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**CUSTOMER SHOPPER CHARACTERISTICS IN OMNI-CHANNEL
EXPERIENCE IN TURKEY – THE CASE OF HOME IMPROVEMENT
SECTOR**

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Customer Shopper Characteristics in Omni-channel Experience in Turkey - The Case of Home Improvement Sector

Türkiye'deki Bütünleşik-kanal Deneyiminde Tüketicilerin Alışveriş Özellikleri - Ev Geliştirme Sektöründe Bir Uygulama

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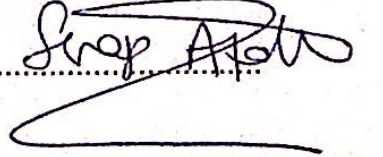
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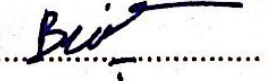


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The study, which aims to the understanding of factors that influence Omni-channel customer experience and purchase intention results in examining a lot of, articles in the literature. The purpose of the literature review and findings is providing further results with a statistical approach and the knowledge about the Omni-channel approach.

The study is conducted at a leader of home improvement and construction company in its field and affects Omni-channel customer experience.

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LIST OF ABBREVIATIONS

ATM	: Atmosphere
E_EX	: Emotional Experience
E-WOM	: Electronic Word of Mouth
PE	: Promotion Effectiveness
PI	: Purchase Intention
PP	: Price Perception
PPS	: Perceived Product Satisfaction
PS	: Process
SP	: Salesperson
SE_EX	: Sensory Experience
SKU	: Stock Keeping Unit
SO_EX	: Social Experience
QR	: Quick Response
VIF	: Variance Inflation Factor

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ABSTRACT

Nowadays, customers have a tendency to use different channels at the same time. Internet and mobile usage increase to a higher level among almost every sector worldwide. On the other hand, physical stores are maintaining their importance in the eyes of the customers; because customers may find physical stores much more reliable and reachable.

With the dawn of mobile commerce and Internet, customers firstly seek information about products they want to purchase via these devices and they complete their buying process with searching, pre-evaluating, buying and post-evaluating stages of the decision making of buying. So, they want to reach all information or promotion in whole channels with standing data. Therefore; seamless customer experience in the Omni-channel world is playing an important role in recent days.

Because of these reasons, the research focuses on Omni-channel customer experience with involvement of customers who have purchase intention with some specific shopper characteristics like showrooming or webrooming. Also, the home improvement sector has powerful companies in Turkey; hence, adapting to Omni-channel environment in terms of companies is one of the core competencies among competitors.

In this study, the effect of atmosphere, perceived product satisfaction, process, salespeople, price perception and promotion effectiveness on Omni-channel customer experience and the effect of social, sensory and emotional experience on purchasing intention are examined. The study also examined the moderating impact on showroomer and webroomer customers' Omni-channel customer experience and purchase intention. In addition, in order to understand the effect of the Omni-channel approach, the impact of the mentioned variables on all channels, physical stores and online channels are examined separately.

According to the results, the atmosphere variable has a dominant effect on all channels as well as physical stores and online channels. Likewise, the process variable that includes delivery, return and exchange procedures has an impact on the Omni-channel customer experience. Among the components of customer experience, which includes social, sensory and emotional experience, it is seen that sensory experience has the most effect on purchasing intention in the sample was used for the study.

Further researches can be conducted to explore Omni-channel customer experience and purchase intention with different variables and factors.

Keywords: Customer Experience, Omni-channel Customer Experience, Shopper Characteristics, Purchase Intention, Home Improvement Sector

ÖZET

Günümüzde, müşteriler satın alma davranışı içerisinde farklı kanalları kullanma eğilimi göstermektedir. İnternet ve mobil kullanımları dünya genelinde tüm sektörlerde artmaktadır. Diğer yandan ise fiziksel mağazalar müşteriler için hala önemini korumaya devam etmektedir. Çünkü müşteriler fiziksel mağazaları daha güvenilir ve ulaşılır olduğu için tercih etmektedirler.

İnternet ve mobil çağının başlaması ile müşteriler mobil cihazlar üzerinden istedikleri ürünle ilgili tüm bilgilere ulaşabilir veya ürünleri araştırma, değerlendirme, satın alma ve satış sonrası değerlendirmeyi içeren tüm satın alma sürecini geçirecek şekilde mobil ve interneti kullanabilirler. Bu nedenle müşteriler tüm kanallarda aynı bilgiye ulaşarak bu işlemleri tamamlamak istemektedirler. Bu ortam içerisinde bütünleşik-kanal dünyasında pürüzsüz müşteri deneyimi önemli bir rol oynamaktadır.

Tüm bu nedenlerle, yapılan çalışma satın alan kişinin alışveriş özelliklerinin etkisi ile birlikte bütünleşik-kanal müşteri deneyimine odaklanmıştır. Bu özellikler mağazadan araştırıp internet sitesinden satın alma olabildiği gibi tam tersi olarak internette araştırıp mağazadan da satın alma olabilir. Ayrıca ev geliştirme sektörü Türkiye pazarında güçlü oyunculara sahiptir. Bu nedenle bütünleşik-kanal yaklaşımını firmada uygulamaya başlamak rakipler arasından farklılaşmanın bir yolu olacaktır.

Gerçekleştirilen çalışma ile, atmosfer, algılanan müşteri deneyimi, süreç, satış danışmanı, fiyat algısı ve promosyon verimliliğinin bütünleşik-kanal müşteri deneyimi üzerindeki etkisine ve sosyal, duygusal ve duyuşal deneyimin satın alma niyeti üzerindeki etkisine bakılmıştır. Ayrıca mağazadan araştırıp internette satın alan ve internette araştırıp mağazadan satın alan müşterilerin bütünleşik-kanal müşteri deneyimi ve satın alma niyeti üzerindeki düzenleyici etkisi incelenmiştir. Bütünleşik-kanal yaklaşımının etkisini anlayabilmek için bahsedilen değişkenlerin hem tüm kanallar hem de fiziksel mağazalar ve online kanallar üzerindeki etkisine ayrı olarak bakılmıştır.

Sonuçlara göre atmosfer deęişkeninin hem tüm kanallar hem de fiziksel mağazalar ve online kanallar üzerinde baskın bir etkiye sahip olduęu görölmüştür. Aynı şekilde teslimat, iade ve deęişim prosedürlerini içeren süreç deęişkenin de bütünleşik-kanal müşteri deneyimi üzerindeki etkisi fazladır. Sosyal, duygusal ve duygusal deneyimi içeren müşteri deneyimi elementleri içerisinde duygusal deneyimin çalışmayı uyguladığımız örnekleme satın alma niyeti üzerinde en fazla etkiye sahip olduęu görölmektedir.

Farklı deęişkenler ve faktörler ile yürütölen gelecekteki çalışmalar bütünleşik-kanal müşteri deneyimi ve satın alma niyetine etkisine katkı sağlayacaktır.

Anahtar Kelimeler: Müşteri Deneyimi, Bütünleşik-kanal Müşteri Deneyimi, Tüketici Alışveriş Özellikleri, Satın Alma Niyeti, Ev Geliştirme Sektörü

1. INTRODUCTION

Today, each company spends more efforts to stand out from its competitors and focuses more on marketing activities than ever before. What customers think, what they feel, what they want to do is much more important. According to Galbraith (2005), *“Today, nobody owns the consumer. The consumer owns you.”*

It is more possible with the technological developments in order to fulfill what customers want. Technological developments lead to the emergence of digital communication and increase the investments made accordingly. The increased usage of Internet through individual mobile phones and smartphones in the adoption of technological developments by customers make access to information cheaper and expedited. Retailers are no longer just selling only through physical stores but also from catalog, telephone sales, social media, internet-mediated sales, text messaging services, online store, and mobile application and so on. At the same time, all of them are trying to reach different target market and consumers. Companies that reach their customers through multiple distribution channels adopt a multi-channel strategy.

Today, however, it is not enough to access customers using only a multi-channel strategy. On the other hand, Omni-channel customers can benefit from multiple channels in an integrated way during a single channel purchase process. The basic applications of the Omni-channel strategy include the use of discounts and promotions in all channels, in the same way, the integration of all customer-related data, the consistency of pricing and the diversity of the goods and services. For example, while the customer is waiting for a bus at the stop, he/she can scan the barcode of a product. He/she has seen on the billboard through the smartphone, examine the product through the retailer’s mobile application, buy the product from the online store or mobile application and exchange or return it through the physical store.

In the old approach, when a customer started a process on a channel and left it half way, the customer can terminate the same process only on the channel where the customer started. Moreover, in a channel in the middle of the process when faced with the problem like the online sales platform, the customer has to go from one channel to another like call center to solve the problem and proceed to the process. Supposing that, while doing an online transaction, the customer realizes that an information is missing in the half of the transaction; when the customer calls customer services, the customer has to start all over. In the Omni-channel world, different channels are connected to each other, allowing the customer to continue the service one point to another, and even to terminate from a third channel. Omni-channel services, in fact, appear to meet very visible user's need: the need to get things done faster in a fast and mobile world.

According to the Omni-channel report conducted by Chain Stores Association in 2018, 140 retail chains of Internet Retailer's top 500 list of implement click & collect which means "purchase from the internet, pick up from store" with 78 % and 72 % accept returns from the store even if product is purchased from the Internet. About Omni-channel, companies provide creative implementations for attracting their customers. For example, HomeDepot provides unique service to their customers who are generally consisted of contractors and commercial customers that they see whether the store has the product they are looking for in the stocks of the store closest to where they work, products are delivered the same day when they are purchased. If the product does not exist in that store, they can find out where is the closest store to them. Apart from that, they can also find out where exactly the product they are looking for is located in the store. As another example, in Sephora USA, products are used in the store during make-up, are recorded for purchasing later. In this way, Sephora precludes phone calls to store about "What did you use during my make-up six months ago?"

According to the same report, 91 % of customers' state that they wanted to continues their shopping experience from where they left off when they change their touch points. For instance, if the product is left in the web site's cart; the customer can see the product in the basket of the mobile application. For example, Starbucks offers customers a reward card that they can manage and use online, on mobile, over the phone or directly at Starbucks stores. Changes and purchases made by customers using their cards are recorded in real time on all available channels.

According to Google's data, most of the 2014 Christmas period, clicks of mobile shopping have exceeded the number of desktop clicks. The reason for this was that shoppers gave their purchase decisions on the move. Also, whether its stores or e-commerce sites, users no longer have mobile and desktop separation to shop.

In this study, atmosphere includes store, web site and mobile application, perceived product satisfaction, process includes delivery, return, exchange transactions, salesperson in the stores and chatbot in the web site and price perception and promotion effectiveness are examined for the effect of Omni-channel customer experience. On the other hand, the effect of Omni-channel customer experience includes sensory experience, social experience and emotional experience on purchase intention in different channels like physical stores, web site and mobile application are examined. While looking at this effect, the moderating effect of shopper characteristics is investigated.

The research consists of includes five main parts, which are literature review, methodology and survey design, findings and data collection, conclusion and limitations of the research with recommendations for further research.

The literature section consists of an explanation of the customer experience, online and offline channel integration, Omni-channel approach, purchase intention and shopper characteristics based on previous academic studies.

The methodology section includes research objective and questionnaire design with detail of the data collection method. Additionally, dependent and independent variables are determined with the research model and hypotheses and theoretical model of the study are provided.

The data collected according to the questionnaire design was analyzed via SPSS and examined in detail with the results of factor and regression analyses. Also, descriptive statistics for demographic variables such as age, gender, and educational level are explained.



2. LITERATURE REVIEW

2.1 CUSTOMER EXPERIENCE

The customer's journey is not linear; on the contrary, it can slide back and forth between different channels. There is no sequential way to make a single purchase or a problem.

Holbrook and Hirschman (1982) brought an idea called customer experience in the late 1990s with the theoretical framework. After that Schmitt (1999) evaluated and detailed the idea and defined experience with five attributes, which include feeling, sense, act, thought and relationship, which are known as Strategic Experience Modules. Interactions between companies and customers build customer experience in rational, emotional, physical, spiritual or sensational level according to the study.

Customer experience is defined with emotions, all senses, and physical attributes, relationships among other people or objects or overall atmosphere leaves a trace in the mind of people (Lee and Lim, 2017). Kotler et al. (2009), define customer experience as value adding efforts to products and services, which are purchased to provide customer engagement. Customer experience studies are based on Schmitt's five-dimensional study, which includes sensory, emotional, behavioral, thought and relationship experiences (Schmitt, 1999). Srivastava and Sharma (2013), divide customer experience into two categories as cognitive and emotional. According to the study, cognitive experience relates to thinking and mental activities based on assessment and judgment; on the other hand, emotional experience relates to human feelings that stem from searching for products and purchasing them.

Six variables determined after examining the experience composed of brand experience, retail experience, and service experience which is social environment includes employee and customer; service interface includes service staff and technology; retail store atmosphere includes design, scent, and temperature;

assortment with diversity and quality; price includes loyalty program and promotion and situational factors like location or store type (Verhoef, Lemon, Parasuraman, Roggeveen, Tsiros and Schlesinger, 2009).

Another point of view about customer experience is indirect and direct experience between organization and customers at the touch points (Meyer and Scwager, 2007). Purchasing, evaluating or searching phases are direct customer experience and unexpected interactions like advertisements, recommendations from the environment or behavior of representatives are indirect customer experiences.

Some factors which have an influence on customer experience are under control of retailers like store atmosphere, price, assortment, service interface and some of them are under control of customers as a relationship with others or viewpoint to the shopping process (Verhoef et al., 2009). Another study determines these factors as the process of information and purposes, memory, involvement by customers, attitudes, affect, store atmosphere, consumer preferences (Puccinelli et al., 2009). For example, purposes of customers are important for perception of retailers, which means entertainment, or social interaction can affect the stages of decision process with different dimensions (Arnold and Reynolds, 2003).

Store image dimensions include five factors that are location convenience, shop atmosphere, price, types of merchandise, sales and services (Lin and Yeh, 2012). Location convenience refers to distance of the route, traffic, parking options, closeness to commercial circles. Shop atmosphere refers to displays of the environment, the attraction of the decoration, navigation of the shop, music, color and popularity of the counter. Price includes frequency of promotion, discount price, the thing exceeds its worth and the rationality of the price. Types of merchandise refer to products range offered, depth of the goods, stock level and extent and quality of the goods. Sales and services include attitude and behavior of the personnel, technique knowledge about the products and processes, easiness of return and exchange, availability of the after sales services and general service mechanism.

Touch points are the main concept of customer experience because it refers to direct or indirect interactions between customers and brands. Payne, Peltier and Barger's study (2017) is determined to touch points with several channels like telephone, stores, sales representative, customer services, payment process, return process, loyalty programs, paid and organic search, TV, trade shows, events and e-mail. These touch points can be grouped as personal and non-personal touch points as shown in Figure 2.1. Personal touch points are determined as a direct interaction between customer and brand such as face-to-face interaction. Non-personal touch points are determined as the interaction between brand and customer without encounter like a web site. Both touch points have a huge impact on brand engagement and customer profitability (Payne et al., 2017).

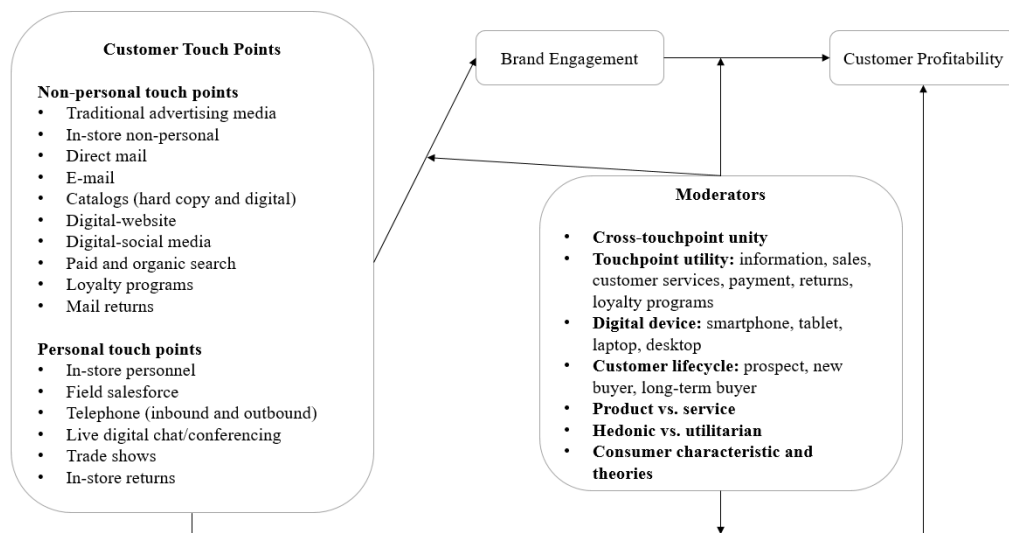


Figure 2.1 Omni-channel IMC Framework

Another study about customer experience divides customer experience to seven categories; atmospheric elements, process elements, communicative elements, product interaction elements, technological elements, customer-employee interaction elements and customer-customer interaction elements (Stein and Ramaseshan, 2016). According to the study, atmospheric elements include the attractiveness of retail stores, amenities, and the layout of the store, and design

and display features of the store. In the Omni-channel environment, store atmosphere refers also a website or interface design. Communicative elements refer to informative and campaign messages such as a discount, price promotions, and touch-point based communication and personalization messages and loyalty program messages. Product elements mean an assortment of products and quality of products which both of them have a positive impact on customer satisfaction. Technological touch point refers to the usage of technology both at online and offline channels such as self-service. Process touch point includes navigation of stores or interface of websites and waiting time during the process. Employee-customer interaction as a touch point includes listening and understanding customer needs and wants, producing solutions to problems and interpersonal skills like developing empathy and dialogue. Customer-customer interaction touch point means a review of the customer about process or product, recommendations from family and friend, positive or negative word of mouth or online word of mouth.

Organizations want to make a difference with customer experience is derived from touch point based customer relationship management for continues movement of the competitive advantage. According to classical economic theory, people are rational individuals and make a decision in a logical way. However, nowadays, this perception has changed with experiential marketing and emotions affects behavior of purchase (Gentile, Spiller and Noci, 2007).

The book of Experience Economy (Pine and Gilmore, 1998) is a milestone to build customer experience that experience is centered on the new economic model alongside with good, commodities, and services. Also, marketers start to create unique customer experiences and provide an appropriate environment for the desired customer experience.

Gentile's study divides into 6 components of customer experience which include sensorial, emotional, cognitive, pragmatic, lifestyle and relational. Sensory components include see, taste, smell, hear and feel activities with aesthetical attributes such as pleasure, satisfaction, and excitement. Emotional components

refer to moods, feelings and total emotions, which stem creating a relationship with organizations or brand. Cognitive components include thinking or cognitive process of the brain for using creativity to solve problems. Pragmatic components refer to the practical side of doing something relate to customer experience. Lifestyle components include a person's belief and values, which are related to brand or product. Relational component refers to a person's social behaviors, relationship with friends and the environment besides belonging to a group or status (Gentile et al., 2007).

