

مجلة البحوث الإعلامية

مجلة علمية محكمة تصدر عن جامعة الأزهر/كلية الإعلام



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■ **The Role of Integrated Marketing Communications in
Enhancing Omnichannel Marketing Effectiveness**

Dr.marwa sobhy

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

«وَقُلِ اعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ
إِلَى عَالِمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنَبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ»

سورة التوبة - الآية ١٠٥

بقلم: الأستاذ الدكتور

رضا عبد الواحد أمين

رئيس التحرير

الافتتاحية

مجلة البحوث الإعلامية .. ثلاثون عاما من الريادة والتميز

الحمد لله والصلاة والسلام على سيدنا رسول الله .
وبعد

أعزاءنا القراء من الباحثين والمهتمين بعلوم الإعلام والاتصال بفروعه المختلفة، نعتز بأن نقدم لكم العدد الحادي والسبعون من مجلة البحوث الإعلامية الصادرة عن كلية الإعلام جامعة الأزهر، والذي يصادف مرور ثلاثين عاما على إنشائها، حيث صدر العدد الأول منها عام ١٩٩٣م ، والتي نعتز فيها بإقامة جسور تواصل علمية مع نخبة من أكفأ الأساتذة الأفاضل في مجال التخصص لتحكيم وتنقيح البحوث العلمية والدراسات المجازة للنشر ، وصولا إلى الغاية المبتغاة ، وهي الارتقاء بالعملية البحثية ، وقيادة المجتمع العلمي للممارسات التي من شأنها الحفاظ على قوة ومكانة الدورية العلمية محليا وإقليميا وعالميا، مع التأكيد على أن عملية التحكيم تتم في جميع مراحلها عبر النظام الإلكتروني للمجلة، وأن البحث الواحد يحكم من قبل اثنين من الأساتذة في تخصص البحث بالنظام المعمى اتساقا مع المعايير العالمية في مراجعة البحوث والدراسات المعدة للنشر في الدوريات العلمية المرموقة.

وكم يسعدنا أن نتلقى ردود الفعل المثنية - من الباحثين - على الانضباط في كل عمليات التعامل مع البحث والباحث من المتابعة المستمرة ، وتجسير الهوة الزمنية بين تاريخ استقبال البحث وتاريخ نشره أو إجازته للنشر ، دون أن يؤثر ذلك على جودة كل المراحل التي يتم التعامل فيها مع البحث ، كما أن هناك نظام داخلي للتدقيق المستمر للتأكد من الشفافية والعدالة والموضوعية في كل بحث يتم الاتفاق على إجازته للنشر من قبل الأساتذة المحكمين.

وترجمة لهذه الثقة المطردة من قبل الباحثين والأساتذة فإننا يسرنا أن نعلن أن عدد قراءة الدراسات المنشورة في الموقع الإلكتروني للمجلة وهو : <https://jsb.journals.ekb.eg/> زاد عن ٨٥٠ ألف قراءة ، وأن عدد تحميل البحوث Download بلغت ٩٢٠ ألفا وفقا لإحصائيات الموقع الإلكتروني في نهاية ديسمبر ٢٠٢٣م، وذلك بخلاف الاطلاع على النسخ الورقية في مكتبة كلية الإعلام جامعة الأزهر أو المكتبة المركزية بالجامعة أو أي وسيلة أخرى .

وهذا الأمر يضاعف من المسؤوليات الملقاة على عاتق أسرة تحرير المجلة التي تعمل على المضي قدما في عمليات التحديث والتطوير ، في محاولة للإسهام الفاعل في البيئة العلمية والبحثية في تخصص مهم هو الإعلام والاتصال ، ونسأل الله أن يكون ذلك كله من باب العلم الذي ينتفع به ، و ندعوه سبحانه أن يجعل كل ما يتم من عمليات مستمرة في مجلة البحوث الإعلامية خدمة للباحثين والمهتمين في ميزان حسنات كل من له دور في ذلك ، وإنما التوفيق والعون من الله وحده ، فله - سبحانه - الحمد في الأولى والآخرة ، « وَمَا تَوْفِيقِي إِلَّا بِاللَّهِ عَلَيْهِ تَوَكَّلْتُ وَإِلَيْهِ أُنِيبُ » (الآية رقم ٨٨ من سورة هود)

أ.د/ رضا عبد الواحد أمين

عميد كلية الإعلام جامعة الأزهر

ورئيس التحرير

م	القطاع	اسم المجله	اسم الجهه / الجامعة	ISSN-P	ISSN-O	السنة	نقاط المجله
1	الدراسات الإعلامية	المجله العربية لبحوث الإعلام و الإتصال	جامعة الأهرام الكئئبية، كلية الإعلام	2536-9393	2735-4008	2023	7
2	الدراسات الإعلامية	المجله العلميه لبحوث الإذاعة والتلفزيون	جامعة القاهرة، كلية الإعلام	2356-914X	2682-4663	2023	7
3	الدراسات الإعلامية	المجله العلميه لبحوث الإعلام و تكنولوجيا الإتصال	جامعة جنوب الوادي، كلية الإعلام	2536-9237	2735-4326	2023	7
4	الدراسات الإعلامية	المجله العلميه لبحوث الصحافة	جامعة القاهرة، كلية الإعلام	2356-9158	2682-4620	2023	7
5	الدراسات الإعلامية	المجله العلميه لبحوث العلاقات العامه والإعلان	جامعة القاهرة، كلية الإعلام	2356-9131	2682-4671	2023	7
6	الدراسات الإعلامية	المجله المصريه لبحوث الإعلام	جامعة القاهرة، كلية الإعلام	1110-5836	2682-4647	2023	7
7	الدراسات الإعلامية	المجله المصريه لبحوث الرأي العام	جامعة القاهرة، كلية الإعلام، مركز بحوث الرأي العام	1110-5844	2682-4655	2023	7
8	الدراسات الإعلامية	مجله البحوث الإعلامية	جامعة الأزهر	1110-9297	2682-292X	2023	7
9	الدراسات الإعلامية	مجله البحوث و الدراسات الإعلامية	المعهد الدولي العالى للإعلام بالشروق	2357-0407	2735-4016	2023	7
10	الدراسات الإعلامية	مجله إتحاد الجامعات العربية لبحوث الإعلام و تكنولوجيا الإتصال	جامعة القاهرة، جميعه كليات الإعلام العربية	2356-9891	2682-4639	2023	7
11	الدراسات الإعلامية	مجله بحوث العلاقات العامه الشرق الأوسط	Egyptian Public Relations Association	2314-8721	2314-873X	2023	7
12	الدراسات الإعلامية	المجله المصريه لبحوث الاتصال الجماهيري	جامعة بني سويف، كلية الإعلام	2735-3796	2735-377X	2023	7
13	الدراسات الإعلامية	المجله الدوليه لبحوث الإعلام والاتصالات	جميعه تكنولوجيا البحث العلمى والفنون	2812-4812	2812-4820	2023	7

● **The Role of Integrated Marketing Communications
in Enhancing Omnichannel Marketing
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● **دور الاتصالات التسويقية المتكاملة في زيادة فاعلية التسويق المتعدد**

القنوات

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Abstract

Communication coordination is considered the core idea behind omnichannel marketing. Therefore, brands need to establish well organized communication efforts in all channels. So this study aims at exploring how integration efforts at a communication level complement integration efforts at a channel level in developing customer internal and external responses depending on (S-O-R) model. Using quantitative online survey on a sample consists of 240 Egyptian apparel customers. One of the primary conclusions of the research is that consumer satisfaction, engagement, and repurchase intentions are influenced by stimuli associated with marketing communications components. Connectivity is the most influential components of IMC (as stimuli) in determining consumer emotional (empowerment-satisfaction). Perceived seamless is as an activator for IMC to influence consumer empowerment, particularly when it comes to consistency and personalization Brand.

Key words: omnichannel.marketing.communications

ملخص الدراسة

يعد تكامل الاتصالات أساس التسويق متعدد القنوات، مما يجعل العلامات التجارية بحاجة إلى العمل على تنظيم الاتصالات وتكاملها، لذا تهدف هذه الدراسة إلى قياس دور الاتصالات التسويقية المتكاملة بالتسويق متعدد القنوات في تحفيز استجابات العملاء الداخلية والخارجية، وتعتمد الدراسة على نموذج (المُحفِّز- الاستجابة)، ووظفت الدراسة منهج المسح الكمي عبر الإنترنت، على عينة تتكون من 240 عميلاً مصرياً لصناعة الملابس. وتوصلت الدراسة إلى اختلاف دور الاتصالات التسويقية المتكاملة باختلاف المُكوّن الاتصالي؛ إذ أثبتت الدراسة أن ربط قنوات التسويق المتعددة باستخدام التكنولوجيا الحديثة، مثل أكواد الاستجابة الذكية كانت الأكثر فاعلية في إدراك المستهلك لمستوى تمكنه من التسوق وحرية الاختيار، كذلك أثبتت الدراسة فاعلية توظيف الاتصالات الإلكترونية الشفهية في تدعيم انغماس المستهلك في الاتصالات الإلكترونية للعلامة التجارية، كما توصلت الدراسة إلى أهمية توظيف متغير سهولة الانتقال بين الروابط المتعددة متغيراً وسيطاً لزيادة فاعلية الاتصالات التسويقية المتكاملة في تحفيز استجابة المستهلكين نحو التسويق متعدد القنوات.

الكلمات المفتاحية: التسويق- الاتصالات- المتعدد .

1. Introduction

Omnichannel is a multichannel strategy that puts the customer first, putting them over sales or retail channels. It enables the real-time monitoring of numerous customer interactions across several touchpoints, all of which are detected through the eyes of the consumer. ⁽¹⁾The omnichannel approach provides a seamless experience for its consumers, regardless of channel, device, and location ⁽²⁾.The existence of both online and offline channels has significantly altered consumer behavior by altering how they research products, get in touch with businesses, and give retailers access to their personal data ⁽³⁾.

