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**THE IMPACT OF OMNICHANNEL MARKETING ON CONSUMER
BEHAVIOR IN CRISIS CONDITIONS: EVIDENCE FROM UKRAINE**

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Abstract

This study examines the impact of perceived omnichannel integration quality on consumer purchase intention under crisis conditions using the example of Ukraine. The relevance of the research is determined by the growing importance of seamless integration between physical and digital retail channels in conditions of economic instability, uncertainty and changing consumer behaviour. The study aims to identify how omnichannel integration quality influences consumer purchase intention through omnichannel customer experience and trust, as well as to determine the moderating role of perceived crisis uncertainty. The research is based on a quantitative approach using a cross-sectional online survey of Ukrainian consumers who interacted with retailers through multiple channels within the previous six months. The collected data were analysed using confirmatory factor analysis and covariance-based structural equation modelling. The findings demonstrate that perceived omnichannel integration quality positively affects omnichannel customer experience and consumer trust, which in turn increase



purchase intention. The results also confirm that trust becomes more influential under conditions of heightened uncertainty, indicating that integrated omnichannel systems function as an important reliability signal in turbulent environments. The study shows that consumers are more likely to maintain positive behavioural intentions toward retailers that provide consistent information, coordinated services and secure interactions across channels. The obtained results contribute to a better understanding of consumer behaviour in crisis conditions and expand the theoretical interpretation of omnichannel marketing in high-risk environments. The practical value of the study lies in the development of recommendations for retailers regarding the improvement of channel integration, customer experience management and trust-building strategies aimed at supporting consumer decision-making and strengthening long-term customer relationships during periods of instability.

Keywords: omnichannel marketing; channel integration; consumer behaviour; trust; crisis uncertainty; Ukraine.

**ВПЛИВ ОМНІКАНАЛЬНОГО МАРКЕТИНГУ НА ПОВЕДІНКУ
СПОЖИВАЧІВ В УМОВАХ КРИЗИ: ДОКАЗИ НА ПРИКЛАДІ
УКРАЇНИ**

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Анотація

Це дослідження присвячене вивченню впливу сприйманої якості омніканальної інтеграції на наміри споживачів здійснювати покупки в



умовах кризи на прикладі України. Актуальність дослідження зумовлена зростаючим значенням безшовної інтеграції між фізичними та цифровими каналами роздрібною торгівлі в умовах економічної нестабільності, невизначеності та змін у поведінці споживачів. Метою дослідження є визначення того, яким чином якість омніканальної інтеграції впливає на наміри споживачів щодо покупки через омніканальний клієнтський досвід і довіру, а також встановлення модераційної ролі сприйманої кризової невизначеності. Дослідження базується на кількісному підході з використанням крос-секційного онлайн-опитування українських споживачів, які взаємодіяли з ритейлерами через декілька каналів протягом останніх шести місяців. Зібрані дані були проаналізовані за допомогою конфірматорного факторного аналізу та моделювання структурними рівняннями на основі коваріацій. Результати дослідження демонструють, що сприймана якість омніканальної інтеграції позитивно впливає на омніканальний клієнтський досвід і довіру споживачів, які, своєю чергою, підвищують наміри щодо покупки. Отримані результати також підтверджують, що довіра стає більш впливовою в умовах підвищеної невизначеності, що свідчить про функціонування інтегрованих омніканальних систем як важливого сигналу надійності в турбулентному середовищі. Дослідження показує, що споживачі більш схильні підтримувати позитивні поведінкові наміри щодо ритейлерів, які забезпечують узгоджену інформацію, скоординовані послуги та безпечну взаємодію між каналами. Отримані результати сприяють кращому розумінню поведінки споживачів в умовах кризи та розширюють теоретичне трактування омніканального маркетингу у високоризикових середовищах. Практична цінність дослідження полягає у розробленні рекомендацій для ритейлерів щодо вдосконалення інтеграції каналів, управління клієнтським досвідом і



стратегій формування довіри, спрямованих на підтримку споживчих рішень та зміцнення довгострокових відносин із клієнтами в періоди нестабільності.

