

FACTORS INFLUENCE THE CONSUMERS' PURCHASE INTENTION OF OMNICHANNEL IN TAMILNADU

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Abstract

This research examines the factors influence the consumers purchase intention of Omni channel in Tamil Nadu. Descriptive research design is adopted for this study to test the purchase intention of Omni channel marketing. The researcher has used primary data from those who are purchase the goods in Omni channel marketing. Purposive sample technique is suitable sampling method so that used purposive sample. 100 customers are used for this study. It was entered data in SPSS for analysis purpose. Descriptive statistical analysis, correlation and linear regression were computed. It is found that it is inferred that the behaviour intent and subjective norm are influence positive influence the consumers purchase intention but attitude is negative influence the consumers purchase intention of purchase of omnichannel product.

Keynote: Marketing, Purchase intention, Omnichannel, Tamil Nadu.

INTRODUCTION

Omnichannel marketing denotes to a group's presence across multiple channels. Omni channel marketing channels can comprise websites, apps, social media, and email, in addition to offline channels, such as retail stores or company. Previous research showed that Covid-19 pandemic Change the customer purchase behaviour and consumer mind set. After the Covid 19 consumers purchase the good through online and also involved the social media marketing. Social media marketing is increased recent years, purchase products through online channels using (Nica et al., 2022). Kliestik, Kovalova et al., (2022) in the online atmosphere, buyer data collected from social media could be used to decide a brand customer and behaviour of customer. Andronie et al. (2021) revealed that the positive attitudes influence on trust and perceived risk of online trading. The consequences of risk and trust will be create the impact on purchase value and intention of online shopping result Moreover, omnichannel retail delivers customer value (Hopkins, 2022).

Omni channel using the artificial intelligence (AI) has reduces perceived risk while purchase of product through this channel, Kliestik, Zvarikova et al., (2022). Hopkins (2022) claimed that Artificial intelligence increasing users' intention and social value creation, (Nica et al., 2022). Manakitsomboon (2021) found that Thai Millennials are want to visit physical stores.

This integration can be rise customer satisfaction, if the service is high quality it can be fulfil his/her needs (Lee, 2020). Herhausen et al., 2015 said the perception of Customer risk or

uncertainty has support to marketing channel. Hence, this study examines the factors influence the consumers' purchase intention of Omni channel in Tamilnadu.

OBJECTIVES OF STUDY

- To study the customers opinion towards the purchase intension
- To test the relationships between determinates of Consumers purchase intention
- To analyse the factors influence the Consumers purchase intention

HYPOTHESIS OF THE STUDY

- Ho: There is no factors influence the Consumers purchase intention
- Ho: there is no relationships between determinates of consumers purchase intention

METHODOLOGY

The study has been used descriptive research method to identify the factors influence the consumers' purchase intention of omnichannel in Tamilnadu. Purchase intention is dependent variable and. Here, usefulness of product, ease of use of the product, behavioural control, subjective norm, behaviour intent and attitude called as independent variables. The questionnaire was developed based on previous literature work. The research has been used purposive sample method to collected 100 customers from who are using onmichannel marketing. This research was used MS word and SPSS for data analysis. Most related analysis is computed such as descriptive statistic, correlation and regression test.

ANALYSIS AND DISCUSSION

Table 1: Perceived usefulness

Perceived usefulness	Mean	Std. Deviation
Using the omnichannel retailing would increase my ability to select best electronic goods among all.	3.28	1.20
I think that omnichannel retailing such as this one should be part of each retailer shop.	3.46	1.12
Using omnichannel retailing would enhance my performance in choosing best electronic goods.	3.45	1.30
Using omnichannel retailing would make it easier to know product specification before purchasing.	3.39	1.28
Using omnichannel retailing would make it easier to select the required product by comparing with all other product.	3.26	1.18

Table 1 represents the Perceived usefulness. Mean and standard deviation used. The observed mean value are using the omnichannel retailing would increase my ability to select best

electronic goods among all (3.28), they think that omnichannel retailing such as this one should be part of each retailer shop (3.46), Using omnichannel retailing would enhance my performance in choosing best electronic goods (3.45), Using omnichannel retailing would make it easier to know product specification before purchasing. (3.39), using omnichannel retailing would make it easier to select the required product by comparing with all other product (3.26). It is found that ability to select best electronic goods, part of each retailer shop, know product specification and select the required product are high opinion towards the usefulness of omnichannel retailing

