



**Investigating the Continuance Use Intention of Omnichannel Retailing in South
Africa: The Role of Customer Experience**

Student number: 23019507

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ABSTRACT

The rapid evolution of retailing has been driven predominantly by digital transformation, necessitating retailers to integrate online and offline channels to enhance customer engagement and experience. South African retailers are increasingly adopting omnichannel strategies to provide seamless shopping experiences across digital and physical channels. However, determining the role of customer experience in the continuance use intention of omnichannel's seems to be sparsely investigated.

This study investigated the role of fashion retailer's customer experience in the continuance use Intention of omnichannel's in South Africa. To address the purpose of this study, the Expectation Confirmation Model (ECM) and Customer Experience Model (CX) were integrated to develop the conceptual model. A quantitative cross-sectional research design was adopted. An online self-administered survey was conducted, which obtained 233 respondents who made use of fashion omnichannel's in the past 12 months. Descriptive and inferential statistics were analysed using SPSS version 30.

The findings revealed strong empirical support for seven among the eight proposed hypotheses, evidently customer satisfaction did not significantly influence customer experience when using a fashion retailer's omnichannel.

This study provides practical insights for South African fashion retailers, emphasising the need for integrated customer-centric omnichannel strategies to enhance satisfaction, drive desirable customer experiences and overall continuance use intention of fashion retail omnichannel.

KEYWORDS

Omnichannel , Continuance use Intention, South African, fashion retailing, Customer Experience, Consumer behaviour

DECLARATION

I declare that this research project is my own work. It is submitted in partial fulfillment of the requirements for the Master of Business Administration at the Gordon Institute of Business Science, University of Pretoria. It has not been submitted before any degree or examination in any other University. I further declare that I have obtained the necessary authorisation and consent to carry out this research.

Shatadi Heather Khumalo

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List of Acronyms and Abbreviations

AI	Artificial Intelligence
CAGR	Compound Annual Growth Rate
CEM	Customer Experience Model
CRM	Customer Relationship Management
CFA	Confirmatory Factor Analysis
CO	Confirmation
CS	Customer Satisfaction
CUI	Continuance use intention
CX	Customer Experience
ECT	Expectation Confirmation Theory
ECM	Expectation Confirmation Model
EFA	Exploratory Factor Analysis
FMCG	Fast Moving Consumer Goods
KMO	Kaiser-Meyer-Olkin
PU	Perceived Usefulness
SPSS	Statistical Package for the Social Sciences
UI	User Interface
UX	User Experience
SA	South Africa

CHAPTER 1

INTRODUCTION TO THE RESEARCH PROBLEM

1.1 Introduction

This chapter is divided into several sections that provide the underpinning foundation of this study. It begins by presenting the background of the research study, highlighting the role of digital transformation in reshaping the South African retail fashion industry. Thereafter, it outlines the purpose and research question of the study, with the key research objectives guiding the overall investigation. This chapter will further explore the academic and business need for this research in relation to the customer experience and continuance use intention of a fashion omnichannel. Thereafter, a discussion of the research context and an overview of the full research report's structure are presented. Lastly, the chapter conclusion is then provided.

1.2 Background of the study

Shopping has evolved from traditional offline formats to increasingly digitalised online process, but also the integration of both offline and online, which has borne the omnichannel environments (Guo & Wang, 2023). While consumers are now proactively switching between offline, online and mobile touchpoints at any stage of their purchasing journey, often using multiple touchpoints simultaneously (Silva et al., 2024), the overall experience is crucial to enhance their continuity in using the optional purchase platforms. Thus, purchasing platforms have evolved in response to changing consumer expectations, as they demand alternative channels, while multiple digital devices and internet access have created a demand for flexible and adaptable shopping experiences (Asmare & Zewdie, 2022; Verhoef et al., 2015). In this regard, both international and local retailers are now adopting omnichannel strategies that offer various touchpoints to service consumers (Norris et al, 2021).

The integration of brick and mortar as well as online channels has resulted into what the researcher coins an omnichannel strategy that offers customers a rounded

shopping experience by reducing limitations between both online and offline channels (Hyun et al., 2022). An omnichannel strategy differs from a multichannel strategy, which is seen when retailers operate across multiple channels (online and offline) to provide customers with diverse options for engagement and purchase (Janakiraman et al., 2017; Zhang et al., 2010). Therefore, omnichannel is defined as a completely integrated approach in which every channel is linked to deliver a smooth and reliable customer experience (Berman & Thelen, 2018). While Verhoef et al (2015) define omnichannel as the process of managing numerous available channels and customer touchpoints to enhance customer experience through an optimized process. In this study, omnichannel refers to the interconnectedness of multiple retail channels (both offline and online) at any given time during the customer journey. On the other hand, multiple retail channel is defined as a strategy that a company intentionally uses a variety of independent channels to reach customers, without necessarily interconnecting them for the same purpose (Lehrer & Trenz, 2022).

According to Amar et al (2020), consumers use three to five channels during their shopping journey. The key is to integrate these channels seamlessly for a successful omnichannel shopping experience, which is relatively in demand within the retail sector, post -COVID-19 pandemic which has grown year-on-year. The retail sector in South Africa was estimated to be valued at R1.61 trillion in 2022, with a projected growth rate of 4% between 2022 and 2027, as per the CAGR (Global Data, 2024). Subsequently, e-commerce retail is rapidly growing in South Africa, with online sales accounting for 6% of total sales (Ndlovu, 2024). The growth in e-commerce experienced a significant surge during the COVID-19 pandemic, which was observed in both South Africa and globally(Kannan & Kulkarni, 2022). Despite the COVID-19 growth in e-commerce adoption both in South Africa and from a global landscape, retailers have realised that physical store growth is insufficient for competition, leading to the acceleration of online channels and omnichannel offerings for customers (KPMG, 2021).

The role of both physical stores and digital transformation has enhanced the customer's experience during their retail shopping experience. Through added value creation, digital transformation has enhanced the customer experience throughout their shopping journey. Reinartz et al. (2019) point out three phases of customer interaction where digital transformation can play a significant role. The first phase is

through the pre-purchase stage, where customers use digital platforms to search for information regarding the product, explore various options, and become familiar with the product. The next stage is the purchase stage, where customers make a purchase decision based on the available options, whether they order online or purchase directly in-store, and use various payment methods. Lastly, the post-purchase stage, which includes the actual consumption and engagement of the goods and products (Asmare & Zewdie, 2022). Retailers are investing heavily in digital technologies to enable consistent, flexible, and interconnected customer journeys, making digital transformation a critical enabler of successful omnichannel strategies (Cui et al., 2021; Son et al., 2021).

With the rise of digital technologies, consumers today can purchase virtually from anywhere, diminishing the role of a traditional store as a transaction enabler. Traditional stores are now being reimagined as spaces that provide experiences and environments to showcase products, while also offering customer support and complementing digital platforms through omnichannel retailing (Kumar et al., 2016; Reinartz et al., 2019). The COVID-19 pandemic has further accelerated this digital transformation, with an increase in consumers relying on online channels and requiring retailers to rethink how physical and digital touchpoints can be more seamlessly connected (Accenture, 2020; Kannan & Kulkarni, 2022). This highlights digital transformation as a critical enabler for omnichannel, as retailers are required to balance the cost efficiencies, such as reduction in store space and reconsider customer experience innovation, for example, the United States of America retailers such as Target, use their stores as fulfilment hubs to enhance customer experience and reduce logistical costs (Retail Business Journal, 2025). In South Africa, retailers such as Mr Price have transformed into omnichannel retailers as they have several physical branches to serve walk-in clients as well as online shopping platforms to accommodate customers who prefer to conduct shopping online in the comfort of their own spaces.

Over the years, there has been a significant shift from multichannel to omnichannel retailing as both physical stores and online presence seem to be collaborating to enhance customer experience. There are three waves of the omnichannel phenomenon: the initial wave, where retailers launched technology-driven online channels, the second wave, where multichannel integration emerged, and the last

wave, where omnichannel retailing emerged as a response to changing shopping behaviour, with each channel becoming a communication touchpoint between consumers and brands (Laaksonen et al., 2014). Omnichannel can be described as the integration of multiple channels at any given time during the customer journey.

The extent to which retail channels are interconnected influences customer behaviour and shapes their online shopping trends and physical store shopping patterns. These patterns demonstrate that customer experience is not confined to a single channel but is shaped by the interplay and interconnectedness of online, offline, and mobile interactions (Asmare & Zewdie, 2022). This is significant as it highlights the importance of customer experience as a key driver of whether consumers continue to engage with omnichannel retailing in the long term. The benefits of customers continually utilising omnichannel strategies offered by businesses are that long-term sales and profitability can be achieved by retailers. For omnichannel strategies to be sustainable, retailers are equally critical as they enable the integration of digital and physical channels to deliver a customer experience to sustain the client relationship, which can mature to customer loyalty over time. Omnichannel integration allows retailers to optimize their business models and improve operational efficiency (Davis-Sramek et al., 2020; Ishfaq et al., 2023). To this end, retailers have advanced products and services to meet customer needs in the omnichannel environment (Ishfaq et al., 2023).

Customers benefit from personalized experiences across all channels, as data is collected and retailers use the collected data to provide tailored experiences such as promotions, rewards and loyalty benefits. Moreover, customers may enjoy the convenience as well as the flexibility that omnichannel retailing provides as they can switch between channels seamlessly (Hyun et al., 2022). Consumers are now proactively switching channels to optimize their shopping journey and enjoy the benefits associated with integrated omnichannel offers and convenience off offline and online experience (Silva et al., 2024). In this regard, retailers have adopted omnichannel strategies that offer various touchpoints to service consumers. The integration of brick and mortar and online elements into an omnichannel strategy offers customers a rounded shopping experience by reducing limitations between both channels (Hyun et al., 2022).

In the fashion industry, omnichannel strategies provide customers with real-time access to stock availability across stores, ensuring ease of switching between brands, making it easier for customers to find alternatives (McKinsey, 2020). For example, Zara has leveraged on omnichannel by using artificial intelligence (AI) for demand forecasting and a mobile app to consolidate payment ordering and tracking across various channels, including their physical stores in several markets around the world. (Retail Business Journal, 2025).

Omnichannel retailing in the fashion industry has emerged in response to evolving consumer expectations, where constant internet access and the use of multiple digital devices have led customers to demand flexibility in moving between offline, online, and mobile touchpoints simultaneously (Verhoef et al., 2015). "Despite the paradigm shift towards customer co-creation, omnichannel retailing research still lacks solid theoretical foundations and is primarily dominated by retailer-centric views", while lacking the views of actual fashion omnichannel retailing (Both & Steinmann, 2023, p. 460).

Furthermore, existing studies confirm that customers are not being served well by retailers based on their current omnichannel strategies and that customers prefer to make use of each channel on their own (multichannel). (Berman & Thelen, 2018; Both & Steinmann; Riaz et al., 2022), which affects their overall customer experience. It is evident that there is a gap between the performance of the retail omnichannel and the experience perceived by the customers to continue using the fashion omnichannel. Existing studies on omnichannel retail focus on isolated components of the customer journey, such as specific channels, without offering a holistic framework (Ratchford et al., 2022). This fragmented academic landscape limits the understanding of how customer experience among other factors influence a fashion retailer's omnichannel strategies and whether customers will continue making use of fashion omnichannel platforms. Resultantly, the next section provides the problem statement that guides this study.

1.3 Problem Statement

The global retail sector is experiencing significant growth in electronic tailing (e-tailing) transactions, driven by internet connectivity, smartphone proliferation,

product enhancements, reliable supply chain and improved digital payment methods (Mordor Intelligence, 2023). E-tailing is referred to as “retailing conducted over the internet” (Turban et al., 2018). However, the South African fashion retailers still face major gaps in delivering an integrated, seamless customer experience across both offline and online channels. The continuance use intention of fashion omnichannel retailing poses a significant challenge as retailers need to adapt their business processes to keep sustaining their offerings. This requires them to integrate their key resources by studying customer behaviour in decision-making (Shi et al., 2020). While omnichannel retailing has been well researched, the integration of omnichannel and customer experience as key components in the continuance use of omnichannel retailing has not been fully explored (Gerea et al., 2021; Guo & Wang, 2023).

Furthermore, few studies effectively conceptualise and empirically examine the interplay between customer experience and continuance use intention in the omnichannel setting. This limits the theoretical understanding of how retail touchpoints collectively shape the overall customer experience that eventually influences post-adoption behaviour beyond initial adoption of omnichannel. Understanding what customers value in their shopping experience is essential to omni-channel retailing (Difrancesco et al., 2021). This necessitates a better understanding of the factors that influence how customers perceive omnichannel platforms to meet their specific needs for long-term engagement of fashion omnichannel retailing.

While omnichannel retailing has received increasing attention in recent years, the majority of existing studies have primarily been conducted from the retailer’s perspective, focusing on operational integration, strategy, and performance outcomes (Mishra et al., 2021; Verhoef et al., 2015), instead of investigating on the continuance use from a customer’s perspective. Research examining consumer behaviour within the omnichannel continuance use intention context remains relatively limited (Sharma et al., 2019; Shen et al., 2018). Mishra et al. (2021) further emphasises that there is a notable gap in the theoretical understanding of how consumers navigate and behave across integrated retail channels. This lack of consumer-centred insight is particularly concerning in the South African context, where, despite significant investments in omnichannel retail platforms, sustained

consumer experiences that influence the continuance use of omnichannels remain uncertain.

Therefore, the research question that guides this study is:

What factors influence customers' continuance use intention of omnichannel fashion retailing in South Africa, particularly in relation to customer experience?

The next section provides the research objectives that guide this study

1.4 Research objectives

1.4.1 Primary research objective

To investigate the factors that influence customer's continuance use intention of omnichannel fashion retailing in South Africa, particularly in relation to customer experience.

1.4.2 Secondary research objectives

- To determine whether confirmation of expectations significantly influences perceived usefulness of the omnichannel.
- To assess the impact of confirmation and perceived usefulness on customer satisfaction in the use of the omnichannel.
- To determine the relationship between customer satisfaction and perceived customer experience in using the omnichannel.
- To examine the influence of perceived usefulness, customer satisfaction and customer experience on the continuance use intention of the omnichannel.
- To empirically test the conceptual model developed from the integration of the Expectation Confirmation Model (ECM) and the Customer Experience Model (CX) to address this study's research question.

(Bhattacharjee, 2001; Chabata, 2024)

The next section provides a detailed discussion of the study's purpose.

1.5 Purpose of the study

This research aims to empirically investigate the factors that influence the continuance use of omnichannel retail platforms, with a specific focus on the fashion retail sector in South Africa. While omnichannel strategies have become a central point for modern retail (Gerea et al., 2021), existing literature has focused on the initial adoption, with limited studies focusing on the post-adoption behaviour (A & Subramanian, 2023 ; Laaksonen et al., 2014 ; Oghuma et al., 2016).

This study aims to address this gap by testing the integration of the Expectation Confirmation model with the Customer Experience Model to develop a comprehensive understanding of customer's intentions of using omnichannel platforms over time. The overall objective is to better understand the role of customer experience in customer's intention to continue using the fashion retailer's omnichannel.

1.6 The business need for the study

The growth of omnichannel has elevated the importance of retailers seeking a sustainable competitive advantage. While most retailers have adopted omnichannel platforms, it has become increasingly critical rather than a differentiator. Retailers face the challenge of retaining their customers and maintaining profitability in today's competitive retail market. For South African fashion retailers, the need is even greater due to rising customer expectations, the growth of mobile commerce, and infrastructure challenges that influence shopping behaviour (Matlala, 2022). In South Africa, there has been significant growth in the implementation of omnichannel as more retail businesses are present in the digital marketplace. This expansion is driven by the increased penetration of the internet and smartphones, as well as the convenience of online shopping (Modor Intelligence, 2021). Through this study, it will uncover the opportunities that exist for a customer-centric approach, which retailers can focus on to enhance the customer experience, among other factors that influence the continuance use intention of fashion omnichannel retailing.

The continued use of fashion omnichannel retailing ensures that customers remain engaged beyond adoption, creating a sustainable relationship with the retailer. Additionally, the continued use of fashion omnichannel retailing will contribute to sales and profitability for the business. Moreover, studies show that implementing a

seamless omnichannel strategy can increase purchase frequency by 250%, resulting in long-term profitability (Collins, 2019; Hossain, 2020) and retain 89% of existing customers (Lim, 2022). Integration between channels stimulates sales growth (Cao & Li, 2015). Furthermore, customer loyalty is strengthened as seamless experiences across online and offline touchpoints encourage repeated engagement (Verhoef et al., 2015). Brand experience is also enhanced when the integration of offline and online is achieved (Asmare & Zewdie, 2022). Lastly, client retention reduces churn and customer acquisition costs, which is particularly important in South Africa's highly competitive fashion retail sector (PwC, 2021).

1.7 The theoretical need for the study

Omnichannel customer experience remains both fragmented and poorly implemented globally, with fewer empirical studies in emerging markets (Gerea et al., 2021), such as that of South Africa. There is a strong emphasis on research in developed markets with established retail environments, based on the majority of research available, such as Difrancesco et al. (2021) whose research on the need to provide omnichannel strategies to respond to the accelerated growth of e-tailing transactions was based in developed markets.

While omnichannel strategies have become a central point for modern retail (Gerea et al., 2021) Existing literature has focused on the adoption behaviour, with fewer studies focusing on the post-adoption of fashion omnichannel use (Bhattacharjee, 2001; Laaksonen et al., 2014). This study aims to address this gap by testing and integrating the Expectation Confirmation model (ECM) with the Customer Experience Model (CX) to develop a comprehensive understanding of customer's intentions of using omnichannel platforms over time. Thus, this study aims to contribute to academic literature by empirically testing the proposed conceptual model (See Figure 3.1) and to provide theoretical building for academicians as well as practical guidance for retailers looking to strengthen customer retention experience when making use of omnichannel platforms

1.8 Research Context

The scope of this study focuses on the retail industry in South Africa, specifically within the fashion clothing sector, to provide a more concentrated and relevant investigation of the implementation of omnichannel strategies. The fashion market is estimated to be valued at US\$6.03 billion in 2025, with a CAGR growth of 5.4% between 2025 and 2029 (Statista, 2025). The study focuses on the fashion clothing category, which was the leading category in revenue in 2022, accounting for 32% of total e-commerce revenue (Mashamaite, 2025). This category was chosen for this study due to the different consumer purchasing behaviours, operational models and speed of online shopping coupled with large volumes of instore purchases of the same product category. The decision to exclude other categories for example, food and grocery retailers, is intentional to maintain an analytical focus and is grounded in the distinct needs of the categories, such as frequent replenishment, needs versus wants, whereas for fashion clothing purchases, factors such as seasonal trends, pricing and promotion trends make it more responsive to omnichannel strategies over time (Son et al, 2021). The study examines South African consumer's omnichannel experience and their intention to continue using the fashion retailer's omnichannel platform.

1.9 Delimitation of the study

The research study is mainly focused on examining the continuance use intention of omnichannel retailing within the South African clothing fashion sector and not any other sector. This study focuses on consumers who have previously purchased fashion products through a fashion retailers' omnichannel. This study, therefore does not include other retail categories such as groceries, electronics, homeware products or multichannel usage.

From a geographic perspective, the study is limited to South African consumers, with a clear focus on post-adoption behaviour, rather than initial adoption and the objective was primarily to understand the factors that drove customers to continue using omnichannel platforms. Another delimitation is the adoption of a quantitative research approach, instead of a qualitative research approach or mixed research approach. In addition, the researcher also ensured that the respondents involved

those who have made use of a fashion omnichannel platform in the 12 months, as this time frame was considered sufficient for past purchase memorabilia.

1.10 Definition of key terms

Key concepts are used throughout the study, and the definition of these terms are presented below

Table 1.1: Definition of terms

Omnichannel	A seamless integration of channels, including brick and mortar (physical stores), mobile apps, websites, and social media platforms, designed to serve customers a personalised and integrated shopping experience through their purchase journey (Lemon & Verhoef, 2016; Rahman et al., 2025).
Multichannel	A business strategy where retailers operate across multiple channels (online or offline) to provide customers with diverse options for engagement and purchase journey (Janakiraman et al., 2017).
e-Tailing	Referred to as “retailing conducted over the internet” (Turban et al., 2018). The sales of products through digital platforms including marketplace ,mobile apps and websites.
Customer experience	Personal and emotional responses result from a customer’s connection with a product and service, in this context, with the retailer and channel (Verhoef et al., 2009).
Continuance use intention	The degree to which users are willing to persist and make efforts in using a product or service after initial adoption (Wu & Li, 2022).
Perceived usefulness	The user’s “perception” of the benefits they expect to get from using a product or service (Oghuma, 2015).
Confirmation	When the user’s expectations are confirmed by using the fashion omnichannel retail platforms, they derive the expected benefits (Tam et al., 2020).
Customer Satisfaction	The emotional response or the degree of contentment an individual experiences from using a product or service (Sharabati et al., 2022)

Source: (Authors own, 2025)

1.11 Structure of Research Study

This research study is structured into 7 chapters that collectively explore the continuance intention of omnichannel retailing in the South African fashion sector.

Chapter 1: Introduces the research problem by outlining the background and problem statement on which the study is underpinned. The research question is presented with the supporting research objectives. The academic and business rationales for investigating customer behaviour in an evolving omnichannel retail environment is provided.

Chapter 2: Provides a comprehensive review of relevant literature and the theoretical perspective that underpins the study. It examines key constructs such as confirmation, perceived usefulness, satisfaction, customer experience, and continuance intention, drawing on the proposed theoretical frameworks applicable to the study. The chapter also contextualises these concepts within the South African retail landscape and highlights gaps in existing research

Chapter 3: Formulates and presents the eight hypotheses , derived from the literature review in Chapter 2. This chapter established the proposed relationships that were empirically tested in Chapter 5.

Chapter 4: discusses the research methodology and design that was adopted for the study. This includes the data collection method, sampling and statistical methods that was followed to ensure reliability and validity of the findings.

Chapter 5: Presents the quantitative results obtained from the data analysis. The results include the descriptive and inferential statistical analysis results from testing all the hypotheses and construct relationships.

Chapter 6: Discusses the empirical results from Chapter 5 in relation to the literature review in Chapter 2. It highlights all the key results and assesses how the findings contribute to the broader understanding of customer continuance behaviour in fashion omnichannel retailing by linking to extant literature.

Chapter 7: Concludes the research by summarising the main findings, outlining practical implications for retailers and marketers as well as suggesting future research. The chapter also highlights the study's limitations and provides practical recommendations for retailers and researchers to facilitate the continued use of fashion omnichannel retailing.

1.12 Conclusion of the Chapter

This chapter provided an introduction and the current context of the study, the background of the study, which led to the reframing of the research problem and the need for the study, both from a business perspective and a theoretical perspective. The delimitations and definitions of key terms were provided for better understanding of the study. This was further justified by the purpose and context of the study, which focused on the South African fashion clothing retail sector. The next chapter focuses on the literature review, with the goal to further expand on the continuance use intention of omnichannel retailing in South Africa and existing work that has been done by researchers in this field.

CHAPTER 2

LITERATURE REVIEW ON OMNICHANNEL RETAILING

2.1 Introduction

The purpose of this chapter is to critically review literature on retailing, the role of omnichannel retailing, and theoretical framework strategies to build on existing literature to strengthen the foundation of the research problem. The literature review will be structured as follows: (1) discusses the evolution and omnichannel retailing, (2) reviews omnichannel retailing from a global, African and local context, (3) presents the theoretical framework that guides this study, which is made up of the Expectation Confirmation Model (ECM) and the Customer Experience Model (CX), and lastly, the chapter provides the chapter conclusion.

2.2 The evolution of Retailing

The retail process has evolved in response to changing consumer needs and technological advancements. In the nineteenth century, the retail environment was predominantly small general stores before the rise of department stores, which offered a wider range of products. In the late 20th century, there was an emergence of supermarkets, convenience stores and shopping malls. The retail environment was largely disrupted by technological developments, whereby most started to move toward online-based operations. Amazon revolutionised access and convenience for customers, from book selling to offering retailing services of a variety of products online. Today, retailers have converged into online and offline strategies to be competitive and meet the needs of customers (Gauri et al., 2021).

