

Antecedents of Omnichannel purchase intention of apparel: A study among youth

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Abstract

Understanding the dynamic relationship between different consumer behaviors is essential for brands to succeed in today's cutthroat business environment. The aim of the study was to examine various factors influencing customers' purchase intention of various apparel brands using Omnichannel retailing among youth. Customer purchase intention has been found to be significantly influenced by personalized experiences, where customized interactions not only create a feeling of community but also have an impact on purchasing decisions. In this process, customer service is essential because timely, compassionate service increases customer loyalty and improves brand reputation. Customers' inclination to accept new goods or services is also greatly influenced by elements like social influence and individual inventiveness. Customers are more inclined to interact with new offerings if they perceive them to be more inventive. At the same time, social circles' advice and viewpoints frequently influence what people decide to buy. Another essential component of building lasting relationships is trust, since consumers are drawn to companies they believe to be trustworthy and open system for reward points.

Key words: Personalized experience, customer support, personal innovativeness, social influence, trust, reward points, Omnichannel purchase intention.

1.INTRODUCTION

1.1Omni channel retailing

Omnichannel retailing embodies a strategic methodology in which companies unify diverse shopping channels—such as brick-and-mortar stores, online platforms, mobile applications, and social media—to deliver a smooth and unified customer experience. This unification enables consumers to engage with brands across various touchpoints, thereby improving convenience, personalization, and overall satisfaction. Omnichannel retailing signifies a significant transformation in the way businesses engage with their customers, evolving from merely offering multiple channels to establishing a genuinely unified and seamless customer experience. In contrast to multi-channel strategies, where various sales and communication platforms frequently function independently, omnichannel unifies all touchpoints – encompassing physical stores, e-commerce platforms, mobile applications, social media, email, and customer support – to deliver a consistent and tailored journey for the consumer (Zendesk, 2024). This integration enables customers to initiate their shopping experience on one channel and effortlessly continue or finalize it on another, without losing context or needing to repeat information. For example, a customer may explore products on a brand's website, add items to their cart, and subsequently collect them at a physical store (Buy Online, Pick Up in Store – BOPIS), or the reverse (MuleSoft, n.d.).

1.2 Impact on Consumer Behavior

Omnichannel retailing has profoundly impacted consumer purchasing choices. Research shows that customers who utilize multiple channels are more inclined to make purchases and demonstrate greater brand loyalty (Mukhopadhyay et al., 2024). The capability to research products online, experience them in physical stores, and finalize purchases through preferred channels empowers consumers, resulting in enhanced satisfaction and repeat business.

1.3 Challenges and Considerations

Notwithstanding its benefits, the execution of an omnichannel strategy poses challenges. Retailers are required to invest in technological infrastructure, staff training, and data analytics to effectively manage and personalize customer interactions. Furthermore, ensuring consistency across channels and safeguarding data privacy are vital concerns (Engage Pulse, 2023). Engagepulse.io

1.4 Future Trends

As we look to the future, several trends are influencing the evolution of omnichannel retailing:

Sustainability Initiatives: Consumers are increasingly emphasizing environmental factors. Retailers are embracing sustainable practices, such as eco-friendly packaging and carbon-neutral shipping options, to align with consumer values (Engage Pulse, 2023).

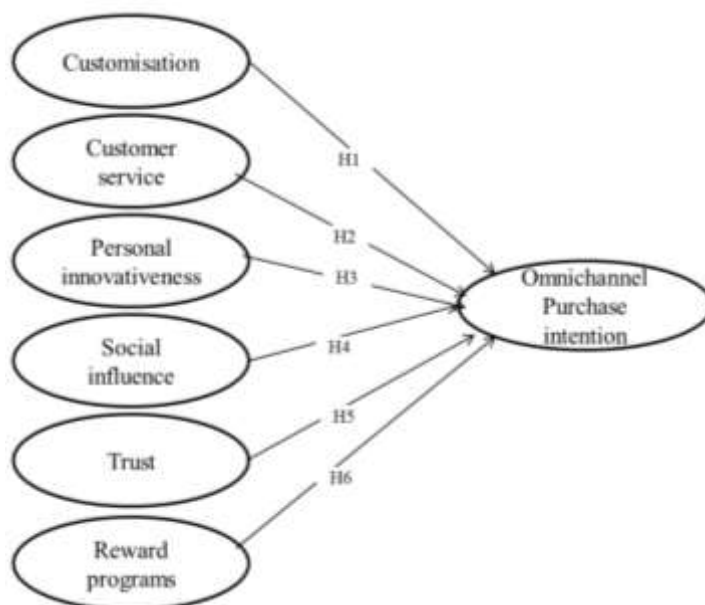
Social Commerce: The incorporation of e-commerce features within social media platforms facilitates direct purchasing; merging social interaction with shopping experiences (Engage Pulse, 2023).

