

The Role of Omni-Channel Strategies in Digital Customer Experience: Insights from Customers of Apparel Retail Companies in Erbil City, Kurdistan Region of Iraq

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ABSTRACT

This study explores the role of omni-channel strategies in Erbil City customers' digital customer experience (DCX), the Kurdistan Region of Iraq, in the apparel retail sector. A quantitative, descriptive-analytical approach was employed to conduct a survey among those customers of local apparel retail stores. Data were collected via a structured questionnaire from a representative sample of 415 apparel retail customers, selected using simple random sampling and the data was analyzed via SPSS-26.0 and AMOS-26.0 programs. The results indicate that omni-channel strategies greatly improve DCX. In particular, the findings emphasize the positive benefit of incorporating omni-channel functionality in shaping customer relationship, perceptions, and satisfaction on digital retail channels. These results offer insightful information to apparel retailers within the Erbil City, that is their investment on border omni-channel integration can result in an enhanced level of customer satisfaction, loyalty and eventually competitive advantage. Local stores, therefore, ought to focus on integrating and seamlessly transferring information, regardless of whether the

interaction is in-store or online, to be able to appropriately meet customer expectations in an aggressively digitalizing market.

1. Introduction

The global retail landscape is undergoing a fundamental paradigm shift, moving decisively from a product-centric model to a customer-centric one. This evolution is driven by the widespread force of digitalization, which has reshaped consumer behavior and established new standards for competitive engagement. In this dynamic environment, an omni-channel strategy has emerged as the definitive framework for success, representing a significant conceptual leap beyond earlier multi-channel approaches (Verhoef et al., 2015). An omni-channel strategy does not only offer customers multiple points of contact, it thoroughly integrates technology, business processes, and all customer touchpoints, from the physical storefront to the social media feed into a single, unified, and seamless experience (Chopra, 2018; Lemon & Verhoef, 2016). Delivering this holistic journey is no longer an aspiration but a critical determinant of customer loyalty and market longevity in the modern economy. To achieve omni-channel, some of these brick and mortar businesses have restructured their existing business models to become more customer-centered considering the increased customer expectations (Hänninen et al., 2017). Improving customer satisfaction and creating a stronger long-term commitment to interact with their services through physical and online stores (e-commerce and m-commerce), by establishing a smooth experience (Cao & Li, 2015; Shi et al., 2020).

While this omni-channel transformation is global, its application and impact are not uniform. particularly in emerging markets where digital adoption follows a unique trajectory shaped by distinct socio-economic factors (Gao et al., 2021). Erbil, as the economic hub of the Kurdistan Region of Iraq, presents a particularly compelling case for study. The city is characterized by a young, increasingly tech-

savvy population and a vibrant, competitive apparel retail sector. However, this market also faces specific challenges, including inconsistent digital literacy among customers, a logistical framework still adapting to e-commerce demands, and business strategies that are often fragmented rather than holistically integrated. It is within this complex intersection of opportunity and challenge that the true role of omni-channel strategies needed to be examined. This digitization disruption, while reshaping customer expectations, creates a set of challenges affecting the retail sector in Erbil. Although the city has experienced technological acceleration, the practice and impacts of omni-channel strategies within its apparel retail sector remain significantly under-researched. Retailers in Erbil face the peculiarities of a developing digital economy, including the unequal adoption of technological platforms, varying levels of customer digital awareness, and the absence of established frameworks for channel integration. As the digital customer experience (DCX) becomes pivotal for a competitive edge (Grewal et al., 2020; Lemon & Verhoef, 2016), local retailers require a clear understanding of how specific omni-channel strategies impact customer satisfaction, loyalty, and buying behavior. There is a distinct lack of empirical studies exploring these dynamics in Erbil, leaving a critical gap in actionable knowledge. This study addresses that gap by examining the relationship and the impact of omni-channel strategies on DCX from the perspective of the apparel customers in Erbil, and investigate the relationship and impact between omni-channel strategy dimensions and the DCX. By identifying which components of an omni-channel strategy most significantly influence customer perceptions and satisfaction, this research aims to provide empirically grounded, actionable insights for local retailers and contribute valuable data from an under-researched region to the broader academic discourse. Furthermore, this study is intended to discuss this topic systematically. Following this introduction, a comprehensive literature review establishes the theoretical foundations of omni-channel strategies and DCX. The subsequent chapter outlines the quantitative methodology, followed by a presentation of the statistical analysis. The study concludes with a detailed discussion of the findings, their practical implications for retailers in Erbil, and promising avenues for future research.

2. Literature Review

2.1. The concept of Omni-Channel Strategies:

Due to the emergence of digitalization, the retail industry has been making a significant shift in how it provides its services to its customers (Yan et al., 2019). At the forefront of this shift, Rigby and Kirby (2011) introduced the idea of omni-channel, which extends the paradigm of retailing past “Multi-Channel Retailing” or “Cross-Channel Retailing”. Early conceptualizations focused on blending the benefits of physical stores with the information available online (Rigby, 2011). However, the academic and practical understanding of the concept has evolved significantly. The concept progressed from focusing on the synergistic management of channels and touchpoints (Verhoef et al., 2015), to a more sophisticated view centered on the holistic orchestration of a unified, consistent, and flexible customer experience (Zhang et al., 2021). The most recent perspectives emphasize the complete integration of all consumer touchpoints to optimize both customer satisfaction and firm performance (Asmare & Zewdie, 2022; Nagy et al., 2024). This entire evolution reflects a move towards a deeply customer-centered focus aimed at creating a holistic and seamless shopping experience (Thaichon et al., 2023), where any interaction between an organization and its customers is viewed as channels in the omni-channel environment (Bothorel, 2020). Therefore, this study defines Omni-channel strategies as the synergetic integration and management of all available channels and customer touchpoints to create a unified, seamless and consistent customer experience, often leveraging advanced technologies throughout the customer journey, aiming to enhance satisfaction and optimize performance. This definition is adopted because it effectively synthesizes the core principles of the concept's evolution as it acknowledges both the operational integration required (Verhoef et al., 2015), and the ultimate goal of a seamless, customer-centric experience (Zhang et al., 2021). This provides the most appropriate lens for analyzing the apparel retail market in Erbil, where both operational capacity and customer experience are key challenges.

The creation of this harmonious experience depends on two pillars that are consistency and connectivity. Consistency will make sure that information, branding and services are consistent and in harmony in all the channels, and connectivity will make sure that customer will have smooth transition when changing their online-offline touch points (Cao & Li, 2015). The foundation of this entire system is the integration of processes and data. It enables cross channel sharing of information which makes the truly seamless experience possible (Beck & Rygl, 2015). These touchpoints components, which are any direct or indirect interaction with a brand (Homburg et al., 2017), and channels, which are the mediums for those interactions (Beck & Rygl, 2015), are the essential building blocks managed within the customer journey (Lemon & Verhoef, 2016). When these components are effectively integrated, the strategic benefits of an omni-channel strategies are substantial. By increasing customer satisfaction and engagement across all channels companies can achieve increased sales, and improved retention (Li et al., 2018). Furthermore, quality channel integration directly improves search and purchase intentions from the perspective of the customer. It also has a favorable impact on cross-buying, perceived value, and engagement, all of which contribute to positive word-of-mouth and repurchase intention. (Lee et al., 2019).

2.1.1 Dimensions of Omni-Channel Strategies:

Omni-channel dimensions are founded on the necessity to unite different retailing channels and offer a seamless customer-centric experience. Therefore, the research is guided by five dimensions namely, Channel Consistency, Channel Integration, Personalization, Channel Usability and Channel Fulfillment (Madhushani & Chathurika, 2024; Rahman et al., 2022; Riaz et al., 2021; Shi et al., 2020), which are drawn directly from established frameworks that have been empirically validated in recent, high-impact research, ensuring the study builds upon a strong theoretical foundation. Moreover, these specific dimensions were chosen for their heightened relevance to the research context. In an emerging digital market like Erbil, foundational elements such as the reliability of Fulfillment and the clarity of a Consistent and Usable interface are hypothesized

to be primary determinants of the customer experience. This ensures the resulting framework is not only theoretically sound but also contextually sensitive to the realities of the Erbil apparel retail market.