Figure 2.1 presents a visual illustration of the various stages in which retailing evolved overtime.

Evolution of Retail



Figure 2.1: Evolution of Retailing

Source (Authors own, 2025)

The present 21st century has witnessed the adoption of online means for retail transactions, while other customers still prefer going in-store for fashion clothing purchases. Collectively, online and in-store means of have contributed to the growing demand in omni-channel retailing, with the fashion industry being one of the sectors to witness this growth. Furthermore, the growth of online shopping has brought about considerable changes to the retail environment, influencing both consumer preferences and retailer strategies (Stiehler & Cunningham, 2022). According to Ratchford et al. (2022), online retailing has reduced geographic and time-related barriers, allowing organizations to operate more efficiently and consumers to access a wider variety of products. While online and offline channels often compete or sometimes offer different retailing items depending on the availability of stock, research suggests that the online and offline relationship varies by product type and customer needs (Ratchford et al., 2022).

Furthermore, the evolution of retail has progressed from a single-channel format such as brick-and-mortar stores to more complex formats that integrate multiple points of customer platforms and interactions. This progression is categorised into three formats, (1) multichannel, where retailers operate more than one channel without any integration, (2) cross-channel, which allows retailers to have partial or full interactions between channels and the most advanced (3) omnichannel, which represents seamless integration across all channels (Beck & Rygl, 2015; Lim et al., 2022; Riaz et al., 2022). This taxonomy represents the retail evolution, not only from

a technological perspective, but also from a face-to-face customer approach with constant channel strategies to enhance customer experiences.

The next section discusses the omnichannel retail strategies.

2.3 Omnichannel Retail Strategy

An omnichannel retail strategy refers to a coordinated and seamless integration of channels, including brick and mortar (physical stores), mobile apps, websites, and social media platforms, designed to serve customers a personalised and integrated shopping experience through their journey (Lemon & Verhoef, 2016 ; Rahman et al., 2025), while Neslin et al. (2006) define omnichannel strategy as “the design, implementation, coordination, and evaluation of channels to enhance customer value through effective customer acquisition, retention and development. Central to this strategy is the concept of customer centricity, where retailers design channel integration around the consumer to ensure a seamless experience (Silva et al., 2024).

The objective of an omnichannel strategy is to ensure a consistent plan of action that enables customers to use various channels for their retailing transaction (Ratchford et al., 2022). Gao and Su (2017) emphasise the importance of retailers effectively delivering customized channel communication to customers on whether they choose to purchase products on either online or offline channels which inevitably relates to customers completing transactions on a retailer's online platforms (for example, website) or offline by physically paying for goods and services in-store at the till.

Over the years, there has been a significant shift from multichannel to omnichannel retailing. Multichannel retailing is characterised as a business strategy where retailers operate across multiple channels separately (online and offline) to provide customers with diverse options for retailers to serve customers across various channels, leaving a gap for an inconsistent customer experience during the shopping journey (Riaz et al., 2022). Whereas an omnichannel's main purpose is to ensure a consistent and integrated process that enables customers to start and finish their journey collectively on multiple channels (Ratchford et al., 2022). The underlying

difference between the two concepts lies in channel integration (Janakiraman et al., 2017; Lee et al., 2019) as presented in Figure 2.2 below:

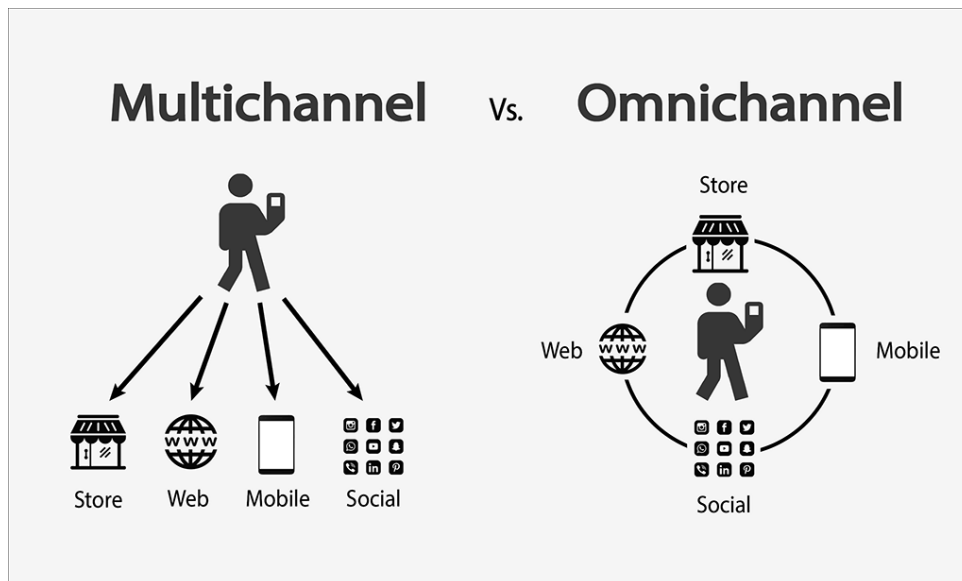


Figure 2.2: Multichannel vs Omnichannel processes

Source: (Author, 2025)

As shown in Figure 2.2 , omnichannel strategies benefit retailers through synergies from cross channels, which enhance customer satisfaction through consolidated efforts (Chen et al., 2018). However, the disadvantage of applying only omnichannel strategies is felt throughout the organisation, as it leads to cannibalisation between various channels and challenges in data management. This presents the opportunity for fashion retailers to implement consistent and uniform service standards and messaging across all touchpoints, while still leveraging each channel's unique strengths. To overcome such challenges the enhancement and prevalence of preferred customer experience would enable the continual use of omnichannels and make them sustainable.

In the context of fashion, omnichannel retailing strategies provide customers with information on both channels to help them strategically make informed decisions on which channels to use (Gao & Su, 2017). Key omnichannel service attributes, including channel integration, personalization, and consistency across all channels, play a pivotal role in enhancing the customer experience through seamless transitions between channels and are a key determinant of customer satisfaction (Zhang et al., 2024).

Furthermore, an omnichannel customer experience (OCX) is a critical determinant of retail success, emphasising that customers do not assess retail performance based on individual channels in isolation, but as a collective integrated experience, formed by personalisation and consistency across all touchpoints (Rahman et al., 2025). This shift requires fashion retailers to rethink how they manage their touchpoints. For South Africa and emerging markets, where digital adoption is rising, the OCX lens becomes even more critical, suggesting a need for strategies that balance technology capability/adaptability with consumer specifications. Strategic omnichannel management improves brand loyalty and increases purchase intention and basket size (Both & Steinmann, 2023). This enables fashion retailers to leverage data from multiple platforms to tailor customer offerings and communication, driving repeat purchases. By doing so, they can create a seamless experience which strengthens their trust with the consumer.

The recent trends in omnichannel usage indicate that the fashion retail sector is accelerating digital transformation to meet the expectations of tech-savvy consumers who value the benefits of omnichannel (Chabata, 2024; Lorenzo-Romero et al., 2020). Within the South African omnichannel fashion content, this shift reflects consumer's growing reliance on integrated shopping that merges offline and online shopping. Meanwhile, there is a growing emphasis on sustainability, which has reshaped the purchase motivations as customers seek environmentally safe products, while still keeping the aesthetics and fashion aspect for longer term. The dual focus on both these factors of digital convenience and sustainable balance highlights the need for retailers to design omnichannel strategies that enhance customer experience and satisfaction to sustain continued intentions. The next subsections provide an overview of omnichannel retailing from a global, African and local perspective.

2.3.1 Global overview of omnichannel retailing

Omnichannel retailing represents a fully connected approach, where all channels work together to enable seamless and continuous shopping across them (Asmare & Zewdie, 2022). The global shift has accelerated advancements in digital technology and increased consumers expectations for convenience and personalization (Gahler et al., 2022). The effectiveness of this model is contested. Global evidence suggests

that omnichannel initiatives extend beyond the company level to reshape the industry's competitive landscape (Bell et al., 2017).

Furthermore, from a global perspective, retailers are redefining customer experience through omnichannel integration, recognising that fragmented channel management weakens brand consistency and customer satisfaction (Zimmermann et al., 2022; Lee et al., 2019). The advantages of electronic commerce for retailers are significant, making the retail industry a global early adopter of e-commerce (Zhuang & Lederer, 2003). Businesses are shifting toward interconnected platforms that provide seamless, personalised experiences across digital and physical touchpoints to maintain competitiveness in evolving markets.

2.3.2 African overview of omnichannel retailing

Across African markets, omnichannel retail adoption is shaped by uneven digital infrastructure, high mobile and device costs and fragmented transportation systems, which impact last-mile delivery fulfilment (GSMA, 2023). While mobile connectivity is expanding across the region, smartphone affordability and data costs remain a stumbling block, limiting seamless cross-channel usage. In Nigeria, there is a tighter integration of the offline and online touchpoints, which strengthens customer loyalty, however, urban congestion and last-mile vulnerabilities disrupt service reliability and hike fulfilment costs (Chiyem et al, 2024). Such instances have created a customer experience gap between what the omnichannel promises and what is delivered. Similarly, in Egypt, omnichannel adoption is hindered by last-mile quality, which includes delivery speed, returns handling and reliability concerns. Conversely, Gen Z consumer's purchase intentions in the FMCG sector are largely driven by omnichannel integration, which underpins the value of coordinated journeys for the younger shoppers across Africa (Rizk et al.,2024).

Despite gaps in digital literacy by Moroccan consumers, omnichannel is expanding rapidly and retailers have partnered with last-mile delivery partners such as Colis Prive Maroc, who enable local payments to streamline the cash-on-delivery, which is an ecosystem that is required to facilitate usage on some of the omnichannel platforms (Diallo, 2024; Ganoune et al., 2023). Consumers engage with online platforms for product discovery and price comparison, but they often opt for in-store

purchases to complete the transaction, due to concerns pertaining to online uncertainty and lack of trust related factors.

Overall, while African shoppers increasingly seek the same seamless and reliable experience as witnessed globally, African retailers still need strategies that address local challenges and gaps to better serve their customers. Furthermore, the socioeconomic diversity of African consumers necessitates flexible and inclusive models to cater to the evolving retail landscape.

2.3.3 Omnichannel local (South African) overview

Digital disruption has significantly transformed consumer behaviour in South Africa, leading to reduced demand for retail space, declining rentals, and lower property values in certain parts of the country (Masebe et al., 2020). Despite the country's shopping centre industry accounting for 65% of retail sales and once boasting one of the largest concentrations of malls globally, increased competition from both local and international online retailers, such as Shein, has impacted the fashion retail sector. This surge of online shopping has driven a decline in foot traffic, forcing retailers to innovate through omnichannel and digital strategies that can reach a diverse audience of customers from a click of a button.

However, the infrastructure and logistical landscape contribute to the ineffective applications of global omnichannel retail standards, particularly in the last mile and reverse logistics. In the grocery sector, qualitative research identifies key last-mile challenges faced in SA, including cold chain management, physical distribution, and real-time order management (Weber & Badenhorst-Weiss, 2018). These obstacles make it difficult for South African omnichannel retailers to maintain consistency in service delivery and meet customer satisfaction. Similarly, the fashion retailers face a high risk in managing omnichannel reverse logistics operations, which include poor inventory visibility. Nevertheless, urban retailers, particularly in the fashion sector are leveraging mobile and social commerce to reach customers, supported by physical brick and mortar structures.

Furthermore, the COVID-19 pandemic accelerated digital transformation across the South African retail landscape, just as it did globally. Retailers with pre-existing ecommerce and omnichannel capabilities were able to adapt rapidly to meet the

changing customer's preferences to omnichannel retailing, as customers' expectations shifted (Kannan & Kulkarni, 2022; Masebe et al., 2020).

South African consumers, much like global shoppers, prioritise consistency, reliability, and convenience across all shopping channels (Modor Intelligence, 2021). Consumers expect uniform product information, transparent pricing, and service quality. This enhances their shopping experience. Although digital adoption is increasing, economic pressures mean that in-store experiences remain crucial for trust and assurance, as many consumers still prefer to see, touch, and compare products before making a purchase due to the prevalence of scams and fraudulent online activities. These patterns highlight the need for context-specific omnichannel strategies that are both technologically integrated and responsive to South Africa's unique socio-economic and cultural dynamics (Rootman & Krüger, 2017).

From a customer behaviour perspective, customers also often engage in showrooming, which includes visiting physical stores to evaluate products before purchasing online, due to the need for physical interaction (Quach et al., 2022). This is common in certain sectors, especially the fashion industry, where consumers need to feel, touch, and try on clothing items before making a purchase. However, when in-store experiences are poor or retailers are perceived as unreliable, customer satisfaction and retention decline, increasing the likelihood that purchases will be redirected to competitors (Quach et al., 2022). Notably, fashion retailers such as The Foschini Group offer click-and-collect services, enabling customers to shop online and collect in-store (The Foschini Group, 2024).

Omnichannel customer experience (OCX) is a critical determinant of retail success, emphasising that customers do not assess retail performance based on individual channels in isolation, but as a collective integrated experience formed by personalisation and consistency across all touchpoints (Rahman et al., 2025). This shift requires retailers to rethink how they manage their touchpoints. For South Africa and emerging markets, where digital adoption is rising, the OCX lens becomes even more critical, suggesting a need for strategies that balance technology capability/adaptability with consumer specifications. Overall, the omnichannel ecosystem in SA is expanding, and this necessitates retailers to provide context-specific strategies to meet customer needs backed by understanding customer experiences that will influence the continuance use of omnichannel offerings.

The following section delves into the customer behaviour in an omnichannel environment.

2.4 Customer Behaviour in Omnichannel Environments

Consumer behaviour in omnichannel environments is shaped by the degree of channel integration and willingness to continue using multiple channels. Channel integration is a crucial driver of customer outcomes in omnichannel retailing, influenced by trust, satisfaction, and empowerment in using the channel platforms (Lee et al., 2019; Lim et al., 2022). Conversely, fragmented integration across online and offline channels leads to consumer frustration and reduced satisfaction, leading to switching to competitors and the use of single channels (Gerea et al., 2021). In the South African context, where online retail adoption is growing, this shift in behaviour has resulted in reduced store foot traffic, requiring retailers to adopt innovative, interactive online engagement strategies to maintain customer connection (Masebe et al., 2020).

Consumer behaviour in South Africa's fashion clothing retail sector is strongly influenced by cultural identity, localized brand relevance and evolving digital habits (Rootman & Krüger, 2017). These factors are central to understanding continuance intention in omnichannel contexts. This demonstrates that fashion clothing has a significant effect on buying behaviour, suggesting that consumer's attachment to brands reflect their culture, enhancing emotional and behavioural loyalty, a key predictor of ongoing engagement (Lim et al., 2022; Gao et al., 2021).

Moreover, different retail formats and consumer touchpoints require different retail strategies when examining consumer behaviour in fashion omnichannel environments (Lim et al., 2022). Understanding consumer's perceptions and experiences throughout the various stages in the omnichannel shopping journey is essential, as these insights can help retailers design seamless and satisfying experiences that drive continued engagement and loyalty (Verhoef et al., 2015). Similarly, Reinartz et al. (2019) extend this view, highlighting three phases of customer interaction in which digital transformation plays a significant role in the customer shopping journey. These three phases have been contextualized for this study.

Pre-purchase stage: The first phase is through the pre-purchase stage, where customers actively use digital platforms such as the retailer's website, social media and mobile applications to gather information, compare prices and assess product availability (Reinartz et al., 2019). This is a critical stage for forming perceptions of usefulness.

Purchase stage: The next stage is the purchase stage, where customers make a purchase decision based on the available options, which can be made through online ordering or in-store purchase, depending on convenience and perceived service quality (Lim et al., 2022). Customers who dedicate greater time and effort searching for fashion items are less inclined to return them. This suggests that when customers are well-informed and engaged during the purchase process, their satisfaction and confidence in the buying decision increase, ultimately reducing potential post-purchase dissonance (Shankar et al., 2021).

Post-purchase stage: This encompasses product usage, delivery feedback and after-sales interactions which shape customer satisfaction and experience (Shankar et al., 2021). Positive experiences during this stage reinforce consumer confidence in the retailer and their intention to continue using omnichannel platforms for their fashion items (Gerea et al., 2021).

With aforementioned stages, cross-channel behaviours such as webrooming, showrooming, bracketing, and click-and-collect have become prevalent. *Webrooming* occurs when consumers search for their fashion clothing items online before purchasing in-store, while *showrooming* refers to customers browsing fashion items in-store, for the benefit of clothes fitting, maximising on convenience, quality assurance of the fabric, and price comparison- before buying online (Nesline et al., 2005; Verhoef et al., 2007). Consequently, returns remain a major challenge in fashion retailing due to behaviour such as *bracketing* which refers to the process of purchasing multiple clothing items with the intention of returning some of the items due to style mismatch or dissatisfaction with the fit (Angel & Tan, 2018; Deloitte, 2019).

Integrating retail mix strategies can significantly influence shopping behaviours and perceptions of brand consistency (Blom et al., 2021). In an omnichannel environment, the effectiveness of this integration determines how easily customers

can transition between online and offline touchpoints without experiencing friction or inconsistencies (Verhoef et al., 2015). Conversely, disjointed strategies in omnichannel retailing can lead to frustration and mistrust, which weakens the customer experience, impacting the probability of continued use (Lim et al., 2022).

To better comprehend the contribution of this study derived from previous literature, the researcher proposes the theoretical framework that guides this study and is presented in the next section.

2.5 Theoretical Framework

This study draws on two theoretical lenses to theoretically investigate the continuance intention and use intention of fashion retail omnichannel: The Expectation Confirmation Model (ECM) and the Customer Experience (CX) Theory. The proposed theoretical frameworks are relevant in the context of omnichannel retailing and provided a comprehensive theoretical foundation for this study.

2.5.1 Expectation Confirmation Model (ECM)

The Expectation Confirmation Model (ECM) was developed by Bhattacharjee (2001). The principles of the ECM are founded on the premise that continuance use of technology is more important than the initial adoption, since initial adoption can be a once-off process, but continuance use of the technology indicates repeated use that can enhance the sustainability process. ECM is a well-established theory in the consumer behaviour field, widely used to assess consumer post-adoption behaviour of technology decisions (Bhattacharjee, 2001; Hong et al., 2016). The model has been widely used across many disciplines, having originated in information technology (IT)/ information systems (IS) as an effective measure for user acceptance and continued use intention. The model is grounded in the Expectation Confirmation Theory (ECT), which was initially proposed by Oliver (1980) and has been used in the marketing management discipline to assess technology behaviour for decades. The ECM explains the continuance intention through the sequence of confirmation, perceived usefulness, and satisfaction derived from using technology

(Bhattacharjee, 2001). These are the main constructs that will be used for the model adapted for fashion omnichannel retailing for this study.

The shortcoming of the ECT model is that it overlooks the possibility that customer's expectations may change over time and only assesses the pre-consumption expectation and not post technology adoption (Bhattacharjee, 2001). This limitation solidifies the ECM model as the superior theoretical framework in relation to satisfaction and continued use beyond the post-adoption stage (Nguyen et al., 2021). Figure 2.3 presents the original ECM.



Figure 2.3: The original ECM model

Source: (Bhattacharjee, 2001)

The next section discusses each construct that makes up the ECM model.

2.5.1.1 Confirmation

Confirmation of expectations is defined as the user's anticipation when engaging with IT. The ECM asserts that confirmations influence perceived usefulness or performance expectancy, which is linked to satisfaction (Lee et al., 2019; Tam et al., 2020). This has been widely defined in most studies as a performance expectancy of IT. For this study, confirmation of expectations is contextualised as, when the user's expectations are confirmed with using the fashion retail omnichannel, by delivering on the expected benefits. This will therefore enhance their satisfaction and perceptions of the usefulness of using the omnichannel platforms. This implies that

shoppers who find their expectations of convenience and seamlessness where their value meets both online and offline platforms, are more likely to perceive usefulness in fashion retail omnichannel as more beneficial.

Confirmation of expectations has shown to shape the user's post-adoption beliefs. Furthermore, for omnichannel environments, consumer expectations are to be met across both online and offline touchpoints, for example, inventory visibility on the online platforms, updates on order status and availability of the product instore (Nguyen & Ha, 2021). Their expectations of consistency and convenience are pivotal in shaping the perceptions of value.

Consequently, customer's expectations can change over time, as the confirmation of expectations is usually at a certain stage or point in time (Bhattacharjee, 2001; Nguyen, 2021). If customer expectations are not met in the next interaction with the fashion retail omnichannel, their perceptions may influence their view of the omnichannel as being unuseful and potentially not use the platform again.

Lastly, confirmation strengthens adoption, perception of value and post-adoption (Oghuma et al , 2015). This plays a vital role in shaping consumer's post-adoption attitudes and behaviour by reinforcing their perceptions of the value of fashion shopping.

2.5.1.2 Perceived Usefulness

The second variable from the ECM is perceived usefulness, which is referred to as the user's "perception" of the benefits they expect to get from using a product or service (Oghuma, 2015). To begin with, this concept originated from the IS aspect of performance linked to the model (Bhattacharjee, 2001). It reflects the consumer's belief about their experiences and determines whether these have been enhanced by interacting with the service (Nguyen, 2021). This belief is envisioned to be long-term and beneficial (Akram et al., 2024). Often referred to as performance expectancy, the perception of usefulness by users when expectations are confirmed increases satisfaction. For this study, perceived usefulness refers to the consumer's perception of the degree in which a fashion retailer omnichannel user believes the platform will meet the desired performance is confirmed.

Perceived usefulness has been found to be an important determinant of behavioural intention in the studies related to autonomous vehicles (Xiao & Goulias, 2022). In similar studies on mobile instant messaging, technology, and automobiles, this has been widely tested empirically (Chabata, Nel & Maziriri, 2024). When customers perceive that their experience is met, they are more likely to develop repetitive behaviour (Bhattacharjee, 2001; Nguyen & Ha, 2021; Tam et al., 2020). This same can be related to the omnichannel retailing context, where consumers who perceive the platform as useful will likely engage with utilising the platforms for their repetitive fashion clothing purchases.

Perceived usefulness is a strong predictor for low-frequency users, indicating that the perceptions of value added are vital to encourage adoption (Silva et al., 2018). Similarly, in IT studies, confirmation of expectation reinforces the important role of perceived usefulness, as it positively boosts satisfaction (Deng et al., 2010; Oghuma et al., 2016). This in turn, drives continuance intention to use technology. In the context of mobile applications for example, perceived usefulness is a critical construct that influences user satisfaction and loyalty (Chabata et al., 2024), as consumers are more likely to incorporate these in their day-to-day lives if they are perceived as effective in enhancing efficiency and improving their shopping experience.

Across the abovementioned contexts, perceived usefulness is an essential factor in post-adoption behaviour and has been identified as a key contributing factor to satisfaction and continuance intention (Akram et al., 2024; Tam et al., 2020)

2.5.1.3 Satisfaction

Thirdly, satisfaction is met when a product or service meets expectations. Satisfaction is defined as the emotional response or the degree of contentment an individual experiences from using a product or service (Sharabati et al., 2022). Similarly, satisfaction refers to the extent to which a customer is happy with a product or service (Franklin, 2023). In the context of the study satisfaction is referred to as the emotional response and level of fulfilment of the customer's experience after engaging with the retailer's omnichannel platform. It reflects the extent to which the omnichannel shopping experience meets or exceeds customer expectations,

influencing their overall perception of value and their likelihood to continue using the retailer's platforms.

User satisfaction is considered a central determinant of continued use intention in the ECM model (Bhattacharjee, 2001). The "satisfaction" construct depends on whether the service experience meets or exceeds customer expectations. This aligned with studies that confirm that expectation plays a vital role in enhancing satisfaction in digital and omnichannel settings (Nguyen & Ha, 2021; Stone & Baker-Evelth, 2013). There is substantial theoretical evidence that satisfaction levels shape and influence repurchase intentions or continuance use intentions (Al Nabhani et al., 2022; Nguyen et al., 2021).