Ключові слова: омніканальний маркетинг; інтеграція каналів; поведінка споживачів; довіра; кризова невизначеність; Україна.

Introduction

Omnichannel marketing has become an important feature of modern retail as consumers increasingly interact with retailers through interconnected channels, including physical stores, websites and mobile applications. Consumers expect consistent information and seamless transitions across channels [33]. Therefore, the effectiveness of omnichannel strategies depends on the integration of channels into a coherent system, while recent studies emphasise the growing role of technology and integration in retail environments [6; 12].

Previous research conceptualises online–offline integration as the extent to which digital channels support offline services such as product availability and return processes [8]. Under crisis conditions characterised by uncertainty and supply disruptions, seamless integration may reduce perceived risk and function as a stabilising mechanism.

This study adopts the concept of perceived omnichannel integration quality (OIQ) as a consumer-centred measure of omnichannel marketing effectiveness. OIQ reflects perceptions of consistency, transparency and reliability across channels [31; 10]. Its influence on consumer behaviour is explained through omnichannel customer experience and trust. Higher integration quality improves customer experience and strengthens trust, which positively affects purchase intention [26; 30; 19].

Despite growing interest in omnichannel retailing, limited attention has been paid to crisis-induced uncertainty. In high-uncertainty environments, consumers



rely more heavily on signals that reduce perceived risk and reinforce trust, making OIQ an important reliability signal [1].

Ukraine provides a relevant context for examining these relationships due to the economic instability caused by the ongoing war [20; 4]. This study contributes to the literature by conceptualising OIQ as a multidimensional construct, explaining its influence on purchase intention through customer experience and trust, and examining the moderating role of perceived crisis uncertainty. To integrate the proposed relationships, the study develops a conceptual model linking omnichannel integration quality with purchase intention through omnichannel customer experience and trust, while perceived crisis uncertainty is included as a boundary condition (Figure 1).

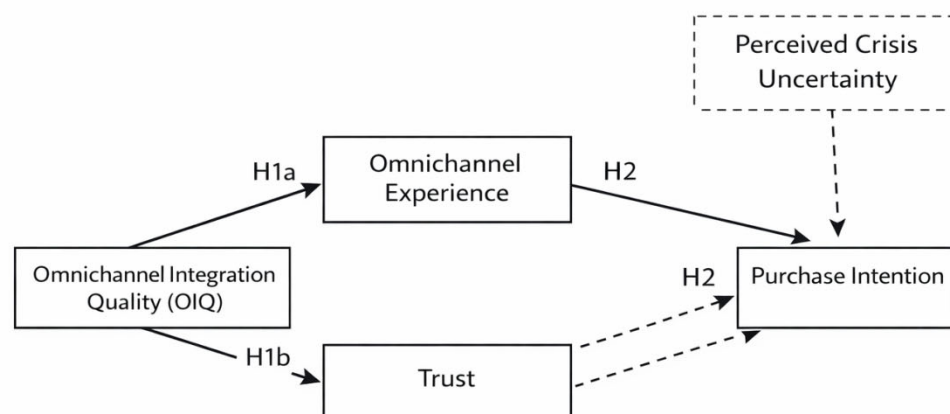


Figure 1. Conceptual model of the study

Source: Author's own elaboration

As shown in Figure 1, omnichannel integration quality is expected to influence omnichannel customer experience and trust (H1a–H1b), which in turn affect purchase intention (H2a–H2b), while perceived crisis uncertainty moderates the relationship between trust and purchase intention (H3).

The study addresses the following research questions:



RQ1. How does perceived omnichannel integration quality influence omnichannel customer experience and trust?

RQ2. Do omnichannel customer experience and trust mediate the relationship between OIQ and purchase intention?

RQ3. Does perceived crisis uncertainty strengthen the effect of trust on purchase intention?

