Integrate...then they might be all yours

A research on how Omnichannel retailing could affect customers Brand Loyalty.

Master’s Thesis 15 credits
Department of Business Studies
Uppsala University
Spring Semester of 2019
Date of Submission: 2019-06-05

Erdanos Haile
Melanie Björk
Supervisor: Sabine Gebert-Persson
Abstract

Omnichannel has become a central part of future retailing and is expected to be implemented by multiple brands. Omnichannel is an extension of multichannel enquiring complete integration between channels. As customers’ demands changes and demonstrate switching of brands, maintaining loyal customers’ in the evolving retail market with unlimited options is a continuous challenge. There are indicators of omnichannel retailing increasing customer satisfaction but there is no research investigating how it could affect brand loyalty, either through attitudinal loyalty, behavioural loyalty or a combination of both. This research aims to explore how implications of omnichannel retailing could facilitate the demanded satisfactory shopping experience and lead to embarked brand loyalty. A qualitative method was chosen to explore this phenomenon by using primary, secondary data and conducting of in-depth interviews. The results shows that omnichannel is an significant factor facilitating a satisfactory shopping experience, in turn inflicting attitudinal loyalty, but there were vague signs of behavioural loyalty. Thus, omnichannel was not considered the main factor affecting brand loyalty due to lack of expressed commitment to repurchase, hence omnishoppers rarely surpasses the step of satisfaction to fully becoming brand loyal.

Keywords: Omnichannel, Omnichannel Retailing, Customer Satisfaction, Customer Experience, Brand Loyalty, Attitudinal Loyalty, Behavioural Loyalty
Acknowledgements

We would like to start by expressing our gratitude to our thesis supervisor Sabine Gebert-Persson for the feedback and guidance received during every step of the process, providing valuable advice and support. We would further like to extend our appreciation to our seminar group giving constructive feedback and versatile perspectives, which has been helpful and insightful. All feedback has been instrumental for the conducting of this thesis. Furthermore, we are appreciative of all of the respondents and their voluntary participation. Sharing their experiences and inputs has been valuable for this thesis. At last, we would like to thank each other for the support and collaboration through this informative and exciting experience.

Thank you!

__________________  __________________
Erdanos Haile               Melanie Björk
# Table of Content

1. Introduction ........................................................................................................................................... 1  
   1.1 Problem Formulation ......................................................................................................................... 2  
   1.2 Purpose ............................................................................................................................................. 3  
   1.3 Research Questions .............................................................................................................................. 3  

2. Literature Review ..................................................................................................................................... 4  
   2.1 Channels in Retailing ............................................................................................................................ 4  
      2.1.1 Multichannel .................................................................................................................................. 4  
      2.1.2 Omnichannel ............................................................................................................................... 5  
      2.1.3 Omnishopper ............................................................................................................................. 6  
   2.2 Determinants of Loyalty ....................................................................................................................... 7  
      2.2.1 Customer Satisfaction ............................................................................................................... 7  
      2.2.2 Customer Experience .............................................................................................................. 8  
   2.3 Brand Loyalty .................................................................................................................................... 9  
      2.3.1 Attitudinal Loyalty .................................................................................................................. 10  
      2.3.2 Behavioral Loyalty ................................................................................................................ 10  
   2.4 Analytical Model ............................................................................................................................... 12  

3. Methodology .......................................................................................................................................... 13  
   3.1 Research Design ............................................................................................................................... 13  
   3.2 Data Collection Method ..................................................................................................................... 13  
   3.3 Ensuring Omnichannel Context and Brand Loyalty ........................................................................... 14  
   3.4 Sample Selection ............................................................................................................................... 14  
   3.5 Operationalization ............................................................................................................................. 16  
   3.6 In-depth Interviews ............................................................................................................................ 16  
      3.6.1 Interview Guide ....................................................................................................................... 17  
   3.7 Quality of Research ........................................................................................................................... 18  

4. Empirical Findings .................................................................................................................................... 19  
   4.1 Channels in Retailing .......................................................................................................................... 19  
   4.2 Determinants of Loyalty .................................................................................................................... 19  
   4.3 Brand Loyalty ................................................................................................................................... 20  
   4.4 Attitudinal Loyalty ............................................................................................................................ 21  
      4.4.1 Emotional Commitment ........................................................................................................... 21  
      4.4.2 Recommendations .................................................................................................................. 21  
      4.4.3 Intentions of Purchasing .......................................................................................................... 22  
   4.5 Behavioral Loyalty ............................................................................................................................ 22  
      4.5.1 Actions ....................................................................................................................................... 22  
      4.5.2 Repurchasing ............................................................................................................................ 23  

5. Analysis .................................................................................................................................................. 24  
   5.1 The Omnishopper ................................................................................................................................. 24  
   5.2 Omnishoppers Satisfactory Experience ............................................................................................... 25  
   5.3 Brand Loyal Omnishopper ................................................................................................................... 26  
   5.4 Attitudinal Loyal Omnishopper .......................................................................................................... 27  
      5.4.1 Emotional Commitment ........................................................................................................... 27  
      5.4.2 Recommendations .................................................................................................................. 28  
      5.4.3 Intentions of Purchasing .......................................................................................................... 28  
   5.5 Behavioral Loyal Omnishopper ......................................................................................................... 29  
      5.5.1 Actions ....................................................................................................................................... 29  
      5.5.2 Repurchasing ............................................................................................................................ 29  

6. Conclusion .............................................................................................................................................. 31  

7. Limitations and Future Research ............................................................................................................ 32  

8. Theoretical Contributions and Managerial Implications ........................................................................ 33  

References .................................................................................................................................................. 34  

Appendix ................................................................................................................................................... 41  
   Appendix 1. Operationalization .............................................................................................................. 41  
   Appendix 2. Interview Guide ................................................................................................................ 45
1. Introduction

We are currently in the midst of a revolutionary sphere that is continuous. Mainly, technology transforming multiple aspects in everything we do and has changed how customers’ and society interact (Mirsch et al., 2016). Technology has increased numerous ways for customers’ and retailers to interact in a more holistic sense while diminishing the wall between online and offline channels (Brynjolfsson et al., 2013). In a market analysis conducted by McKinsey (2016), results shows customers’ increased demand of being able to move freely between channels without interrupting their purchase. Verhoef et al. (2015) raises the evolving shift transpired from multichannel to omnichannel after emphasized preference of integration. Omnichannel retailing is taking a broader perspective on channels and how customers’ move through channels in their search and buying process (Beck & Rygl, 2015). To illustrate, the purchase could be initiated on customers’ mobile phones when searching for products with the ability to finalize the purchase on their computers. This behaviour is typically demonstrated by customers’ whom frequently uses omnichannel, further defined as omnishoppers (Ortis, 2010). Researchers emphasize omnichannel becoming a central part of the future of retail and expected to be implemented by multiple brands (Piotrowicz & Cuthbertson, 2014; McCormick et al., 2014; Brynjolfsson et al., 2013). Therefore, brands comprehending how to embark or maintain loyal customers’ is more important than ever and a crucial challenge to tackle.

One industry currently undergoing large transformation is the retail industry involving clothing and shoes, where rapid digitalisation has caused a shift in customers’ behaviour (Hagberg et al., 2017). According to Handelsrådet (2018), the Swedish retail sales amounted to 767 SEK billions in year 2017 with a distinct increase compared to the previous year. Indicating that Swedish customers’ are frequent shoppers and are expected to continue in that path. The Swedish market within retail has demonstrated increased growth of 13 procent in year 2018, one of the reasons for the growth is that brands focus more on online shopping than before (E-barometern, 2018). This research is limited to the geographical market of Sweden. Hence, contributing to the Swedish market when being in the forefront of further developing omnichannel and becomes a relevant market to explore (Avensia, 2015).

In more recent research including the technical development, customers’ demands has increased of brands being capable of meeting their needs (Pappu & Quester, 2016; Kunz & Warren, 2011; Eisingerich & Rubera, 2010). Authors discusses customers’ adjusted perception of brand loyalty as brands being loyal to customers’ rather than customers’ demonstrating loyalty to brands (Smith, 2015). In regards to the development of brands, an important factor is brand loyalty, consisting of customers’ commitment to repurchase solely from one brand (Awan & Rehman, 2014). Further research includes both attitudinal and behavioural components, defining brand loyalty as the behaviour of repeated purchases over time and attitudinal commitment to the brand (Jensen, 2011). On the current digital and ever-evolving market, customers’ are no longer forced to choose between a limited options of brands when wanting to purchase. The increased amount of brands has led to a decrease of brand loyalty (Forbes, 2017). Due to the advancement of technology, the online environment entails easy
access of information regarding different brands. Thus, the threshold for switching brand is reduced when customers’ are exposed to endless options (Söderlund, 2011). Customers’ have demonstrated choosing one brand over another as their needs and demands changes, therefore loyalty is not as easy to enforce or maintain. This decline in customers’ demonstrated brand loyalty is considered a challenge for brands to find new and innovative ways of attracting both existing and potential customers’ (PwC, 2017).

1.1 Problem Formulation

“It is easy to see and talk about the importance of repeat customers’, but the more difficult it is to point out what actually causes them to return.” (E-handel.se, 2016)

The approach of omnichannel has been implied of leading to positive responses from customers’ with improved shopping, but researchers have yet to determine if it leads to becoming brand loyal, both attitudinally and behaviorally loyal (Lemon & Verhoef, 2018). The relationship between customer satisfaction and loyalty in an omnichannel environment has been considered an important connection to further explore (Leuschner et al., 2013). Satisfaction has been considered a fundamental determinant of brand loyalty (Seiders et al., 2005), thus researchers have questioned if it is enough to enforce brand loyalty (Denoue & Sajkiewicz, 2009). There are a few authors discussing possibilities of embarked loyalty in regards to omnichannel by enabling customers’ to switch channels more conveniently (Cummins et.al, 2016; Melero et.al, 2016). Consistent framework and empirical research of customers’ actually becoming brand loyal through omnichannel is yet to be developed. Omnichannel has gained momentum from several researchers (Yang et.al 2018; Verhoef et.al., 2015; Piotrowicz & Cuthbertson, 2014; Beck & Rygl, 2015). Previous literature has mainly discussed omnichannel from retailers’ perspective and neglected to include responses from customers’ perspective (Verhoef et.al, 2015).

