Analysing the Effectiveness of Omnichannel Marketing Strategies on Customer Experience in Jordan

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Abstract

Omnichannel marketing has become one of the most critical research areas, as the interactions of customers over different contact channels have been becoming increasingly complicated. The study focuses on the effectiveness of omnichannel integration in driving customer satisfaction and loyalty, placing special emphasis on the mediating role of satisfaction. The research will be based on widely accepted frameworks and theories and will seek to establish how dimensions such as synchronization, accessibility, and consistency will affect the customers' experiences. In testing the relationships among the constructs, SEM analysed data from 357 respondents. The method included outer loadings, path coefficients, and mediating effects to establish the significance of various factors. Synchronization was noted as the most influential dimension of omnichannel integration and enhancing customer satisfaction significantly. The results further reveal that while omnichannel integration is not directly affecting customer loyalty, it is doing so indirectly through satisfaction. Secondly, customer satisfaction turned out to be the strongest predictor of loyalty, with an almost perfect explanatory power of its variance. Control variables, including age, gender, and income, were ineffective and thus signified that these findings apply to each and every group.Therefore, it concludes that satisfaction is the equity point that will enable well implemented omnichannel strategies to be transformed into loyal behaviours and that synchronization plays a leading role in shaping satisfaction. This indicates a better expectation of customers toward seamless and real time experiences. These findings provide valuable insight for organizations in refining their omnichannel approaches and offer a robust foundation for future research in the dynamics of customer experience and loyalty.

Keywords: *Omnichannel Integration, Customer Experience, Customer Satisfaction, Customer Loyalty, Jordan.*

Introduction

Omnichannel marketing has definitely become one of the revolutionary forces for change in today's business landscape, revolutionizing how businesses interact with their customers. In this melding of paradigms, the worlds of digital and physical come seamlessly together for cohesive experiences across all touchpoints. The traditional methods of multichannel, whereby practices are usually siloed, give way to omnichannel strategies that would rather work toward coherence and real time integrations(Aiolfi & Sabbadin, 2017), wherein messaging and services are consistent across whatever platform their customer chooses (Stone et al., 2002). Omnichannel marketing, therefore, has become one of the most important areas of research in today's interconnected world, where consumer expectations are constantly improving. This gives impetus toward the increasing complexity of customer journeys and gives businesses a way to meet and even exceed these rising expectations.

Jordan uniquely combines traditional retail practices with fast expanding digital infrastructure, which makes it stand out in the study of the impact of omnichannel marketing(AlAdamat et al., 2024). Being an emerging market itself, Jordan shows what problems and business opportunities arise when trying to implement modern marketing strategies within such a culturally rich yet economically diverse context. Digital adoption is on the rise in Jordan, however, infrastructural limitations and variable consumer behaviours prevail(Lutfi

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et al., 2022). These conditions brought a bigger urge to learn how omnichannel marketing strategies can optimize their ideas with respect to customer satisfaction and loyalty in such a dynamic landscape.

The fact is, the relationship between omnichannel integration and customer outcomes has not been well explored, especially in Jordan. Most of the literature has focused more on developed markets than on emerging economies with unique dynamics(Abbad et al., 2011). Although customer satisfaction is typically understood to serve as a moderator between omnichannel strategies and loyalty, the divergent ways in which some dimensions, such as synchronization, accessibility, and consistency, are gaining traction invite limited academic attention. In Jordan, its infrastructural surroundings are wide and culturally enveloping(AlKhasawneh, 2009), hence, both questions have key relevance for enterprises that develop strategic interests in leveraging steadfast customer relationships. Unless these gaps are filled, organizations risk investing in strategies that do not resonate with their target audience or realize the true potential of omnichannel integration.

This research is important to both theoretical and practical levels. Theoretically, the present study extends knowledge and understanding regarding omnichannel marketing through an investigation into its applicability and effectiveness within an emerging market context. Anchoring the investigation around Jordan, the research contributes to existing knowledge in the field by underpinning not only the universal but context specific elements of successful omnichannel marketing strategies. Of essence, the findings give critical suggestions to enterprises on how to enhance their marketing strategies, it highlights how real time synchronization and seamless transition across channels have become critically important in a bid to meet the ever increasing consumer expectations. This becomes timely as businesses all over the world grapple with providing consistent, quality experiences within a continuously fragmenting digital environment.

