

Influence of Omnichannel Customer Experience on Brand Engagement and Repurchase Intention among Indian Consumers

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Abstract

The explosive growth of digital technology, e-commerce platforms, mobile apps, social commerce and brick-and-mortar stores has radically changed consumer behaviour in India. The omnichannel customer experience has become a strategic strategy in this changing marketplace, integrating different customer touchpoints to create smooth, consistent and customised brand encounters. This study investigates the impact of omnichannel customer experience on brand engagement and repurchase intention of Indian consumers. The key characteristics of omnichannel customer experience i.e. channel integration, service consistency, convenience, personalisation, information accessibility and responsiveness are discussed. Brand engagement refers to the cognitive, emotional and behavioural engagements of customers with brands; repurchase intention refers to consumers' readiness to buy products or services from the same brand in the future. Special focus is given to Indian consumer context which is marked by increasing smartphone penetration, increasing use of digital payments, diversified customer preferences and cohabitation of traditional retail and digital purchasing channels. The study suggests that a favourable and integrated omnichannel experience promotes consumers' psychological connection with companies, increases engagement and stimulates repeat purchasing behaviour. In addition, brand engagement is identified as a potential mediating variable that explains the effect of an omnichannel customer experience on repurchase intention. The proposed research may use a quantitative approach with structured questionnaires administered to Indian customers who have experience of both online and offline purchasing channels and appropriate statistical tools to evaluate the correlations among the dimensions. The results are intended to offer useful insights for marketers and retail managers interested in developing customer-centric omnichannel strategies, strengthening brand relationships and improving customer retention in the highly competitive Indian market.

Keyword: *Omnichannel Customer Experience, Brand Engagement, Repurchase Intention, Channel Integration, Customer Loyalty, Indian Consumers.*

I. Introduction

The Indian retail sector has been swiftly altered by digital technologies, changing the way consumers discover, assess, purchase and connect with brands. The rising convergence of e-commerce websites, mobile applications, social media platforms, digital payment methods and physical shopfronts has increased the significance of omnichannel customer experience. Omnichannel retailing focuses on the integration of different channels to deliver a seamless and easy customer experience, whereas multichannel retailing is focused on operating through several channels (Verhoef et al., 2015). The customer experience includes several touchpoints and stages of the purchasing process and its management is a strategic focus for contemporary companies (Lemon & Verhoef, 2016).

The omnichannel customer experience is about how customers feel about convenience, customisation, consistency of information, speed of service response, and interaction between online and offline channels. The research illustrates that the combination of channels can affect customers' perception, satisfaction and behavioural intentions (Hossain et al., 2020; Mishra et al., 2022). We are observing a rising trend in India of people mixing their digital and physical shopping journeys, including looking up things online before purchasing them at a store, or using mobile apps to order after physically inspecting the product. These behaviours indicate the need for integrated shopping journeys that respond to the shifting expectations of consumers. The Indian omnichannel research has looked at the impact of technological and behavioural aspects on purchase intention (Singla et al., 2022).

Brand engagement is the level to which consumers are cognitively, emotionally and behaviourally committed to a brand. Consumers may interact with the brand again through product evaluations, involvement on social media, referrals and other brand-related actions if they have good experiences with a company. Customer experience management is thus intimately connected to the establishment of meaningful interactions between consumers and enterprises (Lemon & Verhoef, 2016). Moreover, a consistent and integrated brand experience can reinforce customers' views of value and make them more inclined to continue engaging with a brand.

Repurchase intention is the consumer's willingness to buy again from the same brand. It is a key determinant of the likelihood of retaining customers and of the long-term performance of the firm. Recent studies show that the combination of online and offline channels may enhance patronage intentions through increased customer empowerment and satisfaction (Mishra et al., 2022).

However, greater analysis is required to understand the relationship between omnichannel customer experience, brand engagement and repurchase intention in the heterogeneous Indian consumer market. A better knowledge of this link can help firms design integrated marketing strategies which will lead to increased engagement, foster repeat purchase and strengthen long-term customer relationships (Mishra et al., 2021; Sharma et al., 2025). Thus, the current study explores the impact of omnichannel customer experience on brand engagement and repurchase intention among Indian customers, emphasising the relevance of consistent, convenient and customised interactions across channels.

