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Omnichannel Integration and Seamless Experience in Generation Z Loyalty: Customer Engagement as a Mediator

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ABSTRACT

Objectives*: This study examines the effects of Omnichannel Integration and Seamless Experience on Customer Loyalty among Generation Z consumers of Erigo, with Customer Engagement as a mediating variable.*
Methodology*: This study employed a quantitative explanatory research design using a cross-sectional survey of 250 respondents aged 17–29 who had purchased Erigo products through multiple channels. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0.*
Finding*: The results show that Omnichannel Integration has a positive and significant effect on Customer Engagement ($\beta = 0.335$; $p < 0.001$) and Customer Loyalty ($\beta = 0.159$; $p = 0.006$). Similarly, Seamless Experience positively and significantly affects Customer Engagement ($\beta = 0.317$; $p < 0.001$) and Customer Loyalty ($\beta = 0.197$; $p < 0.001$). Furthermore, Customer Engagement has a positive and significant effect on Customer Loyalty ($\beta = 0.400$; $p < 0.001$). The results also demonstrate that Customer Engagement plays a mediating role in the relationship between Omnichannel Integration, Seamless Experience, and Customer Loyalty.*
Conclusion*: This study concludes that Omnichannel Integration and Seamless Experience contribute to enhancing Customer Loyalty, both directly and indirectly through Customer Engagement. Customer Engagement serves as an important mediating mechanism that transforms integrated and seamless omnichannel experiences into stronger customer loyalty. These findings support the Stimulus-Organism-Response (SOR) framework in the context of Generation Z consumers of Erigo.*

Keywords*: Omnichannel Integration; Seamless Experience; Customer Engagement; Customer Loyalty; Generation Z; Erigo.*

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INTRODUCTION

Searches, product evaluations, sales, and interactions between businesses and consumers have all been profoundly altered by digital technology. In fashion retail, consumers increasingly move among marketplaces, social media, websites, live-shopping platforms, and physical stores within a single customer journey. This development has shifted managerial attention from simply providing multiple channels to integrating those channels so that customers experience continuity across touchpoints (Alexander & Cano, 2020; Furquim et al., 2023; Rahman et al., 2022).

Members of Generation Z play a significant role in this setting because to the strong correlation between their consumption habits and the fast-paced nature of digital platforms and fashion trends. Customers from Generation Z often demand consistent, relevant, and quick experiences across all platforms. Recent research on Generation Z and fashion consumption indicates that digital environments shape shopping behavior and expectations regarding brand interaction (Šimek & Sadílek, 2024). Recent work on omnichannel fashion retail further emphasizes the importance of designing integrated experiences for younger digital consumers (Xi & Idris, 2026). So, it is crucial for fashion brands to know not just how many channels they have, but also how well customers can navigate and interact with them.

The term "Omnichannel Integration" describes the level of coordination and connection across various channels used to interact with customers. Customers will have less work to do when they move channels, less transaction friction, and more consistent information thanks to integration. Previous studies indicate that channel integration is associated with customer experience, engagement, and loyalty (Gao & Huang, 2021; Gao et al., 2021; Rahman et al., 2022). Recent evidence further shows that channel integration quality can shape consumer responses and brand loyalty within an S-O-R framework, highlighting the strategic role of integration quality in omnichannel and multi-channel retailing (Tulebayeva et al., 2026). The focus of Seamless Experience is on the customer's experience of comfort and continuity as they move across different touchpoints; the two concepts are closely connected. In omnichannel retail, experience continuity is important because customers evaluate the journey rather than as isolated channel interactions. Recent customer-journey research also shows that experience design across omnichannel touchpoints is relevant to relationship-building outcomes (Zheng & Li, 2024).

