



Omnichannel Strategies to Build Optimal Shopping Experience: Role of Retailer Identity, Shopping Motivation and Personal Attributes

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Article Information	Abstract
Article history: Submitted: 13 th June, 2026 Accepted: 26 th June, 2026 Published: 30 th June, 2026	<i>In the changing retail environment, omnichannel strategies have become essential for improving customer experience and satisfaction. This study explores how personal attributes and shopping motivation influence the relationship between omnichannel approaches and retailer identity attractiveness. It also examines how retailer identity attractiveness mediates the connection between omnichannel practices and achieving the best shopping experience.</i> <i>Based on the Push–Pull–Mooring (PPM) framework, the research investigates how seamless integration of online and offline channels shapes consumer perceptions, underlining the importance of maintaining a consistent brand identity across multiple touchpoints. Using structural equation modeling (SEM) for data analysis, the findings show that omnichannel strategies have a significant direct effect on the shopping experience. However, personal attributes weaken the relationship between omnichannel retailing and retailer identity attractiveness. Conversely, retailer identity attractiveness significantly strengthens this relationship and partly mediates the impact of omnichannel strategies on an optimal shopping experience.</i> <i>The results underscore the strategic importance of cultivating a strong retailer identity to reinforce omnichannel initiatives, enhance consumer shopping experiences, and foster long-term customer satisfaction. This study contributes to the omnichannel retailing literature by demonstrating how retailer identity attractiveness serves as a key mechanism in optimizing consumer experiences within an increasingly competitive retail environment.</i>
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Introduction

The global retail landscape is undergoing a profound transformation driven by rapid technological advancement and evolving consumer expectations. This transformation has accelerated the shift from traditional single-channel and multi-channel structures toward a more integrated and customer-centric omnichannel paradigm (Liangrokapart & Prakongwittaya, 2025; Velasquez, 2025). Omnichannel retailing integrates multiple sales and communication platforms, including physical stores, websites, mobile applications, and social media channels into a unified system designed to deliver a seamless and personalized customer experience (Velasquez, 2025). Through this integration, consumers can navigate across touchpoints fluidly

without disruption in their shopping journey (Liangrokapart & Prakongwittaya, 2025). As digital ecosystems continue to expand, the strategic importance of omnichannel retailing has intensified, particularly with the growing dominance of e-commerce and mobile commerce as primary shopping interfaces, reshaping contemporary retail environments (Han et al., 2025).

The transition from multi-channel to omnichannel systems is strongly supported by advancements in information technology, including artificial intelligence, machine learning, and big data analytics, which enhance retailers' ability to generate deep customer insights (Kasat et al., 2025). These technologies facilitate personalized interactions while simultaneously improving operational efficiency and strategic decision-making (Han et al., 2025). Moreover, as consumer behavior becomes increasingly complex and experience-oriented, omnichannel strategies function as a coordination mechanism that ensures consistency in communication, pricing, and service quality across platforms (Wang & Gong, 2025). Despite the widespread adoption of omnichannel initiatives, a conceptual gap persists regarding how integrated channel structures influence consumers' psychological and identity-based evaluations of retailers (Jin et al., 2025).

Existing literature has largely emphasized the operational and technological dimensions of omnichannel retailing, while comparatively limited attention has been devoted to the emotional and cognitive processes through which these strategies shape consumer perceptions (Roosta et al., 2025). In this context, the concept of optimal shopping experience has emerged as a central construct reflecting consumers' perceptions of convenience, efficiency, and value maximization within the shopping process (Bharati et al., 2025). Beyond functional advantages such as time and cost savings, the shopping experience encompasses emotional satisfaction derived from seamless cross-channel coordination (Han et al., 2025). Importantly, consumers' evaluations of omnichannel experiences are often filtered through their perceptions of retailer identity attractiveness, which can enhance emotional attachment and amplify perceived value (Roosta et al., 2025). Therefore, understanding the role of retailer identity attractiveness in shaping the relationship between omnichannel strategies and shopping experience is essential for explaining consumer engagement, satisfaction, and long-term loyalty in competitive retail markets (Jin et al., 2025; Wang & Gong, 2025).

Push–Pull–Mooring (PPM) Theory:

To explain the behavioral forces that facilitate or inhibit consumer engagement with omnichannel systems, this study adopts the Push–Pull–Mooring (PPM) theory as its guiding framework (Marx, 2025). Originally developed to explain migration behavior, PPM theory provides a robust structure for understanding why individuals are pushed away from existing systems, pulled toward alternative systems, and influenced by contextual or personal conditions that either facilitate or constrain transition (Pucci & Gagliardi, 2025).

Within the omnichannel context, push factors may emerge from dissatisfaction with traditional or poorly integrated retail systems, including price inconsistencies, fragmented service experiences, or limited accessibility. Pull factors are associated with the perceived advantages of omnichannel integration, such as convenience, personalization, and seamless transition across digital and physical touchpoints (Salvietti et al., 2025). Mooring factors, including habitual routines, personal preferences, and contextual constraints such as technological infrastructure, may either strengthen or weaken consumers' inclination to adopt omnichannel systems (Dapadeda et al., 2025). Understanding these interrelated forces is essential for retailers seeking to design strategies aligned with evolving consumer expectations.

This study addresses a critical gap by examining how PPM dynamics influence smart shopping perceptions within omnichannel environments. By applying this theoretical lens, the research extends PPM theory beyond migration and switching contexts into contemporary

retail ecosystems, offering deeper insight into the cognitive and emotional processes that shape consumer engagement with integrated channel structures.

This research contributes to the expanding body of omnichannel retailing literature by examining the relationship between omnichannel strategies and optimal shopping experience, with particular emphasis on consumers' emotional and decision-making processes in cross-channel environments (Velasquez, 2025). While prior studies have predominantly focused on operational efficiencies and technological advancements, the present study highlights the psychological mechanisms underlying value perception and experiential evaluation.

A distinctive contribution of this research is the integration of retailer identity attractiveness as a mediating construct between omnichannel strategies and smart shopping perceptions. Retailer identity attractiveness reflects the emotional and cognitive appeal of a retailer's brand identity, which strengthens consumer–brand connections and fosters long-term loyalty (Natarajan & Veera Raghavan, 2025). Although retailer identity has been associated with brand-related outcomes in previous research, its mediating role within omnichannel retail settings remains underexplored. By investigating this mechanism, the study advances theoretical understanding of how identity perceptions enhance the effectiveness of omnichannel strategies.

Methodologically, the study employs a quantitative research design grounded in a positivist philosophy and deductive approach. Data were collected through a structured survey administered to consumers actively engaging with both online and offline retail channels. A convenience sampling approach yielded 610 responses from the Pakistani market, with 420 valid cases retained for analysis. Previously validated measurement scales were utilized to ensure reliability and construct validity. Procedural remedies and Harman's single-factor test were employed to minimize common method bias. Structural Equation Modeling (SEM) using AMOS was conducted to examine direct, indirect, and total effects, with bias-corrected bootstrapping enhancing the robustness of mediation testing.

