International Review of Management and Marketing

ISSN: 2146-4405

available at http: www.econjournals.com

International Review of Management and Marketing, 2026, 16(2), 363-374.

Impact of Omnichannel Applications on Reuse Intention and Moderating Role of Personal Innovativeness and Habit in the Customer Journey

Gadir Alizada[1], Bahman Huseynli[1,2,3,4]*, Gözde Kandemir Çomoğlu[5]

[1]Azerbaijan State University of Economics (UNEC), Baku, Azerbaijan, [2]Azerbaijan Public Employment Agency, Baku, Azerbaijan, [3]Western Caspian University, Baku, Azerbaijan, [4]Khazar University, Baku, Azerbaijan, [5]Istinye University, Istanbul, Türkiye.
*Email: bahmanhuseynli@gmail.com

Received: 02 September 2025 **Accepted:** 05 January 2026 **DOI:** https://doi.org/10.32479/irmm.22349

ABSTRACT

This research aims to examine the effects of omnichannel applications on the fast-food purchasing experience and the moderating role of personal innovativeness and habit on this experience. The study analyzed data collected from 418 Azerbaijani fast-food consumers using SPSS and Process v4. A total of nine hypotheses were developed and tested. The research study found that the sub-dimensions of the customer journey experience variable had a positive impact on reuse intention. Personal innovativeness was found to weaken the relationship between pre-purchase experience and purchase experience variables on reuse intention. Habit was found to weaken the purchase and post-purchase experience variables. One of the study's most significant contributions is the finding that while personal innovativeness weakens consumers' intention to reuse an existing brand due to their search for new experiences, habituation, resulting from consumers' routine behavior, diminishes the impact of experience quality. This finding suggests the need to develop differentiated marketing and experience strategies targeted at different consumer profiles.

Keywords: Personal Innovation, Habit, Customer Journey Experience, Omnichannel, Reuse Intention
JEL Classifications: M31, D12, L81

1. INTRODUCTION

In today's world where digitalization has become indispensable, omnichannel applications are radically changing the customer experience in all areas of marketing. Mobile applications, web-based ordering systems, self-service kiosks, and especially online delivery platforms provide consumers with experiences such as speed, convenience, enjoyment, and accessibility. This significantly impacts not only consumers' purchasing behavior but also their brand preferences and repurchase intentions (Verhoef et al., 2015).

Omnichannel applications have the potential to transform consumers' journeys into a more seamless and personalized experience. In the literature, the customer journey experience is defined as the totality of emotional, cognitive, and behavioral processes customers experience at every point of contact with a brand (Lemon and Verhoef, 2016). In the fast-food sector, this journey encompasses the menu review, order creation, payment, product receipt, and experience evaluation stages. Many studies have been conducted on customer experience in different countries and different sectors (Lam et al., 2023; Dewi et al., 2025; Naparin, 2025). Positive experiences at every stage of the customer journey increase consumer satisfaction and strengthen their intention to reuse the brand (Klaus, 2013). Studies in the literature demonstrate that omnichannel shopping environments play a critical role in increasing consumer satisfaction and loyalty. For example, Neslin and Shankar (2009) stated that multichannel strategies contribute

to customers' holistic perception of their shopping experience and increased brand loyalty of the customers. Similarly, Herhausen et al. (2015) emphasized that the integration of online and offline touchpoints strengthens consistency in the customer experience, thereby positively influencing repurchase behavior. These findings suggest that multichannel applications have similar effects not only in the fast-food sector but also in other industries.

However, there are also studies examining the relationship between the customer journey experience (pre-purchase, purchase, post-purchase) and reuse intention. For example, Chiu et al. (2012) demonstrated that experience quality in e-services influences reuse intention through customer satisfaction. Hsiao et al. (2016) stated that user experience in mobile applications, particularly through ease of use and perceived usefulness, increases the tendency to reuse. These studies demonstrate that the customer journey experience not only creates one-time satisfaction but also fosters sustained customer loyalty. This is reflected in customers' intention to repurchase and reuse.

On the other hand, the relationship between the customer journey experience and reuse intention is not unidirectional and is shaped by individual differences. In particular, personal innovativeness and habit factors can be considered to play a moderating role in this relationship. Personal innovativeness refers to customers' tendency to adopt new products, services, or technologies, and consumers with high innovativeness are more likely to quickly adopt multichannel applications and translate their positive experiences into reuse (Agarwal and Prasad, 1998). Habit, on the other hand, represents consumers' tendency to automatically maintain certain behaviors and can often determine reuse behavior beyond rational considerations (Limayem et al., 2007).

In this context, analyzing the impact of multichannel applications on fast food purchasing behavior and customer preferences requires adding new variables to the customer journey experience and reuse intention model. Therefore, the personal innovativeness and habit variables were added to the research model. Therefore, the purpose of this research is to examine the effects of multichannel applications on the fast food purchasing experience and the moderating role of personal innovativeness and habit on this experience.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer experience is a subjective phenomenon that is formed during the interaction with products and services. This experience refers to the overall interaction between the company and the customer and includes both cognitive and emotional aspects during the purchase process - from the moment the customer wants to buy a product (Johnston and Kong, 2011). While the literature indicates that the customer journey is shaped by multichannel dynamics, the crucial role of this journey in creating experience has also been emphasized (Verhoef et al., 2009; Lemon and Verhoef, 2016).

The essence of experience is characterized as a multifaceted entity that includes sensory, emotional, cognitive, and behavioral elements, and these dimensions have been shown to have distinct but interrelated effects on brand loyalty, satisfaction, and behavioral intentions (Brakus et al., 2009). While efforts to measure experience quality in service-based processes and service quality scales (e.g., SERVQUAL) attempt to quantitatively capture the determinants of experience, consumer satisfaction literature recognizes it as one of the strongest predictors of reuse/repurchase intention; the formation of satisfaction is explained by the expectation-performance comparison and the resulting confirmation/disappointment processes (Oliver, 1997; Parasuraman et al., 1988).

The theoretical basis for the positive impact of the customer journey experience on reuse intention is that the experience shapes customer internal states—specifically, organismic processes such as satisfaction, perceived value, trust, and emotional attachment. The notion that the fit between a customer's initial expectations and perceived post-experience performance determines satisfaction and, consequently, continuation/reuse intention has been particularly elaborated in studies of information technology acceptance and continuance and forms the theoretical basis of repurchase/continuance models in the consumer behavior literature (Bhattacherjee, 2001; Oliver, 1997). Other important processes mediating the transformation of experience into behavior include perceived service quality and information/procedural credibility, emotional commitment (brand love/attachment), and social proof or e-WOM arising from customer interactions; theoretically, these factors can be modeled either as mediators that complement satisfaction or as moderators that amplify the impact of the experience (Sirdeshmukh et al., 2002; Brakus et al., 2009).

