Examining Generation Z Loyalty in Medan's Fashion Sector Omnichannel

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Abstract

Generation Z's mobile behavior is a challenge for retailers in the fashion industry to provide and create experiences and engagement that will ultimately form loyalty. create experiences and engagement that will ultimately form customer loyalty. customers. The purpose of this study is to examine and analyze experience, customer engagement, and hedonic cultural value orientation in increasing the loyalty of generation Z customers in Medan City. This research was conducted on Generation Z in Medan City with a sample size of 440 respondents. Data analysis technique data analysis technique using SEM PLS. The results show channel integration, customer experience experience, and customer engagement have a positive and significant effect on customer loyalty variables directly and indirectly. Experience and customer engagement mediate between channel integration and customer loyalty. customer loyalty. Hedonic cultural value orientation is able to strengthen the effect of customer engagement on loyalty but is unable to strengthen the relationship between customer experience and customer loyalty. customer experience and customer loyalty. This research confirms that fashion product retailers should use multiple channels, online and offline, that are well integrated into creating the customer experience. and offline channels that are well integrated in creating customer experience and customer engagement. Information delivered across all channels should be consistent to create a seamless shopping experience online. seamless shopping experience online. Retailers should engage customers by improving communication and providing entertaining services in the form of gamification. Gamification services can create a hedonic culture for Generation Z customers.

Keywords: *Omnichannel, Experience, Engagement, Hedonic Culture, Customer, Generation Z.*

Introduction

Generation Z, the cohort born between 1997 and 2012, is a growing consumer segment that has unique buying behaviors and preferences (Hieu & Loan, 2022) (Derbani et al., 2022). Emerging research suggests that factors such as computer literacy, peer influence, and social media identity play a significant role in shaping the purchasing decisions of this generation (Kahawandala et al., 2020). Moreover, the intergenerational influence between Generation Z and their parents has been observed, where the online buying tendencies of Generation Z may impact their parents' consumption behavior (Derbani et al., 2022). In the context of the fashion sector, understanding the loyalty of Generation Z consumers is crucial, as they represent a significant market opportunity. This study aims to examine the factors influencing Generation Z's loyalty in the fashion sector omnichannel in Medan, Indonesia, using a mediation and moderation approach. The study will investigate the relationships between various antecedents, such as perceived service reliability, shopping confidence, and purchase risk, and their impact on Generation Z's loyalty (Hieu & Loan, 2022). Additionally, the study will explore the potential mediating and moderating effects of these factors to provide a more comprehensive understanding of the underlying mechanisms driving Generation Z's loyalty in the omnichannel fashion sector. The fashion industry in Indonesia contributes 18.01% (IDR 116 trillion) (Kompas, 2019). Clothing and accessories are the most purchased fashion products by Generation Z. Generation Z's reasons for purchasing fashion products are the price of the product offered (75.9%), the quality of the product (76.9%), and other customer reviews (58.9%). Generation Z prioritizes emotional factors, such as fashion trends, over functional factors when shopping for fashion products online and does not consider price. In addition, there are many platforms and e-commerce options that cause Generation Z to prefer shopping online.

Platforms and e-commerce applications make it easier for Generation Z to compare prices and search for information about products and services offered by retailers (Barta et al., 2021; Zheng et al., 2019). The

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ease of choosing and searching for information on products to buy causes Generation Z to switch platforms or switch brands when shopping. To cater to Generation Z's platform-hopping and e-commerce, fashion retailers use an omnichannel strategy, which provides both online and offline shopping services. The omnichannel strategy used by retailers is to provide channel integration. Integration channel integration is a supporting factor in building customer experience in an omnichannel context (Hossain et al., 2020; Tyrväinen & Karjaluoto, 2019).

Customer experience is an internal state caused by certain stimuli, where customer experience can be realized when customers interact with the goods, services, personal, and/or shopping environment of the retailer (Bustamante & Sullivan, 2019). (Bustamante & Rubio, 2017). Previous research shows that customer experience is not enough to increase customer loyalty. increase customer loyalty. So academics have turned to the question of customer engagement, especially regarding the importance of the relationship the relationship between the company and the customer. Recent studies show that engagement is linked to its behavioral dimensions. Fan, Ning, and Deng (2020) proposed a customer engagement model to illustrate how technology integration systems promote relationships between retailers and consumers. There are still inconsistencies in seeing customer loyalty measured by channel integration. measured by channel integration, Hamouda (2019) revealed that there was no significant relationship between the quality of omnichannel integration on there is no significant relationship between the quality of omnichannel integration on customer loyalty in the context of omnichannel banking. customer loyalty in the context of omnichannel banking. Quality integration provided by banks is considered insufficient to increase customer loyalty when using banking services. customers when using banking services.

