



ORIGINAL RESEARCH PAPER

Assessment of Omni channel retailing characteristics and its effect on consumer buying intention

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Abstract

Omni channel retailing phenomena gain lots of attraction among techno-savvy people because of the convenience. Most of marketers try to reach and capture large potential customers by providing them with various digital inputs through the retailing of Omni channels. Therefore, the study focuses on the identification of omnichannel characteristics' impact on the buying intention of those customers who purchase their products with omnichannel retailing. College students in the age group 18 to 25, who are studying in urban areas were selected as the respondents for the present study. Out of 500 respondents 441 valid responses have been considered for the final analysis. The outcome demonstrates how Omni channel characteristics positively impact Omni channel consumers' intentions to buy.

Keywords: Omni channel, Buying intention, Ease of use, Perceived usefulness, Perceived compatibility, Perceived risk, Security.

Introduction

In the era of technology, consumers rely on digital technology-enabled social media in the form of their planned purchases and sharing of experiences. Nowadays, digital consumers are more informed than ever by way of organizing and disseminating information related to products and services on social media, reviews, and blogs (Hansson 2017; Jenkins R. and Denegri-Knott 2017). Omnichannel retailing is the newest form of retailing that allows multiple customers to interact, get information, and access across multiple channels to shop anytime and anywhere. This form enabled the various customers to have a unique and smooth purchasing experience between various

offline and online channels (Verhoef, Kannan & Imman, 2015). The customer has a seamless experience across all available retail formats through omnichannel (Michael B., John C., and Jonathan G, 2016). Consumers are more self-assured in using electronic gadgets to search for information related to products and services, breaking barriers between physical and virtual stores and finally getting exactly what they want. Consumers might use a laptop/PC for getting information through websites, use mobile applications for giving orders, and pick up products at physical stores and write reviews on social media. (Dholakia *et al.*, 2010). Omnichannel allows shoppers to go online and check the inventory of the local store to minimize their travel time. According to Amar *et al.* (2017), from a research report of McKinsey, marketers often fail across digital platforms because they lack information related to the actual needs and preferences of their customers across omnichannel.

Over time, consumers have also evolved in their habits, attitudes, perceptions, and shopping behavior. Customers have more information, knowledge, demand and rationality in their purchases on various channels as a large number of information are available via media and other tools (Cook, 2014). Omnichannel allows customers to engage in more than one channel simultaneously with affordable technology and with mobility. The customers have enough knowledge to use various channels, devices, browsers, sites, and platforms to purchase the products. The various shopping elements and characteristics directly affect customer satisfaction and lead to repeat purchases and

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loyalty of consumers (Lee *et al.*, 2011; Alonso-Garcia *et al.*, 2021). To cope with this, traditional marketers also started to add new channels to enhance customer experience and satisfaction (Simone, A. and Sabbadin, E., 2017; Yrjölä, Saarijärvi, & Nummela, 2018). Though the development happened in channel integration, the marketing mix strategies are still different among the various channels. Due to that, those customers who use omnichannel identify the differences among the channels (Juaneda-Ayensa, Mosquera, & Murillo, 2016). The products available in multi-channel marketers are different across the channels. When there is unavailability of the product in one channel, customers have to switch to other channels and start buying again. Customers begin the purchase process from one channel and end the purchase in another channel for various processes like information search, product trial, comparison, final purchase, etc. (Yurova, Rippé, Weisfeld-Spolter, Sussan, & Arndt, 2017). Omnichannel vendors try to minimize the gap by providing services like unified price information, unified price, return policy across formats, promotion on various channels, purchases over the internet, and altering from a physical store (Goersh, 2002). Omnichannel marketers face challenges in providing additional services as the number of customers and their demands increase. Retailers can identify satisfaction with the help of reviews or feedback. Still, it won't be easy to measure when customers consider various omnichannel characteristics while purchasing various products or services. With consideration of this, Determining the different factors that consumers take into account while making purchases through many channels is crucial. Hence, the current study tries to assess omnichannel characteristics of omnichannel and its effect on consumer buying intention.

