Omnichannel Customer Experience in the context of Omnichannel Shopping Value: The Moderating Role of Omnichannel Intensity
(A Focus on Fashion Retail in Pakistan)

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Abstract
Despite the increasing importance of omnichannel retailing, academic research on omnichannel customer experience is still scarce, particularly those from the shopping value perspective. This paper seeks to investigate how omnichannel shopping value influences customer experience through its three distinct value dimensions within the context of fashion retail in Pakistan. The moderating role of omnichannel intensity on the relationship between shopping value dimensions and customer experience was also examined to empirically confirm the validity of the proposed model. To test hypothesized relationships, data was collected from 272 regular omnichannel customers from 18 selected fashion retail brands and analyzed using Partial Least Square Structural equation modelling. The study results revealed that omnichannel customer experience is predicted by utilitarian, hedonic and social shopping values. Unexpectedly, the results did not find any moderating effect of omnichannel intensity among shopping value dimensions and omnichannel customer experience. The findings of the study provide salient insight into how fashion retailers can utilize shopping value to enhance omnichannel customer experience. The results also offer guidance in designing and implementing effective omnichannel approaches and strategies for fashion retailers.

Keywords: Omnichannel Retailing, Utilitarian Shopping value, Hedonic Shopping Value, Social Shopping Value, Omnichannel Intensity, Omnichannel Customer Experience.

Introduction

Digitization is transforming retailing. This reconfiguration of retail landscape is not only reshaping the channel of transaction but also remodeling customer buying journey and retail settings. There is a burgeoning need to strategically embrace and adopt disruptive digital forces by offering an integrated retail experience, modern retail supply chain and above all, the inclusion of

omnichannel approach. According to Tyrväinen, Karjaluoto & Saarijärvi, (2020), Omnichannel retailing integrates technology into a customer journey by combining multiple physical and digital platforms into a single hub. Under this model, retailers strive to offer a set of seamlessly synchronized sales channels to provide customers a holistic shopping experience. Customers increasingly expect integrated use of online, offline and mobile touch points during their shopping journey. This change in customer behavior paves a new way for retailers to create maximum customer value (Huré, et al., 2017). The consolidation of brick and click strategies into shopping experience allow contemporary means of value creation and value capture (Yrjölä, Saarijärvi & Nummela, 2018). However, designing and managing such omnichannel initiatives requires unsurmountable efforts and dedication from retailers. It is therefore crucial to apprise the customer shopping value attached with this synchronized retail model.

The nature of shopping value varies since the contextual nature of shopping value and experiences driven from the shopping trip can demonstrate different meanings on varying touchpoints and channels. Though, the idea of shopping value has been broadly focused in previous literature. However, Prior studies have mainly examined shopping value in a single channel or traditional retail setting, not on a multichannel environment; consequently current studies do not holistically measure the actual omnichannel shopping value. Besides, current researches have also recognized the positive relationship between shopping value and customer experience. Conversely, Shi et al., (2020) has corroborated on the growing demand for seamless omnichannel customer experience. The phenomenon of shopping value has gained even more momentum in the omnichannel environment because this synchronized approach holds strong potential in capturing maximum shopping value. Furthermore, only limited academic researchers have considered omnichannel retailing in Pakistan. The advent of vertically integrated fashion business blended with technological advancements has turned the retail mandate. Different Pakistani fashion retail brands have already decided to leapfrog into omnichannel bandwagon. In the same vein, the global COVID-19 pandemic has urged Pakistanis to spend on fashion online. Thus, there is a growing trend for providing a better omnichannel experience for customers to earn their trust and loyalty.

To bridge the aforementioned gap, this study conceptualizes omnichannel shopping value in three distinct dimensions: namely Utilitarian, Hedonic and social shopping values. Another variable considered in our conceptual model is the possible moderating effect of omnichannel intensity between omnichannel shopping value and customer experience. For example, fashion retailers can influence the correlation between omnichannel shopping value and customer experience through consistent and uniform integration across different sales channels. Similarly, the seamless movement between offline and online touchpoints can affect the strength of relationship between target variables. In a nutshell, the objective of this paper is twofold. 1) How omnichannel shopping value affects customer omnichannel shopping experience and 2) and the moderating effect of omnichannel intensity (seamlessness and channel integration) within our model for omnichannel shopping value.

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Literature Review

Omnichannel Shopping Value: Concept and Dimensions

Shopping value notion has been studied by various researchers under varying settings but its conceptualization and measure still remains ambiguous, since approaches undertaken encompass their own pro's and con's. The early approach adopted unidimensional factors that evaluated cost and benefits driven from consumption (Jones, Reynolds & Arnold, 2006). But multidimensional factors have taken over and orchestrated the customer experience in varying marketing channels and touchpoints. Woodall (2003) identified eighteen varying names for the shopping value demonstrating the difference and varying philosophy in understanding shopping value. Tankovic, & Benazic, (2018) clearly administered the nature of shopping experience comprising from all the qualitative, quantitative, objective and subjective factors. Thus, the product purchase process and shopping experience both drive shopping value instead of product acquisition part only. Kim, et al., (2012) opined consumption as an experience while (Babin et. al, 1994) build upon on it and defined utilitarian and hedonic motivation as the core dimensions of shopping value. Candi, Beltagui & Riedel, (2013) nurtured the concept of staging customer experience and emphasized that businesses need to stage up experiences around their offerings to ensure they deliver superior shopping value. While (Rintamaki et. al, 2006), included social dimension as core and important in defining shopping value due to the changing landscape of shopping as an experience rather than product acquisition.

To better comprehend omnichannel shopping value, it is imperative to understand this concept in contrast to multichannel retailing in order to capture the actual shopping value. Omnichannel retailing is a fully integrated approach that combines all existing sales channels and touch points, resulting in seamless shopping experience. This cohesive synchronization requires consistent alignment within retail operations across every touchpoints (Shi, et al., 2020; Verhoef, Kannan, & Inman. 2015). On the other side, multichannel retailing offers multiple sales channels to connect with customers, however, every customer interaction is independent and separate from others and operates in silos (Frasquet, Ieva, & Ziliani, 2019). Huré et al., (2017) validate omnichannel shopping value as a combination of utilitarian, hedonic and social shopping values. Where all these dimensions have separate, unique attributes and influence omnichannel shopping value individually. These dimensions have distinct impact on customer shopping experience and therefore cannot be interchanged.