Omnichannel customer experience is an essential part of contemporary marketing management. This is due to the rapid development of digital platforms and changing consumer expectations. While Indian customers are interacting with brands across websites, mobile apps, social media and physical outlets, providing a seamless, consistent and personalised experience across various touchpoints remains a key problem for businesses. Inconsistent messaging, broken customer journeys and service level differences can erode brand engagement and lower consumer repeat purchase intent. The expanding significance of omnichannel strategies calls for additional empirical research on the connection between omnichannel customer experience, brand engagement, and repurchase intention in the Indian consumer context. Moreover, there is not enough understanding of how great omnichannel experiences reinforce the cognitive, emotional and behavioural linkages of customers with companies. Therefore, the present study attempts to investigate the impact of omnichannel customer experience on brand engagement and repurchase intention of Indian consumers. The findings of the study can be useful for the development of effective customer-centric marketing strategies and establishment of sustainable brand relationships.

Research Questions

Research Topic: Influence of Omnichannel Customer Experience on Brand Engagement and Repurchase Intention among Indian Consumers

1. How do the various dimensions of omnichannel customer experience influence brand engagement among Indian consumers?
2. To what extent does omnichannel customer experience influence repurchase intention among Indian consumers?
3. How does brand engagement influence consumers' repurchase intention towards brands operating through integrated online and offline channels?
4. Does brand engagement mediate the relationship between omnichannel customer experience and repurchase intention among Indian consumers?
5. Which dimensions of omnichannel customer experience, such as channel integration, convenience, personalization, and service consistency, have the greatest influence on brand engagement and repurchase intention?

Objectives of the Study

1. To examine the influence of various dimensions of omnichannel customer experience on brand engagement among Indian consumers.
2. To assess the impact of omnichannel customer experience on repurchase intention among Indian consumers.

3. To analyse the relationship between brand engagement and repurchase intention among consumers interacting with brands through integrated online and offline channels.
4. To investigate the mediating role of brand engagement in the relationship between omnichannel customer experience and repurchase intention among Indian consumers.
5. To identify the key dimensions of omnichannel customer experience, including channel integration, convenience, personalization, and service consistency, that significantly influence brand engagement and repurchase intention.

1. Examining the influence of various dimensions of omnichannel customer experience on brand engagement among Indian consumers.

Discussion of the Objective 1

With firms interacting with consumers through websites, mobile applications, social media platforms, and physical retail outlets, omnichannel customer experience has become an essential component of modern marketing strategy. As opposed to traditional multichannel marketing, omnichannel shopping integrates various touchpoints to provide a seamless and convenient consumer journey (Verhoef et al., 2015). Customer experience is built up through various encounters across the whole customer journey, so the synchronisation of these touchpoints is vital for good customer relationship management (Lemon & Verhoef, 2016).

Channel integration is a key factor of the omnichannel customer experience, allowing consumers to move seamlessly between online and offline platforms with minimal disturbance. Research shows that channel integration influences consumer experience, perceived convenience, contentment and behavioural intentions (Chung et al., 2022; Gao et al., 2021). Moreover, integration quality, such as content consistency, service availability, and process coordination, can increase consumer engagement and stimulate repurchase intention (Lee et al., 2019).