Consumers generally form expectations before consumption and then evaluate whether they were satisfied based on their experience. Customer satisfaction can be achieved through omnichannel capacity, which enables better service to customers, ultimately improving their behaviour. Satisfaction is positively associated with the overall customer experience, where interactions are more seamless across all touchpoints (Asmare & Zewdie, 2022; Rodríguez-Torrice et al., 2020; Stone & Baker-Eveleth, 2013). These finding reinforces the central role of satisfaction as a behavioural driver within the ECM framework. Similarly, this study suggests that in fashion omnichannel retailing, when consumers experience satisfaction through seamless cross-channel interaction, it may result in continuance use intention of the omnichannel.

Satisfaction was among the most consistent predictors of continuance intention, demonstrating a strong relationship across various research contexts, such as health apps and technology (Lyu et al., 2024). Furthermore, multiple studies in IS continuance and omnichannel shopping validate the direct positive effect (Bhattacharjee, 2001; Gustafsson et al., 2005; Oghuma et al., 2016). When consumers are pleased with their omnichannel experience, they are more likely to sustain usage and resist switching.

Moreover, other prior studies confirm that satisfaction, trust, perceived usefulness and expectation confirmation are consistent drivers of continuance intention across diverse digital platforms, including travel, restaurant, health apps and social-location-based apps (Choi et al., 2019, 2022; Ho et al., 2015; Li et al., 2024; Nguyen et al., 2021). Satisfaction is relevant in contexts where users have volitional choices, as

this impacts their likelihood of continued use (Stone & Baker-Eveleth, 2013). User dissatisfaction with a service can negatively impact their willingness to continue using it (A & Subramanian, 2023).

In the South African context, customer satisfaction on mobile shopping was empirically tested and had a significant impact on continuance use (Fernandes & Barfknecht, 2020; Humbani & Wiese, 2022). This further necessitates the study to be explored in the fashion omnichannel settings which is underexplored.

2.5.1.4 Continuance Intention

Continuance use intention can be described as the degree to which users are willing to persist and make efforts in using a product or service after initial adoption (Wu & Li, 2023). The stronger the intention, the higher the probability of customers re-engaging with the product or service. The backbone of this study is to explore the intentions of consumers to continue using omnichannel platforms for their fashion shopping past adoption.

Multiple studies have examined continued intention in the technological context (Bhattacharjee, 2001; Hong et al., 2016; Nguyen, 2021; Yang & Han, 2020), similarly in e-hailing apps (Akram et al., 2024). Furthermore, users continuance intention toward mobile applications is shaped by perceived functional and financial benefits underscoring that continued engagement depends both on utilitarian and hedonic value (Choi et al., 2023). Similarly, Ho et al (2015) found that satisfaction and information sharing platforms significantly predict continuance behaviour, highlighting the importance of relational factors that stimulate continuance use intention. Furthermore, satisfaction has a positive influence on continuous intention with retailers' mobile applications (Al-Nabhani et al., 2022). Lastly, perceived usefulness and satisfaction both determine the user's intentions to reuse the restaurant app (Li et al., 2024).

Unlike initial adoption, continuance intention is shaped by prior user experiences and is sustained when consumers are certain of the perceived usefulness of technology and satisfied with the technology or system (Wu & Li, 2022). Studies argue that relying solely on adoption models to predict continuance intention is adequate and

there is a need to integrate both adoption and post-adoption factors to drive continuance use (A & Subramanian, 2023).

The backbone of this study was to empirically investigate the intentions of consumers to continue using fashion retail omnichannel platforms for the fashion shopping post adoption. In this study, continuance intention refers to the consumer's intention to continue using fashion retail omnichannel platforms. This captures the consumer's willingness to repeatedly use integrated online and offline channels, driven by their satisfaction with seamless shopping experiences.

The next section provides the discussion on the Customer Experience Theory (CX) which is the second theory that underpins this study.

2.5.2 Customer Experience Theory (CX)

The customer experience (CX) concept stems from the ancient Holbrook and Hirschmann in the early 1980's. The work theorized literature in marketing and retailing with a focus on measuring service quality and customer satisfaction. Experiential marketing concepts were explored in the early 1990s with touch, feel, act, and sense aspects related to brands (Verhoef et al., 2009). The customer experience concept is quite broad as it comprises the customer's cognitive, physical, emotional and social reactions. Throughout the evolution of consumer behaviour, various CX definitions have been explored, therefore customer experience can be described as personal and emotional responses from customer's connection with a product and service, in this study's context, with the fashion retail omnichannel (Verhoef et al., 2009). Also, CX is conceptualized as an integrated perception formed through customer's holistic engagement across the fashion retailer's omnichannel touchpoints.

Notably, the customer's experience with a brick-and-mortar store is shaped by both managed components, such as service interface, shop ambience, product range, and pricing, along with external influences (Ratchford et al., 2022). The total experience stems when a customer is able to get the "full experience" and interact with the fashion retailer on both online and offline platforms. As retailers increasingly position customer experience at the core of their business models, it has become clear that managing channels independently limits the overall quality of their

experience (Zimmermann et al., 2022). Instead, a unified and integrated approach across touchpoints is essential to meet evolving customer expectations and ensure consistency throughout the purchasing journey.

Retailers across sectors are integrating online and offline platforms to enhance customer experience, which reflects customer's emotional and behavioural responses across multiple touchpoints. However, managing relationships across these channels remains a key challenge to achieving a seamless experience (Gao et al., 2021; Zimmermann et al., 2022). In online settings, consumers are unable to physically examine or experience products, thereby relying on images, ratings and reviews to guide their purchase decisions (Mainardes et al., 2022), necessitating the importance of a seamless omnichannel experience for customer satisfaction.

A consistent application of the CX dimensions which include: emotional, cognitive, sensory, behavioral, and social dimensions is key to omnichannel shopping and experience (Gerea et al., 2021; Verhoef et al., 2009). Effective alignment between omnichannel strategies and customer expectations strengthens these dimensions, essentially reinforcing a sustained and long-term relationship with the customer (Zhang et al., 2024).

Emotional dimensions involve sentimental responses during the shopping journey, such as delight and excitement, which can enhance brand attachment and influence repeat purchase intentions. Conversely, negative emotions, such as frustration or disappointment, can erode customer trust and damage the retailer-consumer relationship. Maritz (2025) states that negative experiences from a history of fraud in South Africa contribute to consumer scepticism.

Behavioural dimensions refer to observable actions undertaken by consumers as a result of their experiences, such as purchasing decisions, frequency of use, switching behaviour, and customer engagement across touchpoints. Riaz et al. (2022) states that ever-changing customer behaviour requires retailers to respond by offering omnichannel experience. Understanding what customers value in their shopping experience is essential to omni-channel retailing (Difrancesco et al., 2021). Consumers frequently switch between channels for convenience and fulfilment, in terms of delivery and product availability (Zhang et al., 2024).

Sensorial dimensions influence motives as experienced through visual and auditory stimuli. Ensuring sensory consistency across physical and digital environments reinforces brand identity and coherence (Nguyen et al., 2022). Sensorial stimulation shapes customer satisfaction in a fashion omnichannel environment, contributing to a positive customer experience and brand perception through emotional resonance (Zhang et al., 2024).

Social dimensions include interpersonal interactions during the shopping process, including interactions with store staff, customer service agents, and peer interactions. Zhang et al. (2024) state that these dimensions are critical in shaping the emotional aspect of the omnichannel shopping experience. Cohesive and supportive social interactions across all touchpoints enhance customer satisfaction. Moreover, the availability of interpersonal engagement, particularly in the fashion category, affects satisfaction and continued usage of omnichannel services.

Accordingly, the CX theory dimensions are critical in omnichannel environments, where consistency across touchpoints is essential for creating satisfying experiences (Gerea et al., 2021). Thus, making the CX concept a multidimensional construct that can be tested across the various dimension. For instance, emotional responses to delivery reliability, the sensory coherence between mobile and in-store interfaces, and social interaction with service agents all influence the perceived quality of the customer journey. Strategic omnichannel CX management improves brand loyalty and increases purchase intention and basket size (Both & Steinmann, 2023). Furthermore, positive experiences strengthen customer trust and loyalty, resulting in higher repurchase rates (Lim et al., 2022). Additionally, a positive customer experience enhances a customer's sense of enjoyment and engagement across channels, as empirically demonstrated in mobile application studies (Chiu et al., 2019; Nguyen et al., 2021). This increases satisfaction and strengthens customers intentions to continue using the retailer's omnichannel platform.

Lastly, consumer trust translates into a stronger brand commitment, which reduces platform switching behaviour and provides a holistic user experience, shaping satisfaction and continuance use intention (Deng et al., 2010). However, for this study, customer experience has been treated as a unidimensional and streamlined

construct, integrating the effects of multiple touchpoints into a single evaluative construct that directly influences satisfaction and use continuance intentions. The reason for the adoption of a unidimensional construct instead of a multidimensional aspect is discussed below

The following section explains the integration approach that was undertaken by this study, by combining both the ECM and CX to address the research problem as indicated in Chapter 1.

2.6 Integration of the ECM and CX Models

CX is streamlined into a single holistic construct that complements the ECM pathway without fragmenting it into multiple sub-dimensions. The unidimensional CX construct can therefore be mapped into the ECM pathway as an antecedent that shapes satisfaction and continuance intention of fashion retail omnichannel. This study developed a conceptual model, which is presented in Figure 3.1 in Chapter 3.

Silva et al. (2018) demonstrate that consumer's perceptions of ease and usefulness, both form an overall brand experience that drives their intention to adopt omnichannel approaches. Son et al. (2021) similarly demonstrate that seamless integration across channels produces a unified experience that enhances satisfaction and reuse intention. In IT contexts, Xiao and Warkentin (2021) highlight that experiential engagement contributes to a global evaluation of experience, which in turn raises satisfaction and continuance intention.

In summary, by considering CX as a cohesive, unidimensional construct that serves as a direct driver of both satisfaction and continued engagement, it not only extends the ECM but also adds new knowledge to the literature.

2.7 Conclusion of the Chapter

This chapter highlighted the evolution of retailing from traditional brick-and-mortar stores to multichannel retailing and now omnichannel retailing, which is the context

of this study. This chapter clarified the differences between multichannel and omnichannel strategies, with channel integration as the key distinction. The literature review explored omnichannel globally, from an African perspective and locally, specifically in South Africa, which the context of the study. The section then reviewed consumer behaviour in omnichannel settings, assessing the pre-purchase stage, purchase stage, where the integration of omnichannel plays a vital role and lastly, the post-purchase experience, which is critical for this study. A brief introduction of the different behaviours were discussed on webrooming, showrooming and bracketing, emphasising how channel integration shapes trust, satisfaction and ultimately continuance use intention.

Building on the foundation of the study, the chapter introduced the study's theoretical framework, which seeks to integrate the ECM and CX Theory. ECM explains post-adoption dynamics through key constructs: (1) confirmation, (2) perceived usefulness, (3) satisfaction and (4) continuance intention use, while the CX contributes holistically to the omnichannel CX in driving loyalty and continuous engagement. For this study, CX was treated as a unidimensional construct that directly shapes satisfaction and fashion retail omnichannel continuance use intention. The study concluded by reiterating the need to integrate the ECM and CX models and to empirically test these in the South African fashion omnichannel context. The next chapter presents the conceptual model, which integrates both the ECM-CX and presents the hypotheses derived from this extant literature, for empirical testing.

CHAPTER 3

RESEARCH HYPOTHESES AND CONCEPTUAL MODEL DEVELOPMENT

3.1 Introduction

This chapter provides three main sections. The first section presents the developed conceptual model the theoretical framework that enables the development of the conceptual model of this study, then the second section provides the hypotheses development derived from Chapter 1 and 2. The third and final section provides the chapter conclusion.

3.2 Conceptual Model Development

A conceptual model is a structured representation that guides systems thinking through defined constructs (Wand et al.,1995). Figure 3.1 illustrates the proposed conceptual model for this study, which integrates the Expectation Confirmation Model with the Customer Experience framework to explain the intention to continue using omnichannel services.

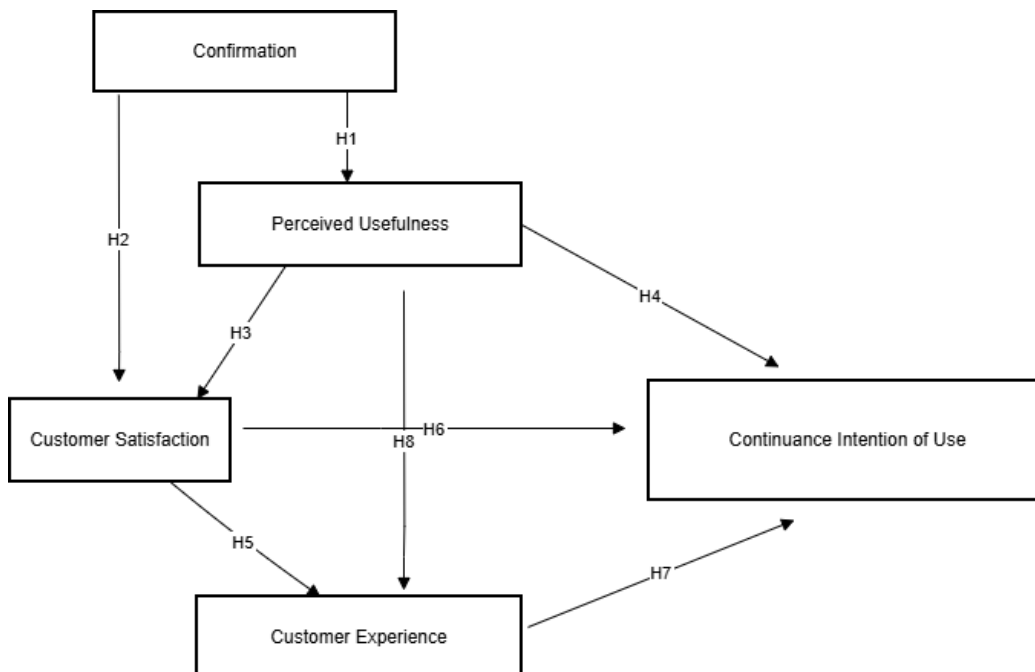


Figure 3.1 Conceptual Model of the study

Source : (Authors own, 2025)

The conceptual model visually represented in Figure 3.1 above, represents the hypothesised relations between the key constructs of the continuance intention of use in fashion omnichannel retailing. The model integrates the Expectation Confirmation Model and the Customer Experience Theory to explain how customer's perceptions, satisfaction and experiences influence their continuous engagement and use of fashion omnichannel platforms.

In line with ECM, confirmation influences both perceived usefulness (H1) and customer satisfaction (H2), while perceived usefulness further enhances both the customer satisfaction (H3) and customer experience (H8). Customer experience has been conceptualised as a unidimensional construct that represents the holistic assessment of interactions across all channels. Customer satisfaction directly influences both the Customer Experience (H5) and the Continued intention (H6). Lastly, in support of Customer experience studies, customer experience strengthens the customer's intentions to continue using omnichannel for their clothing shopping (H7). Customer experience acts as a direct driver of satisfaction and continuance, while still aligning with ECM's core mechanism.

By integrating these models, a comprehensive view of continuance intention in omnichannel environments is provided.

3.3 Hypotheses Development for the study

Based on the presented conceptual model in Figure 3.1 , the following hypotheses have therefore been developed to address the research problem in this study.

3.3.1 The relationship between Confirmation and Perceived Usefulness

Confirmation of expectations has been shown to shape user's IT perceived usefulness. When customers perceive that their experience is met, they are more likely to develop repetitive behaviour as established in empirical studies in technology (Chabata et al., 2024; Nguyen & Ha, 2021). Confirmation strengthens

adoption, perception of value and perceived usefulness beliefs (Bhattacharjee, 2001; Nguyen & Ha, 2021; Oghuma et al., 2015). Therefore, the goal in this study was to test the degree of confirmation positively influencing consumers perceptions of usefulness within the fashion retail omnichannel environment, to establish whether a fulfilled expectation strengthens the users' perceived usefulness beliefs. As a result this study proposed the first hypothesis as follows:

H1: Confirmation has a significant and positive influence on the perceived usefulness of the fashion retailer's omnichannel.

3.3.2 The relationship between Confirmation and Customer Satisfaction

Customer satisfaction is dependent on whether the omnichannel platform meets and exceeds customer expectations. Expectation plays a vital role in enhancing satisfaction in digital and omnichannel settings (Nguyen & Ha, 2021; Stone & Baker-Evelth, 2013). When shoppers experience consistent service and channel integration, their satisfaction improves (Zimmermann et al., 2022).

Therefore, the goal was to test whether meeting or exceeding customer expectations across all omnichannel touchpoints enhances customer satisfaction and establishes that expected and actual experience directly drives post-purchase contentment

H2: Confirmation has a significant positive influence on customer satisfaction derived from the fashion retailers' omnichannel.

3.3.3 The relationship between Perceived Usefulness and Customer Satisfaction

Perceived usefulness addresses the customer's belief that they have benefited from the service and are satisfied with the value derived from the service. In Omnichannel settings, this includes convenience, trust, and efficiency. Perceived usefulness boosts satisfaction in IS settings and for omichannel retailing (Oghuma et al.,2016; Silva et al., 2018).

The goal of this study was to determine whether customers found retail fashion omnichannel platforms useful for simplifying purchase decisions and establishing the basis of satisfaction. Resultantly, the third hypothesis developed in this study is as follows:

H3: Perceived usefulness has a significant and positive influence on the satisfaction derived from the retailer's Omnichannel

3.3.4 The relationship between Perceived Usefulness and Continuance use

Consumers who perceive the retailers fashion omnichannel platform as useful are more likely to maintain long-term engagement. Usefulness has been validated as a driver of behavioural intention across TAM and ECM frameworks (Davis, 1989; Silva et al., 2018 Wu & Wang, 2005). Digital platforms that demonstrate perceived usefulness shape continuance intention (Choi et al., 2019, 2023; Ho et al., 2015; Li et al., 2024). This evidence underlines that when customers perceive an omnichannel platform as useful, they are more likely to maintain long-term engagement. Supported by the presented literature, this study developed the fourth hypotheses as follows:

H4: Perceived usefulness has a significant and positive influence on the continuance use intention of the fashion retailer's omnichannel.

3.3.5 The relationship between Customer Satisfaction and Customer Experience

Customer satisfaction can be achieved with omnichannel capacity to better serve customers, as this improves customer behaviour. Satisfaction is positively associated with the overall customer experience, where interactions are more seamless across all touchpoints (Asmare & Zewdie, 2022; Rodríguez-Torrico et al., 2020). In online environments alone, customers cannot physically inspect products therefore rely on images and reviews, making the seamlessness of the fashion omnichannel journey a critical determinant of satisfaction (Mainardes et al., 2022).

Furthermore, empirical studies confirm that customer experience is a precursor to satisfaction (Both & Steinmann, 2023; Lim et al., 2022).

Therefore, the goal of hypothesis five was to determine whether customer satisfaction derived from prior omnichannel experiences contributes to future intentions. For this study, customer experience has been used as a unidimensional construct, representing the overall perceptions and responses formed by customers through interactions of the retailer's fashion omnichannel (Gerea et al., 2021; Verhoef et al., 2009). Thus this study formulated the following hypothesis:

H5: Customer satisfaction positively and significantly influences fashion retailer's omnichannel customer experience.

3.3.6 The relationship between Customer Satisfaction and Continuance Use

Satisfaction is among the most consistent predictors of continuance use intention (Bhattacharjee, 2001). When consumers are pleased with their omnichannel experience, they are more likely to sustain usage and resist switching. Multiple studies in IS continuance and omnichannel shopping validate this direct positive effect (Bhattacharjee, 2001; Gustafsson et al., 2005; Oghuma et al., 2016). Prior studies confirm that satisfaction are significantly correlated as well as are consistent drivers of continuance intention across diverse digital platforms, including travel, restaurant, and social-location-based apps (Al Nabhani et al., 2022; Choi et al., 2019, 2023; Ho et al., 2015; Li et al., 2024; Nguyen et al., 2021).

In the South African context, customer satisfaction on mobile shopping was empirically tested and had a significant impact on continuance use intention (Fernandes & Barfknecht, 2020; Humbani & Wiese, 2022). Therefore, the goal of hypothesis six was to determine whether customer satisfaction derived from prior omnichannel experiences contributes to sustained use intentions. Therefore, the following hypothesis was proposed:

H6: Customer satisfaction positively and significantly influences the continuance use intention of the fashion retailers' omnichannel.

3.3.7 The relationship between Customer Experience and Continuance Use

The relationship between CX and continuance use intention is one of the fundamental contributions of this study. While omnichannel retailing has been well researched, the integration of omnichannel and customer experience as key components in the ECM to determine continuance use intention of omnichannel retailing has not been fully explored (Gerea et al., 2021; Guo & Wang, 2023). Very few studies have tested this relationship, especially in an omnichannel context. However, positive experiences strengthen customer trust in the retailer and loyalty, resulting in higher repurchase rates. (Gao et al., 2021; Lim et al., 2022).

Empirical studies show that CX influences continuance engagement and loyalty through reinforcing satisfaction and perceived value (Choi et al., 2023), while customer experience functions as a key antecedent of continuance use by influencing satisfaction, perceived usefulness and customer satisfaction (Hyun et al., 2022; Lim et al., 2022; Nguyen et al., 2022). A rounded user experiences shape satisfaction and continuance use intention (Deng et al., 2010).

Therefore, understanding what consumers value in their shopping experience is central to fashion retailers to be able to deliver on a seamless omnichannel experience for customers (Difrancesco et al., 2021). Therefore, the proposed hypothesis can be presented as follows:

Customer experience has a significant and positive influence on the continuance use intention of the retailers fashion omnichannel.

3.3.8 The relationship between Perceived Usefulness and Customer Experience

Perceived usefulness enhances the customer experience by shaping perceptions of value and convenience (Lim et al., 2022). Furthermore, it reflects the consumer's belief about their experience of engaging with the service (Nguyen, 2021). When

customers perceive that their experience is met, they are more likely to develop repetitive behaviour (Bhattacharjee, 2001; Nguyen & Ha, 2021; Tam et al., 2020).

Empirical studies across IT and mobile applications demonstrate that perceived usefulness is a strong predictor for user satisfaction, which positively influences customer experience across multiple platforms (Bhattacharjee, 2001; Chabata et al., 2024). Therefore, the goal of hypothesis eight was to determine whether higher perceptions of usefulness contribute to more favourable customer experiences within fashion omnichannel retailing, thereby linking cognitive evaluations of performance to experiential satisfaction. This study proposes this novel relationship by developing the following hypothesis

H8: Perceived usefulness positively and significantly influences omnichannel customer experience.

In summary, the hypotheses are presented in Table 3.1 below

Table 3.1: Research Hypotheses summary table

	Hypotheses	Relationship Direction
H1	Confirmation has a significant and positive influence on the perceived usefulness of the fashion retailers' omnichannel	One directional
H2	Confirmation has a significant positive influence on customer satisfaction derived from the fashion retailers' omnichannel	One directional
H3	Perceived usefulness has a significant and positive influence on the satisfaction derived from the fashion retailer's omnichannel	One directional
H4	Perceived usefulness has a significant and positive influence on the continuance use intention of the fashion retailer's omnichannel.	One directional
H5	Customer satisfaction positively and significantly influences the fashion retailer's omnichannel customer experience	One directional
H6	Customer satisfaction positively and significantly influences the continuance use intention of the fashion retailer's omnichannel.	One directional
H7	Customer experience has a significant and positive influence on the continuance use intention of the fashion retailer's omnichannel.	One directional
H8	Perceived Usefulness positively and significantly influences the fashion omnichannel customer experience	One directional

Source (Author's own,2025)

Table 3.1 provides a summary of all research hypotheses developed in this study, which were empirically tested and presented in Chapter 5, using the methodology as presented in Chapter 4. The eight hypotheses were tested in a one-directional format to establish a relationship between the constructs as proposed to understand the customers' intentions of continuance use of fashion retail omnichannel platforms in a South African context.