Even while there are many different ways to buy in omnichannel retailing, that does not mean the consumer experience will be uniform and easy. Several aspects of the consumer experience are impacted by channel integration, according to prior studies. Gao et al. (2021), for example, found that the effects of channel integration vary across cognitive and affective customer experiences, indicating that different integration mechanisms may produce different experiential outcomes. Similarly, Quach et al. (2022) showed that service consistency and service transparency have different implications for customer experience, highlighting the importance of coordinated services across retail channels. These findings suggest that the quality of an omnichannel strategy depends not merely on the availability of multiple channels but also on how effectively information, services, and transactions are coordinated across them (Gao et al., 2021; Quach et al., 2022).

Furthermore, Gao and Huang (2021) demonstrated that "channel integration quality is associated with customer loyalty through customer engagement and receptiveness to relationship programs". More recently, Rahman et al. (2025) found that the relationship between omnichannel customer experience and customer engagement intentions varies according to the stage of the customer–retailer relationship and consumers' individual

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characteristics. Research from all of these sources points to a web of relationships between channel integration, customer experience, and engagement. but their relationships may depend on the nature of the shopping journey and the customer relationship. However, further investigation is warranted into how Omnichannel Integration and Seamless Experience jointly relate to Customer Loyalty and whether Customer Engagement mediates these relationships among Generation Z consumers in the Indonesian fashion retail context. Accordingly, examining these relationships among Erigo consumers may help clarify how functional channel coordination and perceived experiential continuity relate to customer loyalty.

Customer Engagement may explain how omnichannel experience becomes a relationship outcome. Customers' level of engagement with a brand may be measured by their level of mental, emotional, and behavioural investment in it. Evidence indicates that omnichannel customer experience can strengthen engagement, while engagement contributes to loyalty and other relational outcomes (Gao & Huang, 2021; Rahman et al., 2025). Recent research comparing online and omnichannel journeys further supports the role of customer experience in shaping customer engagement (Moliner-Tena et al., 2026). Thus, an integrated and seamless customer journey may influence loyalty partly because it stimulates stronger customer involvement with the brand.

The academic community is paying more and more attention to omnichannel marketing, but there are still some unanswered questions. Previous studies have examined the relationships between channel integration and customer experience, as well as the links between omnichannel customer experience, customer engagement, and loyalty (Gao et al., 2021; Gao & Huang, 2021; Rahman et al., 2025). However, these studies do not fully explain how Omnichannel Integration and Seamless Experience may operate as two distinct but complementary factors in shaping Customer Loyalty within a single analytical model. Omnichannel Integration concerns the coordination of channels, information, and services, whereas Seamless Experience reflects customers' perceived continuity and ease when moving across touchpoints. Although related, these constructs represent different aspects of the omnichannel journey and should therefore be examined separately.

In addition, when it comes to fashion retail in Indonesia, namely among Gen Z customers, additional research into the function of customer engagement as a mediator between omnichannel-related elements and customer loyalty is necessary. This leaves an empirical gap regarding whether channel coordination and perceived experience continuity are associated with loyalty directly, indirectly through Customer Engagement, or through both pathways. This research aims to fill that gap by investigating the relationship between Erigo's Generation Z customers in Indonesia and the factors of customer engagement, loyalty, and seamless integration across all touchpoints with the brand. This research fills a gap in our understanding of the processes connecting omnichannel-related elements to consumer loyalty in the fashion retail setting by combining these associations into a single model.

The S-O-R framework, which stands for "stimulus, organism, response", is used in this study. Customer Loyalty is seen as the reaction to the stimulus of Omnichannel Integration and Seamless Experience, with Customer Engagement serving as the organism or internal condition. Instead than limiting oneself to direct correlations, the framework offers a theoretical lens through which to view the interrelationships among omnichannel-related stimuli, customer engagement, and customer loyalty. The study therefore aims to examine seven relationships: "the effects of Omnichannel Integration and Seamless Experience on Customer Loyalty and Customer Engagement, the effect of Customer Engagement on Customer Loyalty, and the mediating effects of Customer Engagement on the two omnichannel–loyalty relationships".