Utilitarian Shopping Value

Utilitarian shopping value can be defined as the overall evaluation of the utility and functional benefit of a shopping journey. Consumers exhibiting utilitarian shopping motives seek value for money offerings and are rational in the shopping behavior (Ozturk, et al., 2016). These shoppers are goal oriented individuals that are determined to complete shopping tasks in timely and efficient manner driven through clear product information processing rather than it to be a recreational and fun activity as in case of hedonic approach (Tyrväinen, Karjaluoto & Saarijärvi, 2020). Further, it is important to highlight that the needs or value for utilitarian shoppers are fulfilled from product usage and its functional and tangible features. Sharma, Tak, & Kesharwani, (2020) in an empirical study corroborates that utilitarian shopping value acts as primary driver in

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customer continuous purchase intention and distinguishes itself as the most important predictor of customer experience. Razzaq, et al., (2018) identified that when buying fashion related items, omnichannel customers seek utility from quick and easy transactions in their purchase journey through seamless transition between channels. They appraise website design and its user friendliness in navigating through the webpages as key factors driving their online experience while in store they will seek for product size & color availability to ensure their shopping task gets completed at earliest.

Arizzi, et al., (2020) employ utilitarian and hedonic shopping value model and identified how these value components effects customer satisfaction and other retail outcomes. The results highlight that utilitarian shopping is more productive for the customer, even though there was nothing prominent about the buying trip. In the same context, Huré et al., (2017) established a framework and proposed utilitarian shopping value as the main antecedents of omnichannel shopping experience. Meanwhile, Vieira, Santini, & Araujo, (2018) opined that utilitarian shopping value contributes more significantly that hedonic shopping value in terms of customer experience and buying intention. Kesari, B., & Atulkar, S. (2016) addressed that customers with greater utilitarian value are more engaged in collaborative consumption and make their shopping decisions based on needs rather than fast fashion. The utilitarian shopper will have greater perceived benefit from convenience in shopping either via online or offline platform, ease of shopping and the range of product availability in the store.

Hedonic Shopping Value

Hedonic shopping value is more pleasure seeking and personal in nature. It relies on enjoyment, entertainment and fun during shopping process. This subjective dimension of shopping value retrieved from the fantasy, escapism and emotional sides of the shopping experience (Moon, et al., 2017). According to Huré et al., (2017) hedonic shopping journeys are delightful for customers, even if it ends without purchasing a single product. Hänninen, Kwan & Mitronen, (2021) identified major changes that shaped omnichannel retail value chains. The findings addressed that hedonic shopping value emanates from the feeling responses that customers conceive throughout the buying journey across different sales channels. Conversely, Kang, J. Y. M. (2019) accentuate that hedonic shopping value could accelerate customer experiential benefits and result in higher loyalty. According to the author, Customers find omnichannel shopping stimulating and enjoy their buying journey for its own sake, not because of the fashion products they purchased.

Tyrväinen, Karjaluoto & Saarijärvi, (2020) support these findings and revealed positive association between customer experience and hedonic motivation within omnichannel retail. Nghia, Olsen & Trang, (2019), in their duality approach framework; demonstrate that online shopping value is positively predicted by hedonic shopping value as opposed to utilitarian or cognitive attributes. Since the value gained from a shopping trip is measured by the favorable outcomes customers received from retailers. Sharma, Tak, & Kesharwani, (2020) found perceived enjoyment as the most significant contributor in hedonic value. Kesari & Atulkar, (2016) aligned the same point and highlight hedonic value as the key driver of customer experience and repurchase intention regardless of the perceived risk. Furthermore, Barwitz & Maas, (2018) is of

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the opinion that omnichannel retailers should fulfil the needs of customers who are more hedonistic by exciting playfulness, curiosity and sensuality across all points of interaction.

Social Shopping Value

Social shopping value refers to the value derived from socializing, communicating and interacting with other customers on online platforms (Zhou, 2020). It is a kind of meeting point on which customers can share transaction related activities and purchase experiences with computer mediated social support (Moharana & Pradhan, 2019). Omnichannel shoppers expect to engage with other online shoppers and want to belong with opinion leaders and social influencers (Huré et al., (2017). In a seminal study, Wu et al., (2018) explored that customer's social value perception influences their buying experience and purchase intention in an omnichannel environment with other value dimensions. Virtual communication in online shopping groups can produce familiar social relationships that almost reciprocate the same offline relationship (Li, 2019). Similarly, the social value captures customer's meaningful inclusion into social platforms and stimulates repeat purchases.

Han & Trimi, (2017) in their work established a social commerce design framework with four social levels. Individual level, community level, conversation level and commerce level. At the first layer, omnichannel shoppers can create their profile accounts containing personal information and product preferences on different e-stores and mobile apps. At the conversation level, shoppers are allowed to interact with others by posting their physical or online purchase experience. At the community layer, social support groups are generated to help omnichannel customers to feel more connected. In the last commerce stage, group shopping and collaborative consumption are encouraged to enhance shopping experience and to shift customers from consideration to final purchase. Subsequently, Mosquera, et al., (2019) highlight that omnichannel shoppers prefer to participate in social shopping instead of traditional shopping processes, because the former can satisfy unfulfilled social interaction needs, specifically among Millennials customers. Adapa, et al., (2020) aligned the same point and indicated that gratification of socialization needs would help to revamp omnichannel shopping into a real retail experience.