Customer experience has effect on customer loyalty and customer satisfaction. According to the study, an unexpected customer experience creates increase in customer loyalty with 5% (Reichheld, 2006). Additionally, one percentage rise in the investment of customer care leads to 10% increase of loyalty and sales (Kakabadse, Savery, Kakabadse and Lee-Davies, 2006).

According to another study about customer experience indicates that customer experience is divided into three categories including sensory experience, emotional experience and social experience (Yang and He, 2011). Sensory experience refers to perception of shopping environment, products and services in terms of aesthetic. Emotional experience refers to emotions during shopping journey. Social experience refers to relationship with other customers or personnel.

The overall atmosphere can shape customer experience with three elements consisting of design, ambient and social attributes. Design refers to external and internal cues at the same time like window or shelf display and flooring. Ambient cues indicate that lighting, color, temperature, layout, and usage of technology are important for customer experience. Social cues include salesperson and the presence of other customers and interaction with both of them (Baker, Grewal and Parasuraman, 2009). Atmospheric elements are considered as an extension of physical store atmosphere, these cues adapt for online channels with a large space in our lives; so, web sites use atmospheric elements like physical stores. Customers can perceive that web sites' interface has color, music, lighting, and

layout of items exactly like physical stores (Puccinelli, Goodstein, Grewal, Price, Raghurir and Stewart, 2009).



2.2 ONLINE CUSTOMER EXPERIENCE

With the presence of online channels, customer experience enlarges to other channels seamlessly. On the other hand, technology and innovative approaches to improvement of experience play an important role in the advancement of online customer experience. For example, companies start to use online fitting room replacing actual fitting room in stores in the fashion retail industry. As a result of mix technology, virtual fitting rooms boost online sales and lead to in return and exchange of the items (Blázquez, 2014).

Multi-channel customers can visit a lot of channels; however, their purchasing behavior and perspective to marketing mix can change easily. If a customer specifically prefers to examine the product categories like sensory categories before purchasing, the tendency to online shopping may decrease. On the other hand, products, which are bulky in terms of volume and weight, are easily purchased from offline channels (Campo and Breugelmans, 2015).

Another element of online customer experience is the usage of self-service technology, which has both negative and positive effect on customer experience. For example, price scanner machines or self-checkout lead to negative effect on employee morale because of losing the job and positive effect on customers because of time saving (Grewal, Levy and Kumar, 2009).

According to the study, customer experience of retailing divided into five categories including promotion experience, pricing experience, merchandise and brand experience, supply chain management experience and location experience (Grewal et. al., 2009). Customer promotions, which have effect on customer experience, are in-store displays, loss leaders and price promotions. Price experience is important because of only P in the marketing mix, which gains profit to the retailer. The retailers should decide right price for the products, because high price leads to perception of more value in the eyes of the customers and low price leads to perception of poor quality and low performance. Merchandising experience includes which categories should be presented in

stores, how many products includes these categories in the stores and how many products should be kept for stock level or SKU for carrying in the stores. The supply chain experience has an indirect effect on customer experience; so, asymmetrical relationship between supply chain partner and the retailer is important. If the supply chain partner is weaker than the retailer, the retailer has tendency to avoid negative partner perception and acts like the capability of both side is maximum. The location experience has two key elements, which are proximity to customers of stores and proximity to other stores like rival's stores.

Additionally, customers find more trustable recommendation from friends and family than information from third parties or vendors (Kumar, Peterson and Leone, 2007).

2.3 ONLINE AND OFFLINE CHANNEL INTEGRATION

Companies need to gain a competitive advantage via seamless integration of offline and online channels. Companies can present online alternatives in the physical stores like kiosks or portable devices to increase product assortment or create “nice to have” customer experience (Herhausen, Binder, Schoegel, and Herrmann, 2015). In the beginning, most of the companies have positioned online and offline channels separately; but then, they have united different sections in the strategic level owing to answering customers’ needs. Even if customers say their needs about channel integration and customer experience, companies have not been achieved according to Accenture 2010 report.

Sears applies first multi-channel retailing as a business strategy, which is a mail order company so the company opened a retail store in 1925 (Zhang, Dixit and Friedmann, 2010).

Customers can seek channel integration opportunities for different aims. According to the study, among electronics, fashion and household goods retailers, general integration activities are vendor search, product availability search in the physical store via Internet, reservation of products in the physical store via online channel, return ability of online purchased products in the stores (Herhausen et al., 2015). Thanks to integrated channels, service quality can increase and perceived risk can decrease at the same time. Service quality can increase because of availability of the salesperson as human touch and multisensory customer and brand experience. On the other hand, perceived risk can decrease because of the presence of products in the eyes of the customer physically and the possibility of feeling and touching the products with the five senses before purchasing (Herhausen et al., 2015).

Channel choices of the customer can alter different channel attributes like price, quality, risk and convenience and different buying process stages (Gensler, Verhoef and Böhm, 2012). In the search stage, customers focus on accurate information and they want to reduce perceived risk. In the purchase stage, the

lowest price is important for the customers, if it is possible. In the after sales stages, customers try to minimize their effort for the usage of the products or services.

The main question about channel integration is whether it creates synergy or cannibalization. According to customers' needs and wants, companies and experience designers expect creating synergy among channels thanks to the integration. But at the same time, some channels or features in the touch points can cannibalize which means customers do not prefer these channels during any phases of the process. The study conducted by researchers indicates that price discount in one channel creates brand awareness and can lead to purchasing from another channel thereby creating synergy instead of cannibalization (Gong, Smith and Telang, 2011).

If stores, web sites and catalog can be determined as a main and separate channel for the retail sector, which channel would be much more effective for the intention of purchase can be defined by researchers. Opening a store besides online channel and catalog leads to cannibalize sales from catalog and has less or no influence on online sales (Pauwels, Leeflang, Teerling and Huizingh, 2011). At the same time, the ratio of return and exchange increases owing to the availability of stores; however, net sales revenue rises thanks to ascendant purchase frequency.

The huge impact of brick and mortar stores declines with the uptrend of online channels and at the same time, customers' average time spending in stores decreases owing to advancement of e-commerce (Chu and Lam, 2007).

Another important factor, which affects channel integration, is product assortment; there can be three kinds of assortment among channels. The first one is providing different products on different channels without integration. The second one is asymmetrical integration that online channels offer a lot of products than offline channels because of stock and merchandising cost. The last one is full integration that every product in the online channel exhibits in the offline channels at the same time with a significant variety of products. The study indicates that

full integration serves the purpose if the product range consists of substitutive products; on the other hand, asymmetrical integration works in some situations than full integration if the product range consists of complementary products (Verhoef, Kannan and Inman, 2015).

One of the advantages of online channels is the accessibility to the online channel for 7 days 24 hours and transaction speed (Arnone, 2017). Also, customers prefer to purchase from online channels owing to website navigation, looking for a specific product, possessing brand loyalty, searching for a specific discount. These needs are different for brick and mortar stores that enjoying in the store and interacting with a salesperson are important in addition to looking for specific product, brand loyalty, and discounts (Arnone, 2017).

At the same time, marketing mix includes product, price, place and promotion can be differentiated between online and offline channel on purpose or unwittingly because of organizations' capability. The product assortment is expected to differ between online and offline channels intrinsically; because there is no ground and stock problem in online channels thanks to limitless shelves. First differentiation is extensive assortment means choice flexibility and possession of authority from the point of view of the customer. As a second differentiation, price differences come to the fore owing to online channels' operational cost. Delivering, packaging, handling and transferring come to minds for online channels; on the other hand, store's cost including merchandising, layout, and stock, shelf feed is avoided thanks to online channels. As a third differentiation, promotion differences have emerged between online and offline channels that promotions are probably decided by different section managers' lack of holistic perspective to processes in the organization (Campo and Breugelmans, 2015).

Adaptation of customers from offline channels to online channels shows up different implications. For example, Warbyparker.com, which is an online company sells sunglasses, developed an offer system called as Home Try On. Customers can try five samples they choose within five days free and can purchase after that. Because; customers have tendency to offline channel for

purchasing sunglasses owing to need of trying and seeing (Bell, Gallino and Moreno, 2013). According to same study, another implementation is opening showrooms in the shopping streets for only display. Customers can try and look sunglasses but they need to purchase from web site even if they are in the shop. Sales from web site in these same locations with the showrooms increase with 7 %. Availability, branding and awareness increase among customers because of offline channel presence, which means showrooms in the zone. Additionally, some characteristics play an important role for response of channel preferences. High sensitivity customers, which means they want to fit their ordering product when they look at the picture of the products, they tend to leave pre-existing channels and tend to try new channels or processes. (Buell, Campbell and Frei, 2010).

Another study relating to the Omni-channel reveals the reasons of online channels' preferences. These are respectively availability of 24 hours of day, convenience of e-tailing, possibility of various devices' usage, additional promotions or discount on the online channels and short delivery time (Kaczorowska-Spychalska, 2017).

2.4 MULTI-CHANNEL TO OMNI-CHANNEL APPROACH

Organizations that use a multi-channel approach often assume that customers choose a single way like via the web or through physical stores to interact with businesses. Accordingly, each organization separately manages its different channels using special teams, budgets, processes, tools, and reporting structures. The overall goal is to maximize the performance of each channel. However, organizations using this multi-channel approach at this time may not have a focus to provide a coherent and flawless interaction with multiple touch points.

In many institutions, we can see “You will talk to our store on that matter“ or “Your internet shopping we do not care, we only deal with transactions made in our store/shop/branch” or “You will report your complaints to the call center, only sales are made from the store” are indicators of without Omni-channel viewpoint.

Usage of different channels separately can be understandable and applicable among companies because of the requirement of the new era, which is related to customers’ needs and wants. However, the Omni-channel concept differs from the multi-channel approach with regards to some features. Omni-channel refers that all available channels and customer touch points like physical stores, online stores, mobile applications, and telemarketing sales can provide seamless customer experience and present the same offers and promises to the customers. (Lu, 2017). According to the study, customers who purchase from online and offline, spend nearly three times much more money, and customers who purchase from Omni-channel, spend six times much more according to customers who purchase only from one channel (McCauley, 2013).

Channel integration is the main different point between Omni-channel and multi-channel that this integration should include categories of the product, campaigns, and promotions, level of inventories and customer, product and process information (Lu, 2017). For instance, inventory management is an important indicator of the Omni-channel approach. If a product is out of stock in online channels, customers can see the product’s stock level in stores or the online

channel and can refer to the nearest store for purchasing the item. As another example, a representative in the stores can recommend similar or supplementary products to the customer according to previous purchasing items or information of shopping cart. With the advancement of technology, Wi-Fi solutions in stores can be another example of an Omni-channel strategy. Companies provide Wi-Fi networks to their customers to register to loyalty programs, keep their data about personal information and purchasing activities or follow the trace of customers in store specifically.

Another difference between multi and Omni-channel approach is the measurement of performance of the channels (Verhoef et al., 2015). Total sales, basket size or the number of customers consider for per channel separately according to multi-channel approach but these performance indicators should be considered with total numbers.

According to consumer decision making process model, consumers pass through five stages which consist of need recognition or problem awareness, searching of information, evaluation of alternatives, purchase and post-purchase (Blackwell, Miniard and Engel, 1973). According to Figure 2.2, every customer passes through these stages in the purchasing process; hence, the Omni-channel customer journey is shaped with the decision making process. Need recognition phase includes information from the environment like friend, family or word of mouth, advertisements in online channels, TV or print ads. This awareness creates a pre-purchase search phase, which consisting of searching in stores, online, mobile devices like tablets or phones or social media. Customers compare alternatives in-store, online or mobiles and evaluate all reachable options. In the purchase phase, customers might purchase from the store, mobile or online and could choose a delivery option such as carrying home, shipping to home, picking up in store, shipping to the nearest store. Finally, customers need to evaluate post-purchase and need to decide return or exchange (Lu, 2017).

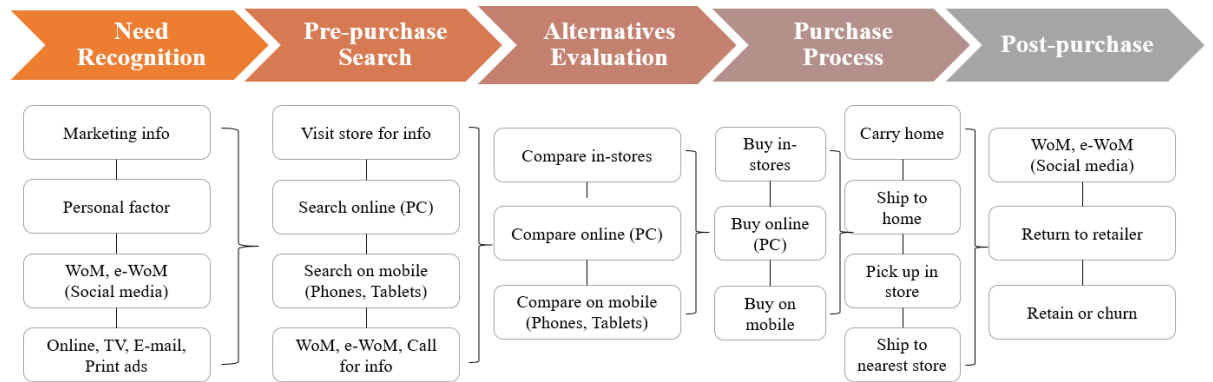


Figure 2.2 Omni-channel Customer Journey

According to a multi-channel marketing strategy, customers expect to reach products and services also communication activities via two or more channels with a synchronized way (Payne et al., 2017). These separate channels can be kiosks, tablets, PCs, mobile devices, mobile applications, physical stores, digital media channels, social media channels, printed catalog, and web sites. Diversity of channels can seem complicated but customers who purchase from or use multi-channel have higher lifetime value and are more loyal customers than those using only one channel during the purchase process (Kumar and Venkatesan, 2005).

The multi-channel strategy of companies usually starts with a decision about whether new channels should be added or not. Another version of this decision is staying with an existing channel or leaving from the existing channel (Avery, Steenburgh, Deighton and Caravella, 2012). For instance, Amazon has started as an e-commerce platform; however, investment strategy directed to open a brick and mortar store with a technological way. On the other hand, Omni-channel is defined as becoming blurred between channel borders and vanishing timely according to the omni-channel degree (Verhoef et al., 2015).

According to all above discussion Figure 2.3 presents the difference between multi-channel management and Omni-channel management compared with different angles like channel focus, channel scope, separation of channels, customers focus, channel management and objectives. Especially channel

management and objectives are totally different. In the multi-channel management organizations focus on management of per channel but in the Omni-channel management there is no channel separation.

	Multi-channel Management	Omni-channel Management
Channel Focus	<ul style="list-style-type: none"> Interactive channels only 	<ul style="list-style-type: none"> Interactive and mass communication channels
Channel Scope	<ul style="list-style-type: none"> Retail channels: store, online web site and catalog 	<ul style="list-style-type: none"> Retail channels: store, online web site, mobile channels, social media
Separation of Channels	<ul style="list-style-type: none"> Separation channels with no overlap 	<ul style="list-style-type: none"> Integrated channels providing seamless retail experience
Brand vs Channel Customer Focus	<ul style="list-style-type: none"> Customer-retail channel focus 	<ul style="list-style-type: none"> Customer-retail channel-brand focus
Channel Management	<ul style="list-style-type: none"> Per channel 	<ul style="list-style-type: none"> -
Objectives	<ul style="list-style-type: none"> Channel objectives (sales per channel; experience per channel) 	<ul style="list-style-type: none"> Cross-channel objectives (overall retail customer experience; total sales over channels)

Figure 2.3 Comparison of Multi-channel and Omni-channel Management

According to a survey conducted by IBM, purchasing from online channel increased from 14% to 27% and purchasing from physical store decreased from 84% to 72% between 2012 and 2013 which includes several products like apparel, luxury, beauty, and health (Klena, Puleri and Van Tine, 2014). The same study points out that adoption of Omni-channel concept provides five most important benefits to customers which are price consistency, an opportunity of shipping to home for stock out products in store, tracking order, assortment consistency, in-store return options for online purchasing.

Channel choice is differentiated according to the product groups, customers prefer physical stores mostly, because of hedonic needs, especially in the case of fashion. However, the industry starts to change this situation; thus, customers can

entertain in online channels too and spend their leisure time searching for new clothing from mobile devices also (Blázquez, 2014).

Shopping values are divided into two categories as hedonic and utilitarian that choice of channels links to these shopping values. Hedonic value refers to emotional and multisensory values related to a shopping experience like fun and enjoyable. The utilitarian value indicates task oriented and pragmatic side of the shopping experience and relates to the rational side of purchasing. Physical channels are associated with hedonic shopping value because of the attractiveness of stores and online channels are associated with utilitarian shopping value because of detailed contents in web sites. However, in the Omni-channel environment, hedonic elements become an important part of the online shopping experience thanks to affective and cognitive effects on customers (Childers, Carr, Peck and Carson, 2001).

Also, some types of shopping in the shopping environment are associated with hedonic motivations like adventure shopping which means searching for new items; idea shopping which means being aware of new trends and looking for them; value shopping which means catching price advantage with bargaining and social shopping which means wanting to contact other customers or salespeople. On the other hand, convenience cost saving with discount and special promotions and the ability to choose alternatives are associated with utilitarian motivations (To, Chechen and Lin, 2007).

Channel features like convenience or perceived risk of a specific channel, past channel experience, and spillover effects influence channel preferences' of customers. Past channel experience means customers have a tendency to choose the same channel for the next purchasing. Spillover effects are related to the whole purchasing process which means customers have a tendency to choose the same channel for the next step of the purchasing process (Gensler et al., 2012). Another study about spillover effect is that if the customer searches for a product from a channel, she/he will probably purchase the product from the same channel (Verhoef, Neslin and Vroomen, 2007). For example, searching for a product on an

online channel has a great influence on preferring online channel for purchasing. At the same time, customers want to avoid the additional mental and transactional cost of switching the channel in the middle of the purchasing process (Bellman, Lohse and Johnson, 1999).

Channel attributes are determined as quality, price, convenience, and risk; however, each attribute becomes important in different buying stages. For example, customer needs much more detailed and relevant information for making the accurate decision in the search stage. The equivalent of price and quality is much more important in the purchase stage to select a good quality product at an appropriate price. And in the after sales stage, customers want to minimize their effort for reaching relevant information for processes and products. (Gensler et al., 2012).

With the Omni-channel approach, all channels gather like one channel and aim to behave like one channel thanks to technological devices (Zhang, Farris, Irvin, Kushwaha, Steenburgh and Barton, 2010). Omni-channel retailing gathers physical stores' advantages and availability and online channels' information-rich experience (Rigby, 2011).

The difference between Omni-channel and multi-channel is based on creating a seamless customer experience with integrated channels. Omni-channel provides consistency across channels while reaching to customers, try to send the same messages regardless of channels, focus on customer centricity idea across all channels instead of channel centricity (Grecu, 2016). Sensory inputs, which have a direct influence on customers, are limited in the online channel; however, they can be used at offline channels more effectively.

