. As highlighted by (Mutia et al., 2025), flexibility is essential in omni-channel retailing due to dynamic fulfillment options, making it a key driver of behavioral outcomes. The final hypothesis examined the mediating role of purchase intention between omni-channel personalization and word of mouth and was supported. Personalization strengthens purchase intention by creating a sense of exclusivity and relevance, which subsequently encourages customers to advocate for the brand. Consistent with Chen et al. (2023), personalized omni-channel interactions enhance perceived value and trust, leading to stronger purchase intentions and increased WOM (Acquila-Natale & Iglesias-Pradas, 2020).

5. Conclusion

The purpose of this study is to investigate the impact of Omni-channel customer experience on Word of Mouth through the mediating role of purchase intention in the fashion industry of Pakistan. By understanding these relationships, the study aims to provide valuable insights for fashion brands to enhance customer experience, purchase intention, and Word of Mouth. Understanding how the coordination and continuous collaboration across these channels impact customer conduct is essential for firms trying to retain and grow their customer base, given the proliferation of many customer touchpoints. Because of the changes made to multiple

channels to connect with customers. Omni channel retailers might be able to enhance channel integration, connection, and consistency. For example, an Omni channel retailer could rearrange the physical shop network to accommodate online stores in order to maximize cross-channel synergy and avoid cannibalization. On the other hand, when customers use Omni channel purchasing, their sense of risk will impede their intention to shop. Customers that engage in Omni channel purchase may perceive performance-related and financial worries due to the new technology involved and the lack of transparency surrounding the purchasing process.

5.1. Limitations and Future Research Direction

There are some limitations to this study that point to potential areas for future investigation. First, this study relied mostly on the survey approach with self-reported data from a methodological standpoint. Due to memory limitations, the survey responses provided by participants may not be entirely accurate because they were based on their recollections of their Omni channel shopping experiences. To pinpoint the shortcomings of previous research and improve accuracy, Omni channel retailing research must progress in both design and methodological areas. Our research showed that most empirical studies have employed a survey-based methodology, which begs the question of its durability and might not accurately reflect the real-life activity that consumers actually engage in.

In order to improve the validity of our study model, it is advised that future studies employ additional techniques including field experiments and post hoc interviews. Second, although we think that Omni channel business implications are generally applicable, the study's external validity is called into question because the data came from a single site. To improve generalizability, it would be beneficial to repeat our study in different nations and areas. In addition, it could be beneficial for future research to look at how culture functions in this particular study setting. Subsequent studies should examine the integration of objective qualitative analysis techniques, like semantic analysis software, to enhance the validity of qualitative opinions.

5.2. Practical implications of the Research

In order to give customers a smooth shopping experience, this study provides crucial insights for practitioners in the Omni channel company. These insights may then be used by practitioners to design successful Omni channel strategies. Retailers should work to improve customers' perceptions of Omni channel shopping's compatibility in order to increase Omni channel purchase intention. It is imperative for retailers to ensure that the technologies employed in Omni channel retailing align with the past purchasing behaviors and experiences of their clientele. Omni channel retailers must also closely monitor shifts in customer preferences and behaviors across a range of shopping scenarios. The perceived compatibility of Omni channel buying can be enhanced by merchants through increased connectivity, integration, and uniformity across channels, according to this study. The service content and information, for example, should be consistent and connected across all channels to guarantee that clients are not perplexed while making a purchase. To offer clients more value, Omni channel merchants should optimize their current channel setups rather than just merging them. In other words, to maximize the entire value chain, including service, promotion, store placement, customer relationship management, and so on, a seamless customer experience necessitates. This necessitates significant organizational and strategic changes for the business. Omni channel retailers may be able to improve channel integration, connectedness, and consistency as a result of the modifications made to marketing processes and infrastructures. To optimize cross-channel synergy and prevent cannibalization, an Omni channel retailer could, for instance, reorganize the physical store network in accordance with the existence of online stores. Conversely, clients' purpose to shop will be thwarted by their perception of risk when using Omni channel shopping. Due to the new technology involved and the lack of clarity surrounding the buying process, customers may perceive performance-related and financial concerns when engaging in Omni channel purchasing. Additionally, retailers can leverage customer data analytics and artificial intelligence tools to better understand cross-channel customer journeys and deliver timely and relevant personalized offerings. Training frontline employees to manage and coordinate multiple channels cohesively can further enhance service quality and customer satisfaction. Moreover, managers should adopt cross-channel performance metrics, such as channel-switching behavior, repeat purchases, and cross-channel word of mouth—rather than evaluating each channel in isolation.

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