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Impact of Customer Purchase Behaviour Antecedents on Purchase Intention in Omni-Channel Retailing: A Study of Consumer Electronics Marketplace

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ABSTRACT

Online and offline businesses are enroute their omnichannel journey. In omni-channel retailing, all channels are integrated, and consumers have a smooth interaction with the brand rather than with its distinct channels. The study examines the impact of different customer purchase behaviour antecedents on purchase intention in omnichannel retailing in the context of consumer electronics marketplace. The proposed research hypotheses were examined with the help of PLS-SEM technique. The findings revealed that customers' attitudes, personal innovativeness, habit, price value, perceived compatibility, perceived usefulness and social influence factors have a positive impact on omnichannel purchase intention of customers. Moreover, the effect of price value, social influence, customers' attitudes and perceived compatibility on omnichannel purchase intention was revealed to be much higher as compared to other factors.

In the light of the growing significance of omnichannel retailing in increasing revenue and enhancing customer experience, this study will help the retailers in making strategic decisions. It will also help them attain a competitive edge.

Keywords : Omnichannel, Retailing, Consumer Electronics, Purchase Intention.

1. INTRODUCTION:

Online and offline businesses have started their journey of becoming omnichannel. The physical stores are being complemented with online channels e.g., Fabindia, Lifestyle Stores, etc. These online channels provide consumers with in depth information of the products, customised offers, or home delivery for merchandise which is not available in stores. Similarly, e-businesses e.g., Pepperfry, Nykaa, Zivame, Bluestone, Lenskart, etc also offer services through physical stores. Using these services, customers can browse the internet to check the availability of items at a neighbouring brick-and -mortar store before picking up, reserving, or returning their e-purchases. Consumers adopt new retail channels, reject some, or use them all at the same time (for example, using a smartphone in a physical outlet). Retailers have to offer a consistent as well as seamless experience throughout the buying journey of consumers.

In an exploratory empirical investigation, Dijk et al. (2005) found that consumers actively assess the information gathered by them from several channels to find the best offer made by the channel that best fits their needs at that particular time. Verhoef et al., (2015) stated that the shoppers move through various channels in the search as well as buying process. According to Sopadijieva et al. (2017), shoppers were ardent users of in-store digital tools like a price checker, an interactive catalogue, or a tablet. They also frequently made use of smartphone apps to compare prices as well as download coupons. They either ordered online and picked it up in the store, or they ordered in the store and had it sent. Seventy-three percent of consumers use numerous channels at some point in their purchasing process, according to Harvard Business Review.

Omnichannel is the bridge that connects showrooming and webrooming. To uncover additional information about offerings and potentially better rates, shoppers increasingly routinely conduct simultaneous in-store and mobile device searches. Webrooming, the modern term for the reverse of showrooming, is the practice of consumers researching online and buying offline (Verhoef et al., 2015).

According to Galipoglu et al., (2018), with omnichannel capabilities, the differences between online and brick-and-mortar businesses are rendered irrelevant, creating a seamless buying experience. Omni-channel retailing is an evolution of multichannel retailing which involves integration of online as well as offline channels to give a seamless consumer interface (Taylor et al, 2019).

Proposed Hypotheses and Model

This section reviews the literature related to factors affecting consumer buying intention with respect to Omni-channel i.e., Customers' Attitudes, Personal Innovativeness, Perceived Security, Habit, Hedonic Shopping Motives, Price Value, Perceived ease of use, Perceived usefulness, Perceived compatibility, and Social Influence. From this review, the study's hypotheses are formulated.

Customers' Attitudes

The general assumption of theory of planned behaviour is that the positive attitude of an individual leads to one's intention to perform a behaviour (Ajzen & Fishbein, 1980). This association was confirmed in a number of

retail environments and with consumer shopping-related activities. Customers who are positive about marketing methods that utilise mobile devices, for instance, are more likely to use their phones to look for buying information (Ryu & Murdock, 2013). Additionally, it is verified that customers' intentions to shop through various channels correlate positively with their attitudes towards online or mobile device shopping (Shim, Eastlick, Lots, & Warrington, 2001; Yang, 2010). Customers' omnichannel purchasing intentions, such as their plans to use the retailer's online and physical channels for purchases and information searches, are positively impacted by their opinions towards the company or its channel offerings (Kwon & Lennon, 2009; Seock & Norton, 2007). Furthermore, studies on how well new services are accepted by customers confirm the strong and favourable correlation between intention and attitude (Dwivedi et al., 2017; Hung et al., 2013). So, the following hypothesis is proposed:

