Gen Z's Perspective: Unveiling the Impact of Emotion and Cognitive in Shaping Customer Experience in Omnichannel Context

Nur Hidayati[1*], Rahmawati[2]   iD

[1,2] Department of Management, Universitas Islam Malang, Malang, Indonesia

A B S T R A K

Generasi Z (Gen Z) menunjukkan karakteristik unik dalam aktivitas online, terutama melalui penggunaan media sosial untuk inspirasi, riset produk, dan interaksi dengan merek favorit. Untuk mendukung perilaku tersebut, penelitian ini bertujuan untuk menganalisis pengetahuan tentang pengalaman pelanggan dalam konteks omnichannel dengan melibatkan Gen Z dan telah melibatkan kognitif, emosi, loyalty intention dan purchase intention. Penelitian ini menggunakan teknik purposive sampling untuk mengumpulkan peserta penelitian. Sebanyak 421 responden memenuhi kriteria dan hipotesis diuji menggunakan Smart PLS. Temuan ini mengungkapkan bahwa emosi memiliki efek langsung pada niat membeli, sehingga kognitif memiliki efek langsung pada niat loyalitas. Selain itu, emosi dan kognitif juga berpengaruh signifikan terhadap E-WOM. E-WOM juga dapat dimediasi sebagian efek dari emosi dan kognitif terhadap niat beli dan loyalitas. Gen Z sangat terbiasa dan sadar akan keberadaan omnichannel karena keakraban mereka dengan aktivitas internet. Banyak individu Gen Z melihat media sosial tidak hanya sebagai sarana konektivitas tetapi juga sebagai platform untuk mencari inspirasi, meneliti produk, dan terhubung dengan merek favorit mereka. Secara keseluruhan, penelitian ini mengidentifikasi strategi omnichannel sebagai kunci untuk memahami dan memenuhi kebutuhan konsumen Gen Z, memberikan wawasan berharga bagi perusahaan dalam meningkatkan interaksi dan loyalitas konsumen.

A B S T R A C T

Generation Z (Gen Z) exhibits unique characteristics in online activities, primarily through the use of social media for inspiration, product research, and interaction with favorite brands. To support this behavior, this study aims to analyze knowledge about customer experience in an omnichannel context by involving Gen Z and has involved cognitive, emotional, loyalty intention and purchase intention. This study used purposive sampling techniques to collect research participants. A total of 421 respondents met the criteria and hypotheses were tested using Smart PLS. These findings reveal that emotions have a direct effect on purchase intent, so cognitive has a direct effect on loyalty intent. In addition, emotions and cognitive also have a significant effect on E-WOM. E-WOM can also be partially mediated by the emotional and cognitive effects on purchase intent and loyalty. Gen Z is very accustomed and aware of omnichannel existence because of their familiarity with internet activities. Many Gen Z individuals see social media not only as a means of connectivity but also as a platform to seek inspiration, research products, and connect with their favorite brands. Overall, the study identifies omnichannel strategies as key to understanding and meeting the needs of Gen Z consumers, providing valuable insights for companies in improving consumer engagement and loyalty.

1. INTRODUCTION

Generation Z has been widely recognized as the most discerning consumer cohort to date, exhibiting distinct perspectives on shopping and consumption in comparison to preceding generations. This generation embraces inclusiveness and diversity. They are mobile-first, tech-savvy, and have high expectations for how they wish to spend their time online digitally connected and educated users of technologies in the marketplace and social media platform (Kaplan, 2020; Özkan & Solmaz, 2017). Gen Z

