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Exploring the Impact of Store Attributes on Brand Loyalty through the Omni-Channel Experience and Brand Love

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ABSTRACT

The purpose of this study is to explore the factors influencing offline store attributes and online store attributes on brand loyalty through omni-channel experience and brand love, focusing on Chinese smartphone brands in Indonesia among Generation Z and Millennial consumers. The research data were collected using a survey method through the online distribution of questionnaires to 150 respondents, of which 127 completed responses were used as the study sample. Data analysis was conducted using factor analysis and structural equation modeling (SEM) with SmartPLS software. The strength of this study lies in its omni-channel context, which integrates both online and offline dimensions. The results show that both offline and online store attributes positively influence omni-channel experience, brand love, and brand loyalty. Brand love further strengthens brand loyalty. Offline and online store attributes serve as key drivers of omni-channel experience, which enhances brand love and ultimately leads to brand loyalty (R^2 = 77.2%). Omni-channel experience partially mediates the relationship between offline store attributes and brand love, while fully mediating the relationship between online store attributes and brand love. Managerial implications for enhancing brand loyalty include providing responsive service, maintaining store cleanliness and neatness, and ensuring that online systems facilitate easy access to and comparison of a wide range of products. Furthermore, the strategy for enhancing the omni-channel experience is focused on strengthening offline and online store attributes through the provision of a comprehensive product assortment and quality that meets customer expectations.

Keywords: Online Store Attribute, Offline Store Attribute, Omni Channel Experience, Brand Love, Brand Loyalty.
JEL Code: D47, L81, M21, M31

I.   Introduction

Modern marketing strategies play a crucial role in enhancing customer acquisition, retention, and business sustainability through the omni-channel experience (Gerea et al., 2021). Furthermore, the integration of online and offline channels is essential to meet consumer expectations for a consistent and personalized shopping experience (Khalid, 2024). The implementation of omni-channel strategies also requires significant technological investments and organizational cultural transformation (Lisnawati et al., 2021). At the same time, shifts in consumer behavior have made the shopping journey increasingly dynamic and multi-channel,

thereby influencing retail strategies (Moliner & Tortosa-Edo, 2024). Consequently, the importance of studying the omni-channel experience lies in its ability to explain how companies can effectively manage customer interactions across multiple channels (Rahman et al., 2022). Thus, omni-channel is predicted to become a key strategy in the future development of the retail industry (Wiese, 2024). Both online and offline store attributes have been proven to contribute significantly to the formation of customer experience through dimensions such as product, service, store atmosphere, and transaction convenience (Anggara et al., 2023). Moreover, the unique characteristics of online stores can attract specific customer segments, even though they may share behavioral similarities with offline shoppers (Ganesh et al., 2010). Consistent channel integration is therefore necessary to create seamless and customer-oriented shopping experiences (Gerea et al., 2021), particularly to address the growing demand for cross-channel interactions (Hou et al., 2025). Additionally, the quality of information and ease of transactions in online stores positively influence cross-channel purchase intentions (Jiang et al., 2023), while product factors and store environments strengthen customer satisfaction (Kupfer et al., 2024; Theodoridis & Chatzipanagiotou, 2009). Furthermore, the strategic management of product attributes enables sales reallocation across channels and enhances service consistency (Wang et al., 2022; Wu & Chang, 2016). Therefore, digitalization and omni-channel integration are regarded as essential strategies in shaping modern consumer behavior (Yokoyama et al., 2020).