Chen & Chi (2021) showed that promotions, products and prices, transaction information, access to information, order fulfillment, and integrated customer service have a positive relationship with consumer perceived hedonic value in the context of omnichannel retail shopping. context of omnichannel retail shopping, while integrated promotions, products and prices, and order fulfillment, which are integrated, do not have a positive impact on customers' perceived utilitarian value in the context of omnichannel retail shopping. Wu & Chang (2016) stated that information consistency does not have a positive and significant effect on online monetary savings, online convenience, or online hedonic value. online hedonic value. Gao et al. (2021) stated that integrated customer service and cognitive customer experience have no effect on omnichannel return intentions through customer experience. customer experience. Integrated product and price and affective customer experience have no effect on omnichannel usage intention through customer experience.

The objectives of this study are (1) to assess the relationship between channel integration indicators such as promotion integration, products and prices, transaction information, information access, order fulfillment, and customer service to customer experience indicators such as cognitive and affective experiences and customer engagement such as conscientious attention, enused participation, and social connection directly and indirectly to customer loyalty such as commitment, repeat purchases, recommendations, and positive E-WoM. (2) to assess hedonic cultural value orientations such as pleasure seeking, entertainment, and happiness as moderating factors in strengthening the influence of experience and engagement on Generation Z loyalty. Hedonic cultural value orientation is a novelty in this study.

The main contribution in this research is how to build Generation Z loyalty with a channel integration framework, customer experience and customer engagement as mediation, and hedonic cultural value orientation as moderation in the context of omnichannel in Medan City.

The existing literature provides valuable insights into Generation Z's consumer behavior and its implications for the fashion industry, particularly in the context of Medan's omnichannel landscape. Generation Z, the cohort born between 1997 and 2012, have emerged as a highly influential consumer group, with projections that they will account for around 40% of all consumer shopping by 2020. This tech-savvy and digitally-connected generation is characterized by their cognitive power, analytical mindset, and extensive social media networking, making them "market mavens" with a wide range of consumer knowledge.

To remain competitive in the free trade economy, where consumers have a multitude of options, marketers must escalate their understanding of Generation Z's purchasing habits and preferences. Previous research has identified several key determinants of Gen Z's online shopping behavior, including the variety of goods, convenience of the customer experience, and responsiveness of the sales website or social media platforms. Additionally, factors such as perceived service reliability, shopping confidence, and purchase risk also play a significant role in shaping their loyalty and purchasing decisions.

In the context of Medan's fashion sector, the technology-driven nature of Generation Z's shopping habits has transformed the industry's landscape. Faster, cheaper, and more efficient travel distribution and booking mechanisms have become the norm, requiring fashion businesses to adapt their omnichannel strategies to cater to this digitally-savvy consumer base. By understanding the nuances of Generation Z's purchasing behavior and loyalty, fashion businesses in Medan can develop targeted strategies to build and maintain strong customer relationships, ultimately driving loyalty and long-term success in the omnichannel environment.

This literature review provides a solid foundation for examining Generation Z's loyalty in Medan's fashion sector omnichannel, highlighting the importance of understanding this influential consumer group's unique characteristics and purchasing patterns.

Methodology Section

This section contains the research design, data collection, and statistical analysis. The type of research is quantitative due to the nature of explanatory research. This research was conducted in Medan City, which has an area of 265.10 km2, a population of approximately 2,435,252 million people, and consists of 21 sub-districts and 151 villages.

Data collection was conducted from November 2023 to January 2024 by distributing questionnaires to all Generation Z respondents who met the inclusive criteria. Respondents were Generation Z residents living in Medan City, born between 1996 and 2012 and currently aged 11–27 years old. Based on BPS data for 2020, the number of people in Generation Z is 788,611 spread across 21 sub-districts in Medan City. The sample size of 440 representative respondents depends on the number of indicators multiplied by 5 to 10 (Hair et al., 2019). The number of indicators is 44; 44 x 10 = 440 respondents.