-One of the key instruments available to marketers in the digital age to contend with ever-changing consumer behavior is integrated marketing communication. Empirical studies highlight the significance of incorporating information management practices (IMC) into a company's strategy to effectively manage the information demands of omnichannel marketing and establish a smooth omnichannel experience ⁽⁴⁾.Channel integration, information consistency, communication interactivity, cross-touchpoint connectivity, and personalized messages promoted through mobile are essential IMC components that enhance consumer cognitive, emotional, and behavioral responses to the omnichannel marketing process ⁽⁵⁾.

-Communication coordination is considered the core idea behind retailers' integration efforts at a channel level. Therefore, retailer efforts need to work jointly at distribution and communication levels ⁽⁶⁾, although prior research has concentrated on channel integration ⁽⁷⁾. Few studies focus on understanding the customer perception of the IMC practices the company applies and their effect on customer empowerment, satisfaction, engagement, and loyalty such as ⁽⁸⁾Verhoef et al., 2015& ⁽⁹⁾Payne et al., 2017. This paper is trying to fill the gap in omnichannel marketing communications and consumer behavior by showing how integration efforts at a communication level complement integration efforts at a channel level in developing customer internal and external responses.

2.1. Research problem & objectives:

Previous literature suggests relationships between IMC in omnichannel and customer behaviour like satisfaction ⁽¹⁰⁾,⁽¹¹⁾, ⁽¹²⁾, ⁽¹³⁾, Customer engagement ⁽¹⁴⁾, ⁽¹⁵⁾, ⁽¹⁶⁾. It has been agreed that IMC components (consistency, interactivity, and connectivity) are important factors in enhancing customer satisfaction towards products and retailers ⁽¹⁷⁾, ⁽¹⁸⁾. Channel integration also plays an important role in enhancing consumer empowerment, which affects customer satisfaction ⁽¹⁹⁾. Most of the previous studies concentrated on channel integration and interactivity as antecedents of consumer behavior like ⁽²⁰⁾Lee et al., 2019 & ⁽²¹⁾Gasparin et al., 2022, while few of them addressed the personalization effect on consumer satisfaction like ⁽²²⁾Tyrväinen, Karjaluoto, & Saarijärvi, 2020. **The current paper proposes a model to explore the role of customer perception of IMC components, consistency, personalization, connectivity, and social communication (as stimuli) in enhancing customer empowerment and satisfaction (as an organism), and Egyptian consumer behavior in the apparel industry, which is represented in repurchasing and customer engagement with omnichannel shopping (as responses). For this reason, the current study uses the stimulus-organism-response (SOR) model as theoretical base ⁽²³⁾. The study also explores the role of perceived seamlessness as a moderator variable is also investigated in this study.**

Importance of the study

This study offers new contributions to marketing communications and consumer behavior literacy:

- I. Prior literature examining customer engagement through omnichannel retailing remains sparse, despite practitioners' consistent emphasis on the importance of engaging customers across channels such as ⁽²⁴⁾Lee et al., 2019. This study presents a research opportunity for examining the effects of IMC variables on customer engagement in the context of omnichannel retailing.
- II. There is a lack of Arabic studies on the role of IMC communication in enhancing the omnichannel customer experience, so this study is trying to fill in the gap in the field of marketing communications studies.
- III. The current study offers new suggested framework, depending on the S-O-R model, that combines IMC components with customer satisfaction and behavior to complete prior studies in the same field.

2.2. Study objectives:

- I. Identifying consumer perceptions of IMC components in omnichannel marketing.
- II. Examining customer empowerment and satisfaction with omnichannel marketing.
- III. Measuring the role of IMC components in enhancing consumer engagement effectiveness in the omnichannel marketing experience.
- IV. Measuring the role of customer satisfaction & empowerment in enhancing consumer engagement & repurchase intentions in the omnichannel marketing experience

Literature review

The related studies to omnichannel marketing could be demonstrated in two main aspects according to the objective and related variables to the current study:

- First aspect studies related to omnichannel communication and consumer Engagement.
- second aspect Studies of omnichannel marketing and consumer satisfaction and purchase intention.

Table 1 studies related to omnichannel and consumer engagement.

author	study type & method	theoretical lens	study focus	sample & country	main findings
⁽²⁵⁾ (Lee et al., 2019)	quantitative-survey	social exchange theory	Channel integration, customer engagement	USA (n=500)	Channel integration quality dimensions (including content consistency, and process consistency) increase customer engagement which leads to positive word-of-mouth and repurchase intention,
⁽²⁶⁾ (Hereyah & Faradella, 2020)	qualitative-interview - observation	AISAS model	channel marketing communication, brand engagement	Indonesia	Marketing communication management helps building customer brand engagement.
⁽²⁷⁾ (Lawry & Bhappu, 2021)	quantitative-survey	Activity Theory	Consumer engagement Social networking	Usa- France 2000	A measure to capture mobile in-store experience was developed. Mobile in store experience can enhance consumer engagement in omnichannel retailing when they are given high autonomy.
⁽²⁸⁾ (Itani Loureiro & Ramadan, 2022)	quantitative-survey	None	omnichannel retailing and consumer engagement		Brand channels' (process & content consistency) increase consumer brand engagement. -Brand channels' integrated interactions increases consumer brand familiarity, which mediates the effect of omnichannel retailing on consumer engagement.

author	study type & method	theoretical lens	study focus	sample & country	main findings
(29)(Chang & Li, 2022)	mixed survey-interview	None	Seamless experience, repurchase intention, word of mouth	China 884	Seamless experience had a direct impact on customers repurchase intentions, WOM, customer satisfaction with the omnichannel shopping journey mediated the relationship between the SE and the three outcomes
(30)(Sicilia, Palazón, 2023)	quantitative-survey	stimulus-organism response model	communication, customer engagement behavior in the retail	231 Employees	Communication consistency seems to be more important for inducing an affective internal response in employees (attitudes toward marketing communications). Which also helps in forming employees' perceptions of customer engagement behavior.
(31)(Rodríguez-Torríco, et al., 2023)	quantitative experimental	S-O-R Model & Flow Theory	seamless omnichannel, shopping experience, word-of-mouth	Spain	positive direct effect of a seamless environment on consumers' flow state and a positive (negative) direct impact of flow on the likelihood of generating positive (negative) WOM. Additionally, the results suggest that flow mediates the effect of a seamless environment on WOM.
(32)(Ryu, Fortenberry, & Warrington, 2023)	quantitative-survey	Theory of Reasoned Action	channel consistency, seamlessness, attitudes, intentions	US. 430	Channel seamlessness positively impacts consumer's attitudes toward Omnichannel shopping. Attitudes and subjective norms increased their intentions, leading to engagement in omnichannel shopping

-Table 2 Studies of omnichannel marketing and consumer satisfaction and purchase intention

author	study type & method	theoretical lens	study focus	sample & country	main findings
⁽³³⁾ (Zhang et al., 2018)	quantitative survey	S-O-R model	channel integration, consumer empowerment, trust, satisfaction patronage intention	china 173	significant mediating effect of consumer empowerment and consumer satisfaction and patronage intentions
⁽³⁴⁾ (Xu & Jackson, 2019)	quantitative-survey	planned behavior , commitment-trust theory	perceived risk, customer channel selection	us&uk 132	Channel transparency, channel convenience, and channel uniformity positively influence customer perceived empowerment, perceived risk.
⁽³⁵⁾ (Orús, Gurrea & Ibañez-Sánchez, 2019)	quantitative experimental	-	Webrooming, omnichannel, social communication, repurchase	Spain-82 undergraduate	Online recommendations from customers increase confidence in the product's, this effect depends on the moment of receiving the recommendation and the level of confidence before interacting physically with the product.
⁽³⁶⁾ (Ryu, 2019)	quantitative survey	None	omni-channel shoppers, fashion , technology	united states 403	technology innovativeness, and fashion purchase involvement positively affected consumers' omni-channel shopping intentions
⁽³⁷⁾ (Merritt&Zhao, 2020)	mixed survey-interview	None	customer satisfaction	UK	Customer satisfaction can be increased through: convenience of 'fast-moving, visualisation & augmented technology

⁽³⁸⁾ (Tyrväinen, Karjaluoto & Saarijärvi, 2020)	mixed- in-depth interview - online survey	None	personalization, hedonic motivation, customer experience and loyalty	(Finland Sweden (2334).	Personalization and hedonic motivation affect cognitive and emotional customer experience components in omnichannel marketing.
⁽³⁹⁾ (Hickman, Kharouf & Sekhon, 2020)	mixed survey- in-depth interview	None	factors that influence an omnichannel experience	uk-246	factors, such as brand familiarity customization, perceived value and technology readiness influences customer omnichannel experience.
⁽⁴⁰⁾ (Rodríguez-Torrico. et al., 2020)	quantitative content analysis	None	omnichannel seamless customer satisfaction,	Spain	Consistency, interactivity, and freedom in channel selection– have positive effect on customer satisfaction
⁽⁴¹⁾ (Shi, Wang, Chen & Zhang, 2020)	mixed- in-depth interview & focus group. online survey	Innovation diffusion theory	Technology, omnichannel customer experience, shopping intention	china-30 retailers 337	components such as consistency, flexibility and personalisation, cause technology-based risks in omnichannel and then has a negative influence on customer omnichannel shopping intention.
⁽⁴²⁾ (Ürgüplü & Hüseyinoğlu, 2021)	quantitative survey	S-O-R model	omni-channel capability consumer empowerment customer satisfaction	260	Omni-channel capability impacts consumer empowerment, which impacts customer satisfaction.
⁽⁴³⁾ (Ameen, et al., 2021)	quantitative survey	Trust-commitment, flow theory, experiential value theory	physical & virtual environment, customers' intention to revisit smart shopping malls.	uk, 553	Personal and virtual interaction plays an important role in the customer omnichannel experience in smart malls.