Table 2: Perceived ease of use

Perceived ease of use	Mean	Std. Deviation
At early stage, learning to use omnichannel retailing for purchasing electronic goods is difficult for me.	3.38	1.22
Learning to operate omnichannel retailing for purchasing electronic good was easy for me.	3.14	1.22
The use of omnichannel retailing for purchasing electronic goods does not confuse me.	3.13	1.30
Omnichannel retailing for purchasing electronic goods are easy to navigate	3.38	1.19
Using of omnichannel retailing for purchasing electronic goods enable me to have more accurate information	3.39	1.17

Table 2 discuss the Perceived ease of use. Mean and standard deviation computed. The mean value are omnichannel retailing is difficult purchasing electronic goods (3.38) Learning to operate omnichannel retailing for purchasing electronic good was easy (3.14), The use of omnichannel retailing for purchasing electronic goods does not confuse (3.13), Omnichannel retailing for purchasing electronic goods are easy to navigate (3.38), Using of omnichannel retailing for purchasing electronic goods enable me to have more accurate information (3.39). It is establish that purchasing electronic goods is difficult, Learning to operate, goods does not confuse, easy to navigate and more accurate information are high level perception towards the Perceived ease of use.

Table 3: Perceived behavioral control

Perceived behavioral control	Mean	Std. Deviation
I am able to confidently use omnichannel retailing for purchasing electronic goods.	3.38	1.19
I have the knowledge to use omnichannel retailing for purchasing electronic goods	3.41	1.13
I have the resource to use omnichannel retailing for purchasing electronic goods	3.37	1.21
I have the control to use omnichannel retailing for purchasing electronic goods	3.18	1.18

Table 3 elaborates the Perceived behavioural control. Mean and standard deviation used. The detected mean value are they able to confidently use omnichannel retailing for purchasing electronic goods (3.38), they have the knowledge to use omnichannel retailing for purchasing electronic goods (3.41), they have the resource to use omnichannel retailing for purchasing electronic goods (3.37), they have the control to use omnichannel retailing for purchasing electronic goods (3.18). It is inferred that confidently use omnichannel, knowledge to use, resource to use, control to use are strong opinion towards the Perceived behavioral control.

Table 4: Subjective norm

Subjective norm	Mean	Std. Deviation
My family members think I should use omnichannel retailing for purchasing electronic goods.	3.43	1.16
My close friends thinks I should use omnichannel retailing for purchasing electronic goods	3.35	1.24
My peers thinks I should use omnichannel retailing for purchasing electronic goods	3.49	1.13
My family members requires me to use omnichannel retailing for purchasing electronic goods	3.42	1.08
I would share ideas about omnichannel retailing without pressure from external social factor	3.58	1.10
Who Use Omnichannel Retailing Have More Prestige	3.44	1.20
The status symbols among my friends use the omnichannel product.	3.55	1.14

Table 4 represent the Subjective norm. Mean and standard deviation applied. The observed mean value are their family members think they use omnichannel retailing for purchasing electronic goods (3.43), their close friends thinks they use omnichannel retailing for purchasing electronic goods (3.35), their peers thinks they use omnichannel retailing for purchasing electronic goods (3.49), their family members requires them to use omnichannel retailing for purchasing electronic goods (3.42), would share ideas about omnichannel retailing without pressure from external social factor (3.58), use Omnichannel Retailing Have More Prestige (3.44), using omnichannel for purchasing is considered as status symbol among my friends (3.55). It is found that family member, close friends, and peers are strong perception towards the omnichannel retailing of Subjective norm the use of omnichannel retailing is the more Prestige and status symbols among their friends

Table 5: Behaviour intent

Behaviour intent	Mean	Std. Deviation
I intent to continue using omnichannel retailing for purchasing electronic goods.	3.35	1.18
I intent to frequently use omnichannel retailing for purchasing electronic goods	3.52	1.11
Assuming I have plan to purchase electronic goods in omnichannel retailing, I intent to adopt it.	3.34	1.20
Given that I have planned to purchase electronic goods in omnichannel retailing, I predict that I would adopt it.	3.60	1.05