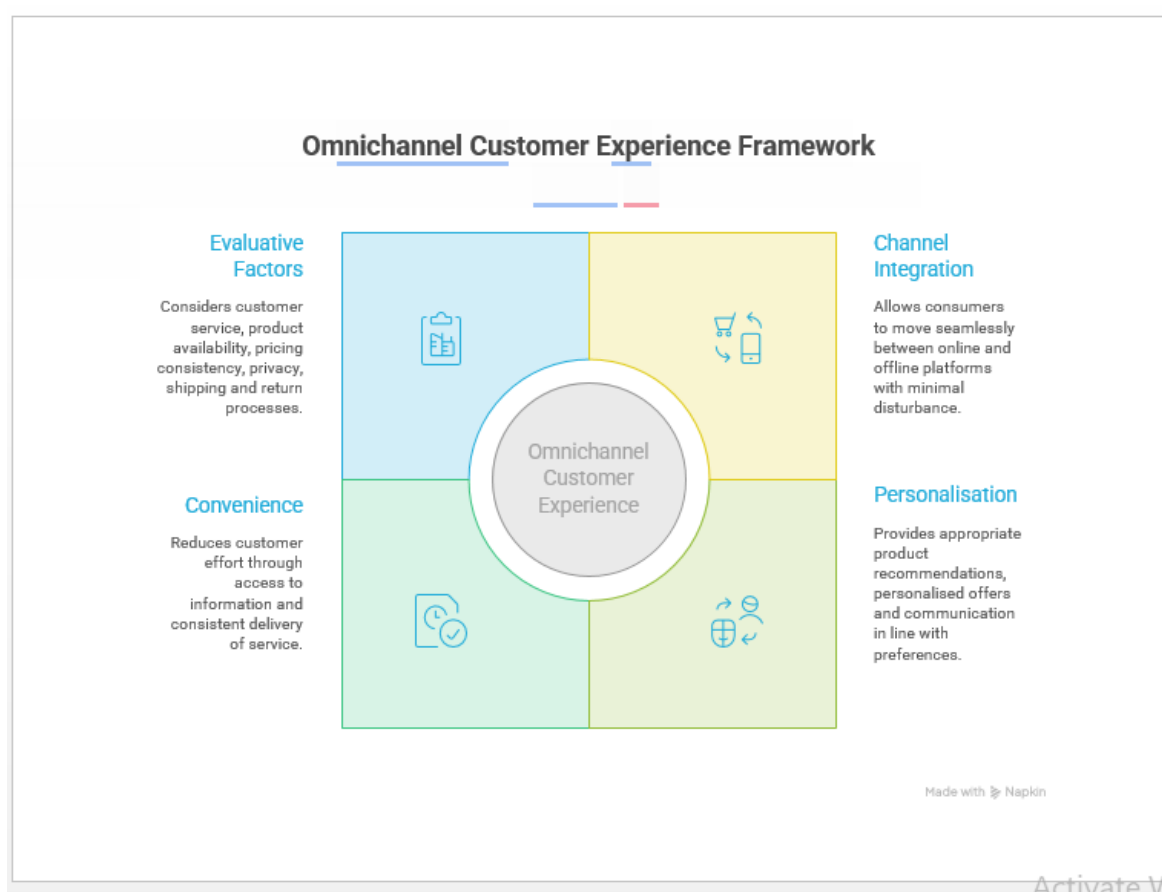


Fig.1 Omnichannel customer experience on brand engagement among Indian consumers Source: Made By the Research scholars

Another important feature is personalisation. Consumers increasingly want appropriate product recommendations, personalised offers and communication in line with their preferences. Effective customisation increases perceived value and reinforces the psychological link between consumers and brands (Lemon & Verhoef, 2016). Similarly, convenience, access to information and consistent delivery of service reduce customer effort and lead to good shopping experiences. An omnichannel customer experience multidimensional approach also considers customer service, product availability, pricing consistency, privacy, shipping and return processes as major evaluative factors. Brand engagement is the cognitive, emotional and behavioural investment of consumers into the brand. It extends the purchase and includes engagement with brand content, sharing experiences, recommending items, and participating in brand communities (Brodie et al., 2011; Hollebeek et al., 2014). Positive, integrated customer experiences may function to enhance such connections through improving trust, contentment and perceived relational worth. However, integration does not ensure a great experience by itself, as the quality and relevance of individual touchpoints also matter (Lemon & Verhoef, 2016).

In India, where internet shopping coexists alongside traditional retail, an exploration of these characteristics may offer significant insights into various consumer expectations. Therefore, this purpose is to identify the dimensions of omnichannel customer experience that have a substantial impact on brand engagement among Indian consumers. The insights should help marketers prioritise customer-centric integration, appropriate customisation, and consistent service delivery to develop better brand relationships.

2. Assessing the impact of omnichannel customer experience on repurchase intention among Indian consumers.

Discussion of the Objective 2

Omnichannel customer experience has become an important determinant of consumer choice and repurchase behaviour in today's shopping. Consumers can interact with brands at connected touchpoints through websites, mobile apps, social media, digital payment systems and physical shopfronts. Studies have demonstrated that the successful integration of online and physical channels can improve consumer experience, contentment, and patronage intentions (Verhoef et al., 2015; Chung et al., 2022). Repurchase intention is the consumer's intention to buy from the same brand again, indicating the prospect of continued customer connections. The elements of channel integration, convenience, consistency of information, customisation, service quality and reliability of fulfilment are significant to impact repurchase intention. This means more flexibility and convenience in purchasing when consumers can look for things online, check them out in real stores and finish their purchases through their preferred channels. Research showed that the quality of channel integration positively affects consumer engagement and, consequently, enhances repurchase intention and positive word-of-mouth (Lee et al., 2019). The combination of channel and logistics services can also improve customer satisfaction and drive repurchase (Shi et al., 2020). Omnichannel experiences can convert into repurchase intention through fundamental mechanisms such as customer happiness and trust.