Multi-channel approach creates cost in the short term especially in after sales services. Adding a new channel to current channels means adding staff. For example, adding an online channel to an offline channel leads to hire new personnel for implementing the return process. If the number of returned products is high, expenses increase; so, the number of returns is expected to be high owing

to lack of some sensorial inputs in the online channels (Ofek, Katona and Sarvary, 2010).

Return or exchange availability from different channels is an important indicator for implementation for multi-channel or Omni-channel strategy. The typical case for switching channel for return is purchasing online and bringing to physical store for return. The opposite case, which is returning online, is not preferred by customers and retailers due to cost of handling and inventory (Jones, 2017). According to the study, more than one third of customers indicate that if there is an option for returning from the local physical store, they tend to purchase from online channels (Jones, 2017). Switching channels for returning have some issues including handling cost to reach the product to the warehouse for processing, training of store associate about both online and in-store returning transactions, inventory synchronization which means problem of merchandise is not part of the store product range (Harrington, 2017). When the customers prefer a retailer, they do not consider about return process too much however if a need arises for returning, convenient experience has directly effect on the customer satisfaction (Berry, Seiders and Grewal, 2002).

The cross-channel approach includes the usage of different channels for one purchasing transaction. For instance, if the customer sees a product in online channels and then she/he decides to buy it from an offline channel is called cross-channel purchasing activity. As another example, seeing a product in a catalog or an e-mail bulletin and purchasing from the call center is cross-channel retailing too.

The study mentions about two consumers' perceptions are related to omni-channel experience. One of them is the perception of seamlessness across channels and the other one is the perception of consistency (Baxandale, Macdonald and Wilson, 2015).

2.5 OMNI-CHANNEL CUSTOMER BEHAVIOUR

Omnis means “all” or “universal” in Latin which refers to “all channels together” (Juaneda-Ayensa et al., 2016). In the marketing concept, Omni-channel experience refers to creating a seamless and frictionless experience through all channels without considering which channel the customer uses. Achieving this aim, companies need to understand two key elements including how they interact with the customers and how they perform transactions (Bell, Gallino and Moreno, 2014). Another definition relates to Omni-channel as reaching the same information and ability of the same channel’s capability without noticing channel choices and accessibility to devices (Skorupa, 2013). According to Skorupa’s same study, Omni-channel customers bring 21% more profit than customers who purchase only from one channel. Thanks to the seamlessness perception, customers can use different channels across the shopping journey through the searching product, evaluating alternatives, purchasing, and payment process. At the same time, customers can benefit from the same promotions, campaigns, and loyalty advantages. On the other hand, consistency perception includes maximizing profit. Promotions and pricing should be the same among channels.

Consumer behavior is the behavior during searching, evaluating, purchasing and using stages of the consumer decision-making process (Schiffman and Kanuk, 2010). In the beginning most of the studies searched for offline customer behavior unwittingly; however, when spreading usage of online channels, the direction of studies has changed. Customers who preferred online channels frequently have more detailed information because of comments about the product or services, e-WOM through friends or other users (Lu, 2017).

The Omni-channel concept is considered as a third wave after the rising of mobile commerce that is the second wave in the e-commerce sector (Lu, Yao and Yu, 2005).

Some factors have much more impact on online consumer behavior such as delivery time of the products, evaluation and search outcome, price search

initiatives and perceived channel-risk (Lu, 2017). In many aspects, preference of online channels has crucial advantages in the routine life of the customers; so, the customers can reach easily information about the detailed features of the product, price comparison, faster and home delivery options. But at the same time, online channels have some disadvantages; for instance, lack of five senses especially includes touching and feeling of the product. On the other side, free shipping and easy return and exchange policies lead to increase in the sales of the products in online channels that the percentage of the increase reached to 20 percent (Garcia, 2016).

Customers who use the combination of the channels at different times are called as multi-channel shoppers. Customer's purchasing and after sales stages need to design relevant to each other. The multi-channel customer generally behaves purchasing at least two different channels and the retailer of the product can be the same or different. Multi-channel behavior involves consumer purchases from one channel and after she/he goes to another channel (Verhoef et al., 2007).

In the Omni-channel world, customers act in a particular manner like the ability to switching among different channels without spending too much effort (Lu, 2017). For instance, the customer can add the product to the basket in the mobile application, can purchase the product in the basket from the website, can exchange the product from a brick and mortar store. Services and products are there wherever the customer wants.

In the eyes of customer Omni-channel purchasing activities are a necessity; nevertheless, customers prefer a single channel especially brick and mortar stores for some product categories. For example, appearance and freshness are much more important for meat and vegetables; so customers prefers purchasing these categories while touching and looking from the store. On the other hand, product categories like book, film and, music are much more appropriate for online sales owing to standardized offer. Electronics and furniture categories are changeable because customers needs searching for information in terms of price, appearance, trendiness (PWC, 2015).

Customers' behavior in the different touch points can alter; so, a lot of studies were conducted to understand which channel or situation is much more effective for the intention of purchase. If a customer encounters a product in his/her friend's house, the customer has a tendency to buy it two more times (MacDonald, Wilson and Konus, 2012). Also, communication in the stores by salespeople largely influences the purchase intention instead of other channels like e-mail, SMS or advertisements. In the retail industry, channel integration which means the ability to reach other touch points freely and at will affects the possibility of purchasing (Lu, 2017). Especially mobile usage during the searching phase of decision-making model provides to decrease in perceived risk and results in purchasing. According to another study about channel choice, customer can use the online channel willingly, if the customer prefers the retailer. If the customer spreads own online experience among other retailers, customer's loyalty to preferred retailer increases (Verhoef et al., 2015).

Another feature of Omni-channel consumers is related to their purchasing belief that they consider possessing more information about a purchase than a salesperson; so, they have more control over the process and the purchasing encounter (Rippe, Weisfeld-Spolter, Yurova and Sussan, 2015).

Some drivers have a direct influence on Omni-channel purchase intention. For instance, personal innovativeness which means a tendency to try new products, attributes of new channels, searching for new experience willingly, lead to the experience of Omni-channel purchasing options easily. Another one is effort expectancy that customers are looking for cheaper prices and more convenient purchasing environment thanks to the effort expectancy (Juenada-Ayensa et al., 2016).

Omni-channel behaviors provide some important benefits to customers which are easiness for comparing price between products and retailers, ability for creating online orders, greater product assortment, alternatives for shipping like shipping to home, shipping to store for pickup, options for shipping directly customers by vendors, flexible return options from store or online, possibility for checking

stock level in the store for specific products (Brynjolfsson, Hu and Rahman, 2013). According to the same study, Omni-channel retailers should apply seven strategies for a successful customer experience. These are well-design of online customer experience process, collecting and using meaningful customer data and implementing right customer analytics tools, competitive pricing, value creating relationship with vendors, sharing product knowledge with customers, sustaining creative and attractive loyalty programs and usage of competition strategically (Brynjolfsson et. al., 2013).



2.6 OMNI-CHANNEL CUSTOMER EXPERIENCE AND PURCHASE INTENTION

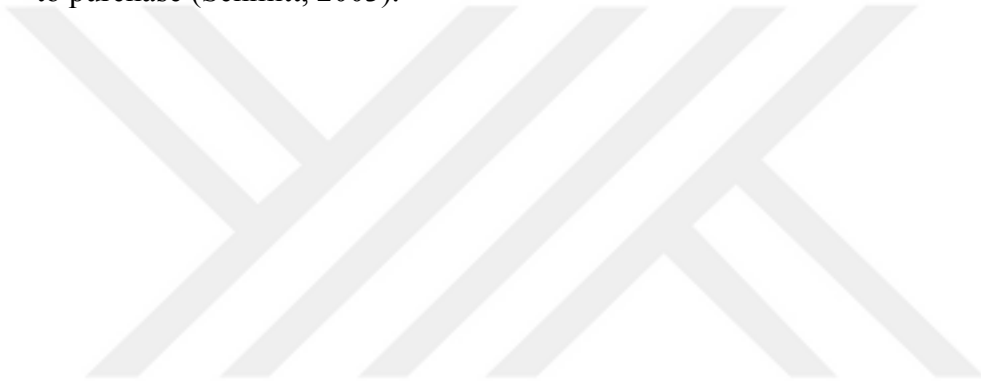
Three trends have huge impact on customer experience and shape consumers behavior and habits. First of all, the presence of different channels to reach companies for purchasing and obtaining information. Second, the ability to reach third-party web sites or social media to get information is an important challenge instead of reaching only one source. The last, reliability of location-based information and search engines increase in purchasing and searching process with the advancement of mobile phones and Internet (Lu, 2017). For example, some companies use their special mobile application to give information about events in stores, new products, promotions, and sales representatives to customers. Also, customers can control the stock level of the product they want and get detailed information about product features by scanning QR codes.

Customer experience has an important role in purchase intention as well as shopping motivations. Shopping motivations are divided into three categories as hedonic, utilitarian and social motivations, which have an influence on customer experience at the same time. Utilitarian motivations are based on purchasing main requirements like food or clothing. On the other hand, hedonic motivations are related to entertainment and customers' emotional needs. Social motivations include personal values and relationship with others via shopping experience or purchased products. For instance, status seeking or becoming a piece of a group are elements of social motivations. According to studies, if a customer purchases a utilitarian product, the work-mindset is considered. On the contrary, if a customer purchases a hedonic product, the play-mindset is used in the decision process (Babin, Darden and Griffin, 1994). Both of them can be equally important depending on the customers' motivations. For example, the cause of purchasing soap is feeling better than to clean hands.

The starting and end point of customer experience can be contradictory. Is the starting point when the customer enters the store to buy the product or is it the

first time the idea of buying comes to mind? Also, the endpoints are considered as payment process or decision of positive or negative experience after purchasing or decision of keeping the product or return it.

Providing unexpected customer experience during shopping journey leads to some positive consequences such as increase in purchase intention, repurchase, recommendation to friends and family (Yang and He, 2011). Another study relates to relationship between customer experience and purchase intention shows that customer experience correlates with brand image, brand attitude and intention to purchase (Schmitt, 2003).



2.7 OMNI-CHANNEL SHOPPER CHARACTERISTICS

With the advancement of the Omni-channel, shopper characteristics have started to change simultaneously. At first, one-way and one channel shopping were shaping purchasing and decision-making behavior. But with the Omni-channel shopping habits, customers can change channels freely; can experience cross-channel functions from online to offline or vice-versa.

The presence of separate channels like stores, web sites, and catalog as traditional direct marketing channels creates “research shopping” situation which means shoppers can search the product in one channel and purchase it another channel.

The main shopping characteristics in the Omni-channel world are showroomer or reverse showroomer customers as a channel-specific version of research shopping (Verhoef et al., 2007). Showrooming is searching product in the offline channel and then purchasing the item from the online channel (Kim, Lee and Yoo, 2016). Thanks to this way, customers can control the size, color, appearance, and quality of products and can reduce the perceived risk. At the same time, customers can get rid of the cost of transportation or can benefit from campaigns or promotions in the online channels. Customers can behave as a showroomer because of free shipping and handling options in the digital channels.

On the other hand, reverse showrooming or webrooming is searching online channel for the product and then purchasing from offline channels like stores. Customers can examine product features in the online channel easily and in a detailed way and can compare product price among competitors if they are price sensitive customers.

With the increased momentum of online channels use, organizations tend to change their physical stores as showrooms allowing to experience products to customers. On the other hand, organizations allow closing to sell through online channels instead of physical store mainly showrooms and which is termed showrooming (Kalyanam and Tsay, 2013).

At the same time, organizations can increase in-store traffic thanks to adding inventory information of store to online channels or information about the nearest store location. These implementations lead to webrooming shopping behavior (Bell, et al., 2013). When the information about products enhances, customers, search for a product in a detailed way in online stores and go to offline stores for understanding non-digital features of products and purchase them from these channels (Brynjolfsson, et, al., 2013).

After the literature review for all variables in the research model, sector information is given in the next section because the study is being carried out in the home improvement sector in Turkey.

2.8 HOME IMPROVEMENT SECTOR IN TURKEY

It would not be wrong to say that the home improvement sector has been affected the most by the revolutions that digital technology has brought to business practices. With the development of digital technologies, there is a big chance in consumer behavior. The retail channel, where they supply the preferred products for customers, is less important. The home improvement sector has tried to confront the challenges of electronic commerce that began in the 2000s by applying multi-channel strategy. Although the idea that physical stores will come out of our lives in the long term, the first thing that comes to mind in the process that started with the introduction of e-commerce, has not been delayed in adopting the fact that physical stores still have an important place in customer shopping experience. This has led to an increase in the number of retailers adopting multi-channel and Omni-channel strategy (PWC, 2018).

The multi-channel strategy is being replaced by Omni-channel strategy in Turkey's home improvement sector. With the increase in the search for a perfect shopping experience, the personal connections made by brands or retailers with the consumer gain more importance and the retailers' one-to-one relationship through the virtual world is being used to translate into store arrangements that appeal to a wide audience.

Furniture and home improvement expenditures grew by 4 % on average between 2015 and 2018, below the sector average of 9 % (PWC,2018). Especially the slowdown in the growth rate in 2016 is associated with the restriction of the number of installments in furniture expenditures to nine. The home improvement and garden decoration retail sector is experiencing strong competition from local independent retailers and both national and international chain stores. As local independent retailers have better distribution and store network across the country, they are superior to chains, while international chains are able to close the gap with relatively low prices, favorable guarantees and payment terms (PWC, 2018).

Examining by the size of Turkey market share of e-commerce represents 31 % of all retail. 30 % of online retailing comes from multi-channel online retailing. The home and decoration category, where the home improvement sector is located, constitutes 46 %. Total market size is 59.9 billion Turkish Lira (Deloitte, 2019).



3. METHODOLOGY

The research objective and design, sample selection, data collection method, questionnaire design, theoretical framework, measurement of dependent and independent variables are presented in this section.

3.1 RESEARCH OBJECTIVE AND DESIGN

3.1.1. Research Objective

The main aim of the research is finding and evaluating the variables that have an effect on Omni-channel customer experience and purchase intention including physical stores, web site and mobile application.

The second objective is searching for customer shopper characteristics such as showrooming and reverse showrooming, these web roomer shoppers use Internet or mobile devices in their purchase.

The third one is understanding the difference among channel preferences of consumers namely shopping at physical store through Internet and mobile devices.

3.1.2. Research Design

In order to investigate the effect of atmosphere, perceived product satisfaction, salesperson, price perception, promotion effectiveness and process, this descriptive research focuses on a leading company of the home improvement sector in Turkey. This leading company tries to implement Omni-channel requirements in its different channels namely physical stores, web site and mobile application. Experience in the different channels and perception of customers are measured via online questionnaire collecting quantitative data.

3.2 SAMPLE SELECTION AND DATA COLLECTION

3.2.1. Sample Selection

In this research, one of the non-probabilistic methods, snowball sampling method is used for data collection. The questionnaire is designed in Google Forms and sent to participants who contacted other participants. This method is preferred because finding participants who purchase from the specified company at least once is relatively hard. Also, this method is preferred owing to its cost-efficient way of data collection process. When the survey was completed, a total of 259 participants were reached, including 171 physical stores, 58 websites and 30 mobile applications.

3.2.2. Data Collection

Data is collected nearly in a month via online survey. During data collection process, participants answered the questions evaluating to their most frequent purchasing channel among physical store, web site and mobile application of the company. The number of physical stores' participants is higher than web site and mobile application. Hence, data collection period of the questionnaire was extended to reach adequate numbers of customers shopping from web site and mobile application.

After data collection process, Statistical Package for Social Sciences (SPSS) was used for analyzing the collected data and evaluating the results.

3.3 QUESTIONNAIRE DESIGN

First question of the survey is “Have you ever purchase from the Company “A”?” to understand participant situation to the survey. Participants who purchase from Company “A” can continue the survey. After that, most frequent shopping channel is asked to participants for showing related questions to channel preference. Measurement of the Omni-channel approach some questions are common questions among all channels; some of them are specific to that channel only to evaluate channel differences.

Shopping frequency and product categories in the last purchase is questioned for understanding purchase behavior of the participants. They answered the shopping frequency question with “once a year, twice a year, three times a year or 4 times and more” and answered the product categories questioned by entering multiple answers in accordance with the product category distinction on the store, web site and mobile application.

If the respondents have purchased at least once, they could continue to other questions. The questions about independent variables are differentiated according to the channel, which is purchasing most often from physical store, web site, and mobile application. If a customer most commonly purchases from a physical store, she/he is asked to the questions related to physical stores. Questions, which are trying to understand independent variables, are common questions for physical stores, web site and mobile application. Some questions are differentiated according to the requirement of the channels. For instance, the people attribute is measured with salesperson questions for physical stores, is measured with web chat questions for web site and there is no question about people factor in mobile application because of lack of people interaction.

Some questions are related to the core advantages of the channel preferred. For instance, “I do shopping from the mobile application because of easy access and practical usage” is a question about mobile application advantages.

Also, the mediating role of shopper characteristics is measured with two statements. Some respondents tend to search from the store and then buy from the web site, while others tend to search from the web site and then buy from the store.

The questionnaire items taken from the literature measured by the 5-point Likert scale. “1” means “I totally disagree with this statement.” and “5” means “I totally agree with this statement.”

The quantitative data is based on totally voluntary participation because of providing anonymity, confidentiality and the right for withdrawal.

3.4 THEORETICAL FRAMEWORK OF RESEARCH DESIGN

After examining the literature in detail, atmosphere, process, salesperson, perceived product satisfaction, price perception and promotion effectiveness are found appropriate for measuring the influence on omni-channel customer experience. Social, sensory and emotional experiences are used to measure omni-channel customer experience. Shopper characteristics namely showrooming and reverse showrooming or webrooming are positioned for looking at moderating effect to the research model.

The conceptual model for Omni-channel customer experience is developed and presented below with related hypotheses.

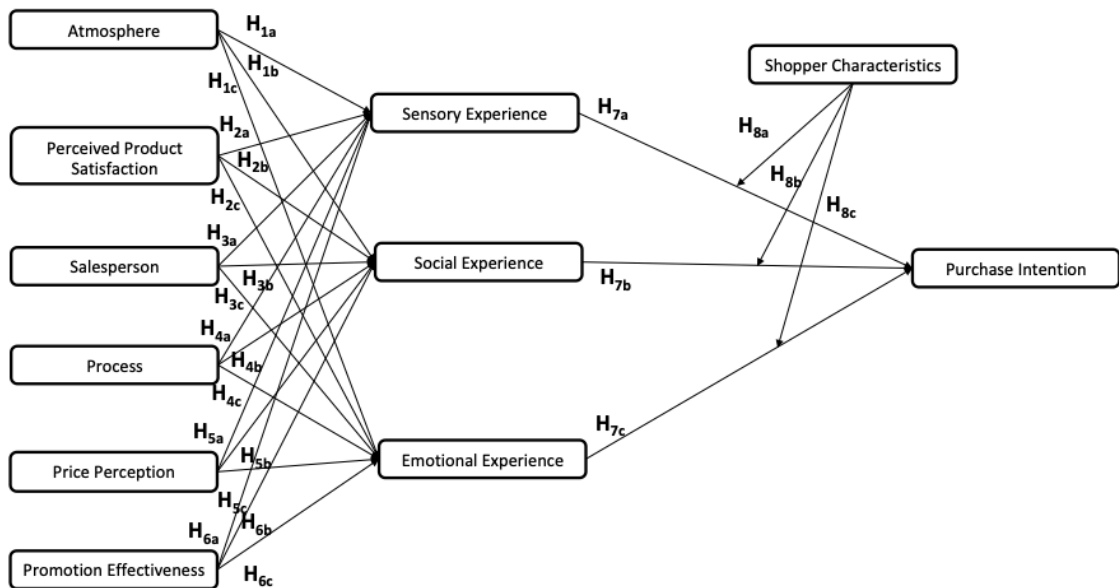


Figure 3.1 The Conceptual Model of the Research

The hypotheses related to the conceptual research model are listed below.