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LITERATURE REVIEW

Stimulus–Organism–Response Theory

How external stimuli influence an individual's internal psychological state and lead to behavioral reactions is explained by the S-O-R framework. Service or channel attributes can operate as triggers in consumer experience research, affecting internal assessments and engagement prior to generating behavioral effects. Recent omnichannel research continues to apply this logic to explain how customer experience and engagement develop across consumer journeys (Moliner-Tena et al., 2026). In this study, the variables that reflect external stimuli are Omnichannel Integration and Seamless Experience. The variables that describe interior states are Customer Engagement and Customer Loyalty. This structure is consistent with research applying S-O-R logic to omnichannel customer behavior (Chen et al., 2022; Andika et al., 2024) and with recent evidence linking channel integration quality to consumer responses and loyalty within an S-O-R framework (Tulebayeva et al., 2026).

Conceptual Distinction between Omnichannel Integration and Seamless Experience

There are two related but fundamentally separate concepts in omnichannel retailing: omnichannel integration and seamless experience. The phrase "Omnichannel Integration" describes the level of process, service, and information coordination across all available channels. Customers are able to receive consistent information and continue transactions across multiple touchpoints because it emphasises the operational and functional linkages across channels. Gao et al. (2021) explains that channel integration mechanisms can shape different dimensions of customer experience, demonstrating the importance of coordination in an omnichannel environment.

In contrast, Seamless Experience focuses on customers' perceptions of continuity, convenience, and ease when moving between channels throughout the shopping journey. Rather than assessing how well channels are connected from an operational perspective, this construct emphasizes whether customers perceive their interactions with the brand as continuous and free from unnecessary disruption. Research on service integration in omnichannel retailing also indicates that the consistency and transparency of services have distinct implications for customer experience (Quach et al., 2022).

The distinction between these constructs is therefore based on their respective perspectives: Omnichannel Integration reflects the coordination of the channel system, whereas Seamless Experience reflects the customer's perceived continuity across that system. A retailer may provide coordinated information and services, but customers may still encounter difficulties that interrupt their shopping journey. Conversely, customers may perceive a relatively smooth experience in a particular interaction even when integration across all channels is not comprehensive. Accordingly, the two constructs should be examined separately because they represent complementary aspects of omnichannel retailing. In this study, Omnichannel Integration and Seamless Experience are treated as distinct explanatory variables to examine their respective relationships with Customer Engagement and Customer Loyalty among Generation Z consumers of Erigo.

Omnichannel Integration and Customer Loyalty

The term "Omnichannel Integration" describes the level of data, service, and process connectivity across all available channels. Integrated channels can reduce customer effort and increase perceived convenience and consistency. When customers can continue a journey across channels without losing information or service continuity, the relationship with the brand may become stronger. Gao and Huang (2021) demonstrate that channel integration is related to

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loyalty in omnichannel retailing. More recently, Tulebayeva et al. (2026) found that channel integration quality can shape consumer outcomes including brand loyalty, while also showing that the strength of these relationships differs across national contexts. Therefore:

H1: "Omnichannel Integration is positively and significantly associated with Customer Loyalty".

Seamless Experience and Customer Loyalty

A Seamless Experience reflects continuity, convenience, and the absence of unnecessary friction across touchpoints. Customer perceptions of the brand and loyalty to the business can both benefit from a unified experience. Research on omnichannel customer experience emphasizes the importance of consistent and connected touchpoints for downstream customer outcomes (Rahman et al., 2022; Zhang et al., 2024). Customer journey design across omnichannel touchpoints can also contribute to brand relationship building (Zheng & Li, 2024). Therefore:

H2: "Seamless Experience is positively and significantly associated with Customer Loyalty".

Omnichannel Integration and Customer Engagement

There are more consistent chances for consumers to engage with a brand through search, communication, purchase, and interaction when channels are integrated. When information and services are coordinated, customers may become more cognitively, emotionally, and behaviorally involved. Research on omnichannel integration has found a positive effect on customer engagement, and recent omnichannel customer-experience research provides further support for the experience–engagement relationship (Chen et al., 2022; Andika et al., 2024; Rahman et al., 2025). Therefore:

H3: "Omnichannel Integration is positively and significantly associated with Customer Engagement".