(44)(Chen&Chi, 2021)	quantitative survey	stimulus-organism response model	channel integration, consumers' intentions to use omni-channel shopping	united states 516	Channel integration have significant effects on the U.S. consumers' internal responses, which in turn influence their intentions to use certain types of omnichannel shopping methods
(45)(Tueanrat,Papagiannidis& Alamanos, 2021)	quantitative survey	None	customer journey satisfaction, customer co-creation behavior	uk-462	The results confirmed the significance of customer co-creation behavior, except information seeking and arousal, in all phases and exploration in the post-purchase phase, on customer journey satisfaction.
(46)(Gao, Li, Fan& Jia, 2021)	quantitative survey	goal theory	transparency, convenience, and seamlessness, customer retention in an omnichannel context	china-440	In an omnichannel context, customer experience incongruence has a negative effect on customer retention, but channel transparency, convenience, and seamlessness can effectively mitigate this negative effect.
(47)(Gasparin,et.a I., 2022)	qualitative-semi-structured interviews focus groups	None	journey integration, omnichannel marketing	Finland & Brazil	Consistency and connectivity both interact to patterns of omnichannel journeys
(48)(Prassida, 2022)	quantitative survey	S-O-R Model	channel integration, Omnichannel retailing, IKEA	Taiwan	Perceived channel integration influence customer satisfaction& generates repurchase intention.

(49)(Cheah, et al., 2022)	quantitative survey	S-O- R model, psychological reactance theory	channel integration, consumer empowerment	Malaysia	Channel integration, consumer empowerment and trust affect patronage intention in omnichannel retailing.
(Geng& Chang, 2022) ⁽⁵⁰⁾	quantitative survey	theory of acceptance and use of technology	consumers' omnichannel continuance intention, utilitarian value, product involvement	382	Convenience is a main driver of consumers' omnichannel, utilitarian value dimensions & continuance intention .
(51)(Cui, et al., 2022)	quantitative survey	None	channel interactivity, consistency, consumers' value co-creation behavior	387 random	The integration and synergistic effects of different channels can promote positive customer experiences and behaviors.
(52)(Vijayalakshmi, 2022)	quantitative survey	None	customer awareness & usage of Omni channel marketing	250	More of the consumers have an 'average level' of awareness of Omni channel marketing
(53)(Junsawang, et al., 2022)	quantitative survey	UTAUT2 and ECM Models	developing technologies on Omnichannel	Thailand-520	Willingness to Use Emerging Technologies was significantly influenced by facilitating conditions, price value, social influence, Perceived Usefulness.
(54)(Massi, Piancattelli & Vocino, 2023)	quantitative experimental	signaling theory	customer experience seamless, purchase intention	Canada	Seamless omnichannel customer experience helps perceiving the brand as more authentic.
(55)(Butkouskaya, Oynier & Kazakov, 2023)	quantitative survey	None	omnichannel IMC, product & retail service satisfaction	Russia-260	IMC consistency positively impacts product and service satisfaction, IMC connectivity positively influences only product satisfaction.

(56) (Kjeldsen, Nodeland, Fagerstrøm & Pawar, 2023)	quantitative experimental	None	QR codes on omnichannel and purchase intention	Norway-53	The more digitalized and personalized the QR codes, the stronger the purchase intention for omni channel shopping
(57) (Pereira et al., 2023)	quantitative survey	S-O-R model	channel integration, consumer empowerment, trust, satisfaction, & impulse buying	220 Brazil	-Channel integration and convenience had a positive influence on consumer empowerment which, in turn, influenced customer satisfaction and trust, -impulsive buying was significantly influenced by perceived value.

Comment on previous studies:

- I. Considering the type and methodology used in previous studies, the following findings were noticed:
- II. Of the 33 studies that were reviewed as a sample, the majority (28) of them relied on quantitative survey methods, while, only two of them used qualitative methods such as observation and in-depth interviews. Five studies integrated qualitative and quantitative methods, such as Gasparin et al. (2022). Hereyah & Faradella, (2020) Shi, Wang, Chen, & Zhang (2020), Hickman, Kharouf, & Sekhon, (2020) Tyrväinen, Karjaluoto, & Saarijärvi, (2020) Merritt & Zhao, (2020) & Chang & Li, (2022).
- III. Survey methodology was the primary tool used in quantitative research to examine customer satisfaction, purchase intent, and engagement with omnichannel marketing channels. Four studies used the experimental design Rodríguez-Torrico et al., (2023), Kjeldsen, Nodeland, Fagerstrøm & Pawar, (2023), Mimoun, (2022) & Orús, Gurrea & Ibáñez-Sánchez, (2019), one of which examined factors related to technological innovation and its effects on the omnichannel shopping experience, as well as the ease of shopping and its effect on EWOM. Rodríguez-Torrico et al., (2020)
- IV. As for the theoretical framework used in previous studies, the following findings were noticed:
 - Half of the studies used theoretical models while the other half relied on procedural models and did not use a theoretical framework,

particularly studies concerning the effects of integrated marketing communications in omnichannel marketing channels like Cheah et al., (2022), Prassida, (2022), Chen & Chi, (2021), Rodríguez-Torrigo et al., (2023) & Sicilia, Palazón, (2023)

- The theoretical frameworks differed according to the variables examined, , for example studies that dealt with the role of technology in omnichannel marketing channels used models that belong to the theory of technology acceptance UTAUT the dissemination of innovations like Mimoun, (2022), Junsawang et al., (2022) & Shi, Wang, Chen, & Zhang (2020).

-Out of 33 studies reviewed in table (1) 8 of them used stimulus-organism-response model as a theoretical framework .specially the studies that examined consumer empowerment as mediated variable.

3. Concerning the variables addressed by the studies

- I. There was variation in the independent, dependent, and intermediate variables examined in the context of omnichannel marketing. A number of studies examined how consumers perceived seamless experiences (Flow) as an independent variable and how this perception affected their engagement with omnichannel marketing channels as a dependent variable. The majority of these studies concluded that seamless experiences positively impact customers' intentions to purchase and their satisfaction with omnichannel marketing channels, such as Ryu, Fortenberry, & Warrington, (2023), Chang & Li, (2022), Rodríguez-Torrigo, et al., (2023), Massi, Piancatelli, & Vocino, (2023), Gao, Li, Fan, & Jia, (2021).
- II. Research related to the integration of omnichannel marketing channels discovered that integration at the content and marketing communication channel level influences consumers' satisfaction with omnichannel marketing channels in a positive way such as, Prassida, (2022) Chen & Chi, (2021), Cheah et al., (2022), Cui et al., (2022), Lee et al., (2019), Sicilia & Palazón, (2023), Itani Loureiro & Ramadan, (2022).
- III. There have been conflicting findings regarding the influence of technology in omnichannel marketing channels on consumers' intentions to purchase. Although Junsawang et al. (2022) demonstrated a favorable effect on customer satisfaction, Shi, Wang, Chen, and Zhang (2020) discovered a detrimental effect on

consumers' perceptions of the risks associated with shopping in omnichannel marketing channels.

- IV. It has been shown that personalization plays a significant role in bolstering consumer perceptions of omnichannel marketing shopping channels such as Nodeland, Fagerstrøm, Pawar, & Kjeldsen, (2023), Wang, Shi, Chen, & Zhang, (2020), Karjaluoto, Saarijärvi, & Tyrväinen, (2020).
- V. Studies like Butkouskaya, Oyner, and Kazakov (2023), Cui et al. (2022), Ameen et al. (2021), Gasparin, et al., (2022) pointed out the role of interactivity in omnichannel marketing channels in influencing consumer responses to omnichannel marketing.

4. Theoretical development

4.1. Omnichannel marketing

- One of the most important concepts in marketing and commerce is "omni-channel." The definition of "omnichannel" as "an integrated sales experience that melds the advantage of physical stores with the information-rich experience of online shopping" was first given by ⁽⁵⁸⁾Rigby 2011. "With an emphasis on the coordination and integration of channels to satisfy customers' demands for smooth channel transitions, the idea of "omnichannel" developed from multichannel approach⁽⁵⁹⁾. The necessity of improving customer engagement through the integration of communication channels that would become fully synergistic in delivering a brand experience that meets customers' expectations led to the evolution of multichannel marketing into omnichannel marketing ⁽⁶⁰⁾, ⁽⁶¹⁾. As illustrated in figure (1), omnichannel retail seeks to give consumers a smooth and integrated purchasing experience across all platforms, including online, mobile, in-store, and social media. The benefits of omnichannel include:
 - Multiple touch points
 - Improved customer engagement.
 - Larger data availability ⁽⁶²⁾



Figure 1 omnichannel marketing

⁶³(Hole et al., 2019.p.2)

4.2. Integrated marketing communications (IMC) and omnichannel marketing

IMC has been defined as “an audience-driven business process of strategically managing stakeholders, content, channels, and results of brand communication programs” ⁽⁶⁴⁾. It is also defined as “coordination of advertising, event marketing, promotions and other communication tools” ⁽⁶⁵⁾.

What is the difference between an Omnichannel and Integrated Marketing Strategy?

	IMC	Omnichannel
differences	<p>focus on seamless customer communication</p> <p>Marketers attempt to unify sales ads, social media content, PR, and other forms of customer messaging to provide a consistent and recognizable experience no matter where someone encounters their brand.</p>	<p>focuses on creating a seamless customer <i>journey</i></p> <p>Focuses on the <i>customer journey</i>. The methods of an omnichannel marketing strategy are similar to that of an integrated approach, but the goal here is to create a seamless experience for customers regardless of the channel they choose.</p>
similarities	they both aim to create customer-centric experiences ⁽⁶⁶⁾ , ⁽⁶⁷⁾	

4.3. IMC components and omnichannel marketing

▪ IMC consistency

First introduced in 1990, the idea of communication consistency is regarded as the foundation of both omnichannel marketing and integrated marketing campaigns ⁽⁶⁸⁾. According to Huré et al. (2017) and Saghiri et al. (2017), consistency is "the alignment of product information, pricing, assortment, and services among channels that adds value to consumer shopping from

the retailer." ⁽⁶⁹⁾.The retailer must retain consistency in brand image, positioning, and messaging across various marketing communication channels, including advertising and direct marketing, in order to achieve omnichannel consistency. Customers who experience consistency across channels are also more at ease when participating in omnichannel purchasing ⁽⁷⁰⁾, which is a hint that they should have a positive mindset.

