FLORIDA INTERNATIONAL UNIVERSITY

Miami, Florida

THE OMNICHANNEL EXPERIENCE WITHIN THE U.S. RETAIL MARKET

A dissertation submitted in partial fulfillment of

the requirements for the degree of

DOCTOR OF BUSINESS ADMINISTRATION

by

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2024

To: Dean William G. Hardin
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This dissertation, written by Courtney White, and entitled The Omnichannel Experience Within the U.S. Retail Market, having been approved in respect to style and intellectual content, is referred to you for judgment.

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DEDICATION

This dissertation is dedicated to my kids. Always know that I have always tried to set the best example for you all. “You are braver than you believe, stronger than you seem, and smarter than you think. But the most important thing is, even if we’re apart…I’ll always be with you.” - A.A Milne

ACKNOWLEDGMENTS

I am immensely grateful to my professor and committee chair for their patience and valuable feedback. I could not have completed this journey without the knowledge and expertise provided by my defense committee. I would also like to extend my thanks to my classmates and cohort members for their editing assistance, late-night feedback sessions, and moral support. Finally, I cannot forget to mention my family, especially my parents, spouse, and children. Their unwavering belief in me has kept my spirits high and motivated throughout this process.

ABSTRACT OF THE DISSERTATION

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In an era where digital innovation meets customer needs for convenience, omnichannel retail emerges as a revolutionary force, erasing the boundaries between online and offline buying. This shift in thinking in retail toward a more holistic approach goes beyond just combining channels; it involves designing a smooth, integrated experience that anticipates and meets the client's requirements at every point of contact. This research extends a study by Hickman et al. (2020) and focuses on the U.S. retail market. Hickman et al. (2020) propose a conceptual framework introducing the factors influencing the omnichannel experience within the UK retail market. This study is significant because there is a considerable lack of understanding regarding the factors influencing customers' omnichannel experience. These factors limit the retail stakeholders' ability to develop effective omnichannel strategies. Additionally, despite the potential impact of perceived risk and social influence on consumers' channel preferences, only a few studies have examined their role in omnichannel experience (Cattapan & Pongsakornrungsilp, 2022). The study shows that Brand familiarity, Value,

Social Influence, and Technology Readiness have an impact on customers' omnichannel experiences, while Perceived Customization and Perceived Risk have no effect.

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INTRODUCTION

In an era where digital innovation meets customer needs for convenience, omnichannel retail emerges as a revolutionary force, erasing the boundaries between online and offline buying. This shift in thinking in retail toward a more holistic approach goes beyond just combining channels; it involves designing a smooth, integrated experience that anticipates and meets the client's requirements at every point of contact. When we examine the core of omnichannel retail, we find a world in which customization, technology, and customer-focused tactics combine to produce an unmatched shopping experience that establishes new standards for customer happiness and engagement.

Businesses faced obstacles and possibilities because of the sudden increase in online buying and digital interactions. With more consumers connecting with companies over many platforms, providing a consistent and seamless omnichannel experience has become critical. Companies that swiftly adjusted and successfully connected their online and physical platforms reaped huge rewards. According to a Salesforce (2021) study, firms with a solid omnichannel presence had excellent customer retention rates and improved customer satisfaction.

Furthermore, in recent years, businesses have been compelled to rethink their omnichannel strategy and invest in cutting-edge technologies to satisfy evolving customer expectations. Several companies, for example, began providing virtual shopping experiences and specialized online consultations to customers who could not visit storefronts. Consumers expected simplicity and flexibility in their interactions with

companies, emphasizing the need for a well-designed omnichannel approach. Companies that improve their omnichannel capabilities, according to Alsaid & Almesha (2023), omnichannel-related businesses are likely to emerge more substantial and more resilient since consumers tend to enjoy digital interactions via omnichannel continuously.

Problem Statement

Globally, merchants attempt to enhance their customers' shopping experiences by streamlining and unifying them (Cattapan & Pongsakornrungsilp, 2022). However, there are persistent issues with retail omnichannel experiences from customers' perspectives. These issues include inconsistent product availability across channels, inadequate communication between physical stores and online platforms, lack of personalization, inconsistent messaging, data privacy concerns, channel inconsistency, and technological challenges (Hajdas et al., 2022). Because omnichannel is becoming more popular, retailers must meet customers' expectations for a seamless, customized, and consistent omnichannel experience across all engagement channels (Riaz et al., 2021). Hence, understanding what factors influence such expectations is worth a research study.

Significance of the Problem

According to Salesforce research (2021), 76 percent of consumers want companies to understand their wants and expectations across all channels, emphasizing the urgency of the matter. According to Zhang et al. (2010), 61% of customers want to interact with retailers over many channels, such as in-store purchases, after preliminary research online. Because many retailers must build a wholly integrated omnichannel

experience, consumers' expectations and purchase experiences may vary. According to a Harvard Business Review (2019) study, although 73 percent of retailers appreciate the significance of omnichannel capabilities, just 7 percent feel they have "advanced omnichannel capabilities." Merchants' failure to match consumers' demands for a cohesive omnichannel experience might have significant ramifications.

Retailers may profit immensely from knowledge of customers' omnichannel experience, as it may assist them in developing effective omnichannel strategies. Subsequently, customer retention rates increase, which directly impacts the company's bottom line.

Research Gap

Despite the growing importance of omnichannel retail, there are significant knowledge gaps (Verhoef et al., 2015). While many studies have been conducted on customer behavior inside a single channel (such as the Internet or brick-and-mortar businesses), more is needed about the intricacies of cross-channel behavior (Verhoef et al., 2015). Consumer behavior is evaluated throughout the purchasing process, such as how they travel across channels, make decisions, and interact with various points of contact.

The omnichannel customer experience is a comprehensive strategy for consumer involvement that combines many channels to create a smooth and consistent experience. In the United States and internationally, perceived customization, perceived risk, brand familiarity, value, technical readiness, and social influence may substantially impact an omnichannel strategy's viability. Each of these elements can create knowledge gaps that,

if filled, might improve the understanding and execution of more successful omnichannel experiences.

First, there is a need for a better knowledge of how tailored experiences across channels affect consumer expectations and satisfaction (Shi et al., 2020). This study focuses on the extent to which customization in one channel generates expectations for comparable personalization in other channels and how this impacts total consumer loyalty and engagement.

Second, in an omnichannel scenario, buyers may perceive varying risks when purchasing online vs. offline channels (de Carvalho, Machado, & Correa, 2023). Knowledge of how to reduce these perceived risks, notably in terms of privacy, security, and product quality, across numerous channels still needs to be improved. Identifying successful risk-reduction techniques has the potential to boost consumer confidence and satisfaction.

Third, while it is acknowledged that brand familiarity may affect customer comfort and trust when engaging with a company across various channels, the processes by which omnichannel strategies might increase or decrease this familiarity need to be thoroughly understood (Itani et al., 2023) This research examines how consistent branding and messaging across channels affect brand impression and loyalty.

Fourth, there needs to be more awareness of the perceived value that omnichannel initiatives provide to customers beyond ease (Chang & Geng, 2022). This covers how customers weigh the benefits of seamless experiences, integrated services, and channel flexibility in terms of time, money, and effort savings. These elements may yield insights into enhancing omnichannel products to match consumer value expectations better.

Fifth, organizations’ and customers' preparedness to accept and efficiently use new technology for omnichannel experiences is an essential area with knowledge gaps (Sharma & Dutta, 2023). This involves understanding the hurdles to technology adoption, the digital gap between consumer groups, and how technology readiness affects customer experience.

Sixth, the impact of social influence, such as social media, peer recommendations, and online reviews, on omnichannel consumer experiences must be thoroughly understood (Mishra et al., 2022). There is a need to investigate how social influence mechanisms vary across channels and how they affect customer decisions and loyalty.

Research Questions

What factors influence customers’ omnichannel experience within the US retail market?

The research question helps to address the comprehensive factors influencing the omnichannel experience within the retail market.

LITERATURE REVIEW

Omnichannel selling has become the standard practice for modern firms since it allows them to contact customers across several channels. Retailers must seamlessly merge their brick-and-mortar and online presences to serve today's tech-savvy consumers better and meet their ever-changing expectations. Omnichannel merchants offer their items over many digital and conventional channels (stores, websites, mobile applications,

social media, etc.) to provide customers with a smooth and consistent experience (Brynjolfsson et al., 2013). Omnichannel commerce aims to create an environment where consumers can effortlessly transition between several engagement channels without losing momentum in their transactions (Verhoef et al., 2015). According to a study by Verhoef et al. (2015), the quality of product information affects omnichannel customer experience. The study found that customers who obtained relevant and detailed product information across many channels reported higher satisfaction. This highlights the need to provide reliable and consistent information across all channels to provide a positive experience for customers.

According to Reinartz et al. (2017), social media customer-brand interactions substantially influence omnichannel customer care delivery. Participation rates on social networking sites have been found to improve consumer happiness, trust, and loyalty. Merchants should aggressively promote social media profiles to enhance consumers' buying experiences. Kumar et al. (2019) also found that the extent to which social influence is included in the omnichannel customer experience varied significantly. According to the results, customers' opinions and actions are heavily impacted by the suggestions and praise they get from their peers. Retailers may improve their customers' shopping experiences by encouraging feedback and using social evidence to boost trust and credibility.

Similarly, Dessart et al. (2015) investigated the impact of social media interactions on the omnichannel consumer experience. According to the study, customers are happier, trust companies more, and are more loyal to those they interact with on social media. Retailers should be active on social media, responding to inquiries and

providing relevant content to build meaningful customer relationships and enhance their overall experience.

Natarajan and Veera Raghavan (2023) studied the influence of social media participation on omnichannel customers' happiness. According to the survey, customers who interacted with brands on social media were more satisfied. Furthermore, social media participation increases the desire to buy and loyalty to a business. Investing in social media marketing methods and encouraging client interactions may increase customer satisfaction and loyalty for a company. Lim et al. (2022) studied the influence of social commerce on the omnichannel customer experience. User-generated material, online reviews, and social shopping networks were shown to benefit consumers' satisfaction and propensity to buy. Businesses should use social commerce techniques to increase sales and client loyalty.

The impact of personalization on omnichannel customer experiences was studied by Mehmood et al. (2022). The study found that offering tailored recommendations and special offers led to significantly higher customer satisfaction and loyalty. By mining customer information for actionable insights and implementing individualized strategies, stores may provide shoppers with a more satisfying shopping experience. The effect of tailored communication on the omnichannel customer experience was also studied by Tyrväinen et al. (2020). According to the findings, customizing communications and interactions significantly boosted consumer happiness, faith, and commitment. Use consumer information to provide targeted messages that appeal to shoppers and improve their shopping experience. The effect of customized omnichannel encounters on patrons' allegiance was further studied by Tyrväinen et al. (2020). Research showed that customer

loyalty increased when businesses provided suggestions based on individual consumers' interests, offered targeted incentives, and provided individualized service across several channels. For retailers, the key to building loyal, long-lasting connections with customers is to capitalize on consumer data and use personalization tactics.