Consistent product information, transparent pricing, reliable delivery, fast customer assistance and hassle-free returns can lower perceived risk and increase confidence in a company. Moreover, the customer journey viewpoint additionally points out that the experiences before, during and after a purchase all contribute to shaping the subsequent consumer behaviour (Lemon & Verhoef, 2016).

The Indian consumer market provides an appropriate context to explore these linkages, as internet commerce is increasingly co-existing with traditional retail models. Consumers can compare pricing on e-commerce platforms, examine products in real locations, and purchase via mobile applications. But disjointed information, unreliable service, delayed delivery and complex return procedures may dissuade the customer from buying again. In India, recent studies have explored the relationship between omnichannel retailing and consumer purchase intention, emphasising the significance of integration, convenience, trust, and perceived value (Joseph, 2025).



Fig.2 Omnichannel customer experience on repurchase intention Source: Made By the Research scholar

Therefore, this purpose is to objectively examine the effect of omnichannel customer experience on repurchase intention of Indian consumers. The findings may assist companies discover the experiential qualities that are most effective in encouraging repeat purchases and improving customer retention.

3. Studying the Relationship between Brand Engagement and Consumers Repurchase Intention Interacting with Brands via Integrated Online and Offline Channels

Discussion of the Objective 3

With the development of contemporary marketing, brand engagement has become an important term to denote the cognitive, emotional and behavioural involvement of consumers with brands. Omnichannel retailing is where consumers interact with brands across websites, mobile apps, social media and physical stores, giving several opportunities to form meaningful relationships. Customer involvement is viewed as a multidimensional construct that goes beyond purchase to encompass active participation and relationship connections (Brodie et al., 2011; Vivek et al., 2012).

The intention to repurchase is the willingness of consumers to buy items or services from the same brand in future. Brand interaction may increase this desire by enhancing emotional attachment, perceived value, brand familiarity and trust. Research indicates that engaged customers are more likely to engage in brand-related activities and create deeper bonds with the firm (Hollebeek et al., 2014; Pansari & Kumar, 2017). Ongoing interactions across digital and physical touchpoints in multichannel contexts can even further strengthen these relationships. The empirical data has demonstrated that the quality of channel integration promotes consumer engagement, which then affects repurchase intention and positive word-of-mouth (Lee et al., 2019).

Relationship marketing theory can also be used to explain the relationship of engagement and repurchase intention. Trust and commitment are the factors that lead consumers to maintain important relationships with brands (Morgan & Hunt, 1994). Similarly, positive past experiences and customer satisfaction might also boost the repurchase intentions (Oliver, 1999). However, engagement does not automatically lead to repurchase, since

consumers may consider factors such as price, product availability, competitive offers, and service quality before making another purchase.

