

Omnichannel Retailing Strategy and Consumer Purchasing Decision in Beauty Products: Sociolla's Experience

WAHYUDI WIBOWO¹

¹Universitas Katolik Widya Mandala Surabaya, Indonesia

Abstract

This research analyses the effects of omnichannel experience on the repurchase intention of beauty products by employing customer satisfaction and trust as mediating variables. Data for this study were collected through online survey to 180 respondents in Indonesia. Results of the survey were analysed through the Structural Equation Modeling (SEM) techniques by the use of SmartPLS 3.0. Findings of the study confirm that omnichannel experience directly effects repurchase intention, customer satisfaction, and trust in the purchasing processes of beauty products. In addition, customer satisfaction and trust act as mediators in the relationship between customers' omnichannel experiences and their repurchase intentions.

Keywords

Omnichannel Retailing; Omnichannel Experience; Purchasing Decision; Customer Satisfaction; Customer Trust

INTRODUCTION

Retail is one of the business sectors that significantly contributes to the economic development of Indonesia. In fact, the existence of retail is categorized as an important indicator to determine the level of people's purchasing power. According to the data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia, in 2022, retail sales have grown by 15.42%, which shows a significant increase compared to the previous year. This high retail sales figure is also followed by the increasingly diverse types of retailing including the specialty retailing or outlet retailers that sell particular type of products.

At this time, beauty and personal care products are very popular because they are considered to support one's appearance. Sales of this type of product have also continued to skyrocketing from time to time. According to the statistic records of year 2022, the total income from the beauty and personal care sector has reached USD 7.23 billion (Statista, 2023). This sector is projected to continue growing in the next five years.

Nowadays, fierce competition in the retailing industry requires retailers to develop innovative ways to meet customers' needs. On the other hand, the presence of digital technologies such as e-commerce, social

media, and the internet has already altered customer behaviors.

Digital technologies including e-commerce platforms can lead customers to purchase their products anytime and anywhere. However, one of the hindrance factors for consumers is the fact that consumers cannot touch and feel the products directly prior to their buying decision. This particular shopping process can only be experienced when consumers making a purchase at a brick-mortar store. As a result, consumers often choose to use more than one channel in obtaining a shopping experience. According to a research by Harvard University which involve 46,000 consumers, 73% of total consumers say that they use more than one channel when shopping (Dee, 2022).

Unfortunately, those multichannel of retailing rarely owned by the same retailer, in the efforts of competing against each other to gain profits. As the result, inconsistent shopping experiences across the channels are frequently occurs and these often confuse the customers (Huang et al., 2019). This condition leads beauty and personal care retailers to build integrated omnichannel shopping experiences.

Sociolla is one of the well-known cosmetics and skin care retailers in Indonesia. The company was founded in March 2015. Initially, Sociolla developed a website that provided a

variety of trusted local and international brands (<https://www.sociolla.com>). Afterward, in 2019 Sociolla decided to set up an offline store in Jakarta for the first time as an initial step to expand its retailing omnichannel strategy. The presence of offline stores does not replace the existing online channel.

Sociolla's brick-mortar stores are integrated with the online platform. Therefore, in the omnichannel, customers can shop in the online platform and pick up the products in the Sociolla outlet stores or purchasing products directly in the stores and ask the staffs to send the products to their address.

In the latter development, the company introduced another online shopping platform for mobile device users. The new platform is named SOCO. Following the newly introduced omnichannel platform, another consumer advantage is offered. Whenever consumers make purchases, they will earn reward points that will be accumulated in the consumers' account at the SOCO application and Sociolla's website. Later, these points can be used to get price discounts when shopping on any of the online or offline outlets.

In this research, we intend to analyse how omnichannel experience could affect consumer repurchase intention. This research also incorporates the effects of customer satisfaction and trust as the mediating variables.

