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MASTERS IN BUSINESS MANAGEMENT

Grégory JEANTIL

Understanding consumer's purchase intention in omnichannel retailers in the Triangulo Mineiro and Alto Paranaíba regions, in Brazil.

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Advisor: Prof. Dr. Verônica Freitas de Paula

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DEDICATION

We dedicate this research work in a special way:

To our parents:

To my deceased mother **Jeanne PIERRE** for her contribution in my studies and Mr. **Gérard JEANTIL** for his sacrifice, his support, and his prayers throughout my two (2) years of studies.

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I wish you a pleasant reading.

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"To have faith is to climb the first step even

when you can't see the whole staircase".

Martin Luther King

ABSTRACT

The purpose of this research is to describe the factors that influence consumer purchase intent in omnichannel retailers. We began the study with a literature review based on omnichannel strategy in relation to omnichannel consumer behavior; the emergence of connected and mobile devices, and the different types of channels that evolve up to the omnichannel strategy. Retailers are developing strategies to account for the effect of smartphones that are eliminating the distinction between channels and changing consumer behavior. To conduct this research, we adopted a descriptive quantitative study; first, we designed an online survey focused on omnichannel retail customers in one region of Brazil, we developed a questionnaire based on the literature review regarding consumer purchase intention. As we focus on omnichannel retailers and consumers' experiences with multiple channels and new technology, we started from the questions presented by Juaneda-Ayensa, Mosquera, and Murillo (2016) and Santos (2014) and then developed the questionnaire; we conducted a pretest with three participants after the approval of the ethics committee to check for possible misunderstanding or confusion with the instrument. Based on the suggestions received, the wording and format of four questions were modified. We used IBM SPSS Statistics 26 to perform the exploratory factor analysis. Subsequently, we developed a latent variable analysis based on the partial least squares (PLS) technique. We had a total of 359 respondents during the data collection period (from October 18, 2021 to November 7, 2021). The respondents were asked about their behavior during their last purchase in the 12 months prior to data collection. The results of this research show that effort expectancy and performance expectancy are important factors to explain the attitude and purchase intention, with a positive effect on the behavioral intention, and the main determinants of purchase intention in an omnichannel context and the profile of consumers in the regions of Triângulo Mineiro and Alto Paranaíba, based on their purchase experiences with a company recognized as omnichannel and active in the studied region. Our study contributes to a better understanding of the purchase intentions of omnichannel consumers in their buying process and the factors that influence them and the specificity of each channel and each touch point in the composition of the customer's consumption experience.

Keywords: Multichannel, Omnichannel retailer, Consumer behavior, Purchase intention

RESUMO

Esta pesquisa tem como objetivo descrever os fatores que influenciam a intenção de compra do consumidor em varejistas omnichannel. Iniciamos o estudo com uma revisão bibliográfica baseada em uma estratégia omnichannel em relação ao comportamento omnichannel do consumidor, o surgimento de dispositivos conectados e móveis, e os diferentes tipos de canais que desenvolvem a estratégia omnichannel. Os varejistas estão desenvolvendo estratégias para lidar com o efeito dos smartphones que estão eliminando a distinção entre canais e mudando o comportamento do consumidor. Para conduzir esta pesquisa, adotamos um estudo quantitativo descritivo; primeiro, projetamos uma pesquisa online focada em clientes de varejo omnichannel em uma região do Brasil, desenvolvemos um questionário baseado na revisão da literatura sobre a intenção de compra do consumidor. Ao nos concentrarmos nas experiências de varejistas omnichannel e consumidores com múltiplos canais e novas tecnologias, partimos das perguntas apresentadas por Juaneda-Ayensa, Mosquera e Murillo (2016) e Santos (2014), e propomos um instrumento para coleta de dados; realizamos um pré-teste com três participantes após a aprovação do comitê de ética para verificar possíveis mal-entendidos ou confusão com o instrumento. Com base nas sugestões recebidas, a redação e o formato de quatro perguntas foram alterados. Utilizamos o IBM SPSS Statistics 26 para realizar a análise do fator exploratório. Posteriormente, realizamos uma análise variável latente baseada na técnica dos mínimos quadrados parciais (PLS). Tivemos um total de 359 respondentes do questionário de pesquisa durante o período de coleta de dados de 18 de outubro de 2021 a 7 de novembro de 2021. Os respondentes foram então questionados sobre seu comportamento durante sua última compra nos 12 meses anteriores à coleta de dados. Os resultados desta pesquisa mostram que a expectativa de esforço e a expectativa de desempenho são fatores importantes para explicar a atitude e a intenção de compra, com um efeito positivo sobre a intenção de comportamento, e os principais determinantes da intenção de compra em um contexto omnichannel e o perfil dos consumidores nas regiões do Triângulo Mineiro e Alto Paranaíba, com base em suas experiências de compra com uma empresa reconhecida como omnichannel e ativa na região estudada. Nosso estudo contribui para uma melhor compreensão das intenções de compra dos consumidores omnichannel em seu processo de compra e os fatores que os influenciam e a especificidade de cada canal e ponto de contato na composição da experiência de consumo do cliente.