Literature Review

Various authors have defined omnichannel as an emergent approach to the integration of different channels that provides a smooth experience in various activities between all channels for various offerings of marketers for products/brands. Omnichannel provides a platform for a smooth experience between various devices, products/brands, and formats (Bell *et al.*, 2014; Fulgoni, 2014; Verhoef *et al.*, 2015). According to Verhoef *et al.*, (2015), consumers perceived omnichannel as the evolution of multi-channel retailing. Today, social media and smartphones emerged as an important medium of contact between consumers and brands. Consumers constantly switch their presence across devices like desktops, laptops, and smartphones and across available channels. The switching behavior is also seen on various social media with their omnichannel behavior, and experiences; therefore, customers have interaction in all ways. ("Beck and Rygl, 2015; Chavda, 2021; Grewal *et al.*, 2017; Verhoef *et al.*, 2015; Tortora *et al.*, 2021, Reuschl *et al.*, 2022, Savic, 2020, Schiliro. 2020"). Environments of omnichannel

in which shoppers have online exposure and retailers are increasingly ubiquitous (Bell D. *et al.*, 2018). It has been identified following factors affecting consumer shopping behavior of omnichannel retailing have been identified for the present study.

Ease of use and perceived usefulness

According to Davis *et al.* (1989), both terminologies serve as basic terms in framing the information acceptance by the consumers. Further (Monuwe, Dellaert, & Ruyter, 2004) noted that whenever consumers experience any activity, the outcome of that activity forms the perception of usefulness, and the process of generating the outcome is considered as the observed ease of use. The TAM model is related to users' acceptance and usage of technology (Venkatesh, 2000; Xu, 2012). The use of mobile financial services is part of customer involvement in omnichannel, acceptance, and approval of information systems (Hong *et al.*, 2014), and also consumers' adoption and handling of communications (Alwahaishi & Snasel, 2013). According to Susana Costa *et al.*, (2019), this leads to positive relations and impact on an omnichannel's utility. Consumers' exposure to shopping online, the 'perceived ease of use' indicative of the degree to which customers believe that minimal effort will be required, the effort includes both physical and mental, also easily learns to the application of the omnichannel (Davis, 1989). Further, also stated that the customers perceive ease of use as the easiness of handling the new technology with minimal effort. Whenever the handling to technology becomes easy to understand and operate, it creates a positive attitude towards the technology and this helps to measure the social goal of the consumers with respect to perception towards the usefulness of technology.

Perceived value

It is the main concept and backbone of the exchange and perception of the advantages and disadvantages during a repurchase process (Holbrook, 1994). Woodruff (1997) defined it as the evaluation of functionality and efficiency of products/services/brands based on the individual's experience of various receivables and given. With the availability of advanced technologies and various multi-channel, Determining how customers behave and perceive value in omnichannel environments is crucial (Shirai, 2015).

Perceived cost

The consumers perceived the online purchase arrangements were unsafe and observed that perceived costs towards reduction of potential threat turned out to be more noticeable than ease and accessibility. Also, the shoppers are going online, looking at the availability of a new product with access to relevant information and having purchased similar items previously, but customers become reluctant to try a new product/service, as well as purchase from various online retailers because most of the time customers'

perceive that the switching cost is too high (Bart, Shankar, Sultan, and Urban 2005). Media is focusing on issues like the protection of customers' information because many financial exchanges done through online platforms have been wrongly used and, creating privacy concerns among customers.

Perceived benefits

Someone well versed with the consumers who are online shoppers with benefits associated with it. Due to easy identification and availability, customers search various online retailers of their preference. Internet platform allows them to search for convenient alternatives by accessing various website portals as well as search engines. This helps the customers to reduce the search cost and be able to find exact information, which helps them in their various purchases (Widing and Talarzyk, 1993; Hoffman and Novak, 1996; Hau'bl and Trifts, 2000). Forsythe S., Liu, C., Shannon, D., & Gardner, L. C. (2006) stated in their research that frequent shoppers who spend more on their purchases on online platforms seek more advantages and less amount of risk during their online shopping. GPS technology helps various marketers and developers to identify the various location data (Chua *et al.*, 2014) which can help to understand shoppers buying behavior.