*Corresponding author.
E-mail: nurhidayati45@gmail.com (Nur Hidayati)

always expects to get great value from a product and is more concerned with the experience and they are new rising segment for omnichannel experiences (Asmare & Zewdie, 2016; Yin et al., 2022). It has been observed that mobile purchasing has a significant emotional and cognitive significance for customers as a form of entertainment. Consequently, must achieve the optimal omnichannel experience (Islam & Rahman, 2016; Thakur, 2016). The massive expansion of E-commerce has brought about noteworthy transformations in the retail industry over the last twenty years (Balakrishnan et al., 2014; Dash et al., 2021). Undoubtedly, online purchasing presents a viable solution by minimising search costs, offering convenience (owing to its 24/7 availability), and providing a faster alternative than traditional channels and also E-commerce is also considered one of the fastest and most promising growth areas for retailers (Haroon & Rizvi, 2020; Pantano et al., 2020). This change is accompanied by a digital transformation in the business sector. Numerous businesses were transitioning to digital technology and Omnichannel strategy was a consequence of the transformation. The omnichannel strategy is a new retailing methodology that involves the coordinated administration of multiple channels and customer touchpoints. Its objective is to optimize the customer experience and performance across channels (Thaichon et al., 2022; Verhoef et al., 2015). It necessitates the elimination of barriers between company touchpoints in order to reshape customers' purchasing behaviour and provide superior customer experiences (Shen et al., 2018; Shi et al., 2020a). Customer experience (CX) refers to the entirety of a customer's interactions with a given company. The customer's encounter within a digital or physical environment encompasses various touchpoints that can elicit favourable or unfavourable responses (Bell, 2014; Datig, 2015). Consequently, argued that customer experience is the evolution of a person's sensorial, cognitive, affective, and behavioral response along the journey touchpoints of pre-purchase, purchase, and repeat purchase, which is then evaluated (Homburg et al., 2015; M. Kumar & Noble, 2016).

Based on previous research stated that imperative for companies to take into account the emotional responses of their customers (Bilgihan, 2016; Purani et al., 2019). Enhancing customer affective responses by establishing a seamless omnichannel atmosphere that fosters a comfortable, enjoyable, and entertaining shopping encounter (Tueanrat et al., 2021; Tyrväinen et al., 2020). The impact of positive emotions on different stages of the purchase decision-making process is noteworthy (Gaur et al., 2014; Maguire & Geiger, 2015; Tuerlan et al., 2021). The intention to purchase can also be influenced by emotions (Berki-Kiss & Menrad, 2022; Liu et al., 2020). Moreover, Existing research suggests that emotional and affective constituents of customer firm relationship are important drivers of customer loyalty (De Waal & van der Heijden, 2016; Mende et al., 2013; Sharma et al., 2015). Thus, Emotional experiences help firms to create and retain loyal customers (Kandampully et al., 2015; Yoo & Bai, 2013). Cognitive is also another component from customer experience (Homburg et al., 2015; Nasution et al., 2014). Cognition refers to the mental processes involved in the reception and interpretation of external stimuli, including but not limited to the analysis and assessment of incoming information or stimuli (Maklan et al., 2017; Nasution et al., 2014). Cognitive play a crucial role in omnichannel integration, necessitating that businesses pay more attention to aspects such as promotion, pricing strategy, consumer data transaction, information access, and order compliance. If omnichannel is used, it can be accomplished to have the same logo, slogan, name, product category, price, description, and discount information on all channels (Gao et al., 2021; Shi et al., 2020b). Previous studies suggested that cognitive can influence purchase intention in omnichannel context (Tueanrat et al., 2021; Tyrväinen et al., 2020). The level of engagement of customers was influenced by the cognitive dimension, specifically ease of use, usefulness, and convenience, and to a lesser extent, the affective dimension, specifically enjoyment. This engagement, in turn, had an impact on customer loyalty towards the brand (McLean, 2018; Vahdat et al., 2021). This study using emotion and cognitive as customer experience variable based on previous research which confirm that the online consumer evaluates the stimuli presented by online retailers through both cognitive and emotion, and subsequently integrates these elements to establish the fundamental concept of customer experience (Izogo & Jayawardhena, 2018; Klaus, 2013).