Enhanced Personalization: By utilizing data analytics, retailers can provide customized recommendations and promotions, crafting personalized shopping experiences that resonate with consumers (Mukhopadhyay et al., 2024).

2. RESEARCH MODEL

Fig A Research model

A research framework was developed with the review of existing literature in retailing and omnichannel retailing.



3 HYPOTHESES FORMULATION

3.1 Customization

Through the personalization of the customer experience across digital and physical touchpoints, omnichannel retailing customization dramatically increases purchase intention. According to studies, 71 percent of consumers expect personalized experiences, and 76 percent express frustration when these expectations are not fulfilled, suggesting that consumers are more likely to interact with brands that offer tailored interactions (SAP Emarsys, 2024). Retailers can now offer tailored product recommendations and marketing campaigns thanks to the integration of artificial intelligence (AI), which increases customer engagement and boosts conversion rates (The Supply Chain Xchange, 2024). Additionally, according to the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), the relationship between customization and behavioral intention is mediated by elements like performance expectancy and effort expectancy (Siyal et al., 2024). According to research,

individualized experiences have a positive impact on purchase intent in omni channel retailing in the Indian context.

3.2 Customer service

A superior and seamlessly integrated customer service experience across all channels is believed to significantly enhance omnichannel purchase intention by building trust, increasing perceived value, and minimizing customer friction. In the intricate omnichannel landscape, where consumers engage with brands through various touchpoints—from physical stores to social media and mobile applications—consistent and responsive customer support is essential in shaping their overall journey and decision-making process. Recent studies indicate that effective omnichannel customer service, marked by consistent interactions and prompt problem resolution, has a direct impact on customer satisfaction and loyalty, which are vital precursors to purchase intention (Hubtype, 2024). Furthermore, research underscores that customers anticipate unified support irrespective of the channel utilized, and any failure to provide this consistency may result in frustration and lost sales (Thaichon et al., 2022; Hubtype, 2024). This suggests that the perceived quality and accessibility of support across channels are critical factors driving positive purchase outcomes in the omnichannel retail environment.

3.3 Personal innovativeness

Personal innovativeness plays a crucial role in shaping omnichannel purchase intentions by increasing consumers' readiness to embrace new technologies and utilize various shopping channels. Those with a higher degree of personal innovativeness tend to be more willing to explore innovative retail technologies, including mobile applications, augmented reality, and seamless online-offline experiences, which are essential to omnichannel retailing. Research has shown that personal innovativeness serves as a significant predictor of purchase intention within omnichannel environments, as it promotes favorable views regarding ease of use and performance expectancy—critical factors in technology acceptance frameworks such as UTAUT2 (Venkatesh et al., 2012). For example, studies conducted by Aldás-Manzano et al. (2009) and Avcilar&Özsoy, (2015). reveal that consumers exhibiting higher levels of personal innovativeness are more inclined to adopt and interact with omnichannel retail platforms. Additionally, personal innovativeness affects the customer experience throughout different phases of the omnichannel journey, including both pre-purchase and post-purchase stages, thus influencing reuse intention (Zhang et al., 2024). This indicates that personal innovativeness not only influences initial adoption but also promotes ongoing engagement with omnichannel services. Consequently, it is proposed that personal innovativeness has a positive impact on omnichannel purchase intention by enhancing consumers' readiness to adopt and engage with integrated retail technologies.