Store attributes, both online and offline, consistently enhance customer experience through product quality, service, and transaction convenience (Anggara et al., 2023; Kencebay & Ertugan, 2025). Moreover, channel integration enables a more flexible and seamless shopping process for customers (Piotrowicz & Cuthbertson, 2018; Yin et al., 2024). In addition, the combination of product quality, store atmosphere, and frictionless service contributes significantly to customer loyalty (Kupfer et al., 2024; Riaz et al., 2022). On the other hand, direct interaction in physical stores remains relevant in enriching the omni-channel experience (Ameen et al., 2020; Natarajan & Raghavan, 2024). Furthermore, the strategic emphasis on product attributes can optimally shift transactions across channels (Wang et al., 2022). Thus, strengthening store attributes across channels plays a crucial role in building perceived value and customer loyalty (Nikhashemi et al., 2016). Brand love has consistently been identified as a key factor that reinforces customer loyalty through strong emotional attachment (Anggara et al., 2023; Khan et al., 2021). Moreover, affection toward a brand fosters long-term commitment despite the abundance of market choices (Ahuvia et al., 2022; Alnawas & Altarifi, 2016). In addition, brand love not only enhances behavioral loyalty but also strengthens affective loyalty through customers' willingness to defend the brand (Huang, 2017; Watanuki, 2024). Positive experiences that generate brand love have also been shown to increase repurchase intentions and brand advocacy (Na et al., 2023). Furthermore, brand love functions as a primary mediator in explaining the relationship between brand experience and customer loyalty (Robertson et al., 2022). Therefore, fostering brand love is an essential strategy for creating sustainable customer loyalty (Rahman et al., 2021).

Previous studies have demonstrated the relationship between customer experience and brand love (Anggara et al., 2023; Khan et al., 2021; Na et al., 2023; Safeer et al., 2021; Santos & Schlesinger, 2021). In addition, prior research has also highlighted the influence of store attributes on customer experience (Anggara et al., 2023; Silva & Syed Alwi, 2008; Ganesh et al., 2010). Moreover, both offline and online store attributes have been found to exert a positive effect on brand love (Anggara et al., 2023; Jain et al., 2018; Trivedi, 2019). Similarly, the significant influence of store attributes on brand loyalty has also been well documented (Anggara et al., 2023; Khan et al., 2021; Khan & Rahman, 2016; Srivastava & Kaul, 2016; Westhuizen, 2018). Furthermore, research has confirmed the impact of brand love on both behavioral and attitudinal loyalty (Anggara et al., 2023; Na et al., 2023; Saini & Singh, 2020; Santos & Schlesinger, 2021). However, there remains a lack of studies that simultaneously examine the influence of store attributes on omni-channel experience and its subsequent effect on brand love, as well as the role of brand love in fostering brand loyalty—whether directly or indirectly—within the smartphone consumer segment in Indonesian marketplaces. This segment consists of Generation Z and Millennial customers who have interacted with both offline and online stores and have purchased smartphones using their own income. The purpose of this study is to investigate the influence of store attributes on customer experience, brand love, and brand loyalty.

II. Literature Review and Hypothesis Development

2.1. Offline Store Attributes

Offline store attributes refer to retail environment elements that shape consumers' perceptions, emotions, and behaviors in physical shopping settings. These include store atmosphere, layout, lighting, music, store image, and personal interactions, all of which influence customers' emotional responses and purchase intentions (Biswas et al., 2024; Kupfer et al., 2024). Functional aspects such as location accessibility, parking facilities, product variety, and lifestyle compatibility also play an important role in shaping consumers' evaluations of physical stores (Nikhashemi et al., 2016). In a multichannel environment, physical store attributes support value creation and cross-channel trust, especially when they align with customers' expectations of service and product quality (Wang et al., 2022). The integration of physical and digital channels is therefore essential for maintaining consistent customer experiences (Wu & Chang, 2016). Together, these attributes create sensory and emotional experiences that strengthen brand perceptions, customer retention, and long-term loyalty (Anggara et al., 2023). Empirical studies show that physical store attributes are key drivers of the omni-channel customer experience. Product variety, staff interaction, store atmosphere, and transaction convenience significantly shape how customers perceive their shopping experiences (Anggara et al., 2023). Store accessibility also improves satisfaction by enabling smoother channel switching (Yin et al., 2024). In addition, comfortable store environments, complete product assortments, and efficient services reinforce loyalty and encourage repeat purchases (Kupfer et al., 2024). Direct in-store interactions remain particularly important in modern retail environments, as they enhance both emotional and relational dimensions of the customer experience (Ameen et al., 2020; Natarajan & Raghavan, 2024). Beyond experience, offline store attributes also contribute to brand love and loyalty. Elements such as store atmosphere, service quality, and interaction quality act as both visual and non-visual cues that strengthen emotional attachment to the brand (Baker et al., 2002; Nikhashemi et al., 2016). Pleasant in-store experiences further support cross-channel integration and increase customers' intention to purchase across multiple channels (Wang et al., 2022; Wu & Chang, 2016). As a result, the physical store environment has long been recognized as a critical factor in building brand loyalty within conventional and omni-channel retail contexts (Baker et al., 2002; D'Astous, 2000; Kumar, 2010).