This study empirically demonstrates that omnichannel integration operates as both a functional enabler and a symbolic identity signal in shaping consumer experience. The results confirm a significant direct effect of omnichannel capability on shopping experience and reveal a substantial indirect pathway through retailer identity attractiveness, indicating partial mediation. Furthermore, consumer attribution processes significantly moderate identity formation, whereas shopping motivation does not exert a significant moderating effect. Collectively, these findings underscore the dual technological and psychological mechanisms through which omnichannel strategies generate experiential value and contribute to customer retention.

Literature Review and Development of Hypothesis

Omnichannel Presence:

In today's dynamic retail environment, businesses are adopting various channels such as brick-and-mortar stores, home delivery, digital products, and pick-up points to enhance customer convenience and satisfaction. Offering multiple channels helps increase customer value and caters to diverse market segments (Tahirov et al., 2025). Wilding (2013) notes that multi-channel systems emerged as retailers aimed to adapt to the rapid growth of e-commerce and advancements in information technology. In these systems, each channel operates independently, often with its own supply chain, to improve the customer shopping experience. Omnichannel retailing addresses the limitations of this fragmented approach by integrating technology and processes across all channels, enhancing reliability and convenience for consumers (Velasquez, 2025).

The extant research from multi-channel to omnichannel retailing has explored the multi-channel retailing concept, with significant research having explored different dimensions

of it (Liu et al., 2025). However, multi-channel systems are typically not designed for coordinated supply chains (Salvietti et al., 2025; Tahirov et al., 2025). To improve the multi-channel experience, some retailers attempted to synchronize product and service information across channels, known as cross-channel systems (Kumar et al., 2025).

Cross-channel systems make it easier for customers to gather information and make purchasing decisions, as they receive consistent information across channels. This consistency benefits retailers as well, enabling cross-selling opportunities (Tahirov et al., 2025). In contrast, omnichannel retailing emphasizes a holistic approach, allowing customers to switch between channels seamlessly. For instance, customers can research products on a manufacturer's website, purchase through a different online retailer, and opt for home delivery, all with a seamless and unified experience. The omnichannel approach ensures transparency and consistency of information across all channels (Kumar et al., 2025), offering several advantages such as cost efficiency, increased trust, sales growth, synergy, and competitive advantage (Salvietti et al., 2025).

Although omnichannel strategies are gaining prominence, the literature remains scarce. Most existing research focuses on aspects like online shopping behavior (Khan et al., 2025), digital marketing (Park et al., 2025), e-fulfillment (Kreienkamp et al., 2025), and target marketing (Liu et al., 2025). However, given the advancement of technology and the growing emphasis on digital transformation, there is a need for further research to explore additional dimensions of omnichannel retailing. Omnichannel retailing should be conceptualized, and its foundational elements need to be developed (Le et al., 2025). The existing literature lacks a structured view of omnichannel systems and their components, which is crucial for further contributing to retail and supply chain management theories.

Several issues in the literature need to be addressed to create a more comprehensive omnichannel framework. Some researchers focus on the benefits of online shopping (Tahirov et al., 2025), while others explore touchpoints and communication channels with customers (Marvi et al., 2026). Studies also examine how retailers manage inventory between online and offline channels (Fatema, 2026), brand and customer management (Le et al., 2025), and integrating promotional strategies for consistency across channels (Marvi et al., 2026). There is an ongoing debate regarding whether omnichannel strategies lead to higher synergy, enhancing the performance of each channel (Fahim et al., 2025).

Omnichannel retailing is defined as a comprehensive approach that integrates various retail channels online, offline, and mobile creating a unified shopping experience that allows customers to interact with a brand seamlessly across all platforms. This strategy not only enhances customer convenience but also reinforces the retailer's identity, ultimately contributing to improved customer retention (Nejad & Chromjakova, 2025; Roosta et al., 2025).

Omnichannel retailing represents the integration of various sales and communication channels; whether online, offline, or mobile to provide customers with a seamless and personalized shopping experience (Fatema, 2026). By prioritizing customer convenience, omnichannel strategies enable customers to interact with retailers through their preferred channels, ensuring consistency and flexibility at all touchpoints. The key to a successful omnichannel strategy lies in understanding consumer behavior and preferences, offering customized solutions to enhance customer satisfaction and loyalty (Le et al., 2025).

The Push-Pull-Mooring (PPM) theory explains why individuals migrate (Shao et al., 2025) and other customer switching behaviors (Marx, 2025) and has been extended to explain why customers switch between retailers across various sectors, such as online grocery shopping, green transportation, telecommunication services, and cloud storage services (Pragha et al., 2025). The Push factors refer to negative experiences or perceptions that compel people to leave their current retail setups. These push factors could include poor service quality, high

prices, or a negative perception of the retail environment (Diaconita et al., 2025). On the other hand, pull factors involve elements that make an alternative option more appealing. It may include better product offerings or enhanced customer experiences (Marx, 2025). However, the presence of both push and pull factors does not always result in migration or switching. This is where **mooring factors** come into play. Longino (1992) introduced mooring factors to the PPM framework, emphasizing how personal, social, or financial costs associated with making a change can prevent individuals from switching. For example, in retail, mooring factors might include switching costs or emotional attachments to a brand (Li et al., 2025).

In the realm of omnichannel retailing, the PPM framework has been instrumental in explaining cross-channel consumer behavior. Customers often engage in online shopping to avoid negative aspects of physical stores (push factors) while being drawn to the convenience or perks offered by alternative retailers (pull factors). Mooring factors, such as loyalty programs or convenience, act to retain customers within an omnichannel framework. The PPM framework provides a robust foundation for studying how (Marx, 2025), retailers can improve customer retention and satisfaction within omnichannel environments.

Haridasan et al. (2021) extended the PPM model to study cross-channel switching intentions, although the study did not focus on behaviors like showrooming. In contrast, Chiu et al. (2011) and Chou et al. (2016) applied the PPM framework to customer behaviors like webrooming. These studies underline the relevance of the PPM framework in omnichannel retail, supporting the development of business models designed to retain customers by enhancing the shopping experience across multiple channels.

Pull Factors: Identity Attractiveness:

Within the PPM theory, pull factors represent the elements that attract customers to a retailer. In a marketing context, pull factors could include advertising, promotions, or the retailer's identity, which positively influence customer loyalty (Li et al., 2025). A retailer's identity attractiveness plays a crucial role in fostering long-term relationships with customers, as customers trust the brand and its offerings (Fahim et al., 2025). For omnichannel retail, a retailer's identity becomes even more important, as it creates a cohesive and reliable customer experience across all channels (Li et al., 2025).