3.4 Social influence

Social influence plays a crucial role in shaping consumers' intentions to make purchases across multiple channels, resulting in a greater probability of conversion and an increase in customer lifetime value. In particular, we suggest that consumers' views on product and brand credibility, enhanced by peer recommendations, user-generated content, and endorsements from influencers across various online and offline touchpoints (such as social media platforms, in-store interactions with knowledgeable staff, and online reviews), will serve as a positive mediator in the relationship between social influence and the intention to purchase through multiple channels. This comprehensive approach, where social cues effectively guide consumers through different channels, improves perceived value and diminishes uncertainty, ultimately leading to a stronger intent to purchase through any available channel. Recent research highlights the growing significance of social media in shaping consumer behavior within omnichannel settings (e.g., Juaneda-Ayensa et al., 2016; Mishra et al., 2025), indicating that a strong social presence integrated into an omnichannel strategy is essential for encouraging favorable purchasing decisions in today's interconnected marketplace (Yan et al., 2019). Moreover, studies show that social influence, in conjunction with factors such as perceived ease of use and personal innovativeness, positively impacts the intention to utilize omnichannel services, especially among Generation Y consumers (Mishra et al., 2024). This underscores the necessity of comprehending how social dynamics influence consumer journeys within a cohesive retail ecosystem.

3.5 Trust

Trust is crucial in shaping omnichannel purchase intentions by affecting consumers' views on reliability, security, and consistency across different retail touchpoints. In omnichannel settings, where customers engage with brands through various channels—such as online platforms, mobile applications, and physical stores—building and sustaining trust is vital for promoting purchasing behaviors. Research indicates that consumer trust has a significant impact on purchase intentions in omnichannel retailing. For example, a study conducted by Sombultawee and Wattanatorn (2022) revealed that trust positively affects purchase intentions in the context of omnichannel retailing, underscoring its significance in consumer decision-making processes. Likewise, research by Lestari and Nugroho (2021) showed that trust acts as a mediator between the quality of omnichannel integration and purchase intentions, highlighting the necessity for cohesive and dependable customer experiences across various channels. Additionally, the influence of trust extends beyond initial purchases; it also impacts intentions for repeat purchases. A study by Wulandari and Jajuli (2022) found that trust in omnichannel services positively affects consumers' intentions to make repeat purchases, emphasizing the enduring effect of trust on consumer loyalty. Consequently, it is posited that increased levels of consumer trust in omnichannel retailing positively influence purchase intentions, as trust enhances perceived value, mitigates perceived risks, and cultivates a sense of security in the shopping experience.

3.6 Reward programs

The implementation of reward programs within an omnichannel retail ecosystem greatly enhances consumer purchase intentions, resulting in increased transaction frequency, elevated average order values, and stronger customer loyalty. In particular, the seamless capability for consumers to earn and redeem reward points across diverse online and offline touch points (such as website purchases, in-store transactions, mobile app interactions, and social media engagements) cultivates a perception of value and convenience, which directly impacts their purchasing decisions. This assertion is corroborated by recent trends that show omnichannel loyalty programs are becoming integral to promotional strategies and customer engagement, enabling customers to earn and redeem rewards through their preferred channels (Loyoly, 2025). Moreover, personalized reward offers, informed by data gathered across these channels, are anticipated to significantly enhance customer engagement and loyalty, as customizing rewards to align with individual preferences and shopping behaviors directly boosts customer satisfaction and retention (NewStore, 2024). This consistent and cohesive reward experience across various channels is essential for addressing the evolving expectations of consumers and reinforcing purchase intent in a competitive retail landscape (UniformMarket, 2025).

