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Effects of Customer Omnichannel Experience on Customer Behavioural Outcomes in Hospitality and Tourism Sector in Ghana

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***Abstract:** This study explores the influence of customer omnichannel experience (COE) on brand love (BL), word of mouth (WOM), and customer repurchase intention (CRI), with a focus on the mediating role of brand love. The quantitative survey included 593 participants who had used hospitality and tourism services in Accra, Tarkoradi, Tema, Kumasi, and Tamale. To ensure a representative sample, stratified random sampling selected participants based on their recent hotel, travel agency, and tourism service experiences. A structured online and in-person questionnaire measured COE, BL, WOM, and CRI using Likert-scale items. Partial Least Square Structural Equation Modelling (PLS-SEM) measured variable relationships and tested the proposed model. The study found that COE significantly affects BL, which affects WOM and CRI. The findings show that a seamless and personalised omnichannel experience increases brand loyalty, advocacy, and repeat purchases. The hospitality and tourism industry should focus on consistent, emotionally engaging experiences across multiple customer touchpoints to boost customer loyalty and brand promotion, according to this research.*

***Keywords:** Omnichannel, Customer, Experience, Brand, Repurchase, Intention.*

1. INTRODUCTION

Modern marketing strategies emphasise omnichannel customer experiences (COE), which integrate online and offline channels in hospitality and tourism sector. Omnichannel frameworks enable seamless platform switching, improving customer satisfaction (W. J. Lee, 2020). Consumers want seamless, digitally tailored interactions (Orús et al., 2019). Businesses must adapt to compete in changing markets (Rai et al., 2019). E-commerce and technology have raised customer expectations for consistent and personalised marketing (Nendwich, 2017). Businesses must sync social media, websites, mobile apps, and stores to

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meet expectations (Sun et al., 2020). Relationship-based strategies emphasise loyalty and emotional connections over transactional engagements (Trenz et al., 2020). Omnichannel strategies increase customer retention by convenience and accessibility (Reguraman and Subbiah, 2019). Using multiple channels increases customer loyalty and lifetime value, according to (Lazaris et al., 2014). Companies that meet diverse customer needs and preferences gain long-term customer engagement and competitive advantage (Rosengren et al., 2018).

Brand love strongly influences customer loyalty and experiences (Akter et al., 2018). Brands with consistent and personalised interactions develop stronger emotional bonds with customers. Emotions affect brand advocacy and repurchase intentions (Yan et al., 2019). Word-of-mouth advocacy increases with emotional connections (Kleinlercher et al., 2020). Emotionally connected customers recommend brands to friends and family. This advocacy boosts brand reputation and organic customer acquisition (Mosquera et al., 2017). Omnichannel experiences boost brand love with personalised and seamless interactions (Lee and Lim, 2017). Feeling understood and valued across channels increases brand loyalty (Juaneda-Ayensa et al., 2016). Feeling good fosters loyal and supportive relationships (Hossain et al., 2017). Omnichannel strategies' efficiency in meeting customer needs boosts customer advocacy (Rodríguez-Torrico et al., 2017). For instance, personalised recommendations based on past behaviours boost brand loyalty (Valentini et al., 2020). This bond increases brand loyalty and referrals (Le and Nguyen-Le, 2020).

Brand love promotes repeat purchases and loyalty (Park and Lee, 2017). Customers who are emotionally connected return and forgive service errors (Zhou et al., 2020). This resilience shows that strategic omnichannel efforts can create emotional bonds (Lynch and Barnes, 2020). Emotional connections differentiate brands in competitive markets (Özdemir et al., 2020). Omnichannel strategies build brand love, making companies trustworthy, relatable, and customer-centric. This differentiation keeps the brand in mind, boosting customer loyalty (Alam and Gani, 2019). Omnichannel customer experiences and brand love build loyalty and advocacy. Personalised and consistent experiences can build emotional bonds that boost customer satisfaction and brand success (Barwitz and Maas, 2018). To stay competitive, companies must use technology to improve their omnichannel strategies and build customer emotional bonds (Paz and Delgado, 2020).