This study addressed the following questions: To what extent does omnichannel integration affect satisfaction and loyalty in the Jordanian market? Which of the dimensions of omnichannel marketing synchronization, accessibility, or consistency most influences customer satisfaction? To what extent does customer satisfaction act as a mediating variable between omnichannel integration and loyalty? Do all these effects remain consistent across different demographic groups, or does the cultural and socioeconomic element play a moderating role in consumer decisions? These questions tease out the complex interactions between operational dimensions and consumer perceptions that provide a full understanding of how mechanisms drive customer behaviour.

Therefore, this research is based on the statement that synchronization, accessibility, and consistency in omnichannel marketing bear great influence on customer satisfaction, which, in turn, mediates customer loyalty in the Jordanian retail context. In this study, a sound quantitative methodology has been followed, using SEM for analysing data from 357 respondents by assessing both the direct and indirect relationships between the mentioned constructs. The findings also bring to light that customer satisfaction may be considered an important bridge between omnichannel integration and loyalty, therefore, centered attention by businesses is required in seamless customer oriented strategies touching their bases.

In fact, this research has aimed to fill some of the gaps in existing literature about the effectiveness of omnichannel marketing in Jordan, which is an underrepresented country when considering the context of existing studies. It delivers a clear framework whereby synchronization emerges as an important dimension and customer satisfaction remains the linchpin towards forging loyalty in all commercial activities. As customer expectations continue to evolve, this study offers timely insights for academics and practitioners alike by furthering both theoretical understanding and practical applications of omnichannel marketing.

It therefore casts light on the interplay between omnichannel marketing, customer satisfaction, and loyalty and hence presents useful insights for academics and practitioners. The study shows how crucial synchronization is in influencing customer experience, and from this, it makes concrete recommendations for Jordanian companies on how they can refine their omnichannel strategies. As customers' expectations continue to surge, these findings afford a timely and relevant framework within which loyalty can be elicited through integrated marketing efforts.

The Objective of the study are:

- To assess how well the integration of multiple marketing channels influences customer satisfaction and overall experience by offering a seamless and consistent journey.

- To examine the role of customer satisfaction in fostering loyalty among customers who interact with businesses employing omnichannel strategies.

- To explore whether customer satisfaction mediates the relationship between omnichannel integration and customer loyalty, providing insights into the underlying mechanisms of customer retention.

- To pinpoint specific factors within omnichannel marketing that significantly enhance customer experience, satisfaction, and loyalty.

Literature Review

Omnichannel Integration

Omnichannel integration is the independent variable of the study, it representing a business's ability to ensure seamless, synchronized, and consistent interactions across multiple touchpoints. Key dimensions include synchronization, channel consistency, and accessibility.

Synchronization ensures real time data sharing and is consistent across all touch points, reducing frictions in customer experiences. In this regard, Rodríguez–Torrico et al. (2020) proved that synchronization increases customer trust by aligning operating capabilities with meeting their needs. Similarly, Acharjya et al. (2023), have identified how synchronization drives seamless customer journeys as a strong driver. Hence, in a Jordanian context, the alignment of operating Capabilities can help bridge regional disparities in digital adoption and satisfaction.

Channel consistency refers to ensuring consistent messaging and branding across all customer touchpoints. For example, evidence can be seen in Payne et al. (2017), where consistent messaging reinforced trust and equity in retail contexts. In contrast, English and Chen (2011) view consistency as incapable of standing alone but rather needing to make allowance for cultural considerations and, as such, establish a boundary for this study within developing markets such as Jordan.

Accessibility refers to the ease of the channel switching behaviour of customers. In supporting the above hypothesis, the study by Gruen and Corsten (2021) established that accessibility also contributes significantly to customer satisfaction, especially in the market settings where mobile technologies drive customer interactions. However, there is still an accessibility gap, especially in settings with fragmented digital ecosystems.

Customer Satisfaction

Customer satisfaction is the mediating variable in this study, acting as a bridge between omnichannel integration and customer loyalty. Two dimensions commonly evaluated are service quality and experience fulfilment.