In the study conducted by Zhang et al (2024), it was found that omnichannel customer experience significantly affects repurchase intention and this effect occurs especially through the experience in the pre- and post-purchase stages of the customer journey. Lemon and Verjoef (2016) characterized the customer journey in three stages - pre-purchase, during purchase, and after purchase. These stages have been guiding the study of the customer experience process. Research consistently demonstrates that the quality of the client experience during this journey influences the intention to reuse the service. In the realm of food ordering, Lam et al. (2023) identified that performance anticipation, price value, and online reviews served as both direct and indirect influences, but hedonic motivation was solely indirectly linked to heightened pleasure and the intention to utilize food ordering applications (FOAs). In the study conducted by Hasan et al. (2025), factors affecting customer satisfaction in online food delivery services in Malaysia were examined.

This study by Shin (2021) examined the impact of four components of customer experience in digital banks—usefulness, convenience, employee-customer engagement, and security—on customer satisfaction and re-use intention. The study found that these factors, through satisfaction, strengthen re-use intention. Silva et al. (2023) found user happiness, perceived usefulness, and subjective norm to be among the key criteria influencing reuse intention. A study by Nurqamarani et al. (2020) identified aspects of mobile service quality and the impact of these dimensions on customer satisfaction and reuse intention. The study determined

that customer satisfaction is directly affected by app content, functionality, and digital payment quality.

- H_1: Customer journey experience impacts the reuse intention.

Personal innovativeness is defined in the literature as an individual's tendency to adopt and try new ideas, products, or technologies more quickly than others; this concept has been addressed with both general consumer innovativeness scales (Goldsmith and Hofacker, 1991) and measures specific to the information technology context (Agarwal and Prasad, 1998).

Rogers' Diffusion of Innovations Theory, frequently used in marketing, categorizes individuals as "innovators," "early adopters," and so on. By categorizing these factors, it helps identify the role of innovativeness in the social diffusion process and develop appropriate strategies; thus, the concept of personal innovativeness provides a theoretical basis for explaining both individual differences and the dynamics of social acceptance (Rogers, 1962). While the customer journey is defined as the organization of the touchpoints a consumer follows over time, from awareness to decision-making, purchase, and post-service stages, customer experience is the sum of the sensory, emotional, behavioral, and cognitive responses that occur in the customer at these touchpoints; this multidimensional definition is derived from the brand experience literature (Brakus et al., 2009) and customer journey-focused studies (Lemon and Verhoef, 2016). This conceptual framework hypothesizes that personal innovativeness may be a critical factor in both the perception of an experience and the transformation from experience to behavior.

According to a study by Karami et al. (2021), habit, as an unconscious behavioral mechanism, strengthens customers' satisfaction, loyalty, and trust towards a service provider over time, as well as influencing their intention to use again. As the customer and the service provider interact repeatedly, this process gradually becomes habitual and automatic, as they experience benefits such as trustworthiness, social recognition, and personalized attention. This has a positive impact on the overall travel experience by reducing the need for conscious decision-making over time.

In a study conducted by Lee (2022) in the coffee service industry in South Korea found that customer repeat visits are based on habitual behaviors shaped by product quality and brand awareness. Customers tend to automatically remember and return to familiar coffee shops where they are familiar with the quality of the product, making the customer journey easier and more fluid.

Sharma and Fatima (2024) found that in a omnichannel environment, habit plays a causal, mediating, and moderating role. Also, factors such as security, seamless shopping, and personalized service positively influence habit formation and sense of value. Therefore, marketers should focus on strengthening shopping habits by effectively communicating value propositions. İn another article, Sharma et al. (2024) examined whether interactions with employees in physical stores enhance cognitive engagement, while digital channels enhance affective engagement, in the development of omnichannel shopping habits. Affective engagement and value perception were found to have significant effects on habit development, while income level and length of engagement also acted as moderators in habit reinforcement.

Numerous studies in the literature testing the moderation of personal innovativeness have shown that innovativeness influences the relationships between performance expectancy, perceived usefulness, and satisfaction to varying degrees (Koivisto, 2016; Jeong and Choi, 2022). After examining these theoretical connections, the following hypothesis was proposed:

- H_2: Personal innovativeness moderates the impact on the relationship between customer journey experience and reuse intention.

Customer experience forms the foundation of contemporary marketing and significantly influences key outcomes such as customer satisfaction, loyalty, and reuse intention. Specifically, the customer journey experience encompasses the holistic interactions customers have with a brand from initial contact to post-purchase (Lemon and Verhoef, 2016). During this process, customers' intentions to repeat their experiences are shaped not only by service quality or perceived value, but also by behavioral factors such as habit (Verplanken and Orbell, 2003). Therefore, habit can be considered a driver of the relationship between the customer journey experience and reuse intention.

Habit is a psychological and behavioral mechanism that supports behavioral continuity. Because habit is a learned, automated form of a behavior, repeating customer experiences fosters habit formation (Söllner, 2022). Especially in consumer-technology contexts, as users regularly use certain technologies, this use becomes a habit and becomes a strong predictor of reuse intention. Consumer experiences, once psychologically synthesized in the brain, may or may not turn into habits. Consumer decisions based on psychological factors affect business profits (Brakus et al., 2009; Huseynli, 2022a; Giang et al., 2025). Therefore, businesses encourage repeat purchases by offering consumers positive experiences and try to make it a habit for consumers to choose these brands when a need arises.

The customer journey experience is the sum of the sensory, cognitive, emotional, and behavioral elements a customer experiences from all touchpoints (pre-purchase, purchase, post-purchase) where they interact with a brand (Mustikasari, 2021; Demir Koçoğlu and Yaraş, 2022). There may be a bidirectional relationship between the customer journey experience and habit. In particular, high-quality, consistent touchpoints that meet or exceed expectations provide a positive customer experience, which encourages repeat behavior and forms a habit. Habit, in turn, enables the customer to choose familiar options based on past experience rather than a new brand or product.

Reuse intention is a critical indicator for customer loyalty and sustainable business growth. In the experience-based marketing literature, numerous studies have shown that positive customer experiences increase repurchase/reuse intention through trust, satisfaction, and loyalty (Mustikasari, 2021). There may be a bidirectional relationship between the customer journey experience and habit. In particular, high-quality, consistent touchpoints that

meet or exceed expectations provide a positive customer experience, which in turn encourages repeat behavior and creates a habit. Habit, on the other hand, encourages customers to choose familiar options based on past experience rather than a new brand or product.

Habit emerges when individuals automate behaviors they have repeated in the past and is a factor that accelerates decision-making processes (Wood and Neal, 2007). In the existing literature, habits are frequently cited as reinforcing customer behavior and strengthening brand loyalty (Liu-Thompkins and Tam, 2013). In this context, individuals who experience positive experiences throughout the customer journey transform these experiences into habits, which serves as a mechanism to increase reuse intention (Limayem et al., 2007). Therefore, habit plays a mediating role, strengthening the relationship between customer experience and intention to use.