While attitude is an important component, it does not necessarily correlate behavioural component. Conversely, behavioural components can arise without a basis of attitudinal components towards the brand (Zentes et al., 2008). Creating brand loyalty is considered to be more difficult than ever with constant exposure of other brands (Wood, 2004). Brands face greater competition on the growing market and customers’ are able to choose from a wider selection (Srinivasana & Anderson, 2002). Therefore, it is more difficult to identify and create loyal customers’ (Kotler et al., 2009). Previous research have focused on e-commerce and multichannel as the proposed solution for enhancing brand loyalty by offering several contact points and options of shopping procedures (Frasquest & Miquel, 2017; Srinivasan & Anderson, 2002). There is still lack of research exploring how integrated shopping experiences with one brand could defuse customers’ from choosing another. There are indicators of omnichannel retailing increasing customer satisfaction, but there is no research particularly investigating how it could lead to enhanced brand loyalty, either through attitudinal loyalty, behavioural loyalty or a combination of both.
1.2 Purpose

The purpose of this research is to explore how the implications of omnichannel retailing could affect brand loyalty from a customers’ perspective. To investigate this phenomenon, determinants and components of loyalty are analyzed in an omnichannel retailing environment.

1.3 Research Questions

- *How could the implications of omnichannel retailing affect customers’ brand loyalty?*

- *How are customers’ attitudinally and/or behaviorally brand loyal in a omnichannel environment?*
2. Literature Review

2.1 Channels in Retailing

Due to the dynamic shopping environment, increased usage of channels has transpired where customers’ can interact with brands. The channels in retailing involve physical stores, catalogues, smartphones, applications and online channels (Neslin et al., 2006). Through the frequently used online channels, customers’ are offered constant accessibility for purchasing. One of the dominating elements within online channels is electronic commerce, e-commerce, defined as digital and commercial transactions mediated by technology (Laudon & Traver, 2016). The implementation of e-commerce is described as the creation of brands websites with purpose of maintaining relationships with customers’ (Zwass, 1996). Advantages of e-commerce are the few restrictions and customers’ gaining access to information regarding products and retailers (Levy et al., 2012). E-commerce provides a wider selections of brands, enabling the ability to compare prices of products from different retailers and the threshold for switching retailers is reduced (Ba et al., 2012) It has further changed the dynamical and competitive market by facilitating establishment of brands in online channels (Mohapatra, 2013).

2.1.1 Multichannel

Through physical stores, catalogues and e-commerce, customers’ are able to use more than one channel when purchasing products (Frazer & Stiehler, 2014; Ailawadi & Farris, 2017). Multichannel is adequately defined as “the design, deployment, coordination, and evaluation of channels through which firms and customers’ interact, with the goal of enhancing customer value through effective customer acquisition, retention, and development” (Neslin et al., 2006:95). Multichannel has a main reference point of adding further channels but conversely the channels operate independently i.e. customers’ are unable to purchase products online to be collected in the physical stores. It offers multiple channels to utilize but composes the lowest level of integration as channels are managed and operated separately (Verhoef et al., 2015). The lack of integration resulted in customers’ switching channels (Fornari et al., 2016). Defined as the migration effect, when adding channels led to customers’ switch channels rather than using different ones, causing interruption while shopping (Ansari et al., 2008). Authors have emphasized that when customers’ favor one channel they demonstrate less usage of the other channels, diminishing the purpose of multichannel usage (Chiu et al., 2011). Van Baal (2014) argues for similar disadvantages and highlights when inconsistent information provided in one of the channels compared to another, customers’ will less likely revisit the brand channels again and become more likely to purchase from a competitor. Evidently, there is a great demand integrating all channels both online and offline.
2.1.2 Omnichannel

Omnichannel is an extension of multichannel with purpose of integrating all channels to enable the ability of full utilization. This approach provides the opportunity of creating a seamless shopping journey with borderless channel functions despite where customers’ are in their shopping process or which channels being used (Piotrowicz & Cuthbertson, 2014; Li et al., 2018). Considering increased usage of mobile devices, online and offline retailing and the need of integration suggest that we are moving towards omnichannel retailing (Rigby, 2011). Compared to multichannel, omnichannel further includes social media, email and chats where several possible customer touchpoints are available through each channel, including indirect or direct contact with a brand (Verhoef et al., 2015). Beck & Rygl (2015) further defines omnichannel retailing as selling merchandise through all channels where customers’ can trigger complete channel interaction. The collectively managed channels could give the impression of interacting with the brand rather than the channel (Juaneda-Ayensa et al., 2016). Integration is frequently discussed in retail research due to different levels and omnichannel retailing composes the highest level of integration across all channels (McCormick et al., 2014; Schramm-Klein & Wagner, 2016). Omnichannel extends beyond functions of multichannel as it enables customers’ to navigate directly to online stores, physical stores and smartphones (Shen et al., 2018). Further elaboration of omnichannel is the customer-centric focus with purpose comprehending shopping behaviour (Jocevski et al., 2019; Zhang et al., 2018). The combination of online and offline channels diminishes boundaries and is applied by retailers (Rigby, 2011).

The increased channels and availability enables customers’ to collect information from one channel but pursue purchasing from another, defined as the synergy effect and refers to “research shopping” behaviour (Fornani et al., 2016; Verhoef et al., 2007). Research has noted that customers’ tend to use the online channels as a source of information and purchase their products offline. The phenomenon is called “webrooming” and is the consequence of online channels lack of efficiency to lock-in customers’ (Yurova et al., 2017). Piotrowics & Cutchbertson (2014) further discusses challenges within omnichannel being technology and data privacy. Omnichannel is driven by technology, namely integration is solely based on synchronizing data across all channels to i.e. providing customers’ consistent inventory-tracking. Therefore, insufficient technology could jeopardize the main functions. Customer data and privacy information is essential in order for the brand to comprehend their behaviour and offer personalization. This could inflict increased marketing efforts causing customers’ to reject the brand or uncertainty of willingness to share their data (Ibid).

Figure 1. below illustrates the construction of multichannel and omnichannel and customers’ ability to interact within all channels.
2.1.3 Omnishopper

Omnishopper is defined as a customer whom “uses multiple channels during their shopping journey” (Juaneda-Ayensa et al., 2016:2). Researchers have defined shoppers reflecting similar shopping behavior. Verhoef et al. (2015) discusses multichannel shopper and omnishopper is mentioned by Lazaris et al. (2014) & Juaneda-Ayensa et al. (2016). The omnishopper is well-informed, uses technology more efficiently and therefore have higher demands from retailers (Cook, 2014). Juaneda-Ayensa et al. (2016) defines the multiple-device usage for omnishoppers while collecting product information and pursuing purchases from different channels. Therefore, they have high expectations on the overall customer experience and technology to facilitate that (Harris, 2013). Previous studies highlight shoppers whom utilizes multiple channels during the purchasing process demonstrating increased spending and purchasing frequency compared to shoppers solely using one channel (Sands et al, 2010; Stringer, 2004). Omnishoppers might initiate search for a product on their mobile phone, switch to their computer to gain a better view of the product, only to visit a physical store to ascertain fitting of the item before purchasing (Yurova et al., 2017). An omnishopper is defined as task-oriented, explores new usages of technology while continuously exploiting their convenience (Juaneda-Ayensa et al., 2016).
2.2 Determinants of Loyalty

2.2.1 Customer Satisfaction
Customer satisfaction is considered to be an emotional response to the process of a consumption experience and increased customer satisfaction leads to tendencies of engaging in purchase behaviour (Lin et al., 2011; Oliver, 1999). It is defined as an emotion of pleasure from perceived outcomes and distinctively increases when the outcome has surpassed customers’ expectations (Kotler et al., 2009; Lee & Lin, 2005). Oliver (1997) defines satisfaction as perceived purchases fulfilling customers’ needs and desires, providing pleasurable outcomes and positively affects repurchase intentions (Seiders et al., 2005). Arokiasamy (2013) elaborates achievement of customer satisfaction when meeting demands and customers’ are then considered more likely to return. Satisfaction is argued for being influenced by perceived value of product and service attributes moderated by expectations, transpiring when perceived value from shopping encounters meet customers expectations (Levy & Barton, 2004). Homburg et al. (2006) argued for cognition and affect influencing judgement of satisfaction. Cognition signifies customers expectations and perceived performance defines customers’ reactions and refers to the overall judgement.

Conceptualization of customer satisfaction has been proposed by Abd-El-Salam et al. (2013), namely cumulative satisfaction with basis of the overall purchase process. Cumulative satisfaction recognize customers’ emphasis of the entire process when establishing intentions and purchase decisions. There has been extensive amount of research on customer satisfaction as a fundamental concept in marketing literature, where the common denominator is that high level of satisfaction could lead to customers’ becoming loyal and make repeated purchases (Oliver, 1999; Audrain-Pontevai et al., 2013; Kuo & Wu, 2012; Lin et al., 2011). Highly satisfied customers’ are less likely to switch to other products and further pleasure could embark an emotional attachment to the brand, which in turn leads to increased loyalty (Lee & Kim, 2010). A satisfied customer is not necessarily considered loyal but authors further discusses satisfaction to be connected to development of loyalty as the outcome of fulfilled expectations (Seiders et al., 2005; Olsen, 2007; Heitmann et al., 2007). Researchers argues for satisfaction converting to brand loyalty while minor sense does not (Chandrashekarana et al., 2007).

Bennett and Rundle-Thiele (2005) emphasize the need to look beyond customer satisfaction due to lack of demonstrated repurchases. Rather, customers’ must develop deeply rooted commitment extending beyond satisfaction to ensure loyalty, particularly on the competitive market. Bloemer and Kasper (1995), conversely argues for commitment being fundamental as it could prevent from switching brand easily. Customer satisfaction measures the current and past outcome of interactions with a brand but the measurement excludes future intentions of purchases from the brand (Suh & Yi, 2006; Bloemer & Kasper, 1995). Further researchers has discussed customer satisfaction as a positive influence to attachment of the brand but disagrees with the pre-assumption and reasoning for satisfaction being insufficient to enforce brand loyalty (Denoue & Saykiewicz, 2009). Evidently, satisfied customers’ still demonstrate
switching of brands due to increased options when competitors have responded better to their needs. The unsatisfied customer remains brand loyal due to lack of belief of better alternatives (Ibid).