4. RESEARCH METHODS

4.1 Respondents

The present study utilizes cross-sectional research methodology, wherein a questionnaire was crafted and distributed to 435 participants who have purchased at least one time using omnichannel. The survey instrument is divided into two sections. The first section encompasses questions pertaining to demographics, while the second section contains inquiries related to the variables of the research model. These variables were assessed using a five-point Likert scale. A purposive sampling technique was employed to collect the data. Respondents were chosen from Hyderabad metro city, India. Respondents belong to age group 18-29 who involved in purchase of apparel brands. Out of the 238 responses gathered, 13 were found to be incomplete and were therefore excluded from the data analysis. Consequently, a final sample of 225 was utilized for data analysis, employing structural equation modeling to evaluate the model and hypotheses. According to Hair et al. (1998), a sample size of 200 is considered adequate for conducting structural equation modeling.

4.2 Measures

The objective of the research was to evaluate the impact of various factors on purchase intention using Omnichannel retailing in apparel sector. To ensure the validity of the variables utilized in the research model, measurement items were sourced from well-established studies. The construct customisation was evaluated using four items derived from Lee (2016). Customer service was measured based on four items

from a study conducted by Parasuraman et al. (1988). Personal innovativeness was analyzed using four measurement items adopted from Boyle et al. (2006). Three measurement items for social influence were extracted from research conducted by Venkatesh et al. (2012). A three-item scale from Gefen et al. (2003) was employed to assess trust. Additionally, reward program was evaluated using four items selected from Tanrikulu&Demirel, (2023). Lastly, Omnichannel purchase intention was measured with four items chosen from Venkatesh et al. (2012).

5 Data analysis

Table I Demographics

Measure	Category	Frequency	Percentage
Age (years)	18-23	127	56.44
	23-29	98	43.56
Gender	Male	91	40.44
	Female	134	59.56
Education	Intermediate	51	22.67
	UG	102	45.33
	PG	67	29.78
	Others	5	2.35
Marital status	Married	43	19.11
	Unmarried	182	80.89
Monthly income of family	Less than 30,000	22	10.33
	30,000-60,000	54	25.35
	60,000-one lakh	112	52.58
	Above one lakh	25	11.74
Occupation	Student	95	44.60
	Employee	109	51.17
	Business	21	9.86
Frequency of using omnichannel for purchase	once in two weeks	54	25.35
	once in a month	96	45.07
	once in three months	75	35.21

56.44 percent belong to age group 18-23. Majority i.e. 59.56 percent of buyers are females. 45.33 percent of the respondents having under graduation as their qualification. With respect to family monthly income 52.58 percent of the sample belongs to 60,000 to one lakh category. While 45.07 percent of the youth buy apparel using Omnichannel platforms. (Table I).

5.1 Factor loadings

Table II Rotated Component Matrix^a

	Component						
	1	2	3	4	5	6	7
PINN1	.881						
PINN2	.870						
PINN3	.860						

PINN4	.847						
RP1		.905					
RP2		.888					
RP3		.857					
RP4		.826					
OPI1			.873				
OPI2			.859				
OPI3			.833				
OPI4			.806				
CSE1				.868			
CSE2				.842			
CSE3				.828			
CSE4				.784			
CUS1					.880		
CUS2					.879		
CUS3					.865		
CUS4					.858		
SI1						.925	
SI2						.913	
SI3						.870	
TR1							.877
TR2							.858
TR3							.833

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

From Table II, it is clear that all factor loadings exceed 0.70, as suggested by Hair et al. (2010).

5.2 CR, AVE, Cronbach's alpha

Table III CR, AVE, Cronbach's alpha

Construct	CR	AVE	Cronbach's alpha
SI	0.899	0.749	0.895
CUS	0.896	0.683	0.895
CSE	0.896	0.683	0.895
PINN	0.936	0.787	0.936
RP	0.917	0.735	0.917
OPI	0.914	0.728	0.912
TR	0.899	0.748	0.898

Cronbach's alpha assesses the internal consistency of factors within a research model. . Overall Cronbach's alpha of the survey instrument was 0.869. As observed in Table III, all factors exhibit Cronbach's alpha values significantly exceeding 0.70, which is deemed acceptable according to Hair et al. (2010). The reliability of the constructs was assessed through both Cronbach's α and composite reliability. Reliability is confirmed by cut-off values exceeding 0 and 70 (Hair et al. (2010). Table 4 indicates that each construct exceeds the 0.70 threshold, thereby meeting the reliability criteria. Additionally, the average variance extracted (AVE) value evaluates the convergent validity of the factors. The acceptable

threshold for AVE is 0.50, as recommended by Fornell&Larcker (1981). From Table III, it is evident that all AVE values are significantly above 0.50, thereby ensuring convergent validity.