Prior literature has discussed the importance in omnichannel customer journeys that are valued by consumers and that drive satisfaction, loyalty, and word of mouth (WOM) (Homburg et al., 2015; V. Kumar & Reinartz, 2016; Sheth, 2020). WOM and E-WOM messages are each more influential than traditional marketing communiques. E-WOM is traditional word-of-mouth (WOM) behavior evolved and adapted to electronic media (Martin & Lueg, 2013; Voyer & Ranaweera, 2015). Previous study stated that E-WOM has significant impact on loyalty intention (Kuo & Nakhata, 2019; Meuter et al., 2013). Creating positive E-WOM among Consumers, has become an important marketing strategy, due to its important impact on Consumer Purchasing Decision (Kim et al., 2018; Sweeney et al., 2014). Previous research only discussed customer experiences on more specific objects regarding a particular brand (Kaplan, 2020; McLean et al., 2018). This study attempts to explore knowledge about customer experiences in an omnichannel context by involving Gen Z as the research subject whereas previous research has involved

relatively few studies with Gen Z linking to omnichannel context. Thus, Gen Z is an internet addict and conducts almost all shopping activities through the internet (Kaplan, 2020; McLean et al., 2018). Study conducted by have suggested that future studies should focus on the relationship between the combined effects of customer experience at multiple touchpoints and customer behaviors, such as loyalty intention (Lemon & Verhoef, 2016; McColl-Kennedy et al., 2015). This study aims to explore whether emotions and cognitive, which are variables in customer experience, can accurately predict purchase intention and loyalty intention. Additionally, it examines the role of electronic word-of-mouth (E-WOM) in mediating these relationships.This study offers various contributions that can potentially impact other sectors, including the perspectives of companies, consumer behavior, and future research. Initially, a company may explore the mechanics of technologies within an omnichannel framework, as well as the potential impact of emotion and cognitive toward purchase intention and loyalty intention with moderatimg role on E-WOM. Our study offers a comprehensive perspective on online consumer behavior, encompassing both customer emotions and cognitive processes to predict their intention to make purchases and also loyalty intention. Our research makes a valuable contribution to the existing body of marketing literature that pertains to the customer experience within an omnichannel context.

2. METHODS

This research can be classified as explanatory research with a quantitative approach. Explanatory research is used to investigate how or why a phenomenon takes place. Therefore, this type of research is often one of the first stages in the research process, serving as a jumping-off point for future research. Based on our research objective that are to explore whether emotions and cognitive, which are variables in customer experience, can accurately predict purchase intention and loyalty intention. Additionally, it examines the role of electronic word-of-mouth (E-WOM) in mediating these relationships.

A total of 456 respondent were gathered in this study. Out of 456 respondents, 435 completed the survey question. However, only 421 respondents were classified as valid respondent that meet with criteria. The sample classified by middle social economic with 71,1% and upper social class 28,9%. Moreover, this study follows by male 43,6% and female 56,4% in which spread over in the city in Indonesia such that Surabaya, Jakarta, Malang, Banyuwangi, Madura, Pasuruan, Sulawesi, Lampung, Jambi, Riau, Bali, Kalimantan, NTB, Lombok, NTT, Maluku, Papua Etc. Purposive sampling was used in which enrolled research participants that we determined the characters based our research objective. Using a survey questionnaire as the primary data collection tool, we established the following inclusion criteria, we used several criteria in which we determined based on our research objectives thus the following inclusion criteria were established: (1) They must bear at 1997-2012; (2) living in Indonesia; (3) they must have a monthly income; and (4) they must have their own mobile devices with internet connectivity. All the items of each construct were answered on five-point Likert Scale (5- Strongly Agree, 4- Agree, 3– Neutral, 2- Disagree and 1- Strongly Disagree.