2.2.2 Customer Experience
The influence of satisfaction on repurchase intention is moderated by the experience during shopping (Khalifa and Liu, 2007). Customer experience has previously been defined as the overall events and evoked emotions occurring from interaction and stimulation of consumption (Holbrook & Hirschman, 1982). The customer experience is suggested as a multidimensional construct focusing on customers’ emotional, behavioral, rational, functional desires and responses to brands offerings during the purchase journey (Verhoef et al., 2009; Kim et al., 2011). Boureanu (2017) elaborates customer experience as the journey of interactions with a brand, from searching and finding a product, to then purchasing, consuming and reconsidering the brand again, which could lead to purchase retention. Customers’ desire to purchase from a brand is reflected by the intention (Nasermoadeli et al. 2013). Additionally, an understanding of purchase intention during the shopping experience is composed by Juaneda-Ayensa et al. (2016). Firstly, defined as performance expectancy and is the usage of different channels during the shopping process. It is considered the strongest predictor of behavioral intention and purchase intention, providing customers with benefits when shopping. An additional fundamental predictor of purchase intention is personal innovativeness, which refers to the degree of customers’ preferences to try new and different channels with the aim of exploring new experiences. Finally, effort expectancy is elaborated as the perceived ease of use customers experience during the shopping process and could positively affect the purchase intention (Ibid).

Customers demands has extended beyond the products to further emphasize the experience (Bennett & Rundle-Thiele, 2005). Previous research highlights the importance of considering customers’ different needs and motivations when purchasing, shaping various perceptions of experiences. Therefore, customer experience could be perceived differently (Puccinelli et al., 2009). In the customer's journey to purchase, all interactions with brands and their products are fundamental. The customer experience is influenced by interactions between the customer and the brand. Every interaction is crucial since it contributes to how customers’ perceive the brand and could affect the overall customer experience. Therefore, the customer journey is a combination of customer satisfaction and experience (Boureau, 2017). Expectations has been discussed as a determinant of the shopping experiences, satisfaction and in turn loyalty. It is fundamental for expectations to be met or exceeded or it could lead to dissatisfaction (Ofir & Simonson, 2007). If customers’ expectations of the experience are not fulfilled, they have the opportunity to easily switch to another retailer abruptly (Scherpen et al. 2018). Thus, customer experience is construed and consumed individually and any contact with the brand including usage of products could project subjective reactions. Evoked emotions could lead to diverse behavioural reactions, making experience hard to measure since it varies between customers’ (Verhoef et al., 2009; Meyer & Schwager, 2007).
2.3 Brand Loyalty

Brand Loyalty encompasses customers’ commitment towards a brand that remains constant regardless of efforts from competitors or other external changes (Oliver, 1999). Loyalty has previously considered to occur when customers’ become attitudinally committed to a brand and embodies the behavior of repeated purchases over time while only considering one specific brand (Awan & Rehman, 2014; Su & Chang, 2018). There are further factors affecting brand loyalty, namely price, product and service quality, sense of community and social influence (Keller et al., 2008; Denoue & Saykiewicz, 2009). Customers’ becomes committed and disregards other brands regardless of attractive offerings, distinctively transpired from increased satisfaction (Froehling, 2008). Brand loyal customer tend to buy more products, pay less attention to competitors’ marketing efforts and contribute to brands attracting new potential customers’ (Reichheld & Sasser, 1990). Oliver (1999) describes the process of becoming loyal to a brand and further researchers have extended the development. The steps involve cognitive loyalty, focusing on collected information and previous experience customers’ encountered with the brand and evaluation of exceeded expectations (Vera & Trujillo, 2017; Oliver, 1999). The second phase is the emotional involvement and bond with the brand, referred to as affective loyalty, embedded in customer's mind as cognition and affect (Oliver, 1999). The third phase involves conative loyalty, inflicted when customer reaches “behavioral intention” to repurchase the brand, influenced by emotional attachment and measured by recommendations (Khan et al., 2015; Oliver, 1999). Intentions are in turn converted into action loyalty, referring to the actual repurchasing of the brand (Oliver, 1999). The approaches commonly used to measure brand loyalty are attitudinal, behavioral or a combination of both. Attitudinal reflects cognitive, affective and conative and behavioral reflects action (Bennett & Rundle-Thiele, 2005).

The need for better understanding and definition of brand loyalty has been emphasized by Dick and Basu (1994), suggesting that loyalty should be evaluated through both behavioural and attitudinal measures. Baldinger and Rubinson (1996) similarly expressed their proposal that brand loyalty could be better understood and easier to measure, once the customer are classified behaviorally it is then possible to link behavioral segments to attitudes towards the brand (Bandyopadhyay & Martell, 2007). Contradictory, Oliver (1999) discuss the development in a different structure, namely first becoming loyal in an attitudinal sense and in turn acting behaviorally of interest. It is suggested that loyalty should be emphasized by satisfying a customer in order to create behavioural loyalty (Schultz & Bailey, 2000). Previous scholars further suggests the connection between brand loyalty and satisfaction, but satisfaction does not necessarily lead to loyalty. Satisfaction is though a significant step in the loyalty formation (Oliver, 1999). Jones and Sasser (1995) elaborates how satisfying customers’ with options need further efforts to maintain loyalty. Customers’ whom demonstrates inconsistency i.e. purchasing from several brands could disguise loyalty or even be considered disloyal. Therefore, repeated purchases could not solely be signs of brand loyalty (Jacoby & Chestnut, 1978). One of the main external factors causing brand loyalty to become fragile is the amount of brands on the market (Franzen & Moriarty, 2009). Enforcing fierce competition amongst
increasing alternatives of brands causing challenges in creating or maintaining brand loyalty (Bennett & Rundle-Thiele, 2005).

2.3.1 Attitudinal Loyalty
From the attitudinal perspective, brand loyalty refers to attitude towards a brand contributing to customers’ psychological and emotional attachment, commitment and advocacy, which could create a positive perception (Huang et al., 2015; Bowen & Chen, 2001). Attitudinal loyalty may generate positive recommendation referral based on customers’ internal positive impression of one particular brand based on previous encounters (Reichheld, 1994). It is elaborated as a psychological process including evaluation and decision making for purchases, where it continuously develops a commitment between customer and the brand (Jacoby & Chestnut, 1978). Bandyopadhyay & Martell (2007) argues for attitudinal component being the internal process, where development of relationships with products or services transpires and in turn maintain consistent and loyal towards one specific brand. It is defined as the fundamental first step to ensure long lasting loyalty (Ibid). Attitudinal loyalty can be measured when capturing customers’ propensity to become brand loyal, which is emphasized by measuring attitudes towards the brand or demonstrating attitudinal act of purchasing from one brand (Bennett & Rundle-Thiele, 2002).

Measurement of attitudinal loyalty has become essential to detect vulnerable customers’ in an ever-evolving and rapidly changing environment in order to evaluate purchase behavior (Bennett & Rundle-Thiele, 2002). Researchers defines the need of attitudinal components combined with the behavioral perspective as necessary to create and maintain loyalty (Awan & Rehman, 2014). Conversely, attitudinal loyalty as a separate component can not be explained by behavioral loyalty, where repeated purchases could express loyalty but is an insufficient indicator unless it is complemented with customers’ attitudes towards a brand (Bandyopadhyay & Martell, 2007). In comparison to behavioral loyalty, attitudinal loyalty has been explored as a contributing factor generating positive perceptions and attitudes leading to actual purchases (Wang & Zhang, 2018). Further researchers disagrees with the required combination and highlights recommendations and intentions of purchasing being indicators of attitudinal loyalty without necessarily demonstrating repeated purchase behaviour (Kursunluoglu, 2011; Nam et al., 2011). Sharp et al. (2002) is critical to the definition of the attitudinal component due to lack of proof to create brand loyalty, yet still argues for attitudes being analyzed in the own right as potential causes or results of embarked behavioural loyalty.

2.3.2 Behavioural Loyalty
De Canniere et al. (2009) distinctively detected intentions of purchases mediated by attitudinal components inflicting customers’ behaviour in actual purchases. The higher level of intended behaviour is argued for generating purchase behaviour and repeated purchases could capture customers’ loyalty towards the brand (Smith et al., 2008; Ehrenberg et.al., 1990). Previous approaches assessing loyalty centered around repeated purchases or the behaviour of purchase frequency from one particular brand (Srinivasan & Anderson, 2003). Behavioral loyalty is addressed as purchase retention and customers’ tendencies to return to a brand consistently over time, including repurchase behavior being their actual action of purchasing (Jacoby &
Behavioral loyalty can be measured by reviewing the background and history of purchases from a particular brand (Mascarenhas et al., 2006). Involving measurements of how many times customers purchase from one specific brand. By measuring frequency of purchases, it is possible to determine and predict future purchase behaviour (Romaniuk & Nenycz-Thiel, 2013). Previous research mainly included the behavioral perspective in the development of brand loyalty but have failed to include predictions of customers’ purchase behavior with basis of confirmed satisfaction and attitudinal intentions of loyalty (Liu, 2007; Stern & Hammond, 2004). Additionally, repeated purchases is not necessarily based on emotional commitment to a specific brand (Srinivasan & Anderson, 2003). Thus, it is an insufficient indicator of behavioral loyalty and authors argue for including furthermore factors to be considered when defining brand loyalty (Bhatty et al., 2001).
2.4 Analytical Model

A conceptual figure has been derived to provide an illustrative and comprehensive overview of the theoretical framework. The purpose is to provide a foundation of the operationalization, which was the basis for the composition of interview questions, empirical findings and analysis. The figure connects the theories presented in the literature review, firstly the development from multichannel to omnichannel in retailing. With the intention to explore how omnichannel could increase satisfactory shopping experiences and inflict determinants of loyalty in the formation towards embarked brand loyalty. The figure further exhibits possibilities of development, both attitudinal loyalty and behavioural loyalty or a combination of both.