Perceived innovativeness

The concept of innovativeness is linked to the adoption process of new products that garnered the eyes of academicians as well as researchers (Hirschman, 1980; Midgley and Dowling, 1978; Robertson, 1971). The measurement scale for innovativeness developed by Goldsmith and Hofacker (1991) in a specific domain discusses the same. Here, perceived innovativeness is an individual customer's behavior of trying to adopt new innovations available in products/services (Nambisan *et al.*, 2019; Alonso *et al.*, 2021), stated in their research as consumer innovativeness significantly affects exposure to internet. Evidence from research done by Goldsmith (2000) shows that innovativeness helps to predict the frequency and intention of online shopping. It also helps to identify the buying behavior and consumer's involvement in the internet and shopping. Agarwal and Karahanna (2000) identified that innovativeness has a significant effect on shoppers' behavioral intention and cognitive absorption, which is an important element in the determination of ease of use.

Perceived compatibility

Perceived compatibility, according to Rogers (1983), is the extent to which a consumer views an invention as being compatible with their current values, experiences, Potential adopters' demands, lifestyle, and buying habits. Previous studies show compatibility is a predecessor of m-commerce and e-commerce (Wu & Wang, 2005; Hsi-Peng & Su, 2009;

Lin, 2007). In addition to this, omnichannel shoppers, compatibility with all channels was mostly discussed to predict the innovation and adoption independently. However, it has been assumed that the shoppers consider each system individually, evaluate all the systems, and try to identify the system that works and is compatible with them. The same thing shown by the researchers in their work showing perceived usefulness has positively affected (Wu & Wang, 2005; Karahanna, Agarwal, & Angst, 2006). It is also discovered that compatibility influences the intention to use directly and indirectly through the mediation of usefulness.

Perceived risk

Nakamura and Yano 2014; Aoki (2005) identified the relationship between shoppers' behavior and their shopping patterns, the effect of various gadgets on shoppers' behavior and shopping patterns, and the perceived risk associated with shopping behavior. Two kinds of risks associated with internet shopping as product performance and financial (Bhatnagar *et al.*, 2000; Bhatnagar & Ghose, 2004-i, 2004-ii). Information Technology (IT) needs information like contact details, financial transactions, and delivery addresses. This leads to a perceived risk of information being misused (Glover S. and Izak B., 2011). Webler, T *et al.*, (1995) proposed a model of risk using 3 steps, which describes the harmful of consumer experience while doing online transactions. These are (i) occurrence is the major source of risk; (ii) shopper will suffer risk from this occurrence If an incident arises that puts the customer at harm; (iii) resulted in detriment to shopper. In connection with this, Tung *et al.* (2001) identified that risk in shopping through online platforms might arise when shoppers use a particular product, vendor, web retailers, or third parties (Miyazaki and Fernandez, 2001). They also pointed out the inconveniences and privacy risks associated with purchasing through various online platforms. The customer may suffer from things like time loss, money loss, psychological distress, and physical harm. Researchers studying marketing have a strong emphasis on consumer perceived risk, and researchers studying e-commerce have gradually adopted this focal area. (Crespo *et al.*, 2009; Lee M.C. 2009).

Perceived security

Online shoppers' security is a greater concern while making purchases using the web than is the ease and utility of buying products. (Salisbury, W. D., *et al.*, 2001). Consumers get information from different media regarding the threat of buying online. Most shoppers consider online purchases as vague and risky, which increases the transaction cost. The first factors are the activities that shoppers expect from online retailers to safeguard their information & security. The latter comprises policies and procedures implemented by online marketers to avoid potential risks related to website and shopper security. Besides this, Myung-Ja Kim *et al.*

