Drivers of Purchase Intent Among Indian Omni-Channel Consumers

Hymavathi Dhuli[1], P. Venkateswarlu[1*]and Satish Vadapalli[2]

1. *Research Scholar, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.*
1*. *Professor, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.*
2. *PG Student, Department of Commerce and Management Studies, Andhra University, Visakhapatnam, Andhra Pradesh, India.*

ABSTRACT

Purpose – The new Omni channel strategy aims to offer a holistic shopping experience through the integration of online and offline channels. The introduction of technology in the physical store is an essential factor to this end. The purpose of this study is to identify the factors influencing the purchase intention of the Omni channel shoppers. Design/methodology/approach – A focus group discussions was used for the exploratory research and quantitative research to arrive at and to test the hypothesis. For quantitative analysis method adopted is survey. The results show that 5 out of the 9 key drivers of purchase intent with respect to omni-channel shopping of an Indian consumer, that is, Shopping Convenience, Product [Features], Product [Brand], Product assortment, & price discount seem to influence the purchase intent.

Key Words: *Omni channel retailing, Omni Channel Customer, Shopping behaviour, Purchase Intention*

1. Introduction: In India, the concept of an Omni-channel first time is not new. Retailers have been using this approach for years to engage customers and increase sales. The term "Omni-channel" first time was coined in the West, but the concept has been around for much longer in India. Retailers in India have long used a mix of channels to reach their customers, including brick-and-mortar stores, catalogues, TV, radio, and the Internet. In recent years, the rise of e-commerce has forced Indian retailers to re-think their Omni-channel strategy. Many traditional retailers have been slow to embrace e-commerce, but the tide is turning. The key to a successful Omni-channel strategy is to provide a seamless experience for customers regardless of how they choose to shop. This means having a consistent brand message and look across all channels, as well as a unified back-end system that allows customers to move seamlessly between channels. In India, there are a few retailers that are leading the way in Omni-channel

Omni-channel shopping is the new norm for consumers. With the rise of online shopping and the ubiquity of mobile devices, shoppers now have the ability to purchase items from anywhere, at any time. This has led to a dramatic shift in shopping behaviour, as consumers now expect a seamless experience across all channels. To meet the needs of these Omni-channel shoppers, retailers must provide a consistent experience across all channels, including in-store, online, mobile, and social. This means offering the same products and prices across all channels, Coupons, discounts as well as providing a consistent level of customer service. While the Omni-channel shopping experience may seem like a daunting task for retailers, it is essential to meeting the needs of today's shoppers. Those who are able to provide a seamless, consistent experience across all channels will be well-positioned to win the hearts and wallets of today's consumers.

The retail industry in India is growing at a rapid pace. With the increasing disposable incomes and changing lifestyles, the demand for retail products and services is on the rise. The retail sector is one of the most vibrant and dynamic sectors in the Indian economy. The sector is expected to grow at a CAGR of around 10% over the next five years. The retail industry is highly fragmented with the presence of a large number of small and medium sized players. The top 10 retail companies in India account for only around 3% of the total retail market. The organized retail sector is still at a nascent stage and accounts for less than 10% of the total retail market in India. The Indian retail industry is expected to reach US$ 1.6 trillion by 2026. The online retail sector is expected to grow at a CAGR of around 32% over the next five years. The food and grocery segment is the largest segment in the Indian retail market, accounting for around 54% of the total retail market. The retail industry in India is highly competitive with the presence of a large number of players. The industry is expected to witness further consolidation in the coming years.

Omni shoppers are a significant group of consumers because they have the ability to purchase items from a variety of retailers. Knowing the factors influencing the purchase intentions of this group can help retailers better understand what types of products and services they are interested in. Additionally, this information can help retailers tailor their marketing and advertising efforts to better reach this group of consumers.

2. Methodology: Focus group discussion was used for the exploratory research and quantitative research to arrive at and test the hypotheses. One of the methods of directing exploratory research is through focus groups for the purpose of gaining possible information to the research problem (Green Baum, 1988).