3.4 Conclusion of the chapter

This chapter presented the conceptual model illustrating how confirmation, perceived usefulness, satisfaction, and customer experience interact to influence continuance intention for the use of omnichannel platforms. This was followed by the development of hypotheses, linking each proposed relation (H1-H8) to relevant literature and theoretical justification. The final section integrated the hypotheses in the conceptual model and summarised the hypotheses in a tabulation format.

CHAPTER 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter provides an overview of the selected research design and methodology of this study. The chapter is made up of several sections, first the research design is stipulated. The next section addresses the population of the study, followed by the unit of analysis. The sampling method and the created measurement instrument, while data collection and data analysis make up the fifth and sixth sections, respectively. Ethical considerations, limitations and then delimitations are provided. Lastly, the chapter conclusion is provided.

4.2 Research Design

The research design of this study was descriptive in nature, while exploratory and casual research designs exist, they did not align with the studies chosen research as well as the quantitative research approach adopted. Subsequently, a descriptive research design was used for this study as it aligned with the process of collecting and analysing survey data from omnichannel consumers. This research design was suitable as it complements the quantitative study approach and provides data-driven understanding of the consumer behaviours as well as the relationship between their confirmed use and future intention to use the omnichannel platforms.

From a philosophy perspective, this study followed a positivist philosophical standpoint which sought to investigate the nature of measurable variables that can be linked to the continuance use intention of fashion retail omnichannel (Saunders & Lewis, 2018). The positivism philosophy was appropriate for this study, given the study's aim to identify, and statistically test the relationships between clearly defined variables using a structured research instrument. The philosophical standpoint aligned with the objective of testing the eight predefined hypotheses derived from existing theories, specifically investigating whether the precursors of continuance use intention to influence the outcome variable (Saunders et al., 2018). According to

Park et al. (2020), positivism is a philosophy of science that is associated with the hypothesis testing process and large sample sizes, focusing on identifying associations through quantitative approaches.

The study adopted a deductive research approach using existing theoretical models, the Expectation Confirmation Model (ECM) and Customer Experience Model (CEM). The intention of the study was to build on these grounded theories and novel hypotheses (Rodríguez-Torrico et al., 2020), testing the formulated hypotheses through quantitative methods. The deductive design was suitable as this aligned with the study's explanatory purpose to validate the hypothetical relationships of this study.

Considering that a study requires the implementation of a fundamental strategy, this study followed a mono-methodology research strategy, where only one data collection technique, quantitative methods, was used. This approach was essential for statistically testing the relationship among the variables. This also allowed for hypothesis validation using inferential statistics and was appropriate for statistically validating and generalizing the findings, for the broader South African omnichannel consumers. The survey research was selected as the most appropriate method for collecting quantitative data for large populations. Given that omnichannel consumers frequently interact across physical and digital retail environments, a structured questionnaire enabled efficient data collection from geographically dispersed respondents.

Lastly, the time horizon for this study was cross-sectional, referring to the collection of data within a specific time frame (August-September 2025), a period that coincided with the requirements for this research report to be submitted to the respective Master of Business Administration qualification. Longitudinal studies were not considered due to the time constraints of the research timeframe, since the study is required to be completed and submitted by the 3rd of November 2025.

4.3 Population and sample size

The study population consisted of South African consumers who had engaged with an omnichannel fashion retailer within the past 12 months. The 12-month purchase

period was considered reasonable to account for the time frame of the memorabilia from the customer's purchase. The Fashion clothing category was selected as it has been recognised as one of the ten categories most significantly impacted by omnichannel retail environments (Mosquera et al., 2018).

A sample size is then derived from the overall population, hence the sample size for this study consisted of 233 South African consumers who had purchased fashion-related products through an omnichannel fashion retailer within the past 12 months. The current population of South Africa is estimated at 63.1 million in 2025 (Statistics South Africa, 2025). Respondents were drawn from various provinces, with strong representation from Gauteng (183), followed by KwaZulu-Natal, the Western Cape, and other provinces, reflecting the urban concentration of omnichannel activity. According to Statistics South Africa (2025), Gauteng is the most populous province, with over 25.5% of the national population residing there.

4.4 Unit of analysis

The unit of analysis for this study was the individual consumer who had used an omnichannel fashion clothing platform in South Africa in the last 12 months. Data was collected from individual respondents to capture personal perceptions, experiences and post-adoption behaviours which were related to their perceived usefulness, customer experience, satisfaction and continuance intentions, providing insights into the cognitive and emotional factors that drive ongoing engagement. The findings therefore reflect patterns at the individual level which will allow for conclusions about consumer behaviour rather than at an organisational level.

4.5 Sampling

4.5.1 Sampling Method

A non-probability purposive sampling technique was employed. Purposive sampling can be described as a methodical approach in which the researcher selects participants and resources that share similar characteristics relevant to addressing the topic of study (Ahmad & Wilkins, 2024). This method enabled the appropriate

selection of respondents, particularly when the researcher does not have a readily available sample frame. A snowballing sampling technique was also adopted to increase the number of responses in the short timeframe given for data to be collected, whereby initial participants were encouraged to refer to friends and family who met the same criteria and shared similar shopping habits, as this is an efficient strategy for increasing reach across different regions and demographic groups.

4.5.2 Sampling Criteria

The sampling criteria refers to a set of characteristics which determine who will be included in the study. In this study, the criteria included consumers aged 18-55 years, which is an appropriate age range for real decision-makers with access to both digital and physical retail channels. The under-18 age group was excluded from the study, as they require parental consent to participate in research studies. Also, persons under the age of 18 are not able to make their own consensual decisions and would have negatively affected the ethical application process.

Furthermore, the sampling required respondents to have shopped with the fashion retail omnichannel platform in the past 12 months as this factors adoption of omnichannel and the period accounts for the time of memorabilia from the purchase is to ensure continuations. The fashion retailer chain stores such as Woolworths, The Foschini Group, Mr Price, Pepkor Group, which offer both online and physical store channels, as they have a chain of stores that most South Africans can relate to, providing a comprehensive platform and touchpoints for customers to use. These criteria ensured that all respondents had relevant and recent experience with omnichannel platforms, which was vital for the validity of the findings and ensured meaningful insights for the study's objectives.

4.6 Measurement Instrument

Data was collected using a structured, self-administered online questionnaire designed using Google Forms. The research instrument consisted of three key sections as follows:

Section A: Two screening questions were provided to ensure that the targeted participants are eligible according to the criteria stipulated above. These questions included (1) Have you made use of retail fashion omnichannel platforms (both online and in-store) from retailers such as Woolworths, The Foschini Group, Zara, Cotton On etc, in the last 12 months?” (providing guidance to customers on omnichannel fashion stores) and (2) “Are you 18years or older?”

Section B: Demographic information (age, gender, income level, geographic location and frequency of omnichannel platform use), to capture the profiles of the respondents. A nominal scale was used. The inclusion of these variables contextualised the primary data and examined potential associations between demographic characteristics and key constructs. This facilitated a comprehensive interpretation of behavioural patterns within the omnichannel retail environment as outlined in Chapter 5.

Section C-G: Items measuring five key constructs: Confirmation, Perceived Usefulness, Customer Satisfaction, Customer Experience and Continuance Intention. A 5-point Likert Scale was used, where 1 = Strongly Disagree and 5 = Strongly Agree. The survey instrument is provided on Appendix 1. The statements used for the scale item questions were operationalised by adapting from previously validated studies and conceptual frameworks presented by Stone and Baker-Eveleth (2013), Silva et al. (2018), Bhattacharjee (2001), Oghuma et al. (2015), Wu and Wang (2005), Roy et al.(2020) and Gao et al. (2020). Each construct contained at least four items to ensure the reliability and validity of the research instrument.

Table 4.1 below indicates the operationalisation process conducted for the variables of interest. The table includes the construct name, the measurement focus, statement and sources from which the statement was derived from

Table 4.1: Operationalisation of the constructs

Construct	Measurement focus	Statement Item	Source
Confirmation	Measures the extent to which consumers' expectations are confirmed after using the omnichannel platform	<i>"My experience with using brand X omnichannel is better than what I expected."</i>	(Oghuma et al., 2015) (Bhattacharjee,2001).
Perceived Usefulness	Assesses the consumer's belief that the omnichannel platform enhances shopping.	<i>"Shopping using brand X omnichannel is more efficient."</i>	(Wu and Wang, 2005).
Customer Satisfaction	Measures the consumer's contentment with their omnichannel shopping experience.	"I am satisfied with the overall omnichannel shopping experience."	(Gustafsson et al., 2005).
Customer Experience	Captures perceptions and interactions within the omnichannel journey	"Shopping through brand X omnichannel platform is a pleasurable experience:	(Pires et al.,2024) (Roy et al., 2020)
Continuance Intention	Reflects the behavioural intention to continue using the omnichannel platform in the future.	"I intend to continue using this retailer's omnichannel shopping services."	(Bhattacharjee ,2001).

Source : (Authors own, 2025)

The constructs included in the study are (1) Confirmation – this construct measured the degree which consumer's expectations about the omnichannel are met after usage. (2) perceived usefulness construct assessed the consumer's belief in using the omnichannel platform. (3) Customer satisfaction served as a key determinant of future behavioural intentions, measuring the customer's contentment. (4) Customer experience -this construct captured the customer's perceptions and interactions with the omnichannel retail environments. (5) lastly, continuance use intention , the key dependent variable as per Figure 3.1 (Bhattacharjee, 2001).

The operationalisation process is more detailed and included in Appendix 2 for reference and transparency.

4.7 Data Collection

Data was collected in two stages: an initial pilot test phase and the main data collection phase.

4.7.1 Pilot testing

To test validity and reliability, the questionnaire was piloted with 25 respondents to confirm whether the survey instrument meets the data collection criteria and whether respondents understand the questionnaire and whether the tool was reliable to collect the correct data required to test the hypotheses (Bashir & Marudhar, 2018). Feedback received from the pilot study was comprehensive, and some amendments were required to the research instrument. The pilot summary table and key adjustments have been enclosed below in Table 4.4 later in this chapter .

Content, construct validity and normality tests, among other tests, conducted in the pilot testing are provided in the next sub-sections.

4.7.1.1 Content validity

Content validity refers to the extent to which the questions are accurately measured, covering all the aspects of the construction of the study (Degroote et al., 2020). Content validity was conducted by operationalising the research instrument using well-accepted extant literature. All statements were derived from credible, validated prior studies and literature.

4.7.1.2 Construct validity

Construct validity is well recognised as the magnitude to which the measuring tools measure and reflect the theoretical construct (Ward & Meade, 2022). In this instance, the researcher conducted an Exploratory Factor Analysis (EFA) on pilot data to check whether items group together as expected. The use of Confirmatory Factor Analysis (CFA) was applied to the larger sample, which was achieved, providing the researcher with the validation to conduct further data collection.

4.7.1.3 Reliability Testing

Table 4.2 Reliability Pilot Test

Construct	Cronbach's Alpha	Decision
Confirmation	0.893	Reliable
Perceived Usefulness	0.895	Reliable
Customer Satisfaction	0.874	Reliable
Customer Experience	0.925	Reliable
Continuance Intention	0.902	Reliable

Source : SPSS

The Statistical Package of Social Sciences (SPSS) was used for reliability testing. The Pilot testing showed that all constructs met the Cronbach's Alpha threshold of 0.7, confirming internal consistency (Adeniran, 2025). As displayed in Table 4.2 above, the alpha values ranged from 0.874 for customer satisfaction to 0.925 for customer experience, demonstrating that the items consistently measured the constructs that were intended for the study.

4.7.1.4 Normality Testing

Normality tests (Kolmogorov- Smirnoc and Shapiro Wilk) were also performed on the pilot data. Refer to Table 4.3 below

Table 4.3 Normality Test Results

Construct	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Confirmation	0.125	25	.200*	0.944	25	0.185
Perceived_Usefulness	0.145	25	0.183	0.951	25	0.263
Customer_Satisfaction	0.180	25	0.036	0.929	25	0.084
Customer_Experience	0.111	25	.200*	0.949	25	0.234
Continuance_Intention	0.182	25	0.031	0.892	25	0.012

Source : (Authors own, 2025)

Table 4.3 above shows that the Shapiro-Wilk p values for independent variables are >0.05, the normality test results from the pilot data further indicated that all independent variables were normally distributed and this justified the use of ordinal statistical methods, although the dependent variable (continuance intention) displayed a deviation from normality. This limitation was taken into account in the design of the main analysis (Laerd Statistics, 2025).

Table 4.4 summarises the pilot testing results and revisions that were implemented

Table 4.4 : Summary of Pilot Testing results and revisions

Focus Area	Findings from Pilot Study (n = 25)	Action Taken / Revision Implemented	Rationale / Outcome
Reliability (Cronbach's Alpha)	All constructs exceeded the 0.70 threshold ($\alpha = 0.874\text{--}0.925$), indicating excellent internal consistency.	None required :instrument was reliable.	Reliability confirmed; constructs consistently measured the variables.
Normality Tests (Shapiro-Wilk)	Confirmation, Perceived Usefulness, Satisfaction, Experience were normally distributed ($p > 0.05$) Continuance Intention was non-normal ($p < 0.05$).	Adopted Ordinal Regression for the main study.	Ensured appropriate statistical modelling for non-normal data distribution.
Face Validity (Question Clarity)	Some respondents found "Brand X" terminology vague.	Replaced "Brand X" with "Retailer X."	Improved contextual clarity and respondent understanding.
Definition of Omnichannel	Some confusion between "Omnichannel" and "Multichannel."	Added a clear definition of "Omnichannel" the questionnaire.	Enhanced conceptual understanding and response accuracy.
Questionnaire Format	"Province" was a free-text field; "Monthly Income" was incorrectly set as mandatory.	Changed "Province" to a drop-down menu and "Monthly Income" to optional.	Improved ease of participation and response completion rates.
Response Context	Respondents varied in their interpretation of "shopping experience."	Added instruction to base responses on one specific experience or retailer.	Ensured response consistency and comparability across participants.
Construct Validity (EFA)	Items grouped logically under their intended constructs.	None required: structure retained for main survey.	Validated theoretical alignment with ECM and CET.

Source :Statistical Package of Social Sciences and Authors own, 2025).

The province field was changed from a "short answer" format to a drop-down format for easier participation. Some of the questions asked the respondents to comment on their experience using "Brand X" which was confusing and had to be amended to "retailer X". Another revision that was obtained from the pilot test respondent's suggestion was to specify that they should answer based on 1 experience or a

transaction/ retailer in mind, as frequent consumers using omnichannel had varying experiences.

Moreover, the salary field was marked as optional; however, it was set up as compulsory, which had to be changed back to optional due to POPI Act among the freedom of allowing to make the respondents more comfortable in completing the survey. Lastly, adding a definition for Omnichannel on the first page of the online self-administered questionnaire was considered essential, as this is often confusing and misinterpreted as multichannel. After applying all the required revisions, the research instrument was fit for the purpose of conducting further data collection among the sample of interest.

4.6.5 Main Data Collection

From the pilot test, the revised questionnaire was distributed to a wider audience using an online self-administered Google Forms survey. Data was collected over a four-week period, from August 13th to September 14th of 2025. Responses were measured weekly to track completion rates and identify any technical issues. Respondents were recruited through social media platforms, including LinkedIn, Facebook, WhatsApp groups, and professional networks (MBA 2024/2025 cohort, alumni, family, and retail sector contacts). This method leveraged the researcher's network to ensure participants were relevant omnichannel users. Follow-up reminders were sent via social media to improve participation. A total of 248 responses were received, and after the data cleaning process, 233 responses were deemed valid. This sample size was sufficient to proceed with analysis, in line with the recommendations for descriptive surveys (Bennett et al., 2011; Hair et al., 2014). The rationale for using a questionnaire is its suitability for deductive and quantitative research methods, seeking to measure behavioural and perceptions from a large population (Saunders & Lewis, 2018). The data collected was stored on a password-protected Google Drive, consistent with the GIBS ethical data management policy, since the data will be retained for a minimum of 10years as per recommendation from GIBS ethics research committee. The next section details how data analysis procedures were applied.

4.7 Data Analysis

The raw data received from Google Forms was exported to a Microsoft excel sheet for thorough review to ensure completeness and consistency. Subsequently, the data sheet was exported to SPSS (version 30) for statistical analysis. Descriptive statistics were used to summarise the demographic profile and construct responses. These statistics include the frequencies, percentages, the mean and standard deviations for the five demographic questions, which included age, gender, income distribution, geographic location and lastly, the frequency of participants using the fashion retailers' omnichannel. The reliability analysis demonstrated strong internal consistency with Cronbach Alpha values above 0.84 for all constructs, confirming reliability. The data significance level at 95%. These empirical results will be discussed in detail in Chapter 5.

Table 4.5 presents the summary of the hypothesis analysis that was undertaken for this study. Eight hypotheses were empirically tested

Table 4.5 Hypothesis analysis summary table

Hypothesis	Hypothesis Statement	Independent Variable	Dependent Variable	Construct(s) Unbundled	Analysis Technique
H1	Confirmation has a significant positive influence on the perceived usefulness of the retailer's omnichannel.	Confirmation	Perceived Usefulness	Expectation fulfilment → perceived platform utility	Ordinal Regression
H2	Confirmation has a significant and positive influence on customer satisfaction with the retailer's omnichannel	Confirmation	Customer Satisfaction	Expectation fulfilment → satisfaction with omnichannel	Ordinal Regression
H3	Perceived usefulness has a significant and positive influence on customer satisfaction derived from the retailer's omnichannel	Perceived Usefulness	Customer Satisfaction	Perceived platform utility → satisfaction with service experience	Ordinal Regression
H4	Perceived usefulness has a significant and positive influence on the continuance use of the retailer's omnichannel	Perceived Usefulness	Continuance Intention	Usefulness perception → behavioural intention to continue usage	Ordinal Regression

H5	Customer satisfaction positively and significantly influences omnichannel customer experience.	Customer Satisfaction	Customer Experience	Satisfaction → omnichannel journey perception	Ordinal Regression
Hypothesis	Hypothesis Statement	Independent Variable	Dependent Variable	Construct(s) Unbundled	Analysis Technique
H6	Customer satisfaction positively and significantly influences the continuance use intention of the retailer's omnichannel platform.	Customer Satisfaction	Continuance Intention	Satisfaction → future intention to use omnichannel services	Ordinal Regression
H7	Customer experience has a significant, positive influence on the intention to continue using the retailer's omnichannel platform.	Customer Experience	Continuance Intention	Overall experience → behavioural loyalty to omnichannel	Ordinal Regression
H8	Perceived Usefulness has a significant and positive influence on Customer experience	Perceived Usefulness	Customer Experience	Perceived Usefulness → Overall experience	Ordinal Regression

Source : (Authors, 2025)

Table 4.5 summarises the data analysis approach used to test the study's hypotheses and relationship amongst constructs. It presents the hypotheses (H1-H8) and specifies the relationships between the constructs, which were drawn from the integration of ECM and CX theory and the conceptual model as presented previously in Chapter 3.

The analysis technique applied to all hypotheses was ordinal regression, as this statistical method was appropriate to examine how one construct predicts the other in a sequential process. The next section provides a discussion on how ethics was considered in this study.

4.9 Research Ethics

The research methodology was presented to the GIBS Ethics Committee and approved on the 13th of August 2025- approval confirmation included in Appendix 4. Ethical clearance for the study was obtained from the GIBS Research Ethics Committee prior to any data collection. Participation was informed and voluntary, and a detailed information statement was provided to the respondent on the first page of

the Google Forms online survey outlining the purpose, procedures and their rights before proceeding with the questionnaire. Participants were informed that they could withdraw from the study at any time without penalty.

To ensure confidentiality and anonymity, no personal identifiable information, such as names, contact details and email addresses was collected. The data has been stored in the researcher's personal Google Drive, which is password-protected for a minimum period of 10 years, as stipulated in the GIBS Ethics policy. The data will be used for research purposes only, in accordance with the GIBS Ethics guidelines.

4.10 Data Quality and Trustworthiness

To ensure data accuracy and reliability, the questionnaire was pre-tested with 25 participants, who provided responses that were screened for completeness and reviewed for consistency before analysis. Only eligible respondents who met the screening criteria were included. Multiple data quality checks were undertaken to address the reliability and validity of the dataset.

Face validity refers to the extent to which a test appears to be clear and relevant aimed to be appropriate for the intended audience based on perception (Allen et al., 2023). Among the total sample of the pilot test, some amendments were required to the research instrument as discussed above.

A data cleaning process was conducted, during which all responses were screened, resulting in no incomplete responses. However, there was data that was deleted due to noncompliance with the sample criteria. Following the deletion of those data sets, 233 valid respondent's responses were retained in this study. Table 5.1 in Chapter 5 presents the data response rate and valid respondents in detail.

Shapiro-Wilk and Kolmogorov-Smirnov tests were conducted and indicated non normality ($p < 0/05$); therefore ordinal regression was applied. On reliability the data indicated Cronbach's Alpha valued exceeded 0.84 for all constructs which confirmed excellent internal consistency. The constructs were measured using validated items from prior studies as stipulated above and each variable included four or more statements to enhance reliability. The use of SPSS version 30 for statistical

computation ensured the accuracy of both descriptive and inferential statistical results. The thorough validation process enhanced the trustworthiness of the study's findings which ensured that the data is credible. The next section provides information on the delimitation of this study.

4.11 Limitations of the study

The study included a few limitations. Firstly, it used a cross-sectional design which captured consumers perceptions at a single point in time, which limits the overall causal assumptions. Secondly, the study focused on fashion clothing retail customers in South Africa, which limits the understanding of retail as a holistic sector and other markets. Thirdly, the data were collected via self-administered surveys, which can introduce response bias as there are no promoting and probing and limit the sample to participants with internet access (Sung & Wu, 2018). Furthermore the study used a Likert scale survey for data collection, which could be a limitation due to the response style as some respondents that are neutral or on either side of the scale which dilutes the respondents actual genuity (Sung & Wu, 2018). This study also limits the in-depth understanding of customer motivations due to its quantitative nature, as it lacks qualitative insights. Lastly, the study used customer experience as a unidimensional construct, thereby limiting a fuller experiential profile of the customer. For future research, this can be extended to fully evaluate the customer experience dimensions.

4.12 Conclusion of the chapter

This chapter discussed and justified the adoption of the positivist research philosophy and quantitative research approach. This suited the quantitative approach in examining the continuance use intention of omnichannel fashion retailing within South Africa's clothing fashion retail industry. Guided by a deductive research approach and descriptive research design grounded in the Expectation Confirmation Model (ECM) and Customer Experience Theory (CX), the study systematically explored the relationships among confirmation, perceived usefulness, customer satisfaction, customer experience, and continuance intention. Data was collected from 233 valid respondents through a structured online survey, using purposive and snowball sampling to ensure relevance and representation of active

omnichannel consumers. The research instrument demonstrated high reliability, with Cronbach's Alpha values exceeding 0.8, and validity was confirmed through pilot testing and confirmatory factor analysis. Ethical standards were strictly maintained, while participant confidentiality and voluntary participation were also ensured. Statistical analysis, mainly descriptive statistics and ordinal regression, were appropriately applied to examine the respondents' demographic profiles and proposed hypotheses. Overall, the methodological framework was comprehensive and ensured the collection of credible, consistent and valid data that provided a strong empirical basis for the analysis and interpretation of results presented in the next chapter.

CHAPTER 5

RESULTS

5.1 Introduction

This chapter presents the empirical results of the study. The chapter is structured to provide a comprehensive overview of the data by starting with presenting the response rate and descriptive statistics of the respondents. It then moves into an examination of the measurement model through reliability and validity tests, followed by the structural model analysis using inferential statistics. The chapter concludes with a summary of the key findings, including the determination of the research hypotheses. The findings presented are based on the final data set.

5.2 Data Preparation and Response Rate

A total of 248 questionnaires were collected, of which 233 were successfully completed and returned, representing a response rate of 93.95% as presented in Table 1 below. The obtained response rate is considered high in survey-based research, where rates above 60% are generally deemed acceptable (Saunders, Lewis, & Thornhill, 2019). The high response rate suggests strong participant engagement and enhances the representativeness of the data. The dataset was screened to ensure completeness and eligibility.