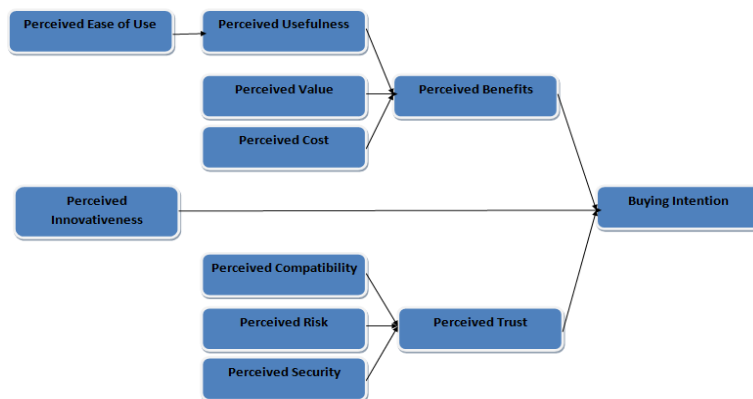


Figure 1: Conceptual framework

(2011) noted that transaction cost had no effect on trust and browsing, while perceived security has a direct effect on trust.

Perceived trust

In an online platform, trust related to transactions is evident. Transactional confidence comprises information accessibility, searching activities, order placement ease, order confirmation, tracking, and after-sales service (Srinivasan S., 2004). Whenever trust is compromised, shoppers shift their purchases from traditional to online (Kim J. & *et al.*, 2005). Mukherjee A. & *et al.* (2007) developed the commitment–trust theory (CTT), which states that whenever an online platform offers well-timed delivery and good handling of requests, it results into trust from the online shoppers.

Purchase intention

In the context of online shoppers, purchase behavior on online platforms is identified as the retrieval of information, surfing on the web, and purchasing online. Bakos (1991). Morrison, D. G. (1979) proposed a framework for collecting, analyzing, and interpreting data related to purchase intentions, which is focused on four areas: stated intentions, True intentions, Unadjusted purchase probability and purchasing probability. Online shoppers and their behavior related to online purchases have been identified by Cheng Lu Wang *et al.*, (2012) is important for omnichannel marketers. Besides this, orientation for Impulse purchase, purchase experience of prior online and trust significantly influences a customer's intention to buy (Chavda, 2017; Thamizhvanan, A., & Xavier, M. J., 2013). Ultimately, shopping intention is considered a substitute for purchasing behavior. Pavlou (2003) identified that online consumer behavior assessment is important when shoppers use websites for their various purchases.

The above discussion leads to the development of the following conceptual models and hypotheses shown in path analysis to measure direct and indirect effects.

Conceptual Framework

The literature review served as the foundation for the creation of the conceptual framework that is available on Figure 1.

Methods

Data Collection

Customers who purchase the products with Several Omni channel approaches were the possible responders for the

Table 1: Sample demographics (n = 441)

Variable	Category	Frequency	Percent
Gender	Male	254	57.6
	Female	187	42.4
Age	18–29	138	31.3
	30–39	120	27.2
	40–49	112	25.4
	50–59	54	12.2
	More than 60	17	3.9
	Diploma	79	17.9
Education	Graduate	326	73.9
	Post Graduate	36	8.2
	Private Job	178	40.4
Occupation	Government Job	110	24.9
	Professionals	81	18.4
	Business	72	16.3
Net monthly income (In Rs.)	20000	36	8.2
	20001–30000	72	16.3
	30001–40000	90	20.4
	40001–50000	108	24.5
	> 50000	135	30.6
	-	441 (Total)	100 (Total)

