Unveiling The Significance of Omnichannel: Exploring The Impact Of Retailer's Identity Attractiveness On Customer Retention

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Abstract

Grounded in the Push-Pull-Mooring (PPM) theory of migration, this study employs the PPM model as a pivotal framework to investigate the dynamics of omnichannel retailing. The primary aim is to advance our understanding of omnichannel strategies and their role in fostering a strong customer base to promote customer retention. This research explores the autonomous components of omnichannel, with specific emphasis on the intervening factor of Pull, which is represented by the concept of "Retailer's Identity Attractiveness." The findings of this study highlight a positive correlation between omnichannel practices and customer retention, emphasizing how systematic employment of omnichannel strategies can lead to increased sales profitability and enriched shopping experiences. Furthermore, our investigation reveals that "Retailer's Identity Attractiveness" acts as a mediator, offering partial insights into the impact of omnichannel strategies on customer retention. In summary, this research illuminates how retailers can harness omnichannel approaches and the appeal of their identity to proficiently sustain and expand their customer base.

Keywords: Omnichannel, retailer's identity attractiveness, customer retention, Push-Pull-Mooring Theory.

Introduction

In today's dynamic retail landscape, the transformation from multichannel to omnichannel customers has been accelerated by the widespread use of mobile technology and emerging innovations such as artificial intelligence, blockchain, and virtual reality. Retailers have strategically adopted online channels, recognizing the potential for gaining a competitive edge. This shift has not only redefined the retail environment but has also introduced a more customer-centric shopping experience where individuals have the freedom to choose from various channels, including physical stores, online platforms, and websites. Unlike traditional multichannel retailing, the omnichannel model seamlessly integrates these touchpoints, offering customers a cohesive and interconnected shopping journey. Omnichannel retailing has become a favored approach among consumers, allowing them to engage with retailers across multiple channels throughout their purchase journey, ultimately raising their expectations for a superior shopping experience.

Omnichannel retailing is defined as a strategic approach within the retail sector that involves the integration of all available sales channels, this integration aims to create a cohesive and uninterrupted shopping experience for customers, effectively eliminating the conventional boundaries that may exist between different channels (Beck et al., 2015; Bhattacharya et al., 2020; Flavi´an et al., 2020; Kang, 2018; Viejo-Fern´andez et al., 2020)

While numerous studies have explored aspects of omnichannel retailing, critical gaps remain unaddressed. The relationship between omnichannel strategies and key outcomes like customer retention, remains inadequately explored. To address these gaps and provide valuable insights for both scholars and practitioners, this study leverages the Push-Pull-Mooring (PPM) framework to investigate how retailer's identity attractiveness function as pulling in customers' reactions to Cross-Channel Integration (CCI) in omnichannel retailing.

Literature Review

Omnichannel

In today's shopping environment organizations are offering different shopping channels and choices like retail store, home delivery services, digital/downloadable products and collection points in order to make a customer's shopping experience more convenient and pleasing. Multiple channels increase customer's value proposition and satisfy more segments of the population (Zhang et al., 2010). Wilding (2013) explains that in multi-channel system retailers developed separate channels for the purpose of growing shift in the e-commerce world and I.T (Information Technology). When each channel operates independently then

they make separate supply chain for each and make efforts for making customer's shopping experience better and reliable. Whereas omnichannel retailing targets this issue by synchronizing technologies and process among all channels to enhance consumer's shopping experience more reliable and convenient (Verhoef et al., 2015).

It took a lot of time to travel by the idea of marketing channel from multi-channel supply chain to omni-channel retailing. Multi-channel retailing has been recognized for many years in the literature (Bartels, 1965). Scholars have developed evident knowledge on different aspects of multi-channel retailing and many scholars have empirically tested different sides of multi-channel retail and multi-channel supply chain (Agatz et al., 2008; Metters & Walton, 2007; Min & Wolfinbarger, 2005; Rabinovich et al., 2007; Rao et al., 2014; van den Poel & Leunis, 1999; Xie et al., 2014). Multi-channel systems are not designed to make coordinated supply chains (Bhatnagar & Syam, 2014; Wagner & Alderdice, 2006). Retailers tried to make multi-channel experience more attractive, pleasing and convenient by coordinating product and service information more consistent across all channels and this has been named as cross-channel systems (Müller-Lankenau et al., 2006).