Due to rapid digitalisation and changing consumer expectations, hospitality and tourism customer engagement strategies have changed. Despite the growing emphasis on seamless omnichannel customer experiences (COE), little is known about how they affect emotional connections, particularly brand love, and behavioural outcomes like repurchase intentions and word of mouth. Prior research has focused on customer satisfaction, loyalty, or digital engagement, not COE's holistic impact on emotional and behavioural dimensions. The hospitality industry relies on customer emotional connections for competitive advantage and growth, making this gap concerning. Hsia et al. (2020) studied omnichannel customer journeys and personalisation. Their works often prioritise operational and technological aspects over brand love's emotional and psychological aspects. Lee et al. (2019) provided

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valuable insights into customer experience frameworks, but they did not link them to hospitality emotional constructs and behavioural intentions. This study addresses a theoretical and empirical gap in brand love's mediating role in COE-customer loyalty. Service-Dominant (SD) Logic, which emphasises business-customer value co-creation, underpins this study. We use SD Logic to study how omnichannel customer experiences build brand love and affect hospitality and tourism industry behaviours like repurchase intentions and word of mouth. To understand customer engagement strategies, the study adds emotional constructs to the omnichannel framework.

This study addresses the gap by investigating how omnichannel customer experiences affect brand love, repurchase intentions, and word-of-mouth advocacy. The study provides a robust theoretical framework to explain these dynamics by integrating Service-Dominant Logic (SDL) theory, which emphasises co-creating value through personalised and consistent customer interactions (Shi et al., 2020). SDL emphasises seamless customer experiences' value beyond transactions, aligning with the study's focus on emotional engagement and behavioural outcomes. This research links omnichannel strategies and brand love, revealing how brands can create emotionally engaging experiences that win loyalty and advocacy in competitive markets. The purpose of this study is to investigate how omnichannel customer experiences foster brand love and influence customer behavioral outcomes, such as repurchase intentions and word-of-mouth advocacy, using the Service-Dominant Logic framework.

2. RELATED WORKS

Theoretical Review

Based on Vargo and Lusch (2004)'s Service-Dominant Logic (SDL), this study emphasises value co-creation through business-customer interactions in hospitality and tourism sector. SDL views value as co-created during exchange and use, not embedded in products or services. For meaningful and personalised experiences, this theory emphasises customer engagement and collaboration. Omnichannel marketers learn how seamless, integrated, and personalised interactions across channels create value and brand love with SDL. SDL shows how personalised and consistent customer interactions drive emotional engagement, relevant to this study. Omnichannel strategies help SDL co-create value through dynamic and adaptive exchanges. Provide a consistent and tailored experience across channels to increase perceived value, trust, loyalty, and brand love. SDL suggests long-term meaningful engagement creates this emotional bond. Thus, SDL provides a theoretical framework to study how omnichannel strategies increase brand love, repurchase intentions, and word-of-mouth advocacy. This SDL-based study fills a gap in omnichannel emotional experience research. SDL explores omnichannel strategies' value-creating potential through emotional connections, unlike previous research that focused on operational benefits. Brand love to value co-creation shows businesses new ways to create omnichannel strategies that meet functional needs and build emotional bonds with customers. This theoretical approach's strong foundation for understanding customer experiences, brand love, and behavioural outcomes benefits academic literature and marketing applications.