Zhang et al. (2024) show that personal innovativeness develops the customer experience before and after a purchase. Customers who are more creative are more likely to use features like apps and online-offline services, which makes their shopping experience seamless. Hasudungan and Saragih (2024) found that personal innovativeness also influences consumers' green purchase intentions through the perceived symbolic value enhancement of eco-friendly products. The superiority of customer experience at variable stages of the customer journey (before, during, and after purchase) has strong effects on customer future behavior through mediators such as satisfaction, trust, and perceived value (Demir Koçoğlu and Yaraş, 2022; Mustikasari, 2021). Mustikasari (2021) found a direct effect of customer experience and satisfaction on repurchase intention; however, the habit variable was not explicitly examined.

Zhang et al. (2024) analyzed the relationship between customer experience stages and reuse intention in an omnichannel context, finding that the effects vary across experience stages. Habit effects on intention were found to be strong in IS (information systems) and service contexts, including Söllner (2022); models bridging the gap between experience and habit are limited. As can be seen, although studies in this context have been conducted in the literature, the use of habit as a moderator has not been found in the full model. Therefore, if a hypothesis such as the one below is confirmed, businesses will not only directly increase reuse intention by improving the customer journey experience, but will also be able to make this effect more permanent with habit-forming strategies.

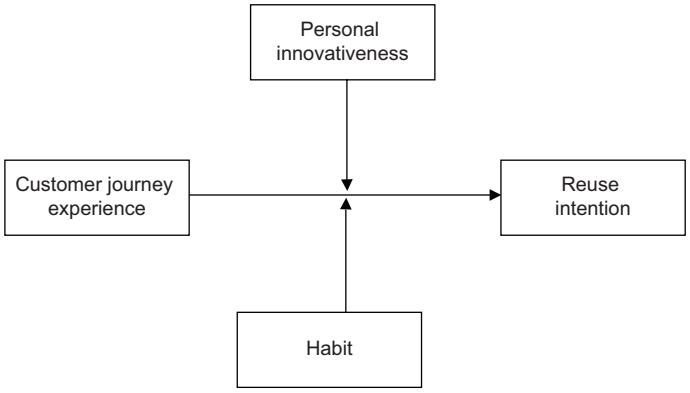
- H_3: Habit moderates the impact on the relationship between customer journey experience and reuse intention.

3. METHODOLOGY

3.1. Purpose

The study aims to examine the effects of the customer journey experience on reuse intention and the moderating role of personal innovativeness and habit on these effects. To this end, we investigated how experiences gained during the customer journey shape consumers' tendency to re-purchase the same product or service. Furthermore, we analyzed how personal innovativeness and habit, important indicators of individual differences, moderate these relationships. The variables included in the research model are presented in Figure 1.

Figure 1: Research model



3.2. Design and Procedure

Specifically, the research aims to understand the relationship between the customer journey experience and reuse intention, and evaluates how this relationship is shaped within the context of personal innovativeness and habitual factors. Today, in the fast food sector, mobile applications, web-based ordering systems, self-service kiosks, and online delivery platforms are radically transforming the purchasing experience by offering consumers speed, convenience, and personalized service. This transformation affects not only consumers' product or service preferences but also their brand loyalty and reuse intentions.

In this research, the customer journey experience refers to the entirety of the cognitive, emotional, and behavioral processes consumers experience with fast food brands, from their first contact with them through the ordering process, from product delivery to post-consumption evaluation. The customer journey experience influences the use of omnichannel applications through various factors. This study examines the customer experience stages affecting omnichannel applications in the fast-food industry and examines the moderating role of personal innovativeness and habit on this effect. While personal innovativeness explains individuals' tendency to adopt new technologies; Habit refers to the automatic repetition of certain behaviors. Individuals with high innovativeness adapt more quickly to omnichannel applications and tend to translate their experiences into re-use intentions, while consumers with high habituation tend to maintain existing behavioral patterns, so the impact of experience can manifest at different levels.

Responses were collected via a survey. Initially, the survey was prepared in English and then translated into Azerbaijani using a back-translation method (McGorry, 2000). All scales were measured using a five-point Likert-type scale.

The research's data collection process was designed to ensure participants could reflect their current experiences. The first question of the survey was, "Have you ordered fast food through any mobile app in the last 3 months?" Participants who answered "No" to this question were not able to continue the survey; therefore, only the responses of individuals who had fast food purchasing experience in the last 3 months were analyzed. This

procedure increased the relevance of the dataset to the research purpose and ensured a thorough examination of the relationship between customer journey experience and reuse intention.

3.3. Measures and Data Analysis Method

In this study, multi-item scales adapted from studies in the literature were used to assess the variables. A 10-item scale developed and adapted by Zhang et al. (2024) was used to measure customer journey experience. A 3-item scale proposed by Shin and Oh (2017) was used to assess reuse intention. A 3-item scale adapted from Zhang et al. (2024) was used to measure personal innovativeness. The consumer habit variable was taken from a 3-item scale developed by Lee et al. (2019).

The dataset collected through the survey was analyzed using SPSS 25.0 software. The effects of the customer journey experience on reuse intention (H_1) and the moderating effects of this relationship within the context of personal innovativeness and consumer habit variables (H_2, H_3) were examined through simple regression analyses. Furthermore, the PROCESS macro developed by Hayes (2022) was used to comprehensively assess the moderating effects. This approach allows for statistically reliable testing of direct and indirect interactions between the variables.

This method allowed for detailed analysis of the direct and moderator relationships between variables. In particular, the relationship between customer journey experience and reuse intention was examined, considering the influence of personal innovativeness and consumer habits. Using the PROCESS macro allowed for reliable testing of moderator and mediator effects, thus increasing the statistical validity and reliability of the model. This enabled the hypotheses of the research model to be empirically tested, and it was possible to systematically reveal the complex relationships between variables (Hayes, 2022). The analysis results, consistent with the theoretical framework, offer significant contributions to understanding customer behavior and developing marketing strategies.

3.4. Sample Profile and Data Collection

By gender, 54.3% (263 people) of the participants were female, 45.1% (218 people) were male. By marital status, 18.5% (89 people) of the participants were married, 81.5% (391 people) were single. By age, 61.1% (294 people) of the participants were between the ages of 18-24, 33.3% (160 people) were between the ages of 25-34, 4.2% (20 people) were between the ages of 35-44, 1.2% (6 people) were between the ages of 45-54, and 0.2% (1 person) were between the ages of 55-64. When their professions were examined, 37.2% (179 people) of the participants were students, 42.4% (204 people) were public sector employees, 18.3% (88 people) were private sector employees, 1% (5 people) were self-employed, 0.8% (4 people) were unemployed, and 0.2% (1 person) were teachers. According to their income, 33.9% (163 people) of the participants had an income of 500 AZN and below, while 40.5% (195 people) had an income of 501-1000 AZN, 18.9% (91 people) had an income of 1001-1500 AZN, 5% (24 people) had an income of 1501-2000 AZN, 0.2% (1 person) had an income of 2001-2500 AZN, 1.5% (7 people) had an income of 3000 AZN and above. According to their educational background, 0.8% (4 people) of the participants had secondary school education, 69.9% (336 people) had a bachelor's degree, and 29% (141 people) had a magistracy or doctorate degree.