Seamless Experience and Customer Engagement

A seamless customer journey reduces friction and makes channel switching easier. This continuity may encourage customers to remain involved with the brand because interactions require less effort and provide more consistent value. Research on omnichannel integration shows that a seamless, consistent environment can facilitate customer engagement, while recent evidence also links omnichannel customer experience with engagement (Gao & Huang, 2021; Rahman et al., 2025). Therefore:

H4: "Seamless Experience is positively and significantly associated with Customer Engagement".

Customer Engagement and Customer Loyalty

Customer engagement measures the level of mental, emotional, and behavioral investment that consumers have in a brand. Higher engagement can strengthen relational bonds and increase repurchase, recommendation, and commitment. Prior research indicates that engagement is an important predictor of loyalty (Ahmad et al., 2022; Rahman et al., 2025). Therefore:

H5: "Customer Engagement is positively and significantly associated with Customer Loyalty".

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Customer Engagement as a Mediator

The internal process by which customer-experience influences behavioral reactions is represented by Customer Engagement inside the S-O-R framework. If integrated and seamless channels stimulate engagement, and engagement subsequently increases loyalty, then the two omnichannel concepts and loyalty should be connected through interaction. This mechanism is supported by prior evidence showing that customer engagement mediates relationships between omnichannel integration/customer experience and loyalty-related outcomes (Gao & Huang, 2021; Ahmad et al., 2022).

H6: "Customer Engagement mediates the positive relationship between Omnichannel Integration and Customer Loyalty".

H7: "Customer Engagement mediates the positive relationship between Seamless Experience and Customer Loyalty".

METHOD

A quantitative explanatory design based on a cross-sectional survey was utilised in this investigation. The sample population included members of Generation Z who had made multi-channel purchases of Erigo fashion items. The following criteria were employed for the purpose of selecting respondents: they had to be between the ages of 17 and 29, have bought Erigo items, and have utilised more than one channel for purchasing. A grand total of 250 legitimate replies were examined. Based on the five-times-indicator technique, which was followed by Hair et al. (2022), the minimal sample size was calculated. The minimal number of respondents needed for the research instrument, which had 39 indications, was 195 ($39 \times 5 = 195$). The minimal sample size that may be considered adequate for this study was exceeded by 250 valid replies.

The research model comprised Omnichannel Integration (X1), Seamless Experience (X2), Customer Engagement (Z), also Customer Loyalty (Y). The measurement items were based on previous studies. Omnichannel Integration was based on Gao and Huang (2021), Lee et al. (2019), and Neslin (2022). Seamless Experience was based on Gerea et al. (2021), Keyser et al. (2020), and Quach et al. (2020). Customer Engagement was based on Dwivedi et al. (2023) and Hollebeek et al. (2020), while Customer Loyalty was based on Gerea et al. (2021), Keyser et al. (2020), and Quach et al. (2020). The instrument consisted of 39 indicators: 10 for Omnichannel Integration, 10 for Seamless Experience, 9 for Customer Engagement, and 10 for Customer Loyalty. A five-point Likert scale was utilised to measure each indicator.

Between July and September of 2026, information was gathered by means of an online questionnaire that was disseminated via social media and Google Forms. Some of the provinces in Indonesia that contributed to the sample were DKI Jakarta, West Java, and East Java. The age range of the responses was checked using age as a screening factor.

Partial Least Squares Structural Equation Modelling (PLS-SEM) along with SmartPLS 4.0 was used for data analysis. Outer loadings, Cronbach's alpha, Composite Reliability, AVE, also discriminant validity were employed to assess the measurement model. Bootstrapped direct and indirect effects, route coefficients, predictive relevance, effect size, R^2, also Variance Inflation Factor (VIF) were used to evaluate the structural model. Bootstrapped p-values below 0.05 were used to determine statistical significance of a connection.