Palavras-chaves: Multicanal, varejo omnicanal, Comportamento do consumidor, Intenção de compra

RÉSUMÉ

Cette recherche vise à décrire les facteurs qui influencent l'intention d'achat des consommateurs chez les détaillants omnicanaux. Nous avons commencé l'étude par une revue de littérature basée sur la stratégie omnicanale en relation avec le comportement du consommateur omnicanal. L'émergence des appareils connectés et mobiles, et les différents types de canaux que font évoluer la stratégie omnicanale. Les détaillants développent des stratégies pour prendre en compte l'effet des smartphones qui éliminent la distinction entre les canaux et modifient le comportement des consommateurs. Pour mener cette recherche, nous avons adopté une étude quantitative descriptive ; tout d'abord, nous avons conçu une enquête en ligne axée sur les clients de la vente au détail omnicanale dans une région du Brésil, nous avons développé un questionnaire basé sur la revue de la littérature concernant l'intention d'achat des consommateurs. Comme nous nous concentrons sur les détaillants omnicanaux et les expériences des consommateurs avec les canaux multiples et la nouvelle technologie, nous avons commencé à partir des questions présentées par Juaneda-Ayensa, Mosquera et Murillo (2016) et Santos (2014) ; nous avons effectué un pré-test avec trois participants après l'approbation du comité d'éthique pour vérifier les éventuels malentendus ou la confusion avec l'instrument. À partir des suggestions reçues, la formulation et le format de quatre questions ont été modifiés : au lieu d'énumérer les options, le répondant indique l'option principale par ordre de préférence, les répondants choisissent l'option principale ; Nous avons utilisé IBM SPSS Statistics 26 pour effectuer l'analyse factorielle exploratoire. Par la suite, nous avons entrepris une analyse des variables latentes basée sur la technique des moindres carrés partiels (PLS). Nous avons eu au total 359 répondants disponible à avoir répondu au questionnaire de recherche durant la collecte de données qui se fait entre 18 octobre 2021 a 7 novembre 2021. Ensuite, les répondants ont été interrogés sur leur comportement lors de leur dernier achat au cours des 12 mois précédant la collecte des données. Les résultats de cette recherche montrent que l'espérance d'effort et l'espérance de performance sont des facteurs importants pour expliquer l'attitude et l'intention d'achat, avec un effet positif sur l'intention comportementale, et les principaux déterminants de l'intention d'achat dans un contexte omnicanal et le profil des consommateurs des régions de Triângulo Mineiro et Alto Paranaíba, sur la base de leurs expériences d'achat auprès

d'une entreprise reconnue comme omnicanale et active dans la région étudiée. Notre étude contribue à une meilleure compréhension des intentions d'achat des consommateurs omnicanaux dans leur processus d'achat et des facteurs qui les influencent et la spécificité de chaque canal et de chaque point de contact dans la composition de l'expérience de consommation du client.

Mots-clés : Multicanal, détaillant omnicanal, comportement du consommateur, intention d'achat.

LIST OF ABREVIATIONS

CAPES – Coordination for the Improvement of Personnel

FAGEN – College of Business and Management

AMA – American Marketing Association

CEP – Research Ethics Committee

UFU – Uberlandia Federal University

MCI - Multichannel Integration

MSI - Marketing Science Institut

PPGA - Graduate Program in Management

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SUMMARY

In recent years, the relevance and impact of the omnichannel phenomenon on organizations has become evident. It is a recent trend (Harsha, Subramanian, & Uichanco, 2019; Sarquis, Morais, Cittadin, Giuliani, & Scharf, 2017) that encompasses different areas in itself to deal with a transformation involving all levels of a company. To learn more, particularly in the area of administration, studies were found in the literature mainly related to the fields of marketing, logistics, strategy and information technology.