Table 5.1: Summary of Valid Respondents

Summary of Valid respondents	
Total number of respondents	248
<i>Less</i> Respondents older than 55 years and older	4
<i>Less</i> Respondents who have not shopped using omnichannels in the past year	11
Final number of valid respondents	233
Response rate percentage	93.95%

Source: (Authors own, 2025; Google Forms,2025).

Each response was assigned a unique identifier and entry into SPSS version 30. The data was then prepared for statistical testing, and it was ensured that each variable was clearly labelled according to the Likert-type scale items.

Screening questions in Section A of the questionnaire ensured that all participants had used an omnichannel fashion retailer within the last 12 months and were at least 18 years old and not older than 55 years. Respondents who failed to meet the set criteria were automatically filtered out on the exported excel sheet. A total of 15 responses were excluded on this basis.

5.3 Coding and labelling

Coding and labelling were applied to structure and categorize the cleaned data for ease of analysis in SPSS. The questionnaire's five main constructs were coded as follows: Confirmation (CO1–CO4), Perceived Usefulness (PU1–PU7), Customer Satisfaction (CS1–CS4), Customer Experience (CE1–CE5) and Continuance Intention (CI1–CI4). Each item was measured on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Coding consistency was verified to ensure accuracy during the SPSS importation process.

The demographic section, binary variables such as omnichannel experience and consent statement were coded "0=No" and "1=Yes". Similarly, gender was coded as follows: 1 = Male, 2 = Female, and 3 = non-binary. The age groups were coded on a scale of 1 to 5, representing categories ranging from 18-24 years (code 1) to 55 years and older (code 5).

The systematic coding approach enhanced the data reliability and enabled efficient descriptive and inferential analysis. A detailed code book has been included in Appendix 3.

5.4 Missing Data

The extent of missing data directly affects the quality of statistical inferences, while a missing rate of less than 5% is considered insignificant (Schafer, 2002). Table 5.2 below presents the missing data for this study.

Table 5.2 Missing Data

	Case Processing Summary					
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Confirmation	233	100.0%	0	0.0%	233	100.0%
Perceived_Usefulness	233	100.0%	0	0.0%	233	100.0%
Customer_Experience	233	100.0%	0	0.0%	233	100.0%
Customer_Satisfaction	233	100.0%	0	0.0%	233	100.0%
Continuance_Intention	233	100.0%	0	0.0%	233	100.0%

Source: (Authors own, 2025 ; SPSS, 2025)

For this study, there were errors in the inputs from the respondents, which included a respondent selecting “No” to the question “Are you 18 years or older?” while selecting “25-34 years” under the age drop-down on question 3.

After the data clean up a total of 233 responses were valid and had a 100% completion rate on all fields as indicated in Table 5.2

5.5 Statistical Analysis

5.5.1 Normality Test

Table 5.3 below presents the results of the Kolmogorov-Smirnov and Shapiro-Wilk tests, which were used to assess the normality of the constructs.

Table 5.3: Tests of Normality

Construct	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Confirmation	0.122	233	0.000	0.949	233	0.000
Perceived_Usefulness	0.080	233	0.001	0.962	233	0.000
Customer_Experience	0.105	233	0.000	0.960	233	0.000
Customer_Satisfaction	0.158	233	0.000	0.930	233	0.000
Continuance_Intention	0.139	233	0.000	0.940	233	0.000

Source: (Authors own, 2025; SPSS)

The significance (p-value) for both tests was less than 0.05 across all constructs. According to statistical guidelines (Laerd Statistics, 2025), a p-value greater than 0.05 indicates normality, while values below this threshold suggest deviation from normal distribution. The Shapiro-Wilk p-values for independent variables were <0.05, indicating that the data for these variables were not normally distributed. This suggests the use of ordinal regression, which is appropriate for analysing non-normally distributed data while maintaining validity and reliability in hypothesis testing.

5.5.2 Reliability

The reliability of the constructs was assessed using Cronbach's Alpha, which measures the internal consistency of questions. A Cronbach's alpha value of 0.70 or higher is typically considered the minimum acceptable standard, as it indicates adequate internal consistency of items (Adeniran, 2025; Hair et al.,2019).

Table 5.4: Reliability Test Results

Explanatory Variable	Label	Construct	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach's Alpha
CO1	Experience	Confirmation	11.49	5.337	0.682	0.892	0.893
CO2	Service		11.57	5.074	0.823	0.840	
CO3	Expectations		11.39	5.205	0.777	0.857	
CO4	Preference		11.61	4.971	0.778	0.857	
PU1	Ease of Use	Perceived Usefulness	23.20	17.360	0.680	0.810	0.842
PU2	Efficiency		23.31	17.240	0.671	0.810	
PU3	Usability		23.36	21.454	0.058	0.891	
PU4	Recommendability		23.78	15.646	0.588	0.827	
PU5	Repeat Purchase		23.29	16.033	0.820	0.787	
PU6	Convenience		23.26	16.117	0.774	0.793	
PU7	Speed		23.30	16.313	0.707	0.803	
CS1	Shopping Satisfaction	Customer Satisfaction	11.79	5.141	0.806	0.865	0.902
CS2	Overall Satisfaction		11.79	5.337	0.810	0.865	
CS3	Alignment		11.83	5.255	0.712	0.900	
CS4	Impact		11.78	5.097	0.803	0.866	
CE1	Brand Experience	Customer Experience	15.36	8.489	0.781	0.865	0.896
CE2	Fit for Purpose		15.27	8.810	0.784	0.865	
CE3	Pleasure		15.26	8.640	0.795	0.862	
CE4	Consistency		15.36	8.862	0.697	0.884	
CE5	Relevance		15.42	9.159	0.670	0.890	
CI1	Loyalty	Continuation Intention	11.06	7.526	0.704	0.853	0.876
CI2	Reliance		11.43	6.668	0.741	0.838	
CI3	Commitment		11.20	6.935	0.817	0.810	
CI4	Ranking		11.62	6.703	0.689	0.862	

Source: (Author's own, 2025)

As revealed in Table 5.4, all the five constructs tested scored 0.8 and above for the total questions correlation. Each of the constructs had 4 or more statements which collectively scored above the minimum threshold. None of the Cronbach's Alpha values increased significantly if items were deleted, indicating that all the items are relevant to the study and the dimensions are related. The Customer Satisfaction construct achieved the highest reliability coefficient of 0.902, indicating a Cronbach's Alpha of 0.893, which suggests very strong internal consistency among its measurement items. The Confirmation construct recorded a Cronbach's alpha of 0.893, indicating a very strong internal consistency. Similarly, Perceived Usefulness obtained a Cronbach's Alpha of 0.821, demonstrating reliability across the items

measuring efficiency, convenience and related dimensions. Overall, the reliability test results confirm that all the constructs used in the study are internally reliable for further statistical analysis and hypothesis testing.

5.5.3 Confirmatory Factor Analysis (CFA)

The CFA was conducted to assess the validity of the measurement model and to review whether the variables used were adequately represented. The analysis assessed four key aspects: Factor loadings, convergent validity, discriminant validity and model fit indices. Factor loadings across all constructs exceeded the recommended threshold of 0.60, indicating convergent validity (Hair et al., 2019).

The reliability and convergent validity of the measurement model were assessed using Composite Reliability (CR) and Average Variance Extracted (AVE) values, as shown in the attached table 5.5 and 5.6 below

5.5.4 Construct validity

Construct validity is well recognised as the extent to which the measuring tools measure and reflect the theoretical construct (Ward & Meade, 2022). Confirmatory Factor Analysis (CFA) was conducted and a hypothesized model. Average Variance Extracted (AVE) values were also above 0.50. Composite Reliability (CR) values exceeded 0.70 as presented in Table 5.5 below, which further confirms construct validity. A Composite reliability (CR) of 0.80 is acceptable (Hair et al., 2011).

Table 5.5 Composite reliability

Construct	Composite Reliability	Decision
Confirmation	0.979	Reliable
Perceived Usefulness	0.935	Reliable
Customer Satisfaction	0.989	Reliable
Customer Experience	0.982	Reliable
Continuance Intention	0.969	Reliable

Source: (Authors own, 2025)

All five constructs in this study had high composite reliability values, ranging from 0.935 to 0.989. which confirms the strong internal consistency of the measurement model. Confirmation reported a CR of 0.979, indicative that respondents' perceptions regarding fulfilment of expectations through the retailer's omnichannel platforms were measured with precision.

Perceived Usefulness achieved a CR of 0.935, demonstrating that the items measuring efficiency and convenience of the omnichannel systems were consistently high. While customer satisfaction exhibited the highest score among all constructs with a CR of 0.989 which signifies a perfect internal consistency among the measurement items.

Similarly, Customer experience showed a high CR of 0.982, which further confirmed that the five adopted items used (Brand experience, fit for purpose, pleasure, consistency and relevance) effectively captured the customer's fashion omnichannel experience. Finally, Continuance Intention had a CR of 0.969, which indicated the respondent's behavioural intentions to continue using the retailer's omnichannel platforms were measured with high reliability. In essence, the composite reliability results confirmed that all constructs in the model are highly dependable and internally consistent, as they were above the threshold (Hair et al., 2011)

Whereas, discriminant validity was also achieved as the square root value of AVE for each construct exceeded inter-construct correlations, confirming that each construct was empirically different from the others as presented in Table 5.6 below

Construct	Average Variance Extracted (AVE)	Interpreted
Confirmation	0.758	Strong Validity
Perceived Usefulness	0.521	Moderate Validity
Customer Satisfaction	0.776	Strong Validity
Customer Experience	0.707	Strong Validity
Continuance Intention	0.734	Strong Validity

Source (Authors own, 2025)

According to Hair et al. (2019), acceptable thresholds are $CR \geq 0.7$ and $AVE \geq 0.5$. All constructs demonstrated satisfactory internal consistency, with CR values ranging from 0.881 (PU) to 0.933 (CS), exceeding the recommended threshold. This indicates that the observed items for each construct consistently measure the same latent variable. Similarly, AVE values ranged between 0.521 and 0.776, all above the 0.5 minimum requirement, confirming convergent validity. This suggests that a substantial portion of the variance in each construct is explained by its respective indicators rather than by measurement error

These results suggest that the measurement model was both reliable and valid for hypothesis testing.

5.6 Descriptive Statistical Results

Demographic Profile Results

The study asked five demographic questions which profiled the respondents. These questions included the respondent's age, gender, income, geographic location and shopping frequency. These results are presented in Table 5.7 below:

Table 5.7 Demographic Profile Summary

Variables	Frequency	Percentage
<i>Age</i>		
18-24	23	10%
25-34	82	35%
35-44	103	44%
45-54	26	11%
55 and other	0	0%
<i>Gender</i>		
Female	175	75%
Male	58	25%
Other/prefer not to say	0	0%
<i>Location (Province)</i>		
Gauteng	183	79%
Kwazulu-Natal	18	8%
Western Cape	11	5%
North West	9	4%
Eastern Cape	4	2%
Mpumalanga	3	1%
Free State	2	1%
Limpopo	2	1%
Northern Cape	1	0%
<i>Monthly income</i>		
Under R10,000	28	12%
R10,001–R20,000	35	15%
R20,001–R35,000	42	18%
R35,001–R45,000	23	10%
R45,001 and above	105	45%
<i>Frequency of purchase on omnichannel</i>		
Once a week	8	3%
Once a month	81	35%
Once every quarter	62	27%
Once a year	15	6%
As and when I need to	67	29%

Source; (Author's own, 2025)

5.6.1 Age empirical results

The results in Figure 5.1 below show that most respondents were adults aged 35-44 years (44%), followed closely by young adults between the ages of 25-34 years (35%). This suggests that omnichannel retail adoption is primarily concentrated

among younger and middle-aged adults, which is consistent with findings that younger adults are more digitally engaged and adaptable to online–offline shopping integration (PwC, 2022). Only 10% of the respondents were aged 18-24 years, while there were responses from respondents aged 55 years and older, that data was removed since it was not part of the targeted sample of interest in this study

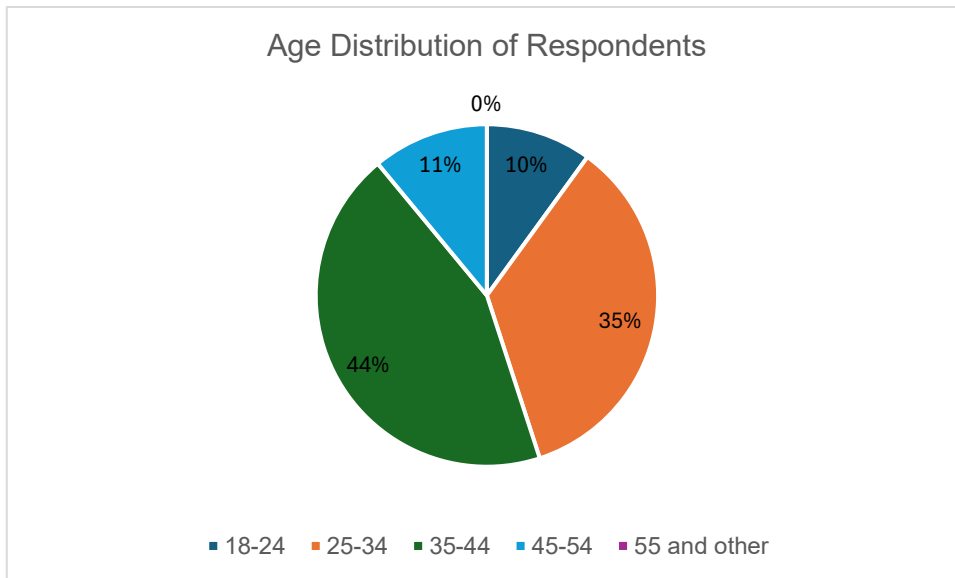


Figure 5.1: Age Distribution of respondents

Source: (Authors own, 2025)

5.6.2 Gender empirical results

The research question on gender, included 3 categories and respondents could select Male, Female and another option of Binary/ Prefer not to say. The respondents were predominantly female (75%), while males accounted for 25%. This skew towards female participation may reflect the higher involvement of women in household shopping and purchasing decisions.

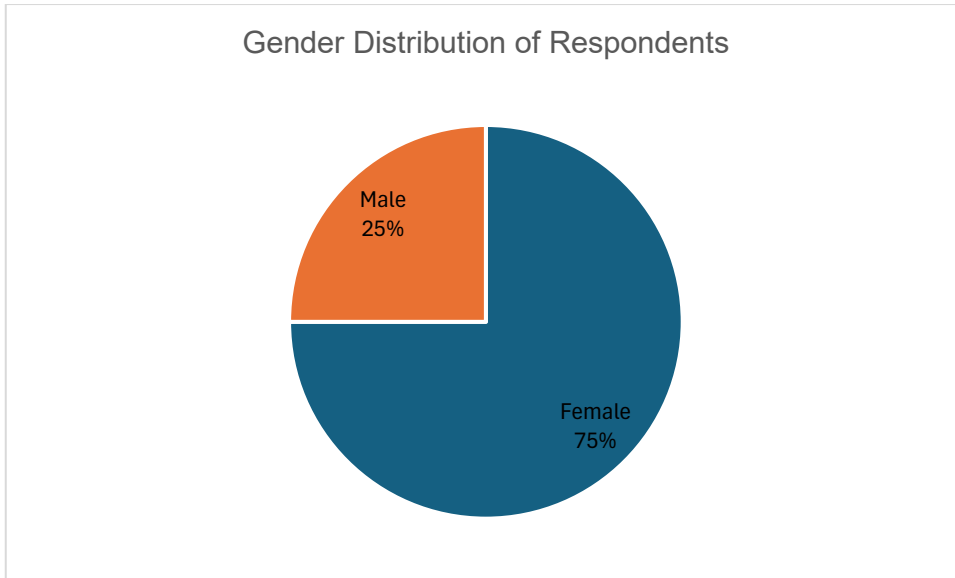


Figure 5.2: Gender Distribution of Respondents

Source : (Authors own, 2025)

5.6.3 Geographic empirical results

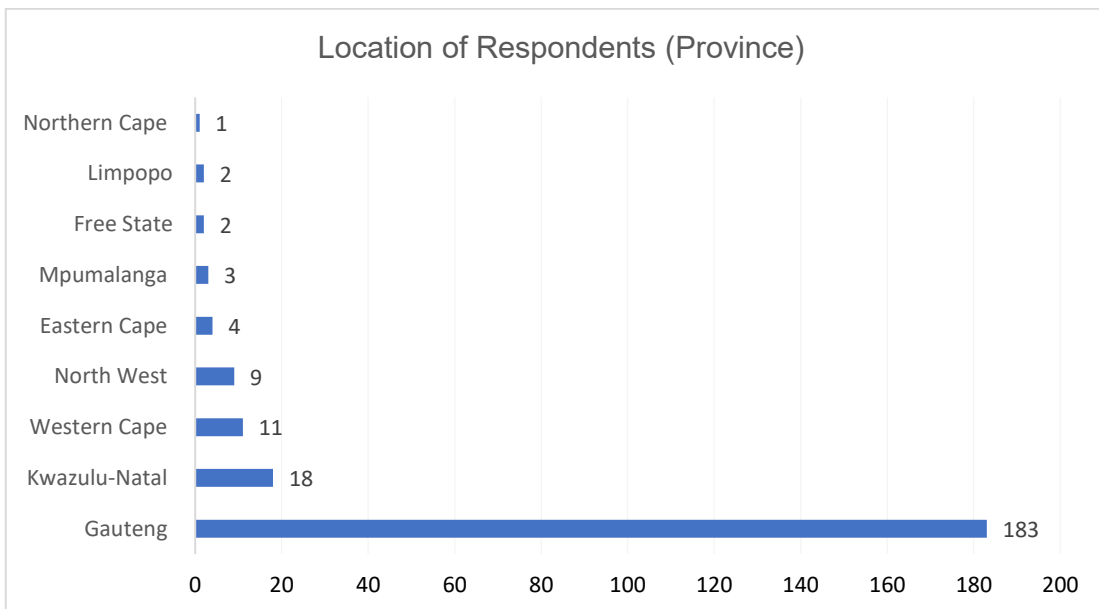


Figure 5.3: Location of Respondents

Source: (Authors own, 2025)

Geographically, the respondents were concentrated in Gauteng, with 183 respondents followed by smaller participants across other provinces in KZN (18), Western Cape (11), North West (9), Eastern Cape (4), Mpumalanga (3) and Northern Cape (1), as represented in Figure 5.2 below. This distribution highlighted a strong representation in the urban areas.

5.6.4 Income distribution empirical results

The respondents' income distribution showed diversity across categories. Most participants reported middle to upper income levels. 45.1% of respondents earned above R45,000 monthly, while (18.9%) 44 respondents earned between R20,000 and R35,000, and 34% of respondents earned between R10,001 and R20,000. Smaller groups earned under R10,000 (27 respondents) and R35,001–R45,000 (23 respondents). These results suggest that omnichannel retail services attract a broad range of income earners, with significant representation from higher-income groups.

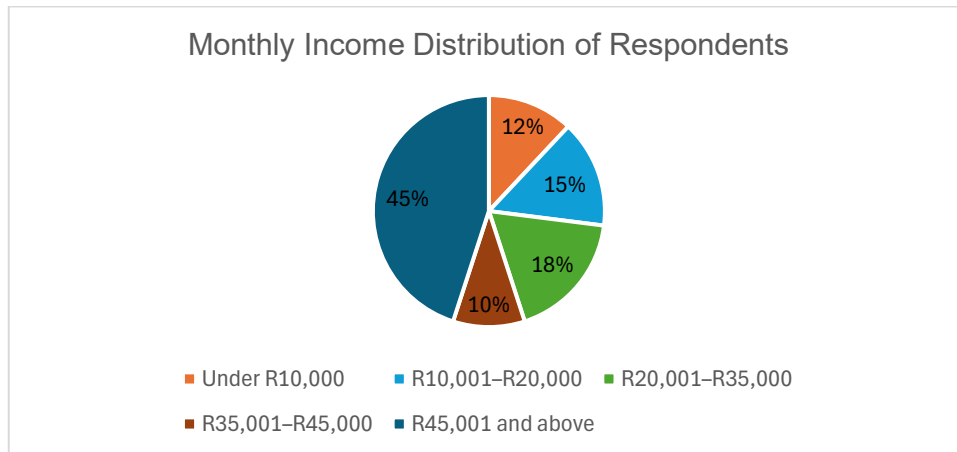


Figure 5.4 : Monthly Income Distribution

Source: (Authors own, 2025)

5.6.5 Shopping Frequency empirical results

The shopping frequency (Figure 5.5) further illustrates consumer behaviour, where most respondents shop once a month (81 respondents). Fewer respondents

shopped once a week (8) and once a year (15 respondents). This indicates a large portion of consumers integrate platforms into their monthly shopping routines.

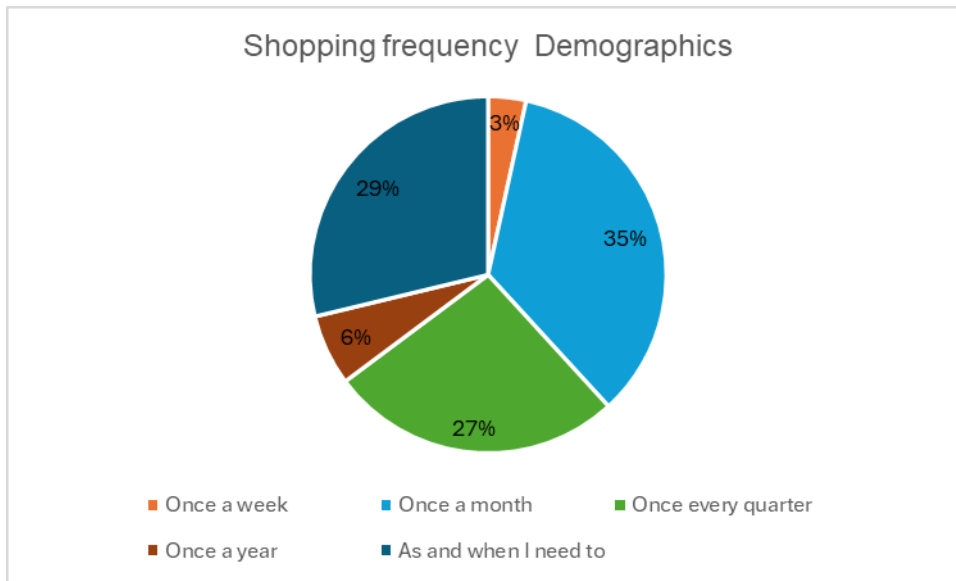


Figure 5.5: Shopping Frequency

Source: (Authors own, 2025)

Overall, the demographic data reflect that the sample of the study was young to middle-aged adults who were predominantly female, based in urban areas, and who have a largely higher income. Their shopping frequencies vary between weeks and monthly shopping using a fashion retailer's omnichannel.

5.7 Construct Descriptives

Table 5.8 below presents the construct's descriptive statistics.

Construct	Mean	SD	Interpretation
Confirmation	3.86	0.87	High agreement
Perceived Usefulness	3.92	0.79	High agreement
Customer Satisfaction	3.78	0.81	High agreement
Continuance Intention	3.69	0.85	Moderate-High intention
Customer Experience	3.95	0.83	High agreement

Source: (Authors own, 2025)

Table 5.8 presents the descriptive statistics analysing the mean and standard deviation of each construct. The mean scores suggest that respondents generally expressed favourable evaluations of their omnichannel shopping. The scores for all the constructs ranged from 3.69 to 3.95 on a five-point Likert scale, indicating a favourable assessment across all constructs.

Confirmation recorded a mean of 3.86 and a standard deviation (SD) of 0.87, indicating a high level of agreement among respondents that their expectations are met by the retailer's omnichannel platform. The standard deviation indicates some variations in respondents, which suggests that some participants agreed that omnichannel platforms as expected. Perceived Usefulness achieved the highest mean of 3.92 and an SD of 0.79. The mean represents the strongest agreement among all constructs, demonstrating that the respondents found the omnichannel platforms were efficient, convenient and beneficial for their shopping process. The standard deviation scored lower compared to other constructs reflecting a relative perception of usefulness across respondents.