The significance of pull factors in omnichannel retailing is crucial to maintaining a satisfying and seamless shopping experience. Customers interacting with a retailer across multiple channels expect a consistent brand identity and positive experiences regardless of the platform they use. This ensures customer retention even when shoppers engage with multiple channels during their purchasing journey (Diaconita et al., 2025).

Attribution Theory and Role of Personal Control in Consumer Discount Perceptions:

According to Schindler (1998), consumers who perceive themselves as responsible for obtaining discounts feel more positive about their purchase, are more likely to repurchase, and spread positive word of mouth. Attribution theory explains behavior based on how individuals interpret the causes of events, especially whether those causes are internal (self-driven) or external.

Schindler focuses mainly on the *locus of causality* and integrates stability and controllability into "stable controllability." He argues that when consumers view discounts as internally caused, controllable, and consistent over time, their sense of responsibility increases. Personal control refers to the belief that one can influence outcomes through one's own actions (Xie et al., 2025).

Averill (1973) identified three types of control: decisional (choice among actions), informational (access to and interpretation of information), and behavioral (direct ability to alter events). In crowded retail settings, behavioral control is limited because consumers cannot

directly influence marketplace density. Therefore, research often focuses on decisional and informational control. Decisional control (e.g., choosing store or time) may be restricted by time pressure, whereas informational control (e.g., access to shopping information) plays a stronger role in shaping emotional and behavioral responses.

In online-offline contexts, webroomers may attribute purchase success more to personal effort than showroomers. Although showroomers may feel smart for finding online deals, they lack full control over final outcomes (e.g., product quality upon delivery).

Smart shopping feelings arise when consumers attribute positive outcomes, such as discounts, to their own skills or effort rather than external factors. Attribution theory (Weiner, 1986) suggests that internally attributed successes generate stronger positive emotions like pride and self-esteem. Personal attribution thus involves both locus of causality and perceived controllability (Fahim et al., 2025).

Shopping Motivations:

Shopping motivation refers to the underlying psychological and functional reasons that drive consumers to engage in shopping activities. It includes both utilitarian motives (time, effort, money saving) and hedonic motives (purchase pleasure).

Time / Effort Savings:

In the groundbreaking study by Atkins & Kim (2012), a profound connection emerged between effort/time savings and consumers' pursuit of practical and efficient purchases, a quest to maximize gains while minimizing time and effort investment. Further insights came to light, revealing that perceptions of the right purchase were characterized by the alignment of products with consumers' needs and aspirations, offering significant value for their investment. Money savings, on the other hand, referred to the delightful sensation consumers experienced when paying less than anticipated for a product.

Yet, the realm of smart shopping extends beyond financial gains, encapsulates the joy of achieving time and/or effort savings through convenience, as well as the gratification of making informed and astute purchases (Harshitha et al., 2025). These feelings of smart shopping are most likely to manifest in cross-channel shopping scenarios, reflecting the evolving landscape of consumer behaviors.

Delving into the realm of time and/or effort savings, consumers adeptly navigate both online and offline avenues to curate their shopping experiences (Bharati et al., 2025). While the internet bestows unprecedented access to information (Fahim et al., 2025), it's important to note its dual impact on consumer behavior. For instance, recent findings by (Gensler et al. (2017)) spotlight time-saving as a pivotal factor driving showrooming behaviors. However, the immense pool of online information can sometimes inundate consumers, leading to confusion and even anxiety during the search process (Lavuri & Thaichon, 2025). In response, some consumers may opt for a hybrid approach, visiting physical stores to experience products firsthand and then making purchases online to skip queues and streamline the process. The digital landscape, though, offers its own set of advantages, enabling consumers to efficiently gather information and streamline their purchase journey, as evidenced by studies like Jang et al. (2017) and Ratchford et al. (2003). Moreover, brick-and-mortar stores provide the instant gratification of immediate possession, alleviating delivery time concerns (Xie et al., 2025). In this ever-evolving consumer journey, the blend of physical and digital interactions paints a dynamic picture. The smart shopper of today traverses these channels strategically, seeking convenience, satisfaction, and intelligence in each interaction.

Cross Channel Purchasing:

Recent research highlights key differences between webrooming and showrooming. Webroomers—who search online before buying in-store—reduce uncertainty and gain greater

control over their decisions by gathering detailed product information (Yang & Hsu, 2026; Bharati et al., 2025). This process narrows information gaps and strengthens confidence. Channel synergy further enhances perceived control, as consumers combine platforms to build personalized insights (Schul & Mayo, 2003). In contrast, showroomers—who browse in-store but purchase online—are often motivated by lower prices or convenience, yet may face uncertainty due to delivery delays or unmet expectations.

From an economic perspective, consumers strategically combine channels to maximize benefits (e.g., better decisions, discounts) while minimizing costs (time, effort, risk) (Lavuri & Thaichon, 2025). Digital platforms provide rich product and price information, reducing perceived risk, whereas physical stores offer tactile reassurance and confidence (Le et al., 2025). Cross-channel shopping is thus not only about convenience but also about securing better deals, particularly for price-conscious buyers (Fahim et al., 2025).

Using multiple channels also enhances consumers' sense of smart shopping. Consumers believe that searching across platforms improves their ability to make better purchase decisions (Xie et al., 2025; Harshitha et al., 2025). Online information supports smarter in-store purchases, reinforcing this perception (Le et al., 2025).

Finally, brand attractiveness and credibility reduce transaction uncertainty and enhance satisfaction (Tahirov et al., 2025). Consumers often gather information online to minimize risk and then visit physical stores for reassurance before finalizing their purchase (Khan et al., 2025).

Money Savings:

Money savings, a cornerstone of smart shopping, harken back to well-established research (Pastor et al., 2025). An intriguing distinction emerges between showrooming and webrooming in their propensity to evoke perceptions of money savings. The practice of showrooming is anticipated to yield stronger perceptions of monetary benefits compared to webrooming. This delineation can be attributed to the inclination of webrooming to equip consumers with enriched product knowledge, enhancing their prowess in negotiating with vendors (Natarajan & Veera Raghavan, 2025). However, the siren call of finding products at more affordable rates online than offline has been pinpointed as the primary driving force behind showrooming behaviors (Jin et al., 2025). In essence, showroomers are driven by a fervent quest to unearth the retailer offering the most enticing price point (Marx, 2025). The level of price-consciousness directly impacts how satisfied consumers feel with their purchases (Pastor et al., 2025). When individuals prioritize seeking the lowest price, their overall satisfaction with their buying experience tends to decrease. This is because their focus on obtaining the lowest price can overshadow other factors that contribute to a fulfilling shopping encounter. The pursuit of the lowest price might lead to compromises in quality, service, or overall value, thereby diminishing the satisfaction derived from the purchase.