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Empirical Review and Hypotheses Development

Impact of Customer Omnichannel Experience on Brand Love

Many studies have examined how customer omnichannel experiences (COE) affect brand love, discovering valuable insights. Customer perceptions and brand loyalty improve with consistent and seamless omnichannel interactions, say (Lazaris et al., 2014). Melero et al. (2016) found that integrated online and offline touchpoints increase brand trust and love. Zhou et al. (2020) claim that COE's ability to personalise interactions across channels increases satisfaction and emotional resonance, which is essential to brand love. Scholars recommend omnichannel consistency for brand love. Brand consistency, promotions, and experiences strengthen customer emotional bonds, according to (Apadula, et al., 2020). Lee et al. (2019) say AI and predictive analytics help brands anticipate customer needs and strengthen emotional bonds. Intrusive personalisation can cause mistrust and reduce brand love, so Kent et al. (2016) recommend omnichannel balance. The literature emphasises emotional resonance and customer-brand relationships. Mosquera et al. (2019) found that omnichannel storytelling and emotional appeal increase brand love. Creative and entertaining omnichannel content strengthens emotional bonds, say (Rosenmayer et al., 2018). Simone and Sabbadin (2017) say platform-wide identity alignment boosts brand love and customer emotions. In omnichannel strategies, hospitality brands must prioritise emotional connections, say these studies. A few hospitality and tourism scholars study COE and brand love. Slaton et al. (2020) found higher customer emotional attachment in hotels with integrated booking, check-in, and loyalty management systems. According to Baykal (2020), hospitality omnichannel strategies that personalise service and communicate consistently build brand love. Hospitality firms struggle to maintain omnichannel coherence and evoke emotional connections due to fragmented systems and limited technological capabilities, according to (Merrilees, 2016).

H1: Customer omnichannel experience has a significant positive influence on brand love

Influence of Customer Omnichannel Experience on Word of Mouth and Customer Repurchase Intention

Scholarship has examined how customer omnichannel experience (COE) affects WOM and repurchase intention, revealing consumer behaviour. Kim et al. (2020) say seamless COE increases customer satisfaction, WOM, and loyalty. Omnichannel integration encourages positive brand experiences and WOM by providing consistent messaging and service across touchpoints, according to (Orús et al., 2019). Tyrväinen and Karjaluoto (2019) say emotionally engaging COE boosts WOM and repurchase. Brand advocacy increases when storytelling or creative omnichannel campaigns evoke positive emotions, according to (Tyrväinen et al., 2020). WOM and brand loyalty increase with entertaining and visually appealing omnichannel content, according to (Xu and Jackson, 2019). These findings emphasise emotional resonance in WOM and repurchase.

Several studies examine how technology improves behaviour. Shen et al. (2018) found that predictive analytics and personalised recommendations boost customer satisfaction, WOM, and repurchase rates. Lee et al. (2019) add that integrated systems that sync communication

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across channels create a cohesive customer journey that increases loyalty and advocacy. Rosario et al. (2020) warn that poorly implemented omnichannel technologies, such as inconsistent inventory updates across platforms, can frustrate customers and lower WOM and repurchase intentions. Hotel omnichannel booking, check-in, and personalised services increase customer advocacy and repeat visits, according to (Usman and Okafor, 2019). Martín-Consuegra et al. (2018) found that convenient and personalised hospitality omnichannel strategies increase WOM and repurchase intentions. According to JamilaElAzhari and DagBennett (2015), fragmented systems and poor channel coordination in the sector often undermine these efforts, reducing customer satisfaction and loyalty.

H2: Customer omnichannel experience has a significant positive influence on word of mouth
H3: Customer omnichannel experience has a significant positive influence on customer repurchase intention

Impact of Brand Love on Word of Mouth and Customer Repurchase Intention
Scholarship has examined how customer omnichannel experience (COE) affects WOM and repurchase intention, revealing consumer behaviour. Curina et al. (2020) say seamless COE increases customer satisfaction, WOM, and loyalty. Omnichannel integration encourages positive brand experiences and WOM by providing consistent messaging and service across touchpoints, according to (Zhang et al., 2020). Omnichannel personalisation boosts customer relationships, repurchase intentions, and recommendations, (Anwar and Jalees, 2020). Multiple studies show that omnichannel convenience affects customer behaviour. Customers who seamlessly switch between online and offline channels are more likely to return and promote the brand, find (Coelho et al., 2019). Baker et al. (2016) say mobile apps and live chats speed up customer service and boost WOM. Chiosa and Anastasiei (2017) found that omnichannel experiences with self-service options like online reservations and payment reduce buying friction and increase repurchase intentions. Emotional impact is key for COE. Ismail (2015) say emotionally engaging COE boosts WOM and repurchase.