H_1: Consumers' attitudes toward omnichannel shopping positively impacts omni-channel purchase intention

Personal Innovativeness

The degree to which a person seeks out novel experiences that necessitate a more thorough search and is willing to try out novel and different items or channels is known as personal innovativeness (Midgley and Dowling, 1978). According to research by Juaneda-Ayensa et al. (2016) as well as Susanto et al. (2019), the most important factor influencing omnichannel behavioural intention is the individual's innovativeness. Similar findings were made by Rizvi and Siddiqui (2019), who discovered that a crucial factor influencing the adoption of omnichannel retailing is the personal innovativeness component. Additionally, personal innovativeness was revealed to have a high impact on the intention to use mobile payment, according to Liébana-Cabanillas et al. (2020), who evaluated the intention to use. Thus, the following hypothesis is formulated:

H_2: Personal innovativeness positively impacts omni-channel purchase intention.

Perceived Security

It is the belief that sharing private information over the internet is safe (Bonsón Ponte et al., 2015 & Escobar-Rodríguez and Carvajal-Trujillo, 2014). The degree of security that customers perceive in company technology initiatives, identity verification procedures, and protecting personal information can be characterised as perceived security (Kim et al., 2008). Businesses' implementation of security features including identity verification, protection measures, and encryption in electronic commerce transactions has a significant effect on consumers' perceived security (Chellappa and Pavlou, 2002).

According to Juaneda-Ayensa et al. (2016), customers' intentions to engage in omnichannel behaviour were unaffected by their perception of security. Rizvi and Siddiqui's (2019) research also revealed that omnichannel shopping behaviour was not directly impacted by perceived security. Frasquet et al., 2015, Salisbury et al., 2001 and Berg & Tornblad, 2017 revealed that perceived security positively affects omni-channel purchase intention.

Thus, the following hypotheses are put forward:

H_3: Perceived security positively impacts omnichannel purchase intention.

Habit

A human behaviour is likely to become automatic if the same is repeated regularly (Jasperson et al., 2005; Limayem et al., 2007). The degree to which people carry out an action without giving it any thought is called as their "habit" (Venkatesh et al., 2012). It directly influences purchase intention (Kim and Malhotra, 2005, Venkatesh et al., 2012; Escobar-Rodríguez & Carvajal-Trujillo, 2014). The dimension that had the maximum positive impact on omnichannel purchasing behaviour was determined to be habit in Rizvi and Siddiqui's (2019) research on omni-channel retail development. Therefore, we assume:

H_4: Habit positively impacts omnichannel purchase intention.

Hedonic Shopping Motives

Adjectives like enjoyable, pleasurable, and fun are linked to hedonic motives (e.g., Babin et al., 1994; Kim and Forsythe, 2007; Holbrook and Hirschman, 1982; To et al., 2007; Venkatesh et al., 2012). Consumers use various channels at every step of the purchasing process, as per prior research on consumer behaviour, to satisfy hedonic requirements at the least cost compared to benefits—that is, to maximise value (Noble et al., 2005; Balasubramanian et al., 2005; Konus et al., 2008). According to Venkatesh et al. (2012), hedonic motivation has a significant role in impacting behavioural intention. As per Escobar-Rodríguez & Carvajal-Trujillo (2014), customers' desire to make an online purchase was positively impacted by the hedonic incentive factor. But according to Rizvi and Siddiqui (2019), hedonic incentive has little bearing on purchase intention. Therefore, we hypothesize that:

H_5: Hedonic shopping motives positively affect omnichannel purchase intention.

Price Value

Retailers may charge differently across each of their channels (Zhang et al., 2017). Price is a crucial consideration for customers when making decisions about what to buy, and they frequently look up and compare costs across items, sellers, and channels (Abad and Jaggi, 2003). According to Verhoef et al. (2015), the widespread use of information technology in omni-channel retailing makes it easier for customers to compare prices. As per Venkatesh et al. (2012), price value means the cognitive trade-off made between the application's alleged benefits and the cost of using it. According to Yeo et al. (2017), it can be understood in the context of omnichannel purchasing as to whether or not the consumer benefits monetarily and finds value in omnichannel shopping. So, it is hypothesised that:

H_6: Price value positively affects omnichannel purchase intention.

Perceived Compatibility

According to Rogers (1995), compatibility means how well an invention fits in with the requirements, experiences, and values of potential customers. According to Al-jabri and Sohail (2012), "perceived compatibility" refers to how much a user believes a certain experience aligns with their values, interests, activities, and past and present interactions. The perception of a buyer's compatibility with a new channel when they move from one platform to another is crucial in determining their purchasing strategy (Amaro & Duarte, 2015). Testing the compatibility of customers' prior familiarity with specific buying platforms is crucial when using omnichannel strategies (Shi et al., 2020). Accordingly, it is postulated that:

H_7: Perceived compatibility positively affects omnichannel purchase intention.