Furthermore, the inclination to switch to a different retailer is closely linked to pricing considerations (Khan et al., 2025). When consumers are driven to find better deals and cost advantages, they are more inclined to explore alternative retail options. This highlights the significant role that competitive pricing plays in influencing consumer decisions to shift their loyalty from one retailer to another. This underscores the importance of implementing competitive pricing strategies for retailers aiming to uphold customer loyalty and deter customer attrition. In essence, the connection between price-consciousness, satisfaction, and retailer loyalty highlights the intricate relationship between pricing strategies and the overall customer experience in the domain of consumer behavior.

The allure of competitive prices online exerts a formidable pull for consumers, emerging as the most potent motivator for online purchases (Tahirov et al., 2025). Consistently, literature has underscored the link between showroomers and price sensitivity, with the former

cohort showcasing a distinct penchant for astute pricing practices (Jin et al., 2025). A deep-seated affinity for favorable pricing endows price-conscious consumers with a favorable disposition toward showrooming, rendering them more likely to engage in this behavior (Kasat et al., 2025). Notably, Schneider & Zielke (2020) unveiled that the facet of price consciousness surpassed other segments reliant on competitive showrooming.

This narrative extends beyond the realm of mere pricing, for the paramount importance of unearthing the optimal value proposition for showroomers. Herein, value-consciousness emerges as a key facet, denoting an inclination to secure low prices while adhering to certain quality benchmarks (Pastor et al., 2025). This orientation propels individuals toward becoming smart shoppers, individuals who prioritize not only value but also quality (Liangrokapart & Prakongwittaya, 2025). For those tethered to price considerations, their decision-making is characterized by meticulous scrutiny, driven by the ambition to acquire premium products at remarkably competitive prices (Khan et al., 2025). It is worth noting, however, that smart shopping behavior can wield multifaceted consequences, potentially leading to reduced willingness to make immediate purchases, elongated decision-making processes, and less steadfast loyalty intentions (Dapadeda et al., 2025). This, in turn, could elevate the likelihood of competitive showrooming. The work of Gensler et al. (2017) reverberates in this context, as it underscores the influence of superior quality propositions and lower pricing concepts on showrooming opportunities. In essence, the quest for savings resonates deeply within the corridors of showrooming, shaping behaviors and perceptions alike.

Shopping Experience:

Scholars have delved into the realm of customer experience since the work of Holbrook & Hirschman, (1982), who introduced the concepts of hedonic and utilitarian value (Zhang et al., 2025). At its core, the customer experience hinges on the interaction between buyers and sellers, encompassing value creation, heightened customer satisfaction, and bolstered purchase intentions (Marx, 2025). With its multidimensional nature, customer experience envelops the cognitive, affective, emotional, social, and physical responses that customers exhibit in their interactions with retailers (Velasquez, 2025). The pursuit of an optimal shopping experience is a universal expectation among customers, regardless of the stages and locations within their purchase journey (Yang & Hsu, 2026). Furthermore, the concept of customer involvement in a shopping experience is contextualized by an amalgamation of products, environment, and activities (Bharati et al., 2025). Marketers are thus presented with the challenge of navigating this landscape and enhancing the physical retail channel (Yang & Hsu, 2026). The physical store presents an array of experience touchpoints, with store cues mirroring the surrounding environment (Zhang et al., 2025).

Research has explored the impact of digital technologies, including the variability of purchasing points within the store atmosphere (Schultz & Zacheus, 2025). It has been demonstrated that consumer-centric technology can enhance store attractiveness and ambiance, thereby positively influencing purchasing behavior (Yang & Hsu, 2026). Furthermore, emerging technologies possess a dynamic potential to reshape customer experiences (Yang et al., 2025).

Elevating the customer purchase journey within retail settings can lead to heightened customer satisfaction and an optimal purchase experience (Bharati et al., 2025). As customer expectations for a seamless, personalized shopping experience continue to rise, satisfaction hinges on the integration of channels and touchpoints (Zhang et al., 2025). To optimize customers' shopping experience, physical stores are integrating digital channels (Schultz & Zacheus, 2025).

Omnichannel and Shopping Experience:

Verhoef et al. (2015) highlight that companies operating in the global arena have orchestrated significant transformations across markets, leveraging novel marketing paradigms and cutting-edge technology. The evolution of communication and Information Technology (IT) has spurred the proliferation of diverse retailing formats, enabling consumers to seamlessly engage with companies through secure customer journeys (Naeem, 2025).

Beyond the traditional online and physical store fronts, the emergence of contemporary mobile channels accompanied by an array of mobile devices, social media platforms, branded apps, and interconnected elements has revolutionized the entire consumer purchasing process and experience (Lowry et al., 2025). The term "omnichannel," initially coined in business circles, has increasingly gained academic attention, underscoring its significant impact. This paradigm shift has completely redefined retailing concepts and reshaped perceptions of consumer behaviors and shopping patterns within the prevailing retail landscape (Schultz & Zacheus, 2025).

Figure 1 shows the research model and the proposed hypotheses. Specifically, we expect that carrying out omnichannel increases smart shopping feelings and perception with the help of PPM theory. Consequently, omnichannel management is grappling with a pronounced challenge across various brands, driven by consumers' heightened demands and elevated expectations for exclusive and tailored shopping experiences throughout their customer journey (Naeem, 2025). In light of these considerations, we put forth the following hypothesis:

H1: *Omnichannel experience leads to a positive shopping experience*

Retailer Identity Attractiveness and Shopping Experience:

Retailer's identity attractiveness has been found to be a key factor contributing to customer-retailer relationship and customer retention (Yang et al., 2025). For example, a retailer's identity attractiveness that includes positive customer reviews, feelings, and attitude towards the seller, can lead to strong customer intentions to maintain a relationship with the seller which is an indication that the customer has a good shopping experience that leads to customer retention (Zhang et al., 2025). With the high retailer's identity, the customer has a positive view towards retailer and its various offerings, which leads to higher purchase intentions, loyalty and retention (Velasquez, 2025).

Reputation of a retailer is often regarded as brand equity; reputation is an important asset of the company which need long term investment (Pant et al., 2025). Retailers' identity plays an important role while making any transaction, which means customers have trust in the retailer due to the retailer's reputation, so trusted retailers are easy for customers, and it makes the shopping experience more attractive (Yang et al., 2025). Therefore, we propose the following hypothesis:

H2: *Retailer identity attractiveness leads to a positive shopping experience*

Omnichannel and Retailer Identity Attractiveness:

Experts point out that retailers' identity attractiveness is the extent to which customers are satisfied with the product, retailer (Naeem, 2025) and their communication channels (Pant et al., 2025). Cross channel integration is a representation of retailer's efforts for managing customer's shopping needs and provides shopping experience (Zhang et al., 2025) through integration of information across multiple channels (Velasquez, 2025). Such investment in services attracts customer attention to retailer's offerings that meet specific prior requirements (Lowry et al., 2025).