2.1.1.1 Channel Consistency:

Channel consistency is an essential dimension because customers expect a consistent shopping journey across multiple retail channels (Shi et al., 2020; Verhoef et al., 2015). When online and offline channels are coordinated, online trust and brand equity are created, influencing repurchase intentions and producing favorable results like customer satisfaction and loyalty. n (Kopot & Cude, 2021). Content and process consistency which refers to comparable process properties and consistent information features across channels are the two main elements of previous omni-channel consistency research. (Kopot & Cude, 2021; Lee et al., 2019). Given its importance for shopping intentions, companies should insure consistency I elements like product descriptions and return process across all channels (Shen et al., 2018).

2.1.1.2 Channel Integration:

Cross channel integration and the shift towards omni-channel strategies enable retailers to cohesively integrate the best of both offline and online consumption. Channel integration is the process of coordinating and orchestrating different omni-channel operations and strategies to make interaction across all touchpoints simpler and more rewarding (Park & Kim, 2019). While Channel integration increases retailer profit (Cao & Li, 2015), channels differ in benefits and costs, making some more useful at specific funnel stage (Lemon & Verhoef, 2016). omni-channel integration involves integrating online and offline channels or information (Shen et al., 2018), and is a key determinant of a successful strategy, siloed channels cannot transform into the omni-channel model, It blurs the distinction between offline and touchpoints (Sousa et al., 2021).

2.1.1.3 Personalization:

The digital age has made personalization extremely important especially in such an omni-channel environment where user experience is enhanced by presenting more tailored information through channel integration (Hänninen et al., 2017). It is the process using personal data to proactively tailor offers and boost relevance (Morosan & DeFranco, 2016). In Omni-channel strategies, personalization should provide excellent services, products, and transactional environments suited to customer journeys (Rahman et al., 2022), allowing retailers to adjust displays based on customer data and flexible transactions, targeted marketing campaigns (Zhang et al., 2018). Personalization decreases searches and product evaluation costs, shopping efforts, subsequently increasing loyalty, and can be applied to digital and physical touchpoints (Bleier et al., 2018).

2.1.1.4 Channel Usability:

Omni-channel usability involves offering optimized features and fluid experience when customers move between channels (Shen et al., 2018), helping them to accomplish purchasing task easily and expect a cohesive and consistent experience (Madhushani & Chathurika, 2024; Riaz et al., 2021). It extends beyond seamless transitions to include availability and optimization of functionalities such as user experience (UX), which encompasses affective and experiential components (Riaz et al., 2021). Optimized usability easy navigation, important for customer satisfaction, brand image, and competitive advantage (Horst, 2016). It involves symbiotic management of digital channels to ensure an integrated experience based on streamlined transitions, preventing brand inconsistency (Riaz et al., 2021).

2.1.1.5 Channel Fulfillment:

The growing importance of omni-channel strategies necessitates enhanced fulfillment strategies, an order handling strategy based on retailer logistics for consistent customer experience (Bhattacharya & Srivastava, 2020). Smooth order flow is challenging but allows effective retailers to outperform

competitors (Gonda et al., 2020). Changing customer behaviors demand greater convenience, with expectations of seamless shopping and flexible delivery (Li et al., 2018). Omni-channel apparel retailers should offer multiple options to deliver items operations (BOPIS, BORIS, home delivery) to ensure operational continuity (Gao & Su, 2017). From a supply chain view, it involves unifying warehouse and distribution systems to meet customer demand and nurture positive experiences.

2.2. The Concept of Digital Customer Experience (DCX):

The customer experience (CX) was first coined by Hirschman and Holbrook (1982), and refers to the subjective perceptions and experience of customer to a company in its entire interactions (Becker & Jaakkola, 2020). It encompasses every touchpoint, it shows a comprehensive view of customer's relationship with the brand, and involves both rational and emotional states during customers' engagement process with the brand and specifically, products or services, of a company (Schmitt, 2011; Wikantari, 2024). Verhoef et al. (2009) defined CX as a multidimensional construct that entailed the cognitive, affective, emotional, social, and physical responses of the customer which was pervasive throughout the life cycle of customer interaction (De Keyser et al., 2015).

Over the last 25 years, the "digital revolution" has radically transformed the customer experience, (Hoyer et al., 2020). This shift has brought the focus to DCX, driven by the evolution of e-commerce and its more dynamic and engaging nature (Klaus, 2014). Building on general CX concepts, DCX specifically addresses interactions within digital environments. Early perspectives defined DCX in terms of cognitive, emotional, and behavioral responses to interactions between customer and company occurring through digital channels during the prepurchase, purchase, and post purchase stages of consumption (Kacprzak & Hensel, 2023). Klaus (2014) also defined DCX as how the customers perceive the interaction of the online value propositions in their minds and the resultant consequences. More recent conceptions draw attention to such features as satisfaction with interaction with digital products or communities (Wang et al.,

2019). Though these definitions provide useful frameworks, it was observed that these views may be inadequate to reflect all details of DCX, like the effects of the sensorial experience or the required social aspect of digital interactions. To offer a powerful theoretical framework through which the multidimensionality of DCX can be comprehended, the dimensions that form a customer subconscious state of mind in terms of inner experience are created within the model that relies on the theory of the Conscious Mind (Chalmers, 1997; Gahler et al., 2023). This theory assists to capture the underlying features of conscious experience to the interaction with customers in omni-channel settings (Gahler et al., 2023). Thus, in this study, DCX is defined as the holistic subjective mental experience of the customer, which includes cognitive, emotional, behavioral, sensorial, and social experiences, and is the outcome of every customer interaction with digital channels and touchpoints of the company throughout the journey, and affects satisfaction and the performance of the company. This comprehensive definition is deliberately developed, as it directly remedies the identified weakness in earlier models by explicitly integrating the sensorial and social dimensions. Its all-encompassing nature makes it uniquely suited for analyzing the complex customer journey in an omni-channel setting, providing a robust and theoretically sound lens for this research.

2.2.1 Dimensions of Digital Customer Experience (DCX):

The dimensions of DCX vary across different research studies, depending on the focus and context. Chi et al. (2020) pointed out that the existing empirical studies are partially incapable of determining the multidimensionality of CX. In this study, a lot of focus is placed on the model introduced by (Gahler et al., 2023) because it recognizes that DCX is a complex concept and so that a robust theoretical basis on which DCX can be understood. Their work based on Chalmers (1997) theory of the conscious mind, identifies fundamental and universally applicable dimensions of experience relevant to omnichannel contexts. Adapting this foundational understanding for the specific context of digital interactions in apparel retail, this research adopts and focuses on the five

key dimensions of DCX (Cognitive, Emotional, Behavioral, Sensorial, Social) (Lemon & Verhoef, 2016).

2.2.1.1 Cognitive Experience:

This dimension encompasses the mental processes and perceptions involved in a customer's interaction with digital offerings. It is defined as processes connected with thinking or conscious mental processes (Bascur & Rusu, 2020; Bhattacharya & Srivastava, 2020). The intellectual stimulation and learning of the customer in an interaction driven by the desire to know is more accurately known as the cognitive dimension. It involves cognitive processes beyond basic thinking, such as classifying, analyzing, and reasoning about information gained from an interaction with prior knowledge (Gahler et al., 2023). Thus, cognitive experience results from a customer's own mental responses to external stimuli, which can inspire them to engage in creative interactions, and captures the value of a digital interface in assisting a customer in rendering a pending purchase decision (Bleier et al., 2019; Cachero-Martínez & Vázquez-Casielles, 2021).