One well-known research approach is the technology acceptance model (TAM) (Taylor & Todd, 1995). It was created to look into how people behave and what they intend to do with technology. Perceived usefulness as well as ease of use were added to the TAM-model as factors impacting usage intention (Davis, 1989).

Perceived Ease of Use

A person's view point of how easy it is to interact with a specific information system or piece of technology is known as perceived ease of use (Davis, 1989). A consumer is highly likely to think of something to be useful if they believe it to be simpler to use (Kumar et al. 2018). According to Venkatesh (2000), users' desire to accept and utilise a product is significantly influenced by how simple they believe it to be for them to use. Consequently, the subsequent hypothesis is posited:

H_8: Perceived ease of use positively impacts omnichannel purchase intention.

Perceived Usefulness

According to Rogers (1983), it's the extent to which an innovation is thought to be superior than the concept it replaces. According to Kim et al. (2010), users' intentions to adopt new information technology are strongly impacted by how valuable they believe the system to be. It was discovered that adoption was significantly more impacted by perceived usefulness than by perceived ease of use. In the light of such understanding, it is proposed that:

H_9: Perceived usefulness positively impacts omni-channel purchase intention.

Social Influence

The degree to which customers feel that those who hold significance in their lives—friends, family, mentors, etc.—agree that they should utilise various channels based on their individual requirements is known as social influence. It has a favourable impact on purchase intention and is defined as how people think other people would see them as a result of using a specific technology (Venkatesh et al., 2012). Peers are not the only people in society who exercise influence. According to Gruzd et al. (2012), there could be influences from friends, family, or other people. Additionally, social influence and behavioural intention have a favourable correlation, according to Foon and Fah (2011). But according to San Martin and Herrero (2012), there was no impact of social influence on behavioural intention. Likewise, Juaneda-Ayensa et al. (2016) reported that consumers' inclination to use omni-channel was unaffected by social influence. Consequent upon all these studies, the next hypothesis is framed:

H_{10}: Social influence positively affects omnichannel purchase intention.

Based on the hypotheses, we suggest the model depicted in Figure 1.

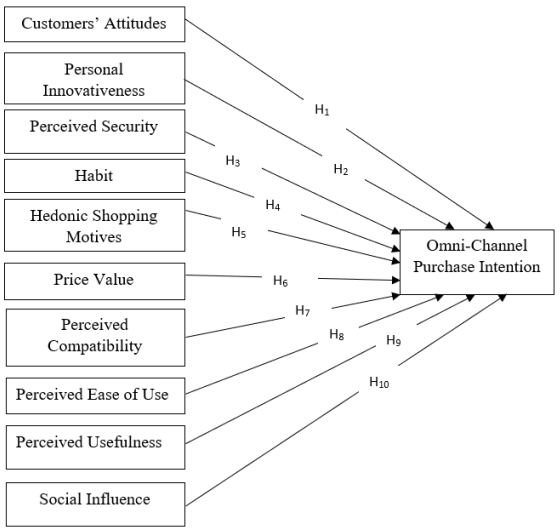

Figure 1 Conceptual Model

Rationale of the Study

According to Neslin et al. (2014) and Verhoef et al. (2015), it is imperative to research omnichannel customer behaviour. The impact of different customer purchase behaviour antecedents namely customer attitude, utilitarian shopping motives, hedonic shopping motives, personal innovativeness, technology adoption, perceived security, habit, price value, perceived ease of use, perceived usefulness, perceived compatibility and social influence on purchase intention have been separately studied in prior research but their combined effect on purchase behaviour is yet to be explored.

There exists hardly any research with respect to the electronics sector on the mentioned variables. In the light of growing significance of omnichannel retailing in increasing revenue and enhancing customer experience, this study will help the retailers in making strategic decisions and will also be fruitful to them for attaining a competitive edge. Omnichannel retailing empowers businesses to segment their customer base in a better manner, target particular segments with personalized marketing efforts, and position their brand and products strategically in the minds of consumers across various channels. It does so in the following manner:

a) **Segmentation**: Omnichannel retailing allows businesses to gather data from several touchpoints like mobile and in-store interactions, providing insights into various

customer segments based on demographics, behaviour, preferences, and purchasing patterns. With this data, business organisations can segment their customer base more accurately, allowing them to target particular groups with customised marketing messages, products, and promotions.