With the advent of the mobile channel, social media, tablets and the integration of new touch points with existing channels, the retail industry is evolving from a multichannel to an omnichannel model (Rigby, 2011) and this arrival has largely transformed consumer behavior (Lamberton & Stephen, 2016). Among the many research studies proposed, Lemon and Verhoef (2016) highlight the need to better understand the customer journey, i.e., to understand in depth how individuals navigate between different touch points. Indeed, the way consumers search for products, interact with brands, share information and experiences, and purchase products across different channels requires deeper exploration (Lamberton & Stephen, 2016).

The internet has enabled the emergence of different sales and consumer contact channels which, in turn, have made little appearance between the online and offline environments (Botelho & Guissoni, 2016; Brynjolfsson, Yu & Rahman, 2013; Kotler & Armstrong, 2017; Simone & Sabbadin, 2018).

Beyond this definition, Lazaris and Vrechopoulos (2014) have noted that omnichannel involves not only the simultaneous use of channels, but the experience of combining them in an integrated manner. This experience must be unique and perfect for the customer and can occur in a physical store, a website, a mobile application, a call center or other (Harsha, Subramanian & Uichanco, 2019; Juaneda-Ayensa, Mosquera & Murillo, 2016; Kotler, Kartajaya & Setiawan, 2016; Kotler, Kartajaya & Setiawan, 2019; Von-Briel, 2018). The omnichannel strategy is intensifying and retailers are challenged to provide an environment with experiential features, where the point of sale increases customer involvement, allowing them to interact with products and get information on how best to use them.

One of the consequences of these changes is the constitution of the new consumer evaluation profile (Kazancoglu & Aydin, 2018). With the help of technology, omnishopper navigates through different channels during the shopping trip, expecting compatible experiences across them, and reaching the physical environment with a wealth

of information that shortens the decision-making process. For this reason, interaction with sellers now reflects a relationship of complicity and information exchange, not just conviction and recommendations (Guillien, 2015; Herhausen, Binder, Schoegel, & Herrmannet, 2015; Juaneda-Ayensa, Mosquera, & Sierra Murillo, 2016; Vanheems, 2012).

On the other hand, some experts argue that offline and online channels can be consistent, simultaneous and compatible (Gabisch & Gwebu, 2011; Melero et *al.*, 2016) and coexist due to the transformation of physical facilities during the digital transformation and how customers buy today (Gallino & Moreno, 2014; Mármol & Fernández, 2019). Melis et *al.*, (2015) and Melero et *al.*, (2016) stress the importance of understanding what drives them to evaluate each channel so that companies can offer them a satisfying purchasing experience.

Today, the majority of major retailers offer their customers the option of using multiple channels, including the Internet, to purchase a product or service (Sorescu et *al.*, 2011). This strategy, which is referred to as "multichannel" (Levy & Weitz, 2009), allows consumers to interact with a company through different touch points to satisfy their various needs. Over the past decade, numerous studies have been conducted on multichannel. Indeed, the scientific literature has been particularly fruitful in exploring several topics related to this theme. Among these, we highlight research on consumers' motives and intentions to select one channel among several (Kollmann et al., 2012; Schoenbachler & Gordon, 2002), the barriers for companies to be multichannel (Lewis et al., 2014; Neslin & Shankar, 2009; Zhang et al., 2010) and the dangers of cannibalization with the adoption of more than one channel (Deleersnyder et al., 2002; Falk et al., 2007). As such, the multichannel strategy has been well addressed from a scientific perspective

Methods of interaction between consumers and businesses have undergone significant change due to the many rapid and intense technological advances that have taken place in recent years (Straker, Wrigley, & Rosemann, 2015). In addition to traditional retail outlets, companies have begun to offer their customers additional interaction channels such as the web and smartphone applications, social networks, digital stores and call centers (Shen et *al.*, 2018). In this context, the phenomenon known as omnichannel emerged and customers started using not only one of the available interaction channels, but all of them, often simultaneously (Lazaris & Vrechopoulos, 2014).