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RESULTS AND DISCUSSION

Results

Table 1. Respondent Characteristics

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	74	29.6
	Female	176	70.4
Total respondents		**250**	**100.0**
Age	17–20 years	52	20.8
	21–23 years	60	24.0
	24–26 years	80	32.0
	27–29 years	58	23.2
Total respondents		**250**	**100.0**
Domicile	West Java	78	31.2
	East Java	52	20.8
	Central Java	21	8.4
	DKI Jakarta	43	17.2
	Other provinces	56	22.4
Total respondents		**250**	**100.0**
Purchase frequency	1 time	78	31.2
	2 times	78	31.2
	3–4 times	67	26.8
	5–6 times	20	8.0
	More than 6 times	7	2.8
Total respondents		**250**	**100.0**

Source: Primary data, processed in 2026.

Table 2. Purchasing Channels Used by Respondents

Channel	n	%
Marketplace	210	84.0
Social media	73	29.2
Website	66	26.4
Physical/pop-up store	69	27.6
Live shopping	30	12.0

Note: Respondents could select more than one channel; percentages therefore do not sum to 100%.

Table 3. Descriptive Statistics

Construct	Indicators	Mean
Omnichannel Integration	10	3.195
Seamless Experience	10	3.214
Customer Engagement	9	3.255
Customer Loyalty	10	3.271

Source: Primary data, processed in 2026.

All dimensions had mean values over 3.00 on the five-point Likert scale, according to the descriptive statistics, indicating that respondents' perceptions were generally moderately favourable. However, these results should be interpreted cautiously, as mean values above the scale midpoint do not necessarily indicate strong agreement or uniformly positive perceptions among respondents. The respondents' ratings were generally consistent across all of the examined variables, as indicated by the close range of mean scores (3.195 to 3.271). These findings provide an initial overview of respondents' perceptions but do not, by themselves, establish the strength of relationships among the constructs or confirm the proposed hypotheses. Further assessment through measurement and structural models is therefore necessary.

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Table 4. Measurement Model Assessment

Construct	Outer loading range	AVE	Cronbach's Alpha	Composite Reliability
Omnichannel Integration	0.733–0.847	0.638	0.937	0.946
Seamless Experience	0.759–0.852	0.639	0.937	0.947
Customer Loyalty	0.764–0.870	0.678	0.947	0.955
Customer Engagement	0.781–0.868	0.677	0.940	0.950

Source: Primary data, processed using SmartPLS 4.0.

Outside loadings were more than 0.70 for all 39 indicators. Values of AVE were more than 0.50, while Cronbach's Alpha and Composite Reliability were more than 0.70. These results support convergent validity and internal consistency.

Table 5. Discriminant Validity: Fornell–Larcker Criterion

Construct	OI	SE	CL	CE
Omnichannel Integration	0.799			
Seamless Experience	0.430	0.800		
Customer Loyalty	0.433	0.450	0.823	
Customer Engagement	0.471	0.461	0.567	0.823

Note: Diagonal values are the square roots of AVE.

Table 6. Discriminant Validity: HTMT

Construct pair	HTMT
Omnichannel Integration – Seamless Experience	0.455
Omnichannel Integration – Customer Loyalty	0.452
Omnichannel Integration – Customer Engagement	0.497
Seamless Experience – Customer Loyalty	0.475
Seamless Experience – Customer Engagement	0.489
Customer Loyalty – Customer Engagement	0.597

Source: Primary data, processed using SmartPLS 4.0.

Every HTMT result was less than 0.90. Together with the Fornell–Larcker results, the findings indicate satisfactory discriminant validity.

Table 7. Structural Model Assessment

Indicator	Customer Loyalty	Customer Engagement
R^2	0.385	0.304
Adjusted R^2	0.377	0.298
Q^2	0.255	0.201

Source: Primary data, processed using SmartPLS 4.0.