b) **Targeting**: Once customer segments are identified, businesses can use omnichannel retailing to target these segments with relevant and personalized marketing campaigns across various channels. For example, they can use email marketing, social media advertising, targeted promotions on their website, and personalized recommendations to reach different segments effectively. Through strategic audience targeting and timely messaging, businesses may enhance customer engagement, boost conversion rates, and increase sales.

c) **Positioning**: Omnichannel retailing allows businesses to position their brand and products strategically in the minds of consumers across multiple channels. Through consistent messaging, branding, and customer experiences, business organisations could create a clear and compelling brand identity which resonates with their target customers. Moreover, businesses can use omnichannel strategies to highlight their unique value propositions, differentiate themselves from competitors, and reinforce their desired positioning in the market.

Methodology

Data Collection

Primary as well as secondary data has been used for this research. This research used a quantitative research design using a structured questionnaire. A thorough assessment of the literature aided in the creation of a self-administered survey. A pilot study was carried out on forty individuals to check the reliability as well as validity of the questionnaire. The results of the pilot study led to a few small statement modifications in the questionnaire. Data collection was done using survey method. Customers who were over the age of eighteen, resided in North India and shopped PCs, mobile phones and/or laptops using different channels of the retailer made up the sample. Channels include both online and offline channels i.e., physical store, computer, mobile, and/or tablet websites, social networking, mobile applications, email, phone, catalogue, chat, in-store kiosks, etc. Using different channels may include one or more of the following:

- Browsing through the products in the physical store and parallelly searching for the same on the mobile device to obtain more information about offers so that you may find better prices.
- Looking for information online and buying the item in the offline store after you have examined it physically.
- Using the retailer's app to claim rewards or avail discounts while buying at the physical store.
- Using a smartphone to make payments or receive rewards at a brick-and- mortar store.
- Purchasing from the retailer's website if you cannot find the desired size or colour at the physical store

Of the 551 responders who got the questionnaire, only 494 provided functional answers. Therefore, the sample size for the study is 494. The sampling technique adopted for this research is snowball sampling.

Questionnaire Design

The questionnaire used Tong and Hawley's (2009) five-point Likert scale, which goes from 1 = strongly disagree to 5 = strongly agree. The questionnaire was shared with three marketing specialists for recommendations. A Google Form was created to conduct an online survey.

The questionnaire was bifurcated into two sections. The first section includes questions concerning demographics and omni-channel buying experiences. Research variable-related questions were asked in the second one. The measures used in this study for each construct were taken from earlier studies and only slightly changed to fit the needs of the current research. Table 1 summarizes the measured items and references of this study. The questions for various constructs were formed with the help of research work of the following authors

Table 1: Constructs and Authors

Sr No.	Constructs	Authors
1	Attitude Variables	Khare and Rakesh, 2011
2	Personal Innovativeness	Lu, J., Yao, J. E., & Yu, C.-S., 2005
3	Perceived Security	Juaneda-Ayensa E, Mosquera A and Sierra Murillo Y, 2016
4	Habit	Limayem, M., and Hirt, S., 2003 & Juaneda-Ayensa E, Mosquera A and Sierra Murillo Y, 2016
5	Hedonic Shopping Motives	Childers et al., 2001 & Khare and Rakesh, 2011
6	Price Value	Venkatesh et al. 2012

7	Perceived compatibility	Truong,2020 & Kim et. al.2017
8	Perceived ease of use	Silva and De Sousa,2017
9	Perceived usefulness	Silva and De Sousa,2017
10	Social Influence	Juaneda-Ayensa E, Mosquera A and Sierra Murillo Y , 2016
11	Purchase Intention	Juaneda-Ayensa E, Mosquera A and Sierra Murillo Y ,2016

Source: Authors' Own

Analysis Method

In this study, the proposed research model has been tested using the partial least squares (PLS) approach. This is so because according to Hair et al. (2014), PLS-structural equation modelling (PLS-SEM) analysis is used to generate theories in exploratory studies, which is relevant given the exploratory nature of this work. Also, this analysis decreases limitations on measurement scales as well as the distribution of data (Chin et al., 2003). In terms of data needs, model complexity, and relationship specification, PLS-SEM gives researchers greater flexibility (Sarstedt et al. 2014). SPSS (Statistical Package for Social Sciences) and SmartPLS 4.0. software have been used in this study

Data Analysis and Results

Frequency analysis, measurement model analysis, and structural equation model analysis were used to analyse the collected data.