The statistical hypotheses were evaluated through the use of Smart PLS 3 software. The selection of partial least squares structural equation modeling was based on the study's emphasis on prediction rather than theory testing. The employment of partial least squares (PLS) can prove advantageous in situations where a scarcity of relevant theory exists. Partial least squares (PLS) are a preferred method when the model specification cannot be guaranteed. Moreover, partial least squares (PLS) methodology entails fewer assumptions concerning the distribution of data, thereby allowing for the inclusion of both formative and reflective constructs in a unified model. The present investigation involved a distinct evaluation of the measurement model and the structural model. Initially, an assessment was conducted on the measurement model of the average variance extracted (AVE), followed by an examination of the composite reliability. The subsequent procedure involved scrutinizing the discriminant validity through the utilization of the Fornell and Lacker criterion. The second phase of the study involved assessing the structural model to examine the hypotheses pertaining to the path coefficients of the model as well as conducting a bootstrap analysis.

3. RESULTS AND DISCUSSIONS

Results
Assessment of measurement model

Conducting an assessment for convergent validity was initiated at the outset of the inquiry. Subsequently, an evaluation of the item loadings factor, average variance extracted (AVE), and composite reliability (CR) is conducted to ensure the validity of the measurement model. Table 1 presents the outcomes of the measurement model. As per the table provided, the loadings of the item have surpassed

the recommended threshold of 0.6, as suggested by (Hair et al., 2017). The present study yielded AVEs that fell within the acceptable range, ranging from 0.685 to 0.772. Furthermore, the composite reliability (CR) exhibited a range of 0.817 to 0.910, aligning with the value posited by previous research that stipulates the average variance extracted (AVE) should surpass 0.5 (Sarstedt et al., 2022).

Tabel 1. Results of Measurement Model

Construct	Items	Loadings	AVE	CR
Cognitive	COG 1	0.814	0.698	0.874
	COG 2	0.865		
	COG 3	0.826		
Emotion	EMO1	0.821	0.685	0.867
	EMO2	0.825		
	EMO3	0.838		
Loyalty Intention	LI1	0.834	0.671	0.891
	LI2	0.788		
	LI3	0.813		
	LI4	0.839		
Purchase Intention	PI1	0.865	0.772	0.910
	PI2	0.893		
	PI3	0.878		
E-WOM	E-WOM 1	0.876	0.691	0.817
	E-WOM 2	0.783		

Following the completion of the convergent validity assessment, the subsequent stage involved the evaluation of discriminant validity. This test was employed by previous research based on the existing literature (Fornell & Larcker, 1981). Table 2 demonstrates that the square root of AVE (diagonal) is higher than the correlations (off-diagonal) for all reflective constructs.

Table 2. Discriminant Validity Using Fornell and Lacker Criterion

	Cognitive	Emotion	Loyalty Intention	Purchase Intention	E-WOM
Cognitive	**0.835**				
Emotion	0.615	**0.828**			
Loyalty Intention	0.460	0.568	**0.819**		
Purchase Intention	0.551	0.613	0.727	**0.879**	
E-WOM	0.303	0.365	0.431	0.331	**0.831**

Previous research proposed the utilization of the Heterotrait-Monotrait (HTMT) ratio of correlations as a means of verifying the validity of the discriminant term (Henseler et al., 2015). The current study employed a reliable power methodology to assess the discriminant validity, utilizing the same approach. In the context of the HTMT test, it is generally advised to consider below of 0.85 as a benchmark for evaluating the HTMT coefficient. Thus, the findings indicate that the measurement model exhibits sufficient levels of validity and discriminant validity. Table 3 demonstrates that the square root of HTMT below 0.85, indicating that the measurement model's validity and discriminant validity are satisfactory.