Communication consistency embraces two dimensions:

-Tactical consistency refers to the alignment of visual, verbal, and sound message elements like logos,pictures, and slogans.

-Strategic consistency refers to the alignment of content and brand meaning in different channels and means of communication ⁽⁷¹⁾, ⁽⁷²⁾.

▪ **IMC personalization**

In order to maximize the match with individual characteristics in terms of interests, preferences, communication styles, and behaviors, personalization is defined as "the strategic creation, modification, and adoption of content and distribution" ⁽⁷³⁾. In order to provide the greatest products at the ideal time and location to meet the needs of the consumer, it entails offering personalized content and services based on customer data. According to Tyrväinen, Karjaluoto, and Saarijärvi (2020), personalized communication is all about tracking consumer product viewing interests, such as posts, views, and shares on social media, and remarketing messages according to the consumer's interests. It offers flexibility, targeted banner ads, websites, and product recommendations via various touch points. ⁽⁷⁴⁾

▪ **IMC connectivity**

Connectivity refers to the extent to which cross-channel service content and information are linked and interconnected, for example, by employing QR code barcodes in mobile applications for products in physical stores or providing information about physical stores on online platforms ⁽⁷⁵⁾.The ability of consumers to access product information across a variety of touch points in omnichannel marketing improves consumer decision-making and reduces the amount of time and effort required throughout the purchasing process⁽⁷⁶⁾.

▪ **IMC social communication**

The social communication dimension refers to" customers' assessments in a pre-purchase stage" ⁽⁷⁷⁾. It is "informal recommendations about products, services, or brand providers to other potential customers through various communication channels" ⁽⁷⁸⁾. Its significance stems from its potential to

provide clients with information to reduce ambiguity and aid in decision-making over purchases.

4.4. Omnichannel and seamless

Previous studies have verified that omnichannel retailing is defined as providing an uninterrupted, seamless experience across channels. (79),(80),(81),(82). Perceived seamlessness “is how consumers believe a retailer allows them to move from one channel to another effortlessly and uninterruptedly” (83).

- Omnichannel marketing facilitates seamless interaction when customers experience freely and easily transition across channels and touchpoints during their purchase experience, (84). As a result, channel integration affects how seamlessly consumers interact across channels (85).

4.5. Customer Satisfaction in Omnichannel Marketing

Customer satisfaction is the individual's expectations and perceptions of the performance of the product or service (86). According to Herhasuen et al. (2019), a positive customer experience has a beneficial impact on a customer's inclination to return to a particular business and make additional purchases (87). By coordinating and integrating marketing channels and giving customers what they want at every step, businesses operating in an omnichannel marketing environment can enhance the customer experience. (88).

4.6. Consumer empowerment

Concept of CE, consumers have regained control of shopping from retailers (89). The positive subjective feeling of consumer empowerment is triggered by their thoughts of increased control resulting from purchasing procedures (90), influencing consumers choices and relationships with companies Empowered customers have been reported to be more likely to show favorable interactions with the retailer (91). Being able to make decisions for oneself is a key component of consumer empowerment in retail(92), Therefore, consumer control and decision management are the core functions of CE in the omnichannel strategy (93).

4.7. Consumer engagement

Hollebeek et al. (2014) define consumer-brand engagement as “a consumer's positively valences brand-related cognitive, emotional, and behavioral activity during focal consumer/brand interactions” (94). Consumer engagement is important in omnichannel retailing. Therefore, it is critical to comprehend how retailers and brands must collaborate to promote an omnichannel strategy that can improve CBE. This strategy as a whole affects

brands by changing how resources are organized and used, which leads to a more profound change in CBE⁽⁹⁵⁾,⁽⁹⁶⁾.

4.8. Stimulus-Organism-Response Model

Mehrabian and Russell (1974) created the S-O-R Model in psychology to provide a theoretical framework for researching how contextual cues affect people's behavior⁽⁹⁷⁾. According to the S-O-R paradigm, specific environmental signals might function as stimuli that affect a person's internal states, which can then have an impact on their behavioral intentions or reactions⁽⁹⁸⁾. The S-O-R model works well to investigate people's internal responses and subsequent involvement as a result of merchants' omnichannel marketing initiatives. In order to comprehend how the environment affects consumer reactions and responses, the S-O-R model has been extensively utilized in marketing literature and consumer behavior studies⁽⁹⁹⁾.

"Stimulus" (S) describes elements of a setting that arouse people's interest. The affective and cognitive intermediary states that arise when people are impacted by the stimuli are referred to as the "organism" (O) in the second component. The final and third element, "response" (R), describes how people react to things and other people.⁽¹⁰⁰⁾

The stimulus-organization-Response (S-O-R) model was utilized in this study to elucidate the function of IMC in omnichannel marketing and its influence on improving customer reactions. With the aid of perceived seamlessness as an intermediary variable, this model effectively connected the three dimensions: 1) IMC components, consistency, interaction, connectivity, and personalization (stimulus), to elicit specific affective and cognitive variables: consumer empowerment and satisfaction (organism), which in turn drive their engagement in omnichannel marketing and repurchase behavior (response) (see Figure 2).

This justification is in line with earlier IMC and omnichannel research that suggested integration initiatives as important catalysts in the retail industry⁽¹⁰¹⁾,⁽¹⁰²⁾.

5. Research model and hypotheses' development

5.1. Through a variety of channels, consumers can obtain consistent and complementary information with the help of an integrated marketing communication plan. The omnichannel marketing experience is made less ambiguous by the steadily growing and expanding amount of information available, which impacts their sense of empowerment⁽¹⁰³⁾. So, we can hypothesize that:

-H1a.the more consumer perceives communication consistency in omnichannel shopping experience the more he feels empowered with the brand.

-H1b. the more consumer perceives communication connectivity in omnichannel shopping experience the more he feels empowered with the brand.

-H1c. the more consumer perceives personalized communication in omnichannel shopping experience the more he feels empowered with the brand.

- H1d. the more consumer perceives social communication in omnichannel shopping experience the more he feels empowered with the brand.

5.2. Previous literature suggests possible relationships between IMC and customer satisfaction ⁽¹⁰⁴⁾،⁽¹⁰⁵⁾،⁽¹⁰⁶⁾.The IMC implementation may help the company understand communication better, thus reducing cognitive dissonance that causes dissatisfaction. The study suggested the following:

Hypothesis:

H2a. the more consumer perceives Communication consistency in omnichannel shopping experience the more he feels satisfied with the brand.

H2b. the more consumer perceives communication connectivity in omnichannel shopping experience the more he feels satisfied with the brand.

-H2c. the more consumer perceives personalized communication in omnichannel shopping experience the more he feels satisfied with the brand.

H2d. the more consumer perceives social communication in omnichannel shopping experience the more he feels satisfied with the brand.

5.3. It has been proven in both⁽¹⁰⁷⁾Itani Loureiro& Ramadan, (2022) and ⁽¹⁰⁸⁾Lee et al., (2019) studies that communication channel integration through connectivity and consistency plays a significant role in enhancing consumer brand engagement and E-WOM about the retailer. So we can hypothesize that:

H3a.the more consumer perceives of Communication consistency in omnichannel shopping experience the more he engages online with the brand.

H3b. the more consumer perceives communication connectivity in omnichannel shopping experience the more he engages online with the brand.

-H3c.the more consumer perceives personalized communication in omnichannel shopping experience the more he engages online with the brand.

H3d.the more consumer perceives social communication in omnichannel shopping experience the more he engages online with the brand.

5.4. Rodríguez-Torrico. et al. (2020) demonstrated through their experiment that customer perception of seamless shopping is significantly influenced by consistency in the omnichannel marketing experience and that this impression is also a major moderator of the omnichannel seamless interaction experience and customer satisfaction ⁽¹⁰⁹⁾. So, we suggest the following:

H4a.perceived seamless moderates the relationship between communication consistency and consumer empowerment with the brand.

H4b.perceived seamless moderates the relationship between communication connectivity and consumer empowerment with the brand.

H4c.perceived seamless moderates the relationship between personalized communication and consumer empowerment with the brand.

H4d.perceived seamless moderates the relationship between social communication and consumer empowerment with the brand.

5.5. Customers who feel empowered have greater control over their purchasing habits. Customers are more likely to feel satisfied with the retailer and have a positive experience. Affective judgements made by consumers, such as perceived satisfaction, are influenced by both good experiences and emotions ⁽¹¹⁰⁾, ⁽¹¹¹⁾. So we offer the following hypothesis:

H5a.theres is a positive relationship between Consumer empowerment and satisfaction with the brand.

H5b. there is a positive relationship between Consumer empowerment and his repurchase intention to the brand.

H5c. there is a positive relationship between Consumers his online engagement with the brand.

5.6. ⁽¹¹²⁾Chang & Li, (2022)found that customer satisfaction with shopping journey has a strong relationship with customer repurchase intentions and WOM toward a retailer so we suggest the following:

H6a.The intensity of consumer satisfaction with omnichannel shopping experience increases consumer repurchase intention to the brand.

H6b. The intensity of consumer satisfaction with omnichannel shopping experience increases consumer engagement with the brand.