2.2. Online Store Attributes

Online store attributes refer to the functional and aesthetic features of e-commerce platforms that shape consumer perceptions and decision-making throughout the online shopping process. These attributes include interface design elements such as layout, color schemes, menu structure, and navigation, which enable efficient and enjoyable product exploration (Koo et al., 2008; Roy Dholakia & Zhao, 2010). Information quality, reflected in detailed descriptions, high-resolution images, and customer reviews, further enhances trust in the platform (Jeeva et al., 2023). In addition, payment security, data privacy, product variety, and delivery reliability contribute to customer confidence, satisfaction, and loyalty (Mofokeng, 2021). Within an omnichannel context, online stores emphasize visually searchable attributes, such as product color and form, while physical stores provide sensory-based experiences, such as texture and comfort (Wang et al., 2022). These attributes also reflect consumers' hedonic motivations (e.g., enjoyment and aesthetics) and utilitarian motivations (e.g., efficiency and convenience), which guide online shopping decisions (Ganesh et al., 2010; Koo et al., 2008). Accordingly, online store attributes play a strategic role in shaping the customer journey and supporting conversion and retention in digital retail environments. Empirical evidence shows that online store attributes significantly influence customer experience and purchasing behavior. Product assortment, visual presentation, information quality, and navigational convenience directly affect customers' transactional intentions across channels (Jiang et al., 2023). In addition, effective channel integration enhances service consistency and allows firms to deliver a more seamless omnichannel experience (Wu & Chang, 2016; Gerea

et al., 2021; Hou et al., 2025). The increasing level of digitalization further strengthens this integration, making online store attributes central to the overall omnichannel experience (Yokoyama et al., 2023). Beyond functional performance, online store attributes also contribute to emotional engagement with brands. Easy access to product search, comparison, and purchasing across multiple alternatives enhances perceived value and supports the development of brand love (Kumar, 2010). Consistent with this view, Song & Kim (2022) argue that brand love is strengthened when customers perceive novelty and enjoyment in online shopping experiences.

2.3. Omnichannel experience

Omnichannel experience refers to an integrated customer journey across all channels and touchpoints, where customers move seamlessly between physical and digital environments with consistent service and information (Gerea et al., 2021; Khalid, 2024). This experience is supported by technological readiness and organizational alignment that enable continuous and coherent interactions across channels (Lisnawati et al., 2021). As customers increasingly search, evaluate, and purchase products through multiple channels, effective channel integration becomes essential for delivering a responsive and unified shopping experience (Moliner & Tortosa-Edo, 2024; Rahman et al., 2022). Online store attributes play a central role in shaping the quality of omnichannel experiences. Information consistency, service quality, and transaction convenience significantly influence customers' perceptions of cross-channel interactions (Rahman et al., 2022; Itani et al., 2022). Consistent brand management across online and offline platforms further strengthens brand identity and enhances overall experience quality (Loureiro, 2023). Positive online experiences also transfer to physical stores, reinforcing customers' confidence and satisfaction across channels (Fajardo et al., 2024). Recent evidence confirms that service interaction quality, ease of use, and information reliability in online platforms improve engagement, satisfaction, and loyalty in omnichannel environments (Rahman et al., 2025; Sari et al., 2025). Brand applications that offer usability, usefulness, and enjoyable features further enhance emotional attachment and long-term relationships with customers (Tran et al., 2024).