A consistent experience is available to satisfy the customers'needs (Lazaris & Vrechopoulos, 2014; Shen et *al.*, 2018). It is important to note, however, that the success of the omnichannel strategy depends on perception, ease of use, and the positive effect generated (Shen et *al.*, 2018).

To be successful in the omnichannel approach, each retailer must seek the best alternative to deliver its channels, knowing its market, customer behavior, competence and resources (Teixeira, 2017). One of the main challenges of the omnichannel strategy is to offer a unique consumer experience, thanks to the homogeneity of all its channels. The retail market, due to technological advances that have eliminated the boundaries between physical and digital, is facing a new approach model which mainly seeks to understand the consumers' behavior and help them concentrate on products only (Teixeira, 2017).

In sum, although this vision of omnichannel from a consumer purchase intention perspective among retailers refers to some elements reported in the literature (Kamel & Kay, 2011; Rosenblum & Kilcourse, 2013; Verhoef et *al.*, 2015), it is interesting insofar as it valorizes a dimension of omnichannel that has often been reported in recent times following the transformations of several companies. The reported definitions and managerial articles published (Bloomberg, 2014; Brynjolfsson et al., 2013; Rigby, 2011) to date mostly adopt a customer experience perspective across the different online and physical channels.

Indeed, the latter mainly refer to the consumer experience through the multiplicity of physical and virtual touch points (social networks, mobile applications, store, etc.) and pay a lot of attention to the aspect of technology, including the one necessary to adopt an omnichannel strategy.

This study also looks at the consumer behavior relationship. Although the acceptance of this notion is still recent, numerous studies show that the consumer behavior relationship is very important (Aaker & Keller, 2006; Brown et *al.*, 2005; Fournier, 2009; Keller, 2007; Simmons et *al.*, 2010; Chen & Lin, 2014). Indeed, the consumer behavior relationship is an excellent indicator of success around the world.

According to Fournier et *al.*, (2012), the consumer behavior relationship is an indispensable tool for mitigating the risks that a brand may encounter. This reasoning is supported by Kim and Kwon (2011) and Hanslin and Rindell (2014) in the context of brand assessment. Thus, what distinguishes one brand from another is the ability to create

a strong bond with its market. In this context, this study aims to describe the factors influencing consumers' purchase intention in omnichannel retailers.

To this end, to achieve the objective of this research and find the answer to the research question, the thesis proceeds as follows: we review the literature on the subjects of omnichannel strategy, we elaborate the operational and conceptual definition of constructs, we explain the methodological procedures used to carry out descriptive quantitative research; than we present the results indicating the main determinants of the purchase intention in omnichannel retailer's context. Finally, we present our final considerations and the managerial and theoretical implications.

To address this issue, interviews were conducted with omnichannel consumers. We wanted to get participants to discuss their vision of omnichannel, the roles of their channels and their concerns in adapting their strategies and operations to implement an omnichannel approach.

1.1. Research problem

The study seeks to answer the following research problem: What are the factors influencing consumers' purchase intention in omnichannel retailers?

1.2. Objectives

In order to answer the research question, we set some objectives for this study. The main objective is to describe the factors influencing consumers' purchase intention in omnichannel retailers.

1.2.1. Specific objectives

The specific objectives of this study are to:

a) Describe omnichannel consumers' profile ;

b) Identify the factors that influence consumers' decision to choose omnichannel retailers;

c) Identify the factors that influence consumers' decision to not choose omnichannel retailers;

d) Describe the characteristics of purchases in omnichannel context.

1.3. Research justification

This study is relevant for many reasons. First, we believe it is necessary to know consumer behavior in order to assess their understanding of omnichannel strategies and

how this affects their purchase process.

Therefore, there are two main reasons for this study: from a theoretical point of view, there has been an increase in research on omnichannel (Cummins, Peltier, & Dixon, 2016; Kembro, Norman & Eriksson, 2018; Melacini, Perotti, Rasini, & Tappia, 2018; Taylor, Brockhaus, Knemeyer, & Murphy, 2019), revealing the interest of researchers in this topic.

From a practical and empirical point of view, there are still few studies aimed at analyzing the impact of the adoption of omnichannel strategies on consumer behavior, especially regarding their purchase intention in omnichannel retailers.