Table 3. HTMT Criterion

	Cognitive	Emotion	Loyalty Intention	Purchase Intention	E-WOM
Cognitive					
Emotion	0.784				
Loyalty Intention	0.545	0.700			
Purchase Intention	0.667	0.755	0.867		
E-WOM	0.447	0.552	0.602	0.486	

Assessment of structural model

Prior to conducting the following procedure, we also evaluate the R^2. The accuracy of the structural model can be evaluated by means of the R^2 value. According to similar research it is possible to utilize R^2 for determining the coefficient of determination and significance level of the beta values associated with a given route (Sarstedt et al., 2022). Based on Tabel 4, the coefficient of determination (R^2) for the E-WOM obtained outcomes was 0.143, indicating that the factors of emotion, and cognition were able to account for 14%. Thus, loyalty intention obtained outcome was 0.306 indicating that the factor of emotion, cognitive and E-WOM were able to account 30.6%. Furthermore, purchase intention obtained outcome 0.389, indicating that the factor of emotion, cognitive and E-WOM were able to account 38.9%.

Table 4. The R Square

	R Square	R Square Adjusted
E-WOM	0.143	0.139
Loyalty Intention	0.306	0.302
Purchase Intention	0.389	0.386

The study conducted a statistical analysis to estimate the path coefficients of the structural model and employed bootstrap analysis to ascertain the statistical significance of the results. Table 5 demonstrates that there is a statistically significant value for the whole variable. We used 5% (0.005) of the significance level to test the hypotheses. H1 mentions the direct relationship between emotion and purchase intention, as evidenced by a t statistic of 13.746 and a significance level of 0.00, so we accepted H1. Thus, H2 stated the direct relationship between cognitive and loyalty intentions with a significance level of 0.000 and a t statistic of 8.033, so we accepted H2. The next is H3, which states that emotion has a significant effect on E-WOM with a t statistic of 5.440 and a significance level of 0.000, so we decide to accept H3. Furthermore, we tested for H4, stated that cognitive has a significant effect on E-WOM with a t statistic of 2.145 and a significance level of 0.042, and as a result, we accepted H4. Therefore, we tested for H5 and mentioned that E-WOM has a significant effect on purchase intention with a t statistic of 2.970 and a significance level of 0.003, so we accepted H5. Next phase, we tested for H6 and stated that E-WOM has a significant effect on loyalty intention with a t statistic of 7.916 and a significance level of 0.000, thus accepting H6. Subsequently, we tested the moderating effect we called H7, which stated that the positive relationship between emotion and purchase intention can be mediated when consumers have received electronic word-of-mouth. The result was a t statistic of 2.679 and a significance level of 0.008, so we accept H7. The last hypotheses were H8, which stated that the positive relationship between cognitive attitudes toward loyalty intention can be mediated when consumers have received electronic word-of-mouth. The result shows a t statistic of 2.084 and a significance level of 0.038. So, we decided to accept H8. Figure 1 is a validated model for the study.