Table 5 depicts the Behaviour intent. The mean values are they intent to continue using omnichannel retailing for purchasing electronic goods (3.35), they intent to frequently use omnichannel retailing for purchasing electronic goods (3.52), Assuming they have plan to purchase electronic goods in omnichannel retailing, they intent to adopt it (3.34) and Given that they have planned to purchase electronic goods in omnichannel retailing, and they predict that they would adopt it (3.60). The customers are purchasing the product through omnichannel retailing continue use, frequent purchase are strong opinion towards the behaviour intent.

Table 6: Attitude

Attitude	Mean	Std. Deviation
I think positively about using omnichannel retailing for purchasing electronic goods.	3.46	1.16
Omnichannel retailing is a positive tool for purchasing electronic goods.	3.32	1.21
Using omnichannel retailing for purchasing electronic goods is a wise idea.	3.45	0.95
Omnichannel retailing is worth to use for purchasing electronic goods.	3.39	1.06
I plan to use omnichannel retailing for purchasing electronic goods on a regular basis for future.	3.45	1.24
Using omnichannel retailing for purchasing electronic goods gives a pleasant feeling.	3.47	1.05

Table 6 discuss the Attitude. Mean and standard deviation used. The observed mean value are I think positively about using omnichannel retailing for purchasing electronic goods (3.46), Omnichannel retailing is a positive tool for purchasing electronic goods (3.32), Using omnichannel retailing for purchasing electronic goods is a wise idea (3.45), Omnichannel retailing is worth to use for purchasing electronic goods (3.39), they plan to use omnichannel retailing for purchasing electronic goods on a regular basis for future (3.45), and Using omnichannel retailing for purchasing electronic goods gives a pleasant feeling (3.47). It is inferred that customers are attitude towards purchase of omnichannel retailing is positive think

and good idea. It is inferred that most of the customers are agreed that omnichannel retailing product are having good quality.

Table 7: Consumers purchase intention

Consumers purchase intention	Mean	Std. Deviation
Every time i got the right things. I wanted to get from Omni channel.	3.61	1.07
I am happy with my decision to purchase products.	3.46	1.14
I am satisfied with the promotional activities in omnichannel	3.49	1.14
Omni channel strategies are satisfying my needs in an excellent manner.	3.40	1.14
I am happy to use omnichannel purchase regularly.	3.26	1.11
Whenever i buy products i will repeatedly purchase the brand.	3.35	1.24
I buy through omnichannel even if the price changes.	3.66	1.15

Table 7 explains the Consumers purchase intention. The calculated mean value observed that they wanted to get from Omni channel (3.61), they happy with their decision to purchase products (3.46), they satisfied with the promotional activities in omnichannel (3.49), Omni channel strategies are satisfying their needs in an excellent manner (3.40), they happy to use omnichannel purchase regularly (3.26), repeatedly purchase the brand (3.35), and price changes when buy through omnichannel (3.66). The result revealed that happy with their decision to purchase products, promotional activities, repeatedly purchase the brand and purchase regularly are strong opinion towards the Consumers purchase intention. From the finding it is inferred that most of the customers are agreed with omnichannel is excellent manner of fulfil the basic need of the customers. In addition using the omnichannel retails is more reputation and prestige.

Table 8: Relationships between determinates of Consumers purchase intention

	Customers purchase intention	Perceived usefulness	Perceived ease of use	Perceived behavioral control	Subjective norm	Behaviour intent	Attitude
Customers purchase intention	1						
	.375						
Perceived usefulness	.886**	1					
	.000						
Perceived ease of use	.781**	.780**	1				
	.000	.000					
Perceived behavioral control	.658**	.645**	.723**	1			
	.000	.000	.000				
Subjective norm	.381**	.309**	.354**	.383**	1		
	.000	.000	.000	.000			
Behaviour intent	.839**	.818**	.802**	.610**	.397**	1	
	.000	.000	.000	.000	.000		
Attitude	.730**	.731**	.593**	.462**	.246**	.803**	1
	.000	.000	.000	.000	.000	.000	