H_{1a}: Atmosphere has an effect on sensory experience

H_{1b}: Atmosphere has an effect on social experience

- H_{1c}**: Atmosphere has an effect on emotional experience
- H_{2a}**: Perceived product satisfaction has an effect on sensory experience
- H_{2b}**: Perceived product satisfaction has an effect on social experience
- H_{2c}**: Perceived product satisfaction has an effect on emotional experience
- H_{3a}**: Salesperson has an effect on sensory experience
- H_{3b}**: Salesperson has an effect on social experience
- H_{3c}**: Salesperson has an effect on emotional experience
- H_{4a}**: Process has an effect on sensory experience
- H_{4b}**: Process has an effect on social experience
- H_{4c}**: Process has an effect on emotional experience
- H_{5a}**: Price perception has an effect on sensory experience
- H_{5b}**: Price perception has an effect on social experience
- H_{5c}**: Price perception has an effect on emotional experience
- H_{6a}**: Promotion effectiveness has an effect on sensory experience
- H_{6b}**: Promotion effectiveness has an effect on social experience
- H_{6c}**: Promotion effectiveness has an effect on emotional experience
- H_{7a}**: Sensory experience has an effect on purchase intention
- H_{7b}**: Social experience has an effect on purchase intention
- H_{7c}**: Emotional experience has an effect on purchase intention
- H_{8a}**: Shopping characteristics moderates the relationship between sensory experience and purchase intention
- H_{8b}**: Shopping characteristics moderates the relationship between social experience and purchase intention

H_{8c}: Shopping characteristics moderates the relationship between emotional experience and purchase intention



3.5 MEASUREMENT OF INDEPENDENT AND DEPENDENT VARIABLES

The table in the below shows concept, items that measure and based on the literature review of the conceptual model. The items in the table were translated into Turkish before the spread of the survey. The research is looking for a Turkish company's result with the Turkish participants. 286 participants answered the questionnaire and 259 of them were continued to the questionnaire and finished all questions, because; they purchased from the company at least once.

Concept	Item Name	Items	Literature
Atmosphere	ATM_2	They provide a comfortable environment that puts me in a better mood	(Lu,2017)
	ATM_5	Their shopping environment is visually appealing	
	ATM_4	Their shopping environment increase my duration	
	ATM_3	Their shopping atmosphere impresses me	
	ATM_1	I buy more products thanks to the store's shopping environment	-
	ATM_6	I feel physically tired because of the store's shopping environment	
Perceived Product Satisfaction	PPS_4	I'm satisfied with the quality of their products	(Lu,2017)
	PPS_2	I'm satisfied with their product assortment	
	PPS_1	According to what I pay, they provide me with good value	
	PPS_3	Overall, I'm satisfied with the products I bought	
Salesperson	SP_1	Their employees understand my needs	(Lu,2017)
	SP_2	Their employees solve my needs efficiently	
	SP_3	Overall, their employees deliver excellent service	
Process	PS_1	I can easily find information needed	(Lu,2017)
	PS_4	I can easily find the product needed	
	PS_2	Their service processing time (shipping) is	

	PS_3	short Their service processing time (returning) is short	
	PS_5	Their service processing time (exchanging) is short	
	PS_6	I would like to shop by touching products in the store	
	PS_7	The website / mobile application is informative about products and services	
	PS_8	The shopping process in the website / mobile application is fast	
	PS_9	I do shopping due to delivery from website / mobile application to the address	
Price Perception	PP_1	The price in (hypermarket) is high.	(Chen, 2007)
	PP_2	The food I ordered was reasonably priced	(Namkung and Jang, 2010)
Promotion Effectiveness	PE_2	Their advertising and promotions are informative	(Chen, 2007)
	PE_1	I react favorably to their advertising and promotions	
Sensory Experience	SE_EX_1	The shopping trip would bring me a great interest	(Ling-Yun He, 2011)
	SE_EX_2	The shopping trip is very attractive	
Social Experience	SO_EX_2	The shopping trip can promote my relationships with others, my feelings, and friendship	(Ling-Yun He, 2011)
	SO_EX_3	By shopping in these supermarkets/shopping marts, I can get recognition	
	SO_EX_1	By shopping in these supermarkets/shopping marts, I can find a sense of belonging	
	SO_EX_4	By shopping in these supermarkets/shopping marts, I can position my social status	
Emotional Experience	E_EX_1	I feel happy when I shop at the store	(Ling-Yun He, 2011)
	E_EX_2	I feel relaxed when I shop at the store	
Shopper Characteristics	SW_1	I search for some products from the stores and buy them online	(Yolcu et al, 2017)
	SW_2	I search for some products from online and buy them the stores	
Purchase Intention	PI_1	I will often shop in these supermarkets/shopping marts in the future	(Ling-Yun He, 2011)

PI_2	I will shop for my family and friends in supermarkets/shopping marts
PI_3	I will recommend others to shop supermarkets/shopping marts

Table 3.1 Concepts and Measured Items of the Conceptual Model



4. RESEARCH FINDINGS

4.1 DESCRIPTIVES STATISTICS FOR DEMOGRAPHIC VARIABLES

Descriptive statistics are used for evaluating age, gender and educational level of the survey results. Also, purchased frequency and product categories in the last purchase analyzed with descriptive statistics to understand distribution of the participants.

4.1.1. Age

Ages of 259 participants are ranged between 16 as a minimum value and 61 as a maximum value with 30,76 mean and 7,87 standart deviation.

4.1.2. Gender

259 participants include both male and female respondents. 88 of them are female and 171 of them are male which means 34% of the survey respondents are female and 66% of the survey respondents are male.

Table 4.1 Gender Distribution of Respondents

Gender		
	N	%
Female	88	34%
Male	171	66%
Total	259	100%

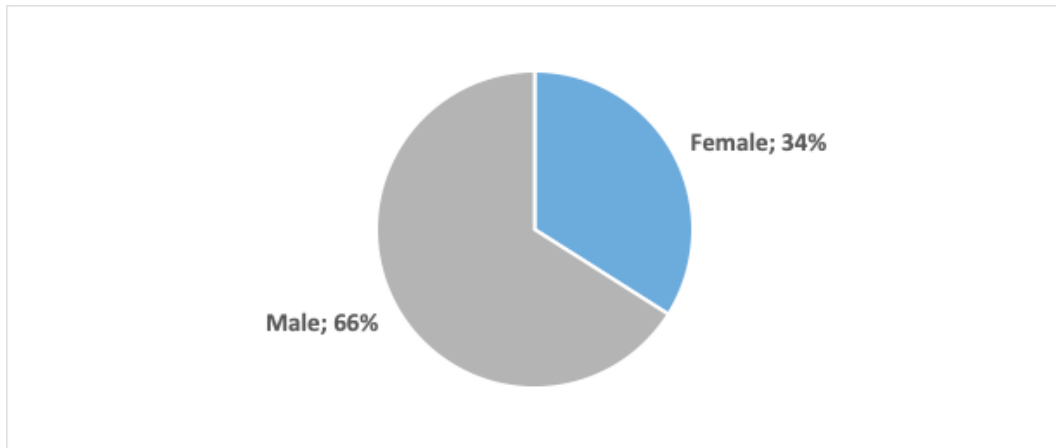


Figure 4.1 Gender Distribution of Respondents

4.1.3. Education Level

Education levels of 259 participants include elementary school, high school, Bachelor's degree and Master's degree. Majority of the respondents have Bachelor's degree with 164, rest of them have Master's degree, high school degree and elementary school degree respectively 35, 56 and 4. Percentage of the distribution is Bachelor's degree with 63%, Master's degree with 14%, high school degree with 22% and elementary school degree with 2%

Table 4.2 Education Level Distribution of Respondents

Education Level		
	N	%
Elementary School	4	2%
High School	56	22%
Bachelor's Degree	164	63%
Master's Degree	35	14%
Total	259	100%

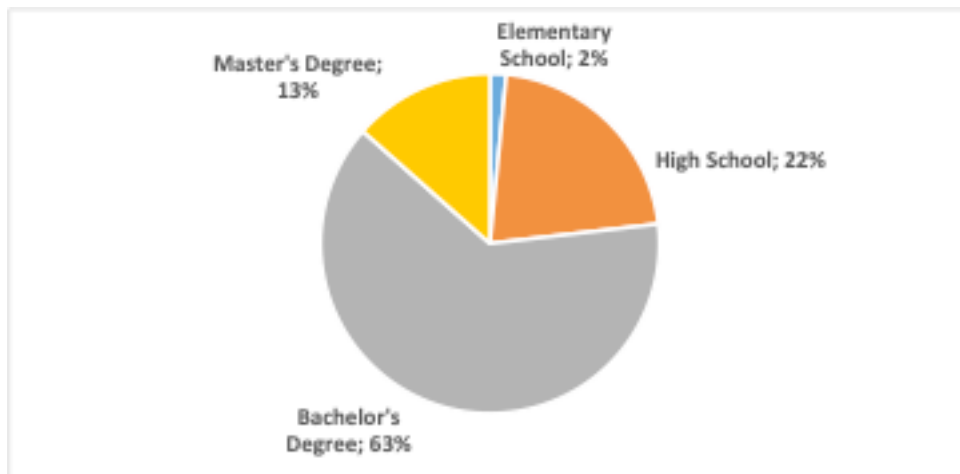


Figure 4.2 Education Level Distribution of Respondents

4.1.4. Channel Preference

Participants were asked which channel they used to purchase most from the company. With 66 %, the majority of respondents stated that they used physical stores, while 22 % said they used the website and 12 % said they used the mobile application.

Table 4.3 Channel Preference Distribution of Respondents

Channel Preference		
	N	%
Physical Stores	171	66%
Web Site	58	22%
Mobile Application	30	12%
Total	259	100%

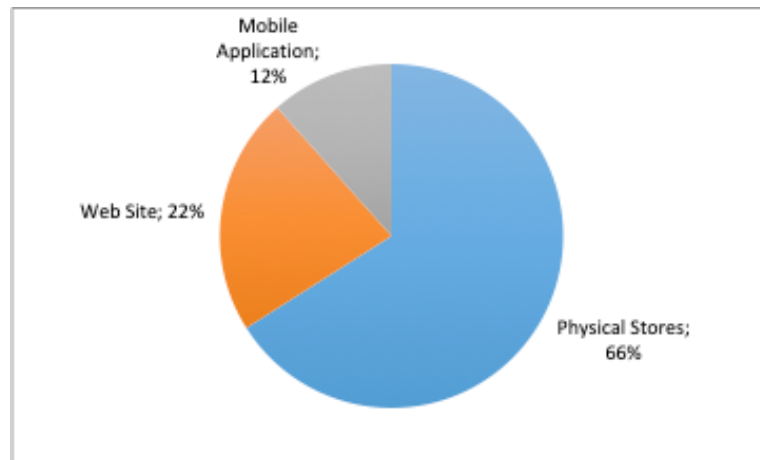


Figure 4.3 Channel Preference Distribution of Respondents

4.1.5. Shopping Frequency

In the questionnaire, participants were asked how many times they purchase from the company within the one year. Answer options include once, twice, three times and four times or more. According to responses, 105 respondents purchased from the company once with 41%, 90 of them purchased from twice with 35%, 34 of them purchased from three times with 13% and 30 of them purchased from four times or more with 12%. Results indicate that majority of the respondents purchased from the company once or twice within the last year. At the same time, there is a high proportion of customers who can be called loyal shoppers who purchased from the company three times or four times and more within a year.

Table 4.4 Shopping Frequency Distribution of Respondents

Shopping Frequency		
	N	%
Once a year	105	41%
Twice a year	90	35%
Three times a year	34	13%
Four times or more a year	30	12%
Total	259	100%

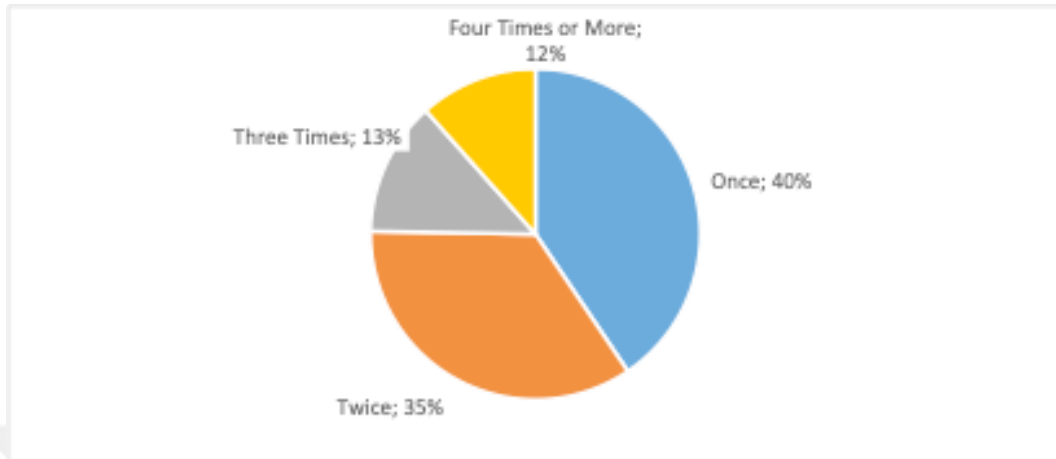


Figure 4.4 Shopping Frequency Distribution of Respondents

4.1.6. Shopping Product Categories

In the questionnaire, the participants answered the category of the products they bought during their last shopping. The categories in the answers were determined based on the categories in the store and on the website. Participants were able to select more than one category. As can be seen from Table 4.5, decoration and home appliances, hardware, hand tools and auto and lighting and electricity are the top three categories. The high purchase rate of the decoration and home appliances category, which is included in the focus categories on the company side, draws attention in terms of being in line with the company strategy.

Table 4.5 Shopping Product Categories of Respondents

Shopping Product Categories		
	N	%
Decoration and Home Appliances	84	15%
Hardware, Hand Tools and Auto	72	13%
Lighting and Electricity	64	12%
Garden and Balcony	52	9%
Bathroom	50	9%
Wood and Construction	49	9%
Furniture	45	8%
Kitchen	43	8%
Electrical Appliances	39	7%
Paint	24	4%
Heating and Cooling	24	4%
White Goods	8	1%
Total	554	100%

4.2 FACTOR ANALYSIS

Through factor analysis, new factor dimensions will be determined by looking at relationship between groups of variables. When applying factor analysis, it is decided whether the variables should be included in the research model according to some rules determined. These rules include anti-image matrix, Kaser-Meyer-Olkin (KMO) and Bartlett test. The anti-image values of the questions should be higher than 0.50, KMO value should be higher than 0.50 and Bartlett test significance level should be less than 0.05. In order to continue the analysis, firstly the conditions of KMO and Bartlett test were sought. Afterwards, the compliance with the anti-image values was examined. If the anti-image value was higher than 0.50, the factor analysis was continued (Durmuş, Yurtkoru and Çinko, 2011).

After factor analysis, reliability analysis is continued. The statistical value of the reliability test, Cronbach alpha, should be 0.70 and above. In factor analysis related to two items, it is known that this value is acceptable as 0.60 and 0.50 (Durmuş et al., 2011).

Factor analysis and reliability analysis were applied to the scale in the model with the rules explained. The results are detailed in the tables below.

In addition, factor analysis is conducted for common questions of physical stores and online channels by considering shopping channel distribution in order to give correct results of factor analysis. Thus, both the comparison of the results and the emergence of differentiating factors in the research model are aimed. Since the number of participants answering the questions based on mobile application is 30, the website and mobile application answers have been combined and analyzed as online channels.

4.2.1. Factor and Reliability Analysis for Atmosphere

The analysis for the atmosphere variable, which includes all channels, physical stores and online channels, is presented below. The atmosphere variable includes statements that investigate that the shopping environment to be comfortable, attractive and enjoyable, saying that the time spent with the atmosphere increases and more products are purchased.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.758, χ^2 Bartlett test=304,309, df=6, p=0.000) were adequate for analysis of all channels' items.

No items were excluded from the analysis of all channels because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 61.47 %. Factor analysis and reliability test results are given Table 4.6 for common items include all channels.

Table 4.6 Factor and Reliability Analysis of Atmosphere for All Channels (ATM)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Atmosphere	ATM_1	.727	61,475	.782
	ATM_2	.744		
	ATM_3	.817		
	ATM_5	.842		

The results (KMO=0.810, χ^2 Bartlett test=329,126, df=10, p=0.000) were adequate for physical stores' analysis.

ATM_6 item was excluded because the anti image value was 0.464 and was included in a single factor as a separate item. Component analysis and varimax

rotation revealed a dimension with a variance of 60.74 %. Factor analysis and reliability test results are given Table 4.7 for physical stores.

Table 4.7 Factor and Reliability Analysis of Atmosphere for Physical Stores (ATM)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Atmosphere	ATM 1	.744	60,742	.781
	ATM 2	.691		
	ATM 3	.795		
	ATM 4	.791		
	ATM 5	.864		

The results (KMO=0.733, χ^2 Bartlett test=84,211, df=6, p=0.000) were adequate for online channels' analysis.

No items were excluded from the online channels' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 58.47 %. Factor analysis and reliability test results are given Table 4.8 for online channels.

Table 4.8 Factor and Reliability Analysis of Atmosphere for Online Channels (ATM)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Atmosphere	ATM 1	.752	58,466	.751
	ATM 2	.781		
	ATM 3	.799		
	ATM 5	.724		

4.2.2. Factor and Reliability Analysis for Perceived Product Satisfaction

The analysis for the perceived product satisfaction variable, which includes all channels, physical stores and online channels, is presented below. The perceived product satisfaction variable includes statements that investigate the value of the

products for the price paid, the satisfaction of the product variety and quality, and the satisfaction of the product purchased.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.668, χ^2 Bartlett test=131,056, df=6, p=0.000) were adequate for analysis of all channels' items.

No items were excluded from the analysis of all channels because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 47.56 %. Factor analysis and reliability test results are given Table 4.9 for common items include all channels.

Table 4.9 Factor and Reliability Analysis of Perceived Product Satisfaction for All Channels (PPS)

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Perceived Product Satisfaction	PPS_1	.657	47,559	.712
	PPS_2	.495		
	PPS_3	.786		
	PPS_4	.780		

The results (KMO=0.613, χ^2 Bartlett test=137,115, df=3, p=0.000) were adequate for physical stores' analysis.