To study the research objectives, we captured the omnichannel experiences of Sociolla's consumers. We think Sociolla's omnichannel retailing strategy could be a lesson learned for other beauty retailers as the company has a good reputation in Indonesia. Moreover, amid the rapid development of other brands and retailers, Sociolla continue stands out in attracting customers through their innovative products and business strategy.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

a. Omnichannel Retailing Strategy

Omnichannel retailing is an emerging retailing strategy that has revolutionized the retail business by integrating all consumer touchpoints into an all-encompassing, seamless interface (Asmare & Zewdie, 2022). Meanwhile, Salvietti et al. (2022) defined Omnichannel as a situation in which customers may initiate complete contact with the company or brand via the several options of channels, and merchants have partial or full control over the multichannel options. In this

strategy, the business approach has shifted into a consumer-centric approach. In this approach company should emphasize in any ways that allow customers to obtain information that facilitate the purchase decision and how the transaction processes can be completed (Bell et al., 2014).

b. Omnichannel Experience

The term "omnichannel experience" refers to an integrated sales experience that combines the benefits of physical stores with the in-depth information provided by online shopping (Massi et al., 2023). It includes both offline and online services, as well as managed communication integration (Lisnawati et al., 2020). Others define the omnichannel experience as a multichannel approach in which retailers give a consistent, integrated, and seamless experiences regardless of the channels utilized (Riaz et al., 2022).

c. Customer Satisfaction

According to Kotler & Keller (2016), customer satisfaction is the level of a person's feelings after comparing the performance (or results) he/she feels compared to his/her expectations. Customer satisfaction is also defined as the psychological reaction of the customers based on the customer's prior experience with the contrast of the expected and perceived performance (Chang et al., 2009). Customer satisfaction also can represent both the real-time assessment and the post-purchase assessment (Oliver & Lee, 2010). Later, the post-purchase assessment will influence the customer's decision regarding to their repurchase intention.

d. Trust

Trust is defined as customer understanding on the brand's performance expectations based on the experience and confidence manifested in the shape of an attitude (Utami, 2015). Trust may also reflect a person's or a group's believe that is based on words, pledges, declarations, or written arguments from individuals or other groups that can be justified.

e. Repurchase Intention

Repurchase intention is defined as the individual's decision to repurchase a specific service or product from the same company or brand, taking into account his/her current condition and probable circumstances (Hellier et al., 2003). Repurchase intention predominantly affect the company's sustainability. Therefore, the retailer needs to understand the determinant factors that affects the repurchase intention. The

contributing aspects include satisfaction, trust, and loyalty (Bulut, 2015).

Effect of Omnichannel Experience to Repurchase Intention

Omnichannel retailing provides customers facility to interact with the brand through their preferred channels. The integration of many channels makes the process become smooth and convenience (Ryu et al., 2023). When customers are getting an incredible experience, it will lead them to have the purchase intention (Cook, 2014). Previous research proved that integrated channels that generate omnichannel experience plays a crucial role in determining consumer's repurchase intention (Lu et al., 2017). Therefore, the hypothesis is as follows.

H1: Omnichannel experience has positive effect on repurchase intention.

Effect of Omnichannel Experience to Customer Satisfaction

A smooth migration from one channel to another channel can lead customers to have an expectation of frictionless and optimized purchasing experience. According to Rodríguez-Torrico et al., (2020), omnichannel experience that enable a seamless interaction had a positive effect on customer satisfaction.

Moreover, Cotarelo et al. (2021) finds that omnichannel experience can positively affects customer satisfaction since customers find it is simple and natural for them to switch from one shopping platform to another. Hence, the hypothesis is as follows.

H2: Omnichannel experience has positive effect on customer satisfaction.

Effect of Omnichannel Experience to Trust

High concerns on customer privacy and online payment security often lead to customer distrust. This later causes customers to purchase products in physical stores rather than the online stores (Arora & Sahney, 2018). Looking at this drawback of online shopping, it could be solved through introducing omnichannel experience. Omnichannel experience can generate more trust to the customer. Customer experience toward an integrated omnichannel retailing significantly affects their trust (Lestari & Nugroho, 2023). Therefore, the hypothesis is as follows.

H3: Omnichannel experience has positive effect on trust.

