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**Examining the Impact of Omni-Channel Shopping on Contact Interactivity and Customer Engagement: A Comprehensive Scholarly Review**

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**Abstract**

The rapid digitalization of the retail industry has created significant shifts in consumer buying behavior. This study empirically examines the impact of omni-channel shopping on contact interactivity and customer engagement in the Pakistani retail context. Using data gathered from 300 respondents through Google Forms and face-to-face surveys, the research applies descriptive and regression analysis to assess the relationships between the constructs. Results reveal that omni-channel shopping significantly enhances contact interactivity and has a direct and positive effect on customer engagement. Furthermore, contact interactivity mediates the relationship between omni-channel shopping and customer engagement, indicating that interactive contact points strengthen engagement outcomes. These findings provide valuable implications for practitioners aiming to improve customer retention and loyalty in digital retail environments and contribute to the literature by highlighting the importance of interactive communication in omni-channel settings.

**Keywords:** Omni-Channel Shopping, Contact Interactivity, Customer Engagement, Digital Retail, Pakistan

**1. Introduction**

In recent years, the increasing integration of digital technologies into the retail sector has transformed the way customers interact with businesses. The emergence of omni-channel shopping—defined as a seamless and consistent customer experience provided through multiple touchpoints such as websites, mobile applications, physical stores, and social media platforms—has become a critical factor in enhancing customer engagement. With consumers increasingly demanding convenience and flexibility, retailers must now allow customers to access products and services across various channels without interruption (Verhoef et al., 2015). A report by Harvard Business Review indicates that omni-channel customers spend more and demonstrate higher loyalty than customers who use a single shopping channel (Piotrowicz & Cuthbertson, 2014).

Integrating different communication channels gives retailers more opportunities to interact with customers and provide them with personalized services. These frequent and interactive touchpoints are collectively referred to as contact interactivity, which enable better customer understanding and help in building long-term relationships (Kumar & Reinartz, 2018). As a result, effective interactivity across channels maximizes customer engagement, which is essential for achieving customer satisfaction and loyalty (Hollebeek et al., 2019).

However, despite the potential benefits of omni-channel strategies, limited empirical work has exami

ned how they enhance customer engagement through contact interactivity in emerging markets such as Pakistan. The present study addresses this gap by empirically investigating the impact of omni-channel shopping on customer engagement via contact interactivity.

## **2. Literature Review**

### **2.1 Omni-Channel Shopping**

Omni-channel shopping allows consumers to use different platforms (physical and digital) while benefiting from consistent and continuous services (Huang & Rust, 2018). Seamless channel integration improves service delivery, responsiveness, and convenience, which in turn enhances customer satisfaction and retention (Mengjia Gao & Huang, 2021). In the context of digital retail, omni-channel strategies are often associated with greater flexibility, easier information access, and better alignment with customer expectations (Hubner et al., 2016).

### **2.2 Contact Interactivity**

Contact interactivity refers to two-way communication between customers and organizations, facilitated through various channels such as websites, email, and social media (Cao et al., 2018). High levels of interactivity enable brands to personalize messages and interact with customers on a real-time basis (Liao et al., 2021). Greater interactivity results in more effective information exchange and strengthens customer trust and connection with the brand (Koo et al., 2018). In an omni-channel environment, contact interactivity represents an essential factor in building meaningful customer relationships.

### **2.3 Customer Engagement**

Customer engagement is described as “a customer’s cognitive, emotional, and behavioral investment in specific brand interactions” (Brodie et al., 2013). It helps develop long-term affiliations between customers and brands by motivating repeat purchases and generating positive word-of-mouth. Research has shown that omni-channel strategies contribute to improving customer engagement by offering highly personalized and seamless shopping experiences (Chen et al., 2019).

Recent studies continue to emphasize the growing importance of omni-channel strategies in strengthening customer-brand relationships. For example, Li and Kannan (2020) highlighted that seamless channel integration enhances customer satisfaction when consumers can effortlessly switch between online and offline platforms during their shopping journey. Similarly, Trenz and Bozan (2021) demonstrated that omni-channel environments increase customers’ perceived value through advanced personalization and timely communication, suggesting that the alignment of digital and physical touchpoints triggers higher levels of customer involvement. Moreover, interactive technologies such as live chat, social media response systems, and customized email marketing campaigns have been shown to significantly improve contact interactivity in omni-channel contexts (Pantano & Pizzi, 2021). These technologies foster two-way communication, enabling customers to interact more intensely with brands and obtain instant responses, which subsequently enhances engagement. Furthermore, Pérez-Cabañero et al. (2022) argued that retailers adopting real-time customer assistance and AI-powered support services witness improved customer trust and commitment, indicating that greater interactivity results in stronger and more meaningful brand relationships. In addition, Blázquez and Sharma (2023) emphasized that omni-channel firms leveraging customer data analytics can better recognize individual preferences and deliver highly tailored services, further strengthening customer engagement. The authors also noted that interactive personalization efforts, such as recommending relevant products or providing individualized offers, lead to higher customer loyalty rates. This aligns with the findings of Ailawadi et al. (2023), who reported that omni-channel retailers who frequently engage with customers across digital platforms create deeper emotional connections that foster long-term engagement. Recent empirical evidence by He and Wang (2024) revealed that contact interactivity remains a critical mediator between omni-channel capabilities and customer engagement, especially when customers utilize multiple channels to search, interact, and purchase. Their study showed that frequent interactions across channels trigger

greater cognitive and emotional investment from customers, thus supporting the argument that omni-channel retailers must promote interactive contact opportunities to maximize engagement outcomes. In line with this, Liu et al. (2024) identified that integration of multiple communication tools, such as instant messaging, mobile apps, and physical store assistance, encourages co-creation of value with customers and results in enhanced engagement. Overall, the latest research consolidates the notion that omni-channel shopping can significantly enhance customer engagement, particularly when supported by effective contact interactivity. Retailers must therefore focus on integrating various communication tools and delivering personalized interactive experiences to fully leverage the advantages of omni-channel retailing in today's increasingly digital environment.