The following figure describes study's suggested hypothesis through a procedural model:

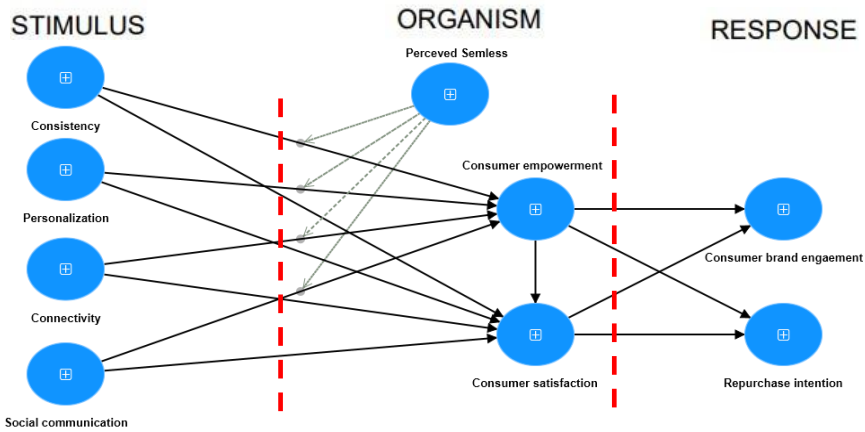


Figure 2 study framework Source(s): SmartPLS 4.0

6. Methodological procedures

6.1. Research design

This study uses a quantitative research approach to examine the relationship between IMC and consumer engagement, repurchasing, and satisfaction. Relevant theoretical frameworks serve as the foundation for the current study design. It uses the **sample survey approach** with an online survey to collect quantitative data. The study applied structural equation modeling approach ⁽¹¹³⁾As Goodhue et al. (2012) stated that behavioral studies are commonly not normal. PLS has an advantage due to its ability to handle non-normal data⁽¹¹⁴⁾ & supporting the relationship between the exogenous and endogenous latent construct variables in the theoretical model established under this study which is the same statistical approach applied in similar previous studies using the same methodological structure and variables such as ⁽¹¹⁵⁾Itani Loureiro& Ramadan, (2022) & ⁽¹¹⁶⁾Pereira et al., (2023).

-Pilot study

Prior to data collection, a pilot study was carried out to assess the validity and reliability of the scales employed in the questionnaire. And to help determine the specifications of the sample the pilot study comprised a sample of fifty undergraduate students.

6.2. Data collection and sampling

The present research applied retail customer surveying and a non-probability intended sampling method ⁽¹¹⁷⁾ for data collection. a sampling conditions is employed:

1) The sample must be an omnichannel fashion apparel consumers only so there was a filtration question in the beginning of the questionnaire Respondents who provide relevant answers are presented with the questionnaire.

2) According to the researcher's pilot study data and the sample used in previous studies eg Itani Loureiro& Ramadan, (2022), females showed the highest rates of omnichannel marketing shopping compared to males. And also showed more online engagement compared to males.

The Egyptian apparel industry's consumers' data was gathered through omnichannel shopping techniques. The study sample included members of genders, all active age groups, all educational levels, and all income brackets.

-The employed questionnaire is composed of (14) questions contained nine scales with (39) statements stemming from scales previously validated in previous literature. constructs are captured using a 5-point agreement Likert scale Table 4 presents the items used to measure the constructs as well as their cross-loadings. The questionnaire contained a filter question to be able to choose the right sample, representing only those who use omnichannel marketing. The question used was:

Have you ever shopped using omnichannel marketing (online and offline) as shown during the past month?

-In order to identify particular consumers of the retail businesses, a self-administered questionnaire that was accessible by email, Facebook, and WhatsApp was used for the online data gathering process. The survey was administered between August 2023 and November 2023. Egypt-based non-probability sampling was used to choose the sample. After removing outliers, 520 respondents were found in the data collection, of which 240 were considered valid for data analysis which is considered compatible with the size of the sample used in similar studies that applied survey method such as ⁽¹¹⁸⁾Ürgüplü& Hüseyinoğlu, (2021)& ⁽¹¹⁹⁾Zhang et al., (2018).

7. Results

7.1. Sample results

There were 240 respondents in the final sample, 160 (70%) female and 80 (30%) male which is consistent with the sample characteristics in relevant

studies eg Itani Loureiro& Ramadan, 2022. In terms of age distribution, the majority of responders (40%) were under 25, (33.3%) were between 25 and 35, 18.4% were between 35 and 45, and 8% were above 45. The most popular choice, as stated by (39%), was up to (15000) EGP monthly in relation to gross monthly individual income. The majority of responders had completed high school (35%) and were well educated.as displayed in table(3)

Table 3sample characteristics

Characteristics	Item	Frequency	Percent
Income	3000-6000	11	4.6
	6000-9000	40	16.6
	9000-12000	40	16.6
	12000-15000	55	23.0
	15000-20000	27	11.3
	20000-25000	35	14.6
	+25000	32	13.3
	Total	240	100.0
Education	high school	83	34.6
	high education	65	27.0
	Post graduate	92	38.4
	Total	240	100.0
Gender	Male	80	30.0
	Female	160	70.0
	Total	240	100.0
Age	less than 25	96	40.0
	25-35	80	33.3
	35-45	44	18.4
	45 more than	20	8.3
	Total	240	100.0

7.2. General results

- **Consumer perception of omnichannel marketing seamless**

47% of the sample agreed on the seamless experience that omnichannel offers through navigating between app links, social media, and physical stores, while 24% disagreed with this result because of the obstacles in moving between marketing channels from one channel to another, which affects the perceived seamlessness of omnichannel marketing, as shown in figure (3).

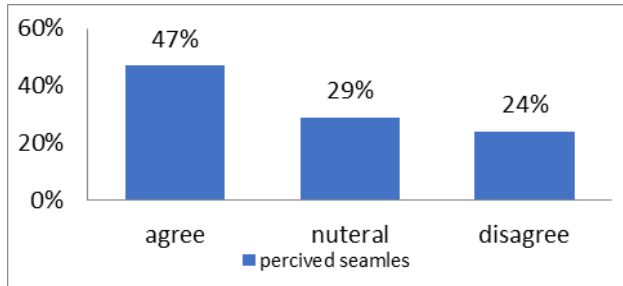


Figure 3 perceived seamless

- **Consumer perception of omnichannel marketing empowerment**

According to 73% of the sample, customers perceive omnichannel marketing as a tool that gives them a sense of control over their buying experience. Their freedom of choice and their power to shape the choices that the merchant offers them in their interactions with them. However, just 3.7% of the sample believe that customers are not empowered by omnichannel marketing.

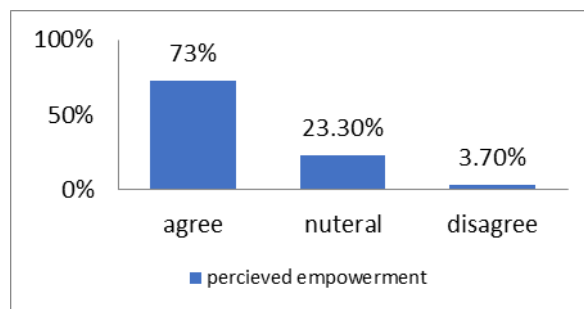


Figure 4 perceived empowerment

- **Consumer satisfaction of omnichannel marketing**

The results, which showed that 72.5 percent of the sample was satisfied with their omnichannel marketing experience, highlight this point. This outcome is a result of omnichannel marketing's ability to cut costs and time, as well as the freedom and empowerment it gives customers, as figure (5) illustrates.

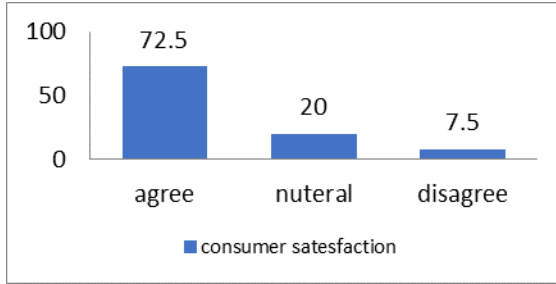


Figure 5 consumer satisfaction

- **Consumer engagement with omnichannel marketing**

The study's findings support earlier research that found omnichannel marketing to be an effective strategy for persuading customers to participate in online brand communities (Itani Loureiro & Ramadan, 2022).65% of the sample uses social media platforms like Facebook, WhatsApp, and Instagram to interact with the company, either by like, commenting, or sharing posts and reviews.

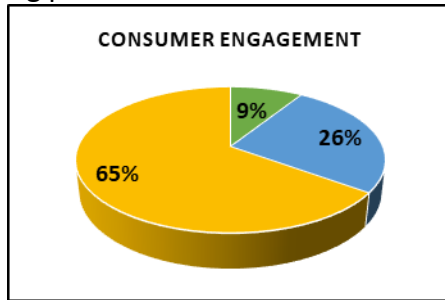


Figure 6 brand engagement

The intriguing finding of this study on brand engagement is that, omnichannel marketing promotes interactive engagement via comments, shares, and reviews(60%) more than passive engagement (likes, views) 40%. As shown in figure (7)

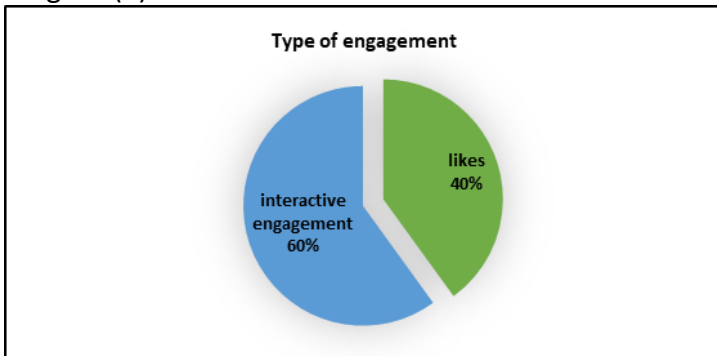


Figure 7 type of engagement

- **Consumers repurchase intentions with omnichannel.**

the results of figure (8) indicates that 47% of the sample intended to repurchase using omnichannel marketing, 45% were neutral, and just 7% refused to repurchase using this strategy again.

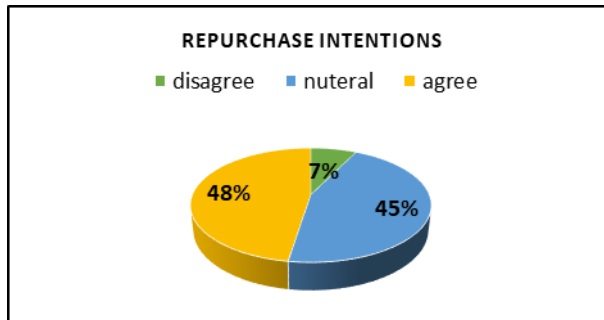


Figure 8 repurchase intentions

7.3. Analysis of the measurement model

Using smart PLS (4) software, the structural equation model (SEM) method was applied to describe the relationships between several variables. The causality of the correlations between two or more variables is estimated using the SEM method. This is accomplished by elucidating the dependent variable's variation and the impact of independent variables on it.

