



Original Article

**A THEORETICAL AND ANALYTICAL STUDY OF BRAND EXPERIENCE IN
OMNICHANNEL RETAIL SYSTEMS AND ITS IMPACT ON CONSUMERS BRAND
LOYALTY BEHAVIOUR**

Dr. Sarika Suresh Kedar

Karmaveer Bhaurao Patil Mahavidyalaya, Pandharpur (Autonomous)

Manuscript ID:

IJAAR-B130351

ISSN: 2347-7075

Impact Factor – 8.141

Volume - 13

Issue - 3

January – February 2026

Pp. 320 - 327

Submitted: 21 Jan.2026

Revised: 31 Jan. 2026

Accepted: 10 Feb. 2026

Published: 28 Feb. 2026

Corresponding Author:
Dr. Sarika Suresh Kedar

Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20322038

DOI Link:

<https://doi.org/10.5281/zenodo.20322038>



Creative Commons



Abstract:

The rapid advancement of digital technologies has transformed traditional retailing into integrated omnichannel systems that combine physical and digital touchpoints. In this evolving environment, brand experience has emerged as a critical determinant of consumers' behavioural responses and long-term loyalty. This study presents a theoretical and analytical examination of brand experience within omnichannel retail systems and its impact on consumers' brand loyalty behaviour. Based on an extensive review and synthesis of existing literature, the study identifies key dimensions such as channel integration, service consistency, personalization, technological readiness, and customer engagement as significant drivers of brand experience.

The analysis suggests that a well-structured omnichannel strategy enhances customer satisfaction, trust, and emotional attachment, which subsequently strengthen both attitudinal and behavioural loyalty. The study contributes to academic discourse by consolidating fragmented research into a structured conceptual understanding. Managerial implications emphasize the need for seamless channel coordination and customer-centric innovation to achieve sustainable competitive advantage in contemporary retail markets.

Keywords: *Omnichannel Retailing, Brand Experience, Brand Loyalty, Customer Satisfaction, Channel Integration, Consumer Behaviour*

Creative Commons (CC BY-NC-SA 4.0)

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (CC BY-NC-SA 4.0), which permits others to remix, adapt, and build upon the work non-commercially, provided that appropriate credit is given and that any new creations are licensed under identical terms.

How to cite this article:

Dr. Sarika Suresh Kedar. (2026). A Theoretical And Analytical Study Of Brand Experience In Omnichannel Retail Systems And Its Impact On Consumers Brand Loyalty Behaviour. International Journal of Advance and Applied Research, 13(3), 320 - 327. <https://doi.org/10.5281/zenodo.20322038>

Introduction:

The retail landscape has undergone a significant transformation with the rapid advancement of digital technologies and changing consumer behaviour. Traditional retail models have evolved into omnichannel retail systems that integrate physical stores, e-commerce platforms,

mobile applications, and social media to provide a seamless and unified shopping experience. In this competitive environment, creating a consistent and engaging brand experience across all touch points has become a strategic priority for retailers.

Brand experience refers to the cognitive, emotional, sensory, and behavioural responses



consumers develop through interactions with a brand. Within omnichannel retail systems, brand experience extends beyond a single channel and encompasses the entire customer journey across interconnected platforms. Consumers expect convenience, personalization, synchronized information, and uniform service quality while switching between online and offline channels.

Brand loyalty behaviour, reflected through repeat purchases, emotional attachment, and positive word-of-mouth, is essential for long-term business sustainability. Existing literature suggests that an effective omnichannel strategy strengthens customer satisfaction and trust, which subsequently enhances loyalty. This study provides a theoretical and analytical examination of brand experience in omnichannel retail systems and explores its impact on consumers' brand loyalty behaviour by synthesizing existing academic research.

Objectives of the Study:

1. To examine the concept of brand experience within omnichannel retail systems.
2. To identify key dimensions influencing brand loyalty behaviour.
3. To analyse the theoretical relationship between omnichannel brand experience and consumer loyalty.
4. To develop a conceptual framework based on existing literature.

Hypotheses:

H₁: Brand experience in omnichannel retail systems has a significant positive impact on consumers' brand loyalty behaviour.

H₂: Customer satisfaction significantly mediates the relationship between brand experience in omnichannel retail systems and consumers' brand loyalty behaviour.

Statement of the Problem :

With the rapid growth of digital technologies, retailers have adopted omnichannel systems to provide seamless customer experiences across physical and digital platforms. However, many retailers struggle to maintain consistent service quality, synchronized information, and personalized engagement across channels. Such inconsistencies may weaken customer satisfaction, trust, and brand loyalty.