Table 8. Multicollinearity and Effect Size

Relationship	VIF	f^2
OI → CL	1.388	0.030
SE → CL	1.371	0.046
OI → CE	1.227	0.131
SE → CE	1.227	0.118
CE → CL	1.437	0.181

Source: Primary data, processed using SmartPLS 4.0.

The absence of serious multicollinearity was indicated by all VIF values being below 5.00. The model provides an explanation for customer engagement at 30.4% and customer loyalty at 38.5%. The fact that both Q^2 values are non-zero suggests that they are relevant for prediction. With a R^2 score of 0.385, we can see that the model accurately predicts 38.5% of the variation in Customer Loyalty, but it fails to account for the remaining 61.5%. Based on

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these findings, it seems that the suggested model does a decent job of capturing certain aspects of customer loyalty, but not all of them. There could be more important considerations that are not part of this model, although their specific contributions cannot be established from the current analysis. Future research could examine additional theoretically justified variables to improve understanding of loyalty formation in fashion retailing. Rather than taking the explanatory power as proof that the model fully explains customer loyalty, it should be understood in light of the study's research aims.

Table 9. Hypothesis Testing

Hypothesis	Path	β	t-value	p-value	Decision
H1	OI → CL	0.159	2.728	0.006	Supported
H2	SE → CL	0.197	3.598	<0.001	Supported
H3	OI → CE	0.335	5.541	<0.001	Supported
H4	SE → CE	0.317	5.486	<0.001	Supported
H5	CE → CL	0.400	6.815	<0.001	Supported
H6	OI → CE → CL	0.134	4.257	<0.001	Supported
H7	SE → CE → CL	0.127	4.073	<0.001	Supported

Source: Primary data, processed using SmartPLS 4.0.

Discussion

H1 is supported. Omnichannel integration exerts a statistically significant, positive impact on customer loyalty. The result indicates that connected information, services, and processes across channels can strengthen convenience and relationship continuity. In line with Gao and Huang (2021), "who identified channel integration as an important determinant of loyalty in omnichannel retailing". It also extends recent evidence from Tulebayeva et al. (2026), who demonstrated that channel integration quality can influence brand loyalty within an S-O-R framework. According to the current research, the relationship is equally significant among Indonesian members of Generation Z who shop for clothing. Integration, in Erigo's perspective, is best understood as a capacity for fostering relationships rather than merely an operational function.

H2 is supported. A seamless experience exerts a statistically significant, positive impact on customer loyalty. A customer journey that allows consumers to move among touchpoints with minimal friction can improve perceived consistency and convenience. The result supports the broader customer-experience literature, which emphasizes the importance of coordinated touchpoints in shaping downstream behavioral outcomes (Rahman et al., 2022; Zhang et al., 2024).

H3 is supported. Omnichannel integration exerts a statistically significant, positive impact on customer engagement. Integrated channels create more opportunities for customers to search, communicate, transact, and interact with the brand. The finding is aligned with recent evidence that omnichannel customer experience can stimulate customer engagement (Rahman et al., 2025).

H4 is supported. Seamless Experience has a significant positive relationship with Customer Engagement. This finding provides more evidence that consistent branding across channels helps keep consumers engaged on several levels (cognitive, emotional, and behavioural). This interpretation is consistent with evidence that a seamless and consistent omnichannel environment can facilitate customer engagement (Gao & Huang, 2021), and with recent research showing that customer experience is related to customer engagement in omnichannel journeys (Moliner-Tena et al., 2026).

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H5 is supported and represents the strongest direct effect in the model (β = 0.400). This result demonstrates that Customer Engagement is an important construct associated with Customer Loyalty. Customers who are more involved with Erigo are more likely to develop loyalty. The finding is consistent with research linking customer engagement with loyalty outcomes (Ahmad et al., 2022; Rahman et al., 2025).