The quality of service may be described as the degree to which the customers perceive the level of reliability, responsiveness, and assurance in service interactions. Smith (1995) highlighted these attributes as important elements in the degree of satisfaction among customers using the SERVQUAL model. In the omnichannel setting, Lee (2020) noted that responsiveness in terms of contact across channels impinges on the satisfaction of customers. This may also hold true for firms working in Jordan, particularly in those contexts

where the level of service varies across channels and hence becomes quite unequal so far as perceived quality is concerned.

Fulfilment indicates the realization of customer expectations. According to Marimón et al. (2018), emotional and functional fulfilment are the fundamental drivers of satisfaction. More recently, Rodríguez–Torrico et al. (2020) identified that omnichannel interactions which fulfil customers' expectations, such as seamless checkout and synchronized inventory visibility, relate positively to satisfaction. This goes to underscore how harmony in experiences across all customer touchpoints is ordained.

Customer Loyalty

Customer loyalty is the dependent variable, encompassing behavioural and attitudinal dimensions. Behavioural loyalty reveals the repetitive buying and brand preference behaviours. Ng et al. (2017) defines Oliver 1999, defined loyalty as a "behavioural manifestation of customer satisfaction". In support, Eisingerich et al. (2013) identified that satisfied customers are capable of showing repeat purchasing behaviour even in the presence of competitive alternatives.

Attitudinal loyalty addresses the emotional attachment and advocacy. Putera and Famiola (2024) showed that there is emotive leading to the creation of stronger behaviours of advocacy, since one would recommend the brand to another. Christoforou and Melanthiou (2019), in an omnichannel integration context, emphasized how consistent personalized interactions build up attitudinal loyalty, especially in those industries where there is direct consumer involvement, as would be the case in the hospitality and retail sectors.

Relationships Among Variables

It has also been observed in literature that these constructs are positively related. For example, Rodríguez–Torrico et al. (2020), showed that synchronization was the strongest determinant of satisfaction, followed by accessibility and consistency. Chung et al. (2022) also demonstrated that cross channel seamless integration decreases service gaps, which in turn raises the level of customer satisfaction. Most of these studies have been bound to developed markets, which calls into question their generalizability in an emerging market such as Jordan.

Indeed, very well linked, satisfaction and loyalty are. According to Oliver's satisfaction loyalty framework, satisfaction provides the very basis on which behavioural loyalty, as well as attitudinal loyalty, is based. More recent studies such as Shimul and Phau (2018) consider satisfaction as imperative in driving advocacy and emotional attachment.

However, its direct effects with regard to loyalty are still debated. While the arguments of Anderson and Swaminathan (2011) support direct links in markets characterized by high digital penetration, Ghorbanzadeh and Rahehagh (2020) may have argued that, in fact, the relationship is mediated through satisfaction. From the general consensus in literature, omnichannel integration affects the propensity to be loyal mainly through satisfaction.

Ethical Considerations

The study will be designed based on ethical research principles to preserve participants' rights and the integrity of the information obtained. Informed consent regarding the purpose of the research project was obtained in writing from each participant, free of coercion. For protection of confidentiality, all data from participants was anonymized and securely stored according to GDPR standards. The research design focuses on the principle of nonmaleficence without asking intrusive questions, which might cause more harm or discomfort than good to the respondents. Besides this, local norms and cultural expectations of Jordan are carefully attended to during the study design for the appropriateness of measurement in the data collection procedure. The presentation of results will also be without any concealment of limitations and inflation of findings.

Gaps in Research

This research has identified a number of gaps in the literature. First, accessibility still remains a black box, especially for markets with underdeveloped digital infrastructure. Most studies have been based on developed economies, further limiting generalizability to culturally and technologically diverse markets such as Jordan. Also, the generally moderating variables of age and income are considered in a very simplistic manner, with their complexity in their effects rarely explored in customer satisfaction and loyalty.

Hypothesis Development and Conceptual Model of the study

After carefully reviewing the Literature following Hypothesis were developed and conceptual framework of the study was modelled(Figure 1).

- H1: Omnichannel integration positively influences customer satisfaction.

- H2: Customer satisfaction positively impacts customer loyalty.

- H3: Omnichannel integration positively influences customer loyalty.