Omnichannel Customer Experience

Omnichannel retailing concept as explained by (Verhoef, et al., 2015) inculcates seamless online and offline shopping experience. Quach, et al. (2020) further enacts it as a unified buying experience for customers where all retail channels are synchronized in a manner that provide consistent offerings on all platforms. As identified by Le & Nguyen-Le, (2020) omnichannel customers vary in their needs and are avid users of technology. The omni channel customer's use online, offline and mobile channels either simultaneously or interchangeably for information seeking, price comparison or buying purposes. These users keenly evaluate their experience on various touch points and seek fluid flow of customer journey between varying channels (von Briel, 2018).

Retailers offering customer's omnichannel services offer blended services that include buying online and pick in store or buy in store and ship at home, and buy online – return to nearby store etc (Bèzes, 2019). According to Barwitz & Maas, (2018), omnichannel customers actively seek higher shopping value throughout their shopping journey, which involves five steps starting

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from researching to receiving in effect returning the product in certain scenarios as highlighted in the figure 1 below.
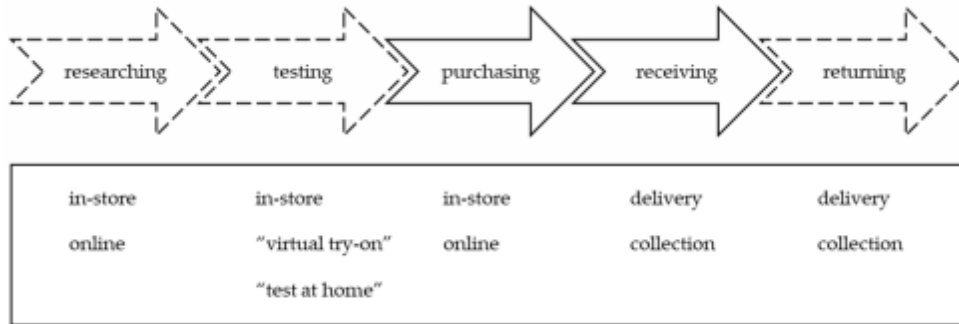

Figure 1: Omnichannel Customer Purchase Journey

The journey to purchase starts from researching the product and it can be both in-store and online at multiple channels. The dotted lines show the flexible steps that can either be skipped during certain purchase scenarios while solid lines represent certain activities that remain constant in purchases (Schoutteet et al., 2017). Product information gathering process can be done both online and in store, but primarily with digital technologies and convenience of mobile phone devices customers can explore product reviews, testimonials and price information (Hilken, et al., 2018). The purchases can be made both via traditional store formats, pop up stores or via showrooms. While mobile phone gadgets, computers and tablets help assist shop via online platforms from anywhere at any time. Responding to customers on the go buying behaviors, retailers came up with unique virtual stores that were set up around public spaces allowing customers to scan and put in their virtual shopping carts (Alexander & Kent, 2020).

In a recent study, Shi et al., (2020) corroborates that omnichannel customer experience is the fusion of integrated, connected, consistent, flexible and personalized shopping experience across all points of interactions. In the same way, Shen et al., (2018) identified that the buying journey of omnichannel customers is no more linear. It is mainly the result of melding buying activities into a single shopping process. Thus, retailers need to focus on increasing shopping value in varying sales channels and touchpoints to provide a true omnichannel experience. In summary, omnichannel shopping value is found the main contributing force which stimulates customers to move their shopping experience from traditional buying to an integrated omnichannel experience. Upon these empirical directions, we established the following hypotheses:

H1= Utilitarian shopping value has a positive effect on omnichannel customer experience within fashion retail.
H2= Hedonic shopping value has a positive effect on omnichannel customer experience within fashion retail.
H3= Social shopping value has a positive effect on omnichannel customer experience within fashion retail.

Moderating Role Omnichannel Intensity: Omnichannel Shopping Value and Omnichannel Customer Experience

Omnichannel intensity involves synchronized channel integration and seamlessness in order to create a real omnichannel experience (Huré, et al., 2017). An Omnichannel customer

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experience considered to be fully integrated and seamless, combining traditional single-retail with information rich digital environment (Hossain, et al., 2020). By integrating disparate online and offline channels, retailers are able to offer a unified shopping experience. Moreover, the quality of channel integration exerted a favourable impact on overall customer shopping value from a buying trip (Lee, et al., 2020). In the same context, Zhang, et al., (2018) highlighted channel integration as one of the main contributing factor in creating omnichannel experience, and argued that without synergic channel management, omnichannel retailers cannot enhance customer value against firm value. Integrated channel platforms positively impact customer perception of shopping value, leading to a cohesive shopping experience and purchase intention.

Similarly, omnichannel experience should be made up of seamless interaction (i.e. without any perceived boundary or friction). For instance, customers often change channels and sometimes they are not able to complete their transaction in one sitting because of interruption (Lee, et al., 2018). Omnichannel customers capture value from a shopping journey by getting what they need or want. Thus, if a customer fails to reestablish their task or have to redo the complete process when moving to a new channel, the experience will break into pieces without adding any value. Thus, a seamless channel transaction demand remodeling of shopping value dimensions (Huré, et al., 2017). On the basis of the above discussion, we propose omnichannel intensity as a moderator between omnichannel shopping value and omnichannel customer experience.

We thus hypothesize the following relationship.

H4= Omnichannel intensity has a positive influence on omnichannel customer experience within fashion retail.

H5= Omnichannel Intensity Moderates the relationship between utilitarian shopping value and omnichannel customer experience within fashion retail.

H6= Omnichannel Intensity Moderates the relationship between hedonic shopping value and omnichannel customer experience fashion retail.

H7= Omnichannel Intensity Moderates the relationship between social shopping value and omnichannel customer experience fashion retail.