The analytical tool used is structural equation modeling (SEM). Validity tests were carried out in this study, with a channel integration value of 0.804, customer experience amounting to 0.778, customer involvement of 0.805, hedonic cultural value orientation of 0.824, and customer loyalty of 0.761. Cronbach Alpha and Composite Reliability reliability testing shows channel integration of 0.978 and 0.979, customer experience of 0.876 and 0.906, customer involvement of 0.927 and 0.938, customer loyalty of 0.905 and 0.927, and hedonic cultural value orientation of 0.917 and 0.931. The Cronbach Alpha and Composite Reliability test results show that the Cronbach Alpha and Composite Reliability values are greater than the rule of thumb value, so it can be concluded that each construct variable in this study has a good reliability value. The results of testing the fit model show that the SRMR value shows a value smaller than 0.08, which is 0.068. The R2 value of the customer experience model is 0.646 (64.6%), customer engagement is 0.502 (50.2%), and customer loyalty is 0.730 (73%). The questionnaire is based on a Likert scale, which is used to assess respondents' attitudes and opinions to be considered. For all variables, the respondent's answer interval is adjusted to the statement presented: strongly agree (SA) score 5, agree (A) score 4, disagree (DA) score 3, disagree (DnA) score 2, and strongly disagree (SD) score 1. 3. Results This research data consists of demographic data and data distribution analysis of channel integration, experience, involvement, hedonic cultural value orientation, and customer loyalty. 3.1 Respondent Characteristics Female respondents are the most respondents with 314 people (71.36%), the largest age range between 17 and 20 years is 238 people (54.09%), the largest type of fashion product purchased online or offline is clothing with 261 people (59.325), the duration of purchases made 2–4 times online or offline in the largest month is 214 people (48.64%), and the cost spent shopping for fashion products online or offline is between Rp 100,000 and Rp 500,000, for a total of 386 (87.73%).

The findings of this research will contribute to the existing literature on Generation Z consumer behavior, specifically in the fashion industry, and offer practical insights for fashion retailers and marketers to develop effective strategies to engage and retain this dynamic consumer segment.

Table 1. Respondent Characteristics

No	Demografic Data		F	(%)
1	Sex	Female	314	71,36%
		Man	126	28,64%
2	Age	17 - 20 yo	238	54.09
		21 - 24 yo	145	32.95
		25 - 27 yo	57	12.95
3	Fashion products purchased online/offline	Clothes	261	59.32
		Shoes	63	14.32
		Jewelery	36	8.18
		Bag	14	3.18
		Watches	6	1.36
		belt	2	0.45
		etc	58	13.18
4	Online/offline purchases in 1 month	One time	199	45.23
		2 – 4 times	214	48.64
		5 - 7 times	16	3.64
		More than 8 times	11	2.50
5	Costs used to buy fashion products online/offline	IDR 100.000 – IDR 500.000	386	87.73
		IDR 600.000 – IDR 1.000.000	37	8.41
		IDR 1.000.000 – IDR 1.500.000	11	2.50
		IDR 1.500.000 – IDR 2.000.0000	4	0.91
		More than Rp 2.000.000	2	0.45

Results

Testing In this section, the analysis will show the magnitude and direction of influence between exogenous variables and their endogenous variables. In research concepts, this direction of influence is a confirmation between theory and reality, which will ultimately lead to the cause of the direction of influence. The results of hypothesis testing in this study are as follows:

Table 2. Hypothesis Testing Results of Direct Effect

Constructing variables	Size of influence (O)	T Statistics	P-Values	Conclusion
Channel Integration → Customer Experience	0.804	28.899	0.000	Accepted

Channel integration → customer engagement	0.708	17.649	0.000	Accepted
customer experience → customer loyalty	0.223	3.717	0.000	Accepted
Customer engagement → client loyalty	0.544	9.870	0.000	Accepted
Customer Experience → Customer Engagement	0.590	9.106	0.000	Accepted

Table 2 shows the direct impact of channel integration on customer experience is positive and significant. The conclusion is obtained by looking at the statistical test T value of 28,899 greater than 1.96 and the p-value value of 0.000 smaller than 0.05. The magnitude of the canal integration variable in influencing customer experiences is 0.804, or 80.4%, which means channel integration is a very important variable and becomes the main consideration of fashion product retailers in the city of Medan to serve Generation Z customers.