Demographic Information of Respondents

Most of the respondents in this study were female (56.3%). Omni-channel buying is more common among consumers who are in the age group 18–24 (49.4%) in comparison to other age groups. Besides this, the majority of the participants are undergraduates (38.5%). 39.7% participants were students and 39.3% were salaried. About 27% participants had an annual family income between Rs 250000 to Rs 500000. 43.5% of respondents have purchased PCs, mobile phones and/or laptops in last one year using the omni-channel approach. The respondents' demographic details are displayed in Table 2.

Table 2: Demographic Features

Features	Observations	Frequency	Percentage
Gender	Male	216	43.7
	Female	276	56.3
Age	18-24	244	49.4
	25-34	168	34.0
	35-44	43	8.7
	45 above	39	7.9
Education	Undergraduate	190	38.5
	Postgraduate	168	34.0
	Doctorate	107	21.7
	Others	29	5.9
Occupation	Student	196	39.7
	Salaried	194	39.3
	Self-Employed	84	17.0
	Home-Maker	16	3.2
	Any Other	4	0.8
Annual Income (of family in INR)	up to 250,000	112	22.7
	2,50,000-5,00,000	133	26.9
	5,00,000-10,00,000	122	24.7
	10,00,000 and above	127	25.7
Electronics' omnichannel shopping	last one year	215	43.5
	last two years	117	23.7
	last three years	72	14.6
	more than last three years	90	18.2

Note(s): N=494

Measurement Model

Every item's factor loading need to be 0.50 or above (Hair et al., 2019). The outcomes of validity as well as reliability evaluation of the research's measurements are shown in Table 3 below. This study used Hair et al. (2019)'s recommendations to test the scales' reliability. To evaluate the reliability of the construct, Cronbach's alpha was calculated. According to Nunnally (1994), sufficient reliability is indicated by a value of at least 0.70. Internal consistency reliability is ensured if composite reliability (CR) is more than 0.7. The measurement model exhibits convergent validity if the average variance extracted (AVE) is more than 0.5 (Fornell and Larcker 1981). The loadings, Cronbach's alpha, CR and AVE are above the minimum acceptable level.

The "Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy" was computed for each factor to identify the level of sampling adequacy. This indicates that the data set has sufficient correlations to support EFA. The KMO

assessment of the data's sampling adequacy has a value of 0.878 which is considered excellent.

Table 3 Validity and Reliability Assessment Results

Construct & Items	**Item**	**Loading**	**Alpha**	**A.V.E**	**C.R.**
Customer Attitude I am interested in using different channels for purchasing consumer electronics. I think it is easy to use different channels for buying consumer electronics. I feel comfortable with using different channels for purchasing consumer electronics. My attitude towards the use of different channels for purchasing consumer electronics is positive.	A1 A2 A3 A4	.776 .708 .768 .795	.798	.581	0.868
Personal Innovativeness I like experimenting with new shopping channels for buying consumer electronics. I would look for ways to experiment with new shopping channels for buying consumer electronics. I wouldn't hesitate to try new shopping channels for buying consumer electronics. I am usually the first one among my friends and family, to try out new shopping channels for buying consumer electronics.	PINN1 PINN2 PINN3 PINN4	.772 .725 .718 .709	.761	.535	0.847
Perceived Security I think that making online payments for buying consumer electronics is safe. I think providing personal data while buying consumer electronics through various channels is safe. I feel that information I submit online while purchasing consumer electronics	PS1 PS2 PS3	.820 .781 .743	.757	.612	0.864

will not be misused.					
Habit Using various channels for purchasing consumer electronics has become my habit. I often use various channels for purchasing consumer electronics. Using different channels for purchasing consumer electronics has become natural to me. I must use different channels for purchasing consumer electronics. I don't even think twice before using different channels for purchasing consumer electronics.	H1 H2 H3 H4 H5	.882 .890 .896 .889 .866	.938	.783	0.837
Hedonic Shopping Motives Using different channels for purchasing consumer electronics is exciting Using different channels for purchasing consumer electronics is enjoyable. Using different channels for purchasing consumer electronics is interesting Using different channels for purchasing consumer electronics provides fun experience. I like the increased buying power while using different channels for purchasing consumer electronics.	HSM1 HSM2 HSM3 HSM4 HSM5	.874 .738 .779 .824 .711	.856	.620	0.839
Price Value Using different channels for purchasing consumer electronics can help me in getting them at a reasonable price. Using different channels	PV1 PV2 PV3	.765 .805 .856	.866	.655	0.874