Brand advocacy increases when storytelling or creative omnichannel campaigns evoke positive emotions, according to (Ismail and Melewar, 2015). WOM and brand loyalty increase with entertaining and visually appealing omnichannel content, according to (Choi and Choi, 2014). These findings emphasise emotional resonance in WOM and repurchase. Several studies examine how technology improves behaviour. Gómez and Pérez (2018) found that predictive analytics and personalised recommendations boost customer satisfaction, WOM, and repurchase rates. Rodrigues and Rodrigues (2019) add that integrated systems that sync communication across channels create a cohesive customer journey that increases loyalty and advocacy. Bairrada et al. (2019) warn that poorly implemented omnichannel technologies, such as inconsistent inventory updates across platforms, can frustrate customers and lower WOM and repurchase intentions. Hotel omnichannel booking, check-in, and personalised services increase customer advocacy and repeat visits, according to (Heryana, 2020). Ruswanti et al. (2020) found that convenient and personalised hospitality omnichannel strategies increase WOM and repurchase intentions. According to Ayuningsih and Maftukhah

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(2020), fragmented systems and poor channel coordination in the sector often undermine these efforts, reducing customer satisfaction and loyalty.
H4: Brand love has a significant positive influence on customer repurchase intention
H5: Brand love has a significant positive influence on word of mouth

Mediating Effect of Brand Love on Influence of Customer Omnichannel Experience on Word of Mouth and Customer Repurchase Intention

Brand love mediates customer omnichannel experience (COE), word of mouth (WOM), and repurchase intention, according to recent research. Omnichannel experiences—where customers interact with a brand across digital and physical touchpoints—have become crucial to customer perceptions and behaviours. Kim et al. (2020) found that a seamless COE boosts customer satisfaction, WOM, and repurchase intention. Recently, studies have linked brand love—the emotional connection customers form with a brand—to these factors. According to Curina et al. (2020), customers' deep emotional attachment to a brand mediates the relationship between multichannel experiences, WOM, and repurchase intentions. Research shows that a positive COE increases brand love, WOM, and repurchase. Gasparin (2020) say brand love is higher in customers who experience consistency, personalisation, and emotional engagement across touchpoints. These emotional bonds make them more likely to share positive experiences (WOM) and buy again. This mediation effect shows that brand love increases customer advocacy and loyalty, boosting brand success. Brand love transmits emotions. Good COEs spread positive emotions through WOM, increasing brand loyalty and repurchases (Apadula, et al., 2020).

A great omnichannel experience can make customers love and emotionally invest in the brand. This emotional bond boosts brand advocacy (WOM) and psychological loyalty, which boosts repurchase intentions (San-Martín, et al., 2020). These results show that brand love impacts WOM and repurchase intention. COE increases its influence on these behaviours by building brand loyalty through emotional connections. Brand love may also mitigate negative omnichannel interactions, according to research. When a customer has a bad experience in one channel, their emotional attachment to positive experiences may improve their brand perception. This buffering effect suggests that brand-loyal customers can look past minor omnichannel setbacks and stay loyal, increasing WOM and repurchase intention (Zhang et al., 2020). This is especially important in the hospitality and tourism industries, where small service failures like booking errors or delays may not affect customer behaviour if they have a strong emotional connection to the brand. Brand love mediating effects are promising, but the literature needs more research. People have studied COE's direct effect on WOM and repurchase intention without considering brand love's mediation. Brand love as a mediator is less studied in hospitality and tourism than retail or product-based industries. While the mechanisms are unknown, brand love mediates COE and customer behaviours like WOM and repurchase intention.