PPS_5 item was excluded because the reliability value of the analysis was 0.689 with this item. Component analysis and varimax rotation revealed a dimension with a variance of 66.03 %. Factor analysis and reliability test results are given Table 4.10 for physical stores.

Table 4.10 Factor and Reliability Analysis of Perceived Product Satisfaction for Physical Stores (PPS)

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Perceived Product Satisfaction	PPS_1	.693	66,034	.717
	PPS_3	.843		
	PPS_4	.889		

The results (KMO=0.551, χ^2 Bartlett test=31,079, df=6, p=0.000) were adequate for online channels' analysis.

PPS_3 item was excluded because the anti image value was 0.426. Component analysis and varimax rotation revealed a dimension with a variance of 42.49 %. Factor analysis and reliability test results are given Table 4.11 for online channels.

Table 4.11 Factor and Reliability Analysis of Perceived Product Satisfaction for Online Channels (PPS)

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Perceived Product Satisfaction	PPS_1	.496	42,486	.739
	PPS_2	.618		
	PPS_4	.695		
	PPS_5	.767		

4.2.3. Factor and Reliability Analysis for Salesperson

The salesperson item was used only for the analysis of physical stores. The chatbot on the website has been measured but it is not included in the online channels analysis since there is no chatbot in the mobile application. The analysis for the salesperson variable is presented below. The salesperson variable includes statements that understand what customers need, produce solutions to their needs and provide excellent service.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach

alpha value was above 0.70. The results (KMO=0.688, χ^2 Bartlett test=129,476, df=3, p=0.000) were adequate for physical stores' analysis.

No items were excluded from the physical stores' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 67.96 %. Factor analysis and reliability test results are given Table 4.12 for physical stores.

Table 4.12 Factor and Reliability Analysis of Salesperson for Physical Stores (SP)

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Salesperson	SP 1	.839	67,964	.764
	SP 2	.790		
	SP 3	.843		

4.2.4. Factor and Reliability Analysis for Process

The analysis for the process variable, which includes all channels, physical stores and online channels, is presented below. The process variable includes statements that investigate the shortness of delivery time, the ease of return and exchange process, and the ease of accessing products and information it needs.

Kaiser-Mayer-Olkin sample adequacy y test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.673, χ^2 Bartlett test=181,437, df=6, p=0.000) were adequate for analysis of all channels' items.

No items were excluded from the analysis of all channels because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 51.65 %. Factor analysis and reliability test results are given Table 4.13 for common items include all channels.

Table 4.13 Factor and Reliability Analysis of Process for All Channels (PS)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Process	PS 2	.649	51,650	.686
	PS 3	.765		
	PS 4	.651		
	PS 5	.797		

The results (KMO=0.752, χ^2 Bartlett test=239,427, df=15, p=0.000) were adequate for physical stores' analysis.

No items were excluded from the physical stores' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 51.65 %. Factor analysis and reliability test results are given Table 4.14 for physical stores.

Table 4.14 Factor and Reliability Analysis of Process for Physical Stores (PS)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Process	PS 1	.722	45,211	.746
	PS 2	.686		
	PS 3	.698		
	PS 4	.735		
	PS 5	.764		
	PS 6	.530		

The results (KMO=0.631, χ^2 Bartlett test=96,819, df=15, p=0.000) were adequate for online channels' analysis.

PS_4 item was excluded because the factor loading value was under 0.50. Component analysis and varimax rotation revealed a dimension with a variance of 59.37 %. Factor analysis and reliability test results are given Table 4.15 for online channels.

Table 4.15 Factor and Reliability Analysis of Process for Online Channels (PS)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Process	PS 3	.761	59,367	.668
	PS 5	.641		
	PS 7	.633		
	PS 8	.625		
	PS 9	.511		
	PS 2	.503		

4.2.5. Factor and Reliability Analysis for Price Perception

The analysis for the price perception variable, which includes all channels, physical stores and online channels, is presented below. The price perception variable includes statements that investigate whether prices are perceived as high or cheap.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.500, χ^2 Bartlett test=0,226, df=1, p=0.635) were not adequate for analysis of all channels' items.

Factor analysis was performed to see the results although it was not sufficient. Component analysis and varimax rotation revealed a dimension with a variance of 51.48 %. Factor analysis and reliability test results are given Table 4.16 for common items include all channels.

Table 4.16 Factor and Reliability Analysis of Price Perception for All Channels (PP)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Price Perception	PP 2	.718	51,484	.058
	PP 1	.718		

The results (KMO=0.500, χ^2 Bartlett test=0,339, df=1, p=0.561) were not adequate for physical channels' analysis.

Factor analysis was performed to see the results although it was not sufficient. Component analysis and varimax rotation revealed a dimension with a variance of 52.24 %. Factor analysis and reliability test results are given Table 4.17 physical stores.

Table 4.17 Factor and Reliability Analysis of Price Perception for Physical Stores (PP)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Price Perception	PP 2	.723	52,240	.086
	PP 1	.723		

The results (KMO=0.500, χ^2 Bartlett test=0,661, df=1, p=0.416) were not adequate for online channels' analysis.

Factor analysis was performed to see the results although it was not sufficient. Component analysis and varimax rotation revealed a dimension with a variance of 54.39 %. Factor analysis and reliability test results are given Table 4.18 for online channels.

Table 4.18 Factor and Reliability Analysis of Price Perception for Online Channels (PP)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Price Perception	PP 1	.737	54,386	.161
	PP 2	.737		

4.2.6. Factor and Reliability Analysis for Promotion Effectiveness

The analysis for the promotion effectiveness variable, which includes all channels, physical stores and online channels, is presented below. The promotion effectiveness variable includes statements that investigate promotions and

campaigns that encourage incentives to buy more products and that they contain sufficient information.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.500, χ^2 Bartlett test=17,117, df=1, p=0.000) were adequate for analysis of all channels' items.

No items were excluded from the common items' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 62.70 %. Factor analysis and reliability test results are given Table 4.19 for common items include all channels.

Table 4.19 Factor and Reliability Analysis of Promotion Effectiveness for All Channels (PE)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Promotion Effectiveness	PE_2	.792	62,704	.399
	PE_1	.792		

The results (KMO=0.500, χ^2 Bartlett test=13,875, df=1, p=0.000) were adequate for physical stores' analysis.

No items were excluded from the physical stores' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 64.09 %. Factor analysis and reliability test results are given Table 4.20 for physical stores.

Table 4.20 Factor and Reliability Analysis of Promotion Effectiveness for Physical Stores (PE)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Promotion Effectiveness	PE_1	.800	64,058	.432
	PE_2	.800		

The results (KMO=0.500, χ^2 Bartlett test=0,426, df=1, p=0.514) were not adequate for online channels' analysis.

Factor analysis was performed to see the results although it was not sufficient. Component analysis and varimax rotation revealed a dimension with a variance of 53.53 %. Factor analysis and reliability test results are given Table 4.21 for online channels.

Table 4.21 Factor and Reliability Analysis of Promotion Effectiveness for Online Channels (PE)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Promotion Effectiveness	PE_1	.732	53,526	.131
	PE_2	.732		

4.2.7. Factor and Reliability Analysis for Customer Experience

The analysis for the customer experience variable, which includes all channels, physical stores and online channels, is presented below. The customer experience variable includes statements that investigate the shopping process is enjoyable, engaging, effective in social status, helping to belong a place, and making you feel happy and relaxed.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor

analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.891, χ^2 Bartlett test=903,837, df=21, p=0.000) were adequate for analysis of all channels' items.

No items were excluded from the common items' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 41.82 % and 29.28 %. Factor analysis and reliability test results are given Table 4.22 for common items include all channels.

Table 4.22 Factor and Reliability Analysis of Customer Experience for All Channels

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Emotional Experience	SO_EX_4	.868	41,819	.870
	SO_EX_3	.861		
	SO_EX_1	.690		
	E_EX_2	.647		
	E_EX_1	.617		
Sensory Experience	SE_EX_2	.849	29,283	.765
	SE_EX_1	.838		

The results (KMO=0.886, χ^2 Bartlett test=599,150, df=3, p=0.000) were adequate for physical stores' analysis.

E_EX_1 were excluded from the common items' analysis because the item was grouped only a factor. Component analysis and varimax rotation revealed a dimension with a variance of 31.46 %, 26.24 % and 21.35 %. Factor analysis and reliability test results are given Table 4.23 for physical stores.

Table 4.23 Factor and Reliability Analysis of Customer Experience for Physical Stores

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Social Experience	SO_EX_3	.825	31,4584	.864
	SO_EX_4	.824		
	SO_EX_1	.707		
Sensory Experience	SE_EX_1	.812	26,2361	.776
	SE_EX_2	.807		
Emotional Experience	E_EX_2	.767	21,3488	.648
	SO_EX_2	.755		

The results (KMO=0.777, χ^2 Bartlett test=181,844, df=21, p=0.000) were adequate for online channels' analysis.

No items were excluded from the online channels' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 39.03 % and 21.57 %. Factor analysis and reliability test results are given Table 4.24 for online channels.

Table 4.24 Factor and Reliability Analysis of Customer Experience for Online Channels

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Sensory Experience	SE_EX_1	.602	39,033	.818
	SE_EX_2	.766		
	SO_EX_1	.746		
	SO_EX_3	.789		
	SO_EX_4	.787		
Emotional Experience	E_EX_1	.767	21,575	.477
	E_EX_2	.755		

4.2.8. Factor and Reliability Analysis for Shopper Characteristic

The analysis for the shopper characteristic variable, which includes all channels, physical stores and online channels, is presented below. The shopper characteristic variable includes statements that investigate customers who search

some products from the Internet and buy from the store and customers who search from the store and buy from the Internet.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.500, χ^2 Bartlett test=7,542, df=1, p=0.006) were adequate for analysis of all channels' items.

No items were excluded from the common items' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 72.74 %. Factor analysis and reliability test results are given Table 4.25 for common items include all channels.

Table 4.25 Factor and Reliability Analysis of Shopper Characteristics for All Channels (SW)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Shopper Characteristic	SW_1	.853	72,740	.713
	SW_2	.853		

The results (KMO=0.500, χ^2 Bartlett test=17,842, df=1, p=0.006) were adequate for physical stores' analysis.

No items were excluded from the physical stores' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 72.84 %. Factor analysis and reliability test results are given Table 4.26 for physical stores.

Table 4.26 Factor and Reliability Analysis of Shopper Characteristics for Physical Stores (SW)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Shopper Characteristic	SW_1	.871	72,842	.765
	SW_2	.871		

The results (KMO=0.500, χ^2 Bartlett test=8,532, df=1, p=0.000) were adequate for online channels' analysis.

No items were excluded from the online channels' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 64.53 %. Factor analysis and reliability test results are given Table 4.27 for online channels.

Table 4.27 Factor and Reliability Analysis of Shopper Characteristics for Online Channels (SW)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Shopper Characteristic	SW_1	.803	64,528	.441
	SW_2	.803		

4.2.9. Factor and Reliability Analysis for Purchase Intention

The analysis for the purchase intention variable, which includes all channels, physical stores and online channels, is presented below. The purchase intention variable includes statements that investigate to repurchase, recommend the shopping to others and purchase for others.

Kaiser-Mayer-Olkin sample adequacy test and Bartlett test were applied to determine the suitability of the data set for factor analysis. Since KMO value was above 0.50 and Bartlett test was significant at 0.05 significance level, factor analysis was applied to the data set. As a result of the reliability test, the Cronbach alpha value was above 0.70. The results (KMO=0.655, χ^2 Bartlett test=168,399, df=3, p=0.000) were adequate for analysis of all channels' items

No items were excluded from the common items' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 64.99 %. Factor analysis and reliability test results are given Table 4.28 for common items include all channels.

Table 4.28 Factor and Reliability Analysis of Purchase Intention for All Channels (PI)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Purchase Intention	PI_3	.857	64,994	.721
	PI_1	.781		
	PI_2	.778		

The results (KMO=0.685, χ^2 Bartlett test=123,632, df=3, p=0.000) were adequate for physical stores' analysis.

No items were excluded from the physical stores' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 67.28 %. Factor analysis and reliability test results are given Table 4.29 for physical stores.

Table 4.29 Factor and Reliability Analysis of Purchase Intention for Physical Stores (PI)

Factor Name	Factor Item	Factor Loading	%Variance	Reliability
Purchase Intention	PI_1	.948	67,277	.748
	PI_2	.943		
	PI_3	.928		

The results (KMO=0.554, χ^2 Bartlett test=22,263, df=3, p=0.000) were adequate for online channels' analysis.

No items were excluded from the online channels' analysis because it was the expected values. Component analysis and varimax rotation revealed a dimension with a variance of 52.25 %. Factor analysis and reliability test results are given Table 4.30 for online channels.

Table 4.30 Factor and Reliability Analysis of Purchase Intention for Online Channels (PI)

Factor Name	Factor Item	Factor Loading	% Variance	Reliability
Purchase Intention	PI_1	.823	52,253	.798
	PI_2	.655		
	PI_3	.679		

After finishing analyses price perception and promotion effectiveness were excluded from the research model for all channels, physical store and online channels including website and mobile application. In all analysis, either factor did not meet the requirements for factor analysis or reliability value was low. Revised research model for three different analyses are given Figure 4.5, Figure 4.6 and Figure 4.7.

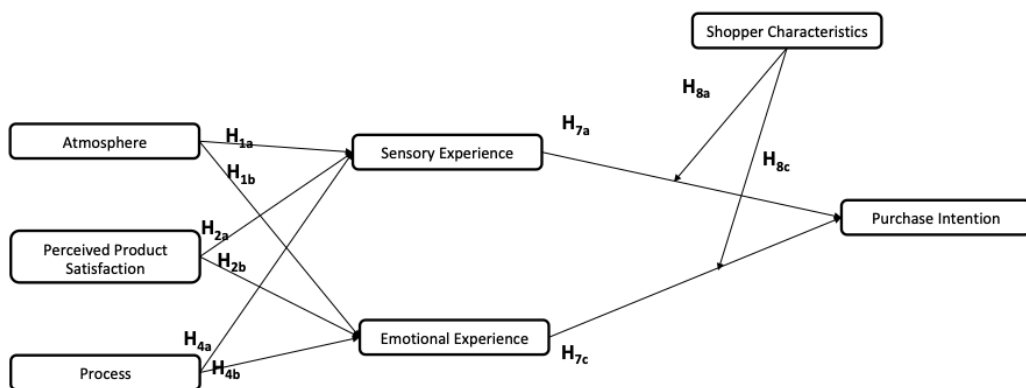


Figure 4.5 Revised Conceptual Research Model for All Channels

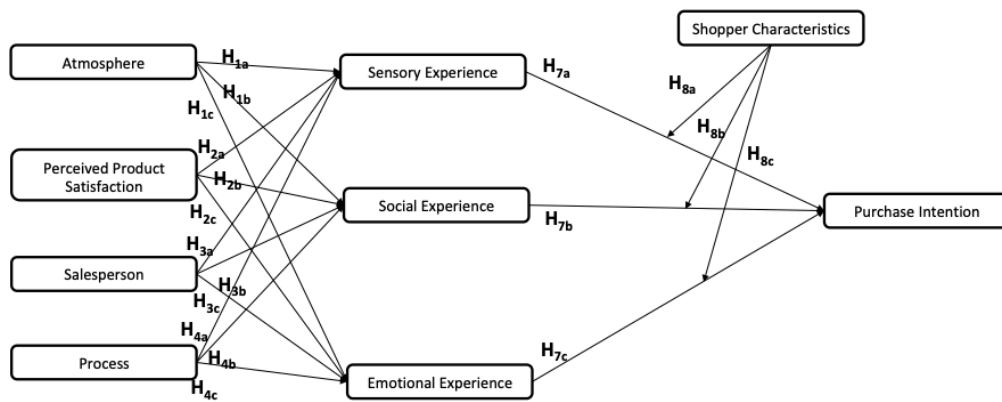


Figure 4.6 Revised Research Model for Physical Stores

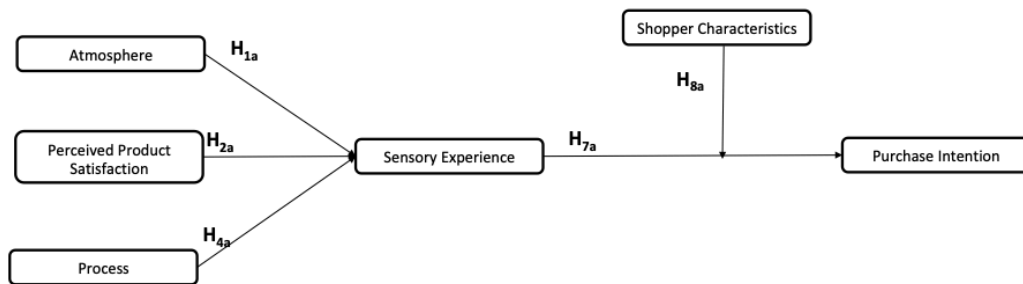


Figure 4.7 Revised Research Model for Online Channels

4.3 REGRESSION ANALYSIS

As a result of factor analysis, reliable and valid variables were determined to test the hypotheses. Multiple and simple regression analyzes were used to test hypotheses based on the relationship between independent and dependent variables. Regression analysis is used to understand the effect of one or more independent variables on dependent variables. Simple linear regression is used if the relationship between a dependent and independent variable is examined, and multiple linear regression is used if the relationship between multiple independent variables and a dependent variable is examined (Durmuş et al., 2011).

Prior to regression analysis, linearity multiple connection states should be examined. Correlation analysis is used to see the linearity of the relationship between dependent and independent variables, and VIF value between independent variables is examined to see the multicollinearity. If the VIF value is greater than 10, multiple connections between the arguments are assumed (Durmuş et al., 2011).

4.3.1. Multiple Regression Analysis of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Customer Experience

All channels, physical stores and online channels were tested separately in order to understand the relationship between customer experience and sub-dimensions including atmosphere, perceived product satisfaction and process. As a result of the factor analysis, salesperson variable was included in multiple regression analysis only for physical stores.

The prerequisite of multiple regression analysis, linearity and multiple linkages were examined. The correlation values between atmosphere, process, perceived product satisfaction, salesperson and customers experience components are were examined. The VIF values of the variables are expected to be less than 10 and not to have multiple connections. The analysis supports that these conditions are met.

Multiple Regression Analysis Results for All Channels

According to Table 4.31, atmosphere, perceived product satisfaction and process have contribution on emotional experience. 54.8 % was the explanatory power of the model. ($R=0.744$ $R^2=0.548$, $F=105,224$, $p=0.000$)

Table 4.31 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Process and Emotional Experience for All Channels

Dependent Variable : Emotional Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.618	12.607	0.000
Perceived Product Satisfaction	- 0.040	- 0.758	0.449
Process	0.247	4.645	0.000

There was no significant relationship between emotional experience and perceived product satisfaction owing to p-value (0.449) of perceived product satisfaction.