![Model of Theoretical Framework](image)

*Figure 2. Model of Theoretical Framework. Own illustration.*
3. Methodology

3.1 Research Design

This research explores how omnichannel retailing could affect brand loyalty, both attitudinal and behavioral loyalty. The aim of the research is to gain deeper understanding of omnichannel retailing by analyzing determinants of loyalty and customers’ attitudes and behavior. It is essential for the authors to initiate discussions to detect how respondents argue for their reasoning behind answers to further gain a comprehensive understanding. Furthermore, behavioural loyalty might be considered easier to measure by analyzing frequency of repurchases. Attitudinal loyalty is more complex to measure as it is crucial to gain insight of the reasoning for perceptions, purchase intentions and repurchasing. Hence, leading to the adoption of a qualitative method, as it entails authors gaining insight to how respondents derive meaning influenced by their experiences and perspectives (Saunders et al., 2012). A qualitative research design was considered appropriate by the authors in order to capture a deeper comprehension of the phenomenon, first hand experiences and quotations from discussions (Bryman & Bell, 2015). This allows detection of patterns that are often overlooked with the quantitative research design, as it places less emphasis on reasoning (Saunders et al., 2012). This research has a deductive approach, initiated with an extensive literature review, where the research problem was identified and in turn conducting the interview guide (Saunders et al., 2012). An attempt to contribute with empirical data to emerging of two theories, omnichannel and brand loyalty, explorative design was chosen to explore the phenomenon that has yet to be clearly defined combined.

3.2 Data Collection Methods

This research has a basis of primary and secondary data with purpose of comprehending the background in order to accurately capture relevant information (Saunders et al., 2012). Primary data in this study refers to conducted in-depth interviews and observations allowing authors to gain solicit and comprehensive insight of the phenomenon. The secondary data was collected from Uppsala University’s academic books and journals from both online and physical libraries, newspapers, internet and official reports. The keywords used were based on the primary focus: ‘Omnichannel’ and ‘Brand Loyalty’, which led the authors to multichannel, customer satisfaction and customer experience. Continuously, keywords emanated from the founding of what would become the theoretical framework for this research, namely omnichannel retailing, determinants of loyalty and brand loyalty, including attitudinal loyalty and behavioral loyalty. An extensive amount of knowledge and literature review from previous research helped the authors develop a solid foundation and understanding of the theoretical construct. The literature used for theoretical reviewing were all gathered from academic journals or publishing companies. White papers that were published by consultancy firms provided insights and current outlook of the chosen theories. The authors endured a critical standpoint when reviewing reports as the purpose for such publications can be questionable. During the literature review, multiple scholarly articles and authors were frequently cited or
sourced, indicating the distinct relevance. These articles were considered important and a priority including their reference lists, where furthermore relevant articles were found and reviewed. The articles defining the theories were filtered to determine the mostly cited in order to ensure credibility and authority of the concepts. The theories for this research were chosen with consideration, mainly to emerge historical theories such as brand loyalty with newly founded theories, omnichannel, with aim of contributing theoretically.

3.3 Ensuring Omnichannel Context and Brand Loyalty

Establishment of the omnichannel context was fundamental prior to conducting the interview guide and interviewing respondents. A methodological choice was made to limit this research to one brand to defuse possible confusion inflicted by several brands with different usage of channels. One brand was chosen with the criterias of being founded and active on the Swedish market, offers clothing and shoes and active on both offline and online channels. The authors used the website Allabolag.se where an extensive list of retailers fulfilling all criteria’s was provided. It was further filtered to highest turnover as it is a valid criteria with assumption that high turnover is affiliated with high customer recognition. This was crucial in order to collect accurate data. The brand chosen, Hennes & Mauritz (H&M), offers a wide range of product selections and most likely consumed by respondents. After H&M confirmed their omnichannel retailing strategy in 2018 (H&M, 2018), the authors considered it an appropriate amount of time for respondents to have experimented on all of their channels. To identify omnichannel initiatives of H&M, the authors whom previously sporadically have used the channels, conducted an appropriate method of close observations. By frequently visiting and using all of the channels, both offline and online for two weeks in order to grasp the full experience and determine how it could influence the founding of loyalty to the brand. The brand, H&M, was analyzed aligned with the process of channel usage and perception of experience with the brand. The purpose was to determine how the experience of omnichannel usage increasing satisfaction could lead to becoming loyal to the specific brand H&M. It was a helpful basis to authors comprehension of the strategy and imposed the opportunity to ask respondents more specific and accurate questions.

3.4 Sample Selection

The sample selection for this research was limited to omnishoppers active on the Swedish market with previous purchase experience in retail. As the focus of this research was to explore how integrated retail experiences could affect customers’ becoming loyal to a brand, therefore selection criterias for this research were fundamental. The criteria for chosen respondents were of Swedish nationality as this research is limited to the Swedish market. Additional criterias was to be currently enrolled students, since they are considered to be frequent technical and proficient users of different types of channels, generally around the same age and has similar incomes. The criterias included overall previous knowledge of omnichannel retailing and pursue shopping with a minimum of one time a month for the past six months. Prior to the selection, respondents were asked to describe how omnichannel distinguishes from
multichannel in order to determine level of knowledge regarding channels. Another criteria of the omnishoppers was to mention H&M as one of their top three brands to shop from. If potential respondents were unable to mention three or more brands, they were considered ineligible as it could be signs of currently being brand loyal and therefore inappropriate for this research. If mentioning equivalent description of all criterias, respondents were considered appropriate for the research and were contacted directly when considered to fulfill the criterias and suitable for this research.

Two selection methods were used to gain access to respondents. The first respondent selected from a convenience sampling was chosen by being acquaintances with one of the authors due to accessibility. It could be considered bias since it does not represent the entire population and the relationship between one of the authors and the first respondent could affect the results (Bryman & Bell, 2015). Therefore, the other author conducted the interview and the author with prior relationship recorded and took notes. The remaining seven respondents were selected and contacted throughout a snowball sampling with assistance from the first respondent. To recruit respondents with this research criterias, snowball sampling was used due to complications of finding potential respondents. Snowball sampling consists of two steps, the first was to identify potential respondents in the population and then ask chosen respondent to recommend other respondents, whom were then contacted by the authors. The sampling method was considered appropriate to identify respondents that are familiar with the concept of omnichannel. A critical standpoint in regards to snowball sampling could inflict bias in terms of lack of control while selecting possible respondents. Furthermore, sampling bias refers to the authors only being able to reach a small group since respondents refer to others with similar traits as them, which could cause an inaccurate representation of the population (Saunders et al., 2012). The authors of this study has taken this into consideration when conducting the sample selection. Below is an overview of the sample selection.

<table>
<thead>
<tr>
<th>Sample Selection</th>
<th>Age</th>
<th>Shopping Frequency (times/month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Respondent 1.</td>
<td>24</td>
<td>3 times per month</td>
</tr>
<tr>
<td>Respondent 2.</td>
<td>25</td>
<td>4 times per month</td>
</tr>
<tr>
<td>Respondent 3.</td>
<td>28</td>
<td>2 times per month</td>
</tr>
<tr>
<td>Respondent 4.</td>
<td>26</td>
<td>3 times per month</td>
</tr>
<tr>
<td>Respondent 5.</td>
<td>23</td>
<td>4 times per month</td>
</tr>
<tr>
<td>Respondent 6.</td>
<td>24</td>
<td>3 times per month</td>
</tr>
<tr>
<td>Respondent 7.</td>
<td>22</td>
<td>3 times per month</td>
</tr>
<tr>
<td>Respondent 8.</td>
<td>25</td>
<td>2 times per month</td>
</tr>
</tbody>
</table>
3.5 Operationalization

Theories from previous research facilitated the composing of the theoretical framework compiled into five different themes of categories, Channels, Determinants of Loyalty, Brand Loyalty, Attitudinal Loyalty and Behavioural Loyalty. The theoretical framework served as a foundation when formulating interview questions to collect relevant and necessary empirical data. The theoretical framework set the structure for empirical findings and analysis and collected empirical data was compared with the theories, in order to distinguish differences or similarities for the evaluation of how implications of omnichannel retailing could affect respondents becoming brand loyal.

The first theme, Channels, mainly focused on how the development from multichannel to omnichannel has affected the respondents shopping process. Scholars has discussed integration as the main benefit providing a seamless shopping process (Piotrowicz & Cuthbertson, 2014; Verhoef, 2015). The first question laid the foundation for the following questions, where the purpose was to comprehend how seamless shopping could affect interaction with the brand. Scholars argued for connected channels giving the impression of interacting with the brand rather than the channels (Juaneda-Ayensa et al., 2016). The second theme, Determinants of Loyalty, is a fundamental link between the themes and derives from gaining insight of respondents perceived experiences, exceeded expectations and evoked reactions occurring from the customer experience (Holbrook & Hirschman, 1982; Ofir & Simonson, 2007). Followed by respondents response of the experience in order to detect indicators of repurchase intentions. Scholars discusses pleasurable fulfilment from perceived outcomes leading to customers’ becoming more likely to return (Oliver, 1999). The third theme, Brand Loyalty, determines how respondents are committed to the brand and collectively detect how omnichannel has influenced them to remain consistent with the brand despite efforts from competitors. Brand loyalty is mentioned as the epitome of customers’ frequent purchases from one brand and remains loyal regardless of external factors (Su & Chang, 2018; Oliver, 1999). The fourth theme, Attitudinal Loyalty, investigates respondents emotional commitment, generating recommendations and if it leads to intended repurchase behaviour. Scholars emphasize customers’ attitudes contributing to commitment and attachment to the brand (Huang et al., 2015; Reichheld, 1994; Kursunluoglu, 2011). The fifth theme, Behavioural Loyalty, aims to investigate how respondents express their behavioural response of repurchasing from a brand, by investigating previous purchases and likelihood of future repurchases. Scholars has argued for customers’ behavioural responses of repurchases from one brand frequently over time and the purchase retention (Mascarenhas et al., 2006). It is further compared how respondents are either attitudinally loyal, behaviorally loyal or a combination of both.

3.6 In-depth Interviews

To ensure extensive collection of data, in-depth interviews were conducted allowing exploration of perspectives and experiences of respondents. In order to gain comprehension of
respondents omnichannel usage and how brand loyalty could be embarked (Saunders et al., 2012). Interviews was suited as the appropriate method by providing an opportunity to hear opinions, perceptions, motivations and influences when purchasing through omnichannel and how that has affected respondents loyalty towards the brand. Eight in-depth interviews was conducted after careful consideration and fulfilling of the criterias. The specific amount of respondents was chosen since a qualitative design do not generally draw samples from large-scale data sets, particularly with in-depth interviews. A smaller number of respondents was chosen for their perspectives to be fully explored (Bryman & Bell, 2015). With consideration of the chosen amount of respondents, limitations could thus be argued for being inadequate to draw general conclusions from.