Conceptual Framework of the Study

Figure. 2 displays the conceptual framework of the study that has been developed to ascertain the role of omnichannel shopping value on customer experience in the context of fashion retail in Pakistan. The below path diagram presents a proposed research model with seven postulated research hypotheses related to direct and moderating effect.
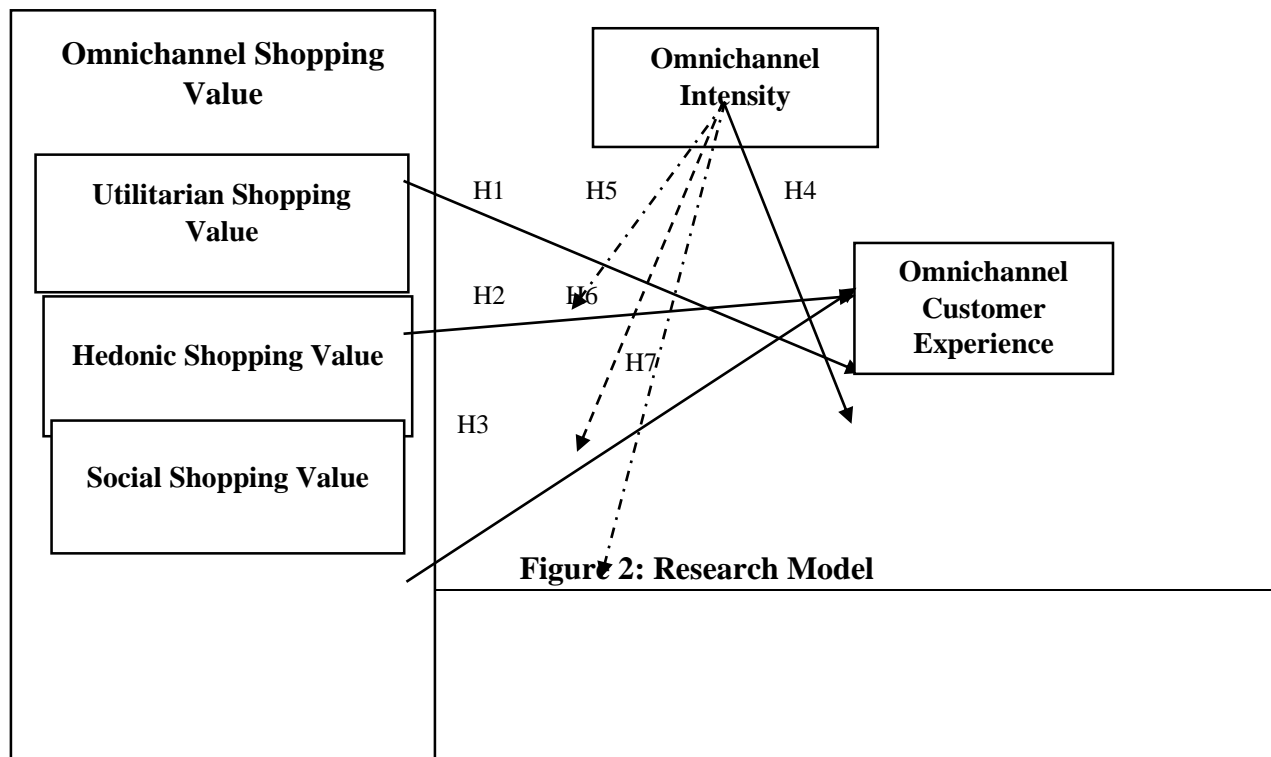
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Figure 2: Research Model

Research Methodology

Measurement Instrument

All exogenous and endogenous constructs of the study model were assessed by using five point likert scale questions. The items for the three dimensions of omnichannel shopping value (utilitarian, Hedonic and social) covered the criteria as proposed by (Huré, Picot-Coupey & Ackermann, 2017)) including offline, online and mobile shopping value related indicators. In addition, all instrument items were adopted from scholarly research and refined according to the study context (See Appendix. A). eight items for measuring omnichannel utilitarian shopping value were adopted from (Huré, et al., 2017 and Diep & Sweeney 2008). Omnichannel hedonic and social shopping value were assessed by using eight items each, taken from (Huré et al., 2017, Kim, et al., 2012 and KO, Kim & Lee (2009). six items for measuring Omnichannel intensity were adopted from the study of (Shen, et al., 2018 and Huré et al., 2017). Finally, omnichannel customer experience was operationalized with the help of eight items taken from the study of (Shi et al., 2020 and Wang, Tang, & Xing, 2017). In addition to variable measurement, a screeching question *"Have you used more than one sales channel to buy any fashion related item"* was also added to filter only those respondents who met the study criteria. Before data collection, the survey questionnaire was first sent to a number of researchers and retail professionals for validation and expert opinion. On the basis of their relevant feedback, few items were tailored and refined in terms of content and structure.

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Sample Design and Data Collection Procedure

As the main objective of our study was to determine omnichannel customer experience driven through omnichannel shopping value, a convenient sampling method was used. This sampling technique is suitable when the researcher doesn't have a complete sampling frame and intended to obtain insights in a shorter period of time (Etikan, Musa & Alkassim, 2016). Prior to data collection, we first decided on the appropriate sample size. Hair et al., (2014) suggested that sample size should be between (200-400) subjects to produce reliable and significant results. Additionally, as we needed to perform Structural Equation Modelling (SEM) to test our proposed model, the size of sample should be minimum of 200 respondents. Thus, our study employed a total sample size of 272 respondents to adequately perform structural equation modelling and to generate credible results (Kock & Hadaya, 2018). The target population of the study was outlined as all retail customers who have used more than one sales channel (online shopping from a desktop or mobile device, or in store) to buy any fashion related item from the selected fashion retail brands in Pakistan (See table 1).

Besides, we also incorporated the definition of important terms (e.g. omnichannel, shopping value and customer experience) and shuffle the sequence of the questions to avoid common method bias (Shi et al., 2020). The respondents were asked to reflect on their current omnichannel experience gained through multiple touch points. The survey questionnaires were distributed using Google forms. According to Mallette & Barone, (2013), this online survey tool is a credible platform to collect data and validate conceptual models. Finally, the current study model was empirically designed and tested in context of fashion retail. In order to accurately meet study criteria, 18 Pakistani fashion retail brands were selected that are using more than one sales channels to reach their final customer. The following table enlist the names of selected fashion retail brands that fulfills omnichannel criteria.