for purchasing consumer electronics can help me in getting them at a reasonable price as compared to buying from only one channel. Using different channels for purchasing consumer electronics provides value for money.					
Perceived Compatibility Using different channels for purchasing consumer electronics is compatible with my current needs. Using different channels for purchasing consumer electronics fits into my shopping style. Using different channels for purchasing consumer electronics fits well with the way in which I like to shop. Using different channels for purchasing consumer electronics is compatible with my lifestyle.	PC1 PC2 PC3 PC4	.776 .833 .847 .783	.875	.657	0.914
Perceived Usefulness Using different channels for purchasing consumer electronics increases my productivity during the buying process. (e.g., receiving alternative items and price information more quickly which would save me time.) Using different channels for purchasing consumer electronics will improve my performance during the purchase process (e.g., I will receive information about the product I want more quickly and	PU1 PU2 PU3 PU4	.714 .892 .899 .845	.907	.707	0.934

have more options for shopping, etc.) Using different channels for purchasing consumer electronics will increase my effectiveness during the buying process (e.g., my needs will be met quickly) Using different channels for purchasing consumer electronics is very useful to me.					
Perceived Ease of Use I find it easy to learn using different channels for purchasing consumer electronics. I consider it easy to become competent in the use of different channels for purchasing consumer electronics. I think that using different channels for purchasing consumer electronics is easy	PEU1 PEU2 PEU3	.850 .845 .850	.894	.719	0.914
Social Influence People who are important to me think that I should use different channels for purchasing consumer electronics. People who influence my behaviour think that I should use different channels for purchasing consumer electronics. People whose opinions I value prefer that I use different channels for purchasing consumer electronics. People whose opinions I value use different channels for purchasing consumer electronics.	SI1 SI2 SI3 SI4	.835 .746 .808 .759	.859	.621	0.906
Purchase Intention I would purchase consumer electronics	PI1 PI2	.791 .793	.951	.614	0.968

using different channels. I would tell my friends to purchase consumer electronics using different channels. I plan to continue using different channels for purchasing consumer electronics.	PI3	.767			

We conducted the discriminant validity analysis using the criteria put forward by Fornell and Larcker (1981). The discriminant validity conditions proposed by Fornell and Larcker (1981) are met as the square root of each latent variable's AVE value is more than the corresponding correlation coefficients (Table 4).

Table 4 Discriminant Validity

Dimensions	**A**	**H**	**HSM**	**PC**	**PEU**	**PI**	**PINN**	**PS**	**PU**	**PV**	**SI**
A	0.789										
H	0.145	0.721									
HSM	0.187	-0.019	0.719								
PC	0.282	0.172	0.24	0.853							
PEU	0.138	-0.062	0.137	0.14	0.908						
PI	0.245	0.081	0.153	0.249	0.16						
PINN	0.265	0.174	0.16	0.315	0.061						
PS	0.219	0.099	0.208	0.197	0.067						
PU	0.125	0.064	0.107	0.199	0.434						
PV	0.274	0.046	0.266	0.255	0.262						
SI	0.153	0.004	0.245	0.209	0.261						

Note: The square root of the AVE value is shown by the cross and bold numbers; the correlation values between the dimensions are displayed by the other numbers.

Structural Model

For structural model assessment, at first the structural model was assessed for collinearity problems. We can confirm that there is no significant issue with the structural model's collinearity between explanatory variables because the variance inflation factor (VIF) results are lower than 5. Therefore, it is possible to continue with the next evaluation steps.

The bootstrapping technique was used to obtain the results of path coefficient analysis. Five thousand subsamples were drawn from the sample for this. In Table 5, the results of research hypothesis testing using PLS-SEM are given.

Table 5 Results of Testing Research Hypothesis

Hypotheses	**Paths**	**VIF**	**Standardised Beta Coefficient (β)**	**Standard Deviation**	**T Statistics**	**p Values**	**Results**
H_1	A -> PI	1.206	0.107	0.04	2.701	0.007	**supported**
H_2	PINN -> PI	1.246	0.069	0.042	1.665	0.004	**supported**
H_3	PS -> PI	1.175	0.054	0.043	1.261	0.207	not supported
H_4	H -> PI	1.078	0.022	0.105	0.208	0.003	**supported**
H_5	HSM -> PI	1.167	-0.001	0.079	0.007	0.995	not supported
H_6	PV -> PI	1.384	0.162	0.048	3.372	0.001	**supported**

H_7	PC -> PI	1.259	0.097	0.044	2.202	0.028	**supported**
H_8	PEU -> PI	1.311	0.023	0.053	0.427	0.669	not supported
H_9	PU -> PI	1.332	0.046	0.051	0.893	0.005	**supported**
H_{10}	SI -> PI	1.294	0.153	0.051	2.986	0.003	**supported**

As shown in Table 5, H_1, H_2, H_4, H_6, H_7, H_9 and H_{10} are supported because p values are less than 0.05. H_3, H_5 and H_8 were rejected as the p values are more than 0.05. It is seen that customers' attitudes contribute to explaining the omnichannel purchase intention at the β=0.107 effect level. When the effect of perceived compatibility on omnichannel purchase intention was analysed, an effect of β=0.097 was observed. The β value of H_9 and H_{10} is 0.162 and 0.153 respectively.