Table 1: Factor analysis results

Variables	Items	KMO	Chi-square	df	Significance	Reliability
Personal innovation	I like to order the newest products on the menu. When I hear or see a new fast food product, I want to try it. I am not hesitant to taste new fast food products. If I buy a fast food product, I will most likely choose the newly released item.	0.759	762,000	6	0.000	0.776
Habit	I prefer to use delivery applications to order fast food. Ordering fast food through delivery applications has almost become a habit for me. I feel that I must use delivery applications to buy fast food. Using delivery applications to order fast food feels natural to me.	0.826	824,218	6	0.000	0.853
Pre-purchase experience (PRE)	I can obtain relevant information in advance through different channels (e.g., online reviews and restaurant staff recommendations). I believe that my fast food choice will be more efficient if I use different channels (e.g., online price comparisons, offline menu research, etc.). I can easily place an order within my budget through different channels (e.g., by preparing an order list).	0.887	1416,570	28	0.000w	0.746
Purchase experience (PUR)	I enjoy ordering fast food through delivery applications. I consider the ordering process on fast food delivery applications to be efficient and pleasant. Using delivery applications and placing fast food orders is a fun and enjoyable experience for me.					0.786
Post-purchase experience (EXP)	I collect discount codes for future fast food orders. After ordering through fast food delivery applications, I receive promotional messages or discounts.					0.707
Reuse intention (RI)	I intend to continue using fast food delivery applications regularly. I plan to use fast food delivery applications again in the near future. When deciding where to order food, I first consider fast food delivery applications.	0.694	414,600	3	0.000	0.784

4. ANALYSIS AND RESULTS

4.1. Factor Analysis Results

Factor analysis was first conducted to determine the dimensions through which the concepts were explained. Table 1 presents the results of the factor analysis of the Costumer Journey Experience scale, consisting of 10 items and three sub-dimensions, and the measurement model obtained from the single-dimension variables of personal innovation, habit, and reuse intention, conducted on 481 individuals.

As can be seen in Table 1, the customer journey experience is grouped into three sub-dimensions: Pre-purchase, purchase, and post-purchase experience. During the analyses, one item in the customer journey experience scale had similar values across multiple factors, and another item had a value below 0.50, so it was removed from the analysis and the analysis was repeated. When the factor analysis of the personal innovation, habit, and reuse intention variables was examined, all items in the literature remained in this study. These variables were grouped under a single factor. Following the factor analysis, a reliability analysis was conducted to numerically determine the reliability of each sub-dimension. Cronbach's alpha values of 0.70 and above were considered reliable, and the scales were considered reliable.

4.2. Hypothesis Analysis and Findings

Considering the stated objectives of the study, an analysis was conducted to determine whether the customer journey experience variable had any effect on reuse intention. In the statistical analysis, the F value in the ANOVA table was 189.687 and the P value (sig.) was 0.000, and therefore, H_0 was rejected. It was concluded that it was statistically possible to predict the reuse intention variable using at least one of the following variables: Post-purchase, pre-purchase, and purchase experience. Since the P (sig.) values in Table 2 were <0.05, the independent variables were determined to be statistically significant and made a significant contribution to the model. VIF values were examined to determine whether there was multicollinearity. The highest value in the VIF values was 1.733, and since this value was <10, it was concluded that there was no multicollinearity.

Regression analysis revealed that the sub-dimensions of the customer journey experience variable had a positive effect on reuse intention. This result was proven by the beta coefficients of 0.175, 0.460, and 0.215, which were statistically significant at the $P < 0.05$ level (H_{1a}, H_{1b}, H_{1c}). The R2 and F values generated through the regression analysis were found to be acceptable within the context of social sciences and relevant literature. The R, R^2, adjusted R2, B, Beta, and P values for the Customer Journey Experience variable are shown in Table 2.

We performed studies to examine the association between the moderator variable and the experience variable after standardizing the independent and moderator variables to eliminate multicollinearity. Reuse intention was first assessed in respect to the sub-factors of the customer journey experience and the moderating influence of the personal innovation variable.

As can be seen in Table 3, when personal innovation is included as a moderator variable, the clarity and insight provided by the model is 36.3%. In this analysis, the moderator variable (personal innovation) has a significant effect because the P-value (0.001) for the pre-purchase experience variable is <0.05. Because the coeff value of the pre-purchase experience variable is negative, it is concluded that it weakens the relationship here. Because the coeff value of the Int_1 variable is negative, it is concluded that personal innovation, as the moderator variable, weakens the relationship here.

As can be seen in Table 4, when purchase experience is included in the analysis as a moderator variable, the clarity and insight provided by the model is 50.6%. In this analysis, the P-value for purchase experience (0.000) is <0.05, indicating a significant effect of the moderator variable (personal intention). Because the coeff value of the purchase experience variable is negative,

Table 2: Regression analysis results for the effect of customer journey experience on reuse intention

Independent variable	Dependent variable	B	Beta	t	Significance	R	R	Adj. R
Pre-purchase experience	Reuse intention	0.117	0.175	4.290	0.000	0.738	0.544	0.541
Purchase experience		0.309	0.460	10.804	0.000			
Post purchase experience		0.145	0.215	5.451	0.000			

Table 3: Moderation analysis of personal intention on pre-purchase experience

Model summary	R	R-sq	MSE	F	df1	df2	P
	0.602	0.363	0.290	90.553	3.000	477.000	0.000
			Model				
Variables	Coefficients	se	t	P	LLCI	ULCI	
Constant	4.322	0.026	165.416	0.000	4.270	4.373	
Prepurch	0.318	0.028	11.418	0.000	0.263	0.373	
Personal innovation	0.110	0.026	4.181	0.000	0.058	0.161	
Int_1	−0.091	0.027	−3.418	0.001	−0.144	−0.039	
			Test (s) of highest order unconditional interaction (s)				
Variables	R2-chng	F	df1	df2	P		
X*W	0.016	11.681	1.000	477.000	0.001		

Int_1: Pre-purchase experience×personal intention. Y=reuse intention; X=Pre-purchase experience; M=Personal intention

it is concluded that it weakens the relationship here. Because the coeff value of the Int_1 variable is negative, it is concluded that personal intention, as the moderator variable, weakens the relationship here. The analysis of the moderator effect of the personal intention variable, included as a moderator variable in the model, on post-purchase experience yielded statistically insignificant results.

Next, the moderator role of the theoretically developed habit variable in the model was examined. Including the habit variable as a moderator yielded a 60.1% explanatory power. In this analysis, the P-value for the purchase experience variable (0.004) was <0.05, indicating a significant effect of the moderator variable habit. Since the coeff value of the Int_1 variable was negative, it was concluded that the moderator variable (habit) weakened the relationship (Table 5).