According to results, relationship between atmosphere and emotional experience ($\beta=0.618$, $p= 0.000$) is higher than relationship between process and emotional experience ($\beta=0.247$, $p= 0.000$).

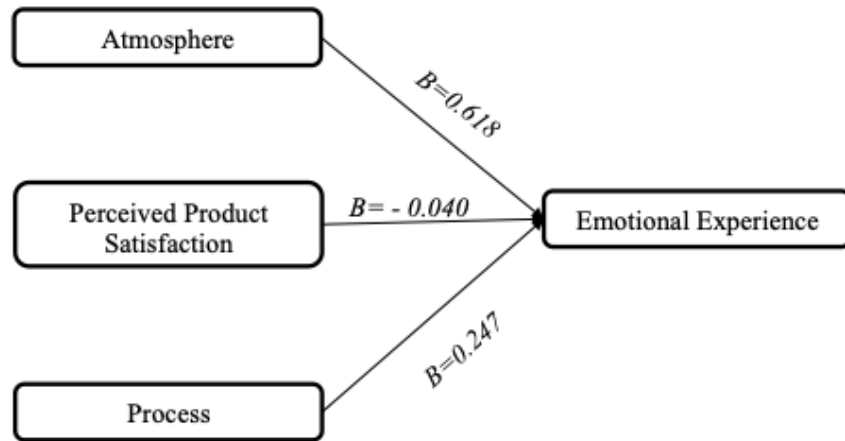


Figure 4.8 Multiple Regression of Atmosphere, Perceived Product Satisfaction, Process and Emotional Experience for All Channels

According to Table 4.32, atmosphere, perceived product satisfaction and process have contribution on sensory experience. 55.4 % is the explanatory power of the model. ($R=0.748$ $R^2=0.554$, $F=107,706$, $p=0.000$)

Table 4.32 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Process and Sensory Experience for All Channels

Dependent Variable : Sensory Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.632	12.986	0.000
Perceived Product Satisfaction	0.142	2.694	0.008
Process	0.070	1.328	0.185

As can be seen from Table 4.32, there was no significant relationship between sensory experience and process owing to p-value (0.185) of process.

According to results, relationship between atmosphere and sensory experience ($\beta=0.632$, $p= 0.000$) is higher than relationship between perceived product satisfaction and sensory experience ($\beta=0.142$, $p= 0.008$).

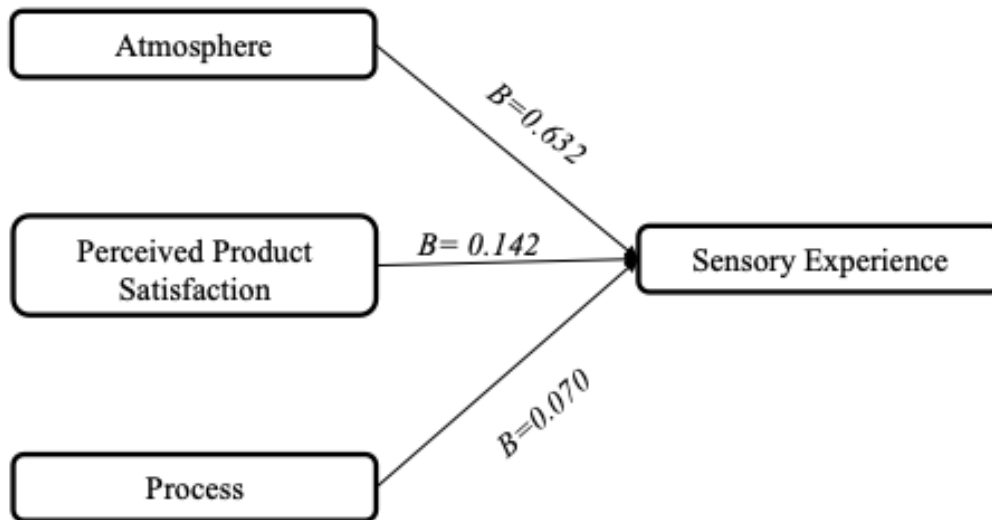


Figure 4.9 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Process and Sensory Experience for All Channels

Multiple Regression Analysis Results for Physical Stores

According to Table 4.33, atmosphere, perceived product satisfaction, salesperson and process have contribution on social experience. 46.9 % is the explanatory power of the model. ($R=0.694$ $R^2=0.469$, $F=38,551$, $p=0.000$)

Table 4.33 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Social Experience for Physical Stores

Dependent Variable : Social Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.584	8.583	0.000
Perceived Product Satisfaction	0.040	0.544	0.587
Process	0.108	1.195	0.034
Salesperson	0.056	0.776	0.439

As can be seen from Table 4.33, there was no significant relationship between social experience and perceived product satisfaction owing to p-value (0.587) of perceived product satisfaction and between social experience and salesperson owing to p-value (0.439) of salesperson.

According to results, relationship between atmosphere and social experience ($\beta=0.584$, $p= 0.000$) is higher than relationship between process and social experience ($\beta=0.108$, $p= 0.034$).

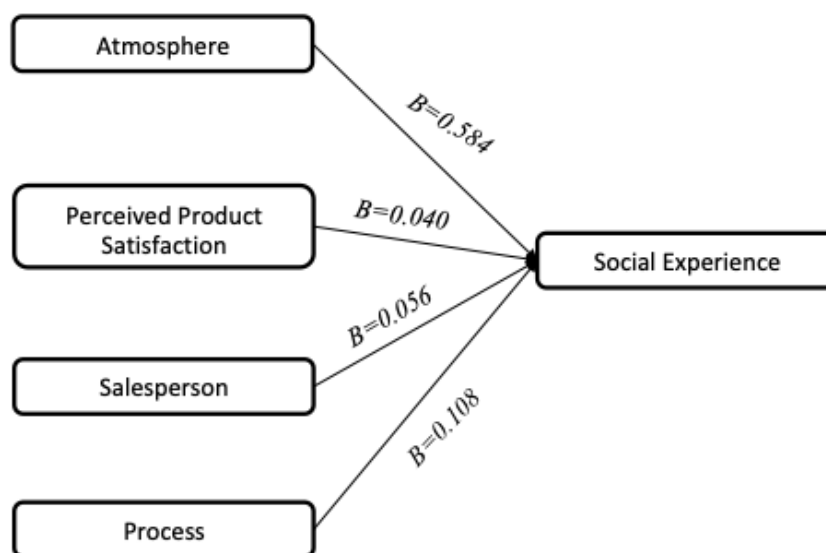


Figure 4.10 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Social Experience for Physical Stores

According to Table 4.34, atmosphere, perceived product satisfaction, salesperson and process have contribution on sensory experience. 62.5 % is the explanatory power of the model. ($R=0.796$ $R^2=0.625$, $F=71,819$, $p=0.000$)

Table 4.34 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Sensory Experience for Physical Stores

Dependent Variable : Sensory Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.701	12.258	0.000
Perceived Product Satisfaction	0.022	0.357	0.721
Process	0.125	1.648	0.101
Salesperson	0.023	0.379	0.705

As can be seen from Table 4.34, there was no significant relationship between sensory experience and perceived product satisfaction owing to p-value (0.721) of perceived product satisfaction and between sensory experience and salesperson owing to p-value (0.705) of salesperson.

According to results, relationship between atmosphere and sensory experience ($\beta=0.701$, $p= 0.000$) is higher than relationship between process and sensory experience ($\beta=0.125$, $p= 0.001$).

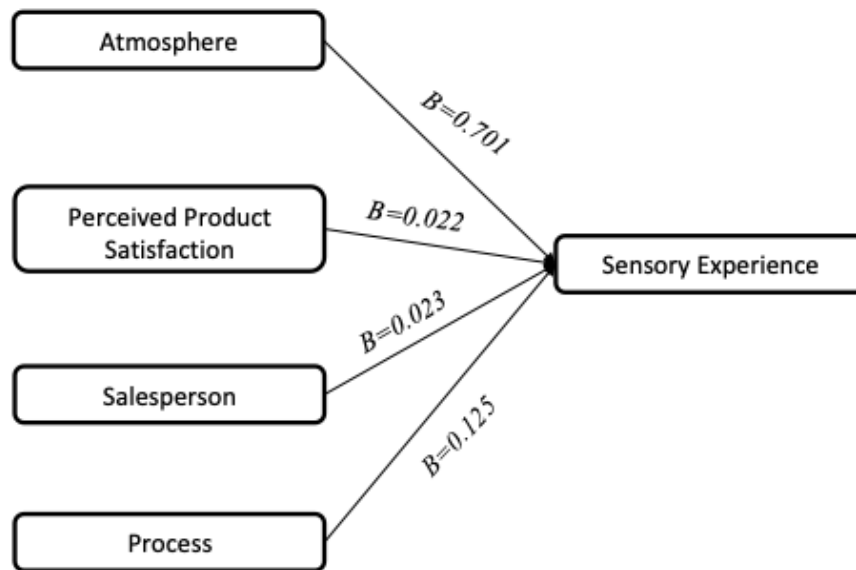


Figure 4.11 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Sensory Experience for Physical Stores

According to Table 4.35, atmosphere, perceived product satisfaction, salesperson and process have contribution on emotional experience. 40.9 % is the explanatory power of the model. ($R=0.650$ $R^2=0.409$, $F=30,403$, $p=0.000$)

Table 4.35 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Sensory Experience for Physical Stores

Dependent Variable : Emotional Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.509	7,093	0.000
Perceived Product Satisfaction	0.062	0.799	0.426
Process	0.073	0.763	0.447
Salesperson	0.135	1,784	0.007

As can be seen from Table 4.35, there was no significant relationship between emotional experience and perceived product satisfaction owing to p-value (0.426) of perceived product satisfaction and between emotional experience and process owing to p-value (0.447) of process.

According to results, relationship between atmosphere and emotional experience ($\beta=0.509$, $p= 0.000$) is higher than relationship between salesperson and emotional experience ($\beta=0.135$, $p= 0.007$).

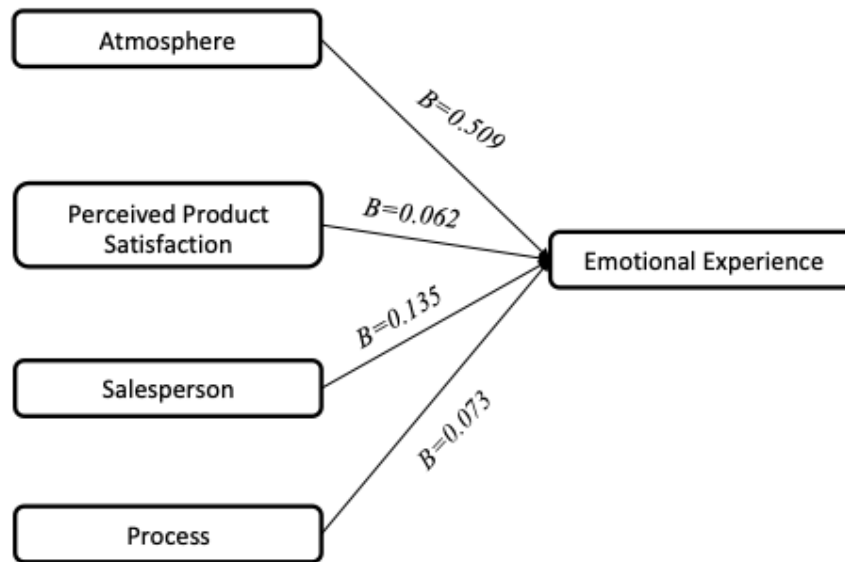


Figure 4.12 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Salesperson, Process and Emotional Experience for Physical Stores

Multiple Regression Analysis Results for Online Channels

According to Table 4.36, atmosphere, perceived product satisfaction and process have contribution on sensory experience. 63.5 % is the explanatory power of the model. ($R=0.805$ $R^2=0.635$, $F=51,465$, $p=0.000$)

Table 4.36 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Process and Sensory Experience for Online Channels

Dependent Variable : Sensory Experience			
Independent Variables :	Beta	t-value	p-value
Atmosphere	0.539	7,437	0.000
Perceived Product Satisfaction	0.130	1,865	0.006
Process	0.349	4,508	0.000

As can be seen from Table 4.36, relationship between atmosphere and sensory experience ($\beta=0.539$, $p= 0.000$) is higher than relationship between process and sensory experience ($\beta=0.349$, $p= 0.000$) and relationship between perceived product satisfaction and sensory experience ($\beta=0.130$, $p= 0.006$).

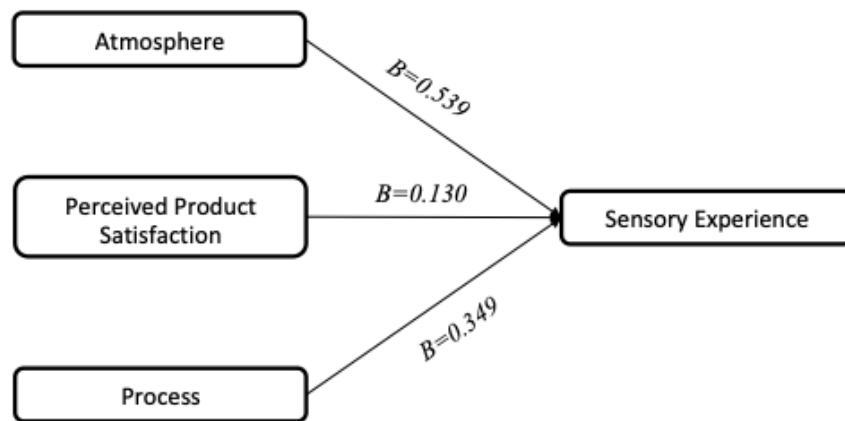


Figure 4.13 Multiple Linear Regression of Atmosphere, Perceived Product Satisfaction, Process and Sensory Experience for Online Channels

4.3.2. Multiple and Simple Regression Analysis for Customer Experience and Purchase Intention

The prerequisite of multiple regression analysis, linearity and multiple linkages were examined. The correlation values between emotional experience, social experience, sensory experience and purchase intention were examined. The VIF values of the variables are expected to be less than 10 and not to have multiple connections. The analysis supports that these conditions are met.

Multiple Regression Analysis Results for All Channels

According to Table 4.37, emotional experience and sensory experience have contribution on purchase intention. 26 % is the explanatory power of the model. ($R=0.516$ $R^2=0.260$, $F=46,429$, $p=0.000$)

Table 4.37 Multiple Linear Regression of Emotional Experience, Sensory Experience and Purchase Intention for All Channels

Dependent Variable : Purchase Intention			
Independent Variables :	Beta	t-value	p-value
Emotional Experience	0.265	3.746	0.000
Sensory Experience	0.302	4.274	0.000

As can be seen from Table 4.37, relationship between sensory experience and purchase intention ($\beta=0.302$, $p= 0.000$) is higher than relationship between emotional experience and purchase intention ($\beta=0.265$, $p= 0.008$).

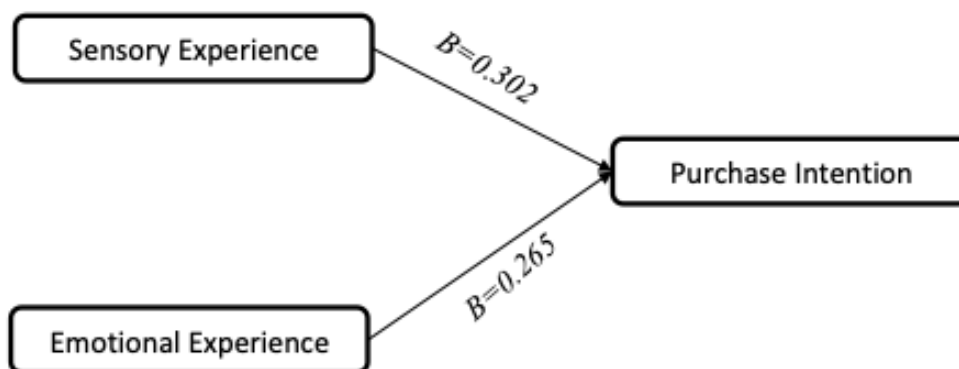


Figure 4.14 Multiple Linear Regression of Emotional Experience, Sensory Experience and Purchase Intention for All Channels

Multiple Regression Analysis Results for Physical Stores

According to Table 4.38, social experience, sensory experience and emotional experience have contribution on purchase intention. 23.6 % is the explanatory power of the model. ($R=0.499$ $R^2=0.236$, $F=18,506$, $p=0.000$)

Table 4.38 Multiple Linear Regression of Social Experience, Sensory Experience, Emotional Experience and Purchase Intention for Physical Stores

Dependent Variable : Purchase Intention			
Independent Variables :	Beta	t-value	p-value
Social Experience	0.114	1,160	0.048
Sensory Experience	0.283	3,040	0.003
Emotional Experience	0.171	1,811	0.042

As can be seen from Table 4.38, relationship between sensory experience and purchase intention ($\beta=0.283$, $p= 0.003$) is higher than relationship between emotional experience and purchase intention ($\beta=0.171$, $p= 0.042$) and relationship between social experience and purchase intention ($\beta=0.114$, $p= 0.048$).

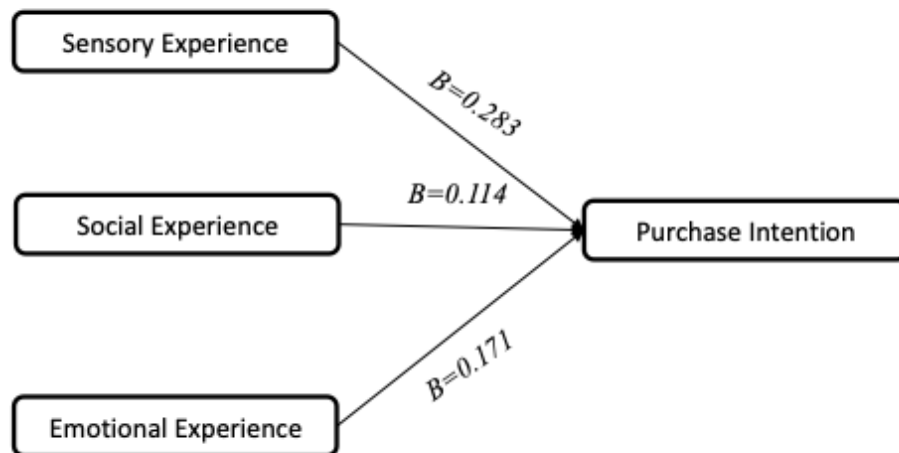


Figure 4.15 Multiple Linear Regression of Social Experience, Sensory Experience, Emotional Experience and Purchase Intention for Physical Stores

Simple Regression Analysis Results for Online Channels

According to Table 4.39, sensory experience has contribution on purchase intention. 31.1 % is the explanatory power of the model. ($R=0.565$ $R^2=0.311$, $F=40,278$, $p=0.000$)

Table 4.39 Simple Linear Regression of Sensory Experience and Purchase Intention for Online Channels

Dependent Variable : Purchase Intention			
Independent Variable :	Beta	t-value	p-value
Sensory Experience	0.565	6,346	0.000

As can be seen from Table 4.39, relationship between sensory experience and purchase intention ($\beta=0.283$, $p= 0.003$) has positive and moderate correlation.