In PLS analysis, the value of R^2 (Coefficient of Determination) is used to identify the proposed model's explanatory power. Simply, it means how much change in the dependent variable can be accounted by one or more independent variable(s). According to Hair et al., 2019, if R^2 = 0.75,0.50 & 0.25, then the explanatory power of the model is substantial, moderate and weak respectively. In the structural model, R^2= 0.53, which means that all latent variables explain the consumer's omnichannel purchase intention by approximately 50%.

The Q^2 value is based on the blindfolding procedure and shows the predictive power of the structural model. It only works for endogenous variable (in layman terms dependent variable). Q^2 values greater than zero, 0.25, and 0.50 represent the PLS-path model's small, medium, and substantial predictive relevance, respectively (Hair et al., 2019). As Q^2 value is 0.306, the structural equation model proposed has moderate predictive relevance.

Conclusions

Discussion

Businesses can now switch from a multi-channel to an omnichannel strategy thanks to technological advancements (Liu et al., 2020). The next evolution of multi-channel commerce is omni-channel retailing, which enables customers to use various channels in an integrated manner as they shop (Falk, 2014). According to Juaneda-Ayensa et al. (2016), integration of all contact points is necessary for a successful omnichannel. Put differently, to optimise the entire value chain, there needs to be connectivity, integration, and consistency across channels (Shi et al., 2020). Omni-channel retailing prioritises the customer needs and guarantees total channel integration (Falk, 2014). Businesses can specifically make use of these opportunities to boost their online sales (Bayram and Cesaret, 2020).

It is important to initiate research into omnichannel consumer behaviour (Neslin et al., 2014; Verhoef et al., 2015). The impact of different customer purchase behaviour antecedents namely customer attitude, utilitarian shopping motives, hedonic shopping motives, personal innovativeness, technology adoption, perceived security, habit, price value, perceived ease of use, perceived usefulness, perceived compatibility and social influence on purchase intention have been separately researched in prior studies but their combined effect on purchase behaviour is yet to be explored. There exists hardly any research with respect to the electronics sector on the mentioned variables.

As a consequence of the investigation, three of the ten proposed hypotheses were not accepted, while seven were. Perceived security, hedonic shopping motives and perceived ease of use didn't significantly impact behavioural intention. However, customers' attitudes, utilitarian shopping motives, personal innovativeness, technology adoption, habit, price value, perceived compatibility, perceived usefulness and social influence dimensions positively affected behavioural intention. The dimensions having the most significant impact on consumers' omni channel purchase intention are, respectively, price value (β=0.162), social influence (β=0.153), customers' attitudes (β=0.107), perceived compatibility (β=0.097), personal innovativeness (β=0. 069), perceived usefulness (β=0. 046) and habit (β=0. 022).

Our results show that customers' attitudes have a significant influence on omni-channel buying intention. This result is consistent with the studies of Shim, Eastlick, Lots, & Warrington, 2001, Yang, 2010, Kwon & Lennon, 2009, Seock & Norton, 2007, Dwivedi, et al., 2017, Hung et al., 2013. As a result of the analysis, it was revealed that personal innovativeness has a positive impact on omnichannel purchase intention. This supports the results shown by Juaneda-Ayensa et al.,2016, Susanto et al., 2019, Rizvi and Siddiqui 2019 and Liébana-Cabanillas et al. 2020.

Habit was proven to be significant in assessing behavioural intention in numerous researches. (Kim and Malhotra, 2005, Venkatesh et al., 2012; Escobar-Rodríguez and Carvajal-Trujillo, 2014 and Rizvi and Siddiqui's 2019). As far as the effect of perceived security on behavioural intention is concerned, different conclusions have been drawn in the research. Salisbury et

al., 2001 and Frasquet et al., 2015 and Berg & Tornblad (2017) revealed that perceived security positively affects omni-channel purchase intention. But Juaneda-Ayensa et al. 2016 and Rizvi and Siddiqui, 2019 indicated that perceived security did not influence the consumers' omni-channel behaviour intention. Our research's findings were consistent with the results of this study.