2.2.1.2 Emotional Experience:

The emotional dimension concerns the affective system, which produces moods, feelings and emotions in the process of dealing with a customer (Bascur & Rusu, 2020). Specifically, It describes the moods, feelings, and emotions a customer has when interacting with a company, employees, or other customer it differentiates between pleasure and displeasure, indicating if the experience was positive or negative (Gahler et al., 2023). Customers' interactions with static stimuli and social cues in digital channels are heavily influenced by emotions, which influence their decision-making by forming stimulated emotions and emotional attachment (Bilgihan et al., 2015; Lee et al., 2018). Additionally, DCX's emotional elements positively associate with customer attitudes, purchasing behaviors, E-WOM (Roy et al., 2020), online review behavior and fostering repeat purchase intentions (Bilgihan et al., 2016).

2.2.1.3 Behavioral Experience:

It refers to customers' responses and actions during interactions within a company's digital service offerings and interfaces, comprises customer-initiated actions triggered by needs, service or environment (Olsson et al., 2022). Essentially, it relates to how customers act and make decisions as consequences of their experiences (Holmlund et al., 2020), encompassing the experience of engaging with digital channels. The ease and enjoyment of using a digital interface directly influences ongoing engagement and intentions to use digital channels (Morosan & DeFranco, 2019). Thus, DCX significantly affects customers' behavioral intentions to use digital channels (Wang et al., 2019), and can also be seen as the degree to which they are convinced to repeat a favorable assessment of a product or service (Belanche et al., 2021).

2.2.1.4 Sensorial Experience:

This dimension refers to the sensory qualities of a customer interaction, reflecting uses of the five external senses: sight, hearing, touch, a taste, and smell (Bleier et al., 2019; Gahler et al., 2023), focused on stimulating or affecting these senses to awaken various sensations in customers (Bascur & Rusu, 2020). In a digital environment, sensory appeal refers to the representational richness of a mediated environment as defined by its formal features, or the way digital channels stimulate the senses. Although the digital environment limits the full scope of sensory experiences, sensations can still effectively be evoked, primarily through rich visual and auditory imagery like pictures, videos (Bleier et al., 2019). This aspect is particularly important for capturing customers attention with elements such as the psychological effects of color, the design of digital channels, ease of use, and quality of graphics determine the sensory experience (Kahn, 2017).

2.2.1.5 Social Experience:

Responses to social interactions that take place in the experience, such as social influence based on customer interactions and social relations with stakeholder groups of a company are considered within the social dimension (Roy et al.,

2020). This involves the customer, their social context and relationship with other customers, and interactions with company staff (Cachero-Martínez & Vázquez-Casielles, 2021). Thus, social experience comprises the benefits customers acquire through their interaction with the social environment (Hoyer et al., 2020). When applied to the digital environment, the feeling of connection, comfort, and engagement between the human caused by an online interface or system is known as social presence (Bleier et al., 2019). It provides non-monetary rewards, such as exposure to related product or service information or other like-minded individuals, making buying decisions better and brand loyalty (Fang, 2019; Tseng & Lee, 2018).

3. Methodology

3.1. Research Approach:

To address the research objectives, this study adopted a quantitative research design, employing a descriptive and correlational approach. This methodology was explicitly chosen because the study's primary goal is to statistically test hypotheses concerning the relationship and impact between omni-channel strategies (the independent variable) and the DCX (the dependent variable). A quantitative approach, utilizing a structured survey, is the most suitable method for collecting numerical data from a large sample of the target population, apparel customers in Erbil. This allows for the measurement of attitudes and perceptions, and most importantly, it enables the use of statistical analysis to generalize the findings. Alternative qualitative methods, while useful for exploratory research, would not provide the statistical power needed to test the predictive relationships outlined in the conceptual model. Therefore, the chosen quantitative design directly aligns with the study's aim of providing empirical evidence on the drivers of DCX in this specific context.

3.2. Conceptual Model of the Study:

The research model is developed to explore and examine the influence of the variables studied within the framework of the present research with the

assistance of past studies and associated literature. In order to have a proper response to the research problem and meet the intended objectives, a research model was developed as shown in Figure (1). It is a systematic process that can be used in the comprehension of the effect between research variables and hence leads to valuable insight into the research field.

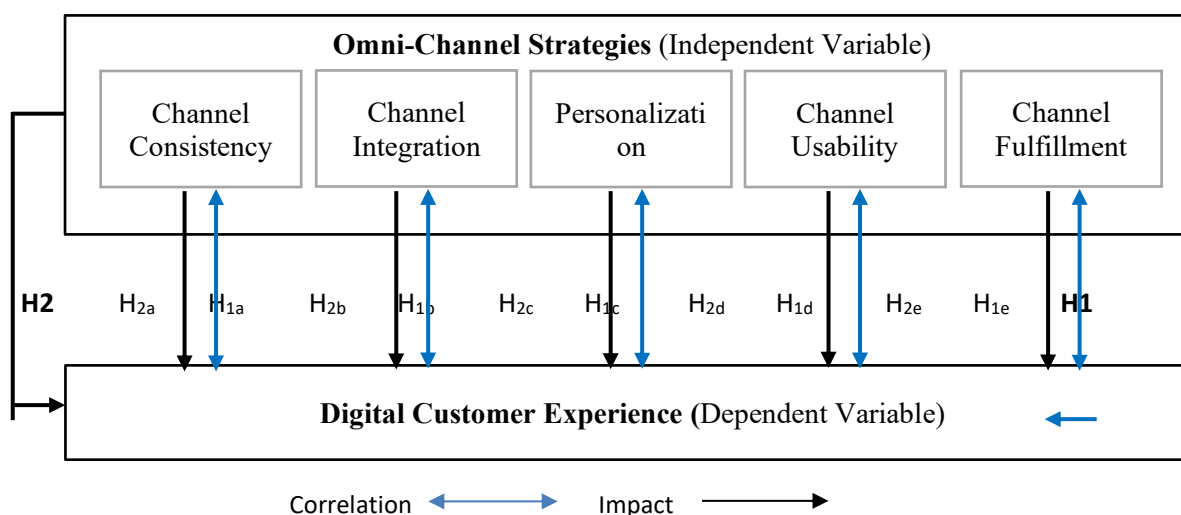


Figure 1: Proposed Conceptual Model. (Source: Primary Data)

3.3. Hypotheses of the Study:

The first hypothesis of the study proposes the correlation between omni-channel strategies and DCX. According to the previous research, coherence along the whole customer journey can be regarded as necessary to obtaining expected experiential responses and, finally, developing customer loyalty (Homburg et al., 2017), and these same dynamics likewise might affect the competitiveness of the Erbil apparel industry.

H1: “There is a statistically significant correlation between omni-channel strategies and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

H_{1a}: “There is a statistically significant correlation between **Channel Consistency** and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

H_{1b}: “There is a statistically significant correlation between **Channel Integration** and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

H_{1c}: “There is a statistically significant correlation between **Personalization** and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

H_{1d}: “There is a statistically significant correlation between **Channel Usability** and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

H_{1e}: “There is a statistically significant correlation between **Channel Fulfillment** and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05).”

Subsequently, the second hypothesis investigates causal impact of omni-channel strategies on DCX. Managing the customer journey using technology driven omni-channel elements is considered fundamental for creating positive customer experiences and driving key outcomes (Grewal et al., 2020), a finding this study tests in Erbil’s unique retail environment.

H2: “Omni-channel strategies have a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”

- H_{2a}:** ***“Channel Consistency** has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*
- H_{2b}:** ***“Channel Integration** has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*
- H_{2c}:** ***“Personalization** has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*
- H_{2d}:** ***“Channel Usability** has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*
- H_{2e}:** ***“Channel Fulfillment** has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*

3.4. Measures:

The measurement scales used in this study were specifically developed for this research by adapting individual items from multiple, previously validated studies. This development approach was necessary as no single pre-existing questionnaire could adequately measure the unique combination of constructs within the Erbil retail context. The development of this process was methodically based on literature. The omni-channel strategies construct items were based on the most relevant existing research, such as the research on Channel Consistency (Gao et al., 2021), Channel Integration (Nagy et al., 2024; Shi et al., 2020), Personalization (Tyrväinen et al., 2020), Channel Usability (Nilsson & Wall, 2017), and Channel Fulfillment (Rahman, 2019). Likewise, items of the DCX construct were taken through the basis of the frameworks, such as studies on Cognitive (Micu et al., 2019), Emotional (Gunawan et al., 2023), Behavioral (Juaneda-Ayensa et al., 2016), Sensorial (Pandey & Chawla, 2018), Social (Nagy et al., 2024). This was done to assure a good extent of content validity since all the items were guided by established theory.