Li (2022) investigated the influence of mobile technologies on the omnichannel customer experience. The study's results reveal that factors such as mobile shopping availability, mobile app simplicity, and mobile app quality significantly influence consumer pleasure and loyalty. Companies must ensure their mobile platforms have all the essential features to provide customers with a better shopping experience. In studying the influence of specific technologies and designs on the omnichannel customer experience, Hsia et al. (2020) found the effect of a website's mobile friendliness on the omnichannel customer experience. The study revealed that faster page loads and less frustrating navigation significantly increased consumer happiness and activity. If stores want to boost consumer happiness, they must make their websites as quick and easy as possible. Shankar et al. (2021) studied the impact of sensory cues on the omnichannel customer experience. The results showed that adding sensory components such as visual aesthetics, ambient fragrances, and background music favorably altered customers' views of the store environment and their overall shopping experience. Retailers must pay close attention to the design and integration of sensory signals to provide a positive and immersive experience for online and in-store customers.

Belgian et al. (2016) studied the influence of website quality on the omnichannel customer experience. Variables like website design, functionality, and security greatly impacted customer happiness and buying desire. To keep customers returning and

increase sales, stores should prioritize keeping their websites simply and aesthetically pleasing. In a recent study, Rizvi and Siddiqui (2019) investigated the impact of unified physical and online experiences on omnichannel consumer satisfaction. The results showed that clients with a positive multi-channel experience were more satisfied and loyal overall. Stores should use integrated systems and technology to deliver a consistent and pleasant customer experience across channels. According to Wu & Tang's (2022) research on the influence of mobile payment adoption on the omnichannel customer experience, purchasers who used mobile payment methods indicated better satisfaction with their purchases. Mobile payment methods have increased convenience, productivity, and customer trust.

Merchants that value the customer experience and convenience should accept mobile payments. Hsu and Chen (2018) studied the impact of gamification on the omnichannel customer experience. According to the research, incorporating gamified components like challenges, incentives, and interactive features increased consumer engagement and satisfaction. The retail industry might benefit from gamifying its omnichannel initiatives by providing consumers with more engaging and exciting content. The influence of gaming on the omnichannel customer experience was also investigated by Risso and Paesano (2021). The research found that adding game mechanics like leaderboards, challenges, and awards improved consumer engagement. Merchants' gamification principles may improve customer engagement, novelty, and channel retention.

Pantano (2019) studied the impact of customers' activity on the omnichannel service they receive. The study's findings showed that customer happiness and loyalty are

boosted when clients are given more agency in their dealings with a business. To improve consumers' shopping experiences, stores should include self-service choices, personalization tools, and generous return policies. Lee et al. (2019) state that consumer participation is critical in defining the omnichannel customer experience. Results showed that consumer involvement and co-creation, two forms of customer engagement, benefit customer happiness and loyalty. Retailers may improve their customers' shopping experiences by encouraging consumer participation via interactive features, customized communication, and incentive schemes.

Ling et al. (2011) studied the influence of customers' perceptions of risk and trust on the omnichannel service they receive. Customers who felt safer making purchases and had greater faith in the store's reliability gave more favorable feedback. To reduce customers' worries and boost sales, stores should prioritize clear regulations, safe online purchases, and consistent support. Kazancoglu and Aydin (2018) investigated a correlation between customer assurance and omnichannel shopping intentions. Customers with higher confidence in the business planned more frequent and multi-channel purchases. Retailers should prioritize building consumer trust by providing accessible contact channels, constant assistance, and encrypted financial transactions to encourage multichannel buying habits and enhance the customer experience.

A study by Gao et al. (2021) investigated the impact of convenience on the omnichannel customer experience. The research showed that consumer happiness and loyalty increased when retailers made conveniences like quick shipping, free returns, and simple checkout procedures available. Retailers should prioritize omnichannel ease to satisfy customers’ expectations and improve their shopping experience. A study

published by Mainardes et al. (2020) investigated the impact of customers' feelings in the omnichannel retail setting. The results showed that happy and excited feelings substantially impact consumer satisfaction and loyalty. By adding aspects of surprise, pleasure, and personalization, retailers can create more emotionally engaging customer experiences across channels.

The influence of happy consumers on positive WOM in the context of omnichannel purchasing was studied (Olivas et al., 2024). Conclusions Customers with a pleasant multi-channel experience were more likely to spread positive word-of-mouth (WOM) about the business, boosting brand awareness and the number of new customers. Companies that value the power of positive WOM place a premium on delivering memorable customer service. Gao & Fan (2021) investigated the impact of internet reviews on the omnichannel customer experience. The study found that good evaluations substantially affected consumer satisfaction and loyalty. Retailers must monitor online consumer feedback, reply to both good and negative comments, and use both to serve their customers better.

Using an omnichannel framework, Puccinelli et al. (2019) investigated the impact of experiential marketing. Customer engagement, contentment, and desire to buy were all shown to increase dramatically when pop-up shops, interactive displays, and virtual reality were used. Retailers should invest in experiential marketing strategies for more success than can be achieved via more conventional means. The influence of augmented reality (AR) technology on omnichannel consumer experience was studied by (Chen et al., 2021). According to the study's authors, customers who used augmented reality elements, such as virtual try-ons or interactive product demos, reported better satisfaction

and increased purchase intentions. Retailers should investigate using augmented reality technologies to improve the omnichannel experience regarding interactivity and immersion.

To summarize, while previous research has provided valuable insights into the various factors that impact the omnichannel customer experience, there are still gaps that need to be addressed. These include assessing the impact of customized experiences and customer technology readiness across different channels, minimizing perceived risks associated with online and offline channels, maintaining consistent branding across all channels, understanding customer expectations in terms of values across channels, and examining the influence of social influence on customer decision-making. It is also important to note that differences in study focus, techniques, and settings can lead to differences in findings. Therefore, further research and a better understanding of these variables are necessary to fill these gaps and provide a more comprehensive understanding of the omnichannel customer experience.

While personalization and customization are essential for a pleasant omnichannel experience, the studies must address possible privacy concerns or the balance between personalization and intrusion. The studies acknowledge the positive impact of consumer interaction and social influence on customer satisfaction and loyalty but do not consider any negative consequences or instances of misinformation propagated through social networks. While technology is crucial in enhancing the omnichannel experience, the studies do not detail possible difficulties like accessibility, technical obstacles, or the digital divide that may limit the beneficial impact on customer experience. While risk is

essential, the studies do not entirely address possible conflicts with privacy issues or the balance between client empowerment and the need for advice and help.

Consumer Omnichannel Behavior

Implementing and optimizing omnichannel retail strategy demands a thorough knowledge of consumer behavior. This section covers a variety of themes, including consumers' multichannel buying patterns, channel migration, and the influence of mobile devices and social media on the retail business. Modern consumers often utilize many channels concurrently throughout a single transaction. They might research costs and customer reviews online before purchasing at a store or online (Skogland & Siguaw, 2004). Customers' wants and preferences constantly change, emphasizing the importance of providing a unified and consistent experience across all channels.

During the purchasing process, customers often move between channels. They may shop in-store, check prices on their phones, and then complete the transaction online (Hübner & Kuhn, 2016). Customers who "showroom" or visit a physical store to learn more about a product but eventually purchase online to save money are widespread in omnichannel retail (Verhoef et al., 2015). Retailers must understand these consumer behavior patterns and use methods to create a unified and consistent shopping experience that motivates purchases across channels.

Mobile devices and social media platforms are becoming more critical in omnichannel retail. Consumers increasingly use smartphones and other mobile devices to research products, compare prices, and make online purchases (Chong et al., 2014). Consumers may bridge the gap between physical and online experiences by researching

items and purchasing on the move using their mobile devices. Furthermore, the proliferation of social media considerably impacts customers' attitudes, product awareness, and ultimate purchases (Hutter et al., 2013). Retailers must adopt mobile and social media technology to keep consumers engaged and provide a consistent platform experience.

Conclusion

Prior research has created a clear picture of our knowledge of the issue under consideration. This study identifies crucial issues that corporate leaders should consider when designing the omnichannel consumer experience. Consequently, this study presents an extension of a research approach based on a conceptual framework proposed in a publication Hickman et al., (2020) to investigate the factors influencing the omnichannel retail customer experience in the United States (see Table 1). This framework will be further discussed in the next section.

Table 1: Conceptual Framework

Construct	Theory / Framework
Brand Familiarity	Conceptual Framework Hickman et al., (2020)
Perceived Customization	Conceptual Framework Hickman et al., (2020)
Value	Conceptual Framework Hickman et al., (2020)
Technology Readiness	Conceptual Framework Hickman et al., (2020)
Perceived Risk	Proposed Expansion to Framework
Social Influence	Proposed Expansion to Framework

THEORETICAL BACKGROUND AND RESEARCH MODEL

Considering the previous study's earlier review of retail customers' omnichannel experience, the researcher has examined several theories to understand better each identified construct and its influence in the retail sector. In Table 1, each construct is accompanied by its complementary theory, which will be discussed in greater detail in this section.

Conceptual Framework

This dissertation aims to extend the conceptual framework proposed in a publication conducted before the pandemic. This framework will provide the foundation for influencing the customer's omnichannel experience. It proposes four variables influencing the omnichannel customer experience (OCE): brand familiarity (BF), perceived customization (PC), value (VAL), and technology readiness (TR) (Hickman et al., 2020). The Framework also suggests that omnichannel is not a single entity but rather an assimilation of multiple channels, thus conceptualizing it as online, in-store, and mobile (Hickman et al., 2020).

The extension of this model consists of first accounting for two variables that should have been accounted for in the initial study: perceived risks (PR) and social influence (SI) (see Figure 1).

Note: Brand Familiarity = BF, Perceived Customization = PC, Value = VAL, Technology Readiness = TR, Perceived Risk = PR, Social Influence = SI, Omnichannel Customer Experience = OCE

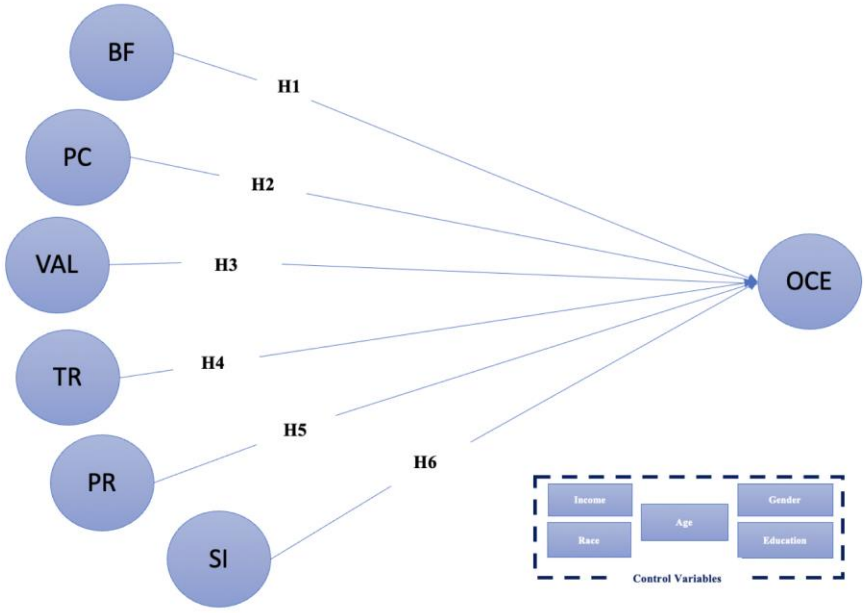

Figure 1: The Conceptual Research Model

HYPOTHESES DEVELOPMENT

This section explains the constructs related to the customer's omnichannel experience, as shown in Figure 1 above, and develops hypotheses. BF, PC, VAL, TR, SI, and PR will be considered independent factors. The dependent variable will represent a consumer's OCE, which is the customer's cognitive and emotive assessment of the company as a whole, based on the synthesis of all the many channels, touchpoints, and interactions across time in an omnichannel setting (Alsaid & Almesha, 2023) (See Appendix A for the Hypothesis list and Appendix B for variable definitions).