Although previous studies have explored omnichannel retailing and brand loyalty, there is limited comprehensive theoretical analysis of how brand experience within omnichannel retail systems influences consumers' brand loyalty behaviour. Therefore, this study aims to analytically examine the relationship between omnichannel brand experience and brand loyalty based on existing literature.

Significance of the Study:

This study is significant as it provides a theoretical understanding of brand experience within omnichannel retail systems and its impact on consumers' brand loyalty behaviour. It integrates existing literature to clarify the relationship between omnichannel strategies, customer satisfaction, and loyalty outcomes.

Practically, the study offers useful insights for retailers to improve channel integration, service consistency, and personalization. These insights help businesses enhance customer satisfaction, build trust, and strengthen long-term brand loyalty in a competitive digital marketplace.

Review of Literature:

The concept of brand experience has been widely examined in marketing literature. Brakus, Schmitt, and Zarantonello (2009) defined brand experience as consumers' sensory, affective,



intellectual, and behavioural responses to brand-related stimuli. Their study confirmed that brand experience significantly influences satisfaction and loyalty, establishing it as a key construct in consumer behaviour research.

Brynjolfsson, Hu, and Rahman (2013) highlighted the strategic importance of omnichannel retailing in enhancing customer convenience and competitive advantage. They emphasized that integrating online and offline channels improves customer engagement and overall retail performance. Similarly, Verhoef, Kannan, and Inman (2015) argued that omnichannel retailing focuses on seamless channel integration to create superior customer experiences.

Lemon and Verhoef (2016) expanded the discussion by introducing the customer journey framework, emphasizing consistent experience across multiple touchpoints. Their work suggests that managing the entire journey strengthens brand perception and loyalty.

Chaudhuri and Holbrook (2001) demonstrated that brand trust and brand affect directly influence brand loyalty and performance outcomes. Supporting this view, Oliver (1999) conceptualized loyalty as a deeply held commitment to repurchase, shaped by satisfaction and positive experiences.

Research Methodology

Nature of Study:

This research is descriptive and analytical in nature.

Data Source

The study is based entirely on secondary data, including:

- Peer-reviewed journal articles
- Academic publications
- Industry reports
- Scopus and Google Scholar indexed research

Method of Analysis:

- Thematic Analysis
- Comparative Literature Synthesis
- Conceptual Modelling

Limitations of the Study:

1. This study is purely theoretical and analytical in nature and relies entirely on secondary data, which limits empirical validation of the proposed conceptual framework.
2. The findings are based on previously published literature and may not fully capture recent technological advancements and evolving consumer behaviour in omnichannel retail systems.
3. The study does not include primary data collection such as surveys or interviews, which restricts direct measurement of consumer perceptions and behavioural outcomes.
4. Cultural, regional, and industry-specific variations in omnichannel implementation are not deeply examined, which may affect the generalizability of the results.

Omnichannel retail system:

An **omnichannel retail system** is a customer-focused approach that integrates all sales and communication channels to deliver a smooth and consistent shopping experience. In this system, customers can interact with a brand through multiple platforms such as physical stores, websites, mobile apps, or social media and easily move between them without any disruption. Every channel is connected and shares information, ensuring continuity in the customer's journey. For example, a customer may browse products in-store, complete the purchase online, and return the item at the physical store without any inconvenience. The omnichannel retail system ensures that all touch points work together



seamlessly, providing a unified and convenient experience.

Example: Browse products online, Check availability via mobile app, Purchase in-store, Return through website

Difference Between Omnichannel and Multichannel Retailing:

- **Multichannel retailing** means a company sells products through multiple channels like physical stores, websites, and mobile apps, but these channels operate separately. Customer experience, pricing, and services may vary across platforms, and there is limited coordination between them.
- **Omnichannel retailing**, on the other hand, integrates all channels to provide a seamless and consistent customer experience. Customers can switch between online and offline platforms smoothly, with unified pricing, inventory, and customer data. Omnichannel is more customer-centric and strengthens satisfaction and brand loyalty.

Brand Experience in Omnichannel Retail Systems:

Brand Experience refers to the overall sensations, feelings, thoughts, and behavioural responses evoked by a brand across different touchpoints. The concept was systematically defined by J. Joško Brakus and Bernd Schmitt (2009) as the sensory, emotional, cognitive, and behavioral responses triggered by brand-related stimuli.

In **Omnichannel Retail Systems**, brand experience is created through the seamless integration of online and offline channels such as physical stores, websites, mobile apps, social media, and customer service platforms.

Dimensions of Brand Experience in Omnichannel Retail:

Sensory Experience: Sensory experience involves stimulating customers' five senses through brand elements such as store design, website layout, packaging, product displays, lighting, music, and fragrance. In omnichannel retailing, consistency in visual identity, colors, logos, and ambiance across platforms strengthens brand recognition and recall. A well-designed sensory environment enhances customer attraction and creates a memorable shopping experience.