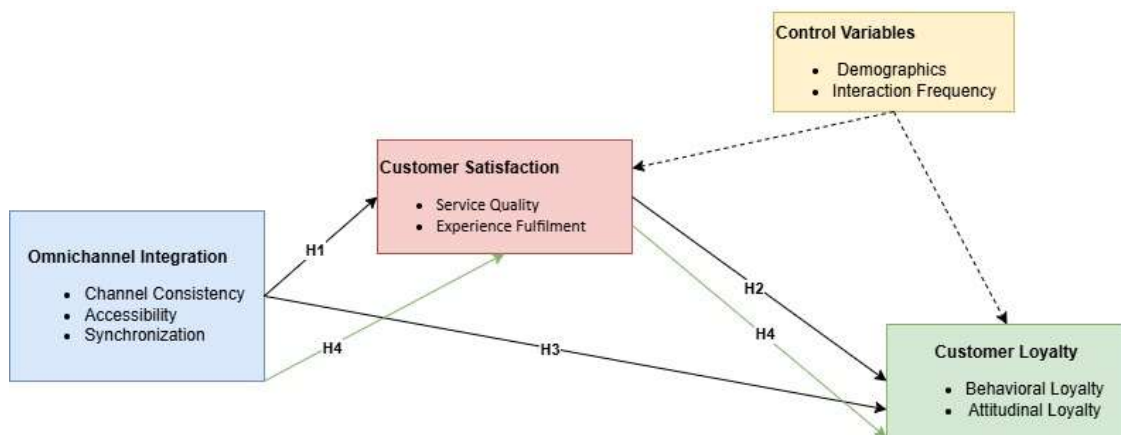- H4: Customer satisfaction mediates the relationship between omnichannel integration and customer loyalty.

Figure 1. Conceptual Model of the Study

Methodology

Research Design

The quantitative research design had a descriptive and an explanatory part, both important in establishing how omnichannel marketing strategies ensure customer experiences through improving their satisfaction and enhancing loyalty. This study identified and measured the relationship between omnichannel integration with customer satisfaction and loyalty through Structural Equation Modelling. It, therefore, provided a systematic way of comprehending the impact of integrated marketing channels in improving customer experiences.

Population and Sample

The target population for this research involved the 18 and above years of age that had interacted with various channels of a business, such as physical stores, mobile applications, and websites, within the last six months. Designs used in the study involve Stratified random sampling, whereby strata are developed based

on age groupings, interaction frequencies, and also industries. From this population, a random sample of 357 participants was selected, which offered enough statistical power for the SEM analysis. This odd number was chosen at random to avoid any biases that might result because of rounded values. The sample captured perspectives from industries such as retail, banking, and hospitality representative of customers with variable degrees of channel engagement.

Measures

Data were collected using a structured questionnaire adopting scales that were previously validated. Omnichannel integration was measured by dimensions referring to channel consistency, accessibility, and seamless interaction, such as "Transition along all the brand's channels is smooth and consistent." For customer satisfaction, there was a 5point Likert scale related to dimensions of service quality, responsiveness, and ease of use. Customer loyalty was measured by intentions of repurchase, advocacy, and attachment. The control variables were demographic variables like age, gender, and income, along with frequency of use of the channel.

Analytical Methods

Preliminary steps for data analysis included cleaning, elimination of outliers, and a check for normality. Descriptive statistics were therefore used to summarize demographic data on participants and the pattern of channel use. Subsequently, EFA was conducted to validate the structure of the constructs, followed by a reliability test by means of Cronbach's Alpha. The main analysis was done using SEM with SmartPLS, which made it possible to test the direct and indirect impact of omnichannel integration on loyalty, through the effect of customer satisfaction acting as a mediating variable. Then, convergent and discriminant validities were established by means of metrics such as Average Variance Extracted AVE and Fornell-Larcker criterion. Path analysis brought out the strength of relationships among the variables, showing the insight into the mediating role of satisfaction.

Results

Descriptive Analysis

Descriptive statistics are performed to provide an overview of responses that participants gave to each of a number of questions associated with subcomponents of Omnichannel Integration, Customer Satisfaction, and Customer Loyalty. Each question is measured on a 5point Likert scale, thus allowing the assessment of central tendencies, variability, and distribution of responses across these constructs.