Brand Familiarity

BF, defined as the total count of direct or indirect interactions that a customer has had with a particular brand, has a tremendous impact on the OCE. As consumers become more familiar with a brand, they develop a sense of trust, loyalty, and emotional connection, improving their experience across several channels. Verhoef et al. (2015) state that brand familiarity promotes consumer engagement in an omnichannel scenario. Customers are familiar with and connect with a brand across several touchpoints, resulting in a unified and consistent experience. With a better awareness of the brand's offerings, principles, and consistent messaging, customers can easily navigate between channels and have a consistent experience.

BF has a far-reaching influence on the omnichannel consumer experience. It also has an impact on customer satisfaction and loyalty. Liao et al. (2019) establish a link between BF and consumer pleasure in an omnichannel setting. Customers acquainted with a brand have specific expectations about the quality of products or services and the level of service provided across channels. Consistent experiences and pleasant encounters across several touchpoints reinforce the consumer's view of the brand, resulting in higher customer satisfaction. Furthermore, familiarity with a brand increases consumer loyalty since customers are likelier to remain loyal to a firm with whom they have interacted positively across several channels.

Brand awareness influences consumer engagement, satisfaction, loyalty, and purchasing behavior in an omnichannel context. Li et al. (2020) discovered that increased brand familiarity enhances customer purchase intentions across many channels.

Consumers' fondness for a brand grows as they get more familiar with it, and they are more inclined to consider it when choosing. BF reassures customers, minimizes their perceived risk, and boosts their buying confidence. This impact is particularly noticeable in multichannel environments when customers have several ways to connect and transact with the business. Consequently, brand familiarity directly impacts consumer purchasing behavior, increasing brand sales and profitability. Hence, we hypothesize:

H1: *Customers' Brand Familiarity is associated with their Omnichannel Customer Experience.*

Perceived Customization

The influence of PC on the OCE is crucial. When customers perceive a high degree of customization across different channels, their entire experience and happiness are improved. According to research by Verhoef et al. (2015), customers who feel ownership and control over their interactions have a more favorable emotional reaction. This favorable image of personalization may result in improved brand loyalty and engagement if customers think their preferences and demands are regularly satisfied across channels. Consequently, as perceived personalization develops, it is projected that the impact on the omnichannel customer experience will rise.

The relationship between personalization and the influence of PC on the OCE is inherent. Personalization involves tailoring the customer experience to an individual's tastes and needs, and perceived customization is critical to achieving personalization. Alreck and Settle (2014) found that customers perceive greater customization when they feel the company knows their specific requirements and offers related items. By giving

individualized experiences across channels, such as personalized product suggestions and customized communication, brands can build a unified and seamless omnichannel experience. Consequently, customer pleasure, loyalty, and trust are enhanced. Consequently, as perceived personalization rises, the effect on the omnichannel customer experience is expected to improve.

Not only does perceived customization impact the current customer experience, but it also has long-term impacts on consumer behavior. Brand identification and loyalty are strengthened as customers perceive greater customization across channels. Personalization improves consumers' views of brand compatibility, resulting in higher brand engagement, according to a study conducted by Fuchs et al. (2010). As a result, consumers are more likely to spread positive word of mouth, recommend the brand to others, and make repeat purchases. These results contribute to the overall success of the omnichannel customer experience. Organizations must prioritize perceived customization to positively impact the omnichannel customer experience and build customer loyalty in the long term. Hence, we hypothesize:

H2: *Customers' Perceived Customization is associated with their Omnichannel Customer Experience.*

Value

As VAL rises, the impact on the OCE becomes more evident. The idea of VAL relates to the benefits and advantages customers obtain from a product or service. Customers who sense higher VAL are more inclined to engage and connect with a brand

across different channels. Verhoef et al. (2015) state that a pleasant customer experience increases consumer loyalty and advocacy, resulting in higher buy intentions and repeat business. Consequently, when customers perceive more value, they are more inclined to interact with a brand across numerous channels, such as physical shops, websites, mobile applications, and social media platforms, resulting in a higher OCE.

An OCE may be improved by providing a smooth and uniform experience across numerous media. Consumers want a consistent and unified OCE when they sense VAL. Rigby et al. (2012) emphasize the need to provide consistent information, pricing, and customer service across channels to achieve a favorable OCE. Higher VAL raises consumer expectations, which organizations must satisfy by aligning their offers, communication, and interactions across all touchpoints. This alignment results in a more unified and individualized customer experience, which increases customer happiness, loyalty, and engagement, ultimately improving the OCE.

The role of technology in generating VAL and improving the OCE cannot be overstated. Because of technological advancements, customers have more alternatives and freedom to communicate with companies via different channels. Touchpoints for customer involvement have risen because of the proliferation of digital platforms, mobile devices, and social media. Personalization technology lets firms personalize their goods and messages to customers, increasing perceived value. Verhoef et al. (2015) discovered that technology-driven personalization improves customer pleasure, brand loyalty, and operational cost efficiency. Consequently, as the value of their products increases, enterprises must employ technology to create customized, seamless, and consistent experiences across channels, leading to an improved OCE. Hence, we hypothesize:

H3: *Customers' Value is associated with their Omnichannel Customer Experience.*

Technology Readiness

Customers' TR, as defined by Parasuraman (2000), relates to individuals' desire and aptitude to accept, and use technology in various circumstances. This preparation has a big impact on their experiences in omnichannel contexts. According to Grewal et al. (2020), a favorable connection exists between customers' TR and OCE. More tech-savvy customers, for example, are more likely to value the seamless integration of online and offline channels, resulting in higher satisfaction and loyalty (Rust et al., 2020).

Furthermore, customers' TR affects their views of ease and efficiency in omnichannel transactions. Verhoef et al. (2015) states that digitally savvy clients prefer omnichannel experiences since they can smoothly access numerous channels. They are also more likely to use digital self-service tools and mobile applications to enhance their OCE (Wünderlich et al., 2019). Organizations must consider their TR levels while creating and executing omnichannel strategies to ensure that omnichannel strategies correspond with customers' preferences and capabilities.

Additionally, customer TR influences their faith in omnichannel platforms and companies. High degrees of technological readiness are associated with increased confidence in online transactions and interactions (Pavlou, 2003). This trust extends to multichannel contexts, as customers demand consistent and safe experiences across all channels (Dabholkar et al., 2016). Brands that successfully use technology to satisfy

these expectations may build closer relationships with tech-savvy customers, resulting in greater engagement and advocacy (Gao et al., 2019). Hence, we hypothesize:

> **H4:** *Customers' Technology Readiness is associated with their Omnichannel Customer Experience.*

Perceived Risk

Perceived risk is critical in consumer decision-making, particularly regarding omnichannel customer experiences. Customers' behavior and expectations change when they perceive a higher risk associated with a given product or service, which may impact their omnichannel customer experience. As perceived risk grows, the impact on the omnichannel customer experience is expected to decrease.

One component impacted by perceived risk is the customer's proclivity to interact in several channels and touchpoints throughout their purchase experience. Customers may become more cautious when perceived risk increases, preferring to rely on fewer channels or sources of information to mitigate any negative consequences. According to Yim, Chan, and Lam (2013), customers with a high degree of perceived risk prefer limiting their interactions with several channels and focusing on a single channel they feel is the most reliable. This channel limitation may impede the effectiveness of an omnichannel strategy aiming at providing seamless and integrated experiences across many touchpoints.

A reduction in customer trust and confidence in the omnichannel system is another result of increased perceived risk. Customers who perceive higher levels of risk

may be concerned about the reliability, security, and accuracy of information and transactions delivered over many channels. This mistrust may lead to a loss of trust and a negative perception of the omnichannel customer experience. According to Ryu, Han, and Jang (2019), perceived risk reduces customer trust in omnichannel commerce, demonstrating that as perceived risk increases, so does confidence in the omnichannel system.

Furthermore, perceived risk in the omnichannel customer experience may affect consumer happiness and loyalty. When perceived risk increases, customers become more aware and critical in analyzing their experiences across channels. Negative experiences or channel disparities may exacerbate perceived risk, lowering satisfaction and loyalty. According to Huang, Zhang, and Xu (2017), perceived risk negatively influences customer pleasure when it comes to omnichannel purchasing. Unsatisfied customers are less likely to make more purchases or recommend the company, reducing the overall effectiveness and success of the omnichannel approach.

Finally, when perceived risk increases, the influence on the omnichannel customer experience will decrease; customers who perceive increased risk may limit their channel use, have less trust in the system, and experience lower enjoyment and loyalty. Understanding the impact of perceived risk on the omnichannel customer experience is crucial for businesses looking to decrease risks and boost consumer engagement in an increasingly complex and interconnected marketplace. Hence, we hypothesize:

H5: *Customers' Perceived Risk is associated with their Omnichannel Customer Experience.*

Social Influence

Social influence has a tremendous impact on the omnichannel customer experience, and as its influence grows, so does its impact on consumer behavior and decision-making. Nambisan and Wattal (2019) discovered that social influence in the form of online reviews, assessments, and recommendations considerably affected customers' omnichannel purchase choices. Consumers prefer to trust and depend on the views and experiences of their peers on social media platforms and review websites. Consumers are more inclined to seek out and analyze social signals throughout the purchase process as social influence rises, affecting their perceptions, preferences, and overall happiness with the omnichannel customer experience.

The expanding effect of social media platforms on the omnichannel customer experience amplifies social influence. According to Okazaki, Molinillo, and Merino (2019), social media platforms allow customers to join online debates, share their experiences, and seek assistance from their social networks. These platforms act as powerful social influence conduits, enabling customers to be more educated, connected, and affected by others' perspectives. As social media becomes more integrated into the omnichannel experience, businesses must understand and capitalize on the power of social influence to increase customer engagement and happiness across various touchpoints.