This research adds value by showing the importance of the factors influencing consumer behavior, especially when they use multiple channels (touch points) in their purchase processes. As the respondents in our sample also included people from other regions, in addition to Triângulo Mineiro and Alto Paranaíba, a comparative analysis of the profile of respondents from different regions was also conducted. The results of the research are expected to identify the effect of the main determinants of purchase intention in an omnichannel context. Based on the results, different processes can be implemented by organizations, helping understand the consumer's purchase intention in the omnichannel context.

From a regional point of view, this research contributes to know the factors that influence the consumers' purchase intention in omnichannel retailers in the region of Triângulo Mineiro and Alto Paranaíba, showing how the consumer in the studied region acts in the omnichannel context omnishoppers.

Indeed, understanding how retailers' position and communicate the specific roles of their different channels in an omni-channel strategy is also relevant in the current scenario. As Bell, Gallino and Moreno (2014) point out, channels are playing new roles in cross-channel practices. We will highlight the possible concerns of organizations moving towards an omnichannel strategy, in particular how it affects customer behavior. This study presents a theoretical contribution as it in may help increase scientific results about omnichannel strategies and consumers´ behavior in this context. Thus, this research may offer a panorama that will help map future agenda for other researchers. Therefore, the importance of this research reaches different levels: organizational, academic, social, and for consumers.

In addition, this proposal fits the criteria for the Masters program and the research line organizational management and regionality as it focuses on the Triangulo Mineiro

and Alto Paranaíba region, meeting the criteria of regionality. The main research topic includes channels and market, in accordance with the the advisor's research group and projects.

1.4. Research Structure

We have organized this research into six sections, the first of which is the introduction in which we present the contextualization of the theme, the research problem, the general and specific objectives of the study, the justifications for this study and the structure of the research. The second chapter presents a review of the literature to allow the reader to fully grasp the relevant themes of this research. It discusses multichannel and omnichannel strategies, omnishoppers, and includes the operational and conceptual definition of constructs. The third chapter discusses the methodology based on descriptive quantitative research with a survey for data collection. In the fourth chapter, we present the results and analyses of this research. The fifth chapter presents an overview of the results as well as the limitations, contributions and implications of our research. Finally, the last chapter presents the references.

2. Literature Review

The purpose of this chapter is to analyze the theoretical contributions related to omnichannel strategy and customers'behavior. It is essential to review some of the key aspects that arise from this theoretical contribution. First, we identify some definitions and concepts specific to multichannel and omnichannel. We focus on the conceptual definition of omnichannel strategy and multichannel strategies as they have generated some theoretical confusion because they are similar concepts. However, these terms do not have the same meaning (Gerritsen et *al.*, 2014), which makes it necessary to elucidate them. Next, we discuss the evolution of consumer behavior, focusing specifically on omnishoppers. Finally, we present the operational and conceptual definition of constructs.

2.1. Multichannel and Omnichannel Strategies

The multichannel strategy, or multichannel marketing strategy, has been used for a long time, especially in retail. However, its importance has increased considerably with the emergence of new business channels, particularly marketing channels and the Internet (Zentes, Morschett & Schramm-Klein, 2007). Since the introduction of e-commerce, interest in the concept of multichannel marketing, or multichannel strategy, has first increased slightly and then sharply especially after 2000. Today, it is one of the most interesting topics in the field of marketing channels and marketing in general (Lovreta &

Stojković, 2009). In addition, the multichannel strategy has a growing influence in the online sales sector, as more and more stores are equipped with a distribution network and the management of all channels.

It has become a management model that raises major technological and organizational concerns. In the literature dedicated to this topic, the emphasis is increasingly systematic on the need for a global and combined management of all the channels offered to consumers in their coordination and even their integration. The management of logistics operations, linked to Internet sales, is often associated with a purchasing system developed for stores. This is a major approach because, without it, there are significant risks for companies in terms of simply adding a new channel. Multichannel integration means that a company's channels will be viewed as part of a coherent value-creation system, rather than as parallel or isolated elements. This is essential to avoid consumer frustration resulting from delivery processes (Jackson, 2010). Chen et *al.* (2018) points out that currently, companies are more open to developing and spreading physical and digital customer service environments to extend consumer reach, complement existing service structures, and absorb the benefits of each specific environment. In this context, the phenomenon known as the omnichannel approach, in which customers use the different interaction channels available, sometimes simultaneously, has emerged (Lazaris & Vrechopoulos, 2014).