Each of the items was measured on a 5- point Likert scale anchored by (1) strongly disagree and (5) strongly agree. This scale was chosen based on its reliability as well as being balanced in that it offers enough variance that it can be statistically analyzed and also because it is easy to present to the respondents. Since the measurement instrument was developed by adapting items from several existing scales, it was essential to establish the reliability of each construct within the context of the current study. Therefore, the internal consistency was assessed using Cronbach's Alpha coefficient. All scales demonstrated strong reliability, with Alpha values exceeding the recommended 0.70 threshold (Cohen et al., 2002).

3.5. Sample Size and Data Collection:

Data collection was carried out from April to May 2025, targeting customers of apparel retail companies located in Erbil City. According to Cochran (1977) developed formula for infinite populations, the required sample size was calculated to be more than 385 (Sarmah & Hazarika, 2012). Using Simple Random Sampling, a total of 423 responses were initially collected. After screening for completeness and validity, 415 responses were retained, while 8 responses were discarded due to incompleteness or errors. The sample comprised 339 responses collected via an online survey and an additional 84 collected through an offline, face-to-face survey conducted at prominent shopping malls in Erbil city. The combined approach was necessary in reducing the potential of sampling bias associated with an online-only method in the Erbil market. Hence, the sample size of 415 participants in this study is more than the required, and provides a stronger basis for generalization and more reliable statistical analysis. This combined approach ensured a broader reach within the targeted population. In this study, primary data were used exclusively.

3.6. Data Analysis Tools:

Collected data were evaluated using SPSS 26.0 and AMOS 26.0 software. This specific combination of tools was chosen to leverage the unique strengths of each program for the study's analytical needs. SPSS was utilized for descriptive

statistics and the initial assessments of validity and reliability, while AMOS was employed for the more advanced hypothesis testing using Structural Equation Modeling (SEM). The full analytical process included descriptive analyses, Pearson correlations, and the final structural equation modeling.

4. Results and Findings

4.1. Testing the Normal Distribution of the Data:

The normality of items measuring omni-channel strategies and DCX was assessed through Skewness and Kurtosis tests have Skewness and Kurtosis statistics. The Skewness and Kurtosis values for all the items fell within the recommended range (-2 to +2), confirming that both sets of items are approximately normally distributed. No missing data or significant deviations were observed, which helped us meet the assumptions required for the parametric analysis. The finding is significant in two ways: first, it shows that skewness (asymmetry) and kurtosis (peakedness or flatness) are not substantial in the responses that could distort the analysis. Second, the assumption of normality has been met and therefore, the data is appropriate in further parametric statistical analyses like correlation, regression, and structural equation modeling. This helps to guarantee that future outcomes will be valid as well as interpretable. Additionally, no missing data and outliers were observed in the data, which confirmed the overall quality and integrity of the responses that were collected. The detailed statistics for each item are demonstrated in Table (1).

Table 1. Normality Test of Omni-channel Strategies and of Digital Customer Experience (DCX) Items.

Variables and Dimensions	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis

Omni-channel Strategies	Channel Consistency	-0.528	0.12	-0.605	0.239
	Channel Integration	-0.614	0.12	-0.218	0.239
	Personalization	-0.79	0.12	0.203	0.239
	Channel Usability	-0.942	0.12	0.456	0.239
	Channel Fulfillment	-0.835	0.12	0.18	0.239
		-0.744	0.12	0.482	0.239
Digital Customer Experience (DCX)	Cognitive Experience	-1.062	0.12	0.728	0.239
	Emotional Experience	-0.793	0.12	-0.031	0.239
	Behavioral Experience	-0.922	0.12	0.315	0.239
	Sensorial Experience	-1.058	0.12	0.864	0.239
	Social Experience	-0.801	0.12	0.035	0.239
		-0.965	0.12	0.951	0.239

Source: Based on the program's outputs (SPSS-26).

4.2. Testing for Multicollinearity:

Multicollinearity among variables was tested using Variance Inflation Factor (VIF) and tolerance values. For omni-channel strategies dimensions, VIF ranged between 1.064 and 1.604, while tolerance values ranged from .624 to .940. Similarly, DCX dimensions had VIF values between 2.106 and 2.552, and tolerance ranged from .392 to .475. All values met the accepted criteria ($VIF < 10$ and $tolerance > 0.1$), ensuring that no problematic multicollinearity exists among the study variables. This confirms that no problematic correlations exist between the independent variables. Practically, it implies that every dimension in the analysis offers different information on the target constructs, and that the regression coefficient and other statistical estimates are consistent and dependable. The detailed statistics for each item are demonstrated in Table (2).

Table 2. Multicollinearity Test for Omnichannel Strategies and of Digital Customer Experience (DCX) Items.

	Model	Collinearity Statistics	
		Tolerance	VIF
Omni-channel Strategies	Channel Consistency	.789	1.26
	Channel Integration	.624	1.60
	Personalization	.639	1.56
	Channel Usability	.714	1.40
	Channel Fulfillment	.940	1.06
		.789	1.26
Digital Customer Experience (DCX)	Cognitive Experience	.475	2.10
	Emotional Experience	.392	2.55
	Behavioral Experience	.425	2.35
	Sensorial Experience	.410	2.44
	Social Experience	.450	2.22

Source: Based on the program's outputs (SPSS-26).

4.3. Measuring Reliability of the Questionnaire:

Reliability was assessed using Cronbach's Alpha to determine the internal consistency of the measurement's scales. The overall Cronbach's Alpha for the entire questionnaire (40 items) was 0.961, significantly exceeding the recommended threshold of 0.70, reflecting a very good internal consistency. This indicates that all items within the

questionnaire reflect their targeted construct with consistency, which provides reliability to the stability of results. Individually, omni-channel strategies dimensions showed strong reliability, with values ranging from 0.761 (Channel fulfillment) to 0.819 (Personalization). Similarly, DCX dimensions demonstrated high reliability, with alpha values ranging from 0.805 (Behavioral Experience) to 0.836 (Emotional Experience). The demonstration of high values of all subscales confirms that every group of items measures reliably and a single underlying construct decreasing the risk of random measurement error. The detailed statistics for each item are demonstrated in Table (3).

Table 3. Measuring Reliability of the Questionnaire

	Variables and Dimensions	Cronbach's Alpha	No. of Items	Cronbach's Alpha of split-halves		Guttman Split-half Coefficient
				Part1 Part2	Part1 Part2	
Omnichannel Strategies	Channel Consistency	0.773	4	0.662	0.672	0.738
	Channel Integration	0.766	4	0.657	0.597	0.759
	Personalization	.819	4	0.721	0.738	0.786
	Channel Usability	0.791	4	0.657	0.698	0.768
	Channel Fulfillment	0.761	4	0.662	0.568	0.760
		0.927	20	0.877	0.873	0.878

Digital Customer Experience (DCX)	Cognitive Experience	0.832	4	0.758	0.749	0.793
	Emotional Experience	0.836	4	0.738	0.730	0.821
	Behavioral Experience	0.805	4	0.641	0.696	0.809
	Sensorial Experience	0.833	4	0.735	0.757	0.803
	Social Experience	0.815	4	0.596	0.738	0.834
		0.940	20	0.896	0.889	0.909
Total Measure	ALL	0.961	40	0.927	0.940	0.887

Source: Based on the program's outputs (SPSS-26).