When the moderator variable (habit) is included in the model, the clarity and insight provided by the model is 50.6%. In this analysis, the P-value (0.000) for post-purchase experience is <0.05, indicating a significant effect of habit as the moderator variable. Since the coeff value of the Int_1 variable was negative, it was concluded that the moderator variable weakened the relationship here (Table 6).

The analysis of the moderator variable habit, which was included as a moderator variable in the model, on pre-purchase experience yielded statistically insignificant results.

4.3. Difference Tests

t-test. An independent samples t-test, one of the parametric tests, is performed to determine whether the means of two groups are different. For this purpose, t-test analyses were conducted

Table 4: Moderation analysis of personal intention on purchase experience

Model summary	R	R-sq	MSE	F	df1	df2	P
	0.711	0.506	0.225	162.902	3.000	477.000	0.000
			Model				
Variables	Coefficients	se	t	P	LLCI	ULCI	
Constant	4.320	0.023	188.987	0.000	4.275	4.365	
Purchase experience	0.404	0.025	16.056	0.000	0.355	0.454	
Personal innovation	0.079	0.023	3.391	0.001	0.033	0.124	
Int_1	−0.085	0.022	−3.835	0.000	−0.128	−0.041	
			Test (s) of highest order unconditional interaction (s)				
Variables	R2-chng	F	df1	df2	P		
X*W	0.015	14.709	1.000	477.000	0.000		

Int_1: Purchase experience×personal intention. Y=Reuse intention; X=Purchase experience; M=Personal intention

Table 5: Moderation analysis of habit on purchase experience

Model summary	R	R-sq	MSE	F	df1	df2	P
	0.775	0.601	0.181	239.325	3.000	477.000	0.000
			Model				
Variables	Coefficients	se	t	P	LLCI	ULCI	
Constant	4.320	0.022	197.699	0.000	4.277	4.363	
Purchase experience	0.233	0.028	8.375	0.000	0.178	0.287	
Habit	0.279	0.029	9.764	0.000	0.223	0.336	
Int_1	−0.042	0.015	−2.887	0.004	−0.071	−0.013	
			Test (s) of highest order unconditional interaction (s)				
Variables	R2-chng	F	df1	df2	P		
X*W	0.007	8.335	1.000	477.000	0.004		

Int_1: Purchase experience×Habit. Y=Reuse intention; X=Purchase experience; M=Habit

Table 6: Moderation analysis of habit on post-purchase experience

Model summary	R	R-sq	MSE	F	df1	df2	P
	0.759	0.576	0.193	215.620	3.000	477.000	0.000
			Model				
Variables	Coefficients	se	t	P	LLCI	ULCI	
Constant	4.326	0.022	196.734	0.000	4.283	4.369	
Post-purchase experience	0.150	0.025	6.043	0.000	0.101	0.199	
Habit	0.346	0.027	13.018	0.000	0.294	0.398	
Int_1	−0.062	0.016	−3.817	0.000	−0.094	−0.030	
			Test (s) of highest order unconditional interaction (s)				
Variables	R2-chng	F	df1	df2	P		
X*W	0.013	14.573	1.000	477.000	0.000		

Int_1: Post-purchase experience×Habit. Y=Reuse intention; X=Post-purchase experience; M=Habit

according to gender and marital status. When the equality of reuse intention (0.015), personal innovation (0.004), habit (0.026), pre-purchase (0.038), and post-purchase experience (0.006) values by gender was measured, the P value was <0.05, thus rejecting the H_0 hypothesis and concluding that their variances were unequal. Since the H_0 hypothesis of the Levene test was rejected, the hypothesis test is concluded by examining the P value in the second row. Since the P values in the second row are 0.185; 0.441; 0.397; 0.297; and 0.224 > 0.05, respectively, the H_0 hypothesis is accepted. The mean values for Reuse Intention, Personal Innovation, Pre-Purchase, Purchase, and Post-Purchase Experience are equal for women and men. Since the P-value for purchase experience by gender (0.239) was <0.05, hypothesis H_0 was accepted and the variances were equal (Table 7).

When measuring whether the values of reuse intention, habit, purchase experience, post-purchase experience are equal according to the cultural situation: The P = 0.001 < 0.000 < 0.001 < 0.001 < 0.05, so the H_0 hypothesis is rejected. Since the H_0 hypothesis of Levene's test was rejected, the hypothesis test was concluded by looking at the P value in the second row. The values of P in the second row are respectively reuse intention 0.000; habit 0.000; purchase experience 0.000; post-purchase experience 0.000; H_0 hypothesis is rejected due to the fact that the average values of Reuse Intention, habit, purchase and post-purchase intention of Married Singles are not equal. In this case, as can be seen in the mean (average) column under group statistics, reuse intention is significantly higher in married participants (married [4.4831] and single [4.2474]); habit is significantly more in married participants. (Married [4.3876] and single [4.0791]); purchase experience is significantly higher in married participants. (Married [4.4307] and single [4.1769]); post-purchase experience is significantly higher in married participants. (Married [4.3876] and single [4.0982]) (Table 7).

When measuring whether the values of personal innovation and pre-purchase experience are equal according to the cultural situation, the P > 0.573 > 0.05, so the H_0 hypothesis was accepted and it was concluded that their variances are equal. Hypothesis H_0 is accepted because the P value of the Levene's test is 0.406 and 0.310 in the first row. The average values of Personal innovation and pre-purchase intention of married and single people are heard.

Kruskal Wallis One-Way analysis of variance. Because n < 30 was

Table 7: T-test findings regarding marital status

Variables	Marital status	n	Mean	F statistic	P-value
Reuse intention	Married	90	4.4831	5.913	0.001
	Single	391	4.2474		
Personal innovation	Married	90	3.8174	0.318	0.573
	Single	391	3.7341		
Habit	Married	90	4.3876	17.020	0.000
	Single	391	4.0791		
Pre-purchase experience	Married	90	4.3034	1.034	0.310
	Single	391	4.2100		
Purchase experience	Married	90	4.4307	10.850	0.001
	Single	391	4.1769		
Post-purchase experience	Married	90	4.3876	12.019	0.001
	Single	391	4.0982		

present in the subgroups for income, occupation, education level, and ordering time, Kruskal Wallis One-Way analysis of variance, a nonparametric test, was used. This is a statistical analysis used to test whether the means of more than two independent groups differ from each other.

Since the P values for personal innovation, habit, and post-purchase experience in the education groups are <0.001 <0.01; 0.008 <0.01; and 0.002 <0.01, respectively, H_0 hypothesis is rejected. In other words, a difference between the education groups is accepted at the 1% significance level. When the group means are examined, the personal innovation value is significantly higher in the master and doctoral groups. When the group means are examined, the habit is significantly higher in the master and doctoral groups. When the group means are examined, the post-purchase experience value is significantly higher in the master and doctoral groups (Table 8).