Effect of Customer Satisfaction to Repurchase Intention

An integrated retailing channels enables customers to select their preferred channel at every stage of the purchasing processes, including information search, purchase, return, delivery, and after-service (Rodríguez-Torrico et al., 2020). Customer satisfaction stems from positive consumer-brand interactions and omnichannel seamlessness, which can motivate repurchases from the same retailers (Miao et al., 2022). Furthermore, there is a positive association between consumer satisfaction and repurchase intentions, that is pleased customers are more likely to stay with the certain retailer rather than other retailers that cause them dissatisfied (Ibzan et al., 2016). Therefore, the hypothesis is as follows.

H4: Customer satisfaction has positive effect on repurchase intention.

Effect of the Trust to the Repurchase Intention

Consumer's repurchase intention is influenced by the perception on a retailer. Therefore, it is crucial for a retailer to build trust and to provide a convenient experience. Difficulties faced by customers in using the omnichannel should be avoided to ensure a trustable transaction (Susanto et al., 2018). Customers may hesitant to move to another omnichannel store if they already has a trust-based relationship with an omnichannel store (Wu et al., 2014). Therefore, the hypothesis is as follows.

H5: Trust has positive effect on repurchase intention

Effect of Omnichannel Experience to Repurchase Intention Mediated by Customer Satisfaction

A customer-centric omnichannel approach may reveal more pleasure for the customer. Customer experiences influence the customer's affective judgement like satisfaction level. This results in an increased buying frequency (Pambudi et al., 2022; Martin et al., 2015).

Omnichannel strategy that integrate consumer's digital shopping experiences lead to an increase in perceived service quality and higher customer satisfaction. Later, this customer satisfaction will stimulate customer to make repurchase intention (Blom et al., 2021). Therefore, the hypothesis is presented below.

H6: Customer satisfaction mediates the relationship between omnichannel experience and repurchase intention

Effect of Omnichannel Experience to Repurchase Intention Mediated by Trust

Consumers who believe that certain retailer is competent, provides good products, and trustworthy might be influenced to repurchase products from the retailer (Mahliza, 2020). Convenience and smoothness found in omnichannel experience will develop customer's trust, resulting higher customer's loyalty as represented by the attitude of repurchase intention. Higher the level of trust, higher the customer's attitude towards repurchase intention (Putra & Pramudana, 2021). Therefore, the hypothesis is as follows.

H7: Trust mediates the relationship between omnichannel experience and repurchase intention.

Based on the hypotheses development, the research framework of this study is presented as follow (Figure 1) in appendix.

METHODS

This research employs quantitative approach. It measures the correlational relationships of several variables, including omnichannel experience, customer satisfaction, trust, and repurchase intention. The population of this research is everyone whoever shopped in Sociolla's omnichannel platform at least three times in the past six months.

The researcher used non-probability purposive sampling technique. A number 180 respondents participated in the survey, which was conducted in the mid of year 2023. Meanwhile, the data collection method used in this research is a questionnaire containing a total of 25 questions. On a Likert scale, respondents were asked to indicate their degree of agreements (from strongly disagree to strongly agree) to the provided questions.

In this research, the data analysis technique used is Structural Equation Modeling-Partial Least Square. Data were analysed using SMART PLS 3.0.

SEM enables the researcher to model and estimate complex interactions between several dependent and independent variables at the same time. Meanwhile, PLS is introduced as the "causal-predictive" approach to SEM (Hair et al., 2021).

RESULTS AND DISCUSSION

Out of the 180 respondents participated in the survey, based on gender most of them are female (76%), which is considered normal since consumers of beauty and personal care products are predominantly females.

Based on age, respondents of the survey are dominated by individuals at 18-25 years old. This is basically representing segment in the market with high interest to the use of skincare and cosmetic products. Meanwhile, looking from their occupation base, most respondents are students.

Validity and Reliability Tests

Results of reliability test is presented in Table 1. In doing the reliability test in PLS, there are two common methods. First, based on the measurement of Cronbach's alpha. The cut-off point of Cronbach Alpha is 0.70. Second, based on the measurement of composite reliability to measure the actual reliability value of each variable. A variable is considered reliable when the value of composite reliability is greater than 0.70. Results in Table 1 shows that all of both Cronbach's alpha and composite reliable are higher than 0.70, indicating all variables are reliable in appendix.