Social influence impacts the omnichannel customer experience beyond the pre-purchase phase to encompass post-purchase activities. Social contacts and social media involvement significantly influence consumer engagement and post-purchase behavior,

according to Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef (2015). Consumers commonly use social media sites to talk about their product experiences, get help, and offer feedback. Positive or negative social impact emerging from these encounters may alter customer loyalty, advocacy, and future purchase intentions in the omnichannel setting. As social influence grows in importance, businesses should actively monitor and manage customer interactions and comments on social media to ensure that customers have a tremendous and seamless omnichannel experience. Hence, we hypothesize:

H6: *Customers' Social Influence is associated with their Omnichannel Customer Experience.*

RESEARCH METHODOLOGY

Introduction to Research Methodology

The research design adopted for this study was a cross-sectional survey design (Babbie, 2016). A quantitative research design was preferred for the current research as it enabled the researcher to establish the relationship between the dependent, moderating, and independent variables (Creswell, 2014). The research focused on customers who have shopped using multiple touchpoints from some of the top omnichannel retail companies in 2023. The companies adopted from Top 50 Global Retailers 2023 (2023) were Apple, Nike, Sephora, Adidas, IKEA, H&M, Zara, and Best Buy. A cross-sectional method allowed the researcher to collect quantitative data from the population

economically (Babbie, 2016). The selected design was also considered suitable for elaborating the characteristics of a particular person or group of individuals.

The researcher implemented a three-part study to evaluate the proposed research model: the pretest, pilot test, and primary study. The pretest allowed the researcher to inaugurate face and content reliability for the proposed survey instrument. The pilot study helped establish the viability of the research methodology, data collection, and data analysis procedures. The third part of this study was the primary study, which was pursued to support the proposed hypotheses in the research model. The primary study was fully reported and built on the pilot study results. The research used the refined structured questionnaire to collect views from respondents regarding the retail stores they visited.

Furthermore, the researcher ensured that each participant was informed of their participation in the research and signed an informed consent form before responding to the questionnaire. The researcher also demonstrated a high level of confidentiality when handling any personal information about the respondents. Surveys were managed within Qualtrics and issued via Amazon Mturk. Participation remained voluntary, but participants were paid a small fee to encourage participation.

Due to the limited success of the uncompensated approach to recruitment in previous studies, the researcher provided $.25 compensation for completing the survey for the first round of surveys and increased to $.50 for the second round. Non-response bias was reduced since rewards help improve the response rate (Asire, 2017). Fluctuation bias was countered by eliminating interesting but non-important additional factors, including questions about interesting but non-important demographic factors (Pannucci &

Wilkins, 2010). The average completion time of the subject survey was less than 15 minutes. Each participant agreed to a survey before proceeding to the first item, and all completed surveys were assigned a unique survey completion ID for easy compensation.

Population

This study's population of interest was customers in the United States, age 18 and older, who recently shopped at one of the listed retail stores via multiple touchpoints. Customers missing any of the qualifications were not included in the scope of this study. This population comprises every race, gender, education status, and income.

This study required two separate samples: a pilot group of 70 participants and the main sample population of 1179 participants. According to the statistical power considerations presented by Hair et al. (2017), an estimation was made based on the Census Bureau's (2021) claim of 258.3 million adults in the United States. The estimate was made with a 95 percent confidence level and a 5 percent margin of error.

Instrument Development

For this study, all the constructs were measured using existing scales in previous literature. These scales were modified for word clarity based on the research model and current research context. Each construct of this model was measured with reflective items on a 5-point Likert scale. Items for Brand Familiarity, Perceived Customization, Technology Readiness, and Perceived Risk were adopted from Hickman et al. (2020). Measures for Perceived Risk and Value were adopted from Shi et al. (2020) and Rahman

et al. (2022), respectively. Finally, Social Influence was measured using Mosquera et al., 2019 items. The study also includes demographic variables Age, Income, Race, Gender, and Education as controls. Appendix C shows the survey instrument.

Pretest Study

A pretest study was completed with the instruments before executing the pilot study. Five Subject Matter Experts (SMEs) were provided with the study's core constructs, study intent, and a printed survey instrument to assess the modified instrument's face validity and internal reliability. The five selected SMEs are all full-time retail employees. The SME group evaluated the seven primary constructs (BF, PC, VAL, TR, PR, SI, OCE) and provided evidence of face validity. Based on the results, there were no changes to the constructs. However, minor changes were made to the wording of the survey instrument.

In the following table, SMEs assess the validity of each item and construct. During the evaluation process, participants were asked to rate the suitability of each item. If the perceived validity of an item falls below 4.0, it will be evaluated further by an additional SME group. Since all items scored at least 4.6, all items will be considered valid. These results are shown in the following tables (Table 2 & Table 3).

Table 2: Subject Matter Experts Assessment Results

Construct / Variable	Item	Totally Suitable (5)	Suitable (4)	Moderate (3)	Unsuitable (2)	Totally Unsuitable (1)
Brand Familiarity (BF)	BF1	5				
	BF2	5				

	BF3	3	2			
	BF4	5				
Perceived Customization (PC)	PC1	4	1			
	PC2	5				
	PC3	5				
	PC4	5				
Value (VAL)	VAL1	5				
	VAL2	5				
	VAL3	5				
	VAL4	5				
Technology Readiness (TR)	TR1	4	1			
	TR2	5				
	TR3	5				
	TR4	3	2			
	TR5	5				
	TR6	5				
Perceived Risk (PR)	PR1	4	1			
	PR2	5				
	PR3	5				
Social Influence (SI)	SI1	5				
	SI2	5				
	SI3	5				
	SI4	5				
	SI5	5				
	SI6	5				
Omnichannel Customer Experience (OCE)	OCE1	4	1			
	OCE2	5				
	OCE3	5				
	OCE4	3	2			
	OCE5	5				
	OCE6	5				
	OCE7	4	1			
	OCE8	5				
	OCE9	5				
	OCE10	5				
	OCE11	5				
	OCE12	5				

Table 3: Subject Matter Experts Comments

Constructs	Items	Comments
	BF1	No Comments

Brand Familiarity (BF)	BF2	No Comments
	BF3	SME #2: This question sounds like it could also fit Social Influence.
	BF3	SME #5: If single question could be placed in multiple sections, consider adding to SI section.
	BF4	No Comments
Perceived Customization (PC)	PC1	SME #2: Not sure what remembering detail must do completely with customization, consider rephrasing.
	PC2	No Comments
	PC3	No Comments
	PC4	No Comments
Value (VAL)	VAL1	No Comments
	VAL2	No Comments
	VAL3	No Comments
	VAL4	No Comments
Technology Readiness (TR)	TR1	SME#4: Should Technology be plural? Otherwise, good question.
	TR2	No Comments
	TR3	No Comments
	TR4	SME#2: Sounds like it could be listed in value as well
		SME#4: Should Technology be plural? Otherwise, good question.
	TR5	No Comments
	TR6	No Comments
Perceived Risk (PR)	PR1	SME#1: Question could be changed to read better.
	PR2	No Comments
	PR3	No Comments
Social Influence (SI)	SI1	No Comments
	SI2	No Comments
	SI3	No Comments
	SI4	No Comments
	SI5	No Comments
	SI6	No Comments
Omnichannel Customer Experience (OCE)	OCE1	SME#1: What are you truly trying to measure with this question? Not sure if its placed right
	OCE2	No Comments
	OCE3	No Comments
	OCE4	SME#3: Not sure what the R beside multiple questions means, might be
	OCE4	SME#2: Should this question reflect Positive Emotions? If so, it seems
	OCE5	No Comments
	OCE6	No Comments
	OCE7	SME#2: Feel like this question could be worded better. Decent question.
	OCE8	No Comments
	OCE9	No Comments
	OCE10	No Comments
	OCE11	No Comments
	OCE12	No Comments

Pilot Study

The pilot study was launched in August 2023 using Amazon Mturk and Qualtrics. Using the instrument from Appendix C, 80 respondents were collected, and 70 responses were validated through data cleaning. Table 4 summarizes the demographics of respondents in the pilot study. In detail, 66% of the respondents are male, and 34% are female. Approximately 67% of the respondents were between ages 25 and 34, 23% between ages 35 and 44, 4% between ages 18 and 24, 4% between ages 45 and 54, and 1% over 55.

According to the survey results, 40% of the participants reported earning an annual income between $50,000 to $74,999, while 33% of them reported earning between $75,000 to $99,999 per year; 17% reported earning between $35,000 to $49,999 per year; 7% reported earning between $15,000 to $34,999 per year; 1% reported earning more than $100,000 per year; and 1% reported earning less than $15,000 per year. Regarding race, 96% were white, and Hispanics, Asians, and Indians made up the additional 4%. In education, 79% reported having a bachelor's degree, 9% reported having a Diploma/GED, 7% reported having a graduate degree, and 6% reported not graduating.

Table 4: Pilot Study Demographics

Gender	Frequency	Percent
Male	46	65.7%
Female	24	34.3%
Age	Frequency	Percent
18-24	3	4.3%

25-34	47	67.1%
35-44	16	22.9%
45-54	3	4.3%
Over 55	1	1.4%
Income	Frequency	Percent
Less than 15,000	1	1.4%
15,000 – 34,999	5	7.1%
35,000 – 49,999	12	17.1%
50,000 – 74,999	28	40.0%
75,000 - 99,999	23	32.9%
100,000 or more	1	1.4%
Education	Frequency	Percent
12th grade or less	4	5.7%
Diploma/GED	6	8.6%
Bachelor's Degree	55	78.6%
Post Grad Degree	5	7.1%
Race	Frequency	Percent
Hispanic, Latino, or Spanish Origin	1	1.4%
White	67	95.7%
Asian	1	1.4%
American Indian or Alaskan Native	1	1.4%
Store	Frequency	Percent
Apple	44	62.9%
Nike	16	22.9%
Sephora	1	1.4%
Adidas	7	10.0%
Zara	1	1.4%
Aldi	1	1.4%

To ensure the acceptability of the study, it is critical to check the reliability and validity of the pilot study's latent and indicator variables. Table 5 shows the results of reliability and validity checks. Cronbach's alpha value for OCE, PR, SI, TR, and VAL is above the acceptable value of .70. BF Cronbach's alpha value was below .70, but still in an acceptable range of 0.6-0.8 (Bujang et al., 2024). The composite reliability for all variables was above .70. A composite reliability value of 0.6 or higher is suitable for exploratory research, whereas a reliability value of at least 0.70 is acceptable for indicator variables (Hair et al., 2013).

Table 5: Pilot Study Reliability and Inter-construct Matrix

Variables	Cronbach's Alpha	CR(a)	AVE	Construct Correlation Matrix						
				BF	OCE	PC	PR	SI	TR	VAL
Brand Familiarity	0.694	0.801	0.592	**.769**						
Omnichannel Customer Experience	0.905	0.909	0.725	0.258	**0.852**					
Perceived Customization	0.728	0.732	0.646	0.716	0.288	**0.804**				
Perceived Risk	0.853	0.858	0.774	0.449	0.810	0.490	**0.879**			
Social Influence	0.771	0.799	0.587	0.503	0.431	0.658	0.531	**0.766**		
Technology Readiness	0.808	0.824	0.630	0.721	0.358	0.750	0.514	0.686	**0.793**	
Value	0.804	0.850	0.715	0.542	0.293	0.629	0.291	0.521	0.572	**0.846**

Note: The Bold numbers represent the square root of AVE

All the constructs in the study had an average variance explained (AVE) values greater than 0.5, which is a sign of convergent validity. Discriminant validity can be established by comparing the AVE of a construct to the variance shared by other constructs (Gefen et al., 2000). According to the Fornell-Larcker test, discriminant validity is established when the square root of the AVE of a construct is greater than the construct's correlations with other constructs (Benitez et al., 2020). It was found that the square roots of AVEs for all variables (bolded values in Table 5) were higher than their corresponding correlations, which supports the discriminant validity of the constructs.