The average ratings for Channel Consistency questions fall between approximately 2.89 and 3.10, which depicts a generally moderate level of agreement in response to the consistency of experiences across various channels. The standard deviation, at about 1.41–1.43, indicates a moderately variable set, meaning participants had a considerable variance in the experience of consistency. Such variability may hint that not every customer sees channel experiences on one line, perhaps because of specified interactions with the brand or preferential bias.

The mean scores for the Accessibility questions range from a low of 2.89 to a high of 3.02, indicating that while the respondents generally feel that accessibility is adequate, there is still room for improvement. The mean values for Synchronization questions stand in the range of 2.88 to 2.89, representing mixed perceptions for real time integration across channels.

While the mean scores are between 2.91 and 3.02, the satisfaction about the service quality for the respondents would be regarded as satisfactory. To explain, this level infers that generally, the service quality at touchpoints is perceived as good enough, though leaving scope for further improvements. Questions about Experience Fulfilment receive higher means values, about 3.06 to 3.21, which indicates that in general, when the respondents interact with this brand, their expectations get met.

The analysis showed that, on average, the respondents viewed the brand's omnichannel experience as satisfactory to some extent. Still, there was a visible space for improvement, mainly relating to channel synchronization and access. The largest dispersion among responses to the questions making up each of the subcomponents suggests differences in experiences and levels of satisfaction because of differing brand interactions or expectations.

The higher scores of Experience Fulfilment compared with Service Quality would further suggest that customers perceive their needs as partially met, however, there is incongruence in the quality across touchpoints. Also, the moderate levels of behavioural and attitudinal loyalty suggest customers are open to continuing a relationship with the brand, although not necessarily feeling strongly committed or attached.

omnichannel integration improvement might be crucial in driving loyalty and satisfaction among customers. With minimized variability in accessibility and synchronization, it may eventually help brands create a seamless customer experience, which will lead to more pronounced loyalty behaviours and emotional attachment. In this descriptive analysis, it has laid the foundation for further testing these using deeper inferential testing.

SEM Analysis

The outer loadings (Table 1) show how well the individual indicators represent their latent constructs. Relating to Omnichannel Integration, Synchronization_Q2 had the highest and strongest contribution when its loading was 0.975, T = 23.050, p < 0.001. It informs that the synchronization feature included within omnichannel strategies or at least real time alignment and integration across channels lists the greater meaning of Omnichannel Integration. Similarly, the Synchronization_Q1 showed a moderate and significant relationship loading of 0.470, T = 5.609, p < 0.001, that means synchronization is highly important in providing a seamless customer experience.

Table 1. Outer Loading SEM

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
Accessibility_Q1 > Omnichannel Integration	0.069	0.072	0.135	0.513	0.608
Accessibility_Q2 > Omnichannel Integration	0.460	0.444	0.109	4.237	0.000
Age > Control Variable	0.518	0.075	0.496	1.044	0.296
AttitudinalLoyalty_Q2 > Customer Loyalty	0.045	0.045	0.059	0.762	0.446
BehavioralLoyalty_Q1 > Customer Loyalty	1.000	1.000	0.000	2403.075	0.000
Channel_Interaction_Frequency > Control Variable	0.004	0.142	0.382	0.011	0.991
Consistency_Q1 > Omnichannel Integration	0.337	0.328	0.147	2.289	0.022
Consistency_Q2 > Omnichannel Integration	0.034	0.027	0.155	0.221	0.825
ExperienceFulfillment_Q1 > Customer Satisfaction	0.992	0.992	0.005	192.573	0.000
ExperienceFulfillment_Q2 > Customer Satisfaction	0.439	0.438	0.090	4.904	0.000
Gender > Control Variable	0.454	0.097	0.488	0.931	0.352

					0.188
Income > Control Variable	0.771	0.143	0.585	1.318	
ServiceQuality_Q1 > Customer Satisfaction	0.004	0.001	0.059	0.071	0.943
ServiceQuality_Q2 > Customer Satisfaction	0.413	0.406	0.080	5.149	0.000
Synchronization_Q1 > Omnichannel Integration	0.470	0.454	0.084	5.609	0.000
Synchronization_Q2 > Omnichannel Integration	0.975	0.944	0.042	23.050	0.000