5.3 Inter-correlations

Table IV Inter-correlations

	SI	CUS	CSE	PINN	RP	OPI	TR
SI	0.865						
CUS	0.061	0.826					
CSE	0.200	0.064	0.827				
PINN	0.149	0.040	0.541	0.887			
RP	0.020	0.112	0.006	0.138	0.858		
OPI	0.150	0.069	0.337	0.445	0.285	0.854	
TR	-0.038	0.060	0.068	0.188	0.492	0.427	0.865

Discriminant validity is validated by table IV, which demonstrates that the square root of the average variance extracted exceeds the inter-correlations among the constructs.

5.4 Hypotheses

Table V Path analysis

Hypothesis	Estimate	S.E.	C.R.	P	Result
OPI \leftarrow CUS	0.021	0.057	0.366	0.014	Supported
OPI \leftarrow PINN	0.404	0.067	5.997	***	Supported
OPI \leftarrow SI	0.09	0.047	1.901	0.047	Supported
OPI \leftarrow TR	0.314	0.048	6.515	***	Supported
OPI \leftarrow RP	0.108	0.05	2.132	0.033	Supported
OPI \leftarrow CSE	0.206	0.068	3.044	0.002	Supported

*** $p < 0.001$

From table V, it can be seen that customisation, customer service, personal innovativeness, social influence, trust, reward program have a significantly positive effect ($p < 0.05$) on omnichannel purchase intention.

6. FINDINGS AND DISCUSSION

The primary objective of the study was to investigate the factors that motivate customers to purchase apparel products using Omnichannel platforms. customisation has a positive effect on omnichannel purchase intention ($\beta=0.021$, $p=0.014$); this finding aligns with the research conducted by Siyal et al. (2024). Customer service also has a positive influence on omnichannel purchase intention ($\beta=0.206$, $p=0.002$). This result is consistent with the findings of the study by Ghosh et al. (2024). Moreover, personal innovativeness significantly and positively affects omnichannel purchase intention ($\beta=0.404$, $p=***$), which is in agreement with the results of the research by Zhang et al. (2024). Additionally, social influence has shown a positive effect on omnichannel purchase intention ($\beta=0.09$, $p=0.047$), corroborating the findings of the investigation conducted by Mishra et al. (2025). Furthermore, trust positively impacts omnichannel purchase intention ($\beta=0.314$, $p=***$), which is consistent with the results of the study by Wulandari and Jajuli (2022). Finally, reward program yielded positive effect on omnichannel purchase intention ($\beta=0.108$, $p=0.033$). This result is in line with the study conducted by Loyoly (2025). (Table V).

7. IMPLICATIONS

Implications of the study fall into two categories: academic and practical.

7.1 Academic implications

The interaction of customization, customer service, personal innovativeness, social influence, trust, and reward programs provides significant academic insights into omnichannel purchase intention. From an academic perspective, these elements illustrate a shifting paradigm in consumer behavior, where multidimensional constructs affect decision-making across integrated channels. Customization and exceptional customer service enhance perceived value and satisfaction, thereby strengthening commitment within an omnichannel framework. Trust, which is often based on consistent service quality and data security, serves as a cornerstone for consumers as they navigate between online and offline touchpoints. In addition, personal innovativeness—defined as a consumer's readiness to embrace new technologies—emerges as a crucial moderator, particularly in the uptake of digital channels. Social influence also holds significant importance, affirming the applicability of theories such as the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and the Theory of Planned Behavior (TPB) in omnichannel environments. Moreover, reward programs boost behavioral intention by cultivating loyalty through perceived economic and emotional benefits. From an academic standpoint, this convergence indicates a necessity for integrated models that consider both technological and psychological factors in influencing purchase behavior. Future research could investigate the mediating and moderating relationships among these factors across various retail contexts, thereby deepening the theoretical comprehension of omnichannel consumer engagement and allowing scholars to enhance existing models of technology and service adoption.