The P values for habit, pre-purchase, and purchase experience in the age groups are 0.002 <0.01, respectively; because 0.008 <0.01 and 0.005 <0.01, hypothesis H_0 is rejected. In other words, a difference between age groups is accepted at the 1% significance level. When the group means are examined, habit is significantly higher in participants aged 35-44. When the group means are examined, pre-purchase experience is significantly higher in participants aged 35-44. When the group means are examined, purchase experience is significantly higher in participants aged 55-64 (Table 8).

Since the P values for the variables habit (P = 0.000), pre-purchase intention (P = 0.001), purchase experience (P = 0.000), post-purchase experience (P = 0.000), reuse intention (P = 0.001), and personal innovation (P = 0.000) are <0.01, hypothesis H_0 is rejected (Table 8). In other words, a difference between occupational groups is accepted at the 1% significance level. When the group means are examined, personal innovation is significantly higher among participants in the government sector occupational subgroup. When the group means are examined, habit, pre-purchase experience, purchase experience, and reuse intent are significantly higher among participants in the self-employed occupational group.

Because the P-values for the variables personal innovation (P = 0.000), habit (P = 0.000), pre-purchase intention (P = 0.001), purchase experience (P = 0.000), post-purchase experience (P = 0.000), and reuse intention (P = 0.006) are <0.01, hypothesis H_0 is rejected (Table 8). In other words, a difference between income groups is accepted at the 1% significance level. When the group means are examined, personal innovation is significantly higher among participants in the 501-1000 AZN income subgroup. When the group means are examined, habit is significantly higher in participants in the 1501-2000 AZN income subgroup. When the group means are examined, pre-purchase, purchase, post-purchase, and reuse intention are significantly higher in participants in the 2001-2500 AZN income subgroup.

ANOVA analysis. Because the number of participants in each subgroup was n > 30 in terms of their frequency of ordering fast

Table 8: Kruskal Wallis one-way analysis of variance of variables

Demographic variables	Personal innovation	Habit	Pre-purchase experience	Purchase experience	Post-purchase experience	Reuse intention
Education						
Chi-square	9.579	13.612	3.409	8.212	12.581	4.005
df	2	2	2	2	2	2
Asymp. significance	0.008	0.001	0.182	0.016	0.002	0.135
Age						
Chi-square	10.442	16.492	13.866	14.681	10.268	10.555
df	4	4	4	4	4	4
Asymp. significance	0.034	0.002	0.008	0.005	0.036	0.032
Occupation						
Chi-square	33.686	29.931	21.400	28.487	36.206	21.602
df	5	5	5	5	5	5
Asymp. significance	0.000	0.000	0.001	0.000	0.000	0.001
Income						
Chi-square	24.676	30.786	20.689	26.005	28.346	16.228
df	5	5	5	5	5	5
Asymp. significance	0.000	0.000	0.001	0.000	0.000	0.006
Fast food ordering frequency						
Chi-square	5.779	2.507	1.020	1.027	2.558	4.153
df	3	3	3	3	3	3
Asymp. significance	0.123	0.474	0.797	0.795	0.465	0.245

Table 9: Levene table of variables

Variables	Levene statistic	df1	df2	Significance
Personal innovation	2.329	4	476	0.055
Habit	9.102	4	476	0.000
Pre-purchase experience	6.844	4	476	0.000
Purchase experience	2.805	4	476	0.025
Post-purchase experience	6.801	4	476	0.000

Table 10: Welch and Brown-Forsythe test findings for variables

Variables	Tests	Statistic[a]	df1	df2	Significance
Habit	Welch	6.892	4	155.212	0.000
	Brown-Forsythe	7.009	4	227.913	0.000
Purchase experience	Welch	4.720	4	159.879	0.001
	Brown-Forsythe	4.684	4	285.734	0.001
Post- purchase experience	Welch	5.971	4	156.729	0.000
	Brown-Forsythe	6.702	4	218.659	0.000
Reuse intention	Welch	4.273	4	155.989	0.003
	Brown-Forsythe	4.075	4	244.550	0.003

[a]Robust test of equality of means (Welch and Brown–Forsythe) are reported due to unequal variances.

Table 11: Hypothesis results

Hypothesis	Result
H_{1a}: Pre-purchase experience impacts the reuse intention.	Accepted
H_{1b}: Purchase experience impacts the reuse intention.	Accepted
H_{1c}: Post-purchase experience impacts the reuse intention.	Accepted
H_{2a}: Personal innovation moderates the impact on the relationship between pre-purchase experience and reuse intention.	Accepted
H_{2b}: Personal innovation moderates the impact on the relationship between post-purchase experience and reuse intention.	Accepted
H_{2c}: Personal innovation moderates the impact on the relationship between pre-purchase experience and reuse intention.	Rejected
H_{3a}: Habit moderates the impact on the relationship between pre-purchase experience and reuse intention	Rejected
H_{3b}: Habit moderates the impact on the relationship between purchase experience and reuse intention.	Accepted
H_{3c}: Habit moderates the impact on the relationship between post-purchase experience and reuse intention.	Accepted

food, a one-way analysis of variance (ANOVA) was conducted to test whether there were differences across variables. First, the levene test was used to test the equality of variances across groups.

When the Levene table of the Personal Innovation variable was examined, equality of variances was accepted because significant was >0.055 <0.05. The ANOVA table was examined to determine whether the Personal Innovation variable differed according to ordering frequency. As a result of the analysis, the F value of the one-way analysis of variance was found to be 4.077 and the corresponding P-value was 0.003. Since the P-value was <0.05, hypothesis H_0 was rejected, and it was understood that the Personal Innovation variable differed according to ordering frequency. The Scheffe test table found a significant difference between the personal innovation levels of participants who ordered at least once a month and at least once a week (P = 0.011 < 0.05). Participants who ordered at least once a week were found to have higher personal innovation than participants who ordered at least once a month (Table 9). When the Levene table for the variables habit, pre-purchase experience, purchase experience, post-purchase experience, and reuse intention is examined, the variances are not equal because significant 0.000 is <0.05. In this case, the prerequisite for the one-way ANOVA test was not met, and the Welch and Brown-Forsythe tests were applied as alternatives (Table 10).

Since the P values of both tests were <0.05, it was concluded that participants with different ordering frequency levels differed in their habit, purchase experience, post-purchase experience, and reuse intention variables. Examining Tamhanne's T2 output from the *post hoc* tests revealed differences, and the descriptive output was examined.