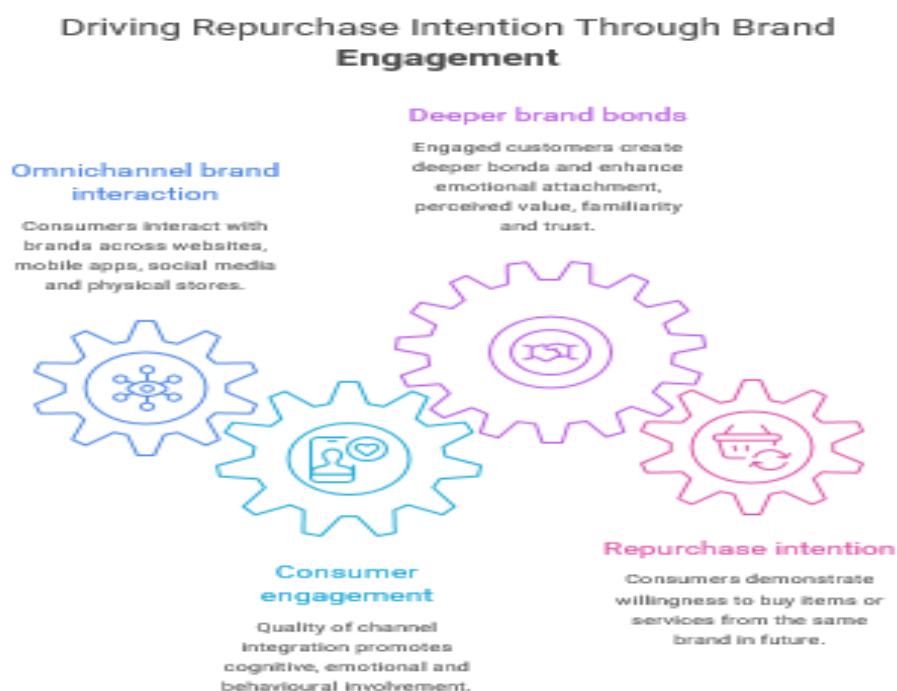


Fig 3 Brand Engagement and Consumers Repurchase Intention Interacting with Brands via Integrated Online and Offline Channels Source: Made By the Research scholar

The knowledge of this link is of particular relevance in the Indian market, where consumers are increasingly combining the online search for products, the suggestions of social networks, the physical visit to stores and the digital transaction. Recent omnichannel research has found that customer experience and engagement are related to repurchase-related behavioural intentions, however the strength of the correlations may vary across the customer relationship phases (Rahman et al., 2025).

Thus, the purpose of research is to empirically examine the relationship between brand engagement and repurchase intention of Indian consumers using integrated online and offline channels. The findings may assist marketers in designing effective engagement tactics to foster stronger brand ties and promote repeat purchases, therefore supporting long-term consumer retention.

4. Exploring the mediating effect of brand engagement on omnichannel customer experience and repurchase intention of Indian consumers

Discussion of Objective 4

As companies merge digital platforms, mobile apps, social media and real retail outlets, the omnichannel customer experience has become a key strategic driver of consumer behaviour. Consumers' views, emotional responses and their future buying decisions can be affected by a frictionless experience across various touchpoints (Verhoef et al., 2015; Lemon & Verhoef, 2016). However, the impact of customer experience on repurchase intention may be partly mediated by consumers' psychological and behavioural engagement with a brand.

Brand engagement refers to the cognitive, emotional and behavioural participation of customers in encounters with the brand (Brodie et al., 2011; Hollebeek et al., 2014). Positive experiences of ease, personalisation, consistent information and prompt service may motivate customers to engage more often with companies, engage in online communities, exchange recommendations and establish deeper brand relationships. The research on omnichannel shopping suggests that the quality of channel integration can improve consumer engagement, which in turn leads to repurchase intention and positive word-of-mouth (Lee et al., 2019).

The relationship marketing and customer experience perspectives can be used to understand the mediating role of brand engagement. Effective cross-channel interactions can build trust, contentment and perceived value, and, in turn, motivate customers to pay more attention and emotional connection to a brand (Morgan & Hunt, 1994; Pansari & Kumar, 2017). This involvement can enhance consumers' repurchase intention as they build more meaningful ties with brands rather of assessing each transaction in isolation. Moreover, recent empirical

findings provide additional evidence that omnichannel customer experience impacts consumer engagement and repurchase-related intentions. However, these associations may differ at different stages of the customer–retailer interaction (Rahman et al., 2025).