4.4. Descriptive Analysis of the Data:

This section outlines the demographic profile of the 415 respondents in the study. The distribution of the participants by their key demographic characteristics is summarized in Table 4.

Table 4. Describing the Demographic characteristics of the respondents.

Demographic Background of the Participants							
Gender	Freq	%	Occupation	Freq	%	Brands	Freq %
Male	198	47.7	Student	79	19.0	LC Waikiki	146 35.2%
Female	217	52.3	Unemployed	48	11.6	Defacto	157 37.8%

Total	415	100	Employee	127	30.6	Mike Sport	56	13.5%
Age	Freq	%	Employee	120	28.9	Other	56	13.5%
18-24	111	26.7	Self-	33	8.0	Total	415	100
25-34	181	43.6	Other	5	1.2	Browse Or Interact	Freq	%
35-44	90	21.7	Retired	3	0.7	Never	60	14.5%
45-54	29	7.0	Total	415	100	Rarely (1-2 times per	192	46.3%
55 or	4	1.0	Educational	Freq	%	Occasionally (3-5	125	30.1%
above			Level			times per month)	38	9.2%
Total	415	100	Highschool	22	5.3%	Frequently (6+times	415	100
			Diploma	90	21.7%	Total		
			Bachelor's	224	54.0%			
			Master's	65	15.7%			
			PhD	14	3.4%			
			Total	415	100			

Source: prepared by the researchers based on the outputs of the program (SPSS-26)

As shown in the demographic table, the data indicates that the sample is almost evenly split by gender, with female respondents accounting for 52.3% and male respondents 47.7%, a nearly equal distribution with a slight female majority. Regarding age, the largest proportion of respondents falls in the 25–34-year age group (43.6%) whereas the smallest proportion is in the 55 or above group (1.0%). This indicates that the sample is predominantly composed of younger adults. When it comes to educational level, over half of the participants hold a Bachelor's degree (54.0%), followed by those with a diploma (21.7%). The lowest percentage of respondents have attained a PhD (3.4%). With regard to occupation, the largest segment of participants are public sector employees (30.6%), closely followed by private sector employees (28.9%). The smallest occupational categories are retirees (0.7%) and those classified as "other" (1.2%). Overall, respondents represent a wide range of occupational backgrounds. In terms of

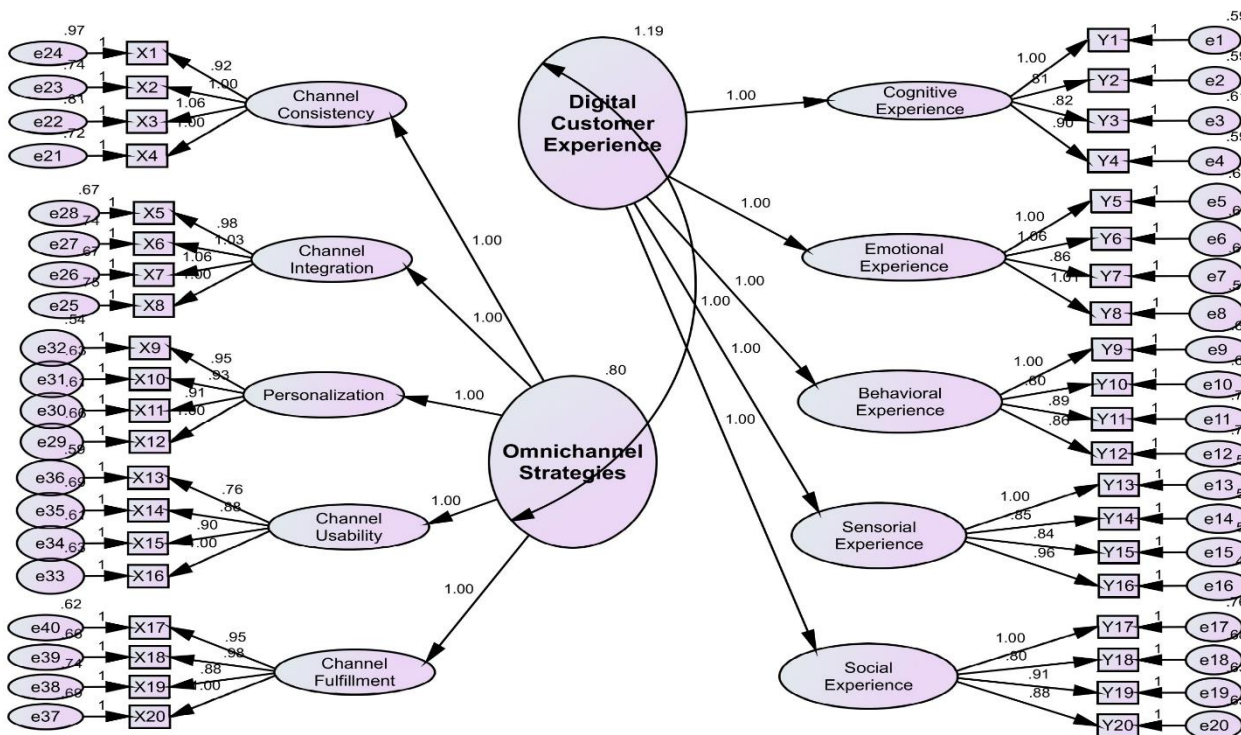
brand preference, Defacto is the most preferred retailer among respondents (37.8%), followed closely by LC Waikiki (35.2%), with smaller segments favoring Mike Sport or other brands (13.5%). Finally, concerning online engagement, nearly half of the respondents' report engaging with online retail channels rarely (46.3%, about 1-2 times per month) and roughly one-third do occasionally (30.1%, 3-5 times per month), whereas only 9.2% engage frequently (6 or more times per month) and 14.5% never use online channels.

4.5. Correlation Analysis:

In this section, the first set of hypotheses regarding the correlation between the main variable and their dimensions is tested. The first min hypothesis (H1) and its sub hypothesis (H1a, H1b, H1c, H1d, and H1e) were evaluated.

A. Testing the correlation between omni-channel strategies and DCX (H1):

To test H1 which states, *"There is a statistically significant correlation between omni-channel strategies and digital customer experience as perceived by customers in Erbil City at a significance level of (0.05)."* the statistical program



AMOS 26 was used to implement a structural equation model representing this correlation.

$\chi^2/d.f = 2.959$, $P < .001$, $RMSEA = 0.069$, $NFI = 0.904$, $TLI = 0.819$, $CFI = 0.826$, $IFI = 0.827$

Figure 1. Correlation between Omnichannel Strategies and DCX.

Source: Based on the program's outputs (AMOS-26).

From figure 2, it appears that the key indices of goodness of fit are within acceptable limits. The value of the correlation between the main variables was determined using Pearson correlation, with the results are shown in Table (5).

Table 5. The correlation between Omni-Channel Strategies and Digital

Correlation	Digital Customer	Sig. (2-tailed)
Omni-Channel Strategies	0.797**	**

** . Significant correlation at the 0.01 level (two-tailed).

N=415

Source: prepared by the researchers based on the outputs of the program (AMOS-26)

Table (5) shows that there is a significant correlation between Omni-channel Strategies and DCX, where the value of the correlation coefficient between them is (0.797**), and at a significant level (0.01). This result indicates that there are significant and high levels of direct correlation between Omni-channel Strategies and DCX variables in retail companies in Erbil City, Kurdistan Region of Iraq. In other words, the higher the level of omni-channel strategies implemented by the retail companies in Erbil City, the better the digital customer experience perceived by the customers. Therefore, the first main hypothesis, H1 is accepted.

B. Testing the correlation between omni-channel strategies and DCX (H1a-H1e):

To test H1a, H1b, H1c, H1d, and H1e, which states that each dimension of omni-channel strategies has a statistically significant correlation with DCX were examined. The correlation between the dimensions of omni-channel strategies and DCX are (0.714, 0.675, 0.657, 0.648, 0.628) for Channel Fulfillment, Channel Integration, Personalization, Channel Usability and Channel Consistency respectively, and all are statistically significant at a p-value $< .001$, as it is shown in Table 6.