Table 2: Reliability and validity

Latent Variable	Indicators	Convergent validity		Internal consistency reliability		
		Loadings (> 0.70)	AVE (>0.50)	Composite Reliability (> 0.70)	rho_A (> 0.70)	Cronbach's Alpha (0.70 – 1)
Perceived ease of use	PEU1	0.908	0.654	0.935	0.952	0.938
	PEU2	0.942				
	PEU3	0.924				
Perceived usefulness	PU1	0.940	0.824	0.958	0.961	0.958
	PU2	0.954				
	PU3	0.894				
Perceived Value	PV1	0.855	0.750	0.937	0.938	0.937
	PV2	0.935				
Perceived Cost	PCT1	0.963	0.806	0.942	0.948	0.942
	PCT2	0.957				
Perceived Benefits	PB1	0.770	0.719	0.926	0.934	0.929
	PB2	0.799				
Perceived Innovativeness	PI1	0.880	0.752	0.919	0.913	0.924
	PI2	0.817				
Perceived Compatibility	PC1	0.825	0.812	0.925	0.928	0.972
	PC2	0.811				
	PC3	0.801				
Perceived Risk	PR1	0.912	0.799	0.941	0.917	0.961
	PR2	0.899				
	PR3	0.872				
Perceived Security	PS1	0.919	0.727	0.946	0.911	0.904
	PS2	0.850				
Perceived Trust	PT1	0.916	0.786	0.948	0.952	0.948
	PT2	0.864				
Buying intention	BI1	0.899	0.778	0.955	0.956	0.953
	BI2	0.888				

current investigation. Youngsters are dynamic users of the internet and allied technology and innovators in accepting new technology (Gafeeva *et al.*, 2018; Javed & Wu, 2019; Jeng, 2017; Koufteros *et al.*, 2004). With consideration to this, the present study focuses on the college students who are engaged in various purchases with the used of various kinds of channels. The present study focuses on those students who have purchased various products with omni channels. There were two sections to the survey: The first part collected data related to shopping done from various omni channels and the second part collected data related to customers' demographic information. The original data that was gathered was examined using AMOS 26 and SPSS software. After utilizing CFA to assess the validity and

reliability of the data gathered, AMOS 26 software was used to perform covariance-based structural equation modeling. For the purpose of the study, 441 valid replies from the 500 respondents were used. Table 1 lists the respondents' demographic characteristics.

Content and face validity was done by academic experts as well as industry experts. A pilot testing was carried out on 50 respondents for the establishment of reliability of the scales. The current study uses AVE, composite reliability, and Cronbach's alpha to assess reliability.

Measures

The questionnaire comprised total of 27 items related to the eight variables used in a conceptual framework. The construct for the present research is developed with the

Table 3: Discriminant validity as per Fornell - Larcker criterion

	Buying intention	Perceived ease of use	Perceived usefulness	Perceived value	Perceived cost	Perceived benefits	Perceived innovativeness	Perceived compatibility	Perceived risk	Perceived security	Perceived trust
Buying intention	0.882										
Perceived ease of use	0.574	0.808									
Perceived usefulness	0.841	0.354	0.847								
Perceived value	0.719	0.319	0.447	0.886							
Perceived cost	0.702	0.336	0.542	0.444	0.862						
Perceived benefits	0.678	0.367	0.461	0.301	0.422	0.908					
Perceived innovativeness	0.677	0.544	0.414	0.317	0.313	0.413	0.897				
Perceived compatibility	0.626	0.327	0.388	0.329	0.297	0.348	0.317	0.873			
Perceived risk	0.752	0.421	0.425	0.445	0.299	0.357	0.327	0.721	0.851		
Perceived security	0.725	0.721	0.415	0.525	0.391	0.345	0.399	0.656	0.671	0.844	
Perceived trust	0.713	0.656	0.527	0.599	0.421	0.469	0.436	0.417	0.517	0.619	0.811

standardized scales and constructs developed by Venkatesh, Thong, and Xu (2012) for initial screening questions. The items used to identify variables were identified from the existing literature (Wolfenbarger & Gilly, 2003; Oh *et al.*, 2012; Wu & Wang, 2005; Hausman & Siekpe, 2009; Chavda, V, 2018; Lin & Wang, 2006) and modified as per the requirement of the present study. Researchers conducted a pilot survey to check the reliability and validity of 25 respondents from the targeted population for the developed questionnaire.