H6: Brand love significantly mediate the impact of customer omnichannel experience on customer repurchase intention

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H7: Brand love significantly mediate the impact of customer omnichannel experience on word of mouth

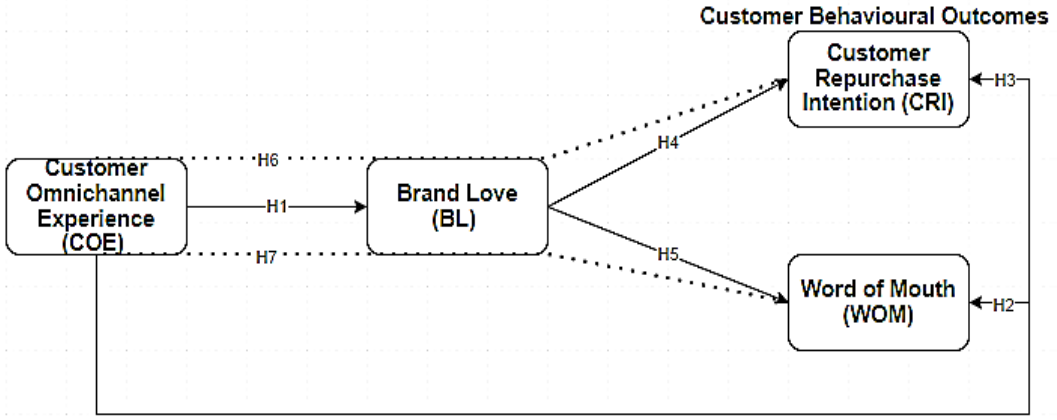

Figure 1: Conceptual framework

3. METHODOLOGY

This study adopted a survey research design with a quantitative approach to examine the impact of customer omnichannel experience on brand love, word of mouth (WOM), and customer repurchase intention in the hospitality and tourism sector in Ghana. The research was conducted across five major cities: Accra, Tarkoradi, Tema, Kumasi, and Tamale, selected for their strategic importance in the hospitality and tourism industry. The study utilized a sample size of 593 participants, who were randomly selected from customers who had interacted with various hotels, travel agencies, and other tourism-related services within these cities. The population for this study consisted of individuals who had engaged in hospitality and tourism services in Ghana. These included both local and international tourists who had used services such as hotel accommodations, tour packages, and other tourism-related services in the selected cities.

Data was collected through a structured questionnaire, which was administered both online and in person to accommodate different participants' preferences. The questionnaire was designed to measure the key variables: customer omnichannel experience, brand love, word of mouth (WOM), and repurchase intention. It included Likert-scale items ranging from "strongly disagree" to "strongly agree" to assess the extent of customer engagement across various channels, the emotional attachment to the brand, the likelihood of recommending the brand to others, and the intention to repurchase. The proposed model was tested using the Partial Least Square approach to Structural Equation Modeling (PLS-SEM) on SmartPLS 4.1. The study adopts the two-step approach proposed by (Chin, 1998) for analyzing SEM models.

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4. RESULTS AND DISCUSSIONS

The results of this study are presented in tables (CFA and SEM model tables) Table 2 shows the reliability and validity of the study's constructs—Brand Love (BL), Customer Omnichannel Experience (COE), Customer Repurchase Intention (CRI), and Word of Mouth. All loadings above 0.7 indicate strong correlations and indicator reliability for these constructs. For instance, BL items BL1 and BL2 have loadings of 0.860 and 0.900, indicating strong construct contributions. High loadings of 0.921 and 0.905 for COE items C1 and C2 indicate robust construct representation. The table shows missing BL4 and C3 loadings, suggesting measurement or data collection issues. Validity and reliability tests verify constructs. Cronbach's Alpha values above 0.7 indicate internal consistency for BL (0.833), COE (0.908), CRI (0.782), and WoM (0.832). All constructs have Composite Reliability (CR) values above 0.7, such as 0.916 for COE and 0.936 for CRI, ensuring reliability. BL (0.666), COE (0.784), CRI (0.831), and WoM (0.664) have AVE values above 0.5, confirming convergence. These results show that the constructs and indicators are well-specified and reliable, but some missing values need further investigation to maintain the measurement model's robustness.