Furthermore, the Customer Channel Integration (CCI) offers avenues for customers to engage across numerous touchpoints offered by retailers, facilitating brand interactions through

multiple channels (Naeem, 2025). As the number of touchpoints expands and awareness of diverse channels grows, customers become more acquainted with the retailer's product, service offerings, and branding. This heightened familiarity has the potential to augment the retailer's allure and distinct identity (Bharati et al., 2025). Consequently, we present the subsequent hypothesis:

H3: *Omnichannel presence leads to positive retailer identity attractiveness*

Personal Attributes and Shopping Motivation as a Moderating Factor:

We advocate that personal attributes could weaken the positive relationship between omnichannel and retailer identity attractiveness. Consumer trust is the key factor for building and maintaining good relationship with customers. Trust is formed when one party relies on the other's integrity. Trust is the foundation of partner strategy (Yang et al., 2025). Brand is also a company's promises to customers for the quality of the products they produce. We therefore need customer's trust in the product which results in the credibility of the retailers (Naeem, 2025). Retailer's credibility can reduce the risk of using the product. Buying any product involves different types of risk, i.e., functional risk, physical risk, financial risk, social risk, psychological risk, and time risk (Yang & Hsu, 2026). Three things that influenced trust on brand: (1) brand characteristics, (2) company characteristics, and (3) the relevance between product type and customer personality (Bharati et al., 2025). It is important for the that companies to build and protect the key factors of trust (Zhang et al., 2025). Increasing retailers' credibility is part of an important investment in building long-term relationships with customers. If there is a high level of retailers' credibility, it will increase the customer lifetime value with the retailer (barrier to exit). On the other hand, if a retailer's credibility is not established, it will increase the chances of switching behavior of customers (Schultz & Zacheus, 2025). With the seamless integration of channel enhances the credibility of retailers, where customer personality (Bharati et al., 2025) plays an important part for customer retention

H4: *Personal attributes could weaken the relationship between omnichannel and retailer identity attractiveness.*

We advocate that shopping motivation could strengthen the relationship between omnichannel and retailer's identity attractiveness. According to (Wagner & Rudolph, 2010), Price sensitive consumers are the ones who desire to take advantage of an attractive price when purchasing any product. Customers who seeks money savings are price conscious and compare prices with others retailer's pricing (Naeem, 2025). Finding discounted products gives this group of consumers a sense of joy and a feeling of being smart shoppers which reduces the impact of perceived crowding (Pant et al., 2025). Price conscious customers are more likely to seek out price deals. Therefore; these buyers are more likely to start their buying process from online searches because online channels have become platform for price comparisons (Zhang et al., 2025). Comparing to offline shopping, information searching beforehand gives consumers the opportunity to understand the prices and thus allows them to make a better decision in physical stores. It has been proven that online price comparison sites provide rich market data and have an impact on offline pricing of consumers, forcing the growth of web-to-store purchasing strategy (Bharati et al., 2025). Similarly, price comparisons have been identified as a shopping motive which allows consumers to engage in cross channel behavior (Pucci & Gagliardi, 2025). Customer's combination of both online and offline shopping makes it even better for satisfying information search needs (Naeem, 2025). Retailer's credibility can reduce the risk of using the product. Buying involves different types of risk i.e. functional risk, physical risks, financial risks, social risks, psychological risks, and time risks (Yang et al., 2025).

H5: *Shopping motivation could strengthen the relationship between omnichannel and retailer identity attractiveness.*

Retailer's Identity as Mediator:

We advocate that retailer's identity attractiveness mediates the effects of omnichannel on shopping experience. Retailer identity encapsulates customers' enduring evaluations of the retailer based on past shopping interactions (Pant et al., 2025). Customers often rely on the retailer's image to mitigate confusion and expedite decision-making, which can diminish the influence of other decision factors (Zhang et al., 2025). When retailer image is positive, customers exhibit strong preference and intentions toward the retailer, potentially diminishing the significance of CCI in shaping the shopping experience. Conversely, a negative retailer image may lead to hesitancy in purchasing from that retailer (Pucci & Gagliardi, 2025).

H6: Retailer's identity attractiveness mediates the effects of omnichannel on shopping experience.

Methodology

This study employs a positivist philosophy and a quantitative research design, primarily utilizing survey methodology to examine the correlations between various constructs of interest (Mackenzie and Knipe, 2006; Variyan & Groves, 2025). Survey research enables the collection of standardized data, facilitating the characterization of variables and exploration of their interrelationships (Schneider et al., 2025). The focus of this dissertation is on investigating consumers' omnichannel purchasing experiences, particularly the integration of online and offline shopping behaviors. A central element of this study is the use of the push-pull-mooring (PPM) framework, adapted from migration research (Marx, 2025), to understand consumer transitions between in-store and online shopping channels. The data were collected through an online and in-person survey distributed to individuals who regularly engage with multiple sales channels. Following data collection, AMOS-SEM was employed for statistical analysis, allowing for a robust examination of the relationships between variables.

Given the reliance on self-reported data and the cross-sectional nature of this study, common method bias (CMB) could pose a threat to the validity of the findings. CMB occurs when variance attributable to the measurement method rather than the constructs the measures represent inflates the observed relationships between variables (Maruping et al., 2025). To mitigate the impact of CMB, both procedural and statistical remedies were employed. Procedurally, several steps were taken during survey design to reduce CMB. The survey questions were carefully structured to minimize social desirability bias and item ambiguity by ensuring clear and concise wording. Participants were assured of the anonymity and confidentiality of their responses, which further reduced potential response biases. In addition, different scales and formats were employed across sections of the questionnaire to reduce the possibility of respondents providing consistent but inaccurate answers. Statistically, Harman's single-factor test was conducted as a post hoc test for CMB. In this test, all variables were loaded into an unrotated exploratory factor analysis to determine if a single factor accounted for the majority of the variance in the data. The results of this test indicated that no single factor explained the majority of variance, suggesting that CMB was not a significant concern in this study.

The target population for this study consists of individuals who regularly utilize more than one channel for purchasing products, as the research aims to develop an omnichannel business model for retailers. A non-probability, convenience sampling technique was employed, ensuring that the selected sample accurately represents the target population. The study sampled customers from the Pakistani market, without restricting the focus to any particular industry, in order to capture broad consumer behavior trends across multiple retail sectors.

Data were collected using a self-reporting technique, with 700 questionnaires distributed online and in person. A total of 610 questionnaires were returned, out of which 420

were deemed usable for the analysis. The measurement scales employed in this study were drawn from previously validated constructs, ensuring the reliability and validity of the measures (Khalid et al., 2025). As recommended by Cotarelo et al. (2021), the questionnaire targeted individuals with proven experience in online shopping and in-store pickups.

The survey instrument, employed established scales that have undergone prior reliability and validity testing. These validated measures offer several advantages, including enhanced measurement accuracy and the establishment of homological validity when applied across different contexts, individuals, and timeframes (Hassan et al., 2025).