There are some arguments in the literature which needs to be address for more holistic framework for omnichannel. Some author's emphasis of research on online shopping and its benefits for buying anything and any time (Amrouche & Yan, 2012; Rigby, 2011) others researchers work on touch points and others researchers work on touch points and communication channels for customers (Dorman, 2013; Verhoef et al., 2015). Some studies focus that ommni-channel dealing location of inventory and how to manage online vs. offline inventories (Wollenburg et al., 2018) while other studies focus on brand and customer management (Tate et al., 2005), and some researchers consider omnichannel to integrate promotion strategy, manage information and make product consistent (Berman & Thelen, 2004). There is an argument on the effects of channels if there is higher synergy and with more information then it will complement each channel (Blázquez, 2014; Lim et al., 2015).

Push-Pull-Mooring Theory

To understand customer buying behavior when retailers use omnichannel retailing, we adopt the Push-Pull-Mooring (PPM) framework. PPM is famous to study migration research i.e. why people migrate from one place to another (Lee, 1966). PPM framework was used in the marketing field to understand the customer switching behaviors (Bansal et al., 2005). In recent years PPM framework has been used to explain why customers switch from one retailer to another in different context, For Example, online grocery shopping (Singh &

Rosengren, 2020), green transportation (Wang et al., 2020), telecommunication service (Wang et al., 2020), cloud strorage services (Cheng et al., 2019)

Haridasan et al. (2021) build on PPM model to explore cross-channel switching intention, but they do not discuss any specific customer behavior such as showrooming. Whereas, Chiu et al. (2011) and Chou et al. (2016) uses the PPM framework to study customer's switching behaviors such as webrooming.

Pull factors: Identity attractiveness.

In the PPM framework, positive factors of retailers that attracts customers are pull factors (Bansal et al., 2005). Retailer's identity attractiveness is a positive factor that can enable customers to stay loyal to the retailer. Retailer's image could pull customers to have a good relationship with retailers as customers believe in their offerings (Marin et al., 2009). Precisely, pull effects omnichannel retailing as a strong pillar for the satisfied shopping experience. Omnichannel retailing is all about satisfying customer's cross channel needs, retailer's identity could play an important role across different channels to retain customer even if they are engaged in multiple channels during their purchase journey (Schramm-Klein, 2011)

Customer Retention

Customer retention forms a vital link between customer loyalty and profitability, representing a loyalty manifestation ingrained in consumer purchasing behaviors, often denoted by frequent product acquisitions (Alkitbi et al., 2021). The strategic facet of marketing aimed at thwarting customer defections to competitors is known as customer retention (Larsson & Broström, 2020). This retention practice is geared toward engendering enduring allegiance and commitment from customers toward specific products or services (Kim, 2019). Consumers manifest protective behaviors toward particular products, either driven by price considerations or established brand recognition (Huarng & Yu, 2020)). Consequently, customer retention emerges as a process that fosters loyalty through the cultivation of robust customer relationships (Amanah et al., 2021; Han et al., 2019).

Factors like sales person response to customers, level of trust to the retailers, satisfaction and loyalty for the retailers contributes in customer retention and it should not be presumed as unconscious decisions (Ghazali et al., 2016; Mittal & Kamakura, 2001).Evidence suggests that dissatisfied customers continue to buy from a particular retailer (Burnham et al., 2003). This is in the case of showrooming whereas in omnichannel consumers use different

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touchpoints to make buying decisions and decisions can be change at any stage. Most critical and important part of business-customer relationship is customer's loyalty. Loyalty reflects in customer's attitudinal and behavioral actions and strengthens the customer-retailer's relationship (Dick & Basu, 1994). Loyal customers not only involve in repeat purchases but also recommend to others (Zeithaml et al., 1996). Study explains that online channel is a threat to customer's loyalty (Shankar et al., 2003), as there is only a click for customer's to switch when they compare competing retailers. When customer encounter abundant information and attractive product assortment then their emotions triggers, even loyal customers involve in switching behavior (Kokho Sit et al., 2018).

Conceptual Development

Research model and the proposed hypotheses. Specifically, we expect that carrying out Cross channel integration increases smart shopping feelings and perception, shopping experience and customer retention with the help of PPM framework. Further we expect that personal attributes and shopping motivation helps to explain this affect.