Table 5. Results of Structural Model

|	Relationship	Std Error	T Statistic	Sig	Decision
H1	Emotion -> Purchase Intention (Direct Effect)	0.041	13.746	0.000	Accepted
H2	Cognitive -> Loyalty Intention (Direct Effect)	0.045	8.033	0.000	Accepted
H3	Emotion -> E-WOM	0.053	5.440	0.000	Accepted
H4	Cognitive -> E-WOM	0.059	2.145	0.042	Accepted
H5	E-WOM -> Purchase Intention	0.042	2.970	0.003	Accepted
H6	E-WOM -> Loyalty Intention	0.041	7.916	0.000	Accepted
H7	Emotion -> E-WOM -> Purchase Intention (Indirect Effect)	0.013	2.679	0.008	Partial Mediation
H8	Cognitive -> E-WOM -> Loyalty Intention (Indirect Effect)	2.169	2.084	0.038	Partial Mediation
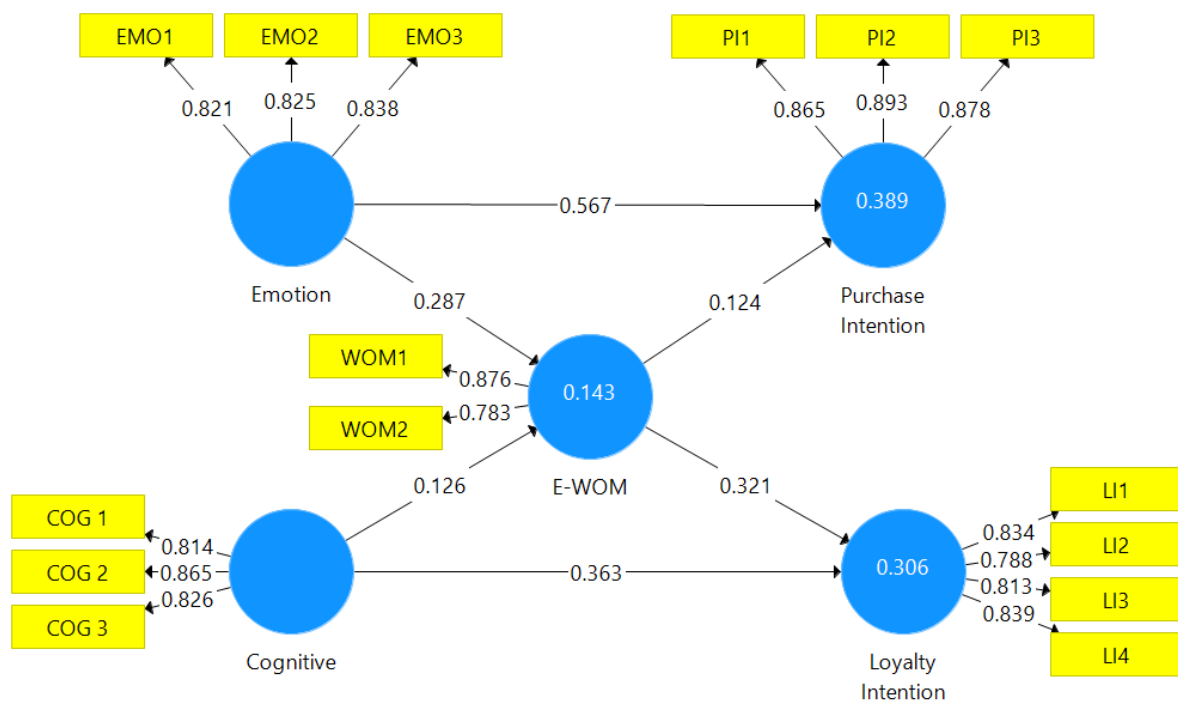
Figure 1. Research Model

Discussion

The possibilities available to consumers for searching, comparing, purchasing, and acquiring products and services online are extensive. The convenience and enjoyment of online purchasing have a substantial impact on the customer experience. Due to the fact that each customer has a unique shopping experience, the study of customer experience has always been an essential area of marketing research. In recent times, scholars and professionals have displayed significant interest in the area of omnichannel context (Shen et al., 2018; Shi et al., 2020a). Recent literature has suggested the need for increased empirical investigation into omnichannel shopping practices, both in a general sense and with a specific focus on how these strategies can improve customer experiences (Huré et al., 2017; Shi et al., 2020b; Souiden et al., 2019). This study aims to explore whether emotions and cognitive, which are variables in customer experience, can accurately predict purchase intention and loyalty intention. Additionally, it examines the role of electronic word-of-mouth (E-WOM) in mediating these relationships. Prior studies have solely focused on customer experiences pertaining to specific objects associated with a particular brand, as evidenced by the works of (Kaplan, 2020; McLean, 2018). The present research endeavors to investigate the comprehension of customer experiences in an omnichannel setting, utilizing Gen Z as the focal point of the study. Prior research has been limited in terms of the number of studies conducted on the association between Geneeration Z and the omnichannel context. The generation known as Gen Z exhibits a strong tendency towards internet addiction and relies heavily on online platforms for conducting various shopping activities.