Table 6. The correlation between Omni-Channel Strategies dimensions and

Correlation	Digital Customer Experience	p-value
Channel Consistency	0.628**	**
Channel Integration	0.675**	**
Personalization	0.657**	**
Channel Usability	0.648**	**
Channel Fulfillment	0.714**	**
**. Significant correlation at the 0.01 level (two-tailed).		
Pearson Correlation		
N=415		

Source: Based on the program's outputs (AMOS-26)

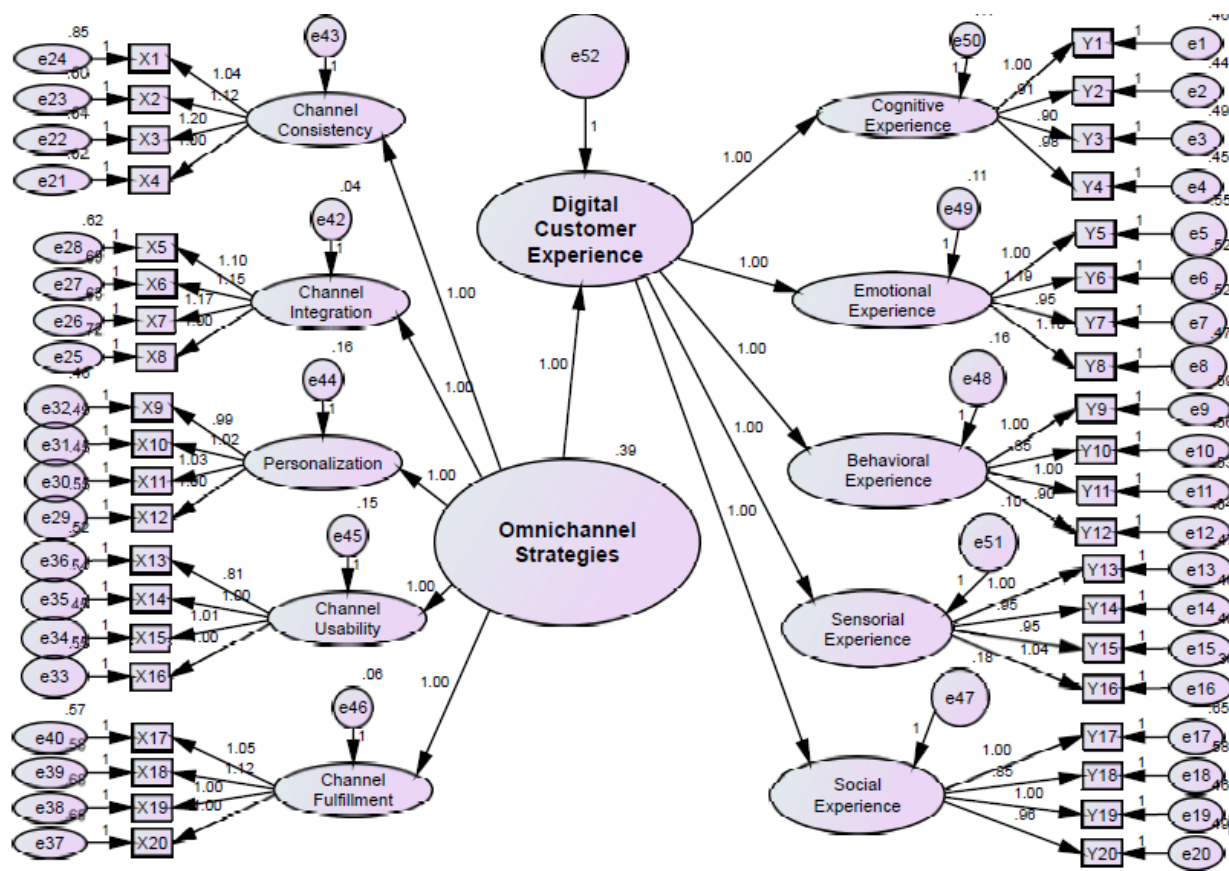
The results presented indicate a positive and statistically significant correlation between all five dimensions of omni-channel strategies and DCX. The omni-channel dimensions represented by (Channel Consistency, Channel Integration, Personalization, Channel Usability, Channel Fulfillment), and DCX. The values of the correlation coefficients between them are recorded (0.628**), (0.675**), (0.657**), (0.648**), (0.714**), respectively, at a significant level (0.01). Moreover, it has been found that the highest value of the correlation coefficient between Omni-channel Strategies dimensions and DCX variable is between Channel Fulfillment dimension and DCX, which is (0.714**) at a significant level of (0.01). However, the lowest value of the correlation coefficient is between the Channel Consistency dimension and DCX variable, which is (0.628**). According to these results, the correlations clearly indicate that every omni-channel strategy dimension presents a significant and strong positive relationship with DCX. As all relationships were found to be statistically significant, hypotheses H_{1a} , H_{1b} , H_{1c} , H_{1d} , and H_{1e} are all supported.

4.6. Regression Analysis:

In this section, the predictive impact of the independent variable (omni-channel strategies) and it constitute dimensions on the dependent variable (DCX) is examined. To analyze these relationships, Structural Equation Modeling (SEM) was performed using AMOS 26.

A. Testing the impact of omni-channel strategies on DCX (H2):

The second main hypothesis (H2) states that *“Omni-channel strategies have a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”* To test this, a structural modeling was performed using AMOS 26 program.



$\chi^2/d.f. = 1.989$, $P < .001$, $RMSEA = 0.049$, $CFI = 0.915$, $NFI = 0.843$, $TLI = 0.909$, $IFI = 0.915$

Figure 2. Regression between Omni-channel Strategies and DCX.

Source: Based on the program's outputs (AMOS-26).

It appears from the figure that all indices of goodness of fit are matching acceptable limits. This means the data fits the specified model and produces valid results. To

determine the value of the impact of omni-channel strategies on DCX, the regression weights were analyzed as shown in Table 7.

Table 7. Regression weights between the independent variable and dependent

Dependent Variable	Independent Variables: Omni-channel				
	Estimate	Standardized	S.E.	C.R.	P.Value
Digital Customer	0.889	.341	.051	6.760	***

**. Significant correlation at the 0.01 level (two-tailed).

Source: Based on the program's outputs (AMOS-26).

The results presented in Table (7) show that Omni-channel strategies have a significant positive effect on DCX, with a regression coefficient of (0.889), indicating that for each unit increase in Omni-channel strategies, DCX increases by 0.889 units, holding other factors constant. The standard error of the coefficient is (0.341.) Furthermore, the p-value is less than the 0.05 significance level, indicating that the relationship is statistically significant. Therefore, the main hypothesis (H2) is accepted, confirming that Omni-channel strategies significantly impact DCX.