Table 1: Selected Fashion Retailers

Retailer	Operating in Pakistan's Fashion Retail Industry	Significant Experience in Fashion Retail (Minimum 5 years)	Physical Store	Mobile App/ Mobile Store	Online Store/Website
Gul Ahmed	✓	✓	✓	✓	✓
Bonanza Satrangi	✓	✓	✓	✓	✓
Ego	✓	✓	✓	✓	✓
Al-karam Studio	✓	✓	✓	✓	✓
Nishat Linen	✓	✓	✓	✓	✓
Sapphire	✓	✓	✓	✓	✓
Edenrobe	✓	✓	✓	✓	✓
J.	✓	✓	✓	✓	✓
Zeen	✓	✓	✓	✓	✓
Limelight	✓	✓	✓	✓	✓
Tarzz	✓	✓	✓	✓	✓
Generation	✓	✓	✓	✓	✓

Khaadi	✓	✓	✓	✓	✓
Orient	✓	✓	✓	✓	✓
Outfitters	✓	✓	✓	✓	✓
Cross stich	✓	✓	✓	✓	✓
Ethnic	✓	✓	✓	✓	✓
Zellbury	✓	✓	✓	✓	✓

Data Analysis

To test the research model of the study and its associated hypothesis, Partial Least square structural equation modelling (PLS_SEM) was used. This data analysis technique is suitable for prediction oriented research with exploratory methodology. PLS-SEM has been immensely used in multiple disciplines to analyze complex hierarchical path models. Besides, it evaluates R^2 values and also estimates the significance of structural relationship to predict key target construct, which adequately fulfil the main objective of our study. Besides, PLS-SEM can be performed with small size with non-normal data distribution (Hair et al., 2014).

Results and Discussion

The results part of the study will first discuss the demographic characteristics of the survey respondents. It will then underpin the results of PLS-SEM in two steps. In the first step, measurement/outer model will be assessed in terms of internal reliability and validity. Later, structural model will be evaluated to validate conceptual models and hypothesized relationships.

Demographic Characteristics

The following table presents the results of demographic profiling of the survey participants. For the purpose of data collection, more than 500 survey questionnaires were distributed. However, only 272 responses were found valid and completed after the screening of missing values and outliers for further advanced analysis. Before the survey was conducted, it was ensured that all the respondents have used more than one sales channel and have shopped from the selected fashion retail brands to share their recent omni channel experience. For this purpose, a filtering question was added to sieve only omnichannel shoppers for survey analysis.

Table 2: Demographic Statistics

Items	Category	Frequency	Percentage
Gender	Male	117	43.%
	Female	155	57%
Age	16-20	28	10.3%
	21-25	82	32%
	26-30	92	33.8%
	31-35	37	13.6%
	36-40	15	5.5%
	41 or above	13	4.8%

Education level	Undergraduate/Graduate	94	34.7%
	Master or Above	178	65.3%
Profession	Business Person	14	5.3%
	Employee/ Professionals	150	56.4%
	Student	77	28.9%
	House wife	13	4.9%
	Unemployed/Retired	12	4.2%
Omni channel shopping Frequency for fashion products	1-3 times or more in a month	40	14.6%
	4-5 times a year		
	1-3 times a year	35	12.7%
	I don't have a specific	30	10.5%
	purchasing pattern	167	62.2%

As seen in table 1, more than half of the respondents were female and accounted for 57% of the total sample size. This seems quite rational as females often appear to have higher propensity for both online and offline shopping. Majority of the respondents, 65.8% are between 21-30 age categories, which represents Millennials that are more likely to prefer different sales channels to purchase fashion brands. Besides, the smallest (4.8%) part of the sample size depicts those who are aged 40 or above. The education profile of the respondents was dominated by Masters or Postgraduate degree holders. Regarding the profession, employees/professionals formed the largest part of sample size (56.4%), followed by students who constituted the second big chunk of the cluster with (28.9%) of the total subjects. These results are also in line with the age distribution of the respondents. Finally, over one half of the participants (62.2%) confirm that they don't have any fixed pattern for buying fashion brands. This suggests a need to ingrain more consistent omnichannel customer experience in order to motivate customers for frequent purchase.

Measurement Model/Outer Model Assessment

4.2.1 Internal Reliability and Convergent Validity
　　　　The outer model was evaluated in terms of factor loading, composite reliability (CR), discriminant and convergent validity (AVE). As the current study model was composed of both reflective and formative factors, therefore we used regular PLS Algorithm to compute above mentioned measures. The indicator reliability was examined using factor (outer) loading which indicates the percentage of individual indicator variance caused by its respective construct. The indicator factor loading should be greater than 0.7 (Chin, 1998).

Table 3: Reliability and Convergent validity Analysis

Latent variable/Construct	Item	Factor Loading	Cronbach Alpha	Composite Reliability (CR)	Average variance extracted (AVE)
Utilitarian Shopping Value	OCUSV1	0.70	0.750	0.826	0.50
	OCUSV2	0.70			
	OCUSV3	0.61			
	OCUSV4	0.70			

	OCUSV5	0.66			
	OCUSV6	0.70			
Hedonic Shopping Value	OCHSV1	0.70	0.823	0.872	0.501
	OCHSV2	0.66			
	OCHSV3	0.71			
	OCHSV4	0.71			
	OCHSV5	0.70			
	OCHSV6	0.69			
	OCHSV7	0.70			
	OCHSV8	0.69			
Social Shopping Value	OCSSV1	0.81	0.843	0.888	0.51
	OCSSV2	0.75			
	OCSSV3	0.75			
	OCSSV4	0.75			
	OCSSV5	0.65			
	OCSSV6	0.61			
	OCSSV7	0.65			
	OCSSV8	0.66			
Omnichannel Intensity	OCI1	0.70	0.742	0.827	0.52
	OCI2	0.74			
	OCI3	0.70			
	OCI4	0.70			
	OCI5	0.71			
Omnichannel Customer Experience	OCCE1	0.70	0.816	0.867	0.52
	OCCE2	0.73			
	OCCE3	0.74			
	OCCE4	0.73			
	OCCE5	0.75			
	OCCE6	0.67			