7.2 Practical implications

From a practical standpoint, it is crucial for retailers to comprehend how factors such as customization, customer service, personal innovativeness, social influence, trust, and reward programs affect omnichannel purchase intentions in order to improve customer engagement and sales. Retailers ought to focus on data-driven personalization strategies that customize product recommendations, communication, and experiences across all customer touchpoints. Providing high-quality and consistent customer service—both online and offline—strengthens brand reliability and enhances customer satisfaction, which is essential for fostering trust. Promoting and facilitating personal innovativeness by providing user-friendly digital interfaces, guided tutorials, and opportunities to trial new technologies can boost the adoption of omnichannel features such as mobile applications, virtual try-ons, or AI chatbots. Social influence can be harnessed by incorporating user-generated content, forming partnerships with influencers, and integrating social sharing functionalities into the omnichannel experience to enhance brand credibility. Trust should be cultivated through transparent data handling, secure transactions, and consistent brand actions. Moreover, well-designed reward programs must be cohesive across various platforms and provide personalized incentives that encourage repeat purchases. Retailers that synchronize these components will be more effectively positioned to satisfy the changing expectations of contemporary consumers, strengthen customer loyalty, and increase omnichannel purchase intentions. This comprehensive strategy is particularly critical in competitive markets where differentiation through customer experience is becoming an increasingly vital success factor.

8. LIMITATIONS, FUTURE RESEARCH, AND CONCLUSION

8.1 Limitations

This research investigates the complex effects of customization, customer service, personal innovativeness, social influence, trust, and reward programs on the intention to purchase through multiple channels. Although the results offer significant insights, there are several limitations that should be acknowledged. Firstly, the geographical or demographic scope of the research may be restricted, which limits the applicability of the findings. Consumer behavior on omnichannel platforms can vary greatly based on cultural norms, economic conditions, digital literacy, and access to technology. Secondly, the study likely utilizes a cross-sectional research design, which does not facilitate the establishment of causal relationships

among the variables. Longitudinal studies would be more effective in determining how shifts in customer behavior over time are influenced by these factors. Thirdly, self-reported data, which is often used in such studies, may be subject to response bias, particularly due to social desirability or recall inaccuracies, potentially undermining the validity of the findings. Lastly, this study may not comprehensively address other contextual elements, such as privacy issues, situational factors (e.g., pandemics or supply chain disruptions), or psychological influences like convenience or perceived control.

8.2 Future research

Conducting experimental or longitudinal studies would be beneficial for future research in order to more clearly define causal relationships and behavioral changes over time. These factors could also be investigated in future research in other industries, like healthcare, finance, or hospitality, where omnichannel tactics are becoming more and more popular. Consumers' emotional and cognitive reactions to omnichannel experiences may be better understood by incorporating qualitative methods like focus groups and in-depth interviews. Furthermore, incorporating technological factors such as chatbot efficacy, AI-based personalization, or mobile app usability can improve our comprehension of the relationship between technological innovation and the psychological factors that influence purchase intention. Scholars ought to investigate moderating or mediating effects as well, such as how personal innovativeness or trust mediate the relationship between customer service and purchase intention. Further, it would be beneficial to conduct longitudinal or experimental studies to more effectively establish causal relationships and behavioral changes over time. Future investigations could also examine these variables across various sectors such as healthcare, financial services, or hospitality, where omnichannel strategies are increasingly being implemented. The incorporation of qualitative methods, such as in-depth interviews or focus groups, could provide deeper insights into consumers' emotional and cognitive reactions to omnichannel experiences. Furthermore, including technological factors—such as AI-driven personalization, chatbot efficiency, or mobile app usability—can improve our understanding of how technology influences consumer behavior in omnichannel contexts.