Testing the direct influence of the channel integration variable on customer engagement. The conclusion is obtained by looking at the statistical test T value of 17.649 greater than 1.96 and the p-value value of 0.000 smaller than 0.05. The magnitude of the channel integration variable in affecting customer engagement is 0.708, or 70.8%, which means the integration of channels becomes one of the factors that should be considered by fashion product retailers in improving customer engagement. Testing the direct influence of the customer experience variable on customer loyalty. The test results show a positive and significant influence. The conclusion is obtained by looking at the T value of the test statistics of 3,717 greater than 1.96 and the p-value value of 0.000 less than 0.05. The size of the client experience in affecting client loyalty is 0.223, or 22.30%, which means that the customer experience can be considered as one of the factors that retailers of fashion products should consider in increasing customer loyalty.

The testing effect of the direct variable of customer commitment to customer loyalty Testing the direct impact of customer experience variables on customer engagement. The test results show a positive and significant impact. The conclusion is obtained by looking at the statistical test: the T value of 9.106 is greater than 1.96 and the p-value of 0.000 is smaller than 0.05. The size of the customer experience variable in influencing customer engagement is 0.590, or 59.00%, which means customer experience can be used as one of the factors that fashion product retailers should consider in increasing customer involvement. From the five direct relations between the variables above, it can be seen that the direct relationship between the customer experience variable and loyalty has the lowest influence value of 22.30%. Whereas the other direct relationship variable has a large influence of over 50%. The ease with which fashion products can be purchased online or offline causes Generation Z customers to prefer to use shift platforms and e-commerce to spend or change brands. 3.3 Testing the Non-Direct Impact Hypothesis The first non-direct test results showed a statistical T value of 3.651 greater than 1.96 with a significance value of 0.000 smaller than 0.05. The magnitude of the influence of channel integration on customer loyalty through customer experience was 0.180, or 18.0%.

This shows that the integration of channels built by a fashion product retailer is capable of increasing customer loyalty through experience as a mediator. The customer experience was capable of improving client loyalty. In the second non-directive test, the statistic T value was 8,675 larger than 1.96, with a significance of 0.000 less than 0.05. The great impact of integration channel loyalty over customer engagement was 0.385, or 38.50%. Customer engagement can boost customer loyalty. The third indirect test showed a statistical T value of 1.745 smaller than 1.96 with a significance value of 0.081 greater than 0.05. The orientation toward hedonistic cultural values was unable to strengthen the influence of engagement on customer loyalty. The fourth indirect test showed a statistical t value of 2.560 larger than 1.96, with a significance of 0.011 less than 0.05.

Table 3. Results of the Non-Direct Impact

Constructing variables	Size of influence (O)	T Statistics	P-Values	Conclusion
Channels Integration → Customer Experience → Customers Loyalty	0.180	3.651	0.000	Accepted
Channel Integration→ Customer Involvement → customer loyalty	0.385	8.675	0.000	Accepted
Customer experience → customer loyalties → value orientation Hedonic	-0.097	1.745	0.081	**Declined**
culture Customer involvement → client loyalty → Hedonical cultural values orientation	0.145	2.560	0.011	Accepted

Discussion

This research provides information that channel integration, customer experience, customer engagement, and hedonistic value orientation play an important role in creating customer loyalty in the omnichannel context for Generation Z in the fashion industry in the city of Medan. To create a seamless customer experience when shopping using omnichannel channels, retailers can provide convenience. The ease and comfort provided by retailers is provided by providing the product information they need in detail, including prices, discount prices, contact addresses, promotional ads, product categories, product descriptions, and other information that is consistent across all channels. This consistency is the key to creating a smooth shopping experience.

A smooth customer experience during an omnichannel spending activity can shape customer loyalty. Customer loyalty is done by Generation Z customers by giving reviews, commenting on reviews, and writing recommendations on social media. Generation Z needs recommendations and reviews from others to help in making decisions about buying fashion products on the omnichannel channel. The theory of planned behavior used in this study explains human behavior. The SOR framework, where S (stimulus) can influence the mood of Generation Z in shopping for fashion products using omnichannel channels, The environmental signal acts as a stimulus and influences the internal experience of each individual (organism), which then leads to the responses of others. (Kurniadi & Hartono, 2019). The incentives arising from the integration of channels owned by fashion retailers in an omnichannel context are expected to create a smooth customer experience when making purchases. This study supports research (Le & Nguyen-Le, 2020; Hossain et al., 2020; Tyrväinen & Karjaluoto, 2019), which states that channel integration is a supportive factor in building customer experiences in an omnichannel context.