*OCUSV= Omnichannel Utilitarian Shopping Value, OCHSV= Omnichannel Hedonic Shopping Value, OCSSV= Social Shopping Value, OCI=Omnichannel Intensity, OCCE=Omnichannel customer experience

As seen in table 3, factor loading for all the individual indicators are greater than 0.7 and meet the minimum suggested threshold. 10 items were observed with factors loading between 0.6-0.7, however, these items were retained for further structural analysis as the elimination leads to reduction in the values of composite reliability (CR) and average variance extracted (AVE). Moreover, cronbach alpha and composite reliability was applied to measure internal consistency of the measurement model. The cut-off value of cronbach alpha and composite reliability (CR) should be higher than 0.7 to confirm the reliability of the model (Nunally 1978). In our study, all the constructs showed acceptable (>0.70) cronbach alpha and composite reliability values and endorsed sufficient reliability. At the same time, convergent validity was also assured as all the factors in the measurement model depicted an average variance extracted (AVE) value higher than 0.5 and corroborates that measures of the same construct positively related with each other (Hair et al., 2014). It is important to notify that 5 items were deleted from the measurement model because of low factor loading < 0.5. These items were removed after checking its positive effect on composite reliability and convergent validity values. Hence, both reliability and convergent validity results were satisfied.

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Discriminant Validity

The discriminant validity of the construct was tested by employing Fornell-Larcker criteria (Fornell and Larcker, 1981). According to the Fornell-Larcker criteria (Fornell and Larcker, 1981), the square root of the each latent variable average variance extracted (AVE) should be greater than its correlation with other latent variables.

Table 4: Discriminant Validity using Fornell-Larcker criteria

	Hedonic Shopping Value	Customer Experience	Omni-channel Intensity	Social Shopping Value	Utilitarian Shopping Value
Hedonic Shopping Value	**0.678**				
Omnichannel Customer Experience	0.607	**0.721**			
Omnichannel Intensity	0.577	0.567	**0.700**		
Social Shopping Value	0.578	0.642	0.637	**0.695**	
Utilitarian Shopping Value	0.622	0.638	0.635	0.690	**0.666**

As indicated in table 4, the measurement model illustrates adequate discriminant validity, as the squared correlations (the diagonal values of each construct column) were higher than the correlation among any other construct and consequently endorse the discriminant validity of the study model.

Assessment of Model Fit

In PLS-SEM, two model fit indices were used to evaluate the complete goodness of fit of the model. According to (Henseler et al., 2014), standardized root mean square residual (SRMR) value less than < 0.1 suggests good model fit. In the same way, (Bentler and Bonnett, 1980) Normed fit index should be greater than 0.9 to postulate an absolute fit.

Table 5: Model Fit Indices

	Estimated Model	Recommended Threshold
NFI	0.91	> 0.9
SRMR	0.07	< 0.1

The results for SRMR and NFI fit indices were recorded 0.07 and 0.91 respectively. In substance, it could be inferred that measurement scale of different latent variables qualifies goodness of fit criteria.

Inner/Structural Model Evaluation

Hypothesis Testing and Discussion of Results

For the assessment of structural model, bootstrapping (nonparametric) method with 5000 subsamples was performed to test the statistical significance of various structural relationships between the construct with respect to path coefficient, T-statistics and R^2 values (Hair, et al., 2014). Moreover, effect size (F^2) was also examined to measure the effect size of exogenous latent

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variables on the model. At first, we measured all the structural paths in the inner model to assess the relevance and significance of the hypothesized relationship.

Table 6: Hypothesis Testing

	Hypothesized Path	Estimate	T-Value	F2	P-Value	Decision
H1	Utilitarian shopping value -> omnichannel customer experience	0.286	3.402	0.075	0.001	Supported
H2	Hedonic shopping value -> omnichannel customer experience	0.182	2.523	0.026	0.012	Supported
H3	Social shopping value -> omnichannel customer experience	0.212	2.409	0.029	0.016	Supported
H4	Omnichannel intensity -> omnichannel customer experience	0.145	2.332	0.022	0.020	Supported
H5	Utilitarian shopping value *omnichannel intensity -> omnichannel customer experience	-0.050	0.505	0.002	0.614	Not Supported
H6	Hedonic shopping value *omnichannel intensity -> omnichannel customer experience	-0.066	0.637	0.007	0.525	Not Supported
H7	Social shopping value *omnichannel intensity -> omnichannel customer experience	0.234	1.420	0.055	0.156	Not Supported

At first, we measured all the structural paths in the inner model to assess the relevance and significance of the hypothesized relationship. As seen in figure 3 and table 6, all the exogenous variables posit a significant impact on omnichannel customer experience in relation to fashion retail brands. Omnichannel utilitarian shopping value, hedonic shopping value and social shopping value, each exogenous variable reported a positive influence on omnichannel customer experience, although omnichannel intensity was not found a significant moderator between omnichannel shopping value and omnichannel customer experience. Hence, H1, H2, H3 and H4 were accepted but H5, H6 and H7 did not show positive significance of the moderating relationship. As predicted (see figure 1), the empirical results of the structural model confirm that omnichannel customer experience was greatly influenced by omnichannel utilitarian shopping value ($\beta=0.286$, $p< 0.001$).

These results corroborate that omnichannel utilitarian shopping value substantially reflects user task related or rational value derived from specific omnichannel shopping experience. Customers can easily appraise website design and its user friendliness, navigated through the webpages as key factors driving their online experience. This indicates that users of fashion retail brands can accomplish their task more conveniently whether it's an online, offline or mobile shopping trip. Most of the fashion brands put a greater emphasis on building consistent omnichannel customer experience by enabling its customer to interact with the brand in a more seamless and hassle free manner across different sales channels. According to Huré, et al., (2017) omnichannel customers largely expect useful interactive features, less perceived boundaries and adherence to standards in order to complete their transaction more quickly and productively. The findings also revealed omnichannel utilitarian shopping value as a strong predictor of omnichannel customer experience than hedonic and social shopping values. These results are concurred with the study of (Arizzi, et

al., 2020; Razzaq et al., 2018; & Huré, 2017) who demonstrated the role of utilitarian shopping value on customer satisfaction, purchase intention and retail experience.