Verify **the validity of the model** and to ensure that it matches the data of the research through the structural quality of the scale used in the research: According to the validity conditions of the form:

-Loading coefficients: must be 0.7 or greater according to what was stated in ⁽¹²⁰⁾Hair et al., (2016) as shown in Table (4) it was found that all loading coefficients are greater than 0.7, which is the lowest value that can be accepted for all search variables.

-Calculation of the composite stability coefficient (CR) and Cronbach alpha stability coefficient (α): To identify the stability of the internal consistency of the scale. As shown in Table (4), all the composite stability coefficients and Cronbach alpha stability coefficients for all variables are greater than 0.7, so all values were accepted for all search variables.

-Calculation of the average variance used AVE: For the extracted variance values to be accepted they must be greater than 0.5, as shown in Table (4), all variables have a high extracted average variance and this is consistent with what was proposed ⁽¹²¹⁾.

Table 4 Research construct and items Cronbach's alpha, composite reliability, and AVE values

scale	Item	factor loading	CA	(rhoa)	(rhoc)	(AVE)
Communication consistency (122)(Butkouskaya,Oyner&Kazakov, 2023) (123)(Itani Loureiro& Ramadan, 2022) (124)(Sicilia& Palazón, 2023)	-There is compatibility between the information available through the unified marketing channels	0.846	0.844	0.855	0.895	0.682
	-Brand communication messages are integrated across unified marketing channels	0.892				
	- Brand marketing communication tools through unified marketing channels focus on a single communication message	0.797				
	-Visual components (logo – ad design – colors) are consistent across unified shopping channels	0.764				
communication connectivity (125)(Butkouskaya, Oyner&Kazakov, 2023) (126)(Shi,Wang,Chen& Zhang, 2020)	- The brand provides smart response codes to search for products via unified shopping channels	0.822	0.912	0.920	0.930	0.655
	- The possibility of obtaining information on product specifications from social media and the website	0.742				
	- Information about the locations of the physical store is available on the application and social media	0.813				
	- The possibility of verifying the availability of the product from social media, website, and application	0.713				
	-The possibility of searching in the physical store for the product using the brand's application	0.868				
communication Personalization (127)(Shi,Wang,Chen& Zhang, 2020) (128)(Rahman,et al., 2022)	-I see product suggestions that are relevant to my interests via Unified Shopping Channels	0.811	0.800	0.809	0.882	0.713
	-I feel that the advertisements and promotional messages sent to me through unified marketing channels are directed only to me	0.854				
	-Shopping pages appear to me based on my purchase history in different marketing channels	0.905				
	-Unified marketing channels track my search history and previous requests, which makes me feel personalized experience	0.851				
			0.831	0.838	0.887	0.663

scale	Item	factor loading	CA	(rhoa)	(rhoc)	(AVE)
Social communication (Consumer Reviews) ¹²⁹ (Rahman, et al., 2022)	-The brand provides consumer ratings about the product via unified shopping channels	0.8	0.884	0.886	0.945	0.896
	-Consumer reviews across brand's unified marketing channels are consistent	0.818				
	-Consumer reviews across brand's unified marketing channels are credible	0.788				
	- The availability of consumer reviews via brand's unified marketing channels makes me feel confident in the shopping experience	0.944				
Perceived seamless. ¹³⁰ (Chang & Li, 2022)	-Navigating between app links, social media, and physical store was easy	0.95	0.763	0.764	0.864	0.679
	- There are obstacles in moving between marketing channels from one channel to another	0.853				
	-Product links are easy to access via the app and share them via social media	0.759				
consumer empowerment ¹³¹ (Itani Loureiro & ¹³² Ramadan, 2022)	In my dealings with the retailer, I feel I am in control	0.863	0.912	0.915	0.935	0.741
	I feel good because of my ability to influence the choice set offered to me by the retailer.	0.824				
	During the shopping process, I can select product and service freely.	0.784				
Customer satisfaction with omnichannel marketing (Tueanrat, Papagiannidis & Alamanos, 2021) (Chang & Li, 2022)	My influence over the retailer has increased relative to the past	0.886	0.912	0.915	0.935	0.741
	Shopping this way is one of the best ways to shop	0.917				
	-My choice to shop through these channels was a good choice	0.809				
	-I did not regret shopping through the brand's multiple shopping channels	0.847				
	Shopping with omni shopping channels reduces effort and time	0.842				

scale	Item	factor loading	CA	(rhoa)	(rhoc)	(AVE)
Customer engagement in omnichannel marketing (133) (Itani Loureiro & Ramadan, 2022)	Shopping using unified shopping channels is fun and entertaining	0.877	0.868	0.877	0.91	0.717
	-Pay attention to marketing messages and advertisements for the brand through unified shopping channels on different channels	0.881				
	-Help me follow up on the brand on different channels	0.815				
	--Help me to know more about the brand	0.788				
	-Help me interact with brand messages and advertisements on different channels	0.816				
	-Encourages me to visit the physical store with my friends and relatives	0.894				
	You encourage me to comment messages and advertisements on different channels	0.785				
	-Help me share brand marketing messages with my friends	0.853				
repurchase intention with omnichannel shopping channel (134) (Chang & Li, 2022)	-I intend to repeat purchases using omni marketing channels	0.926	0.896	0.899	0.935	0.828
	-I intend to repeat purchases from the brand	0.892				
	Branding will be my first choice when shopping	0.911				
Average f-square					0.730	
1- Factor loading must be greater than 0.7 2- CR must be greater than 0.7 3- AVE must be greater than 0.5						
constructs are captured using a 5-point agreement Likert scale						

-Discriminant validity: This measure refers to the extent to which each variable of the study differs from the other variables. Differential honesty is measured by the square root of the extracted mean variance. The square root value of the average variance extracted for each variable must be greater than correlation with any of the dimensions of the other variables (135), Table (5) shows that the results have met the conditions of differential validity, which indicates the existence of differential validity and high consistency of the scale in the current study.

Table 5 Discriminant validity

Discriminant validity	Connectivity	Consistency	Consumer brand engagement	Consumer empowerment	Consumer satisfaction	Perceived Seamless	Personalization	Repurchase intention	Social communication
Connectivity	0.809								
Consistency	0.796	0.826							
Consumer brand engagement	0.766	0.558	0.846						
Consumer empowerment	0.599	0.49	0.556	0.824					
Consumer satisfaction	0.843	0.716	0.805	0.587	0.861				
Perceived Seamless	0.755	0.68	0.612	0.592	0.714	0.947			
Personalization	0.829	0.716	0.653	0.472	0.714	0.738	0.845		
Repurchase intention	0.82	0.727	0.775	0.563	0.891	0.717	0.65	0.910	
Social communication	0.725	0.653	0.688	0.497	0.807	0.666	0.619	0.79	0.815

7.4 Analysis of the structural model

-Model Quality: The coefficient of determination (R^2) is one of the most important measures by which a structural model can be evaluated. Which indicates the quality of the fitted model ⁽¹³⁶⁾. It is an explanation of all independent variables of the dependent variable, and the study model showed that the value of R^2 is equal to 69.9%, which, according to ⁽¹³⁷⁾Cohen (1988), of the latent variable was classified as a large degree of interpretation. Predictive Relevance Q^2 Through the predictive power scale of the model Q^2 that was developed by ⁽¹³⁸⁾Stone-Geisser (1974), in addition to the coefficient of determination R^2 , the predictive relationship index of the model can be used effectively as a prediction criterion. Which shows how well it is to regroup data and work with it to perform this type of analysis. One may notice that all constructs have values greater than zero for Q^2 , as shown in Table 6,, thus indicating a **predictive validity for the model.**

Table 6 Q2 and f 2 values for analyzing the measurement of the structural model

	R-SQUARE	Q ² PREDICT
CONSUMER BRAND ENGAEMENT	0.659	0.585
CONSUMER EMPOWERMENT	0.542	0.458
CONSUMER SATISFACTION	0.797	0.778
REPURCHASE INTENTION	0.796	0.734
AVERAGE R-SQUARE	0.699	

(139)Cohen (1988) suggested that $R^2 = 2\%$ or 0.02 be classified as a small effect, $R^2 = 13\%$ as a medium effect, and $R^2 = 26\%$ as a large effect. **Figure 9** presents the R^2 values and the path coefficients or β of the study variables.

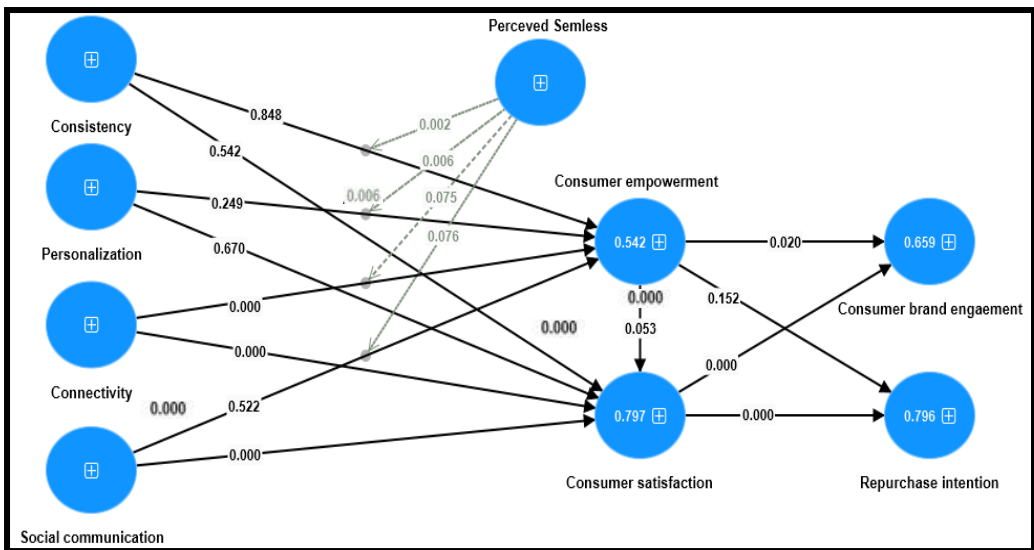


Figure 9 Proposed model, R^2 , and path coefficients

-Quality indicator of the structural model: Before examining the relationships contained in the model, the quality indicators of the proposed model must be checked to make sure the variables specified in the model measure what is actually intended and tested, as⁽¹⁴⁰⁾ Dijkstra & Henseler (2015) indicated the possibility of reaching the model match. A set of indicators is used: 1) the square root of the mean of standard error squares (SRMR), which can be calculated through differences between observed and expected correlations, and it must be less than 0.08; the analysis showed

that the value of **SRMR =0.074** which is ideal. For the quality of the model. 2) Other criteria for the suitability of the model are two indicators: the variance of unweighted least squares (d_ ULS (Discrepancy Unweighted Least Square) and the geodesic d_ G Discrepancy. To ensure the suitability of the model through the criteria of suitability of the exact model, the value of each of the two indicators must be greater than 0.05 for the saturated and estimated models. The standard fit index (NFI) is also one of the most important indicators of model suitability, which should be greater than 0.90⁽¹⁴¹⁾.