In this study, focus group discussions were led, and in all the focus group discussions, the moderator acted as the objective leader to the pre-screened audience and conducted the entire meeting in an unstructured and natural fashion. Interaction among the participants was ensured at the best possible level so that key insights could be shifted from all focus group interviews. Quantitative research, sometimes referred to as "survey research," is research involving organised questions where an enormous number of respondents are involved (Burns & Bush, 2009).

As a sequel to the qualitative research that led to the identification of the above parameters, a research which is qualitative was done to test certain hypotheses that would have implications for trade and in strategizing policy making. A survey method was used with a questionnaire instrument to measure: Product [Features], Product [Brand], price discount, promotion-coupons, pay later promotions, Product assortment, Shopping Convenience, Product Reviews, use of mobile in- store for price comparison. The survey was given to respondents from different demographics using Likert scale (1 to 5). Surveys were used as the quantitative analysis approach because the study needed the opinions of consumers who purchase in both retail and online settings about multi-channel purchasing.

By utilising the variables, the questionnaire was created using /scaling_techinque (Selltiz/, Wrightsman, Cook, Balch, Hofstetter, & Bickman, 1976) on a five point "Likert-scale

where,

1= Strongly Disagree,

2 = Disagree,

3 = Neither Agree nor Disagree,

4 = Agree,

5 = Strongly Agree

A total of 164 responses were received from the respondents from a group of 18-35 years of both the genders. The occupations of the respondents varied from students to employees in different organizations who had been online shoppers since the study was conducted on Omni channel shopping.

Total Subjects – 174
Age group- 18- 35
Time period – 3 months June 2022 to Sept 2022
Location – Visakhapatnam – Social media
Tools used – Google forms – Pre defined Questionnaire via Social Media.

A 5_point "Likert scale, where,

1= Strongly Disagree,

2 = Disagree,

3 = Neither Agree nor Disagree,

4 = Agree,

5 = Strongly Agree"

Tool Used: Latest SPSS – Factor Analysis with Regression Analysis

3. Analysis and Results:

3.1. Reliability Test:

Cronbach's alpha, calculated to check if the questions measure the independent variable correctly using the reliability analysis. The authenticity of questions that measure the independent variables can be determined.

One question was framed for every variable and the Cronbach's alpha for each variable is listed below that measures the internal consistency and reliability. /Cronbach's alpha values calculated/ for all the variables is greater than the acceptable level of 0.6 except for the variable – store inventory online as shown in Table 1. So these variables were further analysed.

Table 1: Shows Reliability Test: Cronbach's Alpha

Names of Variables	Cronbach's Alpha
❖ Product[Features]	.705
❖ Product [Brand]	.697
❖ Price Discount	.722
❖ Promotion-Coupons	.789
❖ Pay Later Promotions	.671
❖ Product Assortment	.723
❖ Shopping Convenience	.694
❖ Product Reviews	.822
❖ Use of Mobile In- Store For Price Comparison	.802

The correlation test "Kendal's-Tau-b" was achieved from reaction rating/, to evaluate correlation of the purchase intent of the customers when a product is offered in Omni channels. The correlation matrix establishes The relationship between the variables. The existence of a positive association between some of the common traits is revealed in this study by examining the r values of all

variables indicated above. Kendall's rank coefficient (Abdi2007), a statistic that is frequently used in statistical hypothesis testing to determine the statistically dependent variables.

It is a non-parametric test because it does not rely on the X or Y distributions. Kendall's tau-b is a nonparametric measure of the strength and direction of association between two variables measured on at least an ordinal scale. When your data fails one or more of the assumptions of the Pearson's product-moment correlation, it is considered a nonparametric alternative. It is also thought to be a viable alternative to the nonparametric Spearman rank-order correlation coefficient, particularly when the sample size is small and there are many tied ranks.