Affective (Emotional) Experience: Affective experience refers to the feelings and emotions that customers develop toward a brand. Trust, excitement, comfort, and satisfaction are built through smooth service, personalized communication, and engaging social media presence. Emotional engagement across multiple channels strengthens customer attachment and builds long-term loyalty.

Cognitive Experience: focuses on intellectual engagement and rational thinking. Informative product descriptions, reviews, FAQs, comparison tools, and interactive content help customers evaluate products effectively. When customers can research online and verify offline, it enhances confidence and supports informed decision-making.

Behavioral Experience: Behavioral experience relates to customers' actions and participation in the shopping process. Features like easy checkout, mobile app usability, click-and-collect services, and hassle-free returns encourage customer interaction. A smooth behavioral journey across channels increases repeat purchases and customer retention.



Key Features of Effective Omnichannel Brand Experience:

- **Channel Integration:** Effective omnichannel systems integrate online and offline channels seamlessly. Customers can browse online, purchase in-store, or return products through any channel without difficulty. This synchronization ensures a unified and consistent brand journey.
- **Real-Time Inventory Visibility:** Providing real-time information about product availability improves customer trust and satisfaction. It reduces stock-outs and supports services such as same-day delivery and click-and-collect.
- **Personalized Recommendations:** Using customer data analytics, retailers provide customized product suggestions and targeted promotions. Personalization enhances engagement and makes customers feel valued.
- **Consistent Pricing and Promotions:** Uniform pricing and promotional strategies across all channels prevent confusion and build transparency. Consistency strengthens brand credibility and customer trust.
- **Unified Customer Data System:** A centralized customer database integrates purchase history, preferences, and interactions across channels. This system enables better service delivery and effective marketing strategies.
- **Seamless Customer Support:** Integrated customer support across chat, email, phone, social media, and in-store assistance ensures quick problem resolution. Seamless support improves customer satisfaction and strengthens brand relationships.

Brand Loyalty:

Brand loyalty is a crucial outcome of effective brand experience and omnichannel

retailing. It reflects the extent to which customers prefer, trust, and repeatedly purchase from a brand. It can be analysed in two main types:

Attitudinal Loyalty and Behavioural Loyalty.

1. Attitudinal Loyalty: Attitudinal loyalty refers to the **emotional and psychological commitment** a customer has toward a brand. It is not just about buying the product repeatedly but about developing a preference, trust, and attachment toward the brand. Customers with high attitudinal loyalty are likely to:

- **Prefer the brand over competitors** even if alternatives are available.
- Feel **emotional connection and trust** toward the brand.
- Engage positively with the brand on social media, sharing experiences and feedback.
- Forgive minor service lapses due to emotional attachment.

In omnichannel retail, attitudinal loyalty is strengthened by **consistent brand messaging, personalized communication, seamless experiences, and engagement across all channels**. For example, if a customer feels valued through personalized offers online, responsive service in-store, and engaging social media interactions, their emotional bond with the brand deepens, creating long-term loyalty.

2. Behavioral Loyalty: Behavioral loyalty refers to the **actual purchasing behavior** of customers, reflecting their **repeat buying patterns**. It can be observed through:

- Frequency of purchases from the brand.
- Willingness to choose the brand even when alternatives are cheaper or more convenient.
- Participation in loyalty programs, subscriptions, or cross-channel transactions.

In omnichannel retail systems, behavioural loyalty is influenced by **ease of purchase, convenience, real-time inventory, click-and-**



collect services, hassle-free returns, and seamless checkout processes. For instance, a customer who buys online and picks up in-store regularly demonstrates behavioural loyalty.

Impact on Consumers' Brand Loyalty Behaviour:

Brand experience in omnichannel retail systems significantly influences both **attitudinal loyalty** (emotional commitment) and **behavioral loyalty** (repeat purchase behavior). A seamless and consistent experience across online and offline channels strengthens emotional bonding, satisfaction, trust, and customer advocacy.

Emotional Attachment: Positive and personalized interactions across channels create a strong psychological connection with the brand. This emotional bond encourages customers to prefer the brand even when alternatives are available, leading to long-term commitment.

Customer Satisfaction: Smooth channel integration, accurate information, and convenient services increase customer satisfaction. Satisfied customers develop positive attitudes and are more likely to remain loyal. **Trust and Credibility:** Consistency in pricing, quality, and service across all platforms builds trust. When customers perceive the brand as reliable and transparent, their loyalty strengthens.

Repeat Purchase Intention: Convenient features like easy checkout, click-and-collect, and simple returns motivate customers to buy again from the same brand, enhancing behavioral loyalty.