The discriminant validity was further examined via a CFA. Appendix E reports the results of CFA. We noticed that several cross-loadings are above 0.5. Nevertheless, all items are still assigned to their target factors based on the overall loading pattern, indicating the discriminant validity of the constructs (Geiser 2022). Furthermore, according to Rönkkö and Cho (2022), having cross-loadings of zero can inflate the estimated factor correlations, which can be problematic when assessing discriminant validity. They also note that larger sample sizes are more accurate for CFA and a cross-

loading lower than 0.8 is less of a problem. Given the sample size and the overall distinct construct pattern, we proceed with those items for the main data collection.

It is worth mentioning that an initial analysis of the pilot study data shows several items had low factor loadings and Cronbach alpha values of Familiarity and Perceived Customization were below 0.7. We decided to drop those items. The results reported in this section are based on the remaining items. All dropped items are marked in Appendix C.

Main Study

Amazon Mturk and Qualtrics were used for the main study's data collection. The data collected had a valid sample size of 1179. 62% of the respondents were male, 37.8% were female, and 0.2% were other (See Table 6). Approximately 52.2% of the respondents were between ages 25 and 34, 31.6% between ages 35 and 44, 5.3% between ages 18 and 24, 7.0% between ages 45 and 54, and 3.8% over 55.

35.2% of the respondents reported making between $50,000 to $74,999 per year; 27.0% reported $75,000 to $99,999 per year; 32.6% reported making $35,000 to $49,999 per year; 7.9% reported making $15,000 to $34,999 per year; 5.9% reported more than $100,000 per year; and 1.4% reported less than $15,000 per year. Regarding race, 1.4% were Black/African American, 92.3% were White, 0.5% were Hispanics, 1.6% were Asian, 3.6% were Indian, 0.1% were Hawaiian, 0.1% were Multiethnic, and 0.4% were other. In education, 4.4% reported having completed 12th grade or less, 5.5% reported having a diploma/GED, 2.6% reported some college, 2.5% reported having an associate degree, 76.1% reported having a bachelor’s degree, and 8.9% reported having a Post Grad Degree.

Table 6: Main Study Demographics

Gender	Frequency	Percent
Male	731	62.0%
Female	446	37.8%
Other	2	0.2%
Age	Frequency	Percent
18-24	63	5.3%
25-34	616	52.2%
35-44	373	31.6%
45-54	82	7.0%
Over 55	45	3.8%
Income	Frequency	Percent
Less than 15,000	16	1.4%
15,000 – 34,999	19	7.9%
35,000 – 49,999	267	22.6%
50,000 – 74,999	415	35.2%
75,000 - 99,999	318	27.0%
100,000 or more	70	5.9%
Education	Frequency	Percent
12^{th} grade or less	52	4.4%
Diploma/GED	65	5.5%
Some College No Degree	31	2.6%
Associate degree	29	2.5%
Bachelor's Degree	897	76.1%
Post Grad Degree	105	8.9%
Race	Frequency	Percent
Black / African American	17	1.4%
Hispanic, Latino, or Spanish Origin	6	0.5%
White	1088	92.3%
Asian	19	1.6%
American Indian or Alaskan Native	42	3.6%
Native Hawaiian or Other Pacific Islander	1	0.1%
Multiethnic	1	0.1%
Other	5	0.4%
Store	Frequency	Percent
Apple	546	46.3%
Nike	329	27.9%
Sephora	33	2.8%
Adidas	171	14.5%
IKEA	20	1.7%
Zara	23	2.0%
H&M	30	2.5%
Aldi	27	2.3%

DATA ANALYSIS

Overview

The model is tested using a component-based structural equation modeling (SEM) technique. Before SEM analyses, SPSS was used for exploratory factor analysis (EFA), which will be reported in the next section, to ensure appropriate loading and construct discriminant validity. SmartPLS, a component-based SME package, was used further to assess our measurement model's reliability and validity and test the research hypotheses.

Measurement Model

The researcher utilized EFA to evaluate the measurement model as part of the first step of the two-step approach (Mostafa et al., 2021). For cross-loadings, we used principal axis factoring with varimax rotation, and a cut-off point of 0.7 for loadings and 0.4 for cross-loadings (GomezCano et al., 2022). After removing one additional item with low factor loading and high cross-loading, a tidy structure that accounted for 68.00% of the variation emerged (Appendix C shows removed item). Table 7 displays the EFA results of the remaining items.

Table 7: Exploratory Factor Analysis

Rotated Component Matrix							
Items\Factors	1	2	3	4	5	6	7
OCE4__R_	**0.803**	0.068	0.114	-0.009	0.084	0.047	0.033
OCE7__R_	**0.862**	0.103	0.062	0.014	0.04	0.091	0.031
OCE9__R_	**0.858**	0.08	0.108	0.008	0.05	0.054	0.068
OCE10__R_	**0.862**	0.09	0.077	-0.016	0.07	0.082	0.072
OCE12__R_	**0.861**	0.074	0.113	-0.004	0.027	0.006	0.069
SI2	0.055	**0.737**	0.128	0.101	0.13	0.112	0.148

SI4	0.132	**0.702**	0.064	0.14	0.097	0.141	0.152
SI5	0.092	**0.729**	0.063	0.089	0.079	0.1	0.126
SI6	0.075	**0.704**	0.166	0.121	0.13	0.051	0.068
VAL1	0.039	0.091	**0.776**	0.047	0.112	0.087	0.132
VAL2	0.166	0.11	**0.720**	0.063	0.095	0.123	0.1
VAL4	0.115	0.124	**0.726**	0.041	0.109	0.123	0.136
PR1	0.006	0.173	0.058	**0.867**	0.039	0.044	0.076
PR2	-0.022	0.154	0.031	**0.894**	0.03	0.002	0.034
PR3	-0.001	0.166	0.057	**0.895**	-0.001	0.057	0.022
TR4	0.051	0.066	0.081	0.032	**0.755**	0.088	0.093
TR5	0.075	0.145	0.053	0.041	**0.755**	0.073	0.014
TR6	0.134	0.147	0.122	0.002	**0.714**	0.053	0.105
BF1	0.019	0.145	0.196	0.037	0.189	**0.755**	0.173
BF3	0.09	0.197	0.131	0.048	0.158	**0.761**	0.175
BF4	0.148	0.131	0.163	0.03	0.117	**0.778**	0.16
PC1	0.033	0.251	0.218	0.034	0.119	0.142	**0.776**
PC2	0.117	0.125	0.142	0.032	0.113	0.279	**0.696**
PC4	0.117	0.289	0.154	0.087	0.063	0.135	**0.707**

SmartPLS was then used to create a PLS-SEM path model for the research model. Latent variables in the model were created and measured with the corresponding indicators. Before path model estimation, confirmatory factor analysis (CFA), another part of the first step of the two-step approach (Mostafa et al., 2021), was used to assess the measurements. In CFA, the model is pre-specified and confirms the items measuring the appropriate latent components. All factor loadings in Table 8 are significant and above 0.7 per the recognized cutoff value (Awang et al., 2016). The results support the convergent and discriminant validity. However, by the suggestions of Hair et al. (2021), we preserved those factors to maintain the scale's integrity as previously validated; we kept those items with cross-loadings slightly above 0.4.

Table 8: CFA of Field Study Constructs.

Items	Brand Familiarity	Omnichannel Customer Experience	Perceived Customization	Perceived Risk	Social Influence	Technology Readiness	Value
BF1	**0.784**	0.136	0.428	0.138	0.314	0.302	0.348
BF3	**0.840**	0.192	0.440	0.146	0.358	0.297	0.321
BF4	**0.878**	0.235	0.427	0.100	0.307	0.268	0.342
OCE10__R_	0.228	**0.882**	0.225	0.026	0.222	0.198	0.239
OCE12__R_	0.163	**0.869**	0.202	0.033	0.196	0.145	0.250
OCE4__R_	0.188	**0.821**	0.187	0.017	0.195	0.194	0.237
OCE7__R_	0.217	**0.873**	0.201	0.050	0.219	0.166	0.220
OCE9__R_	0.207	**0.877**	0.218	0.034	0.215	0.175	0.256
PC1	0.410	0.157	**0.815**	0.154	0.415	0.245	0.382
PC2	0.444	0.207	**0.803**	0.114	0.332	0.240	0.323
PC4	0.395	0.211	**0.821**	0.194	0.440	0.218	0.333
PR1	0.139	0.040	0.192	**0.960**	0.317	0.088	0.154
PR2	0.092	-0.001	0.138	**0.769**	0.282	0.090	0.101
PR3	0.135	0.024	0.151	**0.884**	0.297	0.067	0.144
SI2	0.327	0.168	0.405	0.255	**0.792**	0.275	0.289
SI4	0.329	0.222	0.398	0.270	**0.824**	0.255	0.257
SI5	0.285	0.184	0.370	0.246	**0.756**	0.226	0.220
SI6	0.270	0.178	0.346	0.267	**0.756**	0.250	0.284
TR4	0.343	0.193	0.308	0.126	0.315	**0.779**	0.212
TR5	0.254	0.145	0.199	0.090	0.254	**0.754**	0.203
TR6	0.283	0.201	0.258	0.060	0.277	**0.863**	0.260
VAL1	0.299	0.166	0.331	0.134	0.251	0.210	**0.762**
VAL2	0.329	0.261	0.337	0.131	0.264	0.239	**0.831**
VAL4	0.335	0.227	0.354	0.129	0.292	0.242	**0.822**

The measures were further evaluated for multicollinearity, construct validity (convergent and discriminant), and reliability. First, multicollinearity was not a concern because all VIF values were below the cut-off value of 5 (see Appendix D), which has been used to signify excessive or substantial multicollinearity (Benitez et al., 2020). Convergent validity is also established because it is the degree to which we have confidence that the theoretical indicators accurately assess the trait (Clark & Watson, 2019). Based on the research conducted by Hair et al. (2019), an Average Variance

Extracted (AVE) value of 0.5 or higher is considered acceptable, while a value greater than 0.7 is deemed excellent. Upon reviewing Table 9, it is evident that all AVE values surpass the 0.5 benchmark, thus indicating the presence of convergent validity. Moreover, the Fornell-Larcker test shows that the square roots of AVEs in Table 9 are greater than the corresponding correlations, which reinforces the discriminant validity of the constructs.

Assessing the consistency of a group of items that measure the same thing is crucial, and it is done by measuring reliability (Golafshani, 2003). One of the commonly used measures of item dependability is Cronbach's alpha. This metric is an internal consistency calculation based on the average correlation of items in a measuring scale (Tavakol & Dennick, 2011) and is used with factor analysis to evaluate the dimensionality of the scale. The internal consistency coefficient should be more than .70 (Hair et al. 1998). In Table 9, the numbers fall within acceptable ranges, indicating that Cronbach's alpha is a reliable measure. Another metric used to assess construct reliability is Composite Reliability (CR). For CR to establish reliability, it should be greater than 0.7 (Hair et al., 1998). In Table 9, all CR values are greater than 0.7, further supporting and establishing reliability.