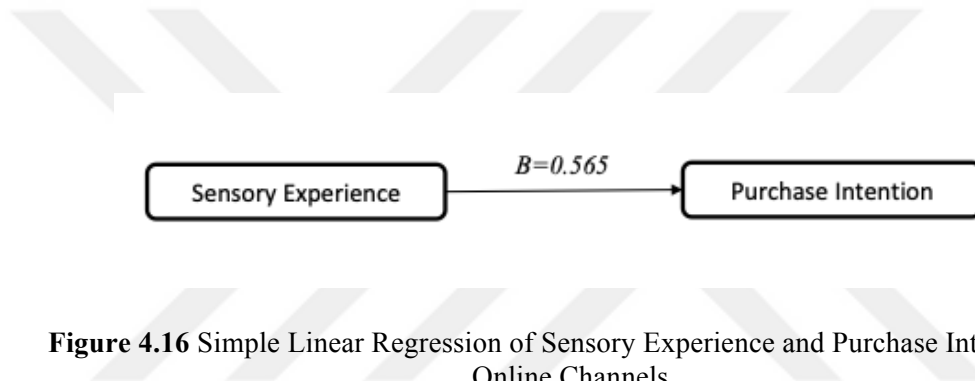


Figure 4.16 Simple Linear Regression of Sensory Experience and Purchase Intention for Online Channels

4.3.3. Moderating Effect Analysis of Shopper Characteristics

Regression analysis was performed to understand the purchase intention and customer experience components of shopper characteristic variable including showroomer and webroomer items. In order to observe the moderating effect of the variable on the research model, the dependent and independent variables and the moderator variable were averaged. The p-value is expected to be less than 0.05 over the averages. If the value is significant, regression analysis will be interpreted to determine the effect on the dependent and independent variables.

Regression Analysis Results of Shopper Characteristics for All Channels

According to Table 4.40, shopper characteristic and emotional experience have contribution on purchase intention.

Table 4.40 Regression Analysis of Shopper Characteristics, Emotional Experience and Purchase Intention for All Channels

Dependent Variable : Purchase Intention			
Independent Variable : Emotional Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	- 0.012	- 0.204	0.839

As can be seen from Table 4.40, shopper characteristic has not an effect on relationship between emotional experience and purchase intention owing to p-value (0.839) of shopper characteristic.

According to Table 4.41, shopper characteristic and sensory experience have contribution on purchase intention.

Table 4.41 Regression Analysis of Shopper Characteristics, Sensory Experience and Purchase Intention for All Channels

Dependent Variable : Purchase Intention			
Independent Variable : Sensory Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	- 0.230	- 1.023	0.307

As can be seen from Table 4.41, shopper characteristic has not an effect on relationship between sensory experience and purchase intention owing to p-value (0.307) of shopper characteristic.

Regression Analysis Results of Shopper Characteristics for Physical Stores

According to Table 4.42, shopper characteristic and social experience have contribution on purchase intention.

Table 4.42 Regression Analysis of Shopper Characteristics, Social Experience and Purchase Intention for Physical Stores

Dependent Variable : Purchase Intention			
Independent Variable : Social Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	0.044	0.629	0.530

As can be seen from Table 4.42, shopper characteristic has not an effect on relationship between social experience and purchase intention owing to p-value (0.530) of shopper characteristic.

According to Table 4.43, shopper characteristic and sensory experience have contribution on purchase intention.

Table 4.43 Regression Analysis of Shopper Characteristics, Sensory Experience and Purchase Intention for Physical Stores

Dependent Variable : Purchase Intention			
Independent Variable : Sensory Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	- 0.015	- 0.221	0.826

As can be seen from Table 4.43, shopper characteristic has not an effect on relationship between sensory experience and purchase intention owing to p-value (0.826) of shopper characteristic.

According to Table 4.44, shopper characteristic and emotional experience have contribution on purchase intention.

Table 4.44 Regression Analysis of Shopper Characteristics, Emotional Experience and Purchase Intention for Physical Stores

Dependent Variable : Purchase Intention			
Independent Variable : Emotional Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	0.020	0.286	0.775

As can be seen from Table 4.44, shopper characteristic has not an effect on relationship between emotional experience and purchase intention owing to p-value (0.775) of shopper characteristic.

Regression Analysis Results of Shopper Characteristics for Online Channels

According to Table 4.45, shopper characteristic and sensory experience have contribution on purchase intention.

Table 4.45 Regression Analysis of Shopper Characteristics, Sensory Experience and Purchase Intention for Online Channels

Dependent Variable : Purchase Intention			
Independent Variable : Sensory Experience	Beta	t-value	p-value
Moderating Variable : Shopper Characteristic	- 0.023	- 0.220	0.827

As can be seen from Table 4.45, shopper characteristic has not an effect on relationship between sensory experience and purchase intention owing to p-value (0.827) of shopper characteristic.

4.4 ONE-WAY ANOVA TEST

Anova analysis was performed to determine whether there is a significant difference between the independent groups by looking at their arithmetic mean. Anova test was preferred as there are four different groups as elementary school, high school graduate, Bachelor's degree and Master's degree of education level variable. Likewise, the answer to the question of shopping frequency includes four different groups as once, twice, three times and four or more.

4.4.1. One-Way Anova Results for Education Level and Shopping Frequency

For the education level, firstly p-value was examined and since it below 0.000 as 0.05, it was found to be significant and the analysis was continued. One of the post hoc analyzes will be used to determine the differences between groups. The homogeneity of the variances was examined to understand which analysis to apply. Since the homogeneity value was 7,310 and greater than 0.01, the Games-Howell technique was chosen from the post hoc techniques.

Table 4.46 One-Way Anova Results for Education Level

Education Level	Education Level	Mean Difference	Std. Error	Sig.
Elementary School	High School	.27381	.11712	.148
	Bachelor's Degree	.55081*	.09980	.006
	Master's Degree	.95952*	.19863	.000
High School	Elementary School	(-) .27381	.11712	.148
	Bachelor's Degree	.27700*	.09893	.030
	Master's Degree	.68571*	.19819	.006
Bachelor's Degree	Elementary School	(-) .55081*	.09980	.006
	High School	.27700*	.09893	.030
	Master's Degree	.40871	.18848	.149
Master's Degree	Elementary School	.95952*	.19863	.000
	High School	(-) .68571*	.19819	.006
	Bachelor's Degree	(-) .40871	.18848	.149

According to results, there is a significant difference between the elementary school and Bachelor's degree, high school graduate and Bachelor's degree, high school graduate and Master's degree.

For the shopping frequency, firstly p-value was examined and the value was 0.853 which means it is not significant because the value is higher than 0.05. It is accepted that there is no significant difference between the frequency groups in the effect of shopping frequency on purchase intention.



4.5 INDEPENDENT SAMPLES T TEST

Since there were two different groups in the gender question group, it was examined whether there was a difference between male and female in terms of the effect on purchase intention. Since there were only two different groups, independent samples t test was used.

4.5.1. Independent Samples T Test Results for Gender

According to the analysis result, if the equal variances assumed, significance level (0.301) is higher than 0.05. Hence, 2-tailed significance value (0.360) was examined in the case of equal variances assumed. Since the value is greater than 0.05, it is accepted that there is no difference in the purchase intention between the groups of male and female.

Table 4.47 Independent Samples T Test Results for Gender

Gender		Levene's Test for		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the	
									Lower	Upper
Purchase Intention	Equal variances assumed	1,076	0,301	-0,916	257	0,360	-0,092	0,101	-0,290	0,106
	Equal variances not assumed			-0,915	175,352	0,361	-0,092	0,101	-0,291	0,107

4.6 SUMMARY OF HYPOTHESES

According to factor analysis, regression analysis, one-way anova and independent samples t test, summary of accepted and rejected hypotheses are shown in the table below.

Table 4.48 Summary of Hypotheses Results

Hypotheses	Results for All Channels	Results for Physical Stores	Results for Online
H _{1a} : Atmosphere has an effect on sensory experience	Accepted	Accepted	Accepted
H _{1b} : Atmosphere has an effect on social experience	Rejected	Accepted	Rejected
H _{1c} : Atmosphere has an effect on emotional experience	Accepted	Accepted	Rejected
H _{2a} : Perceived product satisfaction has an effect on sensory experience	Accepted	Rejected	Accepted
H _{2b} : Perceived product satisfaction has an effect on social experience	Rejected	Rejected	Rejected
H _{2c} : Perceived product satisfaction has an effect on emotional experience	Rejected	Rejected	Rejected
H _{3a} : Salesperson has an effect on sensory experience	Rejected	Rejected	Rejected
H _{3b} : Salesperson has an effect on social experience	Rejected	Rejected	Rejected
H _{3c} : Salesperson has an effect on emotional experience	Rejected	Accepted	Rejected
H _{4a} : Process has an effect on sensory experience	Rejected	Accepted	Accepted
H _{4b} : Process has an effect on social experience	Rejected	Accepted	Rejected
H _{4c} : Process has an effect on emotional experience	Accepted	Rejected	Rejected
H _{5a} : Price perception has an effect on sensory experience	Rejected	Rejected	Rejected
H _{5b} : Price perception has an effect on social experience	Rejected	Rejected	Rejected
H _{5c} : Price perception has an effect on emotional experience	Rejected	Rejected	Rejected
H _{6a} : Promotion effectiveness has an effect on sensory experience	Rejected	Rejected	Rejected
H _{6b} : Promotion effectiveness has an effect on social experience	Rejected	Rejected	Rejected
H _{6c} : Promotion effectiveness has an effect on emotional experience	Rejected	Rejected	Rejected
H _{7a} : Sensory experience has an effect on purchase intention	Accepted	Accepted	Accepted
H _{7b} : Social experience has an effect on purchase intention	Rejected	Accepted	Rejected
H _{7c} : Emotional experience has an effect on purchase intention	Accepted	Accepted	Rejected
H _{8a} : Shopping characteristics moderates the relationship between sensory experience and purchase intention	Rejected	Rejected	Rejected
H _{8b} : Shopping characteristics moderates the relationship between social experience and purchase intention	Rejected	Rejected	Rejected
H _{8c} : Shopping characteristics moderates the relationship between emotional experience and purchase intention	Rejected	Rejected	Rejected

According to the table, most of the hypotheses are rejected. The hypotheses accepted in all three channels are that atmosphere has an effect on sensory experience and sensory experience has an effect on purchase intention. The only hypothesis accepted for physical stores are the effect of the atmosphere on social experience, the influence of the salesperson on sensory experience, the effect of

the process on social experience and the effect of social experience on purchase intention. The effect of the process on sensory experience was accepted only in the hypothesis of all channels. The effect of the atmosphere on the emotional experience and the effect of the emotional experience on purchase intention has been rejected only for online channels. While the effect of perceived product satisfaction on sensory experience was rejected only for physical stores, the effect of the process on sensory experience was rejected for all channels only.



5. CONCLUSION

The main purpose of the study is to understand the effect of atmosphere, perceived product satisfaction, salesperson, process, price perception and promotion effectiveness variables on customer experience components and to investigate the effect of Omni-channel customer experience on purchase intention. As a result of the literature review, the components that affect the customer experience are determined as atmosphere, perceived product satisfaction, salesperson, price perception, promotion effectiveness and process. Although customer experience components vary according to the literature, the most mentioned social experience, sensory experience and emotional experiences are based on the research model and its effect on purchase intention is examined. In addition, the moderating effect of showroomer and webroomer, which are mentioned as customer characteristics, between Omni-channel customer experience and purchase intention was examined.

Selected company is a leader in the home improvement sector in Turkey for data collection phase. The most important reason for the selection of this company is that it is strong in the main channels including physical stores, website and mobile application they touch the customers. The company also successfully carries out many projects to expand the Omni-channel approach.

In the questionnaire design, a qualifying question was added at first, so that only the participants who made purchases from this company were allowed to complete the questionnaire. Participants were first asked about the channel they purchase most frequently, the number of times they shopped in the last year and the product category in which they bought their last shopping. According to the channel selection, the participants saw and answered the questions related to that channel. For example, the most frequently used channel physical stores answered questions about the salesperson as well as questions that might have an impact on their preference for the physical stores.

According to the survey results, 171 of 259 participants stated that physical stores are the most frequent shopping channels for them, 58 websites and 30 mobile application. The mean age of the participants was 31, 34 % female and 66 % male. It was concluded that 63 % of education levels are Bachelor's degree. Moreover, 76 % of the participants had shopped at least once or twice. The products they received were mostly in the category of decoration and home appliances, hardware, hand tools and auto and lighting and electricity.

It is seen that the customer profiling research conducted within the company and the respondents who answered the survey differ at some points. 49% of the company's customer profile is high school graduates, while 20 % is Bachelor's degree and Master's degree. The female and male ratios are about half-half. However, since the cheapest and inexpensive snowball method is chosen as the data collection method, it is considered normal that the sample converges and does not resemble the company's customer profile.

SPSS, which is valid for social sciences, was used for data analysis. In order to make the results meaningful and comparable, the questions common to physical stores, website and mobile application were analyzed separately, physical stores and online channels were analyzed separately. Since the number of mobile application samples is 30 and it affects the meaning and reliability of the results, web site and mobile application data have been combined for analysis. Thus, while investigating hypotheses, it was aimed to detect the channel differences and to analyze the common questions in all channels to investigate the effect of Omni-channel approach. Therefore, the results of the analysis were shared as all channels, physical stores and online channels.

As a result of factor analysis, price perception and promotion effectiveness did not appear to be within the reliability level for all channels, physical stores and online channels, so it was excluded from the research model. Customer experience components are gathered in sensory experience and emotional experience factors for all channels; social experience, sensory experience and emotional experience factors for physical stores and only sensory experience factor for online channels.

According to factor analysis, sensory and emotional experience are united for the retailer in Turkey.

When we look at the details of the regression analysis to understand the relationship between the variables, we see which variables have the most effect. According to the results of the regression analysis for all channels, it was found that atmosphere ($B=0.618$) and process ($B=0.247$) variable had an effect on emotional experience. In sensory experience, the process variable was replaced by the perceived product satisfaction ($B=0.142$). The atmosphere ($B=0.632$) affects all components of the customer experience and has the most impact. According to Lu's study (2017), it was found that the atmosphere variable, which includes the store atmosphere and the online channel atmosphere, has the most impact on the Omni-channel customer experience. The hypotheses accepted according to the results of the regression analysis are given below.

H1a: Atmosphere has an effect on sensory experience

H1c: Atmosphere has an effect on emotional experience

H2a: Perceived product satisfaction has an effect on sensory experience

H4c: Process has an effect on emotional experience

In purchase intention, sensory experience ($B=0.302$) was found to be more effective than emotional experience ($B=0.265$). The hypotheses accepted according to the results of the regression analysis are given below.

H7a: Sensory experience has an effect on purchase intention

H7c: Emotional experience has an effect on purchase intention

According to the results of the regression analysis for physical stores, social experience is mostly influenced by atmosphere ($B=0.584$) and process ($B=0.108$) variables. In sensory experience, the effects of atmosphere ($B=0.701$) and process ($B=0.125$) variables are seen, but their effect levels increase for both variables. In the emotional experience, the process variable is replaced by the salesperson

($B=0.135$) variable and the atmosphere ($B=0.509$) variable is the most influential variable. The hypotheses accepted according to the results of the regression analysis are given below.

H1a: Atmosphere has an effect on sensory experience

H1b: Atmosphere has an effect on social experience

H1c: Atmosphere has an effect on emotional experience

H3c: Salesperson has an effect on emotional experience

H4a: Process has an effect on sensory experience

H4b: Process has an effect on social experience

Sensory experience ($B=0.283$) in purchase intention seems to have more effect than social and emotional experience. The impact of social experience ($B=0.114$) and emotional experience ($B=0.171$) is similar. This results support the contrary of the study conducted Ling-Yun and Zi-yang (2011). According to the study, it was found that emotional experience and social experience had a significant effect on purchase intention but sensory experience had an insignificant effect on purchase intention. The hypotheses accepted according to the results of the regression analysis are given below.

H7a: Sensory experience has an effect on purchase intention

H7b: Social experience has an effect on purchase intention

H7c: Emotional experience has an effect on purchase intention

Sensory experience ($B=0.283$) in purchase intention seems to have more effect than social and emotional experience. The impact of social experience ($B=0.114$) and emotional experience ($B=0.171$) is similar. The hypotheses accepted according to the results of the regression analysis are given below.

According to the results of the regression analysis of online channels, sensory experience in atmosphere, perceived product satisfaction and process variables

affect atmosphere ($B=0.539$), process ($B=0.349$) and perceived product satisfaction ($B=0.130$) respectively. It is seen that only sensory experience ($B=0.565$) has an effect on purchase intention. The hypotheses accepted according to the results of the regression analysis are given below.

H1a: Atmosphere has an effect on sensory experience

H2a: Perceived product satisfaction has an effect on sensory experience

H4a: Process has an effect on sensory experience

H7a: Sensory experience has an effect on purchase intention

Moderating effect of showroomer and webroomer, which are mentioned as customer characteristics, in customer experience and purchase intention relationship were examined by regression analysis. According to Lee and Lim's study (2017), reverse showroomers have moderating effect between customer experience and store attitude. However, since this study's results were not significant, the variable had no effect on the purchase intention and Omni-channel customer experience for this sample. As a result, there was no characteristic effect on the purchase intention of the customers who searched from physical stores and bought from the online channels and who searched from the online channels and bought from the physical stores.

The independent samples T test was used to analyze the differences between gender and purchase intention, but there was no difference between selected sample.

One way Anova test was used to determine whether the groups in education levels and purchasing frequency differed for purchase intention. The frequency of purchases including once, twice, three times, four times or more, was not differentiated for purchase intention. At the educational level, the purchase intention of participants who has Bachelor's degree and Master's degree was higher than participants who are high school graduates and elementary school graduates

6. MANAGERIAL IMPLICATIONS

First of all, during the data collection process, the comparable numbers of customers on each channel were hardly reached. This difficulty caused the data collection period to increase. For the company in which the study conducted, especially mobile application needs to be communicated separately and to be heard and used more among people. At the same time, physical stores dominate brand perception, suggesting whether there is a problem in the purchase experience of website and mobile application. Some of the participants may prefer to shop in stores because they experience online shopping and are not satisfied. The reasons why the website and mobile application are not used sufficiently can be investigated in detail by the company through a separate market research.

As a result of the analyses, regardless of the type of experience, the atmosphere is the most effective component of the experience in all channels, physical stores and online channels. While the atmosphere elements in the store are layout, ambiance or smell, online channels were analyzed via interface design and the effect was found to be high. Customer experience is often associated with process elements such as ease of exchange and return or product availability. But the company needs to focus on atmospheric elements for a good customer experience. Therefore, user experience projects in online channels and store layout projects in physical stores can be emphasized.

Based on the sample, the effect of price perception and promotion effectiveness on the Omni-channel customer experience could not be seen. It can be concluded that the company's perception of customers' price and promotion awareness is low. However, it is also possible that they are not perceived as they are subject to numerous promotions and price reductions. It is recommended that price and promotions are shown to the targeted customers at the relevant categories in stores and are shown to as personalized as possible rather than general to attract attention in online channels.