Common Method Bias

We used a questionnaire to get our data, which is self-reported information from a single source. Because of the consistency drive and social desirability, this resulted in a common technique bias (Podsakoff, MacKenzie, Lee, & Podsakoff, 2003). CMB was assessed by Mossholder, Bennett, Kemery, Wesolowski (1998), and Podsakoff & Organ (1986) recommendations. Harman's single-factor test was employed, where each measure was loaded onto a single factor, and it was determined whether or not the method variance was to blame for the co-variation between the measurements. The result identified that a single factor fitted with all the data having total variance explained 23.36%, which was much below the minimum threshold of 50%. Thus, the results suggested that the scales used in the present study did not have any issue of common method biases.

Data Analysis

Perceived utility, perceived ease of use, perceived compatibility, perceived danger, perceived expense, perceived security, perceived value, and perceived advantages are the factors that confirmatory factor analysis identifies. With Chi-square ("C Min = 884.212, p Value = 0.000), GFI = 0.912, CFI = 0.945, TFI = 0.942, AGFI = 0.910, NFI = 0.923, IFI = 0.905, and RMSEA = 0.042," the measurement model exhibits acceptable model fit features. Every indicator's value is higher than the value Hu and Bentler (1999) recommended.

Reliability, Composite Reliability and AVE

Convergent and discriminant validity were used to assess the validity, while Cronbach's alpha and composite reliability were used to assess the reliability (See Table 2).

In the model, to check the variance shared between latent variables, Fornell-Larcker (1981) criteria were utilized. "Average variance extracted (AVE) and composite reliability (CR) have been used to test the validity of the measurement model. Tables 2 and 3 summarise these values with the acceptance values, and all values are better than the acceptance values suggested by the researchers.

Cronbach's alpha, composite reliability and AVE values were determined to be substantial and greater than those recommended by Hair *et al.* (2006). It proved validity and

Table 4: Output of path analysis

<i>Path</i>	<i>Path coefficient and p-value</i>	<i>Result</i>
Perceived ease of use - perceived usefulness	0.367 (0.000)	Significant
Perceived usefulness - perceived benefits	0.561 (0.000)	Significant
Perceived value – perceived benefits	0.342 (0.000)	Significant
Perceived cost – perceived benefits	0.125 (0.000)	Significant
Perceived benefits - buying intention	0.705 (0.000)	Significant
Perceived innovativeness – buying intention	0.599 (0.000)	Significant
Perceived compatibility – perceived trust	0.616 (0.000)	Significant
Perceived risk - perceived trust	0.214 (0.000)	Significant
Perceived security – perceived trust	0.699 (0.000)	Significant
Perceived trust - buying intention	0.501 (0.000)	Significant

Table 5: A summary of the path analysis for the mediating variables

<i>Path</i>	<i>Path coefficient and p-value</i>	<i>Result</i>
Perceived usefulness – Perceived Benefits – Buying intention	0.219 (0.000)	Significant
Perceived value, perceived benefits and buying intentions	0.292 (0.000)	Significant
Perceived cost, perceived benefits and buying intentions	0.212 (0.000)	Significant
Perceived compatibility, perceived trust and buying intentions	0.119 (0.000)	Significant
Perceived risk, perceived trust and buying intentions	0.165 (0.000)	Significant
Perceived security, perceived trust and buying intentions	0.333 (0.000)	Significant

dependability as a result. Also, the factor loadings are significantly higher than 0.7.

Assessment of structural models using path analysis (direct effect)

The following hypothesis was created to find the direct effect based on the literature review.

H₁: Perceived simplicity of use has a major impact on perceived utility.

H₂: Perceived benefits are significantly influenced by perceived usefulness.

H₃: Perceived advantages are significantly influenced by perceived worth.

H₄: Perceived advantages are significantly impacted by perceived cost.

H₅: The intention to buy is significantly influenced by perceived benefits.

H₆: Buying intention is significantly impacted by perceived innovativeness.

H₇: Perceived compatibility significantly influences how trustworthy someone feels.

H₈: Trust perception is significantly impacted by perceived risk.

H₉: Perceived trust is significantly impacted by perceived security.