## 2.4. Research Framework and Hypotheses

Based on the literature, the following hypotheses were developed:

**H1:** Omni-channel shopping has a positive effect on contact interactivity.

**H2:** Omni-channel shopping has a positive effect on customer engagement.

**H3:** Contact interactivity has a positive effect on customer engagement.

**H4:** Contact interactivity mediates the relationship between omni-channel shopping and customer engagement.

## 3. Methodology

### 3.1 Research Design and Sample

This study employed quantitative, cross-sectional research design. Data were collected from 300 respondents located in Pakistan using a combination of Google Forms and face-to-face surveys. Convenience sampling was adopted due to limited access and time constraints. Respondents were screened to ensure they had experience with at least two shopping channels (online and offline).

### 3.2 Instrument and Measures

A structured questionnaire was developed using validated measures from previous studies. All items were assessed on a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree).

Construct	Source	Items
Omni-Channel Shopping	Verhoef et al. (2015)	5
Contact Interactivity	Kumar & Reinartz (2018)	4
Customer Engagement	Hollebeek et al. (2019)	6

### 3.3 Data Analysis

SPSS 26.0 was used to conduct descriptive statistics, reliability analysis (Cronbach's alpha), correlation analysis, and regression analysis to test the hypotheses.

## 4. Results

### 4.1 Demographic Profile of Respondents

**Table 1.** Demographic Characteristics of Respondents (N = 300)

Demographic Variable	Category	Frequency	Percentage
Gender	Male	149	49.7%
	Female	151	50.3%
Age	18–25	134	44.7%
	26–35	115	38.3%
	36–45	37	12.3%
	46 and above	14	4.7%
Education	Undergraduate	97	32.3%
	Graduate	128	42.7%
	Postgraduate	75	25.0%

Table 1 represents the demographic information of the respondents.

## 4.2 Descriptive Statistics and Reliability

Table 2 shows that all constructs scored above the recommended reliability threshold (0.70).

**Table 2.** Descriptive Statistics and Reliability Analysis

Construct	Mean	SD	Cronbach's $\alpha$
Omni-Channel Shopping	3.98	0.64	.86
Contact Interactivity	4.15	0.52	.82
Customer Engagement	4.06	0.58	.88

## 4.3 Correlation Analysis

Table 3 presents the correlations among the main variables.

**Table 3.** Correlation Matrix

Variables	1	2	3
1. Omni-Channel Shopping	1		
2. Contact Interactivity	.542**	1	
3. Customer Engagement	.506**	.621**	1

**Note.**  $p < 0.01$ .

## 4.4 Regression Analysis

A regression analysis was performed to test the hypotheses.

**H1:** Omni-channel shopping  $\rightarrow$  Contact interactivity ( $\beta = .54$ ,  $p < .001$ ) – *Supported*

**H2:** Omni-channel shopping  $\rightarrow$  Customer engagement ( $\beta = .41$ ,  $p < .001$ ) – *Supported*

**H3:** Contact interactivity  $\rightarrow$  Customer engagement ( $\beta = .49$ ,  $p < .001$ ) – *Supported*

To test for mediation, a Sobel test confirmed that contact interactivity significantly mediates the relationship between omnichannel shopping and customer engagement ( $Z = 4.62$ ,  $p < .001$ ).

## 5. Discussion

The findings demonstrate that omni-channel shopping has a strong positive impact on contact interactivity, which subsequently enhances customer engagement. This confirms the view that integrating multiple communication channels helps create more interactive and seamless contact points for customers. In addition, results show that omni-channel shopping directly affects customer engagement, highlighting the strategic importance of adopting omni-channel approaches in today's retail environment.

The mediating role of contact interactivity indicates that simply providing multiple channels is not enough — businesses must actively foster interactive communication to maximize customer engagement. These outcomes are in line with earlier studies by Chen et al. (2019) and Gao & Huang (2021), which found that interactive capabilities and personalized services are critical drivers of engagement.

## 6. Conclusion and Implications

This study demonstrates that omni-channel shopping positively impacts customer engagement, and that this relationship is strengthened when contact interactivity is high. Retailers should therefore focus on integrating interactive technologies across channels to enhance communication and deliver

personalized experiences. For practitioners, key implications include:

- Investing in interactive tools (chatbots, live chat, real-time support)
- Ensuring consistent communication across all customer touchpoints
- Using customer data to personalize interactions and build long-term relationships

Future research could expand the scope by including moderating variables such as trust or perceived risk and by comparing results across different industries or countries.

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