Table 9: Reliability and Inter-construct Matrix

Variables	Cronbach's Alpha	CR(a)	AVE	Construct Correlation Matrix						
				BF	OCE	PC	PR	SI	TR	VAL
Brand Familiarity	0.788	0.831	0.697	**0.835**						
Omnichannel Customer Experience	0.915	0.917	0.747	0.233	**0.865**					
Perceived Customization	0.746	0.753	0.661	0.513	0.240	**0.813**				

Perceived Risk	0.888	0.936	0.764	0.148	0.037	0.190	**0.874**			
Social Influence	0.790	0.798	0.613	0.387	0.243	0.485	0.332	**0.783**		
Technology Readiness	0.709	0.754	0.627	0.340	0.204	0.287	0.086	0.320	**0.792**	
Value	0.735	0.758	0.649	0.399	0.278	0.422	0.161	0.334	0.287	**0.806**

Note: The Bold numbers represent the square root of AVE

Finally, we examined the fit and quality of the measurement model. We assessed the validity of the saturated overall model fit using discrepancy values (Benitez et al., 2020), which are shown in Table 10. The SRMR (Standardized Root Mean Square Residual) value of .040 was more significant than the recommended threshold of .08 (Kock, 2020), and the NFI was .8, allowing us not to reject the model (Benitez et al., 2020).

Table 10: Standardized Root Mean Square Residual

Fit Measures	Saturated model	Estimated model
SRMR	0.040	0.040
NFI	0.830	0.830

Hypothesis Testing and Result

After validating the measurement model, we ran an SEM path analysis in Smart-PLS as the second step in the two-step approach on H1 to H6. Path analysis is used to understand the links between variables and the shared variance (Benitez et al., 2020). The R^2 values, normalized path coefficients, and p-values emphasize statistically significant routes (relationships). The coefficients of determination are the R^2 values, which measure the fit quality and indicate the dependent construct's shared variance (Benitez et al., 2020). Within the SEM technique, the path coefficients represent the typical linear regression weights that imply causal linkage (Sarstedt et al., 2016). To get the p-values,

SmartPLS used bootstrapping with 5000 subsamples and a 0.05 significance level. The p-values, one-tailed or two-tailed, are used as a foundation for hypothesis testing and indicate if the route coefficients deviate substantially from zero (Benitez et al., 2020). Two-tailed p-values were used in this investigation to assist in limiting the risk of false positives (Kock, 2020).

Figure 2 reports the results of the research model estimation, including the path coefficients and their significant levels, as well as the R^2 values. The R^2 value of 0.184 for OCE in Figure 2 explained a reasonable amount of variation and met the suggested cut-off of 0.10 (Zhang, 2009).

Table 11 summarizes the results of the hypothesis test as well as the path coefficient and p-values. Among the six hypotheses, H1, H3, H4, and H6, were supported with a p-value<0.05. Surprisingly, H2 and H5 were not supported.

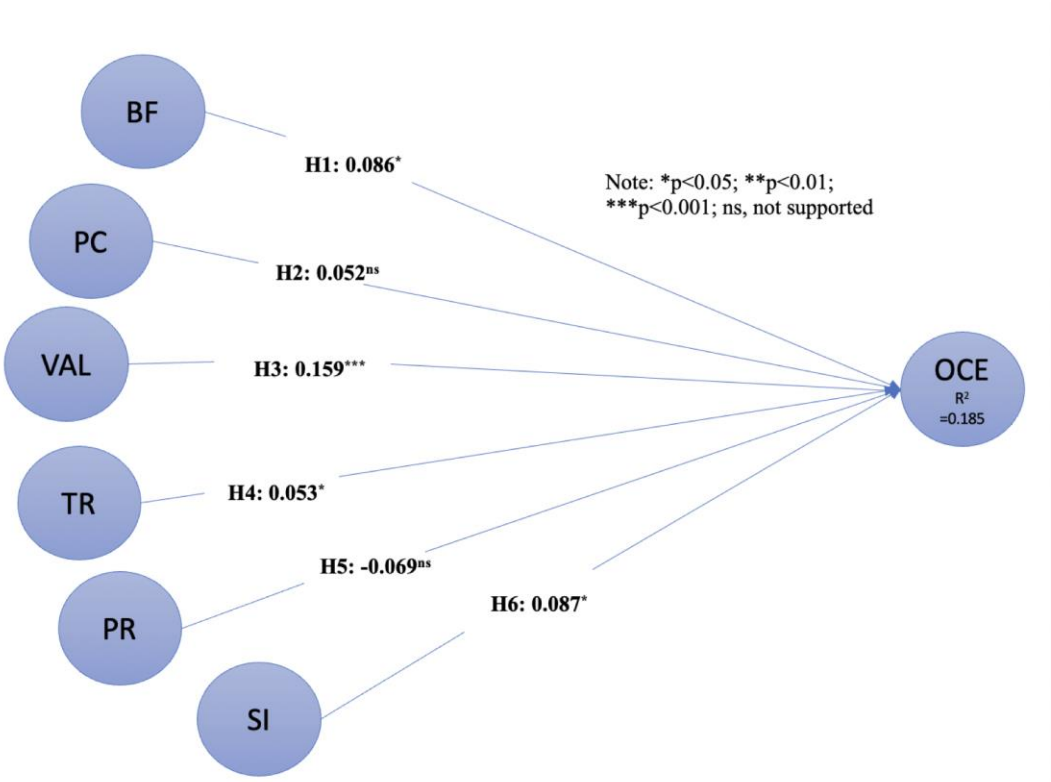

Figure 2: Structural Model

Table 11: Summarization Results of Hypotheses Tests

Hypothesis	Hypotheses Paths	Path Coefficients	P-Value	T-Value	Result
H1	BF →OCE	0.086	0.004	2.856	Supported
H2	PC →OCE	0.052	0.166	1.384	Not Supported
H3	VAL→OCE	0.159	0.000	5.400	Supported
H4	TR →OCE	0.053	0.012	2.510	Supported
H5	PR →OCE	-0.069	0.087	1.709	Not Supported
H6	SI →OCE	0.087	0.026	2.227	Supported

BF, as demonstrated in Table 11, positively impacts OCE. The t-value and p-value for BF in predicting OCE were 2.856 and 0.004, respectively, showing that the path coefficient is significant and H1 was supported.

VAL, as demonstrated in Table 11, positively OCE. The t-value and p-value for VAL in predicting OCE were 5.400 and less than 0.001, respectively, showing that the path coefficient is significant and H3 was supported.

TR, as demonstrated in Table 11, positively impacts Omnichannel Customer Experience. The t-value and p-value for TR in predicting OCE were 2.510 and 0.012, respectively, showing that the path coefficient is significant and H4 was supported.

SI positively impacts omnichannel customer experience, as demonstrated in Table 11. The t-value and p-value for SI in predicting OCE were 2.227 and 0.026, respectively, showing that the path coefficient is significant and H6 was supported.

However, the p-values for the path coefficients from PC (H2) and PR (H5) in predicting OCE were 0.166 and 0.087, respectively. Surprisingly, H2 and H5 were not supported.

Discussion

The results in Table 11 largely support the research model. In detail, VAL proved to be one of the most critical factors influencing OCE with the highest path coefficient. Like the framework previously discussed by Hickman et al. (2020), the finding indicated a substantial link between a business's value and the quality of its OCE, including online platforms, mobile applications, and physical locations. Retailers who want to encourage their consumers to interact with various touchpoints should focus on developing essential

messaging on the values of omnichannel retailing (Hickman et al., 2020). Based on our findings, businesses need to integrate value-centric tactics to improve OCE, which increases stakeholder loyalty and engagement (Hickman et al., 2020). Such tactics include personalizing the consumer experience depending on individual preferences and previous encounters; ensuring that all channels (online, mobile, in-store, social media, etc.) are smoothly connected; and having a consistent brand voice and experience across all media strengthens brand identity and trust. They are implementing quick and efficient customer service across all channels, including timely social media answers, live chat support, friendly in-store assistance, and collecting and acting on customer feedback regularly.

The finding related to BF indicated that it was a significant predictor of OCE: Customers' BF is associated with their OCE. This finding suggests that BF significantly shapes the OCE, creating a strong and positive bond between customers and businesses. When managing Omni in-store and mobile, merchants should consider brand familiarity. Marketing may be vital in promoting BF (e.g., utilizing a big logo and distinctive colors) (Hickman et al., 2020). Studies show that a better OCE positively correlates with brand awareness, which is essential for stakeholders trying to maximize consumer engagement at several touchpoints (Nguyen & Nguyen, 2022). Customers are more confident and trusting of a well-established brand since they are more familiar with it. Lesser-known brands in the US aiming to improve their customers' omnichannel experience should focus on building a robust and consistent presence across all channels and employing distinctive tactics to stand out. This includes creating a strong brand identity,

implementing specialty marketing, leveraging social media effectively, and building community participation.

According to the study findings, TR was a significant predictor of OCE. This finding differed from the findings by Hickman et al. 2020 in which the sample was collected in the UK. In their study, TR was not a significant predictor of OCE. The difference in results may stem from the gain in technology independence forced on customers during the pandemic. As a result, technology become more critical in retailing. Almajali and AL-Sous (2021) asserted that online shopping platforms were more popular because of lockdowns and limitations since they allowed customers to explore, compare, and buy things from the comfort of their own homes. An advanced degree of technological preparedness guarantees that the underlying systems and infrastructure can support synchronized inventory management, real-time data interchange, and customized client experiences. Research has continuously shown a positive relationship between TR and OCE, emphasizing technology's critical role in improving stakeholder engagement and satisfaction (Hickman et al., 2020).

SI was also a significant predictor of OCE. The impact of social influence cannot be overstated, as people increasingly rely on social media platforms, online evaluations, and peer recommendations. Customers are impacted not just by traditional marketing channels but also by their social networks' opinions, experiences, and preferences. SI becomes a guiding factor impacting customers' decisions in the omnichannel setting as customers effortlessly shift between multiple online and physical channels (Riaz et al., 2021). The positive relationship between SI and OCE highlights the critical role of integrated digital touchpoints in shaping consumer perceptions and behaviors, providing

stakeholders with a comprehensive strategy for increasing brand engagement and loyalty (Hickman et al., 2020).

Surprisingly, PC was not a significant predictor of OCE, according to the study findings. Indeed, the findings of the literature on this relationship need to be more consistent. Some studies show that PC is essential, but only in some cases. For example, Verhoef et al. (2015) found that while personalization might boost satisfaction at specific touchpoints, it only sometimes transfers to a better omnichannel experience in which numerous channels seamlessly interact to deliver a smooth trip for the consumer. These literature findings indicate that the effect of PC may depend on contexts. In the omnichannel context, omnichannel includes the seamless integration of many channels, such as online, in-store, and mobile, which gives customers a consistent and unified experience. As a result, customers have no further demand or preference for customization. Another rationale is that too much personalization can often result in overflowing information and options, making it harder for clients to judge. In an omnichannel environment, when customers are already traversing numerous channels, adding the complexity of highly personalized options to each channel might be daunting. This might result in decision fatigue, with customers preferring a more plain, less personalized solution for simplicity and ease of use.