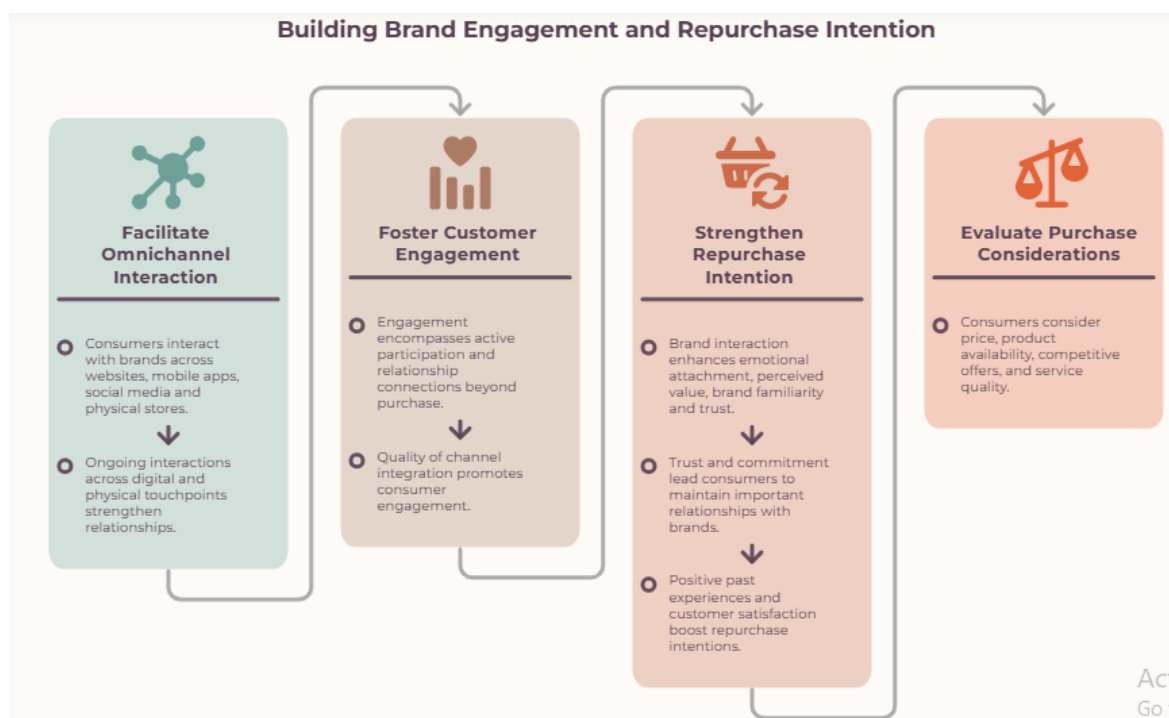


Fig 4.brand engagement on omnichannel customer experience and repurchase intention, Source: Made By the Research scholar

The Indian consumer market, characterised by coexistence of traditional retail and fast-growing digital commerce, is a useful backdrop to study these linkages. Consumers can find businesses on social media, compare products online, visit brick-and-mortar stores and buy through mobile apps. When such interactions are integrated and made interesting they might lead customers to establish brand relationships and see potential purchase opportunities. But the power of this mediating mechanism needs to be empirically tested and not assumed.

Therefore, the present study attempts to investigate the mediating role of brand engagement on the relationship between omnichannel customer experience and repurchase intention of Indian consumers. The findings could help marketers understand how seamless customer experiences translate into repeat purchasing behaviour and design more effective, engagement-oriented omnichannel strategies.

Methodological Recommendation To assess this aim, a mediation model can be used, where omnichannel customer experience is the independent variable, brand engagement is the mediator and repurchase intention is the dependent variable. The indirect effect can be examined using structural equation modelling (SEM) or PROCESS Model 4 with bootstrapped confidence intervals. The empirical study needs to distinguish between direct, indirect and total effects to be able to identify the presence of mediation and if it is partial or full.

5. Identifying the Key Dimensions of Omnichannel Customer Experience Such as Channel Integration, Convenience, Personalisation and Service Consistency That Have Substantial Impact on Brand Engagement and Repurchase Intention

Discussion of Objective 5

Omnichannel customer experience is a multifaceted entity influencing consumers' interactions, emotional connections, and future purchasing decisions. The convergence of physical shopfronts, e-commerce platforms, mobile applications and social media has altered contemporary retailing through seamless consumer journeys (Verhoef et al., 2015; Beck & Rygl, 2015). Knowledge of relative significance of the experiential elements is vital in formulating effective customer centric marketing strategies (Lemon & Verhoef, 2016; Homburg et al., 2017).

Channel integration helps in the seamless movement between online and offline channels with synchronised product information, inventory availability, price and transactions. Successful integration improves consumer experience and builds brand relationships (Herhausen et al., 2015; Gao et al., 2021). The research further

shows that the quality of channel integration is conducive to consumer engagement and positive behavioural intentions (Lee et al., 2019; Gao & Huang, 2021).