Next, the results of inner model test are presented in Table 2. Based on the results, the R^2 value of customer satisfaction is 0.661. This means 66.1% change in customer satisfaction can be explained by customer's omnichannel experience. On the other side, the value of R^2 in trust is 0.547, providing that 54.7% change in trust is explained by omnichannel experience.

In addition, R^2 value of repurchase intention is 0.684, indicating that 68.4% change in repurchase intention is caused by omnichannel experience, customer satisfaction, and trust. Lastly, the R^2 value of each of the variables is above 0.50 indicating that each variable has a moderate significance level Tabel 2 in appendix.

Hypotheses Test

The overall result of the hypotheses testing is presented in Table 3. In determining whether the hypothesis is accepted or not, the value of T-statistic should be greater than 1.96 and the P-value should be less than 0.05. If a hypothesis does not meet those requirements, then the hypothesis is rejected. In Table 3, all

of the T-statistics are higher than 1.96 and the P-value is less than 0.05. Therefore, all of the seven hypotheses are accepted in appendix.

On the effect of omnichannel experience to repurchase intention, result of this study shows that omnichannel experience has significant effect to the repurchase intention. Better omnichannel experience will generate a positive intention to repurchase in the future.

In making a repeat purchase decision, consumers first evaluate their past shopping in a particular outlet. A positive experience will motivate consumers to do repeat purchasing. The omnichannel experience offered by Sociolla such as integrated transaction process, buy-online-and-pick-up-in-store, personalized information creating different experience compared to the multichannel that still commonly applied by most of other retailers.

The finding is in line with the study of Bahri et al. (2023) that found omnichannel experience significantly affects the repurchase intention. Therefore, a company should develop the omnichannel strategy that combine both offline and online channels to adjust to the consumers' preferences, particularly after COVID-19 pandemic.

Furthermore, on the effect of omnichannel experience to customer satisfaction, this study proves that omnichannel experience has significant effect to the customer satisfaction. After obtaining the omnichannel experience, customers will compare the actual experience with their expectation or even to their previous purchase in other retailers. An interactive integration that incorporates consistent information across channels can enhance customer satisfaction during omnichannel shopping (Zhang et al., 2018).

This is in accordance with the findings of Pambudi et al., (2022) that reveal omnichannel experience can drive customer satisfaction. In addition, another research by Cotarelo et al. (2021) confirmed that when a company organize a barrier-free omnichannel experience, a greater satisfaction will be generated.

Next, on the effect of omnichannel experience to trust. Results of this study show that omnichannel experience has significant effect to the trust. The omnichannel experience allows customers to access many connected channels that can build consumer trust. This is supported with a study that reveals a more integrated distribution channels provided with clear system, higher

trust level will arise (Van Bruggen et al., 2005; Huang et al., 2019).

Similar result is shown by Bahri et al. (2023), in which omnichannel experience significantly affects consumer trust. The need of establishing an integrated information system is required to enhance their connection, integration, consistency, flexibility, and personalization to the company. The latter will increase consumer trust.

On the effect of customer satisfaction to repurchase intention, the result shows that customer satisfaction significantly affect the repurchase intention. Consumers will be satisfied when their expectation is fulfilled. It will create a positive psychological effect that makes them happy. As a result, they will have the intention to do repeated transactions in the same brand.

The ease to shop in Sociolla provides an integrated shopping experience that raise customer satisfaction. After shopping in Sociolla, consumers tend to do repurchasing since they have already a comfortable shopping experience.

Previous researches conducted by Tufahati et al. (2021) and Tjahjaningsih et al. (2020) also reveal that customer satisfaction positively affects repurchase intention. Satisfied consumers will remember more the brand, increasing the likeliness of repurchasing and even to recommend the brand to other prospective customers.

Meanwhile, on the effect of trust to repurchase intention, the result shows that trust significantly affect the repurchase intention. It means higher level of trust will generate higher repurchase intention. After doing a purchase, consumers will re-evaluate their purchase decision in the future by comparing the services that they obtained (Sullivan & Kim, 2018). If there is match of both, trust will be shaped.

When consumer's trust toward Sociolla, fulfilling its promise to establish an integrated shopping channel, and managing customer's data wisely, it will lead the customers to likely engage in repeating the transaction in Sociolla.