Omnichannel and customer retention

Customer retention is closely intertwined with customer loyalty and stands in contrast to customer churn (Kumar & Ayodeji, 2021). Retention not only diminishes the costs associated with customer acquisition and management but also bolsters customer profitability (Becker et al., 2009). Thanks to technical support, omnichannel customers amplify their capacity to access shopping information, resulting in a significant reduction of information asymmetry. Consequently, this dynamic foster a less sticky and more retentive relationship between customers and firms.

Customer satisfaction holds immense significance in the realm of service marketing as it serves as a reliable predictor of subsequent behavioral intentions (Huré et al., 2017). Various empirical studies have also underscored the positive influence of customer satisfaction on customers' intentions to continue engaging (Elbeltagi & Agag, 2016; Junbin & Xinyu, 2022; Shin et al., 2017). This favorable effect demonstrates dynamism and predictive value for future usage patterns. Satisfied customers are more inclined to repeatedly seek the same service and make more frequent use of it compared to their dissatisfied counterparts. In the domain of e-retailing ethics research, a similar strong correlation exists between customer satisfaction with the service provider and repurchase behavior (Elbeltagi & Agag, 2016). Therefore, we propose the following hypothesis:

Hypothesis 1. Omnichannel is significantly related to Customer retention

Retailer identity attractiveness and customer retention

Previous research suggests that customer decision-making processes depends upon the perception and image towards retailer i.e. how a customer judge about a retailer impacts buying decisions (Hsieh & Li, 2008). For example, a good image of a retailer can give favorable outcomes that can reduce the additional value of other marketing activities such as Cross channel integration (Doorn et al., 2017). Therefore, it can be predicted that the retailer's identity will have an impact on customer retention. However, previous research suggests that customer's positive attitude towards retailer would increases the likelihood of better acceptance and evaluation of a given marketing efforts of the retailer (Akdeniz et al., 2013).

In addition, a good seller's image can boost customer loyalty as they interact through different channels and encourage customers to shop from them resulting in higher CCI performance and impact customer retention. There seems to be two contradictory indications of the role of the retailer's identity therefore, empirically tested this would have theoretical and practical implications. This study predicts that the consumer perception about retailer's identity will play an important role in influencing customer's reactions toward CCI. The retailer's identity gained customer's comparatively stable assessment of the retailer on the bases of past experiences either high or low, retailer's identity directly signifies that customer like or dislike and positively or negatively evaluate the retailer (Sääksjärvi & Samiee, 2011). Factors like level of trust to the retailers, satisfaction and loyalty for the retailers contributes in customer retention and it should not be presumed as unconscious decisions (Ghazali et al., 2016; Mittal & Kamakura, 2001).

Customer rely on the retailer's image against the confusions for purchase decisions and it reduces others factors associated with decision making process (e.g. CCI) (Li et al., 2019)

For example, when the seller's image is high, customers tends to prefer that retailer which can increase customer's retention. Conversely when the retailer's image is low customers are reluctant to buy (Hansen et al., 2013; R. Li et al., 2019). Therefore, we propose the following hypothesis:

Hypothesis 2. Retailer identity attractiveness is significantly related to customer retention.

Omnichannel and retailer identity attractiveness

Experts point out that retailers' identity attractiveness is the extent to which customers are satisfied with the product, retailer (Berens et al., 2005) and their communication channels (Bhattacharya & Sen, 2003). Cross channel integration is a representation of retailer's efforts

for managing customer's shopping needs and provides shopping experience (Heitz-Spahn, 2013) through integration of information across multiple channels (Cao & Li, 2015; Verhoef et al., 2015). Such investment in services attracts customer attention to retailer's offerings that meet specific prior requirements (Berman & Thelen, 2004)

Furthermore, the Customer Channel Integration (CCI) offers avenues for customers to engage across numerous touchpoints offered by retailers, facilitating brand interactions through multiple channels (Stokburger-Sauer et al., 2012). 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 (Li & Kannan, 2014). Consequently, we present the subsequent hypothesis:

Hypothesis 3. Omnichannel is significantly related to retailer identity attractiveness

Mediation

We advocate that retailer's identity attractiveness mediates the effects of omnichannel on customer retention. An important goal of CCI is customer retention (Banerjee, 2014; Bell et al., 2014; Bendoly et al., 2005). Many scholars have explained effects of CCI on customer retention. While (Melis et al., 2015; Neslin et al., 2006; Verhoef et al., 2007) conceived the attractiveness of retailers as a key factor in the CCI's influence on customer retention, Herhausen et al. (2015); Neslin & Shankar, (2009) incorporates customer lock-in as a medium of customer retention through cross channel integration.