Venkatesh et al. (2012) and Escobar-Rodríguez & Carvajal-Trujillo (2014) revealed that hedonic motivation is an important antecedent of behavioural intention. However, the result of our research is consistent with the findings of Rizvi and Siddiqui (2019) who stated that hedonic motivation does not impact purchase intention. The important role of price value in forecasting consumer purchase intention behaviour was accepted in the literature (Abad and Jaggi, 2003 and Yeo et al., 2017). The positive linkages between price value and omni-channel purchase intention were confirmed in this research.

Venkatesh (2000) concluded that perceived ease of use has a positive impact on purchase intention. But, unlike previous research, perceived ease of use did not significantly impact omnichannel purchase intention in this research. According to the findings, customers' desire to shop in an omni-channel scenario is positively correlated with perceived usefulness, which is consistent with studies by Kumar et al. (2018) and Venkatesh (2000).

Social influence has a positive impact on omnichannel purchase intention. These findings also are in line with Foon and Fah (2011) and Venkatesh et al., research (2012), which revealed that it has a positive impact on purchasing intention. But our findings differ from San Martin and Herrero (2012) and Juaneda-Ayensa et al. (2016) as they found that behavioural intention was not impacted by social influence.

The antecedents of purchase intention in the context of omnichannel retailing have been clarified by this research. From the empirical results, price value was found to be the most critical dimension of omnichannel purchase intention.

Implications

If conventional retailers don't embrace this novel outlook and include distinct channels into omnichannel retailing, which offers a seamless shopping encounter, they would inevitably lag behind their rivals (Rigby, 2011).

In addition to attempting to close a research vacuum on customer behaviour in an omnichannel retailing environment, this research will help regarding the development of successful retailing channel strategies for retailers. It is important for businesses to know whether consumers will adopt omnichannel retailing or not. This research aims to identify the dimensions that impact consumers' omnichannel purchase intention. Knowing these will be helpful in the selection and application of positioning and targeting tactics for companies wishing to embrace omni-channel retailing.

From a theoretical standpoint, understanding how customers perceive the omni-channel notion has been a prominent theme in reports from practitioners and the latest research (Chen et al., 2018; Shen et al., 2018). To the best of my knowledge, this research is the first in North India and among the few worldwide to empirically evaluate the factors affecting the intention to shop omnichannel, particularly in the consumer electronics industry.

From a management standpoint, this study may help managers or retailers create an effective omni-channel strategy by considering the viewpoint of consumers. Retailers might pay particular attention to price value as it plays a crucial role in consumer behaviour in the omni-channel scenario. Ensuring that customers perceive a compatibility between the technologies used in omnichannel commerce and their past purchasing experiences, habits, or preferences is important for retailers and management. To ensure that customers are not confused during the purchasing process, for example, information consistency and connection across many channels are crucial. Interestingly, in the omni-channel literature, these are sometimes referred to as retailer channel integration activities. Through channel synergy optimisation, retailers generate and deliver values to customers.

Given the rapid advancement of technology and its impact on consumers' shopping habits, many retail organisations should soon implement the omnichannel approach. Leading retailers have already made significant investments in this area and developed the necessary infrastructure and tactics to offer their customers a seamless shopping experience. In this way, companies that wish to succeed in the marketplace need to understand their omnichannel structure, make the required financial commitments, and rethink their approaches. Businesses should consider the outcomes of these and related research when making investments in their technology infrastructure and human capital.

Limitations and future research

Despite some intriguing findings, this study is not without limitations. Firstly, the study was conducted in North India and focused specifically on the retailing of consumer electronics, the research findings might not be generalised to other contexts. Therefore, this theoretical framework may be evaluated in the future in relation to additional product categories (beauty goods, footwear, etc.).

Secondly, the quality of research data may be impacted by the methodological choice of using a PLS-SEM model with a small sample suitable for the investigation of this study, primarily relying on the survey method using self-reported data. In order to improve generalizability, future research should either replicate the findings across numerous regions and even nations, or use alternative methodologies (such as field experiments or data mining) to better validate this study paradigm.

Thirdly, cultural and demographic variations that are important in predicting customer behaviour have not been addressed in this research. Therefore, it is recommended that future research look at the effects of demographic or cultural characteristics in the context of the study (e.g., the behavioural differences between Generation X and Generation Y in an omnichannel situation).

Finally, a wider range of information on the topic and more in-depth findings can be obtained by looking at the moderating influence of demographic characteristics in the assessment of the links among latent variables'

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