8.3 Conclusion

In summary, in the omnichannel retail setting, the intersection of personal innovation, social influence, reward systems, customer service, personal customization, and trust is critical in determining consumer behavior. Together, these factors improve perceived value, ease of use, and customer satisfaction—all of which are important factors in influencing consumers' intentions to make purchases on both online and offline platforms. Customer service guarantees dependability, customization adds relevance, and trust creates a safe and secure shopping environment. In the meantime, social influence and individual inventiveness emphasize how crucial peer approval and customer readiness are when implementing omnichannel strategies. Reward schemes serve as a motivating tool that promotes recurring business and increases customer loyalty. When combined, these elements provide a thorough framework that merchants can utilize to create successful Omnichannel marketing campaigns. Knowing how these factors interact not only helps with academic writing.

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Fig B Measurement model

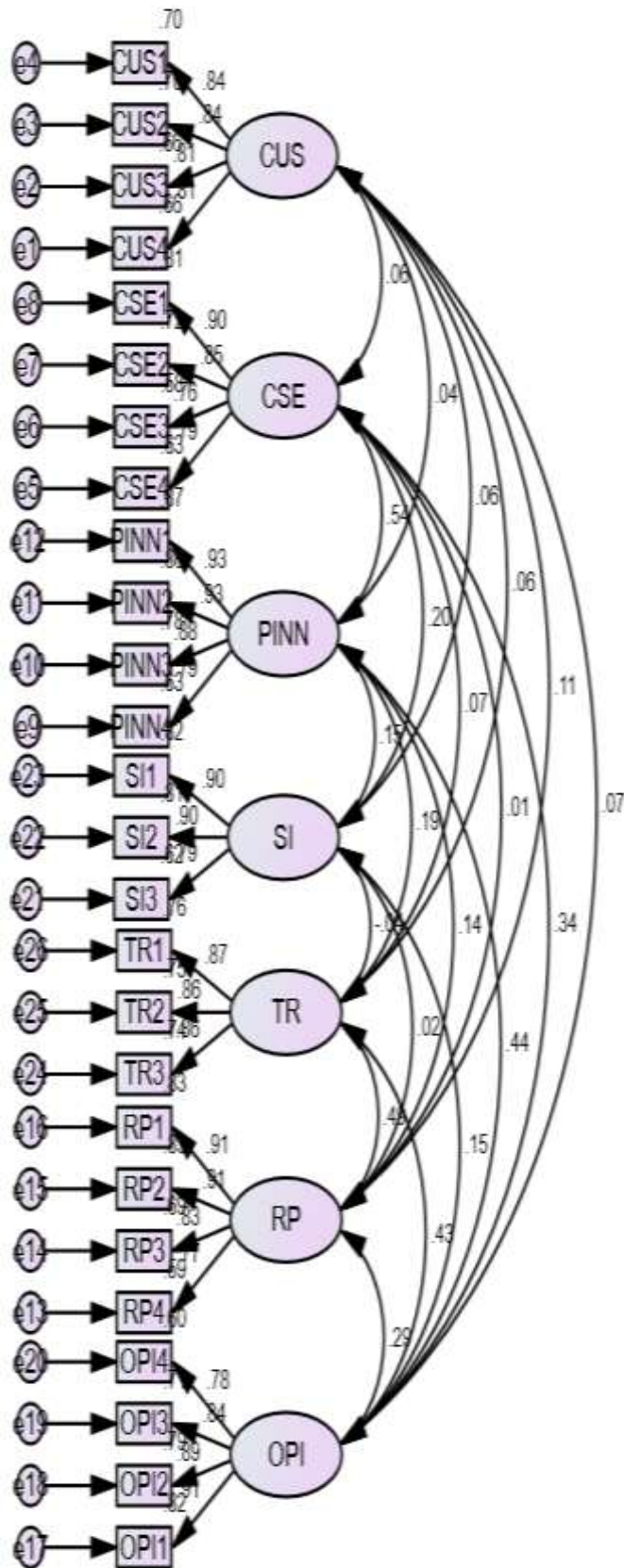


Fig C Structural model