Hypothesis 4. Retailer's identity attractiveness mediates the effects of omnichannel on customer retention.

Methodology

Research Design

This Research centers on the acquisition and examination of data, with a specific focus on scrutinizing the connections between various constructs of interest. In the context of quantitative research, survey and experimental methodologies are the predominant choices (Creswell, 2016). In this study, a survey research methodology is chosen to provide standardized information for characterizing variables and exploring their interrelationships (Malhotra & Grover, 1998).

The essence of this research involves a quantitative investigation into the omnichannel purchasing experiences of consumers who interact with multiple sales channels. The click-and-collect system offers consumers greater flexibility by eliminating the need for someone

to be present at home for deliveries, and it often proves cost-effective due to reduced shipping expenses. Retailers embracing omnichannel strategies not only enhance operational efficiency but also reduce costs while aligning with consumer expectations.

The formulation of the problem statement in this research is informed by an extensive review of literature encompassing cross-channel integration and the push-pull-mooring (PPM) framework, notably featured in migration research (Lee, 1966; Longino, 1992). This theoretical framework aids in understanding the reasons behind consumers shifting from in-store purchases to online transactions at competing retailers following their in-store visits. Data for this research is gathered through a survey questionnaire distributed both online and in-person to individuals who utilize online and offline channels for their purchases. The collected data is analyzed using AMOS-SEM, and the results are subsequently interpreted and documented.

Population And Sampling

For this study, only individuals who regularly use more than one channel for buying product were selected as participants. This is because the main objective of this research is to build omnichannel business model for retailers. The sample was drawn from the population by using probability sampling technique i.e. simple random sampling and making sure that the selected sample should be the true representative of the population. Customers of Pakistani market were randomly chosen by keeping by not mentioning any specific industry as we wanted to see the behavior towards omnichannel not for specific industry but as a whole.

Data Collection

This section discusses data collection process. To test the hypothesized relationships, the selected measurement scales had been formerly approved in the literature and are shown in Table 1. In line with Cotarelo et al. (2021), in their Omni-channel study, the questionnaire was sent to people with proven experience of online shopping and store pick-up, asking them to disseminate the questionnaire to people fulfilling this requirement.

Data was collected using self-reporting technique and 700 questionnaires were distributed online and in-person 610 questionnaires were received but 420 usable questionnaires were obtained during the data collection phase

Measures

Within this research the measurement items are drawn from pre-existing constructs that have been validated in prior studies (Straub, 1989) 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

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properties (Bryman and Bell, 2007). 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 (Straub et al., 2004).

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).

Customer Retention

Customer Retention was measured using 6 items scale adapted from Bojei et al. (2013). Sample items include "I feel loyalty toward this retailer." "I do most of my shopping at this retailer." All items were measured using five-point Likert scales ranging from "strongly disagree" (1) to "strongly agree" (5).

Data Analysis

Structural equation modeling (SEM) was applied to investigate the multiple mediations with AMOS-24 (Arbukle, 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 outcomes of analyses conducted using the statistical technique expounded upon in previous section. The reporting style adheres to the well-recognized norms of AMOS-SEM analysis, as recommended by prior research. The sequence of analysis involves the initial evaluation of the measurement model's validity and reliability, followed by the validation of the structural model. This research centers on investigating the mediating role of the push-pull and mooring framework on shopping experience, customer retention, and perceptions and feelings related to smart shopping. The chapter further presents the findings of the preliminary study, culminating in a concise summary.