-For PLS-SEM, **goodness-of-fit** (GOF) is the most widely recommended measurement to assess model fit can be calculated as the geometric mean of the average AVE and average R2. In sum: $GOF = \sqrt{\text{average } R^2 * \text{average AVE}}$. For this research model GOF was estimated as $\sqrt{0.714}$, indicating a good fit, since the value obtained is greater than 0.33⁽¹⁴²⁾.

$$GOF = \text{avg.}(R^2) * \text{avg.}(AVE)$$

$$GOF = \text{Square root}(0.699 * 0.730)$$

$$GOF = 0.714$$

-Finalizing the analysis of the structural model, we used the bootstrapping technique according to⁽¹⁴³⁾Wong (2013). In this resampling technique, 5,000 samples were used to assess the significance (p-value) of the correlations and regressions⁽¹⁴⁴⁾, seeking values over 1.96 with a 5% significance level to reject the null hypotheses. Hence, as Table 8 points out, the (13) hypotheses proposed in this study have “t” values over 1.96 and p-values < 0.005, indicating that those hypotheses were accepted in the proposed model. While (4) hypothesis was refused due to P-values>0.05 (see Table 7).

Table 7 Values of the path coefficients β , values for "t", and p-values for the hypothesis tests

<u>Path coefficients</u>	Hypothesis	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	results
Consistency -> Consumer empowerment	H1a	0.087	0.192	0.848	Non supported
Connectivity -> Consumer empowerment	H1b	0.120	3.797	0.000	supported
Personalization -> Consumer empowerment	H1c	0.107	1.154	0.249	Non supported
Social communication -> Consumer empowerment	H1d	0.063	4.537	0.000	supported
Consistency -> Consumer satisfaction	H2a	0.058	0.610	0.542	Non supported
Connectivity -> Consumer satisfaction	H2b	0.085	5.308	0.000	supported
Personalization -> Consumer satisfaction	H2c	0.062	0.426	0.670	Non supported
Social communication -> Consumer satisfaction	H2d	0.081	4.888	0.000	supported
Consistency -> Consumer brand engagement	H3a.	0.046	0.493	0.622	Non supported
Connectivity -> Consumer brand engagement	H3b.	0.068	6.148	0.000	supported
Personalization -> Consumer brand engagement	H3c.	0.049	0.095	0.924	Non supported
Social communication -> Consumer brand engagement	H3d.	0.060	4.922	0.000	supported
Perceived Seamless x Consistency -> Consumer empowerment	H4a	0.097	3.102	0.002	supported
Perceived Seamless x Connectivity -> Consumer empowerment	H4b	0.142	1.778	0.075	supported
Perceived Seamless x Personalization -> Consumer empowerment	H4c	0.280	2.758	0.006	supported
Perceived Seamless x Social communication -> Consumer empowerment	H4d	0.103	1.775	0.076	supported
Consumer empowerment -> Consumer satisfaction	H5a	0.047	3.933	0.000	supported
Consumer empowerment -> Consumer brand engagement	H5b	0.055	2.319	0.020	supported

<u>Path coefficients</u>	Hypothesis	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	results
Consumer empowerment -> Repurchase intention	H5c	0.043	3.200	0.000	supported
Consumer satisfaction -> Consumer brand engagement	H6a	0.046	15.881	0.000	supported
Consumer satisfaction -> Repurchase intention	H6b	0.034	25.326	0.000	supported

-First, there is insufficient evidence to support the hypothesis that consistent communication correlates to consumer empowerment ($p = 0.848$), rejecting Hypothesis (H1a). Regarding communication connectivity, it is significant at the 0.000 level, indicating the acceptance of Hypothesis (H1b). Regarding Hypothesis (H1c), there is also a denial ($p = 0.249$) regarding the consumer's view of communication personalization as consumer empowerment. On the other hand, the p value (0.000) supported hypothesis (H1d), which described a relationship between social communication and consumer empowerment.

-Given that both path coefficients are significant at the level of 0.000, the results of hypotheses (H2b) and (H2d) suggest that customer perceptions of both social communication and communication connectivity have positive role in increasing their satisfaction with the omnichannel marketing experience. The relationship between personalized communication and customer satisfaction (H2c) and the hypothesized direct relationships between communication consistency and customer satisfaction (H2a) are not supported (p values = 0.542).

-The p value (0.000) obtained for H3b and H3d indicates that social communication and connectivity have a significant role in motivating customers to become involved with online brand platforms by leaving likes, comments, or shares. While personalized and consistent communication have ineffective role in enticing customers to engage with online brand platforms, Regarding H3a and H3c, their p values (0.622, 0.924) led to their rejection.

- regarding results testing the relationship between IMC components and consumer emotional and behavioral responses it can be summed up in the following:

- Customer perception of communication connectivity is positively correlated with the behavioral response (brand engagement) and the

emotional responses (customer empowerment and satisfaction) that are displayed. In another way, when information and content are integrated and linked across online and physical channels through the use of more technological tools like QR codes, consumers in omni-channel shopping feel more in control and satisfied⁽¹⁴⁵⁾. Because of their sense of connectivity, they engage more in online communities for brands as well as retailers.

-When customers can see other customers' evaluations and reviews of the products on all online retailers' platforms, they are more likely to feel emotionally satisfied and empowered. When consumers see increased social interaction and connection with other customers, they also become more engaged through online channels.

-The beneficial effects of communication consistency across channels on customer emotional reactions (empowerment and satisfaction) and behavioral responses (brand engagement) are not always the result of what studies by ⁽¹⁴⁶⁾Itani Loureiro and Ramadan (2022) and ⁽¹⁴⁷⁾Lee et al. (2019) have found. Unifying visual information and messaging can occasionally have a detrimental impact on consumers, which supports the findings of ⁽¹⁴⁸⁾Gasparin et al. (2022).

- personalized communication by message customization have no effective role in enhancing Customers' emotional and behavioral reactions.

- **Thus, it can be said that social communication and communication connectivity serve as the most efficient IMC stimuli for boosting behavioral and emotional responses.**

-In the fourth hypothesis, the mediation analysis was carried out by using the bootstrapping bias-corrected method (the number of bootstraps was 5,000) ⁽¹⁴⁹⁾. Using this method, a 95% confidence interval was obtained, indicating the existence of the corresponding indirect impact for the mediator variable in this study. Analysis done to evaluate the importance of perceived seamless experience, as a mediator, the hypothesis examined the indirect impact of IMC components (consistency, connectivity, personalization, and social communication) on customer empowerment. . It has been shown that consumers' perceptions of omnichannel marketing's perceived seamlessness improve the role of all IMC components—consistency, connectivity, personalization, and social communication—on their perceptions of empowerment. These findings support hypotheses H4a, H4b, H4c, and H4d, with significant levels (0.002, 0.075, 0.006, 0.076).

-The following diagrams reflect the effect of perceived seamlessness as a mediator variable:

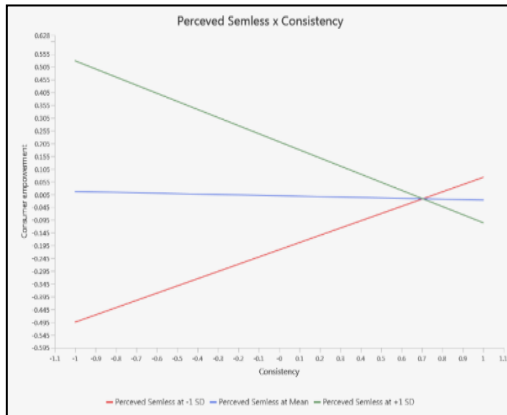


Figure 10 seamless*consistency

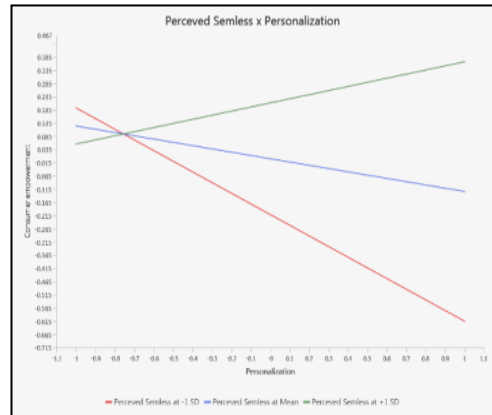


Figure 10 personalization*consistency

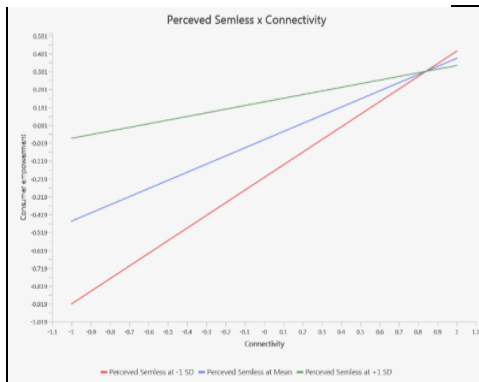


Figure 12 seamless* connectivity

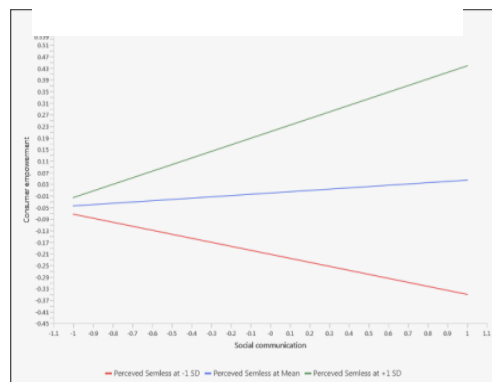


Figure 11 seamless* social communication

- Finally, seamless can be utilized to stimulate consumer empowerment by acting as an activator and booster of IMC. Despite the fact that this study is the first to examine seamless as a mediator between IMC and consumer empowerment in omnichannel studies, prior research has emphasized the significance of seamless in shaping customers' affective reactions, such as satisfaction ⁽¹⁵⁰⁾Rodríguez-Torrico. et al., (2020).