Table 8 explains the Relationships between determinates of consumers purchase intention. Here, usefulness of product, ease of use of the product, behavioural control, subjective norm, behaviour intent and attitude called considered as an independent variables. Consumers purchase intention is treated as a dependent variable

Ho: There is no relationships between determinates of consumers purchase intention

Pearson correlation analysis is applied. The correlation values are customers Perceived usefulness (0.886), customers Perceived ease of use (0.781), customers Perceived behavioural control (0.658), Subjective norm (0.381), Behaviour intent (0.839), and Attitude (0.730) are correlated with Consumers purchase intention. The p-values are having below 5% level. Hence, hypothesis is rejected. It is found that customers perceived usefulness, Behaviour intent, customer's perceived ease of use, Attitude, perceived behavioral control and Subjective norm correlated to Consumers purchase intention.

Table 9: Factors influence the Consumers purchase intention

R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
.912 ^a	.831	.827	.40133	224.832	.000 ^a

Coefficients of Model					
	Unstandardized Coefficients value		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.609	.111		-5.491	.000
Perceived usefulness	.177	.025	.348	6.955	.000
Perceived ease of use	-.078	.045	-.079	-1.730	.085
Perceived behavioral control	.023	.041	.021	.568	.570
Subjective norm	.361	.024	.366	14.823	.000
Behaviour intent	.370	.055	.351	6.720	.000
Attitude	-.147	.040	-.149	-3.670	.000

Table 9 explains the factors influencing the Consumers purchase intention. Here usefulness of product, ease of use of the product, behavioural control, subjective norm, behaviour intent and attitude are determinants are framed as an independent variables and Consumers purchase intention is framed as a dependent variable.

Ho: There is no factors influence the Consumers purchase intention

Regression analysis is used to recognize the effect of exploratory variables on dependent variable. The calculated adjusted r-square value is 0.827. It is shown that the exploratory variables are influenced at 0.827 levels. It is inferred that the independent variables such as usefulness of product, ease of use of the product, behavioural control, subjective norm,

behaviour intent and attitude are influenced at 82.7 percent towards the Consumers purchase intention. The p-value is 0.001. Hence, the hypothesis is rejected.

The unstandardized co-efficient beta value shows the strong point of connection among dependent and exploratory variables. It is conveyed by the equation as monitors;

Consumers purchase intention = 0.609+ 0.370 (Behaviour intent) + 0.360 (Subjective norm) + 0.177 (Perceived usefulness) – 0.147 (Attitude)

The equation indicates that Behaviour intent, influence by the 0.370 levels, Subjective norm influence by the 0.360 levels on Consumers purchase intention. But, Attitude is influenced by -0.147 levels on Consumers purchase intention.

It is inferred that the Behaviour intent and Subjective norm are influence positive influence the Consumers purchase intention but Attitude is negative influence the Consumers purchase intention of purchase of omnichannel product. The omni retailing is positive influence the purchase intension of the customers. It is inferred that most of the customers are like the omni channel retailing because of their personality and behaviour match with the omni channel retailing business.

CONCLUSION

The study examines the purchase intention of Omnichannel marketing. Most of the customers are using online purchase after the COVID-19. After pandemic the online purchase has rapidly spread at worldwide. Omni channel is one of the popular relationship marketing methods. Omni market method is affecting not only societies and also its affect the marketing ecology of the marketing world, (Chen & Chi, 2021). Omnichannel marketing is reducing the consumer risk of the purchase the goods by online. This channel is well integrated such as price, product and channel of distribution. Zhang et al., (2018) mobile applications, social media platforms, and e-commerce has importance tools for reach the customers. Lorenzo-Romero et al., (2020) conclude that online retail strategy is gaining impact of fashion industry and also consumers goods. It is inferred that the Behaviour intent and Subjective norm are influence positive influence the Consumers purchase intention but Attitude is negative influence the Consumers purchase intention of purchase of omnichannel product. It is suggested that customers more aware the scam of product and payment system. It is implication of the research is customers are receiving the justice at very long time so government make sure implement the law system at short time and valuable justice.

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