PR was also found not to be a significant predictor of OCE. This result aligns with that of Verhoef et al. (2015). They found that while perceived risk influences transactional decisions, its impact on omnichannel experience is subtle. One possible explanation is high trust in the brand and platform security. In today's market, many customers place significant faith in the security measures adopted by big companies and

platforms. This trust frequently applies to their omnichannel products. Customers feel more confident using these channels now that sophisticated security standards and data protection measures are in place. Another potential reason is customer adaptation and familiarity with digital channels. Customers have gotten more comfortable utilizing online and mobile buying channels as their digital literacy and familiarity with them have grown. This comfort level extends to omnichannel experiences, where customers connect with companies across several channels, such as the Internet, mobile applications, and physical storefronts. Their familiarity with these channels lessens the perceived danger of utilizing them.

IMPLICATIONS

Theoretical Implication

The primary contribution of this study to the literature, from a theoretical standpoint, was to close the knowledge gap regarding what factors are more reliable indicators of the OCE in the US. Our proposed framework identifies the factors that drive the OCE. These factors are VAL, BF, TR, and SI. The theoretical implications of the components that impact customers' omnichannel experiences are numerous and profound, spanning marketing, technology, psychology, and corporate strategy. The following is a detailed discussion, each concentrating on a different element of these implications.

This study, which investigates the link between social influence and retail omnichannel customer experience, aims to fill gaps in previous literature. The theoretical implications of this study are based on the concept that SI — including word-of-mouth,

social media interactions, and peer opinions — is critical in affecting customer behaviors and perceptions in a multichannel retail environment. By introducing social impact into the omnichannel framework, this study broadens current consumer behavior theories to represent better the linked and socially affected character of modern purchasing experiences. This study advances cross-disciplinary knowledge by integrating social psychology concepts into retail management, emphasizing the intricate interplay between social dynamics and customer behavior in an omnichannel setting.

This study adds to the theoretical conversation by emphasizing the subtle impact of BF in generating omnichannel consumer experiences. It calls into question the idea that omnichannel tactics are generally effective. This discovery broadens previous models of omnichannel consumer behavior by recognizing BF as a critical component impacting the success of omnichannel tactics. Furthermore, by investigating how BF affects customer perceptions and actions across channels, the researcher provides a more dynamic perspective on multichannel engagement. Merchants should consider the depth of their customer relationships when creating and executing omnichannel projects.

In investigating the theoretical implications of the relationship between VAL and retail OCE, the researcher fills significant gaps in the existing literature, providing a nuanced understanding of how value creation in an omnichannel context influences customer perceptions, satisfaction, and loyalty. The theoretical ramifications of this study are considerable. First, it adds to the existing literature on value co-creation by highlighting the distinct mechanisms at work in the omnichannel retail context. It emphasizes the significance of using technology and consumer information to provide tailored experiences that connect with customers on several levels.

Second, by providing a deep investigation of how VAL is perceived and generated across omnichannel platforms, this work lays the groundwork for future research into strategies and technologies that improve value creation and optimize omnichannel customer experiences. This involves researching the influence of new technologies, such as artificial intelligence and augmented reality, on customization and the consumer experience.

When investigating the theoretical implications of the link between technological readiness and retail omnichannel customer experience, the researcher sought to fill considerable gaps in the current literature. Focusing on technological readiness is vital because it influences how consumers engage with and perceive omnichannel retail settings. By assessing technological readiness in the context of omnichannel experiences, this study adds to consumer behavior theories by providing insights into how technology affects buying habits beyond typical single- or multichannel frameworks. This leads to a more sophisticated view of consumer decision-making processes by emphasizing the importance of technological readiness in effortlessly transitioning between online and offline channels.

Practical Implication

From a practical perspective, this study provides insights into tactics for integrating customized marketing omnichannel and suggestions to improve the consumer experience. The revised conceptual framework helps stakeholders understand the client journey comprehensively and develop recommendations and marketing campaigns specifically suited to their needs. By emphasizing the previously identified supported

factors, VAL, BF, TR, and SI, stakeholders will amplify positive perceptions and foster community, further improving the overall customer experience.

The link between value and retail omnichannel customer experience informs stakeholders of the inherent relationship between consumer value and a smooth omnichannel experience. To achieve faultless integration across all retail channels, stakeholders should make the transition between online and offline settings as seamless as possible for customers while guaranteeing consistency in inventory visibility, customer support, and return/exchange policies. The overarching focus should be on harnessing customer data, implementing continuous feedback, encouraging collaboration, and educating and empowering customers. In doing so, stakeholders increase the value of retail omnichannel.

The relationship between customer experience and BF emphasizes the importance of content in an omnichannel strategy. To establish and preserve brand awareness, stakeholders should deliberately disseminate information across many platforms that inform, entertain, and engage consumers. This material can take many forms to keep the brand in consumers' minds, including educational blog entries, engaging social media updates, and customized email newsletters. Recognizing that brand familiarity affects the omnichannel experience, organizations must prioritize developing smooth and engaging consumer journeys. This includes ensuring that messaging, branding, and customer service are consistent across all channels, including physical stores, online platforms, and social media. Such consistency strengthens brand awareness and allows for a more seamless consumer journey, decreasing friction points and increasing happiness.

Recognizing clients' varying TR levels suggests the need for more precise segmentation and targeted interaction techniques. Retailers must create consumer profiles beyond traditional demographics and purchasing habits to incorporate technology affinity and preparedness. This provides individualized marketing communications, advice, and help tailored to each customer's comfort and familiarity with technology. The findings highlight the critical requirement for seamless technology integration across all channels. Retailers should provide a consistent experience that allows customers to seamlessly transition between online and offline channels, regardless of their technological preparedness. This involves using user-friendly technologies like QR codes, NFC for contactless interactions, and augmented reality for virtual try-ons, which may engage customers with varying technological knowledge.

The link between SI and OCE emphasizes the value of using social data to customize consumer interactions across channels. Retailers may use advanced analytics to interpret social interactions, resulting in tailored suggestions, promotions, and content relevant to customer preferences and behaviors observed on social platforms. Considering SI's importance, creating and maintaining brand communities is a great way to invite consumers to share their thoughts. These communities can exist on social media sites, via branded applications, or even during in-store events, offering a seamless combination of online and offline involvement. The findings suggest that including social evidence, such as reviews, testimonials, and user-generated material, in all consumer touchpoints may considerably improve the omnichannel experience. Retailers should ensure that social proof is displayed on digital platforms and in-store, including digital displays or QR codes connecting to online reviews.

LIMITATIONS, FUTURE STUDIES, AND CONCLUSIONS

Limitations

Researching the factors driving omnichannel consumer experience in the United States is challenging, and various inherent constraints exist. One fundamental problem resides in the continually developing consumer behavior and technology world. Customers' tastes are constantly changing, affected by developing technology, societal trends, and economic upheavals. Research undertaken at a certain period may swiftly become obsolete when new channels, gadgets, or communication techniques acquire popularity. As a result, researchers must deal with the challenge of obtaining real-time insights, and any discoveries may have a short shelf life in terms of practical use. The survey method adopted by this study needs to be improved to provide such real-time insights.

In addition, the vast and diversified demographic composition of the United States complicates interpreting omnichannel experiences. This study may only reach a small section of the population. What works for one sector of the population in a particular place may only be applicable sometimes. Cultural subtleties, regional variances, and other socioeconomic considerations influence consumer expectations and behaviors. Researchers must traverse this variability to ensure their findings are representative and applicable to various consumer groups. This necessitates a comprehensive strategy considering geographical differences and demographic data, complicating the study process.

Finally, the multidimensional structure of omnichannel interactions makes it impossible to separate and investigate certain elements independently. Customer experiences are frequently affected by a combination of online and physical touchpoints, and the interaction of these factors adds complexity to research design. Understanding how customers switch between channels, the impact of seamless integration, and the function of different touchpoints in influencing overall happiness necessitates extensive research. Researchers may need help creating research that accurately captures the comprehensive character of omnichannel experiences, leading to a fragmented knowledge of the elements at play. This study only focuses on a set of factors within the framework proposed.

Future Studies

The researcher encourages future studies into the effects of interaction on omnichannel customer experience. The retail industry in the United States is undergoing a revolutionary period. Therefore, the integration of cutting-edge technology should be a significant part of future studies on factors impacting the omnichannel experience. In order to enhance the omnichannel experience, it is imperative to incorporate advanced technology in future studies. Augmented reality (AR) and virtual reality (VR) are two promising technologies that can revolutionize client interactions. By leveraging AR, businesses can improve in-store navigation, while VR simulations can simulate the tactile experience of in-person shopping. Companies looking to enhance their omnichannel strategy should consider exploring these technologies..

Moreover, artificial intelligence (AI) will be necessary to customize client experiences. The usefulness of AI algorithms in modifying marketing messages across

many touchpoints, anticipating client preferences, and customizing product suggestions should be investigated further. Recognizing the relationship between these technologies and customers' changing expectations is critical for creating a smooth and engaging omnichannel experience.

Beyond technical innovations, future studies should address the complicated interplay between retail omnichannel experience and privacy issues. With the advent of data-driven tactics, it is critical to understand how customers perceive and react to the trade-offs between obtaining tailored omnichannel services and protecting their privacy. Researchers should investigate the complexities of client attitudes about data collection, utilization, and storage across various media. A thorough grasp of these privacy issues will allow businesses to maintain a careful balance, maximizing the benefits of customization while preserving consumer confidence. As data breaches and privacy scandals grow more common, understanding the complex web of customer attitudes about data usage in the omnichannel setting will be critical in directing ethical company practices.

Additionally, the changing landscape of consumer behavior needs a thorough investigation of cultural, ethnic, and socioeconomic aspects influencing omnichannel choices. The United States is a varied country with distinct regional variations, and the study should investigate how these cultural differences affect customers' omnichannel expectations and actions. Longitudinal studies may capture the temporal features of these shifts, revealing how consumer preferences and expectations shift over time. Using a regional and cultural lens, researchers may spot patterns specific to various places and cultures, allowing firms to adjust their omnichannel strategy to meet the distinct demands

of different client groups. This detailed knowledge is critical for developing adaptable and region-specific omnichannel strategies that resonate with the various demographics in the US market.

Finally, to improve the understanding of the factors that influence omnichannel customer experience, future research should delve into brand familiarity, with a focus on the long-term relationships between customers and brands. Examining the duration of customer-brand interactions leading up to their most recent experience can provide valuable insights into customer behavior and expectations. Long-term customers may have different criteria and be more loyal than new customers, influencing their satisfaction across various channels. Understanding the temporal aspect of brand familiarity enables organizations to adjust their strategies to enhance customer satisfaction and loyalty across all channels.

Conclusion

The primary goal of this quantitative study was to add to the understanding of the factors influencing omnichannel customer experience in the retail sector by filling gaps and improving current knowledge. Many factors influence the omnichannel customer experience and significantly impact consumer behavior. Value is still a fundamental component and a significant driver of customer acquisition and retention across channels. People see values differently and subjectively, which affects how they make decisions. Hickman (2020) asserts value is critical to customer satisfaction and loyalty in the omnichannel environment.