- The paths from consumer empowerment positively and significantly correlates with consumer satisfaction & repurchase intention ($p < 0.000$), thus validating H5a&H5c.

H5b concerning the relationship between consumer empowerment & consumer brand engagement was also proven at ($p < 0.20$). Table 8 displays the summary of the hypotheses testing results.

-Further, the path coefficients for hypothesis (H6a) &(H6b) are both significant at the level of 0.000, supporting the strong relationship between Consumer satisfaction, repurchase Intention and brand engagement. (T=25.326,15.380) makes It easy to tell that, if consumers who are satisfied with a retailer, they are more likely to repurchase from it and engage with him with likes, comments and sharing on online omnichannels.

-The following summarizes the findings of the relationship between organisms (customer empowerment & satisfaction) and responses (repurchase intentions & brand engagement).

customer empowerment and satisfaction both operate well as organisms to improve customer behavioral responses; yet, when it comes to T values, consumer satisfaction seems to have the greatest influence on consumer response intentions, which is consistent with ⁽¹⁵¹⁾Chen&Chi, (2021)& ⁽¹⁵²⁾Massi,Piancatelli& Vocino, , (2023) results.

8.1. General discussion

- There are still areas that need more investigation, even with the growing number of omnichannel studies. Our study, which presents a novel model in IMC and omnichannel marketing, looked at how consumers responded to IMC components (consistency, connectivity, personalization, and social communication) in an omni-channel retailing environment. It was guided by the S-O-R framework. Our empirical findings revealed the following:
- Connectivity Perceived touchpoints are fundamental to the omnichannel customer experience, as highlighted by ⁽¹⁵³⁾Gasparin et al. (2022) in their study. This makes touchpoint connectivity the most influential components of IMC (as stimuli) in increasing consumer emotional (empowerment-satisfaction),which is due to employing new technological methods like QR codes that enables connectivity between online and offline channels. Social communication (consumer reviews and recommendations) also plays a significant role in enhancing consumers satisfaction and their ability to feel in control of their shopping experience due to the influence of social communication in raising the degree of confidence, which increases consumer repurchase intentions this result is in line with the result of ⁽¹⁵⁴⁾Orús, Gurrea & Ibáñez-Sánchez, (2019). Even though consistency of retail elements is usually the main focus of retailers when developing omnichannel strategies, the current study revealed that omnichannel marketing experiences' communication consistency may not always be a powerful

stimulant for enhancing consumers' emotional reactions (such as empowerment and satisfaction). in opposition to the broad recommendation of earlier research that, in order to improve customer responses, retail features should always be consistent across touchpoints ⁽¹⁵⁵⁾Zhang et al., (2018) ⁽¹⁵⁶⁾Wang, Shi, Chen, and Zhang, (2020) ⁽¹⁵⁷⁾Oyner, Kazakov, & Butkouskaya, (2023). Our findings support the findings of ⁽¹⁵⁸⁾Gasparin et al. (2022) that consumers appear to accept certain retail features' inconsistencies across touchpoints. .

- In terms of the relationship between IMC components as a stimulus and consumer behavioral responses (consumer brand engagement), our results go contrary to what both ⁽¹⁵⁹⁾Itani Loureiro & Ramadan,(2022) and ⁽¹⁶⁰⁾Lee et al. (2019) concluded in their studies. why neither personalization nor consistency significantly increased consumer brand engagement. as compared to social communication and connectivity, which have been shown to be crucial in promoting consumer engagement through likes, comments, and shares. This result is considered a new contribution to omnichannel marketing and consumer behavior studies, as previous studies concentrated on the relationship between consistency and consumer engagement. This study sheds light on the importance of connectivity and consumer reviews in IMC channels as activators for consumer engagement.
- This paper is considered the first to explore perceived seamless as a moderator between IMC and consumer empowerment, as all previous papers eg. ⁽¹⁶¹⁾Rodríguez-Torrico. et al., (2020) asserted the importance of seamless in omnichannel marketing as a key to the success of this experience in achieving the satisfaction of the retailer or the brand. It is clear how crucial seamless is as an activator for IMC to influence consumer empowerment, particularly when it comes to consistency and personalization, which by themselves had no direct impact on consumers' perceptions of empowerment but were only shown to be successful when seamless was used as a mediation variable. This result can be interpreted by ⁽¹⁶²⁾Huré et al. (2017), who concluded that consistency is a prerequisite of seamlessness but not enough on its own to consider the interaction experience as such. As for connectivity and social communication, perceived seamless play a small role in strengthening their relationship with consumer empowerment.
- Our study aligns with prior research on the correlation between consumer empowerment in omnichannel marketing and satisfaction.

Specifically, it demonstrates that, within an omni-channel retailing environment, there is a positive relationship between perceived empowerment and perception of control during the purchase process and satisfaction ⁽¹⁶³⁾Pereira et al., (2023)& Ürgüplü & Hüseyinoğlu, (2021). Furthermore, consumer empowerment is acknowledged as a critical element for improving customer satisfaction and patronage intention ⁽¹⁶⁴⁾Zhang et al., (2018).

- Consequently, the findings of this study support ⁽¹⁶⁵⁾Itani Loureiro and Ramadan's (2022) opinions that consumer empowerment (organism) in omnichannel marketing will significantly enhances consumer brand engagement (response), with a high level of empowerment (control) leading to increased interest, active participation, and improved social connection with the brand. This can be interpreted with the strong sense of control that the sample feel over omnichannel marketing experiences (see figure 4).
- The study indicates that consumer empowerment and satisfaction are significant predictors of consumer repurchase intention. Specifically, consumer satisfaction had the highest (t) value, indicating influential role in promoting the intention to make a repeat purchase from the same retailer using the same method (omnichannel). This conclusion verifies ⁽¹⁶⁶⁾Chen and Chi (2021) and ⁽¹⁶⁷⁾Massi, Pancatelli, and Vocino (2023) investigations about the strong relationship between consumer satisfaction and post-purchase consumer intent.

8.2. Conclusion

- Integrated marketing communication and channel coordination plays a significant role as stimuli inducing consumer's affective and cognitive responses.
- Percieved seamless in omnichannel marketing helps as a mediator in enhancing consumer empowerment.

9.1. Theoretical implications

- This study is the first to present a new, comprehensive model in the field of omnichannel marketing. It uses perceived seamlessness as a moderator variable to link the IMC components of omnichannel marketing with consumer internal behavior outcomes (empowerment and satisfaction) and external behavior outcomes (consumer brand engagement). The findings of evaluating

relationships between the study's suggested models demonstrate excellent measurement, structural stability, and quality.

- This paper deepens the understanding of the S-O-R model of omnichannel marketing. This work confirms the suitability of S-O-R theory in omnichannel marketing studies such as⁽¹⁶⁸⁾Rodríguez-Torrice et al., (2023). In the omnichannel context, there are different stimuli related to marketing communications components, and these stimuli are used in combination with one another. Thus, not all stimuli have the same effect on consumer behavior. Stimuli were captured by asking about perceptions of channels separately to analyze which one is more effective in each of the responses to the omnichannel marketing experience.
- Our findings examine a novel mediation variable between IMC and consumer empowerment in addition to these direct correlations. Customers are more likely to feel in control of their buying experience when they interact with a seamless experience, which increases engagement and satisfaction. This outcome validates earlier research indicating that providing an effortless encounter boosts customer engagement⁽¹⁶⁹⁾.

9.2. Managerial implications

- This study has several managerial implications that can be beneficial to retailers and marketers, such as:
- In order to improve consumer perception control (empowerment), which raises satisfaction and engagement, marketers should focus more on other IMC components like connectivity and social communication (consumer assessments). Consistency in content and platforms shouldn't be their only goal. In order to succeed in omnichannel marketing, brands must give consumers the knowledge and resources they need to make informed brand choices⁽¹⁷⁰⁾.
- A retailer's website, app, brand pages, and physical stores should all retain integration in messages and channels.
- Companies must keep an eye on online reviews in order to promptly address any concerns that could damage their brand's reputation.
- Brand managers should try hard to integrate both offline and online media channels to build brand awareness, which leads to higher consumer brand engagement.

10. Limitations and future research:

- This work has several limitations that could lead to future research.

- This survey only included data from young Egyptian consumers who engage in the fashion business. However, the outcomes may differ depending on the sector, age, and culture. As a result, subsequent studies can concentrate on gathering data in various nations and testing the same model in sectors other than the one under consideration here.
- Reaching consumers via omnichannel marketing (offline and online) in the apparel business was difficult; it took six months to reach only 240 out of 520 respondents who completed the questionnaire. Therefore, additional research with a larger sample size is required to retest the suggested model.
- Because of the growing focus that brands are placing on utilizing AI and VR technology in their physical and virtual stores through experience marketing and physical stores, Academics are obliged to focus on how new technologies improve customer behavior in omnichannel marketing.

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