Other indicators, such as Accessibility_Q2 with a loading of 0.460 and T = 4.237 with p < 0.001 and Consistency_Q1 with a loading of 0.337 and T = 2.289 with p = 0.022, have contributions that are considered only average to Omnichannel Integration. Concerning these indicators, therefore, although significant, their influence is less strong than in the case of the synchronizing indicators. On the other hand, there was a loading of 0.069 for Accessibility_Q1 and a pvalue of 0.608, while the loading was 0.034 for Consistency_Q2 with a pvalue of 0.825, which are not significant. This indicates the customers do not strongly perceive those aspects of omnichannel integration or are not as important to the shaping of the overall satisfaction of a customer(Figure 2).
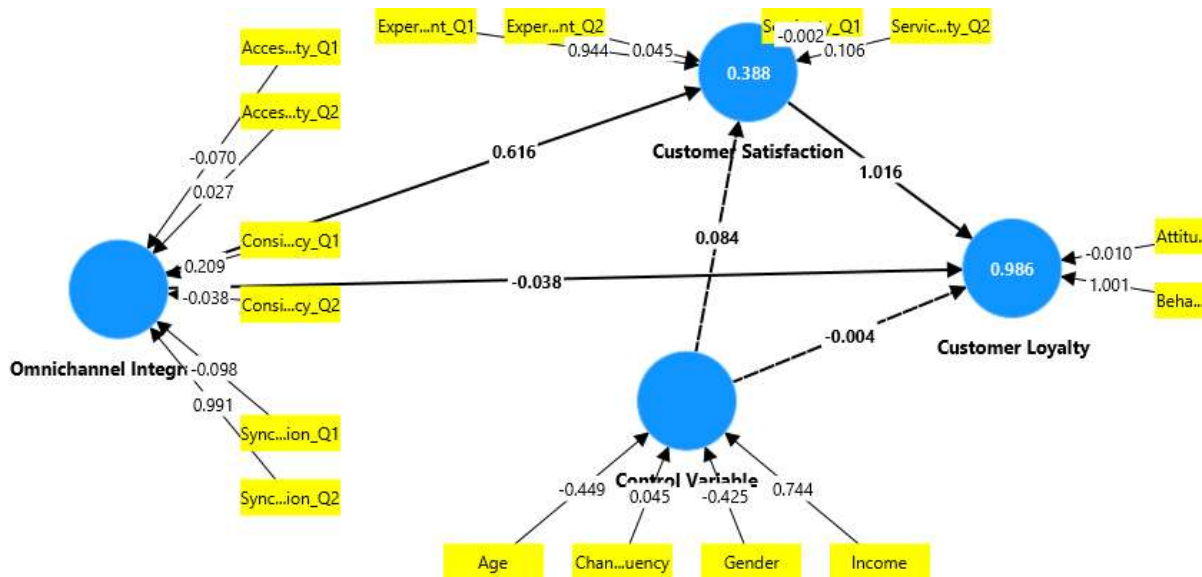

Figure 2. Factor Loading SEM

Among all indicators, the leading contributor for Customer Satisfaction was the indicator ExperienceFulfillment_Q1, with a loading of 0.992, T = 192.573, p < 0.001. This result underlines the fact that satisfaction is created if customers' expectations are met by the interaction with channels. Other indicators include ExperienceFulfillment_Q2 with a loading of 0.439 and T = 4.904, p < 0.001, and ServiceQuality_Q2 with a loading of 0.413 and T = 5.149, p < 0.001. However, ServiceQuality_Q1 presented a loading of 0.004, with pvalue = 0.943 (n.s.), thus implications of this particular dimension regarding service quality for Customer Satisfaction within omnichannel marketing were not strong.