Literature review

This section develops the theoretical foundation of the study by examining the influence of omnichannel integration quality (OIQ) on consumer behaviour through customer experience and trust.

OIQ is defined as consumers' perception of seamlessness and consistency across channels and includes channel configuration, content consistency, process consistency and assurance quality [5; 10]. Prior studies confirm that OIQ positively affects customer trust and experience in retail environments [13; 2].

The influence of OIQ on consumer behaviour can be explained through omnichannel customer experience (OCX), defined as a holistic evaluation of customer interactions across channels [26]. Integrated channel systems improve convenience and positively affect behavioural intentions [30]. According to the stimulus–organism–response framework, OIQ acts as a stimulus, customer experience represents the organism and purchase intention is the behavioural response [14]. Previous studies also confirm the mediating role of customer experience between integration quality and purchase intention [15; 25].

Trust is another important mechanism linking OIQ with behavioural outcomes. Commitment–trust theory identifies trust as a key determinant of relationship quality and behavioural intentions [19]. Consistent information and



reliable service across channels strengthen consumer trust and purchase intention, particularly under uncertain conditions [10; 1].

Crisis situations increase uncertainty and perceived risk [29]. Under such conditions, consumers rely more heavily on signals that reduce uncertainty. Signaling theory suggests that reliable retailer signals strengthen trust and behavioural intentions in turbulent environments [32; 22]. Therefore, perceived crisis uncertainty is expected to strengthen the relationship between trust and purchase intention.

Ukraine represents a relevant high-turbulence context due to the economic disruption caused by the ongoing war [34; 4]. Despite growing interest in omnichannel retailing, limited attention has been paid to crisis conditions, the moderating role of uncertainty and integrated models combining customer experience and trust.

To address these gaps, the following hypotheses are proposed:

H1a. Perceived omnichannel integration quality positively influences omnichannel customer experience.

H1b. Perceived omnichannel integration quality positively influences trust in the retailer.

H2a. Omnichannel customer experience positively influences purchase intention.

H2b. Trust positively influences purchase intention.

H3. Perceived crisis uncertainty strengthens the relationship between trust and purchase intention.

Research methodology

This study adopts a cross-sectional research design to examine the relationship between perceived omnichannel integration quality and consumer purchase intention under crisis conditions. Data were collected through a structured



online survey of Ukrainian consumers who had purchased from the same retailer using at least two channels within the previous six months. Participation was voluntary, anonymous and compliant with ethical standards and GDPR requirements. A minimum sample size of 300 respondents was targeted in accordance with CB-SEM recommendations and supported by power analysis [3; 7; 11].

All constructs were measured using established multi-item Likert scales adapted to the Ukrainian omnichannel retail context. Perceived omnichannel integration quality (OIQ) was assessed using scales developed by Hossain et al. and Gao and Huang, while omnichannel customer experience (OCX), trust and purchase intention were measured using validated scales from prior studies [10; 5; 19; 30; 27]. Perceived crisis uncertainty was operationalised based on Al-Adwan et al. [1]. The questionnaire was pre-tested on a pilot sample to ensure clarity and reliability.

A summary of the measurement instruments is provided in Table 1.

Table 1. Measurement instruments

Construct	Source	Example item	Scale	Items
OIQ	Hossain et al. (2020); Gao & Huang (2021) [10; 5]	'Product information is consistent across channels'	1–5 Likert scale	10–12
OCX	Rahman et al. (2025) [27]	'I experience a seamless transition between channels'	1–5 Likert scale	8–9
Trust	Morgan & Hunt (1994) [19]	'I trust this retailer'	1–5 Likert scale	3–4
Purchase Intention	Shi et al. (2020) [30]	'I intend to purchase from this retailer'	1–5 Likert scale	2–3
Crisis Uncertainty	Al-Adwan et al. (2022) [1]	'The situation creates uncertainty in purchase decisions'	1–5 Likert scale	3

Source: Adapted from [10; 5; 27; 19; 30; 1]. Author's analysis.