All interviews were conducted in May 2019 and lasted between 65-75 minutes in order to gain deeper understanding. The interviews were sound recorded, after approval from the respondents. The advantages of sound recording is that it provides a full documentation of the conversation during the interview (Denscombe, 2014). Further providing an opportunity for the authors to focus on the respondents rather than both focusing on taking notes and listening, where relevant follow-up questions could be missed to ask. The implementation of the in-depth interviews was first conducted by giving respondents information regarding their involvement and that the participation was voluntary with option of withdrawing at any point, which is considering to be ethically fundamental (Bryman & Bell, 2015). A description of the topic, followed by the purpose was introduced to the respondents whom were informed of their contribution. It is essential for authors to be open, transparent and clear about what they intend to investigate (Saunders et al., 2012). The collected data from the empirical findings was only used for the purpose of this research and all personal data collected was treated with confidentiality. Further requirements for this research means full anonymity for all respondents, including names and gender.

### 3.6.1 Interview Guide

An interview guide was conducted to be used as support during the interviews while still permitting flexibility, enclosed in Appendix 3. The interview guide was developed around the theoretical framework where operationalization occured aligned with the questionnaire and divided into five themes. In order to determine how omnichannel could affect brand loyalty, the themes were designed to first explore respondents perceived experience of omnichannel to further capture their overall evoked reactions and fulfillments. In turn, respondents were asked to express their commitment to the brand through omnichannel usage to determine if they exhibit tendencies of attitudinal loyalty and behavioral loyalty. Respondents were asked to further elaborate the specific phenomenon within the themes and possibilities of positive or negative outcomes. The probing questions were particular to the respondents purchasing process and permitted open discussions while decreasing concerns of derived bias, by leading the discussions rather than allowing respondents to answer freely. The interview questions were formulated as support to help authors guide the interviews in the right direction. The respondents were not informed about the different themes for the interview structure, but was informed regarding the chosen brand for this research. All of the interviews were conducted in
Swedish and answers were transcribed and translated separately to English by both authors to compare and increase accuracy. There is a risk of misinterpretations when translating but because both authors are native Swedish speakers, the overall significance and emphasis of the answers enabled complete understanding. Based on the analytical model (See figure 2) and operationalization, enclosed Appendix 1, the collected answers from the interviews were allocated to the five themes. The coding was finalized with detection of commonly used keywords in order to simplify the structure of the analysis.

3.7 Quality of Research

This research has a qualitative approach which could cause subjective interpretation of data, therefore the findings of the research must exhibit credibility (Bryman & Bell, 2015). Credibility is referred to internal validity and relies on the choice of methodology. To establish trustworthiness, the aim was to emphasize richness of collected data rather than frequency of data, in order to collect relevant answers to the research questions. This research has restricted generalizability, referred to external validity and can only be considered relevant for the Swedish retail market. Data quality issues were thought through prior to conducting the in-depth interviews, mainly issues concerning reliability and replicability, with basis of potential bias affecting the structure or process of questions asked. The interviews contained diverse follow-up questions based on respondents answers to specific situations, therefore replicability would be unattainable. Bias was considered one of the main concerns since the interviews were conducted after composing of the conceptual theoretical framework, identifying themes and close observation of the brand. The process is argued for inflicting risks of probing and leading questions (Saunders et al., 2012). With aim of defusing bias answers from the respondents, careful considerations of the risks was fundamental when composing and asking questions.
4. Empirical Findings

4.1 Channels in Retailing

The development from multichannel to omnichannel positively shaped respondents shopping process as respondents expressed the ability to use and change between multiple channels. As illustrated by respondent 2, “When I have selected clothes into a cart and change to my computer from my phone, the cart is then saved, so I wouldn't have to start all over again”. A majority of the respondents discussed how they are now able to easily change channel during their shopping procedure without losing any of the chosen items compared to previously, where the items were lost when changing channel. As commented by respondent 8, “I often change from my phone to a computer and now I can just continue shopping, which was impossible before”. Similarly stated by several respondents whom argued for all channels providing identical procedures, content and equivalent information as another reason for positively shaping the shopping process. As stated by respondent 4, “The process is the same everywhere, which is important because as soon as I feel like something is different, I lose interest”. When discussing previous usage of multichannel, respondents mentioned how the channels provided different shopping processes and information, which occasionally caused them to refrain from purchasing. As described by respondent 1, “It is irritating when I get information from one channel and it is not the same in the other channel”.

When asked how the interaction with the brand had evolved while shopping through omnichannel, respondents expressed an increased interest. The simplicity was one of the main reasoning due to the time and energy saving while shopping as stated by respondent 7, “Shopping now is not so complicated, that is why I shop more often from the brand. I don't like it when I have to put so much effort in every step to shop”. The extended possibilities of channel usage was highlighted for further engaging with the brand, as expressed by respondent 5, “I feel like the interaction with the brand is better now that I can combine all of the channels and they are all easy to use”. Similarly commented by respondent 6, “I am connected to the brand more now, since I am using several channels and more often”. Most of the respondents further discussed the reasons for increased participation with the brand because of less difficulties and differences between the channels, resulting in respondents perceived interaction with the brand and not the channels, as stated by respondent 3, “Every channel looks the same and offer the same products so the focus is more on the brand instead of which channel I use. So the interaction is more with the brand compared to before”.

4.2 Determinants of Loyalty

When asked how expectations have been met with implemented omnichannel by the brand, most of the respondents highlighted the ability to use all available channels collectively, which improved the overall experience. Adequately illustrated by respondent 4, “Sometimes when I find something on their app and it is finished I can just search if it is in stock in their stores instead, even select a store close to me”. Further emphasis was placed on expectations being
met when able to change channels in a more simplified matter, as stated by respondent 8, “I often start shopping on my phone and then change to my computer because I want a bigger screen to get a better look at the clothes, that itself has met my expectations”. Proficient usage of the channels was argued for improving the overall experience, as stated by respondent 1, “Now that I am able to use and choose between several channels throughout my shopping process I can purchase more quickly”. Respondents mentioned how the options of channels caused them to become more open to trying different channels to find which better fit their needs at the moment, as commented by respondent 2, “Now that I can try and compare the channels to find out which one is the best for me, it has made me more open to shop from them again”.

When asked how respondents define their response to the overall shopping experience with the brand, a majority of the respondents were content with the easily used channels resulting in increased intention for revisiting, as stated by respondent 7, “It is easier nowadays because I can use several channels during my entire shopping and they are pretty much the same, for that reason I would go back”. Further appreciation resided from not having to fill in personal information on all channels as commented by respondent 3, “I don’t have to repeat my information when I am shopping from the brand, I have just done it one time”. Satisfaction was occasionally considered to arise and increase from the experience rather than the product itself as omnichannel enhanced the shopping experience, as stated by respondent 1, “I have realized that it is also about the experience when shopping, the product is just not enough. All parts of shopping is important because they affect each other”. Dissatisfaction resided from increased advertisement from the brand as argued by respondent 5, “I think I get emails of offers everyday and it has become a little too much”. Further mentioning of dissatisfaction was a sense of the brand following respondents every step and movement on channels that were being used. As respondent 6 highlighted, “The brand knows what I like, what I shop and how I buy it and it shows on all channels that I use”.

4.3 Brand Loyalty

The respondents had different views and definitions when explaining their involvement with the brand. Two of the respondents described it as a connection with basis of previous experiences with the brand over a certain amount of time as respondent 2 stated, “We have history together I mean I have shopped there for a decade. So I feel like we have a bond”. Conversely, the remaining majority of the respondents described their involvement as occasional with no further mentioning of attachment. They had previously never entertained the thought of involvement beyond purchasing of products. As respondent 8 explained, “I buy from them and I am a member of their customer club. I don’t know what else I can say about the involvement, since I never considered it as an involvement before”. Omnichannel was highlighted by making respondents shopping experience easier but the interaction with the brand only occurred during the purchase, as respondent 5 argued, “I would not necessarily define it as an involvement. It is more of a casual interaction during my shopping”. Although respondents had a positive outlook of omnichannel, respondents were still unable to define it
as a commitment as expressed by respondent 3, “I think omnichannel makes it easier but commitment is more deeper than the way I am with the brand. I am more of a frequent visitor.”

When discussing the brand and the implementation of omnichannel during shopping, the initial response was the brand being considered one of the “go-to” for the respondents, namely the first that comes to mind and the first brand they visit when intending to shop. As expressed by respondent 7, “Omnichannel has made me think of the brand more often than before because I know I can use any channel for different occasions as I please”. Three of the respondents did not consider omnichannel the main factor for choosing the brand over others and further elaborated that omnichannel is necessary when shopping, as respondent 1 argued, “I mean omnichannel has made the process great, but it is not out of the ordinary today, I even assume that they have it”. Respondents further commented how they still shop from other brands, depending on what they desire at the moment as respondent 6 stated, “I stick to the brand when it is good in general but I can easily switch if I find something I like more, which is so much easier to do nowadays”. Some of the respondents even defined themselves as regular and loyal customers despite shopping from multiple brands as stated by respondent 4, “I think I am pretty loyal to the brand because I shop there but I do the same thing with other brands, I don’t think I have to buy it all from one brand to be considered loyal, right?”.

4.4 Attitudinal Loyalty

4.4.1 Emotional commitment
In terms of defining their emotional commitment to a brand, several respondents began discussing their positive outlook of the brand but there were no further mentioning of defining the emotional aspect, as stated by respondent 8, “I like the brand but it is not like there are strong emotions involved”. The remaining respondents continued discussing their lack of emotional commitment to the brand and instead expressed a sense of temporary pleasure during their shopping experience. As commented by respondent 7 “I would not say that I am emotionally committed, it is more of a positive emotion of being satisfied when I shop”. Despite shopping becoming easier with omnichannel, respondents were still unable to determine their emotional commitment to the brand, as explained by respondent 1, “It was great when my shopping cart was saved as I changed channel but it has not changed or sparked emotional commitment compared to before”. Four of the respondents explained that the interaction with the brand did not last long enough to form a commitment, as stated by respondent 2, “I think I have to spend more time with the specific brand to feel something emotional. I only purchase and then move on to the next”.