BF is one of the most essential factors determining how people connect with companies across numerous channels. Consumers choose well-known brands because

they relate to trust and reliability (Fatima & Siddiqui, 2023). This familiarity contributes to overall consumer happiness by allowing a seamless transition between online and physical channels.

While apparent personalization is generally regarded as necessary, it should be noted that this aspect may only be sometimes accepted. According to Lee and Park (2021), the influence of perceived personalization on the omnichannel customer experience may vary and may not be as significant as initially thought. Another important factor influencing the omnichannel experience is TR. Consumers' expectations for seamless technology integration across channels rise as they grow more tech-savvy. Retailers that engage in innovative technology, such as AI-driven personalization, can improve the overall consumer experience (Hoyer et al., 2020).

In OCE, SI is crucial in determining customer preferences and selections. Online evaluations, social media interactions, and peer recommendations all help to foster trust and have an impact on consumer choices (Wang et al., 2017). Like PC, PR was not supported as well. While some research (Pires et al., 2004) emphasize the importance of PR in influencing consumer behavior, others contend that its influence may need to be stronger in certain situations.

In conclusion, various factors, including VAL, BF, TR, and SI, interact intricately to form the OCE. PR and PC were accepted, but their impact should be considered in certain businesses and situations. Retailers who want to succeed in the omnichannel environment must be flexible enough to adjust their plans regularly to reflect changing customer demands and technological developments.

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APPENDICES

Appendix A: Hypotheses

Hypotheses	Research Hypothesis	Foundation
H1+	Customers' Brand Familiarity is associated with their Omnichannel Customer Experience	Verhoef et al. (2015); Hickman et al. (2020)
H2 +	Customers' Perceived Customization is associated with their Omnichannel Customer Experience	Verhoef et al. (2015); Alreck and Settle (2014); Fuchs et al. (2010)
H3 +	Customers' Value is associated with their Omnichannel Customer Experience	Verhoef et al. (2015); Rigby et al. (2012)
H4+	Customers' Technology Readiness is associated with their Omnichannel Customer Experience	Roca et al. (2016); Verhoef et al. (2015);
H5 -	Customers' Technology Readiness is associated with their Omnichannel Customer Experience	Yim, Chan, and Lam (2013); Ryu, Han, and Jang (2019); Huang, Zhang, and Xu (2017)
H6 +	Customers' Social Influence is associated with their Omnichannel Customer Experience	Nambisan and Wattal (2019); Okazaki, Molinillo, and Merino (2019); Van Doorn, Lemon, Mittal, Nass, Pick, Pirner, and Verhoef (2015)

Appendix B: Variable Definitions

Variable	Variable Type	Definition
Brand Familiarity	Independent	The number of direct or indirect experiences related to the brand that were acquired by the consumer (Hickman et al., 2020).
Perceived Customization	Independent	The extent to which responses from communication systems are relevant to a user's behaviors. (Hickman et al., 2020).
Value	Independent	The results or benefits customers receive in relation to total costs (Hickman et al., 2020).
Perceived Risk	Independent	Risk perception refers to how consumers view the uncertainty and negative consequences associated with an activity (Davis, 1986; Taylor & Todd, 2001).
Technology Readiness	Independent	The acceptance and utilization of new technologies for achieving objectives in both personal and professional domains by individuals.(Hickman et al., 2020).

Social Influence	Independent	The influence that external factors have on an individual's mindset, beliefs, and actions is a significant aspect to consider. As per the editorial piece on omnichannel experience by (H. Susanto et al., 2018), the social impact can play a crucial role in shaping customer behavior and choices in the retail sector.
Omnichannel Customer Experience	Dependent	The customer's cognitive and emotive assessment of the company as a whole, based on the synthesis of all the many channels, touchpoints, and interactions across time in an omnichannel setting (Alsaid & Almesha, 2023).
Age	Control	What age group the participant falls in.
Gender	Control	Whether the participant is a male or female.
Education	Control	The variable of interest pertains to the highest level of education attained by the respondent. This information will be classified based on the following categories: No school, Eighth grade or less, High school, Some college, Bachelor's degree, Graduate, or Professional training, as outlined by Rowe et al. (1999).
Race	Control	A person's societal origin.
Income	Control	The amount of money the participate makes which will be based on the following income groups: 1. Less than $15,000 2. $15,000 to $34,999 3. $35,000 to $49,999 4. $50,000 to $74,999 5. $75,000 to $99,999 6. $100,000 or more

Appendix C: Survey Instrument

Construct	ID	Questions	Source
Brand Familiarity	BF1	I prefer to shop in shops I am familiar with	Hickman et al. (2020)
	BF2 *RP	I like to shop in new shops that are unknown to me	
	BF3	I like to shop in shops that my friends or family have recommended to me	
	BF4	I know that I will have a good experience when shopping in my favorite shop	
Perceived Customization	PC1	I prefer to shop with websites that remembers my details	Hickman et al. (2020)
	PC2 *RP	I can shop more easily when I am able to customize web pages to my own liking	
	PC3	I like websites that are simple to use	
	PC4	I am more likely to engage with a website that: Remembers all my details	
Value	VAL1	When shopping at my chosen omnichannel location, there was a good selection of products across all channels.	Alsaid & Almesha (2023)
	VAL2	My chosen omnichannel location offered competitively priced products across all channels.	
	VAL3 *RP	My chosen omnichannel location offered good deals across all channels.	
	VAL4	My chosen omnichannel location has a wide variety of products across all channels that interest me.	
Technology Readiness	TR1 *RM	I like to use new technologies	Hickman et al. (2020)
	TR2 *RP	Technology makes me more productive	
	TR3 *RP	Products and services that use the newest technologies are much more convenient to use	
	TR4	I like to keep up to date with the latest technologies	
	TR5	Other people come to me for advice on new technologies	
	TR6	I can usually figure out new high-tech products without help from others	

Perceived Risk	PR1	I contend that there's a high risk when making omnichannel purchase decisions.	Shi et al. (2020)
	PR2	It is more likely to suffer losses when using omnichannel shopping to make shopping decisions.	
	PR3	The probability of making a good bargain from omnichannel shopping is small.	
Social Influence	SI1 *RP	People who are important to me think that I should use different channels, choosing whichever is most convenient at any given time	Mosquera et al. (2019)
	SI2	People who influence my behavior think that I should use different channels, choosing whichever is most convenient at any given time	
	SI3 *RP	People whose opinions I value prefer that I use different channels, choosing whichever is most convenient at any given time	
	SI4	People whose opinions I value use different channels, choosing whichever is most convenient at any given time	
	SI5	People who are important to me think that I should use different channels, choosing whichever is most convenient at any given time	
	SI6	People who influence my behavior think that I should use different channels, choosing whichever is most convenient at any given time	
Omnichannel Customer Experience			
Satisfaction with Experience	OCE1 *RP	I am satisfied with the shopping experience at my chosen omnichannel location.	Alsaid & Almesha (2023)
	OCE2 *RP	The shopping experience at my chosen omnichannel location is exactly what I need.	
	OCE3 *RP	The shopping experience at my chosen omnichannel location has worked out as well as I thought it would.	
Positive Emotion	OCE4	I feel frustrated when shopping at my chosen omnichannel location. (R)	
	OCE5 *RP	I feel confident when shopping at my chosen omnichannel location.	
	OCE6 *RP	I feel assured when shopping at my chosen omnichannel location.	
	OCE7	I feel confused when shopping at my chosen omnichannel location. (R)	

	OCE8 *RP	I feel optimistic when shopping at my chosen omnichannel location.	
	OCE9 *RP	I feel uncertain when shopping at my chosen omnichannel location. (R)	
	OCE10 *RP	I feel disappointed when shopping at my chosen omnichannel location. (R)	
	OCE11 *RP	I feel relieved when shopping at my chosen omnichannel location.	
	OCE12 *RP	I feel doubtful when shopping at my chosen omnichannel location. (R)	
	OCE13 *RP	I feel satisfied when shopping at my chosen omnichannel location.	

Note: *RP are the items that were removed during the pilot study, *RM are the items removed during the main study

Appendix D: Inner VIF Model

Variables	VIF
Age -> Omnichannel Customer Experience	1.073
Brand Familiarity -> Omnichannel Customer Experience	1.540
Education -> Omnichannel Customer Experience	1.097
Gender -> Omnichannel Customer Experience	1.067
Income -> Omnichannel Customer Experience	1.027
Perceived Customization -> Omnichannel Customer Experience	1.670
Perceived Risk -> Omnichannel Customer Experience	1.139
Race -> Omnichannel Customer Experience	1.012
Social Influence -> Omnichannel Customer Experience	1.607
Technology Readiness -> Omnichannel Customer Experience	1.222
Value -> Omnichannel Customer Experience	1.395

Appendix E: Pliot Study Cross-Loadings

Items	BF	OCE	PC	PR	SI	TR	VAL
BF1	**0.728**	0.136	0.608	0.286	0.433	0.647	0.608
BF3	**0.854**	0.273	0.492	0.422	0.308	0.460	0.326
BF4	**0.719**	0.132	0.672	0.285	0.544	0.712	0.454
OCE10__R_	0.183	**0.847**	0.173	0.595	0.287	0.273	0.262
OCE12__R_	0.218	**0.895**	0.273	0.740	0.431	0.346	0.241
OCE4__R_	0.162	**0.849**	0.161	0.671	0.371	0.209	0.206
OCE7__R_	0.297	**0.879**	0.330	0.749	0.367	0.375	0.386
OCE9__R_	0.232	**0.784**	0.274	0.678	0.371	0.313	0.135
PC1	0.655	0.257	**0.809**	0.467	0.484	0.695	0.518
PC2	0.434	0.226	**0.793**	0.393	0.535	0.537	0.446
PC4	0.631	0.204	**0.808**	0.303	0.580	0.560	0.557
PR1	0.344	0.757	0.409	**0.919**	0.474	0.471	0.239
PR2	0.376	0.714	0.343	**0.858**	0.444	0.443	0.192
PR3	0.475	0.661	0.553	**0.860**	0.485	0.441	0.344
SI2	0.384	0.404	0.526	0.459	**0.845**	0.439	0.499
SI4	0.484	0.186	0.536	0.351	**0.712**	0.575	0.437
SI5	0.323	0.294	0.411	0.352	**0.727**	0.498	0.304
SI6	0.405	0.366	0.561	0.440	**0.773**	0.643	0.366
TR1	0.686	0.214	0.633	0.447	0.446	**0.837**	0.386
TR4	0.553	0.209	0.624	0.325	0.481	**0.763**	0.397
TR5	0.609	0.321	0.626	0.413	0.603	**0.749**	0.643
TR6	0.473	0.339	0.520	0.427	0.587	**0.821**	0.350
VAL1	0.451	0.302	0.558	0.307	0.465	0.517	**0.901**
VAL2	0.487	0.236	0.529	0.235	0.386	0.499	**0.794**
VAL4	0.443	0.175	0.505	0.161	0.483	0.417	**0.839**

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