Kendall's τ coefficient is defined as:

$$\tau = (\text{No. of concodant pairs}) - (\text{No. of disconcodant pairs}) [n (n-1)//2]$$

Table- 2, Kendal's Tau-b, shows that no factors have a huge association and they can be viewed as non collinear and non-subordinate factors. A factor rotation test/ under factor/ analysis is achieved/, to lay out the relationship among these factors and to recognize the basic variables. Every one of the inquiries for a given develop should be homogeneous and mirror a similar basic build. Factor investigation is performed to track down the variable loadings, as it isn't known, whether each question contributes similarly to its individual develops.

3.2. Factor Analysis:

The factor analysis tests the samples are handled and factors are isolated under various parts to construct a component matrix. The factors with a higher component stacking (> 0.65) are gathered as elements that impact the result of the review. Table-3 shows the consequences of the factor analysis test. Total variance and cumulative-variance of the various components is explained in Table 4. Considering Eigen values > 1, we see from the Table 4 that the three components or factors have produced Eigenvalues > 1, which explain 71.153% of the variance in the data.

The recognized variables grouped as follows

Factor 1: Shopping Convenience, Product (Features), Product [Brand], Product assortment, price discount., Factor 2: pay later promotions, promotion-coupons.

Factor 3: Product Reviews, use of mobile in- store for price comparison.

Table- 2. Kendal's Tau-b, shows that no factors have a huge association

Names of Variables			Product [Feature]	Product [Brand]	Price Discount	Promotion-Coupons	Product Assortment	Shopping Convenience	Product Reviews	Use Of Mobile In- Store For Price Comparison	Pay Later Promotions
Kendall's tau_b	Product [Features]	Correl. Coeff.	1.000	.594**	.518**	.192**	.519**	.726**	-.033	.127	.133*
		Sig. (2-Tailed)	--	.000	.000	.004	.000	.000	.635	.058	.040
		N	174	174	174	174	174	174	174	174	174
	Product [Brand	Correl. Coeff.	.594**	1.000	.483**	.317**	.392**	.542**	-.078	.149*	.254**
		Sig. (2-Tailed)	.000	--	.000	.000	.000	.000	.245	.023	.000
		N	174	174	174	174	174	174	174	174	174
	Price Discount	Correl. Coeff.	.518**	.483**	1.000	.304**	.298**	.421**	-.220**	.092	.168**
		Sig. (2-Tailed)	.000	.000	--	.000	.000	.000	.001	.167	.009
		N	174	174	174	174	174	174	174	174	174
	Promotion-Coupons	Correl. Coeff.	.192**	.317**	.304**	1.000	.137*	.106	-.070	.108	.434**
		Sig. (2-Tailed)	.004	.000	.000	.	.033	.102	.298	.100	.000
		N	174	174	174	174	174	174	174	174	174
	Product Assortment	Correl. Coeff.	.519**	.392**	.298**	.137*	1.000	.648**	-.138*	.103	.180**
		Sig. (2-Tailed)	.000	.000	.000	.033	.	.000	.038	.115	.004
		N	174	174	174	174	174	174	174	174	174
	Shopping Convenience	Correl. Coeff.	.726**	.542**	.421**	.106	.648**	1.000	-.069	.117	.156*
		Sig. (2-Tailed)	.000	.000	.000	.102	.000	.	.303	.072	.013
		N	174	174	174	174	174	174	174	174	174
	Product Reviews	Correl. Coeff.	-.033	-.078	-.220**	-.070	-.138*	-.069	1.000	-.341**	-.015
		Sig. (2-Tailed)	.635	.245	.001	.298	.038	.303	.	.000	.817
		N	174	174	174	174	174	174	174	174	174
	Use Of Mobile In-Store For Price Compare	Correl. Coeff.	.127	.149*	.092	.108	.103	.117	-.341**	1.000	.145*
		Sig. (2-Tailed)	.058	.023	.167	.100	.115	.072	.000	.	.025
		N	174	174	174	174	174	174	174	174	174
	Pay Later Promotion	Correl. Coeff.	.133*	.254**	.168**	.434**	.180**	.156*	-.015	.145*	1.000
		Sig. (2-tailed)	.040	.000	.009	.000	.004	.013	.817	.025	.
		N	174	174	174	174	174	174	174	174	174

**. Correlation showed significant @ 0.01 levels (2-tailed).

*. Correlation had shown significant @ 0.05 levels (2-tailed).