The empirical findings also support the hypothesized relationship regarding the positive influence of omnichannel hedonic shopping value (β=0.182, p< 0.012) on customer experience. This infer that overall valuation of user experiential benefits such as pleasure and feeling responses significantly accelerate omnichannel customer experience. The time spent on shopping fashion retail brands was a sense of excitement and enjoyment for omnichannel customers. Users find themselves being immersed in buying fashion retail brands while offline, online and mobile shopping. Hedonic motivation is considered as a key factor in various retail outcomes, especially in customer experience. These results demonstrate that nurturing an exciting, entertaining and enjoyable shopping value results in enhanced experience in an omnichannel environment which subsequently leads to repurchase intention (Barwitz & Maas, 2018). These results are similar to the findings of (Tyrväinen, Karjaluoto & Saarijärvi, 2020 and Liu et al., 2019) in relation to omnichannel and online shopping.

Social shopping value (β=0.212, p< 0.016) was also accepted by the recent study results, which underscore that customers feel themselves as an important member of the offline and online customer base. Besides, social shopping value empowers customers to interact and share their shopping experience with others in a more convenient and reliable way. Customers always admire the privilege to socialize and connect with other customers and associate with opinion leaders while shopping through different sales channels (Vock et al., 2013). Subsequently, this social shopping value reflects in customer involvement and enhanced shopping experience. These results are in line with the previous studies (Wu et al., 2018; and Huré, 2017) conducted within the retail context and strengthen the recent findings. In addition, omnichannel intensity (β=0.142, p< 0.020) in terms of channel integration and seamlessness also had a positive influence in accelerating omnichannel customer experience. Different fashion retail brands put considerable attention on providing consistency and coherence across different touch points regarding product quality, information, assortment and promotional messages. These results also qualify the findings of (Huré, 2017) in context of omnichannel shopping. The current study also predicts omnichannel intensity as a moderator between omnichannel shopping value and omnichannel customer experience in the context of fashion retail brands in Pakistan. To assess this hypothesized moderating relationship, PLS-SEM product indicator approach was used. However, omnichannel intensity was not found to be a significant moderator between omnichannel shopping value (utilitarian, hedonic and social shopping value) and customer experience. Based on the increasing importance of seamlessness, channel synchronization and fluent usability in omnichannel shopping (Shen, et al., 2018), these results were unanticipated. Though, (Huré, et al., 2017) also failed to prove the significance of omnichannel intensity in offline, online and mobile shopping value.

Table 6 also enlist the values of effect size (F2) and T-statistics. For effect size, we follow the rule of thumb proposed by Cohen (1988).Effect size measures the proportion of change in endogenous variables explained by specific exogenous variables in terms of R2. According to the effect size assessment guidelines, the values of 0.02, 0.15 and 0.35 depicts small, medium and large effects. As shown in table 6, omnichannel utilitarian, hedonic, social shopping value and omnichannel intensity had small effect sizes. In addition, all t-values also meet the required suggested threshold

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of 2.5, except for the insignificant moderating relationship (Falk and Miller, 1992). Taking everything into account, Hypotheses H1, H2, H3 and H4 of the study model has been accepted, whilst all the structural relationship (H5, H6 and H7) predicting moderating effect of omnichannel intensity, got rejected.
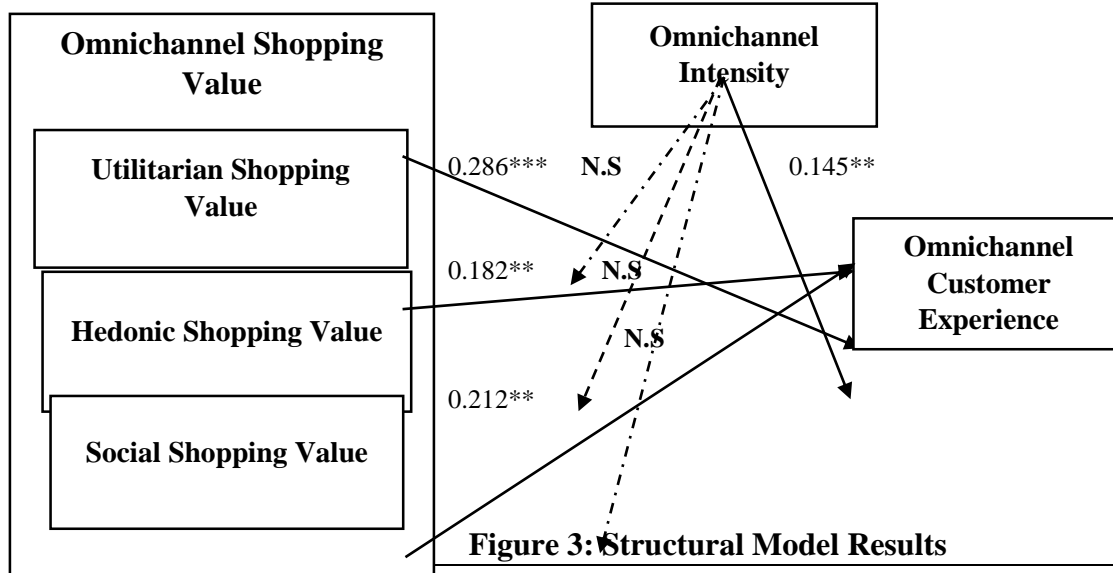

Figure 3: Structural Model Results

4.3.2 Assessing the Value of R2 (Coefficient of Determination) and Q2 (Predictive Relevance)
Table 7 encapsulates the values of coefficient of determination (R2) and predictive relevance (Q2). R2 evaluates the variance in endogenous constructs expressed by various exogenous constructs in the model. Besides, the value of Q2 (predictive relevance) was measured by using blindfolding sample reuse technique. The value of Q2 should be greater than zero for a specific endogenous construct to signify its predictive relevance in the PLS path model (Hair et al., 2014 & Fornell & Cha, 1994).