Theoretically, channel integration can affect customer experience (Lemon & Verhoef, 2016; Piotrowicz & Cuthbertson, 2018). Foroudi et al. (2016) found that customer shopping experiences have a positive and significant impact on loyalty. (Tyrväinen et al. 2020) stated that customer experience (cognitive and emotional) has a significant influence on creating customer loyalty in the context of omnichannel retail, using two samples, namely the countries of Finland and Sweden. (Le & Nguyen-Le, 2020), discusses the importance of customer experience in building customer loyalty. The results of this study show that channel integration has an influence on shaping customer engagement in the context of omnichannel channels. There are many things that fashion product retailers can do to establish relationships or build customer engagement, such as offering live chats, conducting live communication during live streaming, performing digital communication such as chat boxes, organizing business events or events by inviting customers, and greeting customers on social media. In addition, retailers can use gamification applications to create Generation Z customer engagement. In the face of the Generation X market, it is important to build

communication to form customer engagement with retailers. With good communication, customers feel appreciated by retailers so that they can form customer involvement. Social theory is used to describe customer engagement in an omnichannel context. Social theory is used to explain the relationship between a company or a brand and a customer (Gligor & Bozkurt, 2021). The social exchange theory proposes that each individual should engage in social exchanges based on perceptions of tangible and intangible costs and exploit the relationship of such involvement (Harrigan et al., 2017). (Kumar & Kim, 2014).

Generation Z is a customer who grew up on social media. Social media accessibility has a profound impact on customer relationships with retailers. Social media gives a sense of possession, and communities can convey opinions and justifications for choices. Therefore, retailers of fashion products can use social media to provide pleasant entertainment to customers. Retailers can't control users or social media opinions, but retailers can take advantage of them. Retailers can collect positive reviews, content, reviews, opinions, and other information from customers and integrate it into the retailer's website as user-made content. Retailers can use social media to shape customer engagement by being funny, responsive social media agents, and providing personalized discounts and offers to create customer loyalty. This study is in line with research by M. Zhang et al. (2018), Cao & Li (2015), and Lee et al. (2018), stating channel integration has a positive and significant impact on customer engagement. Retailers who have integrated channels should pay attention to customer needs and try to engage customers more than ever before. Grace Phang et al. (2021) stated that customer engagement affects transactional (re-purchase intention) and emotional (intention to spread words from mouth to mouth) loyalty positively, or E-WoM. Khan and Kumar (2020) found that millennial customer engagement significantly influences the brand loyalty of fashion clothing in India. The customer experience has a significant influence on customer engagement.

Generation Z demands a personalized shopping experience and provides services in the form of entertaining content and relevant recommendations according to customer preferences. Nowadays, Generation Z makes online purchases using a combination of social networks, shopping apps, and traditional and digital media so that it can encourage the creation of a more holistic online retail experience in its entirety. Generation Z chooses the omnichannel channel as a place to shop for the sake of getting relevant recommendations, creating a personalized shopping experience, reducing the friction between buying desires and making payments, and more engaging in spending, such as using application filters, augmented reality features, gamification, and live broadcasting. These features can provide unique entertainment for Generation Z customers and reduce boredom when using social media and e-commerce.

Therefore, retailers can provide these features to be able to create entertainment in their customer service. This study is in line with Khan & Kumar (2020), where experience has a positive and significant influence on the engagement of millennial customers of fashion clothes in India. Fan, Ning, and Deng (2020) proposed a SOR framework for explaining the concept of smart experience quality built from a customer experience perspective and impacting customer engagement in smart retail mechanisms. Mohd-Ramly & Omar (2017) showed a strong relationship between customer experience and customer engagement in the department store context. The results of this study showed that channel integration has a positive and significant influence on customer loyalty through customer experience as a mediator.