The data analysis for this study is bifurcated into two core segments:
(a) Analysis of the Measurement Model: This aspect encompasses the assessment of indicators, encompassing their reliability and validity. The evaluation spans reflective measurements, encompassing their reliability and validity, as well as formative measurements and their corresponding reliability and validity checks.
(b) Analysis of the Structural Model: This facet delves into the outcomes concerning the relationships among latent variables or constructs. It encompasses metrics such as the coefficient of determination (R2), path coefficients, predictive relevance Q2, and both direct and indirect effects, particularly focusing on mediating effects.
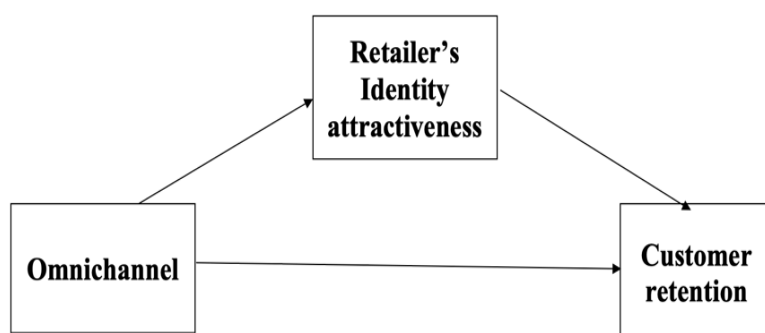
Figure 1
Theoretical Model

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Table 1
Direct Effects

Parameter			Estimate	S.E.	C.R.	P	Lower	Upper	P
RIa	<---	Omni	.632	.081	7.838	***	.471	.838	.003
CRt	<---	RIa	.497	.066	7.549	***	.339	.694	.009
CRt	<---	omni	.260	.072	3.598	***	.135	.474	.005

Table 2
Indirect Effect

Parameter	Estimate	Lower	Upper	P	SE	SE-SE	Mean	Bias	SE-Bias
omni --> RIa --> CRt	.314	.224	.602	.002	.081	.004	.307	-.007	.006

Firstly, the direct effects hypotheses comprising of H1, H2, H3, were tested. Secondly, hypothesis was analyzed for the mediation effect as in H4 through AMOS-SEM

For the whole statistical analysis made use of AMOS-SEM and IBM SPSS, which are statistical software for helping in social sciences research. The hypotheses that have garnered support exhibit significance at the 0.05 level possess signs aligning with the anticipated direction, and feature Beta values ranging from 0.17 to 0.50.

Hypothesis 1: Omnichannel has a significant impact on customer retention

Table 3
Omnichannel and customer retention

Hypothesis	Relationship	Std.Beta	Confidence Interval		t-value	P-Value	Result
H1	OMNI -> CR	0.260	Lower Bound	Upper Bound	3.598	0.005	Supported
			.135	.474			

H1 evaluates whether Omnichannel has a significant impact on customer retention. The results revealed that Omnichannel has a significant impact on customer retention (β =0.260, t=3.598, p=0.005) Hence, H_2 was supported.

Hypothesis 2. Retailer identity attractiveness is significantly related to customer retention.

Table 4
Retailer's identity attractiveness and customer retention

Hypothesis	Relationship	Std.Beta	Confidence Interval		t-value	P-Value	Result
H2	IA -> CR	0.497	Lower Bound	Upper Bound	7.549	0.009	Supported
			0.339	0.694			

H2 evaluates whether retailer identity attractiveness is significantly related to customer retention. The results revealed that retailer identity attractiveness has a significant impact on customer retention (β =0.497, t=7.549, p=0.009) Hence, H_{4b} was supported.

Hypothesis 3. Omnichannel is significantly related to retailer identity attractiveness

Table 5
Omnichannel and retailer's identity attractiveness

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

H3 evaluates whether CCI is significantly related to retailer identity attractiveness. The results revealed that CCI has a significant impact on to retailer identity attractiveness (β =0.632, t=7.838, p=0.003) Hence, H_{7b} was supported.

Hypothesis 4. Retailer's identity attractiveness mediates the effects of omnichannel on customer retention.

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Table 6
Omnichannel, Retailer's identity attractiveness and Customer retention

Relationship	Direct Effect Omni->CR	Indirect Effect of Omni on CR	Confidence Interval		T-Value	P-Value	Conclusion
H10b: OMNI -> IA -> CR	0.260 (0.005)	0.314	Lower Bound	Upper Bound	3.877	0.002	Partial Mediation
			0.224	0.602			

Mediation analysis was performed to assess the mediating role of retailer's identity attractiveness in the relationship between omnichannel and customer retention. The results (see Table 4) revealed a significant indirect effect of omnichannel on customer retention (β = 0.314, t = 3.877, p = 0.002). The direct effect of omnichannel on customer retention was significant (β = .0.260, p =0.005). This shows that retailer's identity attractiveness partially mediates the relationship between omnichannel and customer retention. Hence, H4 was supported.