In general, our research suggests that the customer experience plays a pivotal role in shaping omnichannel consumer behavior. Our research similar with previous research contend that customer experience is the foremost determinant of consumer behavior in an omnichannel setting (Ou & Verhoef, 2017; Thakur, 2019). It is a synchronized model for channel management that integrates all available channels and presents a singular face to customers (Asmare & Zewdie, 2016; Chen et al., 2018). Particularly, our finding stated that emotion has direct effect on purchase intention. This finding inline with similar research stated that emotion is good predictor to purchase intention (Ou & Verhoef, 2017; Razzaq et al., 2017). Emotions will influence consumers when they encounter something enticing, such as getting a discount when dealing with a specific online store, causing them to feel impulsive and have a desire to purchase. Especially if they see that the store has good reviews, consumers without hesitation immediately have the intention purchase (Wang et al., 2015; Xu, 2020). Furthermore, cognitive also have direct effect on loyalty intention. Consumer feel challenged and find inspiring new ideas when visiting an online store and later visiting the offline store of the same retailer. Furthermore, it incites the curiosity of

potential consumers regarding the products being offered, ultimately prompting them to conduct product trials. This finding similar with previous research stated that when consumer take journey into omnichannel context cognitive will stimulated consumer behavior (Tueanrat et al., 2021; Tyrväinen et al., 2020). Customers who experience satisfaction during their shopping are more likely to express their desire for loyalty to the brand (Molinillo et al., 2020; Tyrväinen et al., 2020). The electronic word of mouth (E-WOM) also has good predictor. Emotion and cognitive can drive E-WOM significantly. This finding similar with previous research they said that cognitive and emotion have positive relationship toward E-WOM (Berki-Kiss & Menrad, 2022; Klaus, 2013; Lovett & Staelin, 2016). Individuals tend to disseminate the benefits of a product to their immediate social circle when they experience a sense of satisfaction and stimulation from new ideas associated with said product. The information that individuals share will be subconsciously internalized by their conversational counterparts. Individuals tend to associate a product with the one that their peers have discussed, leading to a stronger recall of the product in question (Klaus, 2013; Lovett & Staelin, 2016). This finding similar with previous research the results indicate that emotional and cognitive factors have a favorable impact on loyalty outcomes and word-of-mouth recommendations (Tueanrat et al., 2021; Tyrväinen et al., 2020).

E-WOM also revealed the significant effect toward purchase intention and loyalty intention. In a related context, it has been observed that the probability of users accepting E-WOM messages is higher when they are exposed to both positive and negative aspects. Ultimately, individuals have the ability to readily obtain the viewpoints of unfamiliar individuals through the internet. The phenomenon of E-WOM communication holds greater potency as compared to conventional WOM processes, owing to its infrequent occurrence. E-WOM data tends to be more transparent, as individuals are typically more honest and direct in their online interactions. As a result, consumers quickly gain trust to make a purchase intention, and then they develop a loyal attitude towards a particular store (Ardyan & Sudyasjayanti, 2020; Kuo & Nakhata, 2019). This finding also similar with previous research which stated that E-WOM has significant impact on loyalty (Ipang et al., 2021; Pratiwi et al., 2021).

We also tested for mediating role of E-WOM. The result show that there is positive relationship between emotion toward purchase intention can be partial mediated when consumers have received electronic word-of-mouth (E-WOM). This result may be explained by the fact that individuals who are satisfied with and interested in a particular omnichannel retailer's product are more likely to make a purchase when influenced by positive E WOM communication. The electronic word-of-mouth (E-WOM) would exert a mediating effect on the association between emotional responses and the intention to make online purchases. Interesting finding from this research are we also tested the mediating effect between cognitive and loyalty intention with E-WOM as mediating variable. The result revealed that there is positive relationship between cognitive toward loyalty intention can be partial mediated when consumers have received electronic word-of-mouth (E-WOM). Electronic word-of-mouth (E-WOM) is transmitted via digital channels, including social media platforms like Instagram, Facebook, Twitter, TikTok, and others. This facilitates a wider reach of the initial message being disseminated, which may boost the number of customers or prospects who are exposed to it. The rapid proliferation of a message can occur particularly when it conveys positive emotion, leading to an exponential increase in its dissemination. Consumers can be regarded as advertising agents due to their ability to spread potentially viral messages.