Same results were also confirmed by many previous researches (Trenggana et al., 2022; Bahri et al., 2023) that trust can influence the repurchase intention. In other word, consumer trust can shape a long-term relationship between customers and the retailer if the repeated purchase occurs sustainably.

On the effect of omnichannel experience to repurchase intention through customer

satisfaction, result of this study shows that customer satisfaction mediates the relationship between omnichannel experience to repurchase intention. The experiences obtained from omnichannel that are distinct and unique compared to others retailer will make them satisfied.

A positive memory regarding the omnichannel experience will make them intent to do repeated buying in the same retailer since once consumers find a credible retailer, they are not willing to spend switching cost to other retailers.

The previous researches conducted by (Anita et al., 2021; Jean Lim et al., 2018) were aligned with the result of this study. These researches shows that customer satisfaction has a mediating role to repurchase intention.

On the effect of omnichannel experience to repurchase intention through trust, result of this study shows that trust mediates the relationship between the omnichannel experience to repurchase intention. An integrated data that provide information consistently across the channels can increase consumer trust and the feeling of security toward Sociolla.

Trust becomes the one of important factor that influences the post-consumption intention (Fang et al., 2014). Once consumer having trust to a brand, they will have the intention to do repeat buying. More than that, it also can establish a long-term relationship as loyal customers and even recommending Sociolla to their peers.

This result is supported by Bahri et al. (2023), consumer trust has mediating role in the relationship between omnichannel experience and repurchase intention. In addition, Trivedi & Yadav (2020) confirmed that trust acted as a key mediator in some relationships and as a major variable in repurchase intention.

CONCLUSION

Omnichannel experience significantly affect the repurchase intention. Better omnichannel experience leads to higher intention to repurchase. It can happen because when consumer making a recurring purchase decision, they typically evaluate the whole omnichannel experience at Sociolla.

Omnichannel experience has significant effect to customer satisfaction. It means better omnichannel experience, higher customer satisfaction will be shaped. Following their omnichannel shopping experience at Sociolla, customers will assess how their actual

experience compares to their expectations or even to past purchases made at other stores.

Omnichannel experience significantly influence trust. A better omnichannel experience will lead to the higher trust. A connected channel, consistent information, flexible shopping option, and personalized information can improve consumer trust to Sociolla. This will fulfil its promise to prioritize its service quality.

Customer satisfaction has significant effect to repurchase intention. The ease to shop in Sociolla provides many integrated channels that raise the customer satisfaction after shopping in Sociolla can motivate people to have repurchase intention in Sociolla because they have already been convenient so that they do not want to switch to others.

Trust has significant effect to repurchase intention. It can be explained that customers are more likely to repeat transactions with Sociolla and be reluctant to switch, which increases the cost of learning, when they have trust in the company to prioritize service quality, keep its word to establish an integrated channel, and manage customer data responsibly.

Customer satisfaction mediate the relationship between omnichannel experience to repurchase intention. Sociolla's omnichannel experience helps customers meet their expectations. When it lives up to expectations, clients will be happy and decide to continue establishing relationship with Sociolla by making further purchases.

Trust mediates the relationship between omnichannel experience to repurchase intention. Increased confidence and a sense of security toward Sociolla may be achieved by integrated data that can deliver information consistently across channels. Once a customer has trust to a company, they will the intention to make further purchases.

Producers of beauty products need to educate their customers regarding all of existing channels and improve the seamlessness channel that ease the customers to migrate from one channel to another. Therefore, it can increase the customer's pleasure in shopping at Sociolla.

Retailers of beauty products like Sociolla need to ensure that the submitted personal data will be kept properly and not to be misused. Therefore, customers can conveniently complete their data that will increase the omnichannel experience offered by Sociolla. They can more actively promote the benefit in getting loyalty points and

obtaining a smooth shopping experience that make them be loyal to the brand.