Table 1: Loadings, Reliability and Validity

Items	Loadings	Conbach's Alpha	Composite reliability	AVE
Brand Love (BL)		**0.833**	**0.888**	**0.666**
BL1	0.860			
BL2	0.900			
BL3	0.895			
BL4				
Customer Omnichannel Experience (COE)	**0.908**	**0.863**	**0.916**	**0.784**
C1	0.921			
C2	0.905			
C3				
Customer Repurchase Intention (CRI)	**0.782**	**0.898**	**0.936**	**0.831**
CR1	0.813			
CR2	0.829			
CR3	0.816			
Word of Mouth (WoM)	**0.832**	**0.873**	**0.908**	**0.664**
W1	0.860			
W2	0.900			
W3	0.895			
W4				

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Table 2 shows that customer omnichannel experience (COE), brand love (BL), word of mouth (WoM), and customer repurchase intention (CRI) are significantly related. All hypotheses had p-values less than 0.05, confirming the proposed relationships. This study supports previous findings that personalised omnichannel experiences improve emotional connections, including brand love, with a path coefficient (β) of 0.552 and a high t-statistic of 9.569. Lazaris et al. (2014) and Zhou et al. (2020) emphasise consistent online and offline touchpoints for brand loyalty and emotional resonance. Baykal (2020) notes that hotels with integrated service platforms strengthen customer emotional bonds. This positive impact shows how important COE is in building brand love, especially in hospitality where customer experiences are crucial to brand perception. COE's impact on WoM (β = 0.507, t = 11.444) supports the link between positive omnichannel experiences and customer advocacy. Research by Orús et al. (2019) and Tyrväinen et al. (2020) indicates that emotionally engaging and integrated omnichannel platforms encourage positive feedback from customers. This finding supports Usman and Okafor (2019), who found that hospitality omnichannel strategies like easy booking and check-in boost word-of-mouth referrals. The correlation between COE and CRI (β = 0.351, t = 10.041) shows that consistent omnichannel experiences can encourage repeat purchases. Convenience and frictionless customer journeys boost repurchase intentions, according to Melero et al. (2016) and Alam and Gani (2019). Martín-Consuegra et al. (2018) discovered that consistent and personalised service across channels significantly increases customer loyalty and repeat business in the hospitality industry.

The correlation between brand love and CRI (= 0.241, t = 8.984) emphasises the significance of emotional attachment in building customer loyalty. Curina et al. (2020) found that emotional connections increase customer retention. Research by San-Martín et al. (2020) highlights the importance of emotional resonance in building guest loyalty in the hospitality industry. The strong correlation between brand love and WoM (β = 0.432, t = 10.654) suggests that emotionally attached customers are more likely to promote a brand. Mosquera et al. (2019) and Tyrväinen et al. (2020) found that emotional campaigns and omnichannel storytelling boost brand advocacy. Personalised services and loyalty programs boost brand love and word-of-mouth in hospitality (Slaton et al., 2020).