Table 7
Results of the study. Standardized Beta, Observed T- Statistics, Significant Level for all hypothesized Paths

Hypothesis	Relationship	Std.Beta	t-value	P-Value	Result
H1	OMNI -> CR	0.260	3.598	0.005	Supported
H2	IA -> CR	0.497	7.549	0.009	Supported
H3	OMNI -> IA	0.632	7.838	0.003	Supported
H4	Omni->IA->CR	.314	3.877	0.002	Supported

Discussion

In our exploration of the findings, we can observe the significant relationships and effects discovered in this study, providing valuable insights into the intricate web of omnichannel retailing, retailer identity attractiveness, and customer retention.

The initial hypotheses were focused on assessing the direct effects of omnichannel, retailer identity attractiveness, and Customer-Centric Initiatives (CCI) on customer retention.

Our first hypothesis, H1, delved into the influence of omnichannel on customer retention. The results demonstrated a significant positive impact of omnichannel on customer retention (β = 0.260, t = 3.598, p = 0.005), indicating that adopting omnichannel strategies can indeed

bolster customer retention. This aligns with the expectation that providing customers with multiple avenues for engagement and purchase can enhance overall retention rates.

Likewise, H2 examined the link between retailer identity attractiveness and customer retention. The findings revealed a strong and significant relationship ($\beta = 0.497$, $t = 7.549$, $p = 0.009$) between the two variables. Retailer identity attractiveness was shown to be a crucial factor in retaining customers, which reinforces the idea that a compelling brand identity and appeal can contribute significantly to customer loyalty.

Moving on to H3, the study investigated whether Customer-Centric Initiatives (CCI) have a substantial impact on retailer identity attractiveness. The results confirmed a significant positive relationship ($\beta = 0.632$, $t = 7.838$, $p = 0.003$) between CCI and retailer identity attractiveness. This suggests that efforts aimed at enhancing the customer-centric nature of a business can indeed make the retailer more appealing to customers, a key factor in retaining their loyalty.

Taking a deeper look into the relationship dynamics, mediation analysis was performed to assess the role of retailer identity attractiveness in mediating the impact of omnichannel on customer retention. The results revealed a significant indirect effect of omnichannel on customer retention ($\beta = 0.314$, $t = 3.877$, $p = 0.002$). This mediation effect suggests that retailer identity attractiveness plays a partial role in linking omnichannel strategies to customer retention. Therefore, H4, which proposed this mediation effect, received support.

In the broader context, these findings underline the significance of omnichannel strategies in enhancing customer retention. By offering customers multiple engagement channels, retailers can not only boost their customer base but also create a more enriching shopping experience. This is especially pertinent in today's fiercely competitive retail landscape, where customer loyalty is a precious commodity.

Moreover, the results emphasize the importance of a retailer's identity and appeal in retaining customers. A strong and appealing brand identity can significantly impact customer retention, making H2 a pivotal insight.

The study's foundation in the Push-Pull-Mooring (PPM) theory of migration by Lee (Lee, 1966) and its application to the realm of retailing provide a comprehensive framework for understanding customer behavior in the retail environment. This knowledge equips retailers with the tools to develop and implement strategies that resonate with their customers and enhance customer retention, which, in turn, drives profitability.

In conclusion, this research not only sheds light on the significance of omnichannel strategies and retailer identity attractiveness but also underscores their interconnectedness in the context of customer retention. Retailers can draw upon these insights to gain a competitive edge, increase customer lifetime value, and foster sustainable growth in the ever-evolving retail industry.

Conclusion

Drawing from the Push-Pull-Mooring (PPM) theory of migration introduced by Lee (Lee, 1966), this study has employed the PPM model as a significant framework. This framework holds prominence in dissecting the underlying reasons driving individuals to migrate between states, underpinned by the push, pull, and mooring factors that shape such migration dynamics.