The pronounced correlation between customer engagement and loyalty indicates that consumers' cognitive, emotional, and behavioral connection to a brand is crucial for cultivating loyalty within this research framework. While omnichannel integration and a seamless experience represent the functional and practical dimensions of the consumer journey, customer engagement reflects the depth of the brand-customer relationship. This differentiation elucidates why engagement yields the strongest direct path coefficient in the structural model. Consequently, for Erigo, channel synchronization and frictionless operations must be coupled with initiatives that foster meaningful consumer immersion. Nonetheless, because this coefficient merely reflects an association within the statistical model, it cannot be construed as definitive proof of causal effects.

H6 is supported. Customer engagement serves as a significant statistical mediator between omnichannel integration and customer loyalty. While these results underscore the vital intervening role of engagement, the study's cross-sectional design precludes the establishment of a definitive causal mechanism. The result strengthens the S-O-R explanation by identifying engagement as the internal mechanism connecting an environmental stimulus with a behavioral response, consistent with prior omnichannel mediation evidence (Gao & Huang, 2021).

H7 is supported. Furthermore, customer engagement acts as a significant statistical mediator between both omnichannel constructs and customer loyalty. Specifically, the empirical evidence demonstrates that engagement intervenes in the relationship linking a seamless experience to consumer loyalty. However, the study's cross-sectional design restricts the ability to establish definitive causal pathways. Collectively, these mediation insights suggest that a robust omnichannel strategy must prioritize fostering meaningful consumer connection rather than simply minimizing transactional friction.

These findings enrich the application of the Stimulus–Organism–Response (S-O-R) framework by positioning customer engagement as the vital psychological mechanism that bridges two unique dimensions of the omnichannel journey with customer loyalty. Omnichannel Integration represents the coordination of channel resources, while Seamless Experience represents consumers' perceived continuity across touchpoints. The significant indirect relationships through Customer Engagement suggest that these stimuli are associated with loyalty not only through their direct relationships with loyalty but also through customers' involvement with the brand. Thus, the study provides a more differentiated application of the S-O-R perspective in the context of Generation Z consumers of an Indonesian fashion brand. This contribution should be understood within the empirical and contextual boundaries of the present study.

In summary, customer engagement serves as the core mechanism within the structural model, given that it exerts the most substantial direct influence on customer loyalty and successfully mediates both omnichannel pathways. These insights imply that fashion retailers must expand their performance metrics beyond mere functional continuity to encompass broader relational outcomes. This extends prior research by showing how integration and seamlessness can operate together within an S-O-R-based loyalty mechanism among Generation Z fashion consumers.

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CONCLUSION

This study examined the relationships among Omnichannel Integration, Seamless Experience, Customer Engagement, and Customer Loyalty among Generation Z consumers of Erigo. All seven hypotheses were supported. Omnichannel Integration and Seamless Experience were positively associated with Customer Loyalty and Customer Engagement, while Customer Engagement showed the strongest direct relationship with Customer Loyalty. Customer Engagement also significantly mediated the relationships between both omnichannel constructs and Customer Loyalty.\.

The findings contribute to omnichannel marketing literature by integrating channel integration and seamless experience into an S-O-R mechanism in which customer engagement functions as the internal state leading to loyalty. For managers, the results imply that omnichannel strategy should connect information, promotions, product availability, transactions, and service across channels while simultaneously creating interactive and relevant customer experiences.

The study has several limitations. First, it focuses on Generation Z consumers of a single fashion brand, which may limit the generalizability of the findings to other brands and consumer groups. Second, the cross-sectional design limits the ability to establish causal relationships among the research constructs. Third, the R^2 value of 0.385 for Customer Loyalty indicates that the model explains 38.5% of the variance in loyalty, while the remaining 61.5% reflects factors outside the model and unexplained variance. Future studies may incorporate additional variables, such as satisfaction, trust, perceived value, brand attachment, personalization, or switching costs, and compare multiple fashion brands or generations using longitudinal designs.

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