Measures:

Within this research the measurement items are drawn from pre-existing constructs that have been validated in prior studies (Khalid et al., 2025) within the extant literature. The utilization of established measures offers several benefits. Notably, the measures have undergone prior reliability and validity assessments, affording the researcher insights into their measurement properties (Pillet et al., 2025). Moreover, employing these existing measures facilitates the establishment of homological validity for the construct when it is examined and validated across diverse individuals, contexts, and timeframes (Variyan & Groves, 2025).

Omnichannel:

Omnichannel was measured using 17 items scale adapted from Azevedo (2020). Sample items include “I can return repair or exchange merchandise that I purchased online at any of this retailer's physical stores.” “I can interact with this retailer on any channel at any time.” All items were measured using five-point Likert scales ranging from “strongly disagree” (1) to “strongly agree” (5).

Identity Attractiveness:

Identity Attractiveness was measured using 5 items scale adapted from Bhattacharya & Sen (2003). Sample items include “This retailer has an attractive identity.” “I trust this retailer.” All items were measured using five-point Likert scales ranging from “strongly disagree” (1) to “strongly agree” (5).

Personal Attribution- Control and Responsibility:

Personal Attribution- Control and Responsibility were measured using 2 items scale adapted from Bicen & Madhavaram (2013); Flavián et al. (2020); Schindler (1998). Sample items include “To what extent do you think that the final outcome of this purchase is in your own responsibility?” “To what extent that do you think the final outcome of this purchase is under your control?” All items were measured using five-point Likert scales ranging from “Not responsible at all (1) to “Completely responsible” (5).

Shopping Motivation:

Shopping Motivation-Smart shopping perceptions of time and effort savings were measured using 4 items scale adapted from Atkins & Kim, 2012 Sample item include “Making this purchase has not been a hassle for you.” All items were measured using five-point Likert scales ranging from “strongly disagree” (1) to “strongly agree” (5). Shopping Motivation- Smart shopping perceptions of making the right purchase were measured using 3 items scale adapted from Atkins & Kim (2012) Sample item include “You have got a good quality product from this purchase.” All items were measured using five-point Likert scales ranging from “strongly disagree” (1) to “strongly agree” (5).

Shopping Experience:

Shopping experience, was measured using 1 item scale adapted from Cassill (1998). Sample item include “Will continue to shop (retailer).” Items was measured using five-point Likert scales ranging from “extremely dissatisfied” (1) to “extremely satisfied” (5).

Data Analysis:

Structural equation modeling (SEM) was applied to investigate the multiple mediations with AMOS-24 (Arbuckle, 2011). SEM is the best option to investigate multiple mediation analysis because SEM can be operated using multiple independent and dependent variables. It also provides alternate models which provide different indices for model fitness. For analysis of these steps, this study take help from the recommendations of Anderson and Gerbing (1988). In the analysis measurement model of constructs was tested. Correlation between the factor and error terms of the same factors were allowed to covary. Because covariation of the error terms of the same variables was allowed therefore they don't have an effect on the theoretical arguments. This method is also commonly used by social psychological studies (Byrne, 2016).

To measure the direct, indirect, and total effect, path analyses were performed. Bias correlated bootstrap technique was used to investigate confidence interval of direct, indirect, and total effect and this method is also widely used and accepted. Bias corrected bootstrap technique was employed instead of traditional inferential tests due to its limitations. This method is also widely used and acceptable in order to produce direct, indirect, and total effects. Hayes (2013) also elaborates that to measure indirect effect bootstrap technique is more desirable as compared to traditional techniques (SOBEL test).

Results

This section presents the empirical findings derived from the statistical procedures outlined in the preceding chapter. The analysis adheres to established reporting conventions for Structural Equation Modeling (SEM) using AMOS, consistent with widely accepted methodological standards in prior scholarly research. The analytical process was conducted systematically in two sequential stages. First, the measurement model was assessed to establish the reliability and validity of the constructs. Subsequently, the structural model was evaluated to test the hypothesized relationships among the latent variables.

The primary objective of this research is to examine the mediating role of the Push–Pull–Mooring (PPM) framework in shaping consumers' smart shopping experiences, customer retention, perceptions, and emotional responses. This chapter further reports the results of preliminary analyses, followed by a concise synthesis of the overall empirical findings. The data analysis is organized into two principal stages:

Measurement Model Assessment:

This stage evaluates the quality and adequacy of the measurement instruments. Indicator reliability and construct validity are examined to ensure robustness. Reflective constructs are assessed for internal consistency reliability, convergent validity, and discriminant validity. Formative constructs, where applicable, are evaluated using appropriate reliability and validity diagnostics consistent with SEM best practices.

Structural Model Assessment:

This stage examines the hypothesized relationships among the latent constructs. The evaluation includes the coefficient of determination (R^2), standardized path coefficients, predictive relevance (Q^2), and the estimation of both direct and indirect effects. Particular

emphasis is placed on testing the mediating mechanisms proposed within the conceptual framework.

Figure 1: Theoretical Model

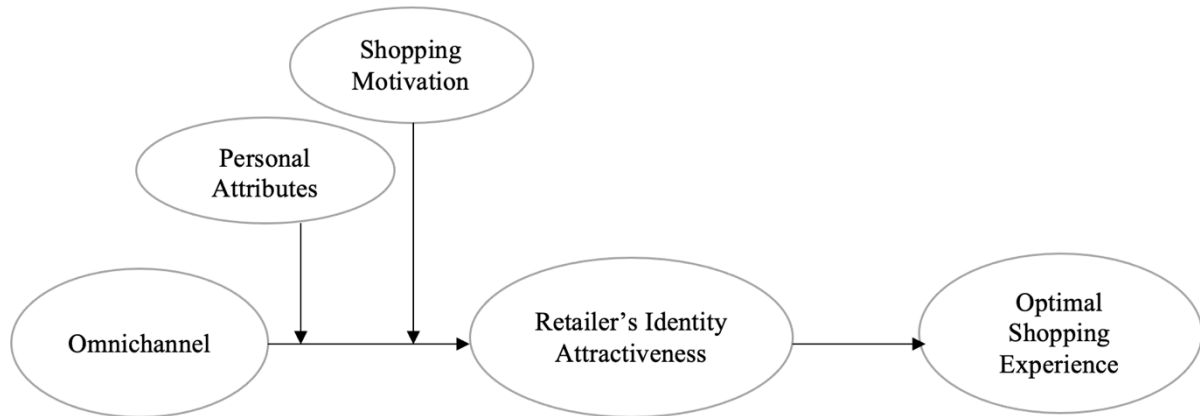


Table 1: Direct Effects

Parameter			Estimate	S.E.	C.R.	P	Lower	Upper	P
RI	←	Omni	.632	.081	7.838	***	.471	.838	.003
SE	←	RI	.374	.070	5.319	***	.196	.552	.014
SE	←	Omni	.200	.083	2.401	.016	.061	.365	.020

Table 2: Indirect Effect

Parameter	Estimate	Lower	Upper	P	SE	SE-SE	Mean	Bias	SE Bias
Omni --> RI --> SE	.236	.138	.384	.006	.075	.004	.238	.002	.005

The analysis was conducted in two stages. In the first stage, the direct effect hypotheses (H1, H2, and H3) were examined to determine the structural relationships among the proposed constructs. In the second stage, the mediating hypothesis (H4) was tested using Structural Equation Modeling (SEM) through AMOS to assess the indirect effects within the proposed framework.