Sample size justification



Power analysis based on Cohen (1992) confirms that the planned sample size exceeds the minimum required to detect medium-sized effects. Therefore, the sample is considered sufficient for SEM analysis (Table 2).

Table 2. Sample size and power analysis

Effect size	Power	Minimum sample
Small ($f^2 = 0.02$)	0.80	~395
Medium ($f^2 = 0.15$)	0.80	~107
Large ($f^2 = 0.35$)	0.80	~67

Source: Based on [3]. Author's analysis

Data analysis

The analysis was conducted in two stages. First, confirmatory factor analysis (CFA) was applied to evaluate the measurement model using χ^2/df , CFI and RMSEA. Convergent validity was assessed through factor loadings and average variance extracted (AVE), while reliability was evaluated using composite reliability (CR). Discriminant validity was examined using the Fornell–Larcker criterion. To reduce common method bias, procedural and statistical remedies were applied, including Harman's single-factor test and the marker variable technique [23].

Second, the structural model was estimated using CB-SEM. Hypotheses were tested through path analysis, while mediation and moderation effects were assessed using bootstrapping and latent interaction analysis.

Ethical considerations

The study complied with established ethical standards. Participation was voluntary and based on informed consent, while all data were anonymised and securely stored. Ethical approval was obtained from the relevant institutional review board.



Data analysis and findings

Descriptive statistics and correlations

Descriptive statistics and correlations among the study variables are presented in Table 3.

Table 3. Descriptive statistics and correlations

Variable	Mean	SD	1	2	3	4	5
1. OIQ	3.80	0.65	1				
2. OCX	3.90	0.60	.62	1			
3. Trust	3.70	0.68	.55	.58	1		
4. Purchase Intention	3.85	0.63	.48	.52	.60	1	
5. Crisis Uncertainty	3.40	0.70	.20	.18	.25	.22	1

Note: All correlations significant at $p < 0.05$.

Source: Author's analysis

Respondents reported moderately high levels of perceived omnichannel integration quality ($M = 3.8$), omnichannel customer experience ($M = 3.9$), trust ($M = 3.7$) and purchase intention ($M = 3.8$), indicating generally positive evaluations of omnichannel retail environments. Perceived crisis uncertainty showed moderate levels ($M = 3.4$), reflecting the continuing instability of the Ukrainian context.

Correlation analysis revealed significant positive relationships among the main constructs. Perceived omnichannel integration quality was positively associated with omnichannel customer experience and trust, while trust and customer experience were significantly related to purchase intention. No excessively high correlations were identified (all $r < 0.85$), suggesting that multicollinearity was not a concern.

Measurement model assessment

The measurement model was assessed using confirmatory factor analysis (CFA). The results demonstrated acceptable model fit ($\chi^2/df < 3$, $CFI > 0.90$,



RMSEA < 0.08), indicating adequate model specification. The reliability and validity of the constructs are presented in Table 4.

Table 4. Reliability and validity

Construct	CR	AVE	Max loading
OIQ	0.91	0.62	0.85
OCX	0.90	0.60	0.83
Trust	0.88	0.65	0.87
Purchase Intention	0.85	0.66	0.86
Crisis Uncertainty	0.82	0.58	0.80

Note: CR = composite reliability; AVE = average variance extracted.

Source: Author's analysis

All factor loadings exceeded the recommended threshold of 0.70, supporting convergent validity. AVE values were above 0.50, while composite reliability (CR) values ranged from 0.80 to 0.93, confirming construct reliability and internal consistency. Discriminant validity was supported using the Fornell–Larcker criterion, as the square root of AVE exceeded inter-construct correlations.

To address common method bias, Harman's single-factor test and the marker variable technique were applied, indicating that common method bias was not a significant concern.

Structural model results

The structural model was estimated using covariance-based structural equation modelling (CB-SEM) and demonstrated acceptable fit indices comparable to the measurement model. R² values showed that the model explained a substantial proportion of variance in purchase intention (approximately 45%–60%). The hypothesis testing results are presented in Table 5.