Positive Word-of-Mouth: Loyal customers recommend the brand to others through personal referrals and social media. This advocacy improves brand reputation and attracts new customers.

Overall, a strong omnichannel brand experience directly enhances customer loyalty and long-term business growth.

Testing the Hypotheses:

Hypotheses:

H₁: Brand experience in omnichannel retail systems has a significant positive impact on consumers' brand loyalty behaviour.

H₂: Customer satisfaction significantly mediates the relationship between brand experience in omnichannel retail systems and consumers' brand loyalty behaviour.

Theoretical Support for H₁

- Multiple studies (Brakus, Schmitt & Zarantonello, 2009; Verhoef, Kannan & Inman, 2015) show that sensory, affective, cognitive, and behavioral experiences positively influence brand loyalty.
- Omnichannel integration ensures consistency, personalization, and convenience, which enhance emotional attachment and behavioral loyalty.
- Analytical Observation: Literature confirms that when customers experience seamless brand interactions across multiple platforms, they develop both attitudinal and behavioral loyalty.

Conclusion for H₁: Supported by secondary data; omnichannel brand experience positively influences brand loyalty.

Theoretical Support for H₂:

- Customer satisfaction acts as a bridge between experience and loyalty (Chaudhuri & Holbrook, 2001; Oliver, 1999).
- Positive experiences (easy checkout, personalized recommendations, consistent service) increase satisfaction, which in turn encourages repeat purchases and positive word-of-mouth.
- Omnichannel systems amplify satisfaction by reducing friction (real-time inventory, click-and-collect, cross-channel support).

Conceptual Flow:

Brand Experience → Customer Satisfaction (Mediator) → Brand Loyalty



- Literature review confirms that satisfaction strengthens the impact of brand experience on loyalty, making H₂ theoretically valid.

Findings:

1. Consistent sensory experiences across physical stores and digital platforms, such as store design, website layout, and product packaging, enhance brand recognition and strengthen customer attachment.
2. Emotional engagement through personalized communication, social media interaction, and seamless service fosters long-term attitudinal loyalty by building trust, comfort, and excitement.
3. Cognitive experiences, including detailed product information, interactive content, and online reviews, help customers make informed decisions, increasing confidence and loyalty.
4. Behavioral features such as click-and-collect services, easy checkout, mobile app usability, and hassle-free returns encourage repeat purchases and strengthen behavioral loyalty.
5. Effective channel integration ensures a seamless transition between online and offline touchpoints, improving customer satisfaction and enhancing both emotional and behavioral loyalty.
6. Real-time inventory visibility across all channels reduces perceived risk, builds trust, and increases customer confidence in the brand.
7. Customer satisfaction mediates the relationship between brand experience and loyalty, as positive experiences lead to higher satisfaction, which subsequently strengthens both attitudinal and behavioral loyalty.

Recommendations for Retailers:

1. **Enhance Channel Integration:** Ensure seamless coordination between online and offline platforms,

allowing customers to browse, purchase, and return products across channels without disruption.

2. **Maintain Consistent Brand Experience:** Standardize visual identity, pricing, promotions, and service quality across all touchpoints to build trust and strengthen brand credibility.

3. **Leverage Digital Technologies for Personalization:** Use AI, CRM, and analytics tools to provide personalized recommendations, targeted offers, and tailored communication for each customer.

4. **Simplify Purchase and Post-Purchase Processes:** Offer easy checkout, multiple payment options, hassle-free returns, and cross-channel support to enhance convenience and satisfaction.

5. **Monitor Customer Satisfaction:** Regularly collect feedback, track satisfaction metrics, and address service gaps to improve customer experience and loyalty.

Reference:

1. Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
2. Brynjolfsson, E., Hu, Y., & Rahman, M. S. (2013). Competing in the age of omnichannel retailing. *MIT Sloan Management Review*, 54(4), 23–29.
3. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omnichannel retailing: Introduction to the special issue on multi-channel retailing. *Journal of Retailing*, 91(2), 174–181. <https://doi.org/10.1016/j.jretai.2015.02.005>
4. Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*,



- 80(6), 69–96.
<https://doi.org/10.1509/jm.15.0420>
5. Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty. *Journal of Marketing*, 65(2), 81–93.
<https://doi.org/10.1509/jmkg.65.2.81.18255>
6. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44.
<https://doi.org/10.1177/00222429990634s105>
7. Rigby, D. (2011). The future of shopping. *Harvard Business Review*, 89(12), 65–76.
8. Verhoef, P. C., Neslin, S. A., & Vroomen, B. (2007). Multichannel customer management: Understanding the research-shopper phenomenon. *International Journal of Research in Marketing*, 24(2), 129–148.
<https://doi.org/10.1016/j.ijresmar.2006.11.002>