Table3: Shows Factor Analysis: Communalities

Names of Variables	Initial	Extraction
❖ Product [Features]	1.000	.813
❖ Product [Brand]	1.000	.734
❖ Price Discount	1.000	.673
❖ Promotion-Coupons	1.000	.693
❖ Pay Later Promotions	1.000	.720
❖ Product Assortment	1.000	.628
❖ Shopping Convenience	1.000	.868
❖ Product Reviews	1.000	.774
❖ Use of Mobile In- Store For Price Comparison	1.000	.500
Extraction Method : Principal Component Analysis		

Table 4. Shows the Total Variance Explained

Sl. No.	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.860	42.890	42.890	3.860	42.890	42.890	3.552	39.472	39.472
2	1.429	15.877	58.766	1.429	15.877	58.766	1.532	17.023	56.495
3	1.115	12.387	71.153	1.115	12.387	71.153	1.319	14.658	71.153
4	.773	8.591	79.744						
5	.611	6.793	86.536						
6	.503	5.592	92.129						
7	.324	3.599	95.727						
8	.246	2.736	98.464						
9	.138	1.536	100.000						
Extraction Method: Principal Component Analysis.									

Table 5: Component Matrix[a]

Names of Variables	Component		
	1	2	3
❖ Shopping Convenience	.871		
❖ Product [Features]	.855		
❖ Product [Brand]	.853		
❖ Price Discount	.791		
❖ Product Assortment	.781		
❖ Promotion-Coupons			
❖ Pay Later Promotions			
❖ Product Reviews			.783
❖ Use Of Mobile In- Store For Price Comparison			

Extraction Method: Principal Component Analysis

Outcomes from the component matrix, rotated component matrix, and component transformation matrix (Tables 5, 6 & 7) indicate that the recognised variables have been divided into three factors or components, the first one is Shopping Convenience, Product (Features), Product (Brand), Product assortment, price discount. Thus, pay later promotions, promotion-coupons, Product Reviews, use of mobile in- store for price comparison do not seem to be independent variables. Therefore, five components [Shopping Convenience, Product (Features), Product (Brand), Product assortment, Price discount.] were considered as independent And its significance is assessed association with purchase intent of the consumers by carrying out regression analysis

Table 6: Rotated Component Matrix[a]

Names of Variables	Component		
	I	II	III
❖ Shopping Convenience	.932		
❖ Product[Features]	.901		
❖ Product [Brand]	.804		
❖ Product assortment	.772		
❖ Price discount	.762		
❖ pay later promotions		.841	
❖ promotion-coupons		.819	
❖ Product Reviews			
❖ Use of mobile in- store for price comparison			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 4 iterations.

Table7: Component Transformation Matrix

Component	1	2	3
1	.935	.272	.228
2	-.348	.827	.441
3	.069	.492	-.868

Extraction Method: PrincipalComponent Analysis.
Rotation Method: Varimax with Kaiser Normalization.

3.3. Regression Statistics: The Model summary in Table 8 indicates an *R* square 22.8%, this model accounts for 22.8% of the variance, while all other variables remain constant. that is, five components (Shopping Convenience, Product (Features), Product [Brand], Product assortment, price discount.)

Addressing, R Square value, and so forth. ANOVA in Table 9 shows the significant variables from the model, which is confirmed by further analysis of variance.