4.4.2 Recommendations
Most of the respondents argued for talking about the brand in a positive matter as they were content with overall experience and offerings, as respondent 5 stated, “I often tell others how satisfied I am with the brand because of the combination of the products and the shopping experience meeting all of my expectations”. Respondents expressed feelings of wanting to recommend the brand with basis of hopes for others to partake the satisfactory experience. As
respondent 4 commented, “I tell others because I want them to have the same feeling as me when shopping”. A majority of respondents only recommend the brand they previously had purchased from to ensure truthful recommendations, as stated by respondent 6, “I can only recommend it after I have bought it, otherwise I don’t know what it is that I am recommending”.

4.4.3 Intentions of Purchasing
A few of the respondents continued expressing positive attitudes towards the brand and explained how omnichannel was a contribution to intentions of repurchasing, as respondent 1 stated, “I know what I get and it is usually good so I don’t see why I would not shop there again, specially now when I can use all of the channels”. The remaining majority explained that omnichannel is not an exception only offered by the brand, rather it has become essential for brands to offer nowadays. As respondent 3 stated, “The brand always comes to mind when I want to shop, but there are so many other brands offering similar types of omnichannel shopping”. The majority of the respondents continued expressing intentions of purchasing but emphasized that the intentions did not necessarily lead to actual purchases. Due to endless of options on the market and the wide variety of brands causing distractions along their process, as respondent 5 stated, “I start with the thought of wanting to purchase from the brand but I know that I always check other brands and then the interest might be lost amongst the options”. The remaining three respondents were certain of repurchasing from the brand again due to their previous interactions. But were uncertain when that would occur, after consideration of different brands could lead them towards another direction. As respondent 7 stated, “I know I am going to want to shop new clothes, but if it will be from the brand? I am not sure, I want to check all of my options first”.

4.5 Behavioral Loyalty

4.5.1 Actions
When asked what actions taken to express their commitment to the brand, the answers were similar amongst the respondents. A majority expressed actions taken was to shop from the brand again. Four of the respondents mentioned purchasing and repurchasing as the only actions that came to mind in general but elaborated that it does not necessarily reflect their behaviour in reality, as respondent 3 commented, “The actions I can think of is to shop from the brand, but if I am referring to myself then it is not the most common action I take”. When asked how the remaining four respondents expressed their commitment, they were hesitant to even define it as a commitment despite mentioning shopping from the brand. Rather it was defined as brief interactions, as respondent 8 expressed, “I shop from the brand often but I don’t define it as commitment, it is more of spontaneous visits”. A majority of the respondents highlighted their active participation on social media as actions of commitment, where they could stay updated and get inspiration of products to purchase. As respondent 4 mentioned, ”I follow and like their page on facebook and Instagram, I mean it is usually the physical action I take”.
4.5.2 Repurchasing

When asked of the likelihood to repurchase from the brand, two of the respondents commented that they would most likely repurchase from the brand, due to familiarity from previous experience and possibilities of changing between connected channels. As stated by respondent 1, "I can shop whenever I want, I am just so used to the ability of changing channel when shopping from the brand so I will probably shop there again in the future". As previously stated, a majority of the respondents discussing their intentions of purchasing rarely leading to actual purchases. They continued discussing the small likelihood of repurchasing of similar reasons. Those respondents whom were uncertain of repurchasing from the brand in the future expressed they would still continue to recommend to others as argued by respondent 3, “I don’t always have to purchase again from the brand to recommend it, sometimes I recommend from my previous shopping”. When further elaborating the reasoning for repurchasing from the brand, two of the respondents discussed the probability of repurchasing due to lack of motivation and time to search for other brands, as respondent 5 expressed, “Honestly I don’t have the time or energy to look for other brands and there are too many alternatives, so for that reason I think I will buy from the brand again".
5. Analysis

The analysis of this research is a combination of theoretical framework and empirical findings. Hence, the analysis compiles the overall findings and was the basis of further developed themes, mainly respondents being referred to as “Omnishoppers”.

5.1 The Omnisherper

Multichannel is highlighted as offering multiple channels but demonstrated lowest level of integration inhibiting the ability to switch channels conveniently, when managed and operated separately (Verhoef et al. 2015). The empirical findings are aligned with previous research, inflicting frustration amongst omnishoppers when being disrupted while switching channels and having to start over. The development from multichannel to omnichannel is argued by scholars for increasing integration and inflicting seamless channel usages with borderless functions (Hagberg et al., 2017; Piotrowicz & Cuthbertson, 2014). The improvements from omnichannel has enhanced the focal aspect of channel usage, diminishing interruptions while switching between the channels and allowing omnishoppers to independently move as they please. Furthermore, movement between the channels was emphasized as a great advantage when chosen items followed during switching of channels. Scholars argue for similar outcomes solely residing from highest level of composed integration, which omnichannel has excelled (Schramm-Klein & Wagner, 2016). Additional advantages detected was refraining from repetitive behaviour by having to fill in personal information on every channel, residing from equivalency in information and overall process while shopping. “The process is the same everywhere, which is important because as soon as I feel like something is different, I lose interest”. Gained insight from the interviews proves fundamental necessity of having identical processes on all channels during all shopping processes in order for omnishoppers to consider revisiting the brand. Hence, omnishoppers signifies their desire for consistency on all channels indicating a great demand of both consistency and integration. This is only made possible with high interactivity between connected channels (Van Baal, 2014; Fornari et al., 2016). Thus, omnichannel is perceived as intended and omnishoppers have identified the main benefits and how it has positively made their shopping process more frictionless.

Improvement from enhanced procedures of shopping through omnichannel evidently lead to more frequent visits, therefore interaction with the brand increased along with desire for purchases. “Shopping now is not so complicated, that is why I shop more often from the brand. I don't like it when I have to put so much effort in every step to shop”. The empirical findings confirms scholars speculating the outcomes of complete channel interaction leading to increased interaction between customers’ and brands (Beck & Rygl, 2015; Verhoef et al., 2015). The enhanced shopping with omnichannel resulted in enjoyable processes for omnishoppers where complications rarely occurred and removing all barriers between the channels. Omnishoppers positively argued for perceiving the shopping process as interacting directly and distinctively with the brand in focus while channels fade away into the background, “Every channel looks the same and offer the same products so the focus is more on the brand instead of which channel I use. So the interaction is more with the brand compared to before”.

24
The omnishoppers' perception of omnichannel is similarly reflected as previous research, where collectively managed channels has been discussed as giving the impression of interacting with the brand (Juaneda-Ayensa et al., 2016).

5.2 Omnishoppers Satisfactory Experience

Customer experience is considered to be complete when fulfilment derives from met expectations (Ofir & Simonson, 2007; Holbrook & Hirschman, 1982). The omnishoppers argued for omnichannel meeting and being accustomed to their demands by being provided the ability to shop efficiently and in turn more conveniently. Omnishoppers discussed increased flexibility during usage of channels through the entire process as all steps included were conducted without restrictions and disruptions. Reflecting the main purpose and epitome of omnichannel usage as seamless shopping transpires from borderless channel functions (Li et al., 2018). The enhanced overall shopping experience transpired from limitless usage of all available channels collectively. Embarked from the needs of technical functionality during their shopping and how usage of multiple devices must be simplified, up-to-date and synchronized. “I often start shopping on my phone and then change to my computer because I want a bigger screen to get a better look at the clothes, that itself has met my expectations”.

Confirming previous definition of the omnishopper whom uses multiple devices more efficiently and therefore have higher demands (Cook, 2014; Harris, 2013). It has been highlighted to comprehend customers’ purchase intentions during the shopping process, referring to customers’ preferences to try different channels and potentially moderating repurchase intentions (Juaneda-Ayensa et al., 2016; Khalifa & Liu, 2007). This was evident during conducted interviews with omnishoppers, whom communicated their willingness to explore different integrated channels, compared to previous traditional offerings when multiple channels were managed separately. Thus, omnishoppers are provided the opportunity to customize their shopping, leading to increased intentions of repurchases and could be considered the first indicator of embarked loyalty.

In order to complete the criteria of loyalty, omnishoppers must demonstrate benefits of satisfaction provided through a seamless experience in an omnichannel context (McCormick et al., 2014). Previously mentioned needs of technical and flexible usage improved omnishoppers shopping experience, most importantly the positive response from integrated channels was their basis and reasoning for desire to revisit the brand. Illustrating previous scholars emphasis of satisfaction deriving from fulfilled needs and desires positively affecting customers’ repurchase intentions (Seiders et al., 2005). Omnishoppers were overall content with the omnichannel experience and expressed their gratification, residing from simplified shopping and refraining from repetitive behaviour when changing channels. This is in agreement with previous scholars discussing satisfaction as an outcome of exceeding customers’ expectations (Kotler et al., 2009). Omnishoppers further explained that the emphasis is no longer on the product itself, rather the experience is of greater importance and a fundamental complement to a complete shopping process. From the first interaction with the brand, perceived usage of channels to the final outcome of receiving the product, indicating
that omnichannel has facilitated apparent satisfaction. Similarly discussed by scholars highlights the influence of shopping experiences resulting in increased satisfaction (Khalifa and Liu, 2007).

There were no mentioning of omnishoppers emotional response of satisfaction, rather appreciation was described with basis of functional responses. Conversely, the emotional attachment of satisfied customers’ is considered leading to loyalty (Lee & Kim, 2010), which is insufficiently demonstrated by omnishoppers. Gained insight from interviews still exhibited satisfied omnishoppers, causing conflicting views of the definition and in turn vague indicators of embarked loyalty. The purpose of integrated channels is to increase and improve interaction between customers’ and the brand (Juaneda-Ayensa et al., 2016). This proved the opposite by a few of the omnishoppers, whom discussed a sense of overwhelming advertisement received from the brand and feeling of slightly being monitored when moving between different channels. “The brand knows what I like, what I shop and how I buy it and it shows on all channels that I use”. Evidently, omnishoppers complaints are aligned with the challenges omnichannel is currently facing with data privacy and insufficient marketing efforts (Piotrowics & Cutchbertson, 2014).