B. Testing the impact of omni-channel strategies Dimensions on DCX (H_{2a} - H_{2e}):

To test the individual impact of each dimension, structural equation model was implemented in AMOS 26, where each of the five dimensions acted as a direct predictor of DCX. the following hypothesis were examined:

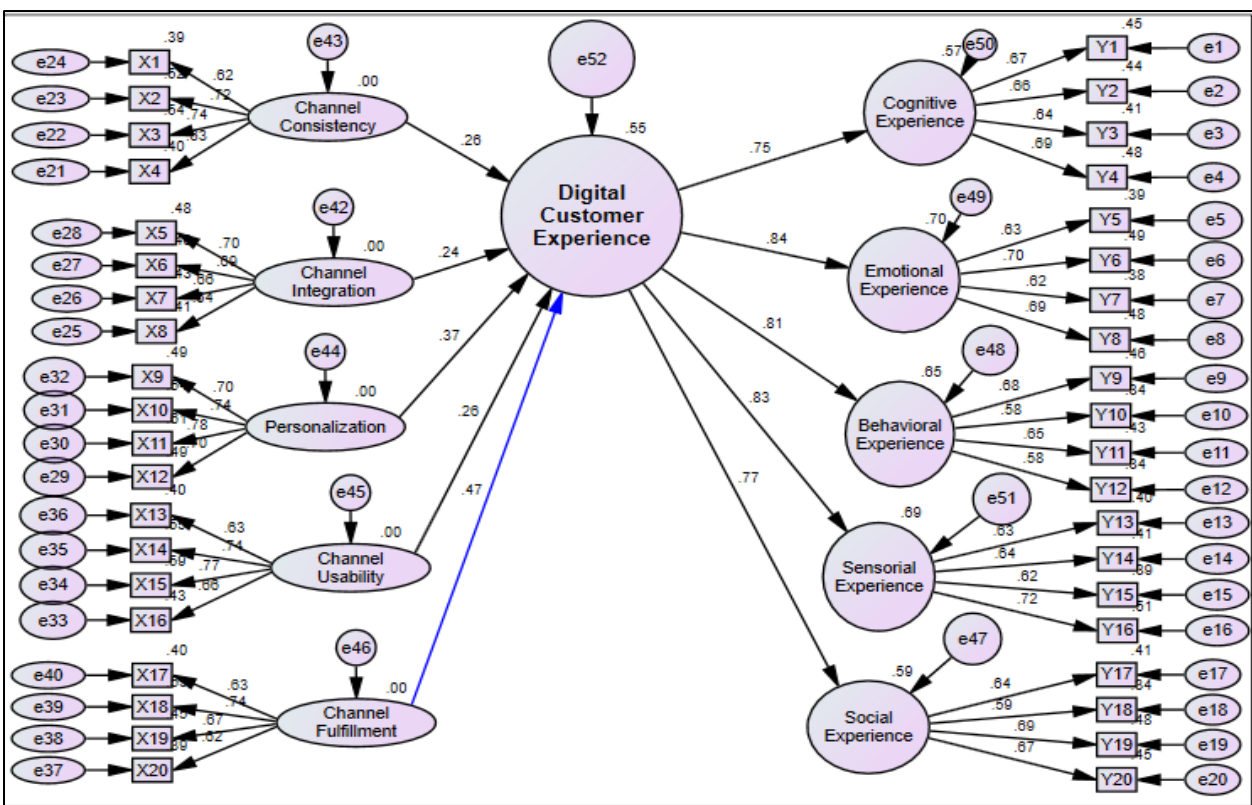
H_{2a}: *“Channel Consistency has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*

H_{2b}: *“Channel Integration has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*

H_{2c}: *“Personalization has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*

H_{2d}: *“Channel Usability has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*

H_{2e}: *“Channel Fulfillment has a statistically significant impact on digital customer experience among customers in Erbil City at a significance level of (0.05).”*



$\chi^2/d.f = 3.465$, $P = .001$, $RMSEA = 0.049$, $CFI = 0.787$, $NFI = 0.077$, $TLI = 0.788$, $IFI = 0.707$

Figure 3. Regression between dimensions of Omni-channel Strategies and DCX.

Source: Based on the program's outputs (AMOS-26).

It shows that the impact of the dimensions of omni-channel strategies on DCX equals (.472, .370, .263, .257, .240) for (Channel Fulfillment, Personalization, Channel Consistency, Channel Usability, Channel Integration) respectively, and all are statistically significant at a p-value <0.01, as presented in the Table (8) below.

Table 8. Regression weights between the variables and dimensions.

Omni-channel Strategies	Digital Customer	Standardize	Estimate	S.E.	C.R.	P
		d				
		Estimate				

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e

Channel Consistency	---	DCX	0.263	0.485	.077	6.306	**
	>						*
Channel Integration	---	DCX	0.240	0.424	.067	6.329	**
	>						*
Personalization	---	DCX	0.370	0.528	.071	7.439	**
	>						*
Channel Usability	---	DCX	0.257	0.476	.071	6.751	**
	>						*
Channel Fulfillment	---	DCX	0.472	0.441	.071	6.224	**
	>						*

** . Significant correlation at the 0.01 level (two-tailed).

Source: prepared by the researchers based on the outputs of the program (AMOS-26).

The results indicate that all five dimensions have a statistically significant positive impact on DCX. The standardized regression weights (β) reveal the relative strength of each predictor. Channel Fulfillment has the strongest impact on DCX ($\beta = 0.472$), followed by Personalization ($\beta = 0.370$). Channel Consistency ($\beta = 0.263$) and Channel Usability ($\beta = 0.257$) have moderate impacts, while Channel Integration ($\beta = 0.240$) has the weakest, though still significant impact. Therefore, since all dimensions were found to be significant predictors, the hypothesis H2a, H2b, H2c, H2d, and H2e are all accepted. In conclusion, the logistical (fulfillment) and personalization elements of omni-channel appear to be the most influential drivers of DCX in Erbil's apparel retail market.

5. Discussion

This research analyzed the role of omni-channel strategies in DCX, which is becoming a vital competitiveness determinant among the apparel retail customers in Erbil. The results reveal that the most significant determinant of DCX is Channel Fulfilment, closely followed by Personalization. Conversely, the effects of Channel Usability, Channel Consistency and Channel Integration were also significant though comparatively lower. These results are consistent with previous studies suggesting that omni-channel strategies significantly correlate with and impact DCX. Particularly, Riaz et al. (2021) using quantitative analysis, established that implementing of the overall omni-channel strategies directly leads to positive customer experience. This was also supported by Pol et al. (2022) as they also determined that integration of digital channels and enhanced customer experiences have a positive correlation. Similarly, Jaiswal and Singh (2020) provided the evidence that the presence of the effective omni-channel components, such as fulfillment and personalization, has a significant influence on the satisfaction of customers and the overall quality of the digital interactions.

One of the most evident features is Channel Fulfilment, which resonates with earlier studies noticing that the high level of delivery reliability and post buying process organization is one of the key elements in the framework of DCX improvement (Gao et al., 2021; Jaiswal & Singh, 2020). Likewise, the constructs of fulfilment accuracy and speed were also identified by Riaz et al. (2021) to be useful in building a positive customer perception, in this specific case, of a digital retail transformation in the context of developing retail markets. Also, prior studies validated the significance of Personalization in improving DCX. According to Pandey and Chawla (2018) personalized recommendations can influence the experience and satisfaction of the users to a considerable extent. Similarly, Jaiswal and Singh (2020) affirmed that Personalized interactions are key to enhancing the overall online shopping experience, which resonates with this research results in the apparel retail environment of Erbil City, as personalized engagement directly influences customer satisfaction. Although Channel Usability, Channel Consistency and Channel Integration were factors demonstrating significant effects on DCX, their relatively weak impact aligns with previous findings (Gao et al., 2021; Pol et al., 2022). Riaz et al. (2021) further emphasized that while seamless integration and consistent experiences across the channels are crucial, they are supportive elements and not the drivers of superior experience on their own, particularly in emerging digital retail environment. This is aligned with this research's

findings in apparel market of Erbil, Practically, these outcomes led to the prioritization of operationalizable reliability and effective personalization among Erbil based apparel retailers, whereas, Channel Usability, Channel Consistency and Channel Integration should be achieved as complementary infrastructure to maintain long-term improvements in digital customer experience. This study contributes to the omni-channel literature by highlighting empirical evidence from an under-researched emerging market. By highlighting the importance of Channel Fulfilment and personalization for DCX in Erbil's apparel sector, this study examines the underlying operational and engagement strategies drives customer experience in a market with limited digital maturity and infrastructure, such other dimensions as Channel Usability, Channel Consistency and Channel Integration are as well needed but as supportive roles. This evidence will be helpful to academics and practitioners aiming to strengthen omni-channel strategies in such developing markets.