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List of Tables

Table 1. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Omnichannel Experience	0.847	0.918
Customer Satisfaction	0.900	0.891
Trust	0.861	0.888
Repurchase Intention	0.847	0.905

Source: Own data analysis

Table 2. R-Square Value

	R-Square level	R-Square Adjusted
Customer Satisfaction	0.661	0.659
Trust	0.547	0.544
Repurchase Intention	0.684	0.679

Source: Own data analysis

Table 3. Hypotheses Testing

Hypothesis		Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values	Results
H1	OE → RI	0.206	0.082	2.495	0.013	Accepted
H2	OE → CS	0.813	0.038	21.578	0.000	Accepted
H3	OE → TR	0.739	0.039	19.190	0.000	Accepted
H4	CS → RI	0.402	0.087	4.598	0.000	Accepted
H5	TR → RI	0.283	0.084	3.379	0.001	Accepted
H6	OE → CS → RI	0.327	0.072	4.516	0.000	Accepted
H7	OE → TR → RI	0.209	0.068	3.102	0.002	Accepted

Source: Own data analysis

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Figure 1. Sociolla's physical store



Figure 2. SOCO apps

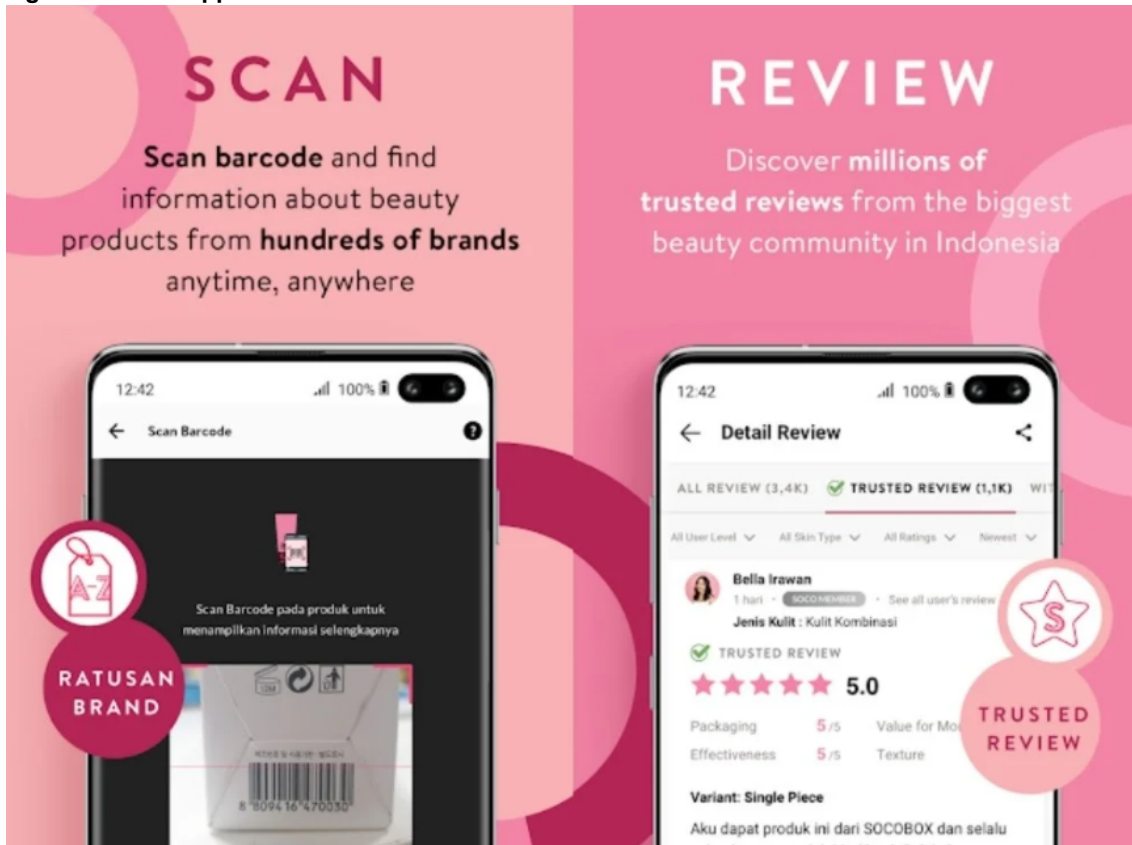


Figure 3. Research framework