Table 5. Structural model results

Hypothesis	Path	β	p-value	Result
H1a	OIQ \rightarrow OCX	0.62	<0.001	Supported
H1b	OIQ \rightarrow Trust	0.55	<0.001	Supported
H2a	OCX \rightarrow PI	0.34	<0.01	Supported
H2b	Trust \rightarrow PI	0.41	<0.001	Supported
H3	Trust \times CU \rightarrow PI	0.18	<0.05	Supported

Note: β = standardized coefficients.

Source: Author's analysis

Perceived omnichannel integration quality (OIQ) had significant positive effects on omnichannel customer experience ($\beta = 0.62$, $p < 0.001$) and trust ($\beta = 0.55$, $p < 0.001$), supporting H1a and H1b. In turn, omnichannel customer experience ($\beta = 0.34$, $p < 0.01$) and trust ($\beta = 0.41$, $p < 0.001$) positively influenced purchase intention, supporting H2a and H2b. These findings confirm the importance of both experiential and trust-based mechanisms in shaping consumer behavioural intentions.

Mediation and moderation analysis

Bootstrapping analysis (5,000 resamples) revealed significant indirect effects of OIQ on purchase intention through omnichannel customer experience and trust, indicating partial mediation. In addition, perceived crisis uncertainty significantly moderated the relationship between trust and purchase intention ($\beta = 0.18$, $p < 0.05$), supporting H3. Specifically, trust had a stronger effect on purchase intention under higher levels of uncertainty, consistent with signaling theory.

A multi-group analysis comparing high- and low-uncertainty groups further confirmed the stronger relationship between trust and purchase intention in high-uncertainty conditions.

Summary of findings



Overall, the findings support the proposed model and demonstrate that omnichannel integration quality influences purchase intention by enhancing customer experience and trust. The results also show that crisis uncertainty amplifies the role of trust in high-risk environments.

Discussion and implications

This study examined how perceived omnichannel integration quality (OIQ) influences consumer purchase intention through customer experience, trust and perceived crisis uncertainty. The findings confirm that OIQ enhances customer experience and trust, supporting prior research on seamless channel integration [10; 5]. Consistent with the stimulus–organism–response framework, OIQ shapes behavioural outcomes through psychological mechanisms [14].

The study also confirms the moderating role of perceived crisis uncertainty, showing that trust becomes more influential under heightened uncertainty [32; 1]. The Ukrainian context further demonstrates that omnichannel integration functions as both an operational capability and a mechanism for reducing perceived risk [29].

This study contributes to omnichannel marketing research by conceptualising OIQ as a multidimensional construct and integrating customer experience, trust and crisis uncertainty within a single framework.

The findings suggest that retailers should prioritise seamless channel integration, consistent service processes and trust-building mechanisms such as data security and transparent communication. In crisis conditions, reliable service and clear delivery information can reduce uncertainty and strengthen consumer trust [1].

Conclusion

This study examined the influence of perceived omnichannel integration quality (OIQ) on consumer purchase intention under crisis conditions through



omnichannel customer experience, trust and perceived crisis uncertainty. The findings demonstrate that OIQ significantly enhances customer experience and trust, which positively affect purchase intention. The results also confirm that crisis uncertainty strengthens the role of trust, highlighting its importance as a key mechanism supporting consumer decision-making in high-risk environments. These findings suggest that omnichannel integration functions not only as an operational capability but also as a reliability signal that reduces perceived risk and strengthens consumer relationships in turbulent conditions.

The study contributes to omnichannel marketing research by extending existing theoretical approaches beyond stable market environments and by integrating customer experience, trust and crisis uncertainty within a single conceptual framework. The Ukrainian context further confirms the importance of seamless channel integration in conditions of economic instability and environmental uncertainty.