Table 7: Coefficient of Determination (R2) and Predictive Relevance (Q2)

	R2	Q2
Omnichannel Customer Experience	0.512	0.258

As seen in table 7, the value of Q2 is greater than zero and thus, confirms the predictive reliance of omnichannel customer experience in the model. Moreover, all three dimensions of omnichannel shopping value explained substantial variance (51%) in omnichannel customer experience.

Conclusion

This research aimed to investigate how omnichannel shopping value influences customer purchase experience in varying touchpoints with its multidimensional factors. Besides, the moderating effect of omnichannel intensity on the relationship between value dimensions and omnichannel customer experience was also tested. A thorough study of the existing literature demonstrates that only few researches have considered shopping value in multichannel or

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omnichannel retail settings. In a country like Pakistan, where online shopping is anticipated to become the channel of choice, different fashion retail brands have already planned to leapfrog into omnichannel bandwagon. This synchronized retail model is built upon the idea that customers are consistently connected with several devices and using different sources of information to complete their purchase journey. For the same reason, fashion retail brands strive to provide seamless omnichannel experience that will ensure sustainable growth and strong customer retention. Thus, we proposed and empirically tested an integrated model of omnichannel shopping value which is individually stemmed from utilitarian, hedonic and social value dimensions. In this model, we conceptually hypothesized that omnichannel customer experience is predicted by distinct value dimensions and this causal relationship is moderated by omnichannel intensity in terms of seamlessness and channel integration. The research methodology used mono-method research design with quantitative primary data collection technique. The data was collected from actual omnichannel shoppers of different fashion retail brands. The main results of the study are derived from structural equation modelling and confirmed a fit between proposed model and the collected data. The findings also largely supported the influence of utilitarian, hedonic and social shopping value on better omnichannel customer experience. Unexpectedly, our results did not verify the moderating role of omnichannel intensity on customer experience. Considering the results of the study, a thoughtful discussion and explanation will be provided regarding the managerial and theoretical contribution of the study in relation to fashion retail brands in Pakistan.

Practical Implications

Customer experience is more important now than ever before. It is an undeniable fact that customers demand better and consistent experience in every retail setting, including in omnichannel environment. The current study advocates profound insights for both researchers and retail professionals in designing effective omnichannel approaches and strategies. Undoubtedly, it is crucial for managers to have well-versed empirical insights that could help them to establish their synchronized omnichannel presence. In this regard, our findings suggest three main practical implications for fashion retailers for creating better retail experience in omnichannel environment. Our conceptual model emphasizes the significance of managing each value dimension concurrently, not in isolation. These dimensions have a distinct impact on customer shopping experience and therefore cannot be interchanged. To enhance utilitarian shopping value, the product acquisition should be easy and convenient. Fashion retailers online and mobile stores should be designed in such a way that customers can easily locate what they are looking for. Omnichannel customers appraise product information on various channels and hence its pertinent for retailer to ensure product price, assortment and information integration on all customer touchpoints It was also noticed that few fashion brands did not offer BOPIS (buy online pick up in store) and BORIS (buy online return in store) delivery models. Thus, a rigorous order fulfillment strategy needs to be devised in order to maintain streamline movement between online and offline touchpoints.

Regarding hedonic dimension of shopping value, our results inculcates that fashion retailers should incorporate enjoyable and fun oriented activities. Such as self-checkout, web ordering, virtual mannequins, virtual reality headsets and enticing visual layout are advanced digital forces to maximize customer hedonic shopping value. Furthermore, from a social value perspective, the results indicate that omnichannel customers demand a learning and socializing shopping value. To

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enhance customer social value perception, fashion retailers should encourage communication between customer and sales professionals as well as between customers themselves. Fashion brands can also adopt gamification functionalities to introduce socialization activities and allow customers to make social communities to share their buying experiences and discuss latest trends about the fashion products they are interested in order to optimize social shopping value.

Theoretical Contribution of the study

From an academic perspective, the current study attempted to extend the current knowledge base of omnichannel shopping value that could accelerate customer shopping experience. As discussed in the preceding section, only limited literature has considered distinct dimensions of omnichannel shopping value (Huré, et al., 2017). Prior researches have mainly examined shopping value in single channel settings (Sharma, Tak, & Kesharwani, 2020; Wu et al., 2018; Kang, & Park-Poaps, 2011 and Jones, Reynolds & Arnold, 2006). Furthermore, there is a dearth of literature that simultaneously focus omnichannel shopping value in relation to fashion retail brands in Pakistan. Thus, this research will contribute significantly by offering important insights regarding the key factors that can improve customer utilitarian hedonic and social shopping values. Finally, the current research also holds a valuable addition for conceptualizing omnichannel shopping value in three distinct dimensions. This in turn provides a sound basis for exploring critical determinants that significantly influence omnichannel customer experience.

Limitation and Future Research

Like most of the researches, this research has also noted several limitations. The current study has used convenience sampling technique and a single source (survey method) to collect data from omnichannel shoppers. Upcoming researchers can employ probability sampling techniques with multi- method research design to eliminate the odds of common method variance and relevance between the construct. On the other side, our sample was also limited to only Pakistani customers, and a large chunk of the respondents were between 21-30 age groups. Thus, future research can extend sample size for a more diverse group of respondents and for a considerable representation of target population. Pakistani fashion retail brands constantly endeavor to unify their multiple touchpoints and adapt digital forces to optimize overall omnichannel experience. In this regard, a longitudinal study design may need to be employed to analyze the change in omnichannel customer experience over time. Besides, Male and females can differ in their behavior and attitudes towards omnichannel shopping. Whereas our sample was majorly dominated by female respondents. Future researches can distinctly consider the behavior and experience of male customers, since they increasingly permeate a significant place in omnichannel shopping. Finally, our research also suggests reconceptualizing this model by adding other moderating variables (e.g. perceived compatibility and perceived risk) to investigate any change in omnichannel customer experience.

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