



## SCHOOL OF BUSINESS RESEARCH SEMINAR SERIES

# Omnichannel Shopping Habit Development for Customer Retention

**DATE:** Friday 2 June 2023

**TIME:** 10:00am – 11:00am

**MEETING DETAILS:** Learning Studio 78, Level 7, 1PSQ & Zoom Online

(Meeting ID: 844 0359 3249, Password: 376194)

**NOTE:** the research presenters will deliver the presentation via Zoom Online only, however for attendees who would like to join this meeting and view the online presentation in person, Learning Studio 78, Level 7, 1PSQ has also been booked.

**RSVP:** COB, Thursday 1 June 2023

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### ABSTRACT:

This study investigates the factors that contribute to the development of omnichannel shopping habit and its impact on omnichannel usage and word-of-mouth. Data was collected from 512 omnichannel shoppers through an online survey and analyzed using structural equation modelling. The results show that both online and offline interactivity have a positive association with cognitive and affective engagement. Of the two, affective engagement is the most significant predictor of habit development, followed by value consciousness. Moreover, the habit itself is a substantial predictor of both usage and word-of-mouth and mediates between value consciousness and both outcomes. Additionally, the study found that consumers with higher income or who have been using omnichannel services for a longer period of time may be more likely to develop omnichannel shopping habit due to their stronger value consciousness. The research suggests that retailers should prioritize enhancing interactivity and creating value consciousness to foster habit development among omnichannel shoppers.



### PRESENTER BIOGRAPHIES:

Dr Neeru Sharma is a lecturer in marketing, School of Business, Western Sydney University, Australia. Neeru has done research in customer relationships in consumer financial planning services and mobile communication services, and international trading relationships. Neeru has published in reputed journals including Journal of Services Marketing, Journal of International Marketing, Journal of Business and Industrial Marketing, Journal of Retailing and Consumer Services, and International Journal of Service Industry Management. Neeru's research interests are omnichannel marketing, FinTech services, customer experience, consumer behaviour, and international marketing.



Dr Johra Fatima is a senior lecturer and Discipline Lead in Canberra Business School, University of Canberra. She did PhD in Marketing from UNSW, Sydney. Her current research interests include frontline service employees, customer relationship management, consumer psychology and emotion. Dr Fatima published in various prestigious journals, including Psychology and Marketing, Journal of Retailing and Consumer Services, Journal of Business and Industrial Marketing, Journal of Service Theory and Practice, Journal of Strategic Marketing etc. She regularly speaks in academic conferences and also an editor of the book, 'Wilderness of Wildlife Tourism'. As a recognition of her research, she has been awarded 'Dean's Award for Individual Research Excellence' three times in 2018, 2019 and 2022. She received ACT government grant this year on disseminating Marketing knowledge to the multi-cultural women entrepreneurs in small scale businesses. She was also nominated for Vice Chancellor's award for 'Best Higher Degree Research Supervisor' in 2022.



Dr Shveta Sharma is a sessional academic in School of Business, Western Sydney University. Her research interests are consumer values, customer engagement, omnichannel engagement and brand purpose. Shveta has published case studies related to competitive advantage, product adaptations, international promotions, customer engagement in many global and Asia Pacific textbook publications.



Dr Sabreena Zoha Amin is a researcher and an academic from School of Business, Western Sydney University. Sabreena holds research interest in broad area of consumer behaviour, service marketing, digital marketing, and international marketing. She has been involved in a research project focusing on customer experience in mobile banking and has co-authored an open access textbook "Customer Insight" – 2<sup>nd</sup> Edition.