Sensory experience appears to have an impact on purchasing both for all channels and for physical stores and online channels. Therefore, the company should concentrate on the design of experience, which makes the customer say that this shopping process was enjoyable and interesting for me. It is possible to create special experience areas within the product categories in stores and organize do it yourself activities that enable the participation of customers. The experience areas in the store can be replaced by well-designed web pages on the website or by gamification of the purchase process as much as possible.

It is seen that process elements also have an effect on Omni-channel customer experience. As a result of Omni-channel, this effect was observed in all channels. The ease of return and exchange processes, short delivery times and easy access to the products and information it needs affect customer experience across all channels. Therefore, the company needs to design and implement Omni-channel processes that will not be interrupted when passing from one channel to another.

7. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

In the further research, it is suggested that the number of channel-based samples should be as equal as possible. Studies reveals that mobile purchasing is not used very much in Turkey. In particular, the lack of mobile application and web site sample numbers led to a low level of reliability in the analyses, leading to the dominance of the physical store experience in Omni-channel analysis.

By taking questions from different literature studies, the effects of price perception and promotional effectiveness variables on customer experience can be re-examined.

In this study, the number of male participants was double the number of female participants. The sample can be chosen according to the company's customer profile. Similar profiles were used as survey participants due to the use of snowball method in data collection.

The research was conducted in a company that has a strong physical store channel and is known for its stores. The same study can be repeated for company that has strong online channels.

In addition, the most mentioned components in the literature are taken for customer experience components. However, as explained in the literature section, customer experience can be divided into different components. In the further research, other customer experience components can be added to the model as variables. At the same time, the research model looked at the moderating effect of customer characteristics on the purchase intention and found no effect. The showroomer and webroomer items can be re-analyzed from different studies in the literature.



APPENDICES

Bütünleşik-Kanal (Omni-channel) Müşteri Deneyimi Araştırması

İstanbul Bilgi Üniversitesi Pazarlama Yüksek Lisansı bitirme tezi çalışmasında kullanılacak ankete değerli vaktinizi ayırdığınız için teşekkür ederiz. Anket yaklaşık 7 dakika sürmektedir. Vereceğiniz cevaplar sayesinde, ev geliştirme ve yapı market sektöründe alışveriş yapan müşterilerin deneyimleri hakkında bilgi elde edilmesi amaçlanmaktadır. Sadece akademik olan bu çalışmada kişisel bilgiler kullanılmayacaktır.

Koçtaş'tan alışveriş yaptınız mı?

Evet

Hayır

Koçtaş'tan en sık aşağıdaki kanallardan hangisini kullanarak alışveriş yapıyorsunuz? (Seçeneklerden sadece birini işaretleyiniz.)

Fiziksel Mağazalar

İnternet Sitesi

Mobil Uygulama

Seçtiğiniz kanaldan son 1 yılda kaç defa alışveriş yaptınız?

- 1 defa
- 2 defa
- 3 defa
- 4 veya daha fazla

Seçtiğiniz kanaldan yaptığınız son alışverişinizdeki ürünler aşağıdaki kategorilerden hangisine girmektedir? (Aldığınız ürünler birden fazlaysa birden fazla kategori seçebilirsiniz.)

- Mobilya
- Bahçe ve Balkon
- Isıtma ve Soğutma
- Banyo
- Mutfak
- Dekorasyon ve Ev Gereçleri
- Aydınlatma ve Elektrik
- Ahşap ve İnşaat
- Hırdavat, El Aletleri ve Oto
- Elektrikli Ev Aletleri

Beyaz Eşya

Boya

Aşağıda yer alan ifadelere ne kadar katıldığınızı **seçtiğiniz kanaldaki** (Koçtaş mağazaları veya internet sitesi veya mobil uygulama) alışveriş deneyimini düşünerek 1 ve 5 arasında değerlendiriniz. (1: Kesinlikle katılmıyorum - 5: Kesinlikle katılıyorum)

→ Kanal olarak fiziksel mağazaları seçiyorsanız Bölüm 1'den, internet sitesini seçiyorsanız Bölüm 2'den, mobil uygulamayı seçiyorsanız Bölüm 3'den devam edebilirsiniz.

Bölüm 1 (Fiziksel Mağazalar)

	1	2	3	4	5
1.Mağazanın alışveriş ortamı sayesinde satın almayı düşündüğümden daha fazla ürün satın alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.Mağazanın alışveriş ortamı konforludur.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.Mağazanın alışveriş ortamı ilgi çekicidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.Mağazanın alışveriş ortamı sayesinde orada geçirdiğim süre artar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.Mağazadaki alışveriş ortamı keyiflidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.Mağazadaki alışveriş ortamı nedeniyle fiziksel olarak yorgun hissedirim.

7.Mağazada satılan ürünler ödediğim fiyatın karşılığıdır.

8.Mağazada satılan ürünlerin çeşitliliğinden memnunum.

9.Mağazadan satılan ürünlerden memnun kaldım.

10.Mağazada satılan ürünlerin kalitesinden memnunum.

11.Mağaza çalışanları neye ihtiyacım olduğunu anlıyor.

12.Mağaza çalışanları ihtiyaçlarıma çözüm üretiyor.

13.Mağaza çalışanları mükemmel hizmet sunuyor.

14.Mağazada ihtiyacım olan bilgilere kolayca ulaşabilirim.

15.Mağazada teslimat süresi kısadır.

16.Mağazada iade yapmak kolaydır.

17.Mağazada ihtiyacım olan ürünlere kolayca ulaşabilirim.

18. Mağazadan alışveriş yaptığımda bir yere ait olma hissini yaşıyorum.

19. Mağazada değişim yapmak kolaydır.

20. Mağazadaki fiyatlar yüksektir.

21. Mağazadaki promosyon ve kampanyalar daha fazla ürün satın almam için teşvik eder.

22. Mağazadaki alışveriş süreci keyiflidir.

23. Mağazadaki alışveriş süreci benim için ilgi çekicidir.

24. Mağazadan alışveriş yapmak diğer müşteriler ve satış danışmanları ile iletişime geçmemi teşvik eder.

25. Mağazadan alışveriş yaptığımda çevremde kabul görürüm.

26. Mağazadan satın aldığım ürünlerin fiyatları uygundur.

27. Mağazadan alışveriş yapmak sosyal statümde etkilidir.

28. Mağazadaki promosyon ve kampanyalar yeterli bilgi içerir.

29. Mağazadan alışveriş yaptığımda mutlu hissediyorum.

30. Mağazadan tekrar alışveriş yaparım.

31. Mağazadan aile ve arkadaşlarım için de alışveriş yaparım.

32. Mağazadan alışverişini başkalarına tavsiye ederim.

33. Mağazadan alışverişe güvenmem.

34. Mağazada ürünlere dokunarak alışveriş yapmak isterim.

35. Mağazadan alışveriş yaptığımda rahatlamış hissediyorum.

36. Mağazaya kolay ulaşabildiğim için mağazadan alışverişini tercih ederim.

Bölüm 2 (İnternet Sitesi)

	1	2	3	4	5
1.İnternet sitesinin tasarımı hoşuma gider.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.İnternet sitesinin tasarımı ilgi çekicidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.İnternet sitesinin tasarımı sayesinde satın almayı düşündüğümden daha fazla ürün satın alırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. İnternet sitesinden alışveriş yapmak keyiflidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.İnternet sitesinde satılan ürünlerin kalitesinden memnunum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.İnternet sitesinde satılan ürünler ödediğim fiyatın karşılığıdır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.İnternet sitesinden satın aldığım ürünlerden memnun kalırım.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.İnternet sitesindeki canlı destek neye ihtiyacım olduğunu anlıyor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.İnternet sitesindeki canlı destek ihtiyaçlarıma çözüm üretiyor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.İnternet sitesinde satılan ürünlerin çeşitliliğinden memnunum.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.İnternet sitesindeki canlı destek mükemmel hizmet sunuyor.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.İnternet sitesi ürün ve hizmetler hakkında bilgilendiricidir.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.İnternet sitesinden ihtiyacım olan ürüne kolayca ulaşabilirim.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.İnternet sitesinde teslimat süresi kısadır.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15.İnternet sitesindeki canlı destek kısa süre içinde cevap veriyor.

16.İnternet sitesinden iade yapmak kolaydır.

17.İnternet sitesinden deęişim yapmak kolaydır.

18.İnternet sitesinden satın aldığım ürünlerin fiyatları uygundur.

19.İnternet sitesindeki promosyon ve kampanyalar yeterli bilgi içerir.

20.İnternet sitesindeki promosyon ve kampanyalar daha fazla ürün satın almam için teşvik eder.

21. İnternet sitesindeki alışveriş süreci keyiflidir.

22.İnternet sitesinde alışveriş süreci hızlıdır.

23.İnternet sitesindeki fiyatlar yüksektir.

24.İnternet sitesindeki alışveriş süreci benim için ilgi çekicidir.

25.İnternet sitesinden alışveriş yaptığımda çevremde kabul görürüm.

26.İnternet sitesinden alışveriş yaptığımda bir yere ait olma hissinin yaşadım.

27.İnternet sitesinden alışveriş yaptığımda mutlu hissediyorum.

28.İnternet sitesinden alışveriş yaptığımda rahatlamış hissediyorum.

29.İnternet sitesinden tekrar alışveriş yaparım.

30.İnternet sitesinden ailem ve arkadaşlarım için de alışveriş yaparım.

31.İnternet sitesinden alışverişi başkalarına tavsiye ederim.

32.İnternet sitesinden alışveriş yapmak sosyal statümde etkilidir.

33.İnternet sitesinden alışverişe güvenirim.

34.İnternet sitesini istediğim zaman (7/24) alışveriş yapabildiğim için tercih ederim.

35.İnternet sitesinde ürün ve fiyat karşılaşması yapabildiğim için alışveriş yaparım.

36.İnternet sitesinden ürün açıklamaları detaylı olduğu için alışveriş yaparım.

37.İnternet sitesinden adrese teslimat nedeniyle alışveriş yaparım.

38.İnternet sitesinden ürün çeşitliliği fazla olduğu için alışveriş yaparım.

Bölüm 3 (Mobil Uygulama)

1.Mobil uygulamanın tasarımı hoşuma gider.

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.Mobil uygulamanın tasarımı sayesinde satın almayı düşündüğümden daha fazla ürün satın alırım.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

3. Mobil uygulamadan alışveriş yapmak keyiflidir.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

21. Mobil uygulamadan satın aldığım ürünlerin fiyatları uygundur.
22. Mobil uygulamadan alışveriş yaptığımda bir yere ait olma hissini yaşıyorum.
23. Mobil uygulamadan alışveriş yapmak sosyal statümdede etkilidir.
24. Mobil uygulamadan alışveriş yaptığımda mutlu hissediyorum.
25. Mobil uygulamadan alışveriş yaptığımda rahatlamış hissediyorum.
26. Mobil uygulamadan tekrar alışveriş yaparım.
27. Mobil uygulamadan ailem ve arkadaşlarım için de alışveriş yaparım.
28. Mobil uygulamadan alışverişini başkalarına tavsiye ederim.
29. Mobil uygulamadan alışverişe güvenirim.
30. Mobil uygulamaya istediğim zaman (7/24) ulaşabildiğim için alışveriş yaparım.
31. Mobil uygulamadan ürün ve fiyat karşılaştırması yapabildiğim için alışveriş yaparım.
32. Mobil uygulamadan ürün açıklamaları detaylı olduğu için alışveriş yaparım.
33. Mobil uygulamadan adrese teslimat nedeniyle alışveriş yaparım.
34. Mobil uygulamadan kullanım kolaylığı nedeniyle (şifre, kullanıcı adı gibi bilgilerin bir sefer girilmesi) alışveriş yaparım.
35. Mobil uygulamaya erişim kolay ve pratik olduğu için alışveriş yaparım.

Bölüm 4 (Alışveriş Karakteristikleri)

- | | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. Bazı ürünleri mağazalardan araştırıp internetten satın alırım. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Bazı ürünleri internetten araştırıp mağazadan satın alırım. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Bölüm 5 (Müşteri Profili)

Yaşınız:

Cinsiyetiniz;

Kadın

Erkek

Eđitim Durumunuz;

- İlköđretim
- Lise mezunu
- Üniversite mezunu
- Lisansüstü

Omni-channel Customer Experience Questionnaire

We would like you thank you for your valuable time in the survey, which will be used in the final thesis study of the Marketing Master of Istanbul Bilgi University. The survey takes about 7 minutes. With the answers you give, it is aimed to obtain information about the experiences of customers who shop in home improvement and construction market sector. Personal information will not be used in this academic study.

Did you shop from Koçtaş?

Yes

No

Which of the following channels do you shop most frequently from Koçtaş? (Check only one of the options.)

Physical Stores

Web Site

Mobile Application

How many times did you shop from the channel you selected in the last one year?

- Once
- Twice
- Three times
- Four or more

Which of the following categories does the products in your last purchase made through the channel you selected? (If your products are more than one, you can select more than one category.)

- Furniture
- Garden and Balcony
- Heating and Cooling
- Bathroom
- Kitchen
- Decoration and Home Appliances
- Lighting and Electiricity
- Wood and Construction
- Hardware, Hand Tools and Auto
- Electrical Appliances

- White Goods
- Paint

Consider how much you agree with the statements below between 1 and 5 considering the shopping experience in the channel you choose. (Physical stores or website or mobile application) (1: Totally disagree – 5: Totally agree)

→ You can continue from [Section 1](#) if you choose physical stores as the channel, [Section 2](#) if you choose the website or [Section 3](#) if you choose the mobile application.

Section 1 (Physical Stores)

	1	2	3	4	5
1.Thanks to the store’s shopping environment, I buy more products than I thought I would buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.The shop has a comfortable shopping environment.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.The shopping environment of the store is interesting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4.Thanks to the store’s shopping environment, the time I spend there increases.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.The shopping environment in the store is pleasant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6.I feel physically tired because of the store's shopping environment.

7.The products sold in store are equivalent to the price I pay.

8.I am satisfy with the variety of products sold in the store.

9.I was satisfied with products sold in the store.

10.I am satisfy with the quality of the products sold in the store.

11.Store employees understand what I need.

12.Store employees provide solution to my needs.

13.Store employees offer excellent service.

14.I can easily access the information I need in the store.

15.the delivery time in the store is short.

16.Returning at the store is easy.

17.I can easily access the products I need in the store.

18. When I shop from the store, I feel like I belong somewhere.

19. Exchange in the store is easy.

20. The prices in the store are high.

21. Promotions and campaigns in the store encourage me to buy more products.

22. The shopping process in the store is enjoyable.

23. The shopping process in the store is interesting for me.

24. Shopping at the store encourages me to contact other customers and sales consultants

25. When I shop, I get accepted around me.

26. The prices of the products I bought from the store are appropriate.

27. Shopping in stores is effective in my social status.

28. The store contains enough information on promotions and campaigns.

29. I feel happy when I shop at the store.

30. I will shop again at the store.

31. I shop at the store for family and friends.

32. I would recommend shopping to others in the store.

33. I don't trust shopping at store.

34. I would like to shop by touching products in the store.

35. I feel relaxed when I shop from store.

36. I prefer shopping from the store because I have easy access to the store

Section 2 (Web Site)

	1	2	3	4	5
1.I like the design of the website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.the design of the website is interesting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.Thanks to design of the website, I buy more products than I thought I would.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Shopping on the website is enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5.I am satisfy with the products sold on the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6.The products sold on the website are equivalent to the price I pay.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7.I am satisfied with the products I purchased from the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8.The live support on the website understands what I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9.Live support on the website provide solutions to my needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10.I am pleased with the variety of products sold on the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11.The live support on the website offers excellent service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12.The website is informative about products and services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13.I can easily Access the product I need from the website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14.The delivery time on the website is short.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Live support on the website responds quickly.

16. It is easy to make a refund from the website.

17. Making exchanges from the website is easy.

18. The prices of the products I purchase from the website are eligible.

19. Promotions and campaigns on the website contain sufficient information.

20. Promotions and campaigns on the website encourage me to buy more products.

21. The shopping process on the website is enjoyable.

22. The shopping process on the website is fast.

23. The prices on the website are high.

24. The shopping process on the website is interesting for me.

25. When I shop on the website, I get accepted around me.

26. When I shop on the website, I feel like I belong somewhere.

27. I feel happy when I shop on the Internet.

28. I feel relaxed when I shop online.

29. I will shop again on the website.

30. I shop for family and friends on the website.

31.I would recommend shopping to others from the website.

32.Shopping on the website is effective in my social status.

33.I trust online shopping

34.I prefer the website because I can shop at any time (24/7).

35.I shop from website for making product and price comparison on the website.

36.I do shopping on the website because the product description are detailed.

37.I do shopping on the website for delivery to the address.

38.I shop on the website because there is more variety.

Section 3 (Mobile Application)

1.I like design of the mobile application

1	2	3	4	5
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.Thanks to design of the mobile application, I buy more products than I thought I would.

3. Shopping from mobile application is enjoyable.

- | | | | | | |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 4.I am satisfy with the quality of the products in the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5.the design of the mobile application is interesting. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6.I am satisfy with the variety of products sold in the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7.The products sold in the mobile application are equivalent to the price I pay. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8.I am satisfied with the products I purchased from the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9.I can easily access the product I need from the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 10.Delivery time in mobile application is short. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11.The mobile application is informative about products and services. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 12.It is easy to make a refund from the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 13.The prices in the mobile application are high. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 14.Promotions and campaigns in the mobile application contain enough information. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 15.It is easy to make exchanges from the mobile application. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 16.The shopping process in the mobile application is enjoyable. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 17.The shopping process in the mobile application is fast. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 18.Promotions and campaigns in the mobile application encourage me to buy more products. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 19.The shopping process in the mobile application is interesting for me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 20.When I shop in a mobile application, I get accepted around me. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

21. The prices of the products I bought from the mobile application are suitable.
22. When I shop from the mobile application, I experience the feeling of belonging.
23. Shopping from the mobile application is effective in my social status
24. I feel happy when I shop from the mobile application.
25. I feel relaxed when I shop from the mobile application.
26. I shop again from the mobile application.
27. I also do shopping from my family and friends from the mobile application.
28. I would recommend shopping to others from the mobile application.
29. I trust shopping from a mobile application.
30. Because I can access the mobile application at any time (24/7) I do shopping
31. Because I can compare product and price from the mobile application I do shopping.
32. I do shopping because the product descriptions are detailed from the mobile application.
33. I do shopping due to delivery time from mobile application to the address.
34. Due to the ease of the use from the mobile application (password, user name, such as entering information once) I do shopping.
35. I do shopping because access to the mobile application is easy and practical.

Section 4 (Shopper Characteristics)

- | | 1 | 2 | 3 | 4 | 5 |
|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1. I search some products in stores and buy them online. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. I search some products online and buy them in the store. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |


Section 5 (Customer Profile)

Age:

Gender;

Female

Male



Education Level;

Elementary School

High School

Bachelor's Degree

Master's Degree

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