Customer Satisfaction obtained a mean of 3.78 which suggests high levels with the overall omnichannel experience. The respondents agreed that the omnichannel retail environment met their shopping needs. The standard deviation was 0.81 which was moderate, implying that the responses varied on the satisfaction levels, which can be due to service inconsistency or one of the channels underperforming.

Continuance Intention reported a mean of 3.69 which showed a moderate to high level of intention to continue using the retailer's omnichannel platforms, which reflects a strong likelihood of continued engagement despite the difference. However, the standard deviation reflected a slightly higher score of 0.85 which implies that respondents intentions vary with their long-term engagement, as these could be influenced by factors such as reliability and service quality.

Lastly, Customer Experience yielded the highest mean value among all constructs at 3.95, indicating high agreement and suggesting that respondents perceived their interactions across channels as positive. The model's SD of 0.83 suggests a slight variation in quality across interactions at different touchpoints, despite the favourable perceptions.

In summary, the customer experience construct recorded the highest mean score ($M = 3.95$, $SD = 0.83$), indicating strong perceptions of omnichannel retail interactions. This was followed by Perceived Usefulness, reflecting that customers perceive value when engaging with omnichannel services. Notably, Continuance Intention scored slightly lower mean ($M=3.69$), suggesting that although customers are satisfied and find value in omnichannel services, their likelihood of continued use may be lower in comparison to their experience and perceived usefulness.

5.8 Hypotheses Testing

Table 5.9 presents the model-fitting information used to test the hypothesised relationships between the independent and dependent variables. The analysis was conducted using ordinal regression techniques since the data did not meet the assumption of normality.

Table 5.9 Model Fitting Information

Model Fitting Information						
Independent Variable	Dependant Variable	Model	-2 Log Likelihood	Chi-Square	Df	Sig.
Confirmation	Perceived Usefulness	Intercept Only	529.039			
		Final	354.495	174.544	12	0.000
Customer Satisfaction	Perceived Usefulness Confirmation	Intercept Only	860.239			
		Final	473.988	386.251	34	0.000
Continuance Intention	Perceived Usefulness Customer Satisfaction Customer Experience	Intercept Only	1020.271			
		Final	755.465	264.807	49	0.000
Customer Experience	Customer Satisfaction	Intercept Only	568.241			
		Final	206.009	362.232	13	0.000
Customer Experience	Perceived Usefulness	Intercept Only	604.382			
		Final	342.565	261.816	23	0.000

Source: (Authors own, 2025)

The results showed that all the hypothesized relationships were significant at $p < 0.001$, confirming that the models were effective. The confirmation of perceived usefulness showed a Chi-square value

of 174.544 (df = 12, p = 0.000), indicating a significant relationship. Furthermore, Customer Experience showed a Chi-square of 362.232 (df=13, =0.000) as a predictor of Customer Satisfaction, while Customer Experience predicted Perceived Usefulness a Chi-Square of 261.816 (df=23, p=0.000). Both findings highlight the critical role of customer experience in shaping perceptions of satisfaction and usefulness.

For Continuance Intention, the model, which included Perceived Usefulness, Customer Satisfaction, and Customer Experience, resulted in a Chi-square of 264.807 (df = 49, p < 0.000), confirming that these predictors significantly contribute to explaining continuance intention. Additionally, Customer Experience as a predictor of Customer Satisfaction showed a Chi-square of 362.232 (df = 13, p = 0.000), while Customer Experience predicting Perceived Usefulness resulted in a Chi-square of 261.816 (df = 23, p = 0.000). Both findings highlight the critical role of customer experience in shaping perceptions of satisfaction and usefulness.

Overall, the model fitting results confirm that the proposed hypotheses were statistically supported. This suggests that confirmation, perceived usefulness, customer satisfaction and customer experience are significant determinants of continuance intention in omnichannel retailing.

Table 5.10: Goodness of Fit

Goodness-of-Fit							
Independent Variable	Dependant Variable	Statistic	Chi-Square	Df	Sig.	Pseudo R-Square	
Confirmation	Perceived Usefulness	Pearson	170.410	264	1.000	Cox and Snell	0.527
		Deviance	146.678	264	1.000	Nagelkerke McFadden	0.529 0.131
Customer Satisfaction	Perceived Usefulness Confirmation	Pearson	1271.678	1318	0.816	Cox and Snell	0.809
		Deviance	404.739	1318	1.000	Nagelkerke McFadden	0.821 0.386
Continuance Intention	Perceived Usefulness Customer Satisfaction Customer Experience	Pearson	6423.406	2495	0.000	Cox and Snell	0.679
		Deviance	685.243	2495	1.000	Nagelkerke McFadden	0.685 0.236
Customer Experience	Customer Satisfaction	Pearson	356.450	195	0.000	Cox and Snell	0.789
		Deviance	96.506	195	1.000	Nagelkerke McFadden	0.794 0.313
Customer Experience	Perceived Usefulness	Pearson	296.521	345	0.972	Cox and Snell	0.675
		Deviance	189.866	345	1.000	Nagelkerke McFadden	0.680 0.226

Source: (Authors own, 2025)

Table 5.10 represents the results of the goodness-of-fit statistics for the regression models used in testing the hypothesized relationships. The fit was assessed using the Pearson Chi-Square and Deviance statistics as well as the Pseudo R Square values from the Cox & Snell Nagelkerke and McFadden.

5.8.1 Confirmation and Perceived Usefulness

The model testing the effect of Confirmation on Perceived Usefulness demonstrated an excellent fit with both the Pearson χ^2 (170.410, $p = 1.000$) and Deviance χ^2 (146.678, $p = 1.000$) being non-significant. The Nagelkerke R^2 value of 0.529 further suggests that approximately 53% of the variance in Perceived Usefulness is justified by Confirmation.

This provides empirical support for H1, which confirms that when customer expectations are met through reliable service and consistent omni-channel performance, their perceptions of usefulness increase significantly.

5.8.2 Customer Satisfaction and Perceived Usefulness and Confirmation

Customer Satisfaction had a positive influence on both the perceived usefulness and Confirmation, as this indicated a strong model fit: Pearson $\chi^2 = 1271.678$, $p = 0.816$; Deviance $\chi^2 = 404.739$, $p = 1.000$, respectively. The Nagelkerke R^2 of 0.821 highlighted the explanatory power, as this means that 82% of the variation in customer satisfaction is jointly explained by usefulness and confirmation.

This confirms that H2 customer satisfaction is influenced by perceived usefulness factors such as efficiency, convenience and reliability as empirically tested. Furthermore, H3, which indicates that satisfaction is driven by the cognitive confirmation of pre-purchase expectations.

5.8.3 Continuance Intention and Perceived Usefulness, Customer Satisfaction, Customer Experience

Continuance Intention was assessed against three constructs: Perceived Usefulness, Customer Satisfaction and Customer Experience. The model showed chi-square results (Pearson $\chi^2 = 6423.406$, $p = 0.000$; Deviance $\chi^2 = 685.243$, $p = 1.000$), which indicates the marginal difference to the sample size sensitivity, however the deviance test confirms an adequate fit. There is a 69% variance in as per the Nagelkerke R^2 , which tested 0.685. This validates H4, H6 and H7, indicating that consumers' decision to continue using omnichannel retail platforms is shaped by usefulness, satisfaction and experience. These results further validate the rationale for integrating the ECM and CX models.

5.8.4 Customer Experience and Customer Satisfaction

Customer experience and customer satisfaction were tested (H5) and generated a good fit (Pearson $\chi^2 = 356.450$, $p = 0.000$; Deviance $\chi^2 = 96.506$, $p = 1.000$), with a Nagelkerke R^2 of 0.794. This explains that customer experience has a 79% influence on customers' satisfaction with engaging with the fashion retailer's omnichannel platform.

5.8.5 Customer Experience and Perceived Usefulness

The model examining Customer Experience as a predictor of Perceived Usefulness displayed excellent fit (Pearson $\chi^2 = 296.521$, $p = 0.972$; Deviance $\chi^2 = 189.866$, $p = 1.000$), with a Nagelkerke R^2 of 0.680. Approximately 68% of the variance in Perceived Usefulness is explained by Customer Experience. This supports H8, which confirms that positive omnichannel experiences are shaped by the ease of use, seamless integration of platforms, which enhances the consumer's perception of the usefulness of the platform

Collectively, these results confirm that all the models achieved good to excellent levels of fit with Nagelkerke R^2 values ranging from 0.53 to 0.82. The combined model of Customer Satisfaction with Perceived Usefulness and Confirmation

demonstrated good fit, with non-significant Pearson and Deviance values. The explanatory power of the model was high, with Nagelkerke's $R^2 = 0.821$, suggesting that the model accounts for 82% of the variance in customer satisfaction. Overall, the goodness-of-fit results demonstrated that the majority of models fit the data well, with strong explanatory power, as reflected in the Pseudo R-squared values. This further confirms the robustness of the relationships between the hypotheses.

5.9 Hypotheses Testing Results

Table 5.11 presents the coefficients of the tested constructs. The path coefficients tested the hypothesised relationship among the constructs.

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
Perceived Usefulness	(Constant)	1.390	0.166	
	Confirmation	0.652	0.042	0.711
Customer Satisfaction	(Constant)	0.178	0.156	
	Confirmation	0.425	0.050	0.422
	Perceived_Usefulness	0.546	0.054	0.497
Continuance Intention	(Constant)	0.065	0.229	
	Perceived_Usefulness	0.729	0.098	0.577
	Customer_Satisfaction	-0.004	0.109	-0.004
	Customer_Experience	0.231	0.106	0.197
Customer Experience	(Constant)	0.543	0.133	
	Customer_Satisfaction	0.837	0.033	.856

Table 5.11 presented the Beta coefficients which indicate the relative strength and direction of relations among the constructs within the model. Perceived Usefulness demonstrated a strong relationship effect on both Confirmation and Customer satisfaction $\beta=0.711$ and $\beta=0.497$ respectively, emphasising its role on driving satisfaction and sustained ongoing engagement. Moderate positive effects were found between Customer experience and Continuance use intention, which suggests that a quality experience encourages customers to continue using the fashion retail omnichannel platform. Conversely, the path between customer satisfaction and

customer experience was insignificant, indicating a negative relationship between both constructs

Overall, the Beta coefficients confirm that perceived usefulness and customer experience have a strong influence on the continuance use intention, which provides empirical support for integrating ECM and CX models.

The hypotheses were tested using ordinal regression as summarised in Table 5.12

A significance level of 5%, p-value < 0.05 is assumed. The relationship is statistically significant if it is below the threshold (Hair et al., 2019).

Table 5.12: Hypothesis Testing Results

Hypothesis	Hypothesis Statement	Construct Unbundled	Sig-	Decision
H1	Confirmation has a significant and positive influence on the perceived usefulness of the fashion retailers' omnichannel	CO->PU	0.000	Supported
H2	Confirmation has a significant positive influence on customer satisfaction derived from the fashion retailers' omnichannel	CO->CS	0.000	Supported
H3	Perceived usefulness has a significant and positive influence on the satisfaction derived from the fashion retailer's omnichannel	PU->CS	0.000	Supported
H4	Perceived usefulness has a significant and positive influence on the continuance use intention of the fashion retailer's omnichannel.	PU->CI	0.000	Supported
H5	Customer satisfaction positively and significantly influences the fashion retailer's omnichannel customer experience	CS->CE	0.100	Unsupported
H6	Customer satisfaction positively and significantly influences the continuance use intention of the fashion retailer's omnichannel.	CS->CI	0.000	Supported
H7	Customer experience has a significant and positive influence on the continuance use intention of the fashion retailer's omnichannel.	CE->CI	0.000	Supported
H8	Perceived Usefulness positively and significantly influences the fashion omnichannel customer experience	PU->CE	0.000	Supported

Source (Authors own, 2025)

Out of the eight hypotheses (H1-H8), seven were statistically supported ($p < 0.05$), while one Hypothesis (H5) was not supported. The results from the table above can be described as below:

H1: Confirmation and Perceived Usefulness (Supported)

This result ($p=0.000$) indicates a significant positive relationship between confirmation and perceived usefulness, which supports the statement that consumers who perceive that their expectations have been met are more likely to view the omnichannel platform as being useful. The path coefficient indicated a strong relationship with achieving a $\beta=0.711$, thereby supporting the H1.

H2: Confirmation and Customer Satisfaction (Supported)

This result ($p=0.000$) indicates a significant positive relationship between confirmation and customer satisfaction, which supports the statement that satisfaction increases when pre-purchased expectations are confirmed through a retailer's omnichannel performance. Furthermore, the $\beta=0.422$ suggests that the relationship is moderate, indicating that the functional performance is a key driver of satisfaction.

H3: Perceived Usefulness and Customer Satisfaction (Supported)

The results for H3 demonstrate that perceived usefulness has a significant positive influence on customer satisfaction derived from the retailer's omnichannel platform with a path coefficient of $\beta = 0.497$ and a $p = 0.000$. This supports the statement that when consumers perceive the omnichannel system as useful and convenient, their overall satisfaction with the retailer increases.

H4 : Perceived Usefulness and Continuance Intention (Supported)

A significant positive relationship was found between perceived usefulness and continuance intention ($p = 0.000$). This suggests that consumers who view the retailer's omnichannel system as valuable and reliable are more likely to continue using it. This Hypothesis was supported, and the path coefficient confirmed the strong relationship with $\beta=0.577$. Perceived usefulness was the strongest predictor of continuance intention, further supporting the relationship.

H5: Customer Satisfaction and Customer Experience (Not Supported)

The relationship between Customer Satisfaction and Customer Experience was not statistically significant ($p = 0.100$). This result indicates that, within this study, satisfaction alone may not directly translate into perceptions of enhanced omnichannel experience. Although the model showed a high Nagelkerke R^2 (0.794), the findings indicate that satisfaction and experience are correlates, satisfaction as a construct does not predict the broader experiential perception of the omnichannel journey.

H6: Customer Satisfaction and Continuance Use Intention (Supported)

The analysis for H6 revealed a significant and positive relationship between customer satisfaction and continuance use intention, supporting the proposed hypothesis ($p = 0.000$), indicating that satisfied consumers are more likely to sustain their engagement and not switch to alternative platforms.

H7: Customer Experience and Continuance Use Intention (Supported)

The results for H7, which assessed the relationship between customer experience and continuous use intention confirmed that customer experience has a significant and positive influence on continuance use intention, supporting the proposed hypothesis ($p = 0.000$). This relationship was further asserted with the These findings validate the integrated role of customer experience in shaping consumer's willingness to continue using omnichannel platforms.

H8: Perceived Usefulness and Customer Experience (Supported)

The results for H8 indicate that perceived usefulness positively and significantly influences omnichannel customer experience ($p = 0.000$), thus supporting the proposed hypothesis as the p value is less than 0.05. These findings suggest that when customers perceive the fashion omnichannel as useful (enabling them to shop efficiently and achieve their shopping goals), they are more likely to report a positive overall experience. The functional benefits derived from the omnichannel's usefulness translate into an enhanced satisfaction across multiple retail touchpoints.

5.10 Conclusion of the Chapter

This chapter presented the empirical results of the study, beginning with the descriptive statistics and progressing through reliability and validity testing, confirmatory factor analysis, normality testing, model evaluations and hypothesis testing.

The demographics revealed that the majority of respondents were aged between 25-44 years, with females making up 75% of the sample. Most participants resided in Gauteng, and a large proportion earned above R45,000 per month. Lastly, their habits and frequency were highest on a monthly basis (35%), suggesting that the omnichannel platforms are used for planned rather than habitual purchases.

The results confirmed that the measurement model was both reliable and valid, with Cronbach's alpha values above 0.84 and an acceptable fit. Ordinal regression was applied to test the hypothetical relationships that were proposed in Chapter 3. Customer Satisfaction was largely explained by confirmation and Perceived Usefulness (0.821), while Continuance intention was predicted by perceived usefulness, customer satisfaction, and customer experience. Hypothesis testing was supported by seven of the eight proposed relations, confirming the relevance of integrating the ECM and CX models. The unsupported hypothesis (H5) deepens understanding by showing that further studies can be conducted on customer satisfaction and experience, although they are related in other contexts, they however have distinct psychological purposes in shopping situations.

The next chapter provides in-depth discussions on the empirical results obtained in this study.

CHAPTER 6

DISCUSSION OF RESULTS

6.1 Introduction

This chapter discusses the empirical findings presented in Chapter 5. The chapter begins with the population demographics and follows with the statistical analysis which seeks to explain the relationship outcomes among the study's key constructs: confirmation, perceived usefulness, customer satisfaction, customer experience and continuation use intention within the context of South Africa's omnichannel fashion retail sector. The findings are discussed and categorised by each hypothesis supported by academic literature, as discussed in Chapter 2.

6.2 Demographic Profile Discussion

This section interprets the demographic results from the 233 respondents who participated in the study. The analysis focused on five demographic variables which included age, gender, geographic location, income and shopping frequency, which profiled omnichannel South African consumers who shopped with a retailer using omnichannel platforms.

6.2.1 Age Distribution

The age profile of most respondents (44%) aged 35-44 years followed closely by young adults aged 25-34 years (35%) aligns with consumers who are digitally engaged and are at their peak earning and seeks convenience with their busy lifestyle. The predominant age of 25-44 indicates the middle-aged professionals that represent the primary user base for online shopping and instore which is consistent with research studies (PwC, 2022). These findings highlight that omnichannel adoption and continuance intention in the South African fashion sector is driven by consumers who value efficiency, flexibility and convenience. These consumers are already using digital apps and are motivated by the functional usefulness of retail technology, which are key constructs within the ECM.

6.2.2 Gender Distribution

The results showed a clear gender bias, with female respondents representing 75% of the sample and the male at 25%. This reflects that women dominate retail shopping especially in the fashion section and are more likely to value the benefits on omnichannel services including emotional satisfaction and convenience.

6.2.3 Geographic Distribution

Geographically most of the respondents were based in Gauteng followed by KZN and Western Cape (183,18,11) respectively. The domination in Gauteng reflects its status as the most urbanized and economically active in the country. Gauteng is the most populous province, with over 25.5% of the national population residing there (Statistics South Africa, 2025). The strong urban concentration highlights that retail adoption remains advanced, which is driven by WIFI spots, access to technology, the benefits of same-day delivery from retailers such as Woolworths, physical store concentration, etc.

6.2.4 Income distribution

The financial distribution suggests that fashion omnichannel retailing attract finally stable consumers who can prioritize convenience over price and afford higher value purchases. The results indicated that 45.1% of respondents earned R45 000 or more per month. These consumers are likely to perceive omnichannel platforms as useful and time-saving, which confirms the perceived usefulness and satisfaction significance as highlighted in Chapter 5 . These results also indicate a gap of not accessing or serving customers who are not reachable.

6.2.5 Shopping Frequency

The patterns reflected in the results of most respondents shopping once a month indicate that the omnichannel consumer is a habitual shopper with planned purchases based on need, convenience or other promotions. This suggests that the shoppers are deliberate which strengthens the continuance intention as the monthly

engagements are sustained interactions. This reinforces that positive experience and confirmed expectations drive repeat usage.

6.3 H1: Confirmation has a positive and significant influence on the Perceived Usefulness of the retailer's omnichannel

These hypotheses tested the relationship between Confirmation and Perceived Usefulness. The result ($p=0.000$) indicated a significant positive relationship between confirmation and perceived usefulness which supports the statement that consumers who perceive that their expectation have been met are more likely to view the omnichannel platform as being useful.

The statistical results demonstrated an excellent model fit, with both the Pearson χ^2 (170.410, $p = 1.000$) and Deviance χ^2 (146.678, $p = 1.000$) being non-significant. The Nagelkerke R^2 value of 0.529 indicated that confirmation explains approximately 53% of the variance in perceived usefulness, providing strong empirical support for H1.

This outcome aligns with ECM (Bhattacharjee, 2001; Chabata et al., 2024), which confirms that user's perceptions of usefulness are reinforced when experience validates pre-use expectations. Similarly, Oghuma et al. (2015) stated that confirmation is a crucial determinant of post-adoption satisfaction. In this study, the strong positive relationship suggests that South African fashion consumers place high value on confirmation experiences such as timely order fulfilment, cross-channel stock visibility, customer service and dependable return processes, which are key indicators of a system's usefulness.

However, this study's finding of a 53% variance explanation is notably higher than reported in many prior ECM-based studies conducted in developed markets, where confirmation's explanatory power tends to fall below 40% (Choi et al., 2023; Li et al., 2024). This difference may be attributed to South Africa's unique retail environment, where infrastructural challenges, fluctuating service quality and digital gaps enhances consumer's sensitivity to confirmation. In such contexts, when omnichannel systems perform reliably, they create disproportionately strong perceptions of usefulness, as consumers interpret consistency and reliability as indicators of technological trustworthiness and value.

This result also extends prior omnichannel findings by Riaz et al. (2022) , demonstrating that while global consumers often take integration and seamlessness for granted, South African shoppers actively evaluate and reward these dimensions through continued engagement and loyalty. Therefore, the relationship between confirmation and perceived usefulness in this study highlights not only the cognitive validation of technology performance but also a context-specific response to perceived reliability gaps within emerging markets.

6.4 H2: Confirmation has a Significant and Positive Influence on Customer Satisfaction with the retailers omnichannel

This Hypotheses tested whether meeting and exceeding customer expectations across all omnichannel touchpoints enhances customer satisfaction to establish whether the expected and actual experience directly drives post-purchase contentment. The result ($p=0.000$) was supported and indicated a significant positive relationship between confirmation and customer satisfaction which supports the statement that satisfaction increases when pre purchased expectations are confirmed through a retailers omnichannel performance. This implies that reliable integration, accurate fulfilment, and trustworthy service interactions drive emotional contentment and loyalty. The finding validates that in omnichannel retailing, expectation fulfilment remains a key determinant of satisfaction and post-adoption behaviour.

The statistical model testing the relationship between these two variables indicated a strong model fit, with Pearson $\chi^2 = 1271.678$ ($p = 0.816$) and Deviance $\chi^2 = 404.739$ ($p = 1.000$). The Nagelkerke $R^2 = 0.821$ revealed that approximately 82% of the variance in customer satisfaction is jointly explained by confirmation and perceived usefulness, highlighting a robust explanatory power. This result provides strong empirical support for H2, confirming that customer satisfaction increases when pre-purchase expectations are met and when the omnichannel system proves to be useful, efficient and reliable.

This finding aligns with the ECM, which suggests that satisfaction arises when a user's expectations are confirmed through actual system performance (Bhattacharjee, 2001). The result supports Nguyen and Ha (2021) and Oghuma et

al. (2015), who assert that satisfaction is the outcome of positive confirmation, which is shaped by the extent to which the omnichannel platforms meet or exceed expectations. In the context of South African fashion omnichannel retailing, this suggests that consumers get satisfaction from perceptions of consistency, reliability and seamless integration between online channels and instore experience, which aligns with global expectations of omnichannel retailing (Verhoef et al., 2015).

The strong positive influence observed (82%) can be interpreted as evidence that South African consumers place greater weight on confirmation as a when an omnichannel retailer fulfils its promises, customers experience enhanced satisfaction due to previous lower expectations around on the reliability of all touchpoints.

Conceptually, satisfaction in this study reflects the emotional fulfilment and contentment resulting from an omnichannel shopping experience that meets or exceeds expectations (Franklin, 2023; Sharabati et al., 2022). Practically, this means that when consumers confirm that the retailer's platforms function cohesively across touchpoints such as accurate online stock visibility, reliable click-and-collect options, delivery and consistent post-purchase service, they report higher satisfaction and are more inclined to continue engaging with the retailer.

Furthermore, the findings are consistent with the meta-analytic evidence from Wang (2023), who found satisfaction to be the most frequently predictor of continuance intention, reinforcing its central role within the ECM framework. The current study extends this evidence to the fashion omnichannel context, showing that satisfaction operates not only as a post-adoption affective response but also as a strategic driver of loyalty and continuance intention.