2.4. Brand Love

Brand love is defined as a deep and intense emotional attachment between consumers and a brand, reflecting strong affection toward the brand as both a symbolic and psychological entity (Ahuvia et al., 2022). Unlike satisfaction or trust, brand love represents a holistic emotional bond that strengthens long-term psychological relationships and manifests in commitment and loyalty (Huang, 2017; Na et al., 2023). This emotional connection is formed through meaningful and consistent brand experiences and is often expressed through advocacy, resistance to negative information, and repeat purchasing behavior (Khan et al., 2021; Anggara et al., 2023). Accordingly, brand love serves as a key psychological mechanism linking brand experience to both attitudinal and behavioral loyalty (Alnawas & Altarifi, 2016). Recent empirical studies further confirm the central role of brand love in fostering customer loyalty. Strong emotional attachment increases customers' psychological closeness to the brand and strengthens long-term relationships (Loureiro, 2023). Moreover, integrated omnichannel interactions enhance brand love, which in turn drives repurchase intentions, brand advocacy, and loyalty (Itani et al., 2022; Sari et al., 2025).

2.5. Brand Loyalty

Brand loyalty refers to a consumer's strong commitment to repeatedly purchase a particular brand despite competitive pressures or situational changes (Ali et al., 2020; Huang et al., 2025). It reflects both favorable attitudes toward the brand and consistent repurchase behavior that persist over time (Duh & Pwaka, 2023; Hussain et al., 2025). This loyalty is reinforced by emotional attachment and meaningful brand experiences, which integrate the brand into consumers' self-concepts (Tahir et al., 2024). Consequently, brand

loyalty represents a combination of affective and behavioral dimensions that strengthen a brand's competitive position (Faizan et al., 2025; Le et al., 2025). The relationship between brand love and brand loyalty is further strengthened through positive customer experiences and interactive technologies. Brand application attributes such as perceived usefulness and hedonic value enhance brand love, which in turn increases behavioral loyalty (Tran et al., 2024). In addition, brand love fosters affective commitment, leading to advocacy, resistance to negative information, and sustained loyalty (Wang & Omar, 2023). Based on the foregoing discussion, the following hypothesis is proposed:

H1 : *Offline store attributes have a positive influence on omnichannel experience.*
H2 : *Offline store attributes have a positive influence on brand love.*
H3 : *Offline store attributes have a positive influence on brand loyalty.*
H4 : *Online store attributes have a positive influence on omnichannel experience.*
H5 : *Online store attributes have a positive influence on brand love.*
H6 : *Online store attributes have a positive influence on brand loyalty.*
H7 : *Omni channel experience has a positive influence on Brand love.*
H8 : *Brand Love has a positive influence on Brand Loyalty.*

Based on the proposed hypotheses framework, the research model can be illustrated in Figure 1 below:

Figure 1. Conceptual Framework

III.   Research Method

Data were collected using a survey method. The survey was conducted by distributing questionnaires online through Google Forms as a medium to facilitate dissemination. The measurement scale employed was a five-point Likert scale, as detailed responses from customers were deemed unnecessary (Joshi et al., 2015). This study used customer perceptions of omnichannel retailing brands as the unit of analysis. The variables examined include offline store attributes, online store attributes, omnichannel experience, brand love, and brand loyalty. Two variables, namely offline store attributes and brand love, were adopted from Anggara et al. (2023). The measurement items for online store attributes were adapted from Ganesh et al. (2010), while those for omnichannel experience were adapted from Gahler et al. (2023), and the measurement items for brand loyalty were adopted from Na et al. (2023). The population of this study consisted of e-commerce users in the

