

The seamless experience as a driver of consumer empowerment from a gender perspective

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The seamless experience as a driver of consumer empowerment from a gender perspective.

Abstract:

This study investigates how seamless omnichannel management can enhance women's empowerment through a comfortable and confident shopping experience, while also examining gender differences in these variables. Although existing literature often highlights the benefits of omnichannel experiences for companies, this research focuses on consumer empowerment as a beneficial outcome of seamless omnichannel interactions from a gender perspective. Two studies were conducted: a personal survey of 173 female omnichannel consumers and an experimental design with 208 participants (men and women) assigned to seamless or non-seamless omnichannel conditions. The results show that a seamless omnichannel management improves women's decision comfort and confidence, which in turn enhances women's empowerment. Moreover, we also found that in a non-seamless environment, women show significantly lower levels of empowerment, comfort, and confidence compared to men.

Keywords: omnichannel, seamlessness, empowerment, gender perspective, comfort, confidence.

Track: Retailing & Omni-Channel Management