5.3 Brand Loyal Omnishopper

With the attempt to immerse into the essence of omnishoppers loyalty to the brand, their involvement was described including development of omnichannel. A few of the omnishoppers mentioned a sense of connection to the brand solely with basis of previous encountering regardless of implemented omnichannel. Demonstrating cognitive loyalty where focus is placed on customers’ previous experience with the brand and in turn created an emotional connection to the brand (Vera & Trujillo, 2017; Oliver, 1999). Thus, omnishoppers demonstrate a bond with the brand residing from a historical connection rather than emotional unattached to omnichannel. The empirical findings further showed remaining omnishoppers would rather define their involvement as occasional interactions without deeper substance. This only occurred during the shopping experience and rarely extended beyond that, without mentioning further intended involvement in the future. “I think omnichannel makes it easier but commitment is more deeper than the way I am with the brand. I am more of a frequent visitor”. Omnishoppers illustrated exceeding the second step towards becoming loyal, namely affective loyalty when a bond is established but insufficiently surpasses the following step towards conative loyalty where emotional attachment is created (Khan et al., 2015). Further commitment was supposedly perceived as adequate by subscribing a membership from the brand without active participation as the only consideration of involvement. Hence, their involvement appears only on the surface without any deeper meaning or emotions. Therefore, omnishoppers contradicts the definition of brand loyalty where commitment towards a brand is the focal meaning (Awan & Rehman, 2014; Oliver, 1999).

Previous research considers satisfaction as a significant step towards development of loyalty (Froehling, 2008). Omnichannel was emphasized as a contributing factor of satisfaction and
enhanced shopping experiences but omnishoppers still consider and purchase from other brands. This is inconsistent with the controversy perception of brand loyal customers’ whom solely purchase one brand despite external efforts (Su & Chang, 2018). One of the main external factors causing challenges to create or maintain brand loyalty is the competition amongst increased amount of brands on the market (Franzen & Moriarty, 2009). The implications of omnichannel made the brand become one of omnishoppers top choices but was not considered a decisive factor for choosing one brand over another. Due to omnichannel being perceived as a hygiene factor for brands to provide, rather than a unique and complementary offering commonly used and not sufficient enough to inflict brand loyalty. “I mean omnichannel has made the process great, but it is currently not out of the ordinary, I even assume that they have it”. This outcome from increased alternatives of brands is argued by scholars for being one of the main challenges when creating or maintaining brand loyalty (Bennett & Rundle-Thiele, 2005), which remains in an omnichannel context where it is apparently provided by several brands. Omnishoppers answers distinguishes from the definition of choosing one brand over another to be considered brand loyal and empirical findings clearly deviates from theories of the definition of brand loyalty. Scholars argues for inconsistent purchasing from one brand disguising customers’ demonstrating brand loyalty (Jacoby & Chestnut, 1978). “I think I am pretty loyal to the brand because I shop there but I do the same thing with other brands, I don’t think I have to buy it all from one brand to be considered loyal, right?”. Evidently, this implicates omnishoppers lack of emotional commitment to the brand causing them to easily switch to another. The empirical findings indicates that omnishopper are satisfied with their shopping experience facilitated by omnichannel but there are vague indicators of loyalty to the brand. Due to their lack of expressed commitment, omnishoppers rarely surpasses the step of satisfaction to fully embarked brand loyalty. This answers the first research question of how the implications of omnichannel retailing could affect brand loyalty.

5.4 Attitudinal Loyal Omnishopper

5.4.1 Emotional Commitment
According to previous scholars, brand loyalty refers to the attitude towards a brand contributing to customers’ emotional commitment creating a positive perception (Huang et al. 2015). The empirical findings showed that the omnichannel experience facilitated positive perceptions of the brand, due to their previous purchases demonstrating pleasurable outcomes residing from ease of use of the channels. Thus, there were insignificantly deeply rooted emotions attached to the brand including implications of omnichannel. “I would not say that I am emotionally committed, it is more of a positive emotion of being satisfied when I shop”. A majority of omnishoppers elaborated their positive perception of the brand not necessarily being defined as an emotional commitment, rather an emotional response of their shopping experience. This type of measurement of attitude towards brands is emphasized by scholars in order to detect vulnerable customers’ in the evolving environment (Bennett & Rundle-Thiele, 2002), which omnishoppers have proven to be. The interaction between omnishoppers and the brand did not last long enough to form an emotional commitment, due to efficiency and smooth usage of
channels decreasing time spent with the brand. “I think I have to spend more time with the specific brand to feel something emotional. I only purchase and move on to the next”. The literature defines affective loyalty when customers’ form an emotional involvement to the brand (Oliver, 1999), which omnishoppers of this research proved to inadequately form. Rather it increased existing satisfactory responses but not enough to form an emotional connection to the brand.

5.4.2 Recommendations
The empirical findings showed, when having a positive attitude of the brand, majority of the omnishoppers spoke highly of the brand to friends and family and argued for recommending the brand after having an ideal experience through the entire process. This is aligned with the outcome of attitudinal loyalty generating positive recommendation referral based on customers’ internal positive impressions (Bowen & Chen, 2001; Reichheld, 1994). Most of the omnishoppers expressed an urge of wanting to inform others with basis of their willingness to share their experience with hopes others encountering the same. All of the omnishoppers were highly vocal regarding their recommendations and it was noticed to be of great importance to them. “I often tell others how satisfied I am with the brand because of the combination of the products and the shopping experience meeting all of my expectations”. Therefore, it could be argued that omnishoppers contributes to attracting new customers and in a sense defined as attitudinally loyal to the brand (Reichheld & Sasser, 1990). Some of the omnishoppers explained the importance of having purchased from the brand before recommending to others, indicating their first act in a behavioral matter when purchasing and in turn become attitudinally loyal when repetitively recommending the brand. The findings from this research suggest and confirm the process of customers’ first becoming behaviorally loyal and then attitudinally loyal (Bandyopadhyay & Martell, 2007).

5.4.3 Intentions of Purchasing
When describing how omnishoppers positive attitude inflicts their intention to purchase, some of them are in a conative way considered to be loyal (Vera & Trujillo, 2017; Oliver, 1999). By expressing reasoning for repeated purchases due to previous experience and positive perceptions of the brand. Aligned with intentions of purchasing being indicators of attitudinal loyalty without necessarily demonstrating repeated purchase behavior (Kursunluoglu, 2011; Nam et al., 2011). The remaining omnishoppers elaborated even if the brand was the first to come to mind, actual purchases was rarely the outcome when being distracted by competitors along the way. “I start with the thought of wanting to purchase from the brand but I know that I also check other brands and then the interest might be lost amongst the options”. In agreement with previous mentioning of scholars arguing for increased alternatives affecting the journey towards brand loyalty (Bennett & Rundle-Thiele, 2005). Omnishoppers clearly indicate intentions of repurchasing including further factors causing them to refrain, particularly increased offering of brands inflicting behaviour such as curiosity and their searching of different brands is extended. “I know I am going to want to shop, but if it will be from the brand? I am not sure, I want to check all of my options first”. With purpose of answering the second research question of how customers’ are attitudinally brand loyal in an omnichannel environment. This is mainly accomplished by recommending the brand to others and
illustrating strong intentions of repurchasing but demonstrating a minor sense of emotional commitment to the brand. Thus, omnishoppers are still considered to exhibit attitudinal loyalty in an omnichannel environment.

5.5 Behavioral Loyal Omnishopper

5.5.1 Actions
The empirical findings showed omnishoppers mostly used definitions of behavioural response by referring to actions in a commitment, namely actual repurchasing. Thus, this was not reflected in their actions when referring to themselves, because of lost interest amongst the options and possibility of purchasing from other brands. When referring to action loyalty as discussed in the literature, it is only accurate when intentions are converted to actual repurchasing from the brand (Srinivasan & Anderson, 2003; Oliver, 1999). Omnishoppers vocally demonstrate intentions of repurchasing but it rarely surpasses to actions. It was further mentioned of purchasing from the brand, definitions of commitment was yet to be determined. It was defined as short interactions only occurring while shopping without any further strings attached, “I shop from the brand often but I don’t define it as commitment, it is more of spontaneous visits”. Conversely, omnishoppers did not illustrate referred process where detected intentions of repurchasing mediated by attitudes supposedly should lead to actual purchases (De Canniere et al., 2009). Omnishoppers perception of behavioural response is similarly reflected in the literature emphasizing customers’ repurchasing a preferred brand consistently (Froehling, 2008; Jacoby & Chestnut, 1978). Conversely, omnishoppers did not define their frequent purchases as commitment. One action was highlighted as active participation on social media, where omnishoppers could declare their appreciation while being inspired of products to purchase. This was the only consistent action taken by omnishoppers and perhaps the modern version of commitment to a brand on a fast moving market driven by technology. Additionally, it is evident they might not fully demonstrate repurchasing but are valuable and fundamental contributors to the marketing efforts of the brand. One could argue for defining them as voluntary advocates.