Greater Jakarta area (Jabodetabek). Samples were selected using purposive sampling with the following criteria:

a. Respondents must be active e-commerce users who own accounts in marketplaces such as Tokopedia or Shopee.
b. Respondents must have purchased a Chinese smartphone brand (e.g., Xiaomi, Oppo, or Vivo) through the official store on these marketplaces.
c. The purchased smartphone must be the one most frequently used by the respondent.
d. The purchase must have been made personally by the respondent using their own funds, not as a gift.
e. Respondents must belong to Generation Z (20–28 years old) or Millennials (29–44 years old).
f. Respondents may either be employed or unemployed.
g. The smartphone purchase must have occurred within the past five years.
h. Respondents must have visited an official offline store of the smartphone brand. Respondents who did not meet any of these criteria were excluded from the study.

Initially, data were collected by distributing questionnaires to the respondents. To ensure the validity and reliability of the data, a pre-test was conducted with 30 respondents before the main survey. The data obtained were then processed and analyzed using IBM SPSS 25 and SmartPLS 3. During the pre-test, factor analysis was conducted to assess validity and reliability by examining the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values. The KMO values (0.711 to 0.932) and MSA values (0.633 to 0.959) exceeded the minimum threshold of 0.500, indicating that factor analysis was appropriate. Reliability testing employed Cronbach's Alpha, yielding results ranging from 0.723 to 0.957, which, being close to 1, suggests high internal consistency (Hair et al., 2017). For the offline store attribute variable, all 12 items were found to be valid and reliable. For the online store attribute variable, all 6 items were valid and reliable. For the omnichannel experience variable, only 4 out of 6 items were valid and reliable. For brand love, all 4 items were valid and reliable. Lastly, for brand loyalty, 12 out of 18 items were valid and reliable. Partial Least Squares (PLS) was adopted as the primary analytical technique, as it is suitable for analyzing complex measurement models involving multiple constructs (Hair et al., 2017).

In accordance with the requirements for Structural Equation Modeling–Partial Least Squares (SEM-PLS), the minimum sample size should be five to ten times the total number of paths in the research model. Given that the model contains eight paths, the required minimum sample size was 80 respondents (Mathwick et al., 2001). In the PLS approach, several measurement assessments were conducted, including discriminant validity, the square root of Average Variance Extracted (AVE), Variance Inflation Factor (VIF), and composite reliability (CR). Subsequently, the analysis continued with the evaluation of R-square values and T-statistics for each hypothesized relationship between the variables (Hair et al., 2017). Regarding the second-order validity and reliability tests, the SmartPLS 3 output indicated that all dimensions of the latent variables SMMA, RQ, and PV had outer loading values greater than 0.7 and AVE values greater than 0.5, thereby confirming convergent validity. For the second-order reliability tests, all dimensions exhibited composite reliability (CR) values greater than 0.7 and Cronbach's Alpha (CA) values exceeding 0.7, thus establishing that all constructs were reliable. Following these assessments, Structural Equation Modeling (SEM) using a variance-based approach was performed to evaluate the effects of the latent variables in accordance with the proposed hypotheses.

IV. Result and Discussion

4.1. Analysis Result

The respondent profile shows that 64.6% of participants were female, the majority were aged 20–28 years (Generation Z), and 52.8% were unemployed. This demographic composition differs from the findings