6.5 H3: Perceived Usefulness has a Significant and Positive Influence on Customer Satisfaction derived from the retailer's omnichannel

The results for H3 demonstrate that perceived usefulness has a significant positive influence on customer satisfaction derived from the retailer's omnichannel platform ($p = 0.000$). This confirms that when consumers perceive the omnichannel system as useful and convenient, their overall satisfaction with the retailer increases. The findings are statistically robust and provides empirical support for the Expectation-Confirmation Model (Bhattacharjee, 2001).

This result aligns with existing empirical evidence indicating that perceived usefulness is one of the strongest predictors of satisfaction and continuance use intention across technology-based services (Li et al., 2024; Oghuma et al., 2015). In the context of fashion omnichannel retailing, this means that when shoppers find the retailer's omnichannel platforms functionally beneficial, such as the seamless integration of the platforms, click-and-collect processes, or efficient order tracking, they perceive the system as valuable, which heightens their satisfaction. As Franklin (2023) and Lyu et al. (2024) argue, perceived usefulness-oriented influence emotional responses, because consumers interpret functional performance as evidence of service reliability and competence. In this study perceived usefulness included themes such as efficiency, convenience, ease of use and speed of the omnichannel platform.

The positive relationship observed here reinforces the emotional reasoning within the ECM: perceived usefulness represents the cognitive appraisal of system performance, while satisfaction captures the emotional response that follows. This aligns with findings from Nguyen and Ha (2021), who emphasized that usefulness-driven satisfaction is especially relevant in omnichannel settings, where the perceived ability to integrate online and offline services determines how consumers evaluate their overall experience.

In comparison with global studies, this study's finding demonstrates a contextual strength within the South African retail environment. Given challenges such as inconsistent delivery infrastructure, varying digital literacy, and limited integration across channels, consumers may attach greater emotional value to perceived usefulness than consumers in more mature markets. When omnichannel platforms reliably deliver on their functional promises, South African consumers experience amplified satisfaction because the system exceeds their baseline expectations of convenience and reliability.

Overall, the statistical and theoretical evidence supports H3 and strengthens the argument that perceived usefulness acts as a cognitive precursor to satisfaction within omnichannel retail.

6.6 H4: Perceived Usefulness has a Significant and Positive Influence on

Continuance use of the retailer's omnichannel

The statistical analysis for H4 confirmed that perceived usefulness has a significant and positive influence on continuance intention ($p = 0.000$). The model demonstrated strong fit indices, with Pearson $\chi^2 = 6423.406$ ($p = 0.000$) and Deviance $\chi^2 = 685.243$ ($p = 1.000$), indicating a satisfactory model fit despite sample size sensitivity. The Nagelkerke $R^2 = 0.685$ further revealed that almost 69% of the variance in continuance intention is explained collectively by perceived usefulness, satisfaction and customer experience. This result empirically supports H4, validating that when omnichannel platforms deliver functional benefits such as: Speed of services, convenience and integrated service performance, customers are more likely to continue using them.

This finding is consistent with the Expectation-Confirmation Model (Bhattacharjee, 2001), which suggests that user's continued engagement depends largely on their perception of usefulness after prior experience. Perceived usefulness functions as a key post-adoption belief, reinforcing consumer's cognitive evaluation that continued use provided value to them (Oghuma et al., 2015; Wu & Li, 2022). In this study, fashion consumers who perceived the retailer's omnichannel system as effective in streamlining shopping, facilitating returns or improving accessibility were more inclined to continue using it. This finding aligns with Li et al. (2024), who found that perceived usefulness and satisfaction jointly determined user's intention to reuse restaurant apps, and Choi et al. (2023), who confirmed usefulness as a strong determinant of ongoing digital engagement.

Unlike initial adoption, continuance intention reflects an experiential and evaluative commitment developed after repeated interaction with the retailer's omnichannel platforms. This supports A & Subramanian (2023), who argued that post-adoption factors, particularly usefulness and satisfaction must be integrated to understand sustained technological use. In line with this, the present results extend the ECM by empirically demonstrating that perceived usefulness remains a key driver of continuance use even when satisfaction and experience are simultaneously considered.

Contextually, the South African omnichannel fashion environment highlights the practical relevance of this finding. Given infrastructural inconsistencies and data cost constraints, consumer's willingness to continue engaging with omnichannel

platforms depends on functional value which is tangible, for example, convenience, reliable delivery, and real-time visibility across stores. Zara SA is a good example as they have few stores in the country and functional values highlighted play an integral role for the purchaser. When the system consistently meets these expectations, users interpret usefulness as a signal of operational trustworthiness, reinforcing loyalty and continued use.

The high explanatory power ($R^2 = 0.685$) suggests that perceived usefulness a cognitive and behavioural motivator for using omnichannel platforms, especially in emerging markets where convenience and reliability are vital. This result aligns with Nguyen (2021) and Yang & Han (2020), who reported that usefulness significantly shapes post-adoption commitment across digital platforms.

6.7 H5: Customer Satisfaction Positively and Significantly Influences Omnichannel Customer Experience

The results for H5 revealed that the hypothesised positive relationship between customer satisfaction and omnichannel customer experience **was not** statistically significant ($p = 0.100$). Although the model produced a high Nagelkerke R^2 value of 0.794, indicating that approximately 79% of the variance in customer experience can be explained by other factors in the model, satisfaction alone did not significantly predict perceived customer experience. This outcome suggests that within the South African fashion retail context, satisfaction and customer experience operate as related but distinct constructs, and satisfaction may not automatically translate into an enhanced perception of the overall omnichannel journey.

The non-significance of this relationship contrasts with earlier empirical evidence linking satisfaction to customer experience quality (Asmare & Zewdie, 2022; Lemon & Verhoef, 2016). In those studies, satisfaction emerged as a result rather than a precursor of experience, customers form satisfaction judgments after assessing emotional, cognitive, and sensory experiences. As customers navigate across digital and physical touchpoints, their experience is shaped by factors such as service integration, sensory consistency, emotional engagement, and social interaction (Verhoef et al., 2009; Zhang et al., 2024), which collectively influence satisfaction but are not necessarily shaped by it.

From a theoretical perspective this result aligns with Customer Experience Theory , which views customer experience as a holistic and dynamic construct encompassing emotional, behavioural, sensory, and social dimensions (Gerea et al., 2021; Verhoef et al., 2009). In this study, customer experience was treated as unidimensional, reflecting the overall customer perceptions across all touchpoints rather than individual interactions. As such, satisfaction was insufficient to explain variations in the broader experiential construct. Customers prioritise cognitive and functions dimensions of their experience over emotional satisfaction (Gao et al., 2021).

Contextually, the finding may also reflect the complex realities of South African omnichannel retailing, where inconsistent digital infrastructure, service quality and past experiences of online fraud which create fragmented customer journeys (Maritz, 2025). Consequently, consumers may evaluate their overall omnichannel experience based on the quality of service process rather than post-purchase satisfaction alone. This interpretation is supported by Zimmermann et al. (2022), who emphasised that a unified and integrated approach across touchpoints rather than customer satisfaction with single interactions is essential for a seamless omnichannel experience.

6.8 H6: Customer Satisfaction has a significant and positive influence on the continuance use intention of the retailer's omnichannel platform.

This Hypotheses aimed to test the relationship between customer satisfaction and Continuance Use intention. The analysis revealed a significant and positive relationship between customer satisfaction and continuance use intention, supporting the proposed hypothesis ($p = 0.000$). The model demonstrated a good overall fit, as indicated by Pearson $\chi^2 = 6423.406$ ($p = 0.000$) and Deviance $\chi^2 = 685.243$ ($p = 1.000$). The Nagelkerke R^2 value of 0.685 further confirms that approximately 69% of the variance in continuance use intention is jointly explained by satisfaction, perceived usefulness, and customer experience, underscoring the strength of satisfaction as a behavioural driver in this study.

This finding is strongly aligned with the Expectation-Confirmation Model (Bhattacharjee, 2001), which postulates that satisfaction derived from confirmed expectations directly influences user's decision to continue using a technology or system. Consistent with Gustafsson et al. (2005) and Oghuma et al. (2016), the

results confirmed that satisfied consumers are more likely to sustain their engagement and resist switching to alternative platforms.

Empirical studies have consistently validated this relationship across digital contexts, including mobile applications (Choi et al., 2023), social-location platforms (Ho et al., 2015), and restaurant apps (Li et al., 2024). Similarly, Nguyen et al. (2021) and Wang (2023) have demonstrated that satisfaction is among the most robust predictors of continuance behaviour in omnichannel settings, as it reflects consumer's collective experience of reliability, convenience and service integration. In this study, the high explanatory power ($R^2 = 0.685$) reinforces that satisfaction is not merely a transient feeling but a determinant of sustained loyalty within the South African omnichannel fashion context.

Therefore, when a retailer's omnichannel platform consistently delivers seamless cross-channel experiences, it enhances trust and satisfaction, translating into continued engagement.

6.9 H7: Customer Experience has a significant and positive influence on the continuance use intention of the retailer's omnichannel

The results for H7 which assessed the relationship between customer experience and continuous use intention confirmed that customer experience has a significant and positive influence on continuance use intention, supporting the proposed hypothesis ($p = 0.000$). These findings validate the integrated role of customer experience in shaping consumer's willingness to continue using omnichannel platforms.

The model demonstrated an excellent fit, with Pearson $\chi^2 = 6423.406$ and Deviance $\chi^2 = 685.243$ ($p = 1.000$), indicating strong model fit. The Nagelkerke R^2 value of 0.685 suggests that approximately 69% of the variance in continuance intention is collectively explained by customer experience, satisfaction and perceived usefulness.

Asmare and Zewdie (2022) and Zimmermann et al. (2022) confirmed that a well-integrated omnichannel experience enhances satisfaction and loyalty by ensuring consistency across both online and offline touchpoints. In this study, the respondents

who experienced consistency and seamlessness across all channels were more likely to continue engaging with the retailer's omnichannel platform.

The results also align with Both and Steinmann (2023), who found that strategic omnichannel experience management increases customer loyalty, purchase intention and overall satisfaction. Similarly, Lim et al. (2022) and Zhang et al. (2024) highlight that positive experiences foster emotional attachment, which translates into repeated engagement and reduced switching tendencies. The high explanatory power ($R^2 = 0.685$) reinforces that customer experience is not merely an outcome of service quality but a predictive driver of future behaviour within omnichannel environments. This is a positive outcome, as these findings will contribute to the existing literature, bridging the gap and addressing the lack of empirical evidence on the relationship of customer experience positively influencing continuance use intention in the omnichannel context (Gao et al., 2021).

6.10 H8: Perceived usefulness positively and significantly influences omnichannel customer experience

The results for H8 indicate that perceived usefulness positively and significantly influences omnichannel customer experience ($p = 1.000$), thus supporting the proposed hypothesis. This finding aligns with Lim et al. (2022), who argue that perceived usefulness enhances customer experience by shaping convenience, efficiency, and value perceptions. In the context of fashion omnichannel retailing, the more consumers perceive the retailer's digital and physical platforms as practical, the more positively they evaluate their overall shopping experience.

The model demonstrated excellent fit, with Pearson $\chi^2 = 296.521$ ($p = 0.972$) and Deviance $\chi^2 = 189.866$, confirming strong model adequacy. The Nagelkerke R^2 value of 0.680 further suggests that approximately 68% of the variance in customer experience is explained by perceived usefulness, validating the strong predictive relationship between consumers cognitive evaluation of system utility and their experiential perceptions within the omnichannel setting.

The results are consistent with Lemon and Verhoef (2016) and Zimmermann et al. (2022), who emphasised that experience quality in omnichannel retailing is reinforced when customers perceive platforms as useful, integrated, and effortless

to navigate. When functions such as click-and-collect, mobile app transactions, and real-time stock visibility operate seamlessly, customers experience a sense of control and satisfaction that strengthens their experiential evaluation. In this study, such experiences translated into elevated perceptions of convenience, engagement, and overall enjoyment, confirming that functional value enhances experiential value.

Comparatively, this finding extends prior research that positioned perceived usefulness primarily as a driver of satisfaction and continuance intention (Choi et al., 2023; Li et al., 2024), by demonstrating that usefulness also shapes the broader customer experience. It suggests that cognitive perceptions of technological value are internalised as emotional and sensory experiences, reinforcing the theoretical integration of the ECM and CX frameworks.

From a South African fashion retail landscape, the relationship between usefulness and experience is meaningful where digital trust and system reliability remain critical determinants of consumer sentiment. When omnichannel systems are perceived as reliable, customers view them as useful and dependable, which drives the overall experience. This indicates that perceived usefulness is a key antecedent to experiential satisfaction in markets where technological performance serves as a proxy for trust and brand credibility (Maritz, 2025).

These results highlight that improving perceived usefulness can drive customer experience.

6.11 Chapter 6 Conclusion

This chapter discussed the empirical results which were derived from testing eight hypotheses (H1- H8), which aimed at assessing the continuance use intention of consumers within the fashion omnichannel retail sector in South Africa. The analyses showed that seven of the eight hypotheses were statistically supported, providing strong validation of the integration of the ECM and CX framework outlined in Chapter 3, which seeks to understand post-adoption behaviour in omnichannel environments.

The findings confirmed that confirmation significantly influences both perceived usefulness (H1) and customer satisfaction (H2), aligning with prior research (Bhattacharjee, 2001; Oghuma et al., 2015) that positions confirmation as a key cognitive process in validating customer expectations. Perceived usefulness was

found to have a significant and positive influence on both customer satisfaction (H3) and continuance intention (H4). These findings state that usefulness functions as both cognitive and behavioural motivator in guiding consumer's decisions to sustain engagement with omnichannel platforms.

However, H5 was not supported and was not statistically significant ($p = 0.100$) which tested the relationship between customer satisfaction and customer experience. Although satisfaction and experience are related constructs, they are distinct in scope within this study. The analysis further revealed that both customer satisfaction (H6) and customer experience (H7) positively influence on continuation intention use. These results align with the ECM and CX framework in demonstrating that satisfaction and good customer service collective strengthen the consumer's willingness to continue engaging with omnichannel service. Finally, H8 confirmed a significant relationship between perceived usefulness and customer experience. The next chapter provides the overall conclusions and recommendations for academics and fashion retailing practitioners.

CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

7.1 Introduction

This chapter concludes the study by summarizing the main findings and interpreting their broader significance. This will be followed by the practical and academic recommendations highlighting how the results can contribute to theory and policy in the South African omnichannel fashion retail sector. The chapter will then discuss the study's limitations and highlight potential recommendations for future research before concluding.

7.2 Overall Study Conclusions

7.2.1 What was studied and why does it matter

The study investigated the determinants of continuance use intention among South Africa's fashion omnichannel retail sector with a focus on understanding how customer experience factors jointly influence post-adoption behaviour.

While omnichannel retailing has been widely adopted globally, many retailers continue to deliver a seamless integration between physical and digital touchpoints. Despite the growth of e-tailing, South African fashion retailers still face major gaps in delivering customer experience across all channels (Guo & Wang, 2023). This is vital, as customer retention and long-term engagement are crucial for retailers to remain competitive and meet customer needs. Understanding what drives customers to continue using omnichannel platforms helps retailers enhance satisfaction, improve profitability and sustain brand loyalty (Amare & Zewdie, 2022).

7.2.1 Research research context and why it matters

The study was conducted within the South African fashion retailer sector, which represented the largest segment of the country's online market (Mashamaite, 2025). This context is significant as the fashion category is characterised by high

purchase frequency, rapid-cycle trends, and consumer's reliance on both in-store and digital experiences (Son et al., 201). Thus, exploring consumer continuance behaviour in this setting provides insights relevant to emerging economies and can be further explored in other contexts of the retail sector.

7.2.3 What did the research already know?

Existing literature confirms that omnichannel success relies on seamless integration of channels and customer-centric strategies (Verhoef et al., 2015) However, the literature has been largely from a retailer's perspective focusing on logistics, systems, performance outcomes (Mishra et al., 201), rather than on consumer behaviour intentions, particularly on the fashion industry. Furthermore, there is a limited understanding on post-adoption constructs with customer experience and on how these models both can influence current intentions in the emerging markets (Guo & Wang; 2023; Shen et al., 2018). The study addressed this gap by drawing on the Expectation Confirmation Model (Bhattacharjee, 2001) and Customer Experience Theory (Lemon & Verhoef, 2016), aiming to provide a holistic understanding of consumer engagement and customers' continuance intentions beyond initial adoption (Gerea et al., 2021). The research aimed to bridge the gap between functional performance and experiential satisfaction on using omnichannel platforms by integrating the ECM and CX to form a comprehensive framework that captures all the determinants of post-adoption behaviour.

7.2.4 What specific questions were answered?

This study answered the overarching question "what factors influence customer's continuance use intention of omnichannel fashion retail platforms in South Africa, from a customer experience perspective. The answers were:

- Whether confirmation significantly influenced perceived usefulness and customer satisfaction
- How perceived usefulness and satisfaction contributes to customer experience
- The extent to which customer experience and satisfaction drive continuance intention use and

- Empirically tested an integrated ECM -CX conceptual model, which bridged the theoretical omnichannel post-adoption existing model.

7.2.5 Methodology Approach and Findings

To achieve the study objectives, a quantitative research approach was used, collecting data from a structured online survey distributed to South African consumers who had previously engaged with fashion omnichannel platforms in the past year. After data cleaning, 233 valid responses were analysed using SPSS v30. Reliability and Validity were confirmed through Cronbach's alpha and factor analysis (Adeniran, 2025). The relationships between the constructs were tested using ordinal regression and correlation analyses.

Eight hypotheses (H1–H8) were derived from the literature review in Chapter 2. These were tested to assess the relationships between confirmation, perceived usefulness, customer satisfaction, customer experience, and continuance intention. The results revealed strong empirical support for seven of the eight hypotheses, confirming that confirmation significantly influences both perceived usefulness and satisfaction, as supported by prior studies (Bhattacharjee, 2001; Oghuma, 2015). Furthermore, perceived usefulness was found to be a strong predictor of both satisfaction and continuance intention, affirming its dual role as a cognitive and behavioural motivator for ongoing engagement (Li et al., 2024; Nguyen & Ha, 2021).

Similarly, customer satisfaction and customer experience emerged as significant predictors of ongoing use, aligning with studies that link affective fulfilment and experiential quality to customer retention in digital environments (Lemon & Verhoef, 2016). However, H5, which examined the relationship between satisfaction and experience, was not statistically supported ($p = 0.100$). This finding suggests that while satisfaction and experience are interrelated, they are distinct constructs, a conclusion consistent with Gao et al. (2021) and Asmare and Zewdie (2022), who note that customer experience encompasses broader cognitive, emotional and operational dimensions, such as channel integration, transparency and service consistency.

In addition, the relationship path testing and beta coefficients indicated the relative strength and direction of relations among the constructs within the model. Perceived Usefulness demonstrated a strong relationship effect on both Confirmation and

Customer satisfaction $\beta=0.711$ and $\beta=0.497$ respectively, emphasising its role on driving satisfaction and sustained ongoing engagement. Moderate positive effects were found between Customer experience and Continuance use intention, which suggests that a quality experience encourages customers to continue using the fashion retail omnichannel platform. Conversely, the path between customer satisfaction and customer experience was insignificant, indicating a negative relationship between both constructs

Overall, the Beta coefficients confirm that perceived usefulness and customer experience have a strong influence on the continuance use intention, which provides empirical support for integrating ECM and CX models

These findings collectively demonstrate that South African omnichannel consumers are both cognitive and experiential decision-makers, whose sustained use of omnichannel platforms is influenced by the interplay between expectation fulfilment, perceived usefulness, satisfaction, and holistic experience quality. The integration of ECM and CX frameworks thus proved to be a robust and contextually relevant model for explaining post-adoption behaviour in emerging retail environments (Gerea et al., 2021; Verhoef et al., 2015).

7.3 Recommendations

7.3.1 Strategic Recommendations for Academics

This study contributes to academic literature for understanding the post-adoption behaviour in fashion omnichannel retailing within the context of developing countries, focusing on South Africa. Existing literature has predominantly focused on omnichannel adoption and the implementation in developed markets with mature retail ecosystems. This has left an empirical gap in understanding how consumers in developing countries can sustain usage and engagement over time (Gerea, Herskovic, & Aravena, 2021; Difrancesco et al., 2021). By integrating the ECM (Bhattacharjee, 2011) with Customer Experience Framework, this study offers a theoretical conceptual model which expands literature in continuance use intention beyond the traditional technology adoption model.

This study underscores the need for academic research to shift from initial adoption to post-adoption behaviour, where continuous customer engagement is dependent on other factors such as service delivery, continuous engagement, rather than just technology acceptance. Future academic studies can build on the ECM and Cx integration and expand it in other industries to assess the robustness and theoretical generalizability.

Furthermore, researchers can combine quantitative models with qualitative inquiry to capture the emotional, social and behavioural nuances of omnichannel experiences, which can yield richer insights into how customers perceive value and experiences across the touchpoints of the shopping journey

7.3.2 Strategic Recommendation for Retailers

This study highlights that fashion retailers should prioritize seamless cross-channel integration. As suggested by Verhoef et al. (2015), channel coordination enhances perceived usefulness and satisfaction through consistent, reliable services across all touchpoints. Retailers should focus on integrating online, mobile and physical channels to provide stock visibility, consistent pricing and reliable fulfilment. Integrated communication can enhance perceived usefulness and satisfaction by validating customer expectations and reducing uncertainty across touchpoints. Enhancing perceived usefulness through functionality, speed and integration is vital for customer satisfaction. In addition, they should adopt a customer-centric omniculture by embedding a customer centric culture where internal processes aligning marketing, IT and operations teams around shared performance KPI's vs. sales targets only. These targets can include customer satisfaction, customer engagement and retention strategies. Continuous employee training will ensure that front-line staff reinforce positive experiences at every touchpoint (Both, & Steinmann, 2022; Zimmermann).

Moreover, retailers should embed customer satisfaction as a long-term strategy for retention, rather than treating it as a short-term tactical outcome. This can be achieved through investments in staff training and consistent brand communication. By building emotional connection through store layouts, user-friendly apps and impactful marketing campaigns. This will strengthen customer trust and foster the

brand's loyalty. Furthermore, fashion retailers can develop customer experience management systems to track customer satisfaction and identify pain points. Though such systems exist for other retailers today, such as (store specific NPS, Hello Peter etc.), closer and more collaborative customer experience systems can enable continuous improvement in omnichannel delivery and responsiveness to the changing customer expectations. By strengthening post-purchase engagement, through after sales feedback, feedback loops and loyalty rewards, retailers can meet customer experience pain points. Fashion retailers can leverage data analytics to execute on their omnichannel strategies, as per empirical evidence in Pakistan, which is applicable across the board (Riaz, 2021).

Finally, retailers can expand geographic locations and market access. Most omnichannel audiences comprise urban and middle-income consumers, retailers should extend their reach by developing data-efficient platforms and flexible payment options to engage lower-income and semi-urban markets. This could work for retailers such as MRP, PEP, and Ackermans, due to their large footprint and the size of the organisations which serve millions of South African customers who fall into this category. Parallel to this, they can reinforce trust in omnichannel shopping by ensuring data accuracy and security, where online fraud is seen as a barrier to digital adoption.

Collectively, these actions can enable retailers to transform omnichannel functionality into a long-term competitive advantage to enable customer satisfaction and continued use of omnichannel shopping.

7.4 Study Limitations

The study included a few limitations. Firstly, it used a cross-sectional design which captured consumers perceptions at a single point in time, which limits the overall causal assumptions. Secondly, the study focused on fashion clothing retail customers in South Africa, which limits the understanding of retail as a holistic sector and other markets. Thirdly, the data were collected via self-administered surveys, which can introduce response bias as there are no promoting and probing and limit the sample to participants with internet access (Sung & Wu, 2018). Furthermore, the study used a Likert scale survey for data collection, which could be a limitation due

to the response style, as some respondents are neutral or on either side of the scale, which dilutes the respondents' actual Genuity (Sung & Wu, 2018). This study also limits the in-depth understanding of customer motivations due to its quantitative nature, as it lacks qualitative insights. Lastly, the study used customer experience as a unidimensional construct, thereby limiting a fuller experiential profile of the customer. For future research, this can be extended to fully evaluate the customer experience dimensions.