Thus, participants who ordered at least once a week had higher habit, purchase experience, post-purchase experience, and reuse

intention than participants who ordered at least once a month. Participants who ordered at least twice a month had higher habit, purchase experience, post-purchase experience, and reuse intention than participants who ordered at least once a month. Participants who ordered at least three times a month had higher habit, purchase experience, post-purchase experience, and reuse intention than participants who ordered at least twice a month. When the Levene table for the Pre-Purchase Experience variable was examined, the variances were equal because significant value was <0.000 <0.05. In this case, the prerequisite for a one-way ANOVA test was not met. Alternatively, the Welch and Brown-Forsythe tests were applied. The P values for both tests were different. When the Tamhanne output was examined, no difference was observed between the groups because the P values were >0.05.

In the moderator variable analyses, hypotheses H_{2a}, H_{2b}, H_{3b}, and H_{3c} were accepted, and a significant result was found that weakened the relationship. Hypotheses H_{2c} and H_{3a} were rejected. The hypotheses results are summarized in Table 11.

5. DISCUSSION AND CONCLUSION

The study found that each stage of the customer journey (pre-purchase, purchase, and post-purchase experiences) in omnichannel fast-food purchases plays a decisive role in consumers' reuse intentions. The study findings revealed that the level of integration between omnichannel platforms and the quality of customer interaction are critical to customer loyalty. This suggests that providing consumers with a consistent, fast, and seamless experience, regardless of channel or touchpoint, strengthens their tendency to repurchase the same brand or app. Given the high time sensitivity, dominant convenience-seeking, and experience-focused consumer behavior in the fast-food sector, where the study was conducted, these findings highlight the role of customer experience as a strategic competitive advantage from a marketing perspective. Therefore, it is crucial for businesses to not only improve their digital channels but also ensure a seamless flow of experiences across them.

One of the study's striking findings is that personal innovativeness weakens the relationship between the customer journey experience and reuse intentions. This result suggests that highly innovative individuals are more open to trying new technologies, applications, and brands. It was revealed that even if consumers in this category are satisfied with the experience of an existing omnichannel application, they tend to turn to new omnichannel applications, digital solutions, or innovative services offered by different brands. Therefore, loyalty or reuse intention for this group is shaped by the pursuit of novelty rather than experience quality. In other words, consumers with high innovativeness exhibit "novelty loyalty" rather than "brand loyalty." This poses both a risk and an opportunity for fast-food businesses: while consumers with high innovativeness can easily switch to other brands, businesses that consistently offer innovation and keep their digital experience current may have an advantage in attracting this group.

Conversely, the habit variable has been shown to weaken the impact of purchase and post-purchase experiences on reuse intention. However, this weakening effect may be explained by a different mechanism than the effect of novelty. Consumers with high habit often choose a particular brand or app automatically, without thinking. In this case, improvements in experience quality or at certain stages of the customer journey have a limited impact on behavior because consumer decisions are driven by routine, not conscious evaluations. In other words, individuals with high innovativeness tend to seek out new alternatives, while those with high habitualism remain fixated on the status quo; however, the direct impact of customer experience is weakened in both cases.

When comparing these two variables, innovation and habit assume opposing yet similar moderating roles: Innovation reduces the impact of experience, leading consumers to new options, while habit reduces the same impact, locking consumers into existing options. Consequently, it is critical for businesses to strategically distinguish between these two consumer groups. For consumers with high innovativeness, continuously updated app features, digital campaigns, and technological innovations will gain importance, while for consumers with high habitualism, loyalty programs that foster stability, easy access, and routines will be more effective.

Overall, these results offer important theoretical and practical implications for fast-food businesses. Firstly, improving the quality of experience at all stages of the customer journey appears to be an effective tool for strengthening loyalty, particularly among consumers with low innovativeness and moderate habitualism. It should be noted in terms of marketing strategy development that, while continuously introducing new digital features, gamification elements, or personalized campaigns is necessary for highly innovative consumers, maintaining consistency, easy access, and consistent service styles aligned with routines is crucial for customers with a strong tendency to habituate. Consequently, businesses managing omnichannel fast-food experiences should develop differentiated experience strategies tailored to the innovativeness and habit levels of different consumer segments, contributing to sustainable customer loyalty. Secondly, in countries rich in resources and where resources play a significant role in the economy, the development of economic sectors independent of these resources is of great importance to the governments of these countries (Huseynli, 2024). In Azerbaijan, the fact that a large part of the economy is related to oil has led the state to make the development of non-oil sectors a strategic goal in its future strategies (Huseynli, 2022b). Therefore, it can be said that this study will be useful in terms of the development of the retail sector in Azerbaijan.

The research study presents a number of constraints. First, the study data was collected only from fast-food consumers in Azerbaijan, which may limit the generalizability of the results across different cultural and economic contexts. Furthermore, because the data was collected using a self-report method, participants' perceptual biases may influence the results. Future research could examine the impact of cultural factors by conducting comparative analyses across different countries. To overcome these limitations, researchers

could utilize qualitative methods or mixed-methods approaches to analyze consumers' perceptions and emotional responses to omnichannel experiences in depth. With the multi-channel mobile application designed by adding artificial intelligence-supported personalization and virtual reality-based experiences, studies can be conducted to better understand the customer journey and identify the main influencing factors on this journey.

REFERENCES

Agarwal, R., Prasad, J. (1998), A conceptual and operational definition of personal innovativeness in the domain of information technology. Information Systems Research, 9(2), 204-215.

Bhattacherjee, A. (2001), Understanding information systems continuance: An expectation-confirmation model. MIS Quarterly, 25(3), 351-370.

Brakus, J.J., Schmitt, B.H., Zarantonello, L. (2009), Brand experience: What is it? How is it measured? Does it affect loyalty? Journal of Marketing, 73(3), 52-68.

Chiu, C.M., Hsu, M.H., Lai, H., Chang, C.M. (2012), Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. Decision Support Systems, 53(4), 835-845.

Demir Koçoğlu, B., Yaraş, E. (2022), Çevrim İçi Alişverişte müşteri yolculuğu temas noktalarinin değerlendirilmesi: Tekstil ve hazir giyim sektöründe bir uygulama. Turistika, 2(2), 30-42.

Dewi, V.I., Dharwiyanti, S., Widyarini, M., Widyastuti, U., Irawan, Y.B. (2025), AI-driven digital finance adoption in the insurance industry: A value proposition and digital financial literacy. Polish Journal of Management Studies, 31(2), 38-55.

Giang, N.T. P., Duy, N.B.P., Phat, N.T., Thao, D.T., Tan, T.D. (2025), Investigating the Determinants of Repeat Purchase Intentions for One Commune One Products in Digital Platforms. International Review of Management and Marketing, 15(5), 255-265.

Goldsmith, R.E., Hofacker, C.F. (1991), Measuring consumer innovativeness. Journal of the Academy of Marketing Science, 19(3), 209-221.

Hasan, N.H.M., Ibrahim, N.F., Jun, K.C. (2025), Drivers of customer satisfaction in Malaysia's online food delivery services: A pilot study. International Review of Management and Marketing, 15(3), 1-9.

Hasudungan, A., Saragih, H.S. (2024), Green consumption: The role of perceived symbolic value and personal innovativeness. Journal of Responsible Production and Consumption, 1(1), 159-176.