Generation Z has confidence in integrating the channels that retailers have for delivering consistent product information, ultimately creating a smooth shopping experience and shaping customer loyalty. This research is in line with Le & Nguyen-Le's (2020) finding that the customer experience is able to be a mediator between the quality of the integration channel and the intention to buy. A strong customer experience will increase the customer's intention to subscribe. The SOR framework, in the context of retail, states that stimulus is a signal from the environment and the response of the organism, both in the form of approach and avoidance, is determined by the emotional condition as well as the cognitive state. The incentives used are well-integrated channels transformed into received stimuli in the form of information that has meaning, like a smooth shopping experience, and provides responses (responses) to become a loyal customer to one retailer. This research shows that channel integration has a positive and significant impact on customer loyalty through customer engagement as a mediator.

The integration of channels provided by retailers has an impact on increasing client loyalty, but customer loyalty is increased when customers are customers engaged to use all channels. Customer engagement is formed between retailers and Generation Z by establishing personal communication, giving rewards, and giving games (gamification) on each account, store, or site of retailers. In interacting with customers, retailers can invite customers to always be active in any event or activity carried out by retailers, both online and offline.

This research is in line with Lee et al. (2019), finding that the quality of channel integration (service channel selection, transparency of service channel configuration, content consistency, and process consistencies) positively affects customer engagement and will ultimately result in the loyalty seen from positive oral promotion and buy-back intentions. (Le & Nguyen-Le, 2020), revealing that the dynamic mechanism of the interaction of integrated service canal configuration is an important factor that directly enables retailers to provide customer experiences and involve customers that will eventually form buy-off intentions in an omnichannel context.

The results of this study show that hedonistic cultural value orientation is unable to strengthen the influence between customer experience and customer loyalty. A smooth shopping experience can keep customers more and more motivated to satisfy the shopping needs of Generation Z. In this sense, the hedonistic values or lifestyle values of Generation Z cannot strengthen the relationship between customer experience and customer loyalty. Generation Z customers are engaged in shopping activities to find entertainment and experiences out of routine and give customers the freedom to escape from their routine activities. Hedonistic motivation is one of the drivers for Generation X customers to engage in online shopping activities. Besides, Generation Y customers greatly appreciate the convenience of using products and services that are given top priority in the shopping process. Hedonistic shopping activities help Generation Z customers fulfill their fantasies and provide pleasure during the purchase process for their own benefit. In the context of offline shopping in physical stores, the hedonistic value enjoyment of Generation Z customers is aimed at seeking entertainment and exploration, whereas in the case of online shopping, it aims at finding adventure, authority, and status.

This study, in line with Wu and Chang (2016), found that transparency of service configuration, business bonds, and process consistency significantly influenced online monetary savings, online convenience, and hedonistic online value. However, information consistency did not significantly affect online monetary saving, online comfort, or online hedonist value. Retailers in the omnichannel context are critical to studying customer engagement as a corporate added value for Generation Z customers who can contribute directly and indirectly. Forms of direct contributions, like making purchases, and indirect contributions, such as doing word-of-mouth (WoM), The action taken by Generation Z customers is the result of the level of customer engagement with retailers of fashion products in an omnichannel context. Engagement is a consequence of customer loyalty. Repeated shopping activities reflect the true loyalty of the customer. Hedonist behavior can encourage Generation Z customers to do shopping activities repeatedly at the same retailer. Hedonistic behavior refers to the customer's need to use a product that aims to create a sense of fantasy based on their feelings and senses and generate emotional stimulus for themselves. This study is in line with the research carried out by Katarzyna Żyminkowska (2018), which reveals the importance of hedonistic values on customer involvement that are embodied in three (3) forms, such as communication, complaints, and customer collaboration, by offering a holistic approach.

Conclusion

Channel integration, customer experience, and customer engagement have a positive and significant impact on customer loyalty. The customer experience has a positive effect on customer involvement. Client experience and engagement can mediate the impact of channel integration on customer loyalty. Customer experience is not capable of strengthening the effect of channel integration on loyalty; instead, customer engagement is capable of reinforcing the influence of channel integration upon customer loyalty. The study uses the SOR framework theory and the theory of social exchange to explain customer behavior when shopping for fashion products in an omnichannel context. The implications of this study can be used by

fashion product retailers in designing omnichannel strategies to create customer experiences and engagement that affect customer loyalty. It is suggested that research be conducted in the future to test customer confidence and satisfaction with omnichannel retailers.

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