

# How Important Marketing Instruments Affect Repurchase Intentions in Omni-channel Retailing: A Longitudinal Study

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## **Abstract**

This research examines the relative importance of marketing instruments, online-specific like aesthetic appeal, ease of use, security/privacy, consumer service, and omni-channel-specific like online-offline integration and channel consistency. Although various instruments have been considered promising for omni-channel retailers, their relative effects on consumer behavior across channels remain unclear. The authors conceptualize a theoretical model in which perceived online trust and brand equity mediate the impact of these instruments on repurchase intentions. They test for these indirect effects in a sequential mediation study and for reciprocal effects of trust and brand equity in a cross-lagged panel study. Importantly, the authors differentiate cross-channel effects. The results of the studies provide evidence of different indirect effects of the instruments and a stronger role of online brand equity than of trust. These findings have direct implications for managers interested in understanding which particular marketing instruments affect consumer outcomes.

**Keywords:** *Marketing Instruments; Online Trust; Online Brand Equity*

**Track:** Retailing & Omni-Channel Management