In the case of Customer Loyalty, the behavioural indicator BehavioralLoyalty_Q1 presents a perfect loading of 1.000 since it totally represents the construct. Certain repeat purchases and loyalty behaviours seem to stand at the heart of customer loyalty manifestations. On the other hand, the result from AttitudinalLoyalty_Q2 showed a low loading of 0.045 (p = 0.446), not significant, hence, it does contribute minimally towards the measures of Customer Loyalty. These findings would tend to suggest that a

behavioural LOY construct has a greater integrity than the attitudinal ones, at least as related to the model developed here.
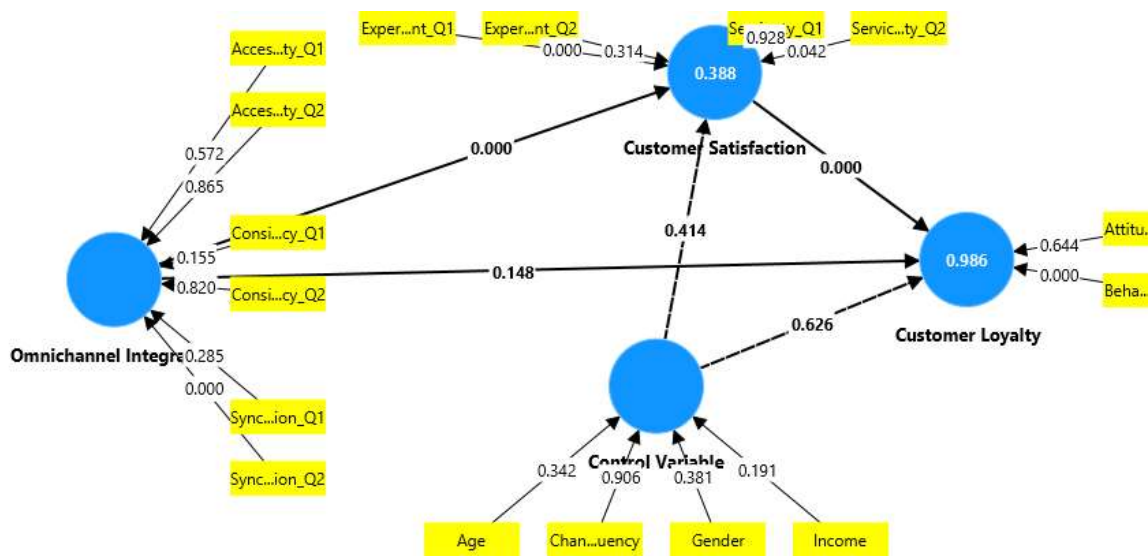

Figure 3. Path Coefficients (Bootstrapping)

Path coefficients indicate the direct effects between latent constructs and therefore provide the basis for testing the hypotheses(Figure 3). The path coefficient of Omnichannel Integration with Customer Satisfaction is strong and significant, at 0.616 (T = 9.634, p < 0.001). H1, therefore, stands supported since the well integrated omnichannel strategy positively influences customer satisfaction. Accordingly, synchronization and consistency within channels apparently play a critical role in shaping customer perceptions of satisfaction, as reflected in the strength of the outer loadings for these dimensions.

The path coefficient for the relation between Customer Satisfaction and Customer Loyalty was even higher, 1.016 (T = 79.035, p < 0.001). This result supports H2 and confirms the central role of satisfaction in driving loyalty. The almost perfect coefficient underlines the fact that omnichannel customers satisfied with their experiences are very likely to actively show loyalty behaviours, such as repeating purchases and advocating the brand.

However, Omnichannel Integration had no significant direct effect on Customer Loyalty in light of a path coefficient of 0.038 (T = 1.446, p = 0.148). Thus, it fails to support H3, with evidence that while Omnichannel Integration affects loyalty, such an effect is actually mediated by Customer Satisfaction. It goes further to intimate that when one is formulating any strategy of improving loyalty, the main emphasis must always be on the intermediary step of satisfaction.

Age, Gender, Income, and Channel Interaction Frequency did not have a significant effect on either Customer Satisfaction or Customer Loyalty. The path coefficients of these relationships were small and insignificant: Control Variable → Customer Satisfaction: 0.084, p = 0.414, Control Variable → Customer Loyalty: 0.004, p = 0.626. These findings have significant implications, indicating that demographic and behavioural factors in this model have limited influences in shaping customer outcomes, which reinforces the universal relevance of omnichannel integration and satisfaction.

The Rsquare values highlight the predictive power of the model. In the case of Customer Loyalty, it explained a variance of 98.6% (R² = 0.986), an exceptionally strong predictive strength. This is a reflection of the robustness of the model in capturing the critical determinants of loyalty. Regarding Customer Satisfaction, the model explained 38.8% of the variance, with an Rsquare of 0.388, suggesting that the level of explanatory power is moderate. While Omnichannel Integration might be an important predictor of

satisfaction, there could be other constructs that are not included in the model, which would better explain overall satisfaction.