All statistical analyses were performed using AMOS-SEM in conjunction with IBM SPSS, both widely utilized analytical tools in social science research. The supported hypotheses demonstrated statistical significance at the 0.05 level, with standardized path coefficients (β) ranging from 0.17 to 0.50. Furthermore, the direction of the coefficients was consistent with the theoretical expectations outlined in the conceptual model.

Table 3: Omnichannel and Shopping Experience

Hypothesis	Relationship	Std. Beta	Confidence Interval		t- value	P- Value	Result
			Lower Bound	Upper Bound			
H1	OMNI -> SE	0.200	.061	.365	2.401	0.020	Supported

H1 evaluates whether Omnichannel has a significant impact on shopping experience. The results revealed that Omnichannel has a significant impact on Shopping experience ($\beta = 0.200$, $t = 2.401$, $p = 0.020$) Hence, H₁ was supported.

Table 4: Retailer's Identity Attractiveness and Shopping Experience

Hypothesis	Relationship	Std. Beta	Confidence Interval		t-value	P-Value	Result
			Interval				
			Lower Bound	Upper Bound			
H2	IA -> SE	0.374	0.196	0.552	5.319	0.014	Supported

H2 evaluates whether retailer identity attractiveness is significantly related to shopping experience. The results revealed that retailer identity attractiveness has a significant impact on shopping experience ($\beta = 0.374$, $t = 5.319$, $p = 0.014$) Hence, H₂ was supported.

Table 5: Omnichannel and Retailer's Identity Attractiveness

Hypothesis	Relationship	Std. Beta	Confidence Interval		t-value	P-Value	Result
			Interval				
			Lower Bound	Upper Bound			
H3	OMNI -> IA	0.632	0.471	0.838	7.838	0.003	Supported

H3 evaluates whether Omnichannel is significantly related to retailer identity attractiveness. The results revealed that CCI has a significant impact on to retailer identity attractiveness ($\beta = 0.632$, $t = 7.838$, $p = 0.003$) Hence, H₃ was supported.

Table 6: Moderation Results

Hypothesis	Relationship	Unstandardized Coefficients		Standardized Coefficients		
		Beta	Std. Error	Beta	t	Sig.
H4	PA x OMNI -> IA	-.133	.048	-.121	-2.750	.006
H5	SM x OMNI -> IA	-.045	.030	-.067	-1.495	.136

Regarding hypothesis H4, the results in Table 6 shows that personal attribution moderates the relationship between omnichannel and identity attractiveness ($b = -0.121$, $SE = 0.048$, $p = 0.006$) showing statistically significant and negative impact. Therefore, hypothesis H₄ is also accepted.

Table 7: Omnichannel, Retailer's Identity Attractiveness and Shopping Experience

Relationship	Direct Effect Omni->SE	Indirect Effect of Omni on SE	Confidence Interval		t- value	P- Value	Result
			Lower Bound	Upper Bound			
H6: Omni → IA → SE	0.200 (0.020)	0.236	0.138	0.384	3.147	0.006	Partial mediation

Mediation analysis was performed to assess the mediating role of retailer's identity attractiveness in the relationship between omnichannel and shopping experience. The results (see Table 7) revealed a significant indirect effect of omnichannel on shopping experience ($\beta = 0.236$, $t = 3.147$, $p = 0.006$). The direct effect of omnichannel on shopping experience was significant ($\beta = 0.200$, $p = 0.020$). This shows that retailer's identity attractiveness partially mediates the relationship between omnichannel and shopping experience. Hence, H6 was supported.

Discussion

The findings of this study provide robust empirical support for the proposed structural relationships within the omnichannel retailing framework and offer meaningful contributions to consumer behavior literature.

First, the results confirm that omnichannel integration significantly enhances the shopping experience ($\beta = 0.200$, $p < 0.05$). This finding reinforces the argument that seamless channel integration, consistency across touchpoints, and synchronized digital–physical interactions positively shape consumers' experiential evaluations. From a consumer behavior perspective, this suggests that shoppers increasingly value convenience, accessibility, and integration over isolated channel efficiency. The significance of this relationship indicates that omnichannel capability is no longer a competitive advantage but a strategic necessity in contemporary retail environments.

Second, retailer identity attractiveness was found to have a strong positive effect on shopping experience ($\beta = 0.374$, $p < 0.05$). This highlights the psychological and symbolic dimensions of consumer decision-making. Beyond functional benefits, consumers derive experiential value from identifying with retailers whose image, reputation, and perceived distinctiveness resonate with their self-concept. The magnitude of this coefficient suggests that identity-based mechanisms may be even more influential than operational omnichannel integration in shaping experiential outcomes. This aligns with identity theory and signaling perspectives in consumer research, emphasizing that brand meaning and perceived attractiveness significantly influence emotional and experiential responses.

Third, omnichannel integration significantly predicts retailer identity attractiveness ($\beta = 0.632$, $p < 0.01$), demonstrating a strong structural linkage. This finding is particularly important for theory and practice, as it suggests that technological and operational integration contributes directly to strengthening brand identity perceptions. In other words, omnichannel strategy is not merely an operational tool—it functions as an identity-building mechanism. Retailers that successfully integrate channels signal competence, innovation, and customer-centricity, which enhances their perceived attractiveness.

The moderation analysis revealed that personal attribution significantly and negatively moderates the relationship between omnichannel and retailer identity attractiveness ($b = -0.121$, $p < 0.01$). This indicates that when consumers attribute omnichannel initiatives to

retailer-driven motives rather than customer-oriented intentions, the positive identity-building effect weakens. From a consumer psychology standpoint, attribution processes shape how technological investments are interpreted. Retailers must therefore ensure that omnichannel innovations are communicated as value-enhancing rather than profit-driven mechanisms.

Conversely, shopping motivation did not significantly moderate the relationship between omnichannel and retailer identity attractiveness. This non-significant finding suggests that the identity-enhancing effect of omnichannel integration may operate relatively consistently across different motivational segments. For practitioners, this implies that omnichannel identity signaling may appeal broadly rather than being contingent upon specific motivational orientations.

The mediation analysis provides deeper insight into the underlying behavioral mechanism. The significant indirect effect of omnichannel on shopping experience through retailer identity attractiveness ($\beta = 0.236, p < 0.01$), combined with the significant direct effect ($\beta = 0.200, p < 0.05$), indicates partial mediation. This finding is theoretically meaningful, as it demonstrates that omnichannel improves shopping experience both directly (through functional integration) and indirectly (through identity-based psychological mechanisms).