7.5 Recommendations for Future Research

From a theoretical perspective, this study contributed to the ongoing ECM model and has now added Customer Experience integration. Future research should validate and extend the ECM-CX framework across different sectors and geographical contents to further test its robustness and theoretical generality. Cross-sectoral comparisons between fashion, banking sector and the grocery retail could reveal how technological adoption and customer expectations influence the strength of continuance intention.

Researchers can examine the potential mediating and moderating variables to expand and refine the model's explanatory power. The customer experience framework can be explored multidimensionally to further evaluate the experience dimensions which include the emotional, cognitive, sensory, behavioural and social dimensions (Verhoef et al., 2009). In this study, customer experience was assessed from a unidimensional perspective. Furthermore, other constructs such as trust, service quality and perceived risk can be incorporated into the study to get insights into post-adoption behaviour (Nguyen, 2021).

From a research methodology perspective, researchers can adopt mixed method approaches where they use quantitative data to capture the changes in continuance behaviour and use qualitative research methods to conduct interviews and ethnographic studies to uncover the underlying emotions, experiences and motivations that influence long-term loyalty (Asmare & Zewdie, 2022; Saunders & Lewis, 2018). Such designs would provide a more holistic view of customer decision-making within evolving omnichannel environments.

Lastly, comparative studies across developing economies in the fashion industry could reveal how retailers adapt to omni-channel models in resource-constrained environments. By exploring these topics, future research can refine the conceptual model of the ECM-CX framework to enhance adaptability in a rapidly changing global retail landscape.

7.6 Chapter Summary

This chapter presented the overall conclusions of the study which integrated the empirical findings, theoretical and practical recommendations derived from this study. The chapter reaffirmed that the seven out of the eight proposed hypotheses were supported which provided a strong validation of the integration of the Expectation Model and Customer experience frameworks which was an effective approach to understand the post adoption intentions of consumers. These results showed that confirmation, perceived usefulness, satisfaction and customer experience collective influence the continuance use intentions which highlights the importance of cognitive evaluations and perceived usefulness to drive sustained customer engagement.

This chapter also provided recommendations for practitioners and the need for the study to expand theoretical understanding of post-adoption behaviour in other fields and with other developing markets. For the practitioners, this study highlighted the importance for retailers to strengthen cross-channel interactions and to enhance satisfaction and loyalty through systems, improvements of customer service, etc.

Lastly, the limitations and opportunities for future research were discussed to further expand and test this model in other research fields. By validating the ECM–CX model within the South African fashion retail context, this study provided both academic value and practical guidance, contributing to a deeper understanding of how retailers can foster long-term customer relationships in an increasingly digital and competitive environment.

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APPENDIX 1: Survey questionnaire

Investigating the Continuance Use Intention of Omnichannel Retailing: The Role of Customer Experience

Dear Respondent

I am currently a student at the University of Pretoria's Gordon Institute of Business Science (GIBS) and completing my research in partial fulfilment of an MBA.

The study aims to investigate the **intention of continuance use of Omnichannel** Retailing services in South Africa from a customer experience perspective with a focus on the **clothing retail sector**. This survey should take no more than **10-15 minutes** of your time. Your participation is **voluntary**, and you can withdraw at any time without penalty. Your participation is **anonymous** and only aggregated data will be reported.

By completing this survey, you indicate that you voluntarily participate in this research. If you have any concerns, please contact my supervisor or me. Our details are provided below.

Researcher: Shatadi Heather Khumalo
Email: 23019507@mygibs.co.za
Phone: 073 128 1753

Research Supervisor: Samantha Swanepoel
Email: samanthaswanepoel1@gmail.com

* Indicates required question

SECTION A: SCREENING QUESTION

1. 1. Have you made use of retail fashion omnichannel platforms (both online and in-store) from retailers such as Woolworths, The Foschini Group, Zara, Mr Price, Cotton On etc, in the last 12 months? *

Mark only one oval.

- Yes
 No

2. 2. Are you 18 years or older? *

Mark only one oval.

- Yes
 No

If your answer was **NO** to any of the questions above, thank you for your time. You **cannot** continue with the survey.

SECTION B : DEMOGRAPHIC INFORMATION

3. 3. How old are you? *

Mark only one oval.

- 18-24
 25-34
 35-44
 45-54
 55 and older
 Other: _____

4. 4. What is your gender? *

Mark only one oval.

- Female
 Male
 Non-binary / Prefer not to say
 Other: _____

5. 5. Where are you based? (Province) *

Dropdown

Mark only one oval.

- Limpopo
- Gauteng
- North West
- Free State
- Mpumalanga
- Kwa Zulu Natal
- Eastern Cape
- Northern Cape
- Western Cape

6. 6. What is your monthly income ? (optional)

Mark only one oval.

- Under R10,000
- R10,001–R20,000
- R20,001–R35,000
- R35,001–R45,000
- R45,001 and above

7. 7. How often do you shop for clothing items using omnichannel platforms *

Mark only one oval.

- Atleast once a week
- Atleast once a month
- Atleast once every quarter
- Atleast once a year
- As and when I need to
- Other: _____

PLEASE ANSWER THE REMAINING QUESTIONS BASED ON 1 RETAILER TO SHARE YOUR EXPERIENCE

Let's refer to them as "Retailer X"



SECTION C: CONFIRMATION

Measures the extent to which your expectations are confirmed after using the omnichannel platform

To what extent do you "Agree" or "Disagree" with the following statements where 1= Strongly Disagree , 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

8. 1. My experience with using retailer X omnichannel is better than what I expected. *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

9. 2. The service level provided by the retailer through the omnichannel platform was better than expected. *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

10. 3. Overall, the majority of my expectations regarding the use of the omnichannel shopping platform were met. *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

11. 4. The omnichannel shopping experience exceeded my expectations. *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

SECTION D :PERCIEVED USEFULNESS

Assess your belief that the omnichannel platform enhances shopping.

To what extent do you "Agree" or "Disagree" with the following statements where 1= Strongly Disagree , 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

12. I find it easy to use retailer X omnichannel shopping. *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

13. Shopping using retailer X omnichannel is more efficient *

Mark only one oval.

1 2 3 4 5

Stro Strongly Agree

14. I tell my friends to buy from retailer X using an omnichannel channel. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

15. I would like to repeat my purchasing experience from retailer X using their omnichannel channel platform. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

16. Shopping using retailer X omnichannel helps me to perform many things more conveniently. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

17. Using retailer X omnichannel platform helps me to accomplish things more quickly. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

SECTION E: CUSTOMER SATISFACTION

Measures your contentment with omnichannel shopping experience from the retailer

To what extent do you "Agree" or "Disagree" with the following statements where 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

18. I am pleased with the overall experience of using retailer X omnichannel for shopping. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

19. Overall, I am satisfied with my omnichannel shopping experience. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

20. Retailer X omnichannel platform aligns well with my shopping preferences *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

21. Overall, I am satisfied with my last interaction of using retailer X omnichannel platform *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

SECTION F: CUSTOMER EXPERIENCE

Captures your perceptions and interactions within the omnichannel journey.

To what extent do you "Agree" or "Disagree" with the following statements where 1= Strongly Disagree , 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

22. My experience with using retailer X omnichannel shopping is better than expected. *

Mark only one oval.

1 2 3 4 5
Stor Strongly Agree

23. Interactions and usage across the omnichannel platforms were efficient. *

Mark only one oval.

1 2 3 4 5
Stor Strongly Agree

24. Shopping through retailer X omnichannel platform is a pleasurable experience *

Mark only one oval.

1 2 3 4 5
Stor Strongly Agree

25. Retailer X omnichannel consistently delivers what I am looking for. *

Mark only one oval.

1 2 3 4 5
Stor Strongly Agree

26. Using retailer X's omnichannel service provides information that is helpful in making better purchase decisions. *

Mark only one oval.

1 2 3 4 5
Stor Strongly Agree

SECTION G: OMNICHANNEL CONTINUATION INTENTION

Reflects the behavioural intention to continue using the omnichannel platform in the future.

To what extent do you "Agree" or "Disagree" with the following statements where 1= Strongly Disagree , 2= Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree.

27. I will continue using omnichannel shopping rather than discontinue it's use. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

28. My intentions are to continue using omnichannel shopping than use any alternative means (Multichannel: only In-store shopping or just online shopping). *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

29. I intend to continue to make use of retailer X omnichannel frequently in the future. *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

30. I will prioritise using retailer X omnichannel services over switching to other shopping options *

Mark only one oval.

1 2 3 4 5
Stro Strongly Agree

Appendix 2: Operationalising Framework

Confirmation	Statement	Source
CO1	My experience with using brand X omnichannel is better than what I expected.	Bhattacharjee (2001).
CO2	The service level provided by the retailer through the omnichannel platform was better than expected.	Oghuma et al. (2015)
CO3	Overall, the majority of my expectations regarding the use of the omnichannel shopping platform were met.	
CO4	The omnichannel shopping experience exceeded my expectations.	Nguyen and Ha (2021)
Perceived usefulness	Statement	Source
PU1	I find it easy to use brand X omnichannel shopping.	Silva et al. (2018)
PU2	I consider it easy to become competent in the use of an omnichannel approach.	
PU3	I think the use of an omnichannel approach is easy	Wu and Wang (2005)
PU4	I tell my friends to buy from brand X using an omnichannel channel.	
PU 5	I would like to repeat my purchasing experience from brand X using their omnichannel channel platform.	ÖzdemiR and Sönmezay (2020)
PU6	Shopping using brand X omnichannel helps me to perform many things more conveniently.	Oghuma et al. (2015)
PU7	Using brand X omnichannel platform helps me to accomplish things more quickly	
Customer Satisfaction	Statement	Source
CS1	I am pleased with the overall experience of using brand X omnichannel for shopping.	Rodríguez-Torrico et al. (2020)
CS2	Overall, I am satisfied with my omnichannel shopping experience.	
CS3	Brand X omnichannel platforms aligns well with my shopping preferences	Gustafsson et al. (2005)
CS4	Overall, I am satisfied with my last interaction of using Brand X omnichannel platform	Stone and Baker-Eveleth (2013)
Customer Experience	Statement	Source
CE1	My experience with using brand X omnichannel shopping is better than expected.	Pires et al. (2024)
CE2	Interactions and usage across the omnichannel platforms were efficient.	
CE3	Shopping through brand X omnichannel platform is a pleasurable experience	
CE4	Brand X omnichannel consistently delivers what I am looking for.	Roy et al. (2020)
CE5	Using Brand X's omnichannel service provides information that is helpful in making better purchase decisions	
Omnichannel Continuation	Statement :	Source

intention		
CI1	I prefer to continue using omnichannel shopping rather than discontinue it's use.	Bhattacharjee (2001).
CI2	My intentions are to continue using omnichannel shopping than use any alternative means (Multichannel: only In-store shopping or just online shopping).	Shi et al. (2020)
CI3	I intend to continue to make use of brand X's omnichannel frequently in the future	Stone and Baker-Eveleth (2013)
CI4	I will prioritise using brand X's omnichannel services over switching to other shopping options	

Appendix 3: Code Book

CODE BOOK						
code	0	1	2	3	4	5
A1	No	Yes				
A2	No	Yes				
B1		18-24	25-34	35-44	45-54	55-Older
B2		male	female	Non-Binary		
B3		Gauteng	Kwazulu Natal	Limpopo	North West	Western Cape
B4		Under R10000	R10001-20000	R20001-35000	R35001-45000	R45001-above
B5		Once a week	Once a month	Once every quarter	Once a year	As and when I need to
CO1		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CO2		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CO3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CO4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU1		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU2		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU5		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU6		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PU7		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CS1		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CS2		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CS3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CS4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CE1		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CE2		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CE3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CE4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CE5		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CI1		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CI2		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CI3		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
CI4		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Appendix 4: Ethical Clearance

**Gordon Institute
of Business Science**
University of Pretoria

**Ethical Clearance
Approved**

Dear Shatadi Khumalo,

Please be advised that your application for Ethical Clearance has been approved.

You are therefore allowed to continue collecting your data.

We wish you everything of the best for the rest of the project.

[Ethical Clearance Form](#)

Kind Regards

This email has been sent from an unmonitored email account. If you have any comments or concerns, please contact the GIBS Research Admin team.

APPENDIX 5: SUPPORTING TABLES

Factors Loading Table

Component	Initial Eigenvalues			Loadings			Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	13.340	55.582	55.582	13.340	55.582	55.582	9.819	40.913	40.913
2	1.691	7.046	62.628	1.691	7.046	62.628	5.170	21.542	62.455
3	1.053	4.387	67.015	1.053	4.387	67.015	1.094	4.560	67.015
4	0.926	3.857	70.872						
5	0.881	3.671	74.543						
6	0.681	2.837	77.379						
7	0.564	2.350	79.729						
8	0.496	2.068	81.797						
9	0.480	1.999	83.796						
10	0.432	1.799	85.596						
11	0.392	1.635	87.231						
12	0.370	1.542	88.773						
13	0.356	1.484	90.257						
14	0.325	1.355	91.611						
15	0.286	1.191	92.802						
16	0.258	1.076	93.878						
17	0.250	1.041	94.919						
18	0.233	0.970	95.889						
19	0.212	0.883	96.772						
20	0.193	0.804	97.576						
21	0.178	0.742	98.318						
22	0.160	0.665	98.983						
23	0.143	0.596	99.579						
24	0.101	0.421	100.000						

Descriptive Statistics								
	N	Minimum	Maximum	Mean		Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Std. Error
Use Status	233	1	1	1.00	0.000	0.000		
Legal Age	233	1	1	1.00	0.000	0.000		
Age	233	1	5	2.58	.055	.833	-.060	.159
Gender	233	1	2	1.75	.029	.436	-1.142	.159
Location	233	1	9	1.67	.104	1.586	2.609	.159
Income	233	1	5	3.62	.096	1.460	-.512	.159
Shopping Frequency	233	1	5	3.22	.084	1.287	.298	.159
Experience	233	1	5	3.86	.057	.870	-.561	.159
Service	233	1	5	3.79	.054	.829	-.360	.159
Expectations	233	1	5	3.97	.054	.830	-.758	.159
Preference	233	1	5	3.74	.058	.887	-.330	.159
Ease of Use	233	1	5	4.05	.054	.832	-.678	.159
Efficiency	233	1	5	3.94	.056	.859	-.749	.159
Usability	233	2	5	3.89	.059	.906	-.383	.159
Recommendability	233	1	5	3.47	.080	1.214	-.595	.159
Repeat Purchase	233	1	5	3.96	.059	.902	-.813	.159
Convenience	233	1	5	3.99	.061	.931	-.816	.159
Speed	233	1	5	3.95	.063	.966	-.802	.159
Shopping Satisfaction	233	1	5	3.94	.056	.849	-.525	.159
Overall Satisfaction	233	2	5	3.94	.052	.799	-.395	.159
Alignment	233	1	5	3.90	.058	.892	-.796	.159
Impact	233	1	5	3.95	.056	.862	-.641	.159
Brand Experience	233	1	5	3.81	.059	.899	-.514	.159
Fit for Purpose	233	1	5	3.90	.055	.834	-.433	.159
Pleasure	233	1	5	3.91	.056	.859	-.608	.159
Consistency	233	1	5	3.80	.059	.898	-.286	.159
Relevance	233	2	5	3.75	.056	.861	-.140	.159
Loyalty	233	1	5	4.04	.060	.911	-1.042	.159
Reliance	233	1	5	3.67	.070	1.065	-.699	.159
Commitment	233	1	5	3.91	.062	.942	-.808	.159
Ranking	233	1	5	3.48	.073	1.107	-.414	.159
Confirmation	233	1.00	5.00	3.8391	.04868	.74304	-.325	.159
Perceived_Usefulness	233	1.43	5.00	3.8927	.04465	.68162	-.669	.159
Customer_Satisfaction	233	1.25	5.00	3.9324	.04904	.74856	-.585	.159
Customer_Experience	233	1.60	5.00	3.8335	.04794	.73185	-.273	.159
Continuance_Intention	233	1.00	5.00	3.7758	.05644	.86159	-.686	.159
Valid N (listwise)	233							

Correlation Matrix

		Correlation Matrix																							
		Experience CO1	Service CO2	Expectations CO3	Preference CO4	Ease of Use PU1	Efficiency PU2	Usability PU3	Recommendability PU4	Repeat Purchase PU5	Convenience PU6	Speed PU7	Shopping Satisfaction CS1	Overall Satisfaction CS2	Alignment CS3	Impact CS4	Brand Experience CE1	Fit for Purpose CE2	Pleasure CE3	Consistency CE4	Relevance CE5	Loyalty CI1	Reliance CI2	Commitment CI3	Ranking CR
Correlation	CO1	1.000	0.678	0.585	0.596	0.497	0.456	0.003	0.339	0.510	0.482	0.449	0.578	0.545	0.471	0.497	0.628	0.586	0.566	0.489	0.465	0.501	0.328	0.463	0.307
	CO2	0.678	1.000	0.742	0.734	0.615	0.587	0.027	0.362	0.543	0.488	0.547	0.643	0.656	0.537	0.565	0.663	0.629	0.560	0.499	0.467	0.548	0.316	0.499	0.311
	CO3	0.585	0.742	1.000	0.732	0.683	0.626	0.064	0.397	0.597	0.585	0.547	0.689	0.686	0.560	0.666	0.731	0.667	0.625	0.500	0.513	0.589	0.363	0.514	0.356
	CO4	0.596	0.734	0.732	1.000	0.560	0.579	0.073	0.420	0.548	0.539	0.529	0.632	0.633	0.561	0.604	0.695	0.599	0.569	0.531	0.501	0.508	0.353	0.533	0.360
	PU1	0.497	0.615	0.683	0.560	1.000	0.674	0.075	0.460	0.629	0.580	0.539	0.670	0.679	0.581	0.652	0.689	0.610	0.561	0.434	0.408	0.623	0.358	0.545	0.368
	PU2	0.456	0.587	0.626	0.579	0.674	1.000	0.036	0.445	0.654	0.576	0.547	0.610	0.623	0.470	0.572	0.593	0.567	0.589	0.504	0.411	0.576	0.479	0.568	0.394
	PU3	0.003	0.027	0.064	0.073	0.075	0.036	1.000	0.046	0.016	0.085	0.029	0.070	0.068	-0.002	0.032	0.118	0.054	0.126	0.026	0.068	0.048	0.028	0.056	0.028
	PU4	0.339	0.362	0.397	0.420	0.460	0.445	0.046	1.000	0.635	0.513	0.486	0.412	0.422	0.524	0.384	0.436	0.367	0.375	0.354	0.291	0.502	0.435	0.487	0.514
	PU5	0.510	0.543	0.597	0.548	0.629	0.654	0.016	0.635	1.000	0.750	0.701	0.681	0.643	0.633	0.613	0.688	0.602	0.602	0.550	0.482	0.769	0.530	0.665	0.484
	PU6	0.482	0.488	0.585	0.539	0.580	0.576	0.085	0.513	0.750	1.000	0.742	0.605	0.625	0.637	0.601	0.651	0.603	0.635	0.532	0.534	0.677	0.426	0.618	0.500
	PU7	0.449	0.547	0.547	0.529	0.538	0.547	0.029	0.486	0.701	0.742	1.000	0.601	0.622	0.670	0.613	0.645	0.598	0.624	0.586	0.504	0.604	0.341	0.568	0.437
	CS1	0.578	0.643	0.689	0.632	0.670	0.610	0.070	0.412	0.661	0.605	0.601	1.000	0.808	0.618	0.732	0.821	0.734	0.702	0.618	0.567	0.610	0.360	0.543	0.380
	CS2	0.545	0.656	0.686	0.633	0.679	0.623	0.068	0.422	0.643	0.625	0.622	0.808	1.000	0.638	0.715	0.745	0.695	0.639	0.583	0.496	0.643	0.305	0.519	0.333
	CS3	0.471	0.537	0.580	0.561	0.581	0.470	-0.002	0.524	0.633	0.637	0.670	0.618	0.638	1.000	0.694	0.621	0.594	0.551	0.594	0.511	0.598	0.365	0.578	0.489
	CS4	0.497	0.565	0.606	0.604	0.652	0.572	0.032	0.384	0.613	0.601	0.613	0.732	0.715	0.694	1.000	0.739	0.658	0.658	0.601	0.559	0.639	0.396	0.530	0.358
	CE1	0.628	0.663	0.731	0.695	0.669	0.593	0.118	0.438	0.666	0.651	0.645	0.621	0.745	0.621	0.739	1.000	0.726	0.731	0.621	0.561	0.656	0.394	0.549	0.365
	CE2	0.588	0.629	0.687	0.599	0.610	0.587	0.054	0.367	0.602	0.603	0.598	0.734	0.695	0.594	0.658	0.726	1.000	0.757	0.568	0.599	0.600	0.335	0.536	0.339
	CE3	0.566	0.560	0.625	0.589	0.561	0.589	0.126	0.375	0.602	0.635	0.624	0.702	0.638	0.551	0.658	0.731	0.757	1.000	0.620	0.589	0.594	0.302	0.581	0.377
	CE4	0.489	0.499	0.500	0.531	0.434	0.504	0.154	0.354	0.560	0.632	0.586	0.618	0.583	0.594	0.601	0.621	0.566	0.620	1.000	0.593	0.547	0.383	0.513	0.392
	CE5	0.465	0.467	0.513	0.501	0.408	0.411	0.028	0.291	0.492	0.534	0.504	0.557	0.496	0.511	0.559	0.561	0.599	0.569	0.593	1.000	0.479	0.379	0.481	0.419
	CI1	0.501	0.548	0.589	0.508	0.623	0.576	0.068	0.502	0.768	0.677	0.604	0.610	0.643	0.598	0.639	0.656	0.600	0.594	0.547	0.479	1.000	0.568	0.762	0.550
	CI2	0.328	0.316	0.363	0.353	0.358	0.478	0.048	0.435	0.530	0.426	0.341	0.360	0.305	0.365	0.396	0.394	0.335	0.392	0.383	0.379	0.568	1.000	0.717	0.650
	CI3	0.463	0.499	0.514	0.533	0.545	0.568	0.028	0.487	0.665	0.618	0.588	0.543	0.519	0.578	0.530	0.549	0.538	0.581	0.513	0.491	0.762	0.717	1.000	0.627
	CR	0.307	0.311	0.356	0.360	0.368	0.394	0.059	0.514	0.494	0.500	0.437	0.380	0.333	0.489	0.358	0.395	0.338	0.377	0.352	0.416	0.550	0.650	0.627	1.000

Coefficients

		Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collin Stat
		B	Std. Error	Beta			Lower Bound	Upper Bound	
edness	(Constant)	6.685	5.106		1.309	0.203	-3.878	17.248	
	Confirmation	1.346	0.324	0.655	4.160	0.000	0.677	2.015	1.00
erception	(Constant)	-0.314	1.842		-0.170	0.866	-4.134	3.507	
	Confirmation	0.386	0.149	0.329	2.589	0.017	0.077	0.695	0.57
	Perceived_Usefulness	0.368	0.073	0.643	5.064	0.000	0.217	0.518	0.57
ance	(Constant)	-0.473	3.062		-0.154	0.879	-6.841	5.895	
	Perceived_Usefulness	0.310	0.228	0.416	1.363	0.187	-0.163	0.783	0.20
	Customer_Satisfaction	0.162	0.479	0.124	0.338	0.738	-0.833	1.157	0.14
	Customer_Experience	0.255	0.393	0.264	0.649	0.523	-0.562	1.072	0.11
erience	(Constant)	-0.533	1.750		-0.305	0.763	-4.154	3.088	
	Customer_Satisfaction	1.248	0.109	0.923	11.496	0.000	1.023	1.472	1.00

CR and AVE Summary Table

Construct	Composite Reliability (CR)	Average Variance Extracted (AVE)	Interpretation
CO (Customer Orientation)	0.926	0.758	High reliability and strong convergent validity
PU (Perceived Usefulness)	0.881	0.521	Acceptable reliability and convergent validity
CS (Customer Satisfaction)	0.933	0.776	Excellent reliability and convergent validity
CE (Customer Experience)	0.924	0.707	Strong reliability and convergent validity
CI (Customer Intention)	0.917	0.734	High reliability and convergent validity