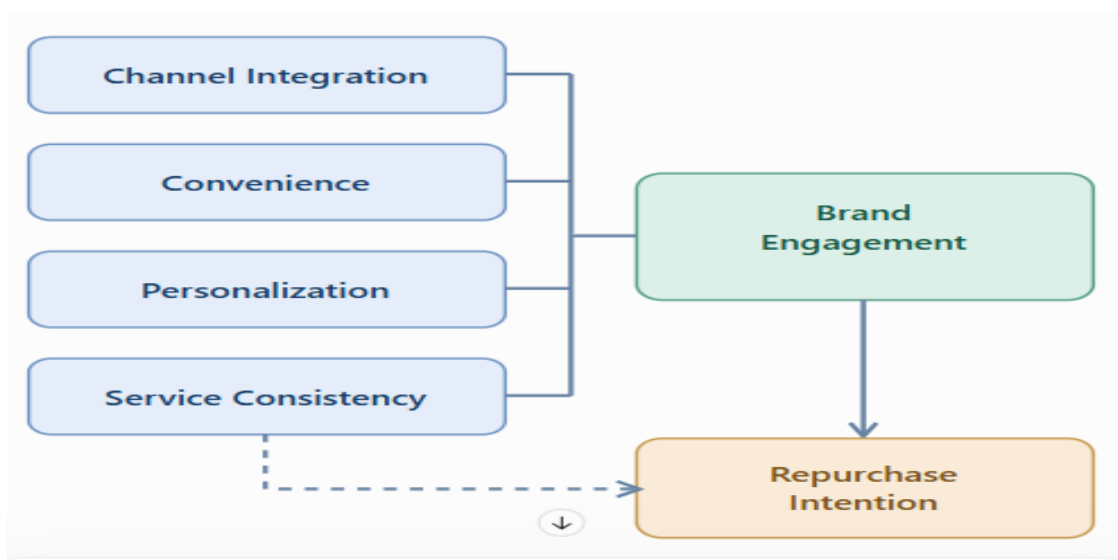


Fig 5. the Key Dimensions of Omnichannel Customer Experience Such as Channel Integration, Convenience, Personalisation and Service Consistency

Source: Made By the Research scholars

Convenience is the degree to which consumers can obtain products, information, transactions and services with the least amount of effort. Integrated shopping environments can increase perceived convenience, satisfaction, and patronage intentions (Chung et al., 2022; Huré et al., 2017). Likewise, positive shopping experiences could enhance perceived value and drive continuing brand engagement (Rose et al., 2012; Grewal et al., 2017).

Personalisation includes personalised advice, suitable promotional material and individualised services on consumer preferences. These kinds of experiences can increase consumers' cognitive and emotional involvement with brands (Hollebeek et al., 2014; Brodie et al., 2011). Personalised interactions can also result in greater customer relationships and engagement-related behavioural outcomes (Pansari & Kumar, 2017; Rahman et al., 2025).

Service consistency is about delivering consistent information, reliable support, transparent policies, and reliable fulfilment across channels. Consistent service delivery may reduce perceived uncertainty and increase consumer confidence (Neslin et al., 2006; Piotrowicz & Cuthbertson, 2014). Research on omnichannel customer experience has also stressed the importance of consistency, customer service and fulfilment as experiential characteristics (Rahman et al., 2022).

In the Indian environment where internet commerce is co-existing with traditional retailing, these factors may affect the consumers differently. Hence, the aim is to empirically test their respective impact on brand engagement and repurchase intention. The insights may enable marketers to focus impactful omnichannel operations, improve consumer relationships, and support sustainable repeat purchase behaviour.

II. Conclusion

Omnichannel customer experience is a driver of brand engagement and repurchase intention in the Indian market. Channel integration (online and offline), ease, customisation and service consistency can all contribute to seamless customer journeys and meaningful brand encounters. Brand engagement could be a potential mediating mechanism through which great customer experiences could promote repeat purchasing behaviour and create long-term customer connections. Digital technologies, along with tailored services and dependable customer support, are the key to addressing all the different consumer demands in India's expanding retail space. The proposed study builds a conceptual framework of the links between omnichannel customer experience, brand engagement and repurchase intention. Empirical validation will assist uncover the most influential factors and enable effective customer-centric marketing strategies for lasting competitive advantage.

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