Table 2: Path Coefficient

hypothesis		**β**	**STDEV**	**T stats**	**P values**
H1	COE → BL	0.552	0.058	9.569	0.000
H2	COE → WOM	0.507	0.044	11.444	0.000
H3	COE → CRI	0.351	0.013	10.041	0.000
H4	BL → CRI	0.241	0.032	8.984	0.001
H5	BL → WOM	0.432	0.047	10.654	0.000

Note: R^2 for BL=0.305, CRI=0.282, WOM=0.257

The indirect path coefficient (β = 0.202, T = 4.356, p = 0.042) suggests that brand love (BL) partially mediates the relationship between customer omnichannel experience (COE) and

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customer repurchase intention (CRI). This indicates that COE indirectly influences CRI by fostering brand love, highlighting the importance of emotional connections in driving customer loyalty. The statistically significant results ($p < 0.05$) reinforce the mediating role of brand love, which aligns with the literature emphasizing that seamless and emotionally engaging omnichannel experiences can deepen customer attachment and encourage repeat purchases (Gasparin, 2020; San-Martín et al., 2020).The indirect path from COE to word of mouth (WOM) through BL ($\beta = 0.384$, $T = 5.761$, $p = 0.013$) demonstrates a stronger mediating effect compared to CRI. This finding implies that COE not only directly enhances WOM but also significantly boosts WOM by creating emotional bonds through brand love. Emotional resonance fosters customer advocacy, as previously discussed in studies by Kim et al. (2020) and Perannagari and Chakrabarti (2020), which found that brand love effectively converts positive COEs into recommendations.

Table 3: Indirect Effects

Hypotheses		**β**	**STDEV**	**T stats**	**P values**
H6	COE → BL → CRI	0.202	0.043	4.356	0.042
H7	COE → BL → WOM	0.384	0.023	5.761	0.013

Implications of the Study

Policy Implications

The study underscores the need for organizations, particularly in customer-centric industries like retail, hospitality, and tourism, to prioritize policies that enhance customer omnichannel experiences (COE). Seamless integration of physical and digital touchpoints fosters emotional connections with brands, driving behaviors such as word of mouth (WOM) and customer repurchase intention (CRI). Policymakers in organizations should establish frameworks that encourage investments in technologies like predictive analytics, personalization algorithms, and consistent branding across all channels. For example, regulatory bodies overseeing customer satisfaction metrics can incentivize businesses to implement omnichannel strategies through tax breaks or subsidies, ensuring consistent and personalized customer interactions. These policies can increase customer loyalty and organic brand advocacy, ultimately enhancing economic growth and brand competitiveness.

Theoretical Implications

The findings improve theories of brand love (BL) mediating customer behaviour. The study shows how COE builds emotional bonds that lead to WOM and CRI, confirming previous research. The study strengthens relationship marketing theories and the Service-Dominant Logic framework by proving brand love connects COE and loyalty-driven outcomes, emphasising the importance of emotional engagement in value co-creation. The study's moderate R^2 values indicate that COE and BL significantly impact WOM and CRI, but other factors may also play a role. To gain a more complete theoretical model of customer behaviour in different contexts, future research should examine cultural, demographic, and psychological factors. This allows theoretical expansion into understudied areas like cultural emotional norms' effects on brand love and loyalty.

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5. CONCLUSIONS

This study highlights the significant role of customer omnichannel experience (COE) in shaping brand love (BL), which in turn influences customer behaviors such as word of mouth (WOM) and customer repurchase intention (CRI). The findings confirm that a seamless and personalized omnichannel experience fosters emotional connections between customers and brands, which are essential for driving positive customer outcomes. Brand love serves as a crucial mediator in this relationship, turning positive COE into tangible loyalty behaviors such as WOM and repeat purchases. The study also emphasizes that emotionally engaging brands inspire customers to share their experiences and return for future transactions, demonstrating the power of emotional attachment in building long-term customer relationships. Furthermore, the study supports the theoretical frameworks on relationship marketing and value co-creation, confirming that emotional engagement through COE significantly drives customer advocacy and loyalty. While the model explains a substantial portion of the variance in WOM and CRI, it also suggests that other external factors might influence customer behavior, indicating the need for future research to explore additional drivers. In practice, businesses should prioritize consistent and personalized omnichannel strategies to cultivate brand love, enhance customer loyalty, and drive organic brand promotion through WOM. This research offers valuable insights for marketers seeking to deepen customer engagement and build stronger, more enduring relationships with their audiences.

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