Hayes, A.F. (2022), Introduction to Mediation, Moderation, and Conditional Process Analysis: A Regression-Based Approach. (3rd ed.). New York: The Guilford Press.

Herhausen, D., Binder, J., Schoegel, M., Herrmann, A. (2015), Integrating bricks with clicks: Retailer-level and channel-level outcomes of online-offline channel integration. Journal of Retailing, 91(2), 309-325.

Hsiao, C.H., Chang, J.J., Tang, K.Y. (2016), Exploring the influential factors in continuance usage of mobile social apps: Satisfaction, habit, and customer value perspectives. Telematics and Informatics, 33(2), 342-355.

Huseynli, N. (2022a). The relationship between Consumer Confidence Index and BIST 50 Index. Journal of Eastern European and Central Asian Research (JEECAR), 9(6), 1107-1116.

Huseynli, N. (2022b). Econometric analysis of the relationships between growth, exports and energy exports in Azerbaijan. International Journal of Energy Economics and Policy, 12(2), 379-385.

Huseynli, N. (2024). Investigation of the effect of energy consumption on carbon emissions in Azerbaijan in the context of the environmental Kuznets Curve. International Journal of Energy Economics and Policy, 14(2), 53–58.

Jeong, S.C., Choi, B.J. (2022), Moderating effects of consumers' personal innovativeness on the adoption and purchase intention of wearable devices. Sage Open, 12(4), 21582440221134798. doi: 10.1177/21582440221134798

Johnston, R., Kong, X. (2011), The customer experience: A road-map for improvement. Managing Service Quality: An International Journal, 21(1), 5-24.

Karami, M., Eyüpoğlu, Ş.Z., Ertugan, A. (2023), The influence of relational benefits on behavioral intention and the moderating role of habit: A study in a personal service business. Behavioral Sciences, 13(7), 565.

Klaus, P. (2013), The case of Amazon.com: Towards a conceptual framework of online customer service experience (OCSE) using the emerging consensus technique (ECT). Journal of Services Marketing, 27(6), 443-457.

Koivisto, K. (2016), Extending the Technology Acceptance Model with Personal Trait Constructs. In: Bled eConference Proceedings.

Lam, T.N., Vuong, T.K., Tran, S.T. (2023), Key factors influencing customer satisfaction and intention to reuse food ordering apps. Management Dynamics in the Knowledge Economy, 11(2), 152-169.

Lee, H.J. (2022), A study on the effect of customer habits on revisit intention focusing on franchise coffee shops. Information, 13(2), 86.

Lee, S.W., Sung, H.J., Jeon, H.M. (2019), Determinants of continuous intention on food delivery apps: Extending UTAUT2 with information quality. Sustainability, 11(11), 3141.

Lemon, K.N., Verhoef, P.C. (2016), Understanding customer experience throughout the customer journey. Journal of Marketing, 80(6), 69-96.

Limayem, M., Hirt, S.G., Cheung, C.M. (2007), How habit limits the predictive power of intention: The case of information systems continuance. MIS Quarterly, 31(4), 705-737.

Liu-Thompkins, Y., Tam, L. (2013), Not all repeat customers are the same: Designing effective cross-selling promotion on the basis of attitudinal loyalty and habit. Journal of Marketing, 77(5), 21-36.

McGorry, S.Y. (2000). Measurement in a cross-cultural environment: survey translation issues. Qualitative Market Research: An International Journal, 3(2), 74-81.

Mustikasari, A. (2021), Customer experience and repurchase intention in multi and omni-channel retailing. The Journal of Distribution Science, 19(4), 69-79.

Naparin, M. (2025), Experience economy in green marketing perspective and its influence on sustainability-oriented loyalty of tourists in wetland tourism park with environmental-based view theory approach. International Review of Management and Marketing, 15(2), 85-94.

Neslin, S.A., Shankar, V. (2009), Key issues in multichannel customer management: Current knowledge and future directions. Journal of Interactive Marketing, 23(1), 70-81.

Nurqamarani, A.S., Jonathan, R., Gaffar, E., Indrawati, A. (2020), The effects of mobile service qualities on customer reuse intention of Gojek super app. Humanities and Social Sciences Reviews, 8(4), 1134-1146.

Oliver, R. L. (1997), Satisfaction: A Behavioral Perspective on the Consumer. United States: McGraw-Hill.

Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988), SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. Journal of Retailing, 64(1), 12-40.

Rogers, E.M. (1962), Diffusion of Innovations. New York: Free Press.

Sharma, N., Fatima, J.K. (2024), Influence of perceived value on omnichannel usage: Mediating and moderating roles of the omnichannel shopping habit. Journal of Retailing and Consumer

Services, 77, 103627.
Sharma, N., Fatima, J.K., Sharma, S., Amin, S.Z. (2024), Omnichannel shopping habit development. International Journal of Consumer Studies, 48(4), e13072.
Shin, J.K., Oh, M.O. (2017), Effects of omni-channel service characteristics on utilitarian/hedonic shopping value and reuse intention. Journal of Digital Convergence, 15(10), 183-191.
Shin, J.W. (2021), Mediating effect of satisfaction in the relationship between customer experience and intention to reuse digital banks in Korea. Social Behavior and Personality: An International Journal, 49(2), 1-18.
Silva, F.A., Shojaei, A.S., Barbosa, B. (2023), Chatbot-based services: A study on customers' reuse intention. Journal of Theoretical and Applied Electronic Commerce Research, 18(1), 457-474.
Sirdeshmukh, D., Singh, J., Sabol, B. (2002), Consumer trust, value, and loyalty in relational exchanges. Journal of Marketing, 66(1), 15-37.
Söllner, M. (2022), Use IT again? Dynamic roles of habit, intention and their antecedents. Electronic Markets, 32(1), 153-168.
Verhoef, P.C., Kannan, P.K., Inman, J.J. (2015), From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. Journal of Retailing, 91(2), 174-181.
Verhoef, P.C., Lemon, K.N., Parasuraman, A., Roggeveen, A., Tsiros, M., Schlesinger, L.A. (2009), Customer experience creation: Determinants, dynamics and management strategies. Journal of Retailing, 85(1), 31-41.
Verplanken, B., Orbell, S. (2003), Reflections on past behavior: A self-report index of habit strength. Journal of Applied Social Psychology, 33(6), 1313-1330.
Wood, W., Neal, D.T. (2007), A new look at habits and the habit-goal interface. Psychological Review, 114(4), 843-863.
Zhang, X., Park, Y., Park, J. (2024), The effect of personal innovativeness on customer journey experience and reuse intention in omni-channel context. Asia Pacific Journal of Marketing and Logistics, 36(2), 480-495.
Zhang, X., Park, Y., Park, J., Zhang, H. (2024), Demonstrating the influencing factors and outcomes of customer experience in omnichannel retail. Journal of Retailing and Consumer Services, 77, 103622.