At the same time, the study has several limitations that create opportunities for future research. The cross-sectional design limits causal interpretation, while the use of self-reported data may involve perceptual bias despite the application of procedural and statistical controls. In addition, the empirical focus on Ukraine may limit the generalisability of the findings to other market contexts. Future studies could employ longitudinal or experimental approaches, incorporate behavioural or transactional data, compare different countries and examine individual dimensions of omnichannel integration quality in greater detail. Further research may also differentiate between various forms of crisis uncertainty to provide a deeper understanding of consumer behaviour in turbulent environments.

Overall, the findings highlight the strategic importance of seamless omnichannel integration for enhancing customer trust, improving consumer experience and supporting purchase intention under conditions of uncertainty.



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Appendix A. Survey Instrument

A1. Introduction to respondents

This survey aims to understand consumer experiences with omnichannel retailing in Ukraine.

Your participation is voluntary and anonymous. The survey will take approximately 7–10 minutes.

By proceeding, you confirm your informed consent to participate.

A2. Screening question

S1. Have you purchased from the same retailer using at least two different channels (e.g., physical store, website, mobile app) within the past 6 months?

Yes

No → terminate survey

A3. Measurement scales

All items were measured on a 5-point Likert scale:

1 = Strongly disagree

5 = Strongly agree

A3.1 Omnichannel Integration Quality (OIQ) (adapted from Hossain et al., 2020; Gao & Huang, 2021)

Code	Item
OIQ1	Product information is consistent across all channels
OIQ2	Prices are consistent across channels
OIQ3	I can easily switch between channels during the purchase process
OIQ4	The retailer provides a seamless experience across channels
OIQ5	Services are well integrated across channels
OIQ6	Transactions are processed consistently across channels
OIQ7	Delivery and return processes are coordinated across channels
OIQ8	The retailer ensures data privacy across channels
OIQ9	The retailer ensures transaction security across channels
OIQ10	It is easy to resolve problems regardless of the channel used

A3.2 Omnichannel Customer Experience (OCX) (Rahman et al., 2025; Shi et al., 2020)

Code	Item
OCX1	I have a consistent experience when interacting across channels
OCX2	Switching between channels is easy
OCX3	The purchasing process is smooth across channels
OCX4	The experience is convenient across all channels
OCX5	I feel comfortable using multiple channels
OCX6	The retailer provides a seamless shopping journey
OCX7	I can continue my purchase without repeating steps
OCX8	I find the omnichannel experience enjoyable

A3.3 Trust (Morgan & Hunt, 1994; Chaudhuri & Holbrook, 2001)

Code	Item
TR1	I trust this retailer
TR2	This retailer is reliable



TR3	This retailer keeps its promises
TR4	This retailer acts in my best interest

A3.4 Purchase Intention (Shi et al., 2020)

Code	Item
PI1	I intend to purchase from this retailer
PI2	I will likely purchase from this retailer in the future
PI3	I would consider this retailer as my first choice

A3.5 Perceived Crisis Uncertainty (adapted from Al-Adwan et al., 2022; crisis literature)

Code	Item
CU1	The current situation makes it difficult to plan purchases
CU2	I feel uncertainty when making purchase decisions
CU3	I perceive high risk when buying products
CU4	The external environment makes consumption unpredictable

A4. Control variables (Demographics)

Variable	Question
AGE	What is your age?
GENDER	What is your gender?
REGION	Which region do you currently live in?
INCOME	What is your approximate monthly income?
EDUCATION	What is your highest level of education?

A5. Data coding

Likert scale: 1–5

Higher values = stronger agreement

No reverse-coded items

A6. Measurement notes (for reviewers)

All constructs operationalized as reflective latent variables

OIQ modeled as a second-order construct

Items adapted and contextualized for Ukrainian retail environment

A7. Common method bias control

Procedural remedies:

anonymity

psychological separation of constructs

varied scale anchors

Statistical remedies:

Harman's single-factor test

CFA marker variable

Source: Author's compilation.