The omnichannel approach coordinates processes and channels of interaction with a business to create a consistent and integrated channel transition experience (Lazaris & Vrechopoulos, 2014; Saghiri et *al.*, 2017; Shen et *al.*, 2018). Barwitz and Maas (2018) state that the omnichannel approach represents an opportunity for a company to use technologies to help personalize customer service and focus on customer information generated across physical and digital environments.

Omnichannel strategy proposes to look at channels collectively and in an integrated manner. The literature largely treats each channel as competing for customer use and ignores the potential for channel integration and the benefits that this model might offer (Chen et *al.*, 2018; Li et *al.*, 2018). The way the literature treats channels (as independent) is confirmed and reinforced in practice because often these channels are created and managed independently by the company, with little regard for integration (Saghiri et *al.*, 2017; Shen et *al.*, 2018).

Therefore, omnichannel strategy and corresponding integration of service channels can be useful for retail departments. The diversity of physical and digital

channels has become the norm for companies, which represent one of the various economic sectors of retail. The emergence of digital service channels has led to significant changes in their relationships with customers (Straker et *al.*, 2015; Bapat, 2017).

With the technological evolution of recent years, digital communication platforms have multiplied (social networks, mobile applications on phones or tablets). However, from the retailer's point of view, a transaction carried out through an internet connection, whether it comes from an application or a social network, remains a transaction carried out on its transactional website. In brief, the table I summarizes the key differences between omnichannel and multichannel strategies, showing that the primary goal of omnichannel is to provide a comprehensive customer experience that offers a convenient and easy shopping experience.

Table 1: Multichannel strategy and Omnichannel strategy

	Multichannel Strategy	Omnichannel Strategy
Concept degre of integration	Division between channels partial	Full integration of channels and touchpoints total
Channel Scope	Store, website and mobile	Store, web, social media, Customers'touchpoints
Relationship focus	Channel Focus	Brand Focus
Objective	Channel Objectif (Sales per channel, experience per channel)	All channel working to offer a holistic customer experience.
Channels	Perchannel	Crosschannel
Management	Management of channels and customer touchpoint geared toward optimizing the experience which each on perceveid interaction with the channel	Synergic management of channel customer touchpoint geared toward perceveid interaction with brand
Customers retailers	No possibility of triggering interaction No possibility in controlling the interaction of all channels	Can trigger full interaction control Control full integration of the channels
Salespeople	Do not adapt to selling behavior	Adapt selling behaviour using different argument depending on each customer's needs and knowledge of the product.
Data	Data are not shared across channels	Data are fully shared Across channels

Source: Based on Rigby (2011), Piotrowicz and Cuthbertson (2014), Beck and Rygl (2015), and Verhoef et *al.* (2015).

After defining omnichannel and multichannel strategies, the following section will present the concept of purchase process and omnishoppers.

2.2. Purchase Process

Neslin et *al.*, (2006), Konus et *al.*, (2008), and Kollmann et *al.*, (2012) describe the consumer purchase journey in three distinct phases: research, purchase, and post-sale. Depending on the retailer, these different phases can be handled by the same channel or by different channels. A typical path for today's consumer is, for example, to search for information on the Internet, before going to the point of sale to make a purchase, and then returning home to post a comment on the product purchased. It should also be noted that the phases can be divided into sub-stages which can themselves be handled by different channels. "As an illustration, while a customer was previously required to complete the entire transactional phase (ordering, payment, obtaining the product) with a single channel, it is now possible for him to place his order or payment on a retailer's website and pick up his product in the store" (Vanheems, 2012).

Compared to the first phase of the buying process, which is the research phase, the Internet has brought its share of changes. Today's consumer now has access to a large amount of information and sources of information. Their research is no longer blocked by temporal or geographical barriers: they no longer need to wait until they have a free day or time of day, to physically go to a point of sale or to see a friend to get advice (Ahn et *al.*, 2007; Verhoef et *al.*, 2015).

Purchasing processes are classified according to different characteristics. One type of process is an ad hoc process, which is very flexible, with the actual path of the process being entirely chosen at the time of execution. There is no predefined