This research shows that all the results are significant with the Gen Z as a sample. It means that Gen Z is highly accustomed to and aware of the existence of omnichannel due to their familiarity with internet activities. Many Gen Z individuals view social media not only as a means of connectivity but also as a platform for seeking inspiration, researching products, and connecting with their favorite brands. This makes it highly likely for them to utilize their emotions and cognitive abilities while seeking shopping experiences. Of course, they also pay close attention to others' comments on a product to gather information. Therefore, E-WOM undoubtedly has a significant influence on their shopping activities. Specifically, our findings indicated that emotion has a direct impact on purchase intention. When consumers encounter something enticing, such as a discount when interacting with a specific online store, their emotions will cause them to feel impulsive and want to make a purchase. In addition, cognitive factors have a direct impact on loyalty intention. When consumers visit an online store and then the physical store of the same retailer, they feel challenged and are exposed to innovative new concepts. Electronic word-of-mouth (E-WOM) is also a reliable predictor. Emotional and cognitive factors can significantly impact E-WOM. Individuals are more likely to communicate the benefits of a product to their immediate social context when they experience a sense of satisfaction and stimulation from the product's new ideas. E-WOM also demonstrated a significant impact on purchase intention and loyalty intentions. In a related context, it has been observed that users are more likely to embrace E-WOM messages when exposed to both positive and negative aspects. Eventually, the Internet enables individuals to easily access the perspectives of strangers. We also tested for the role of moderator in E-WOM. When consumers

receive electronic word-of-mouth (E-WOM), there is a positive relationship between emotion and purchase intention. This result may be explained by the fact that individuals who are satisfied and engaged in a particular omnichannel retailer's product and are influenced by positive E WOM communication are more likely to make a purchase. We also tested the moderating effect between cognitive and loyalty intention with E-WOM as the moderating variable, which is an interesting finding from this study. Consumers who have received electronic word-of-mouth (E-WOM) will exhibit a stronger cognitive orientation toward loyalty intention, as indicated by the study's findings. E-WOM is transmitted via digital channels, including social media platforms such as Instagram, Facebook, Twitter, and TikTok, among others. This enables the initial message to reach a wider audience, which may increase the number of customers or prospects exposed to it.

This research will give several contributions to the company perspective, consumer behavior and marketing literature. First, to the company perspective, they should to improve the customer experience, one should create interesting advertising and promotional information. Thus, create wonderfull customer journey while they are shopping. Second, to the consumer behavior, inducing a positive emotion during the customer's journey through the channel can also increase their intention to purchase again. With eye-catching sentences, a sense of color, and a joyful demeanor, a company's promotional content should be creative in order to enhance the environment's coziness. Third, to the marketing literature, from this research can get new insight about consumer behavior in omnichannel context from gen Z perspective. While shopping in omnichnnael context, they used their emotion and cognitive to engage with particular product. And also seeking information by E-WOM to get some information from stranger because stranger more honest and direct toward their review about specific product. For future research, it would be crucial to incorporate the perspectives of consumers across omnichannel contexts, such as website stores, mobile applications, and social media channels. In the meantime, the scope of the study in Indonesia was restricted to Indonesian consumers, so the findings cannot be extrapolated to other populations worldwide. To substantiate the other dimensions of customer experience, it is suggested that future researchers conduct similar studies on a larger scale and across multiple countries.

4. CONCLUSION

Customer experience in an omnichannel context is always fascinating to study, particularly in the case of Generation Z, who are highly engaged in online purchasing activities. Previous research only discussed customer experiences on more specific objects regarding a particular brand. This study aims to explore whether emotions and cognitive, which are variables in customer experience, can accurately predict purchase intention and loyalty intention. Additionally, it examines the role of electronic word-of-mouth (E-WOM) in moderating these relationships.

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