6. Conclusion

This study highlighted the critical role that omni-channel strategies play in shaping DCX within Erbil's apparel retail sector. Through a quantitative analysis of 415 apparel customers, the research confirmed that omni-channel strategies are a significant predictor of DCX, but more importantly, it identified a clear and contextually specific hierarchy of influence among the strategy's core dimensions. The study's primary contribution is a pivotal insight that distinguished the Erbil market from more mature digital economies. While much of the global literature emphasizes the importance of channel consistency and usability, this research reveals that for customers in Erbil, Channel Fulfillment and Personalization are the most dominant drivers of a positive digital experience. This finding suggests that in a developing market, the practical reliability of logistics and the perceived relevance of personalized engagement hold greater weight than the seamlessness of the interface alone.

The theoretical implications of this are significant. This research extended omni-channel theory by providing crucial empirical evidence from an under-researched context. It challenges the assumption of a one-size-fits-all model and underscores the necessity of adapting theoretical frameworks to local economic and infrastructural realities. The practical implications for apparel retailers in Erbil are direct and actionable. The findings provide a clear roadmap for strategic investment, to achieve the greatest competitive advantage, resources should be prioritized first toward developing robust fulfillment and logistics capabilities, and second, toward leveraging customer data for meaningful

personalization. These two areas provide the best return in terms of enhancing the DCX and fostering loyalty. Thus, by highlighting the importance of fulfillment and personalization, this study offered a comprehensive understanding of consumer behavior in an emerging market and provides local retailers with an empirically grounded strategy to succeed in a rapidly evolving digital landscape.

6.1. Recommendations:

Based on the findings of the study, it is recommended that apparel retail companies in Erbil ought to place much emphasis in relation to optimization towards providing omni-channel strategies as a way of matching the changing expectations of customers. Retailers are advised to prioritize advanced logistics and fulfillment solutions that provide proper delivery and returns of products with precise, timely, and convenient delivery to all channels. Additionally, retailers should actively invest in more relevant digital experiences, such as providing personalized product recommendations, targeted offers. Providing a smooth omni-channel experience by keeping the brand consistent across digital channels. Finally, maximizing the usability of the digital channels by optimizing digital channel layouts for usability, speed, and more responsiveness can have the potential to enhance customer experience significantly, leading to customer satisfaction and loyalty.

6.2. Limitations:

This study has a number of limitations to note despite its contribution. Firstly, the sample size excludes non-apparel customers in Erbil City, hence it is not generalizable to the broader population. Secondly, the cross-sectional nature of the study will not allow us to capture changes over time and infer causality. Lastly, the research investigated only omni-channel strategies, and the findings should not be generalized since other elements such as product attributes or competition might influence the digital experience.

6.3. Suggestions for Future Studies:

Future research needs to validate this model in different geographies or cultural contexts to find out how general the results would be and could be extended to investigate other industries to expand the range of omni-channel effects. Experimental or longitudinal research may show variation with time and provide further

determination of the causal relationship between omnichannel strategies and DCX. Lastly, investigation of possible moderators such as age, digital literacy, or socioeconomic status can help to understand whether the influence of omni-channel strategies on DCX difference across customer segments.

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رۆلی ستراتیجیه‌کانی ئۆمنی-که‌نال له ئەزموونی دیجیتالی کرپار: له پوانگهی کرپاران کۆمپانیاکانی فرۆشتنی جلۆبەرگ له شاری هه‌ولێر، هه‌ریمی کوردستانی عێراق.

پوخته:

ئهم توێژینه‌وه‌یه به‌دواداچوون بۆ رۆلی ستراتیجیه‌کانی ئۆمنی-که‌نال ده‌کات له ئەزموونی دیجیتالی کرپاری له پوانگهی کرپاران کۆمپانیاکانی فرۆشتنی جلۆبەرگ له شاری هه‌ولێر، هه‌ریمی کوردستانی عێراق. به‌مه‌به‌ستی گه‌یشتن به‌ ئامانجه‌ ته‌کنیکه‌کانی چه‌ندایه‌تی و وه‌سفیی شیکاری به‌کارهێنرا بۆ ئەنجامدانی راپرسی له‌ نیوان کرپاره‌کانی کۆمپانیای فرۆشتنی جلۆبەرگ و به‌کارهێنانی ته‌کنیکی نمونه‌گرتن هه‌ره‌مه‌کی ساده‌ کۆی 415 راپرسی وه‌رگیرا و داتاكان له‌ رینگهی پرۆگرامه‌کانی SPSS-26 و AMOS-26 شیکرانه‌وه. ئەنجامه‌کان ئه‌وه‌ پێشان ده‌ده‌ن که ستراتیجیه‌کانی ئۆمنی-که‌نال کاریگه‌رییه‌کی به‌رچاویان هه‌یه‌ له‌ به‌رزکردنه‌وه‌ی ئەزموونی دیجیتالی کرپار به‌ تایبه‌تی ئەنجامه‌کان جه‌خت له‌سه‌ر سوودی ئه‌رینی یه‌کخستنی کارایی ئۆمنی-که‌نال ده‌که‌نه‌وه‌ له‌ دارشتنی په‌یوه‌ندی، تێپروانی و په‌زامه‌ندی کرپاران له‌سه‌ر که‌ناڵه‌ دیجیتالییه‌کان. ئهم ئەنجامانه‌ تێپروانییه‌کی به‌نرخ ده‌به‌خشن به‌ فرۆشپاران جلۆبەرگ له‌ناو شاری هه‌ولێر، واته‌ وه‌به‌ره‌ینانیان له‌سه‌ر یه‌کانگیریی سه‌رجه‌م که‌ناڵه‌کان ده‌توانێت بپێته‌

هۆی بهرزبوونهوهی ئاستی رهزنامهندی و دلسۆزی کپیاران بۆ ئه و کۆمپانیانه وههروهو سوودی کپیرکی. بۆیه فرۆشگا ناوخۆییهکان دهبن سهرنجیان لهسهر یهکخستن و گواستنوهی زانیاریهکانی بهبن کیشه بێت و جا ئه و مامهلهیه له فرۆشگادا ئهجام بدریت یان له رێگهی ئۆنلاینهوه، بۆ ئهوهی بتوانن به شیوهیهکی گونجاو پێشبینیهکانی کپیاران له بازارێکی دیجیتالی خیرا جییه جئ بکهن.

دور استراتيجيات القنوات المتعددة في تجربة العملاء الرقمية: من منظور عملاء شركات مبيعات الملابس في مدينة أربيل، إقليم كردستان العراق.

ملخص:

هذا الدراسة هو متابعة الاستراتيجيات القنوات المتعددة من خلال تجربة العملاء الرقمية من منظور عملاء شركات مبيعات الملابس في مدينة أربيل، إقليم كردستان العراق. وتم الاستعانة لغرض الوصول لمعرفة الغايات تم استخدام الأساليب الكمية والوصفية، وباستخدام تقنيات أخذ العينات العشوائية البسيطة تم استلام الاستطلاع لـ 415 من عملاء شركات بيع الملابس وتم أستحصال البيانات و تحليلها بواسطة برامج SPSS-26 و AMOS-26. و النتائج تظهر إلى أن استراتيجيات القنوات المتعددة لها تأثير ملحوظ على رفع مستوى التجربة الرقمية للعملاء. و بالأخص النتائج و الغايات تؤكد على الفائدة الإيجابية لتوحيد القنوات المتعددة في إنشاء العلاقات، إقبال و رضا العملاء على قنوات الرقمية. هذه النتائج تعطي فكرة مهمة لبائعي الملابس في مدينة أربيل، أي الاستثمار بتوحيد جميع القنوات يكون سببا بارتفاع مستوى القبول و ولاء العملاء لتلك الشركات وله فائدة كبيرة على ميزة تنافسية. لذلك، فإن على المحلات المحلية أن يركزوا على توحيد ونقل المعلومات بدون أية مشاكل، بغض النظر إن كان ذلك التعامل داخل المتجر أو عبر الإنترنت، كي يكون بأستطاعتهم تلبية توقعات العملاء بشكل مناسب من خلال سوق رقمي سريع الاستجابة.