H₁₀: Buying intention is significantly influenced by perceived trust.

The above hypotheses were tested using a path model in structure equation modeling. The results of the same have been discussed below. With a 95% confidence level, bootstrap samples were identified to analyze the mediating effect between variables.

As shown from the path analysis results from Table 4, there is a direct relationship between various variables as mentioned in the direct hypothesis. Table reveals that perceived usefulness ($\beta = 0.561, p = 0.00$) significantly influences perceived benefits. The influence of perceived benefits on purchase intention is substantial ($\beta = 0.705, p = 0.00$). Perceived innovativeness ($\beta = 0.599, p = 0.00$) significantly impacts purchase intention. The perception of compatibility ($\beta = 0.616, p = 0.00$) significantly influences the perception of trust. Perceived trust is significantly impacted by perceived security ($\beta = 0.699, p = 0.00$). The influence of perceived trust ($\beta = 0.501, p = 0.00$) on purchasing intention is noteworthy. The findings of the current study are corroborated by earlier research (Carlos Roca *et al.*, 2006; D Gefen *et al.*, 2003; J M. Kourfaris & W. Hampton – Sosa, 2004; and J. Park & L. Stoel, 2005).

Assessment of structural models using path analysis (indirect effect)

The following theories were established to determine the mediating/indirect influence based on the literature review.

H₁₁: Perceived benefits, utility, and simplicity of use all

have a favourable mediation influence on buying intentions.

H₁₂: Perceived value, perceived advantages, and buying intentions are positively mediated.

H₁₃: Perceived cost, perceived benefits, and purchasing intentions are positively mediated.

H₁₄: Perceived compatibility, perceived trust, and purchasing intentions are positively mediated.

H₁₅: Perceived risk, perceived trust, and buying intentions are positively mediated.

H₁₆: Perceived security, perceived trust, and purchasing intentions are positively mediated.

Purchase intention and perceived utility are significantly mediated by perceived benefits, Both perceived value and purchasing intents, as well as perceived cost. A major mediating factor between perceived security and purchase intentions is perceived trust, perceived compatibility and buying intentions, as well as perceived risk and buying intentions. Every discovery aligns with the results of earlier studies (R Kim Li & J. Park, 2007; Y. H. Chen & S. Barnes, 2007).

Conclusion and Managerial Implications

Perceived benefits and trust are two of the several elements that influence omnichannel purchase intention, and this study adds to our understanding of these factors. Based on the research, we know that important conceptual model elements include things like perceived value, perceived safety, perceived cost, perceived ease of use, compatibility, and perceived benefits. According to the results, perceived benefits act as a mediator between perceived value, perceived cost, perceived utility, and intent to buy. There is a moderating influence of trust on compatibility, risk, and desire to buy perceptions. In addition, the results indicate that consumers' perceptions of value, innovation, and trust are positively correlated with their desire to buy. The results offer insightful information to a range of managers, marketers, and businesses. The study has major findings that perceived benefit and perceived trust play a significant role in buying intention. Thus, important for omnichannel retailers, marketers, and managers to focus on trust and benefit while designing their strategy and various goals. They must identify various systems as well as processes that create trust in consumers' minds and at the same time, they should also try to provide major benefits to consumers, which will help them lure customers and increase their revenue. Perceived utility is a crucial component. Therefore, when creating an omnichannel experience, designers must take great effort and identify every potential touch point.

Limitations and Future Study

The research is done in only Ahmedabad region of Gujarat. Further studies that can be done in other regions of Gujarat will provide a broader view with respect to omnichannel buying intentions. A comparative study of rural-urban

students will give more insights to online companies to recognize various touch points for the respondents. As the present study only focuses on the students, further studies can be done on different age groups, income categories, occupation categories, income levels and types of family; this will help to establish a proper strategy for omnichannel retailing and also will help to create better customer experience and buying intentions. As the present study does not include any product, service, or industry-specific, future studies can be carried out with respect to this which will help to increase the positive buying intention among the shoppers.

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