of Anggara et al. (2023) in a study conducted at the Hijup store in Jakarta, where most respondents were aged 23–28 years (47.0% of 224 respondents), had completed high school, and reported monthly expenditures of ≤ IDR 2,000,000 (42.0%). These differences indicate variation in consumer profiles across retail contexts and support the relevance of focusing on Generation Z in the present study. Construct reliability and validity were assessed following Hair et al. (2017). All indicators demonstrated factor loadings above 0.50, with most exceeding the recommended threshold of 0.70, confirming adequate indicator reliability. Composite reliability (CR) and average variance extracted (AVE) values for all constructs met the required standards, indicating satisfactory internal consistency and convergent validity. Specifically, online store attributes achieved a CR of 0.944 and an AVE of 0.736, while offline store attributes obtained a CR of 0.957 and an AVE of 0.653, reflecting excellent reliability. Omnichannel experience showed a CR of 0.826 and an AVE of 0.548, indicating acceptable reliability and validity. Brand love reported a CR of 0.891 and an AVE of 0.761, demonstrating strong convergent validity, and brand loyalty achieved a CR of 0.926 and an AVE of 0.511, which meets the minimum criterion. Overall, all constructs are considered reliable and valid for structural model analysis. The coefficient of determination (R^2) was used to evaluate the explanatory power of the model. The omnichannel experience construct, predicted by offline and online store attributes, obtained an R^2 of 0.563, indicating moderate-to-strong explanatory power. Brand love, influenced by omnichannel experience and store attributes, achieved an R^2 of 0.729, reflecting strong predictive capability. Brand loyalty recorded an R^2 of 0.772, categorized as substantial, indicating that over three-quarters of its variance is explained by the model. Model fit was further confirmed by an SRMR value of 0.07, which is below the recommended threshold of 0.08 (Bentler & Hu, 1998), suggesting an acceptable overall fit. Finally, hypothesis testing was conducted using a bootstrapping procedure, with path coefficients evaluated through T-statistics and P-values. The detailed results are presented in Figure 2.
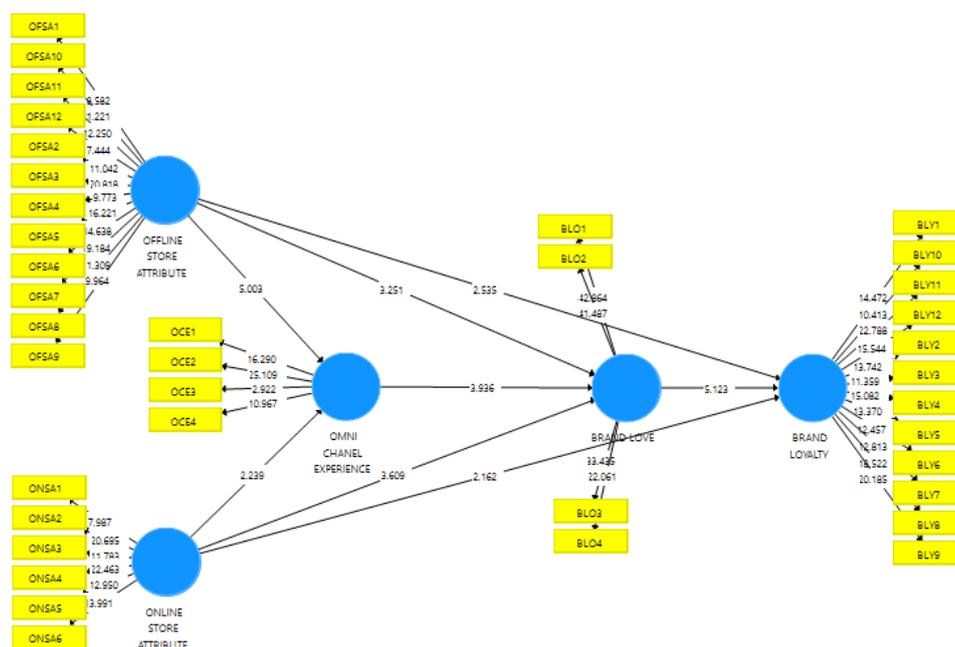
Figure 2. The Result of Path Diagram T-Value

Figure 2 presents the structural path model with t-values, illustrating the relationships among offline store attributes, online store attributes, omnichannel experience, brand love, and brand loyalty. The results indicate that both offline and online store attributes significantly influence omnichannel experience, which in turn enhances brand love and leads to brand loyalty. In addition, both store attributes have significant direct effects on brand love. These findings highlight the importance of functional attributes and integrated experiences in strengthening emotional attachment and long-term loyalty. Detailed hypothesis testing results, including path coefficients, t-values, and p-values, are provided in Table 1.