The main purpose of the study was to study omnichannel in order to build understanding about omnichannel which facilitates retailers to gain a maximum customer base for the purpose of customer retention. Particularly, Omnichannel dimensions were chosen as independent factors in the study, Pull (Retailer's Identity attractiveness) factor as mediating variable. customer retention was chosen as dependent variable

This study results shows that omnichannel has a positive relationship with customer retention. Omnichannel provides a systematic way of generating more sales profit for retailers as it creates better customer shopping experience for a purchase journey. Omnichannel retailing provides retailers with a significant advantage by enhancing customer retention, given the pivotal importance of customer lifetime value. These metric underscores that maintaining existing customers is more cost-effective than acquiring new ones, making the elevation of value among current customers a potent strategy for driving growth.

The findings of this study reveal that the retailer's identity attractiveness serves as a mediator in the relationship between omnichannel and customer retention. This implies that the effect of omnichannel strategies on customer retention is partially explained by how appealing customers perceive the retailer's identity to be. In other words, the retailer's identity attractiveness plays a role in transmitting the impact of omnichannel strategies to the likelihood of customers staying with the retailer.

Research Implications

This research is manifold and contributes significantly to our understanding of omnichannel retailing, retailer's identity attractiveness, and customer retention:

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- **Integration of Push-Pull Mooring Theory**: This study bridges the gap between omnichannel retailing and Push-Pull Mooring theory, originally rooted in migration research. The integration extends the applicability of PPM theory to the context of omnichannel retail behavior, enriching our theoretical understanding of consumer decision-making processes in the omnichannel environment.

- **Exploration of Mediating Factor**: The study investigates the mediating effect of retailer's identity attractiveness within the omnichannel context. This exploration enhances our theoretical grasp of how individual characteristics and motivations shape consumer responses to omnichannel strategies. The retailer's brand image and appeal influence the impact of omnichannel strategies on customer retention. It seeks to uncover the role that retailer identity attractiveness plays in explaining why and how omnichannel strategies affect customer-related outcomes within the retailing context.

- **Linking Omnichannel to Customer Retention**: Prior research often discusses the benefits of omnichannel strategies, but this study empirically examines how omnichannel leads to customer retention. These findings offer theoretical insights into the mechanisms through which omnichannel strategies affect this critical outcome. This theoretical linkage strengthens our understanding of the role of omnichannel in shaping customer behaviors and retailer success.

- **Addressing Gaps in Existing Literature**: The research addresses notable gaps in the existing literature. It emphasizes the importance of omnichannel strategies in the context of customer retention, which has not been extensively examined. By doing so, it broadens the theoretical landscape of omnichannel retailing, filling voids in our understanding of the impact of omnichannel strategies on these essential dimensions.

In conclusion, this research significantly advances our theoretical knowledge of omnichannel retailing by integrating established theories and addressing critical gaps in the literature. It provides a comprehensive framework for understanding the complexities of omnichannel consumer behavior, offering valuable insights for both academia and practitioners in the ever-evolving retail landscape.

Limitations and Future Recommendations

This research, while offering valuable insights, does present several limitations that pave the way for future research opportunities:

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- **Omnichannel Construct Scope**: The study focused on a particular omnichannel construct to assess its impact on omnichannel customer experience, retention, and smart shopping perceptions. Future research can explore other dimensions of omnichannel behavior, such as connectivity, personalization, and consistency, to provide a more comprehensive understanding of omnichannel customer experiences.

- **Alternative Models**: Further investigations could delve into developing alternative models to gain deeper insights into the nuances of omnichannel customer experiences and behaviors.

- **Research Design and Data Collection**: The study primarily employed survey methods for data collection. Future research could benefit from diversifying data collection approaches, such as incorporating mixed-method approaches or field experiments to validate and explore causal relationships. Additionally, expanding the geographical scope of data collection could enhance the external validity of findings.

- **Recall Bias**: Some participants relied on memory to respond to survey questions about their omnichannel experiences. Future studies could adopt more immediate data collection methods to mitigate potential recall bias.

- **Representativeness of Sample**: The criteria for selecting survey respondents might not fully capture the entire study population. Future research could compare the omnichannel experiences of both one-time users and repeat buyers to provide a more comprehensive picture.

- **Additional Factors**: Acknowledging the potential influence of other variables on customers' reactions to Cross Channel Interaction (CCI), future research can explore the moderating impact of price, time, and energy, when considered as separate constructs.

In summary, while this research contributes significantly to the understanding of omnichannel customer behavior, its limitations lay the groundwork for future studies to explore diverse dimensions, methodologies, and contextual factors, thereby enriching the knowledge base in the field of omnichannel retailing.

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