5.5.2 Repurchasing
The omnishoppers expressed if they would repurchase, it would most likely be because of familiarity, the brand being one of the top choices, easily managed channels and increased availability both online and offline. Evidently, the functions and contributions of omnichannel increases and positively affects likelihood of purchases. Indicating apparent and clear reasoning for intentions of repurchasing, similarly discussed as generating the behaviour of purchase retention (Smith et al., 2008). Another reasoning for the likelihood of repurchasing from the brand was due to lack of motivation to search for other brands and convenience based on previous experiences. There were still no mentioning of commitment being the reason for repurchases, raising the question how to define commitment and if it is necessary when omnishoppers still demonstrate intentions and possibilities of repurchasing. Previous literature includes measurement of behavioural loyalty by reviewing the background of purchasing a particular brand (Mascarenhas et al., 2006). Contradictory, other authors argues for repeated
purchases being an insufficient indicator of behavioral loyalty and suggests including consideration of further factors when defining brand loyalty (Bhatty et al., 2001). The empirical findings from this research supports this suggestion by providing evidence of further factors such as routine and habitual buying due to lack of motivation to explore further alternatives. Therefore, omnishoppers demonstrated lack of immunity to competitors and might easily purchase from other brands. Additionally, omnishoppers still continued to recommend the brand despite indicators of decreased future purchases, illustrating first becoming attitudinally loyal in the development towards becoming brand loyal (Oliver, 1999). Thus, the finalized step is to become behaviorally loyal, which was difficult to detect in the empirical findings. With purpose of answering the last research question, how customers’ are behaviorally brand loyal in a omnichannel environment. This research shows omnishoppers intentions of repurchasing but vague actions and inability to express when future purchases would occur. Indicating that there is no increased commitment to the brand despite being in an omnichannel environment, therefore omnishoppers insufficiently exhibit behavioral loyalty.
6. Conclusion

The purpose of this research was to explore how the implications of omnichannel retailing could affect brand loyalty from a customer’s perspective. To investigate this phenomenon, determinants and components of loyalty were analyzed in an omnichannel retailing environment within the Swedish retail industry. The aim of this research was to contribute to increased comprehension of the merging between omnichannel retailing and brand loyalty from a customers’ perspective. The empirical findings prove that omnishoppers are satisfied with their shopping experience facilitated by omnichannel. Thus, due to their lack of expressed commitment to the brand, omnishoppers rarely surpass the step of satisfaction to fully embarked brand loyalty. Omnichannel was positively perceived by omnishoppers providing flexible usage and convenience but was an insufficient factor when considering the brand over another. Evidently, omnichannel retailing has become a hygiene factor expected to be provided. Gained insight established attitudinal loyalty as the main component within brand loyalty and omnishoppers demonstrated a voluntary advocacy of the brand generating recommendations. Indicators of behavioral loyalty were significantly weaker due to omnishoppers vague definition of commitment and indicators of future purchases. Therefore, omnishoppers was not considered to demonstrate behavioral loyalty in an omnichannel retailing environment. To conclude, this research proves that omnichannel is an important factor for increasing satisfaction in order to respond to customers’ demands but further efforts is necessary to explore to enhance complete brand loyalty, further including behavioral loyalty.
7. Limitations and Future Research

Limitation of this research is emanated from the retail industry on the Swedish market, a market with a specific customer segment behaving in a distinct matter. Hence, empirical findings could differ between different industries and countries. One suggestion could be expanding the research to gain a broader view and perspective of the two concepts, omnichannel retailing and brand loyalty. Further limitations is considered as the limit of time to conduct this research and the amount of chosen respondents. Therefore, it could be difficult to generalize the findings and a conclusion since the small amount of respondents does not represent the entire population. Additionally, this research was limited to one brand, which could be an insufficient reflection of omnichannel affecting brand loyalty in general. Future research could expand to explore multiple brands in an omnichannel context to defuse this limitation.

Despite omnichannel offering seamless shopping experiences and fulfilling customers’ demands of consistent and efficient channel usage. It is still considered to be an inadequate effort for customers’ to refrain from considering purchasing from other brands. Future research is called upon to further investigate complementations to omnichannel in order to fully inflict brand loyalty. Omnishoppers demonstrated attitudinal loyalty by recommending the brand to others without the outcome being actual purchases. Satisfaction resembled identical approaches as attitudinal loyalty by being content with the overall experience but vague indicators of future purchases. Therefore, future research is suggested to determine differences between attitudinal loyalty and customer satisfaction. Omnishoppers argued for recommending the brand despite decreased future purchases, demonstrating solely component of attitudinal loyalty. Future research is called upon to analyze whether customers’ could be considered brand loyal by only exhibiting attitudinal loyalty. The definition of brand loyalty consists of customers’ commitment to repurchase and continue to consume one specific brand. Omnishoppers conversely defined themselves as brand loyal while repurchasing from multiple brands, the distinguished of definitions suggests future research of redefining the concept of brand loyalty in order to establish a mutual agreement between omnishoppers and brands.
8. Theoretical Contributions and Managerial Implications

This research is of importance both theoretically and for managerial implications within the context of omnichannel retailing and brand loyalty. Mainly due to exploring how customers’ experience and perceive omnichannel by analyzing the satisfactory outcome. The outcome of the experience was an essential component to connect omnichannel and brand loyalty. Emerging of both theories is the main contribution of this research and considered relevant for both practice and academia. Theoretical comprehension of the emerging could complement research of increasing brand loyalty on the current technical and evolving retail market. Previous scholars has mainly emphasized companies perspectives and benefits of omnichannel retailing, in contrast this research focuses on increased comprehension of customers’ perspectives in order to determine successful implementation or detect potential development. Thus, this research can be used as guidance for managers developing their implication of omnichannel retailing. Particularly, to take into consideration that it will increase customer satisfaction but further efforts are fundamental in order to reach fully embarked brand loyalty. Finally, this research has contributed with a modern comprehension of brand loyalty, including the components attitudinal loyalty and behavioral loyalty. Therefore, from a managerial perspective it is essential to further comprehend how brand loyalty could be attained on the current retail market.
References


Cook, Glenn. (2014). Customer experience in the omni-channel world and the challenges and opportunities this presents. *Journal of Direct, Data and Digital Marketing Practice*, (15), 262–266.


Harris, L. (2013). The Mobile Revolution, Texas banking 11/01/2013, 102(11), 8


## Appendix

### Appendix 1. Operationalization

<table>
<thead>
<tr>
<th>Theory</th>
<th>Question</th>
<th>Reference</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Channels</strong></td>
<td>How has the development from multichannel to omnichannel shaped your shopping process?</td>
<td>Omnichannel is an extension of multichannel with purpose of integrating all channels to enable customers’ the ability to full utilization. This approach provides the opportunity of creating a seamless shopping journey with borderless channel functions (Piotrowicz &amp; Cuthbertson, 2014; Yang et al., 2018; Verhoef, 2015).</td>
<td>Intends to explore the differences in the shopping process between the different channels and how omnishoppers impression of interaction with the brand has been influenced through integrated channels.</td>
</tr>
<tr>
<td></td>
<td>How has the interaction with the brand evolved when shopping through connected channels?</td>
<td>The collectively managed channels gives customers’ the impression of interacting with the brand rather than the channel (Juaneda-Ayensa et al., 2016). It further emphasizes the interplay between brands and channels and elaborate integration of customer-brand-retailer interactions (Verhoef et al., 2015).</td>
<td></td>
</tr>
<tr>
<td><strong>Determinants of Loyalty</strong></td>
<td>How would you say your expectations have been met with the usage of</td>
<td>Customer experience has previously been defined as overall events where evoked</td>
<td></td>
</tr>
</tbody>
</table>
How would you define your response to the overall shopping experience from the brand? (positive and negative)

Customer satisfaction is considered to be an emotional response to the process of consumption experience (Oliver, 1999).

Arokiasamy (2013) elaborates achievement of customer satisfaction when meeting customers’ demands and is considered more likely to return.

Brand Loyalty

How would you describe your commitment to the

Brand Loyalty encompasses customers’
<table>
<thead>
<tr>
<th>Brand and has omnichannel contributed to that?</th>
<th>commitment towards a brand that remains constant (Oliver, 1999).</th>
<th>Intends to explore how omnishoppers are committed to a brand and if they are more resistant to competitive brands.</th>
</tr>
</thead>
<tbody>
<tr>
<td>How would you say that omnichannel has made you consider the brand over other brands?</td>
<td>Su &amp; Chang (2018) defines it as committed customers’ whom frequently purchase products from one brand and are resistant to competitors marketing efforts.</td>
<td></td>
</tr>
</tbody>
</table>

**Attitudinal Loyalty**

<table>
<thead>
<tr>
<th>How do you emotionally define your commitment to the brand?</th>
<th>From the attitudinal perspective, brand loyalty refers to attitude towards a brand contributing to consumers’ psychological and emotional attachments, commitments and advocacy toward the brand which can create positive perception (Huang et al., 2015; Bowen &amp; Chen, 2001).</th>
<th>Intends to explore how omnishoppers are attitudinally loyal, by investigating their emotional commitment, generate positive loyalty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you say that you recommend the brand and why?</td>
<td>Attitudinal loyalty may generate positive</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>How do you emotionally define your commitment to the brand?</th>
<th>From the attitudinal perspective, brand loyalty refers to attitude towards a brand contributing to consumers’ psychological and emotional attachments, commitments and advocacy toward the brand which can create positive perception (Huang et al., 2015; Bowen &amp; Chen, 2001).</th>
<th>Intends to explore how omnishoppers are attitudinally loyal, by investigating their emotional commitment, generate positive loyalty.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Would you say that you recommend the brand and why?</td>
<td>Attitudinal loyalty may generate positive</td>
<td></td>
</tr>
<tr>
<td><strong>Behavioral Loyalty</strong></td>
<td><strong>What actions do you take to express your commitment to a brand?</strong></td>
<td>Behavioural loyalty is defined as the customers’ behavioral response of repurchasing a preferred brand consistently over time (Huang et al., 2015).</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>How likely are you to repurchases from the brand and why?</strong></td>
<td>Behavioural loyalty is addresses as purchase retention and repurchase behavior (Mascarenhas et al., 2006).</td>
<td>Recommendations referral based on customers’ internal positive impression (Reichheld, 1994). Recommendations and if it leads to intended repurchase behavior.</td>
</tr>
</tbody>
</table>

**How would you describe your intentions for further purchases?**

Intentions of purchasing are indicators of attitudinal loyalty without necessarily demonstrating repeated purchase behaviour (Kursunluoglu, 2011; Nam et al., 2011).
Appendix 2. Interview Guide

Interview Guide

The interview questions are divided into five themes; Channels, Determinants of Loyalty, Brand Loyalty, Attitudinal and Behavioral Loyalty. The respondents were not informed about the different themes for the interview structure, but were informed regarding the chosen brand for this research. The interview questions were formulated as support to help the authors guide the interview in the right direction. The interview questions were open questions, where follow-up questions were asked by the authors to gain a better and more in-depth understanding of the respondents answers.

Channels
- How has the development from multichannel to omnichannel shaped your shopping process?
- How has the interaction with the brand evolved when shopping through connected channels?

Determinants of Loyalty
- How would you say your expectations have been met with the usage of omnichannel from the brand?
- How would you define your response to the overall shopping experience from the brand? (positive and negative)

Brand Loyalty
- How would you describe your commitment to the brand and has omnichannel contributed to that?
- How would you say that omnichannel has made you consider the brand over other brands?

Attitudinal Loyalty
- How do you emotionally define your commitment to the brand?
- Would you say that you recommend the brand and why?
- How would you describe your intentions for further purchases?

Behavioral Loyalty
- What actions do you take to express your commitment to a brand?
- How likely are you to repurchases from the brand and why?