P[Table 1. Hypothesis testing results

Hypothesis	Hypothesis Statement	Original Sample	T Statistic (>1.96)	P Value (<0.05)	Explanation
H1	Offline store attributes have a positive influence on the omnichannel experience	0.555	5.005	0.000	The data support the hypothesis.
H2	Offline store attributes have a positive influence on brand love	0.326	3.251	0.001	
H3	Offline store attributes have a positive influence on brand loyalty	0.305	2.535	0.012	
H4	Online store attributes have a positive influence on omni channel experience	0.224	2.239	0.026	
H5	Line store attributes have a positive influence on brand love	0.348	3.069	0.000	
H6	Line store attributes have a positive influence on brand loyalty	0.220	2.162	0.031	
H7	Omni channel experience experience has a positive influence on Brand love	0.259	3.936	0.000	
H8	Brand love experience has a positive influence on brand loyalty	0.415	5.123	0.000	

Based on the results presented in Table 1, all hypotheses in this study are supported, as the t-values exceed the threshold of 1.96 and the p-values are below the 0.05 significance level.

4.2. Discussions

This study investigates the effects of offline and online store attributes on omnichannel experience, brand love, and brand loyalty, and further examines the mediating roles of omnichannel experience and brand love within an integrated research model. As illustrated in Figures 1 and 2, offline and online store attributes function as exogenous variables, while omnichannel experience, brand love, and brand loyalty serve as endogenous variables. The hypothesis testing results indicate that all proposed relationships are statistically supported, confirming the robustness of the conceptual model. The first hypothesis confirms that offline store attributes positively influence omnichannel experience, consistent with the findings of Anggara et al. (2023) and Riaz et al. (2022). This result highlights the continuing importance of physical retail environments in shaping customer experiences, even in digitally integrated contexts. In particular, courteous and knowledgeable sales staff, convenient payment systems, and access to promotional information significantly enhance customers' perceptions of omnichannel consistency. In the context of Chinese smartphone brands such as Xiaomi, Oppo, and Vivo, offline stores provide added value by enabling hands-on product trials, professional assistance, and exclusive in-store promotions, thereby strengthening the overall omnichannel experience.

Offline store attributes are also found to have a significant positive effect on brand love. This relationship reflects how meaningful in-store interactions and service encounters generate emotional attachment toward the brand. Consistent with Baker et al. (2002), physical store cues—both visual and non-visual—serve as powerful stimuli in shaping consumers' emotional bonds with a brand. High service quality, convenient payment options, and reliable product information contribute to the formation of store identity, which in turn strengthens consumers' emotional attachment and fosters brand love. Furthermore, offline store attributes significantly enhance brand loyalty, supporting prior studies that emphasize the role of store environment in conventional retail settings (Baker et al., 2002; D'Astous, 2000; Kumar, 2010). Product variety, price–quality alignment, warranty offerings, and promotional benefits collectively reinforce customer retention and long-term loyalty, particularly in highly competitive retail markets. The fourth hypothesis, which

posits a positive effect of online store attributes on omnichannel experience, is also supported. Consistent with Jiang et al. (2023) and Yokoyama et al. (2023), well-designed online platforms, high-quality information, ease of navigation, and secure transactions facilitate seamless channel integration. For Chinese smartphone brands, online stores enhance convenience, accessibility, and transaction security, thereby strengthening the overall omnichannel experience.