The factor analysis resultant variables' rotated component matrix was then used in SPSS to construct a "Factor Score" for performing a regression statistic to determine whether or not these variables are significant. Table 10 displays the regression statistic as well as the importance of its coefficients. Factor 1 predicts the outcome variable significantly (Sign. 0.01); however, Factors 2 and 3 do not predict the dependent (predictor) variable purchase intent significantly (Sign. 18.1%). Table 10 shows that for every 1% increase in Factor 1, there is a 0.579 (57.9%) increase in purchase intent when all other factors remain constant. As a result, the factors evaluated for Factor 1 are summarised in Table 11. However, these variables and factors must also be tested for collinearity, which is a test that looks for Multicollinearity among variables. Table 10 displays the results of the collinearity tests for the factors chosen for our study. The factor and variable are unrelated if the VIF value is 1.

Table 8. Model Summary

R Square	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.477[a]	.228	.214	1.042

a. Predictors: (Constant), factor3, factor1, factor2

Table 9: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	54.347	3	18.116	16.695	.000[a]
	Residual	184.464	170	1.085		
	Total	238.810	173			

a. Predictors : (Constant), factor3, factor1, factor2

b. Dependent Variable: Purchase Intention

Table 10: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	1.872	.404		4.635	.000	1.075	2.670		
	factor1	.579	.088	.466	6.599	.000	.406	.752	.912	1.097
	factor2	.108	.082	.093	1.319	.189	-.054	.269	.909	1.100
	factor3	-.088	.049	-.129	-1.815	.071	-.184	.008	.904	1.106

a. Dependent Variable: Purchase Intention

Table 11: Variables Identified

Factors	Variables Identified
Factor1	Shopping Convenience Product [Features] Product [Brand] Price discount Product assortment

3.4. Hypotheses Supported: Table 11 summarizes the 4 out of 9, variables and their corresponding hypotheses that were supported by this study. The study, designed on 9 key drivers of purchase intent with respect to Omni-channel shopping of an Indian consumer, indicated that 5 out of the 9 variables, that is, Shopping Convenience, Product [Features], Product [Brand], Product assortment, & price discount seem to influence the purchase intent.

H01:	A Product feature has no significant influence on Purchase intention	**Refuse**
H02:	Product brand has no significant influence on Purchase intention.	**Refuse**
H03:	Price Discount have no significant influence on Purchase intention.	**Refuse**
H04:	Coupon Promotions has no significant influence on Purchase intention.	**Supported**
H05:	Pay later promotions has no significant influence on Purchase intention.	**Supported**
H06:	Product Assortment has no significant influence on Purchase intention.	**Refuse**
H07:	Shopping Convenience has no significant influence on Purchase intention.	**Refuse**
H08:	Product Reviews has no significant influence on Purchase intention.	**Supported**
H09:	Use of Mobile in-store has no significant influence on Purchase intention.	**Supported**

3.5. Model: Unstandardized-Equation from regression analysis would be Purchase intent = 1.872 + 0.579* Factor 1

4. Discussions:

1. Kendall's Tau-b indicates that variables: price, store inventory online, location based promotion, product code, choosing way of delivery, delighted when product available online and offline, product review, and order status visibility have a significant relationship between them; whereas, product availability, product reviews, and self-service are not supported.
2. However, going forward, the consequences from component matrix, the rotated/ component matrix/ and component-transformation matrix indicate that the variables identified have been reduced to only three factors or components, with the first identified component consisting of Shopping Convenience, Product [Features], Product [Brand], Product assortment, price discount, the second one pay later promotions, promotion-coupons, and the third Product Reviews.
3. Only two components – Factor-1, (Shopping Convenience, Product (Features), Product (Brand), Product assortment, price discount emerge) and factor-2 (pay later promotions, promotion-coupons) as significant independent variables.
4. However, the regression statistics and significance of its coefficients specify that Shopping Convenience, Product (Features), Product (Brand), Product assortment, price discount are significant; whereas pay later promotions, promotion-coupons, Product Reviews, are not significant for the dependent (predictor) variable - purchase intent.

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