The values pertaining to the composite reliability(ρa) for all constructs were 1.000, showing that these constructs have high internal consistency. On the other hand, perfect scores on the reliability test could be indicative of redundancy among the indicators. Further LCA concerning item relevance and potential merger of items should be carried out in order to validate these findings. The model has a good general fit as evidenced by the above average R^2 values and the significant relationships between the key constructs.

Results confirm centrality regarding Customer Satisfaction as a mediator of Omnichannel Integration in driving Customer Loyalty. Indeed, omnichannel integration does not have a direct effect on loyalty. On the other hand, it does have an impact on satisfaction, which is strongly predictive of loyalty. Among the key drivers of satisfaction, synchronization and experience fulfilment turned out to be important, therefore confirming that the way a customer navigates touchpoints is relevant and should be fluid and complete. The control variables and some of the indicators, such as Accessibility_Q1 and ServiceQuality_Q1, contributed very little perhaps this indicates their lesser importance in this setting.

The findings have significant implications for firms in pursuit of customer loyalty through omnichannel means. It therefore puts businesses in a position where prioritizing synchronization of channels and consistency, coupled with the need to meet customer expectations, will drive satisfaction and, subsequently, their loyalty. The negligible impact of demographic factors signifies that these strategies find broad relevance across diverse customer segments.

The results, in a nutshell, indicate that an omnichannel approach with heavy customer focus and satisfaction is the key to loyalty. Further research by addressing the poorer fitting indicators and refining the model can improve the explanatory and predictive ability of the model.

Discussion

This research emphasizes the role of customer satisfaction as a mediator between the various dimensions of omnichannel integration and customer loyalty. Satisfaction acts like an important bridge that converts the operational benefits of integration into behavioural outcomes such as loyalty. This result reinforces Oliver's satisfaction loyalty framework and underlines the importance given to the experiential dimensions to foster loyalty.

Hence, synchronization becomes the most impactful dimension of omnichannel integration, even more than accessibility, which was second in importance, and consistency. Reducing friction while making alignment across channels in real time, synchronization enhances customer perception. These findings align with the works of (Rodríguez–Torrico et al., 2020) and (Acharya et al., 2023), who each identified synchronization as the cornerstone of a modern customer experience.

These mean that the controlled variables of age, gender, and income are not significant in terms of satisfaction or loyalty. This again gets bolstered by the fact that effective omnichannel strategies appeal to wide sections of demographic segments, as indicated by Phang et al. (2010). In other words, businesses must create experiences relevant for a wider audience rather than segmenting their demographics with core omnichannel processes.

Practical implications & Contribution to Literature

The implications for practitioners are that results show the use of omnichannel strategies in highlighting ways to improve their satisfaction. It simply will require businesses to concentrate on the aspect of synchronization to ensure seamlessness in real time across channels. Delivering immediate, precise experiences will meet the rising expectations of customers more effectively and create loyalty.

This research adds to the literature the primacy of satisfaction as a mediating variable and underlines synchronization as an under researched but important dimension of integration. The study extends the existing frameworks by placing the focal attention on the operational and perceptual relevance of synchronization.

Conclusion

This research underlines the important mediating role of customer satisfaction between omnichannel integration and customer loyalty. Among these different dimensions, synchronization stood out as the most critical, that is, the essence of Realtime integrated interaction forms the mirror for customers in perceiving reality. While omnichannel integration does not directly influence loyalty, it is felt very strongly through satisfaction mediation that is, priorities need to focus on meeting customer expectations. These findings have shown that effective omnichannel strategies apply across various demographic groups.

From a practical point of view, the businesses should focus on enhancing synchronization and also aligning omnichannel efforts in such a way that it meets the needs of the customers in order to derive satisfaction and loyalty. The study contributes to the literature by reinforcing the crucial role of synchronization as well as the mediator effect of satisfaction. Still, other factors might impact satisfaction, and the relations need to be tested across different industries as well as cultural contexts for generalization of findings. The results bring many important insights that provide a meaningful contribution to the advancement of theory and practice in omnichannel marketing.

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