Online store attributes further exert a positive influence on brand love. In line with Song and Kim (2022) and Mofokeng (2021), features such as data security, payment safety, delivery reliability, and product variety create psychological comfort and trust, which foster emotional attachment to the brand. These attributes encourage consumers to continue purchasing from the same brand despite competitive alternatives, reinforcing long-term relational bonds. Similarly, online store attributes positively affect brand loyalty. Functional and aesthetic characteristics of online platforms—such as user-friendly interfaces, visually appealing designs, and secure transaction systems—shape customers' purchasing experiences, generating satisfaction, confidence, and enduring brand preference (Wu & Chang, 2016). The findings also confirm that omnichannel experience has a significant positive effect on brand love, consistent with Rahman et al. (2022). Integrated and consistent experiences across offline and online channels strengthen customers' perceptions of brand reliability, care, and identity, thereby deepening emotional attachment. Seamless interactions across channels allow consumers to feel personally valued by the brand, which is critical in cultivating brand love. Finally, brand love is shown to have a strong positive effect on brand loyalty. This relationship is driven by emotional attachment and psychological closeness, which motivate customers to repurchase, recommend, and defend the brand (Tran et al., 2024). Brand love acts as a central psychological mechanism linking customer experience to long-term loyalty, particularly in the highly competitive smartphone market. Consumers who develop strong emotional bonds with brands such as Xiaomi, Oppo, and Vivo are more likely to remain loyal, actively follow brand communications, and continue choosing the brand even when alternatives are available.

V.   Conclusion

The hypothesis proposed in this study is empirically supported, demonstrating that both offline and online store attributes significantly influence omnichannel experience. This integrated experience enables consumers to interact seamlessly across touchpoints, positioning the customer at the center of a consistent and interconnected service environment. By leveraging both physical and digital store attributes, firms create dynamic shopping journeys that encourage information search and engagement before purchase. These conditions enhance the omnichannel experience, which in turn strengthens brand love toward Chinese smartphone brands such as Xiaomi, Oppo, and Vivo, particularly among Gen Z consumers purchasing through official marketplace stores. As brand love increases, consumers are more likely to develop brand loyalty, reflected in repeat purchases and positive word-of-mouth across channels. This study further reveals both direct and indirect relationships between store attributes and brand outcomes. Offline store attributes exert a partial mediating effect on brand love through omnichannel experience, indicating that physical store characteristics not only directly foster emotional attachment but also enhance it through integrated channel experiences. In contrast, the relationship between online store attributes and brand love is fully mediated by omnichannel experience, suggesting that emotional bonds in digital contexts are primarily formed through optimized cross-channel interactions. These findings highlight the importance of aligning store attributes with the expectations and behavioral patterns of Gen Z consumers in omnichannel environments.

The results provide important insights for marketers of Chinese smartphone brands in Indonesia. First, building brand loyalty requires the cultivation of brand love, which is driven by both offline and online store attributes. In offline stores, staff responsiveness and store cleanliness play a crucial role in creating positive emotional experiences that encourage repeat purchases. In online channels, broad product variety and ease of comparison enhance convenience and engagement, reinforcing emotional attachment to the brand. Second, firms should prioritize the integration of offline and online store attributes to enhance the

omnichannel experience. Providing complete product assortments, high perceived quality, convenient transactions, and accessible promotional information across channels creates meaningful experiences that foster brand love and, ultimately, long-term brand loyalty. Customers who perceive such consistency and value are more likely to recommend the brand and regard it as their primary choice. Despite its contributions, this study has several limitations. First, it focuses exclusively on Chinese smartphone brands in Indonesia, which may limit the generalizability of the findings. Future studies could extend the model to global brands such as Samsung or Apple to enable broader comparisons. Second, the model explains 56.3% of the variance (R^2), indicating that other relevant factors—such as customer satisfaction, perceived value, or repurchase intention—remain unexplored. Incorporating these variables may enhance the explanatory power of future frameworks. Third, the study centers on Generation Z and Millennials; Future research could include Generation X or Baby Boomers to examine generational differences in omnichannel experience, brand love, and brand loyalty. By addressing these limitations, future studies can further refine the theoretical framework and provide a more comprehensive understanding of how omnichannel strategies shape consumer–brand relationships across diverse contexts and consumer segments.

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