From a consumer behavior perspective, this highlights a dual pathway:

1. A functional pathway (convenience, efficiency, integration).
2. A symbolic–identity pathway (attractiveness, alignment, emotional resonance).

For business models and retail strategy, the implications are substantial:

- Retailers should design omnichannel systems not only for operational efficiency but also for identity reinforcement.
- Investments in digital transformation must align with brand positioning and communicated values.
- Retail strategies should integrate technological infrastructure with branding strategy to maximize experiential impact.
- Managers should carefully manage attribution signals to ensure consumers perceive omnichannel initiatives as customer-centric.

Overall, the findings demonstrate that omnichannel capability strengthens retailer identity attractiveness, which in turn enhances shopping experience—ultimately contributing to customer retention and long-term relational outcomes. The results advance existing literature by empirically validating identity attractiveness as a key mediating mechanism in omnichannel consumer behavior, thereby extending traditional technology-adoption and service-quality frameworks.

Theoretical Contributions:

This study makes several important theoretical contributions to the literature on omnichannel retailing, consumer behavior, and identity-based frameworks.

First, it extends omnichannel research beyond purely operational and technological perspectives by integrating retailer identity attractiveness as a central psychological mechanism. Prior studies have largely emphasized service quality, integration capability, or convenience as drivers of consumer outcomes. However, this research demonstrates that omnichannel strategy functions not only as a structural capability but also as a symbolic and identity-enhancing signal. By empirically establishing retailer identity attractiveness as a partial mediator, this study advances the theoretical understanding of how omnichannel investments translate into experiential value.

Second, the findings contribute to identity theory and attribution theory within retail contexts. The significant mediating role of identity attractiveness confirms that consumers interpret omnichannel integration as a signal of retailer competence, innovativeness, and customer orientation. Moreover, the moderating effect of personal attribution highlights the

importance of consumer interpretive processes in shaping identity evaluations. This bridges structural retail strategy with consumer psychological mechanisms, offering a more integrated explanation of experiential outcomes.

Third, the study enriches the Push–Pull–Mooring (PPM) framework by empirically demonstrating how omnichannel factors (push/pull drivers) operate through identity-based mechanisms to influence shopping experience. By embedding identity attractiveness within this framework, the research provides a more nuanced explanation of behavioral outcomes in smart shopping environments.

Finally, the identification of partial mediation contributes methodologically by clarifying that omnichannel affects shopping experience through both direct functional pathways and indirect symbolic pathways. This dual-process explanation offers a more comprehensive model of omnichannel consumer behavior.

Managerial Implications:

The findings offer several actionable insights for retailers and business model strategists.

First, omnichannel integration should be treated as a strategic brand-building investment, not merely an operational enhancement. Since omnichannel capability significantly enhances retailer identity attractiveness, managers should align technological integration with brand positioning and value communication. Retailers that successfully synchronize online and offline channels signal professionalism, innovation, and reliability—attributes that strengthen identity perceptions.

Second, retailers should focus on identity reinforcement across touchpoints. Seamless website design, mobile applications, in-store digital tools, and consistent messaging should collectively communicate a unified brand identity. This strengthens psychological attachment and improves experiential outcomes.

Third, the significant moderating effect of personal attribution suggests that communication strategy is critical. Retailers must frame omnichannel initiatives as customer-centric improvements rather than cost-saving or profit-maximizing measures. Transparent communication emphasizing convenience, personalization, and enhanced service can prevent negative attributions that weaken identity attractiveness.

Fourth, because the mediation results indicate both direct and indirect pathways, retailers should design omnichannel strategies that simultaneously optimize:

- Functional efficiency (speed, accessibility, integration)
- Emotional and symbolic value (trust, attractiveness, alignment)

Retail business models that integrate technological sophistication with identity-building communication are more likely to generate superior shopping experiences and enhance long-term customer retention.

Conclusion

This study provides empirical evidence that omnichannel integration significantly enhances shopping experience both directly and indirectly through retailer identity attractiveness. The findings confirm that retailer identity attractiveness partially mediates the relationship between omnichannel capability and shopping experience, highlighting the dual functional and psychological pathways through which omnichannel strategies influence consumer outcomes.

The results further demonstrate that consumer attribution processes shape how omnichannel investments are interpreted, thereby influencing identity perceptions. While shopping motivation did not moderate the examined relationship, personal attribution emerged as a significant boundary condition. Overall, the study advances theoretical understanding by

integrating omnichannel strategy, identity attractiveness, and consumer attribution mechanisms within a unified structural model. From a managerial perspective, the findings underscore that omnichannel transformation must be strategically aligned with brand identity to maximize experiential and relational outcomes. In increasingly competitive retail environments, omnichannel success depends not only on technological integration but also on the retailer's ability to cultivate attractive, credible, and customer-centered identities.

Limitations and Future Research:

Despite the theoretical and managerial contributions of this study, several limitations should be acknowledged.

First, the study employed a cross-sectional research design, which limits the ability to establish causal inferences with complete certainty. Although SEM provides strong evidence of structural relationships, longitudinal designs would offer deeper insight into how omnichannel perceptions, identity attractiveness, and shopping experience evolve over time. Future research may adopt longitudinal or experimental approaches to validate the causal mechanisms identified in this study.

Second, the data were collected within specific geographical and retail context, which may limit the generalizability of the findings. Consumer perceptions of omnichannel integration and retailer identity attractiveness may vary across cultures, economic environments, and levels of digital maturity. Future studies could conduct cross-country comparisons or multi-group analyses to examine cultural and contextual variations in omnichannel behavior.

Third, the study focused primarily on shopping experience as the key outcome variable. While this provides important insight into experiential consequences, future research could extend the model by incorporating additional behavioral outcomes such as customer loyalty, repurchase intention, advocacy behavior, customer lifetime value, or switching resistance. Examining downstream behavioral consequences would further strengthen the strategic implications of omnichannel integration.

Fourth, although retailer identity attractiveness was examined as a mediating construct, other psychological mechanisms may also play a significant role. Variables such as perceived trust, brand authenticity, perceived value, customer engagement, or emotional attachment could be explored as alternative or complementary mediators. This would allow researchers to develop a more comprehensive understanding of the psychological processes underlying omnichannel effects.

Fifth, the moderation analysis revealed that personal attribution significantly influences the identity formation process, whereas shopping motivation did not produce a significant effect. Future research may explore additional boundary conditions such as technology readiness, digital literacy, generational differences, involvement level, or perceived risk. These moderating variables could provide deeper segmentation insights for retailers.

Finally, the rapid evolution of retail technology—including AI-driven personalization, augmented reality (AR), and smart retail ecosystems—suggests the need to extend this framework into emerging smart commerce environments. Future research may examine how advanced technologies further reshape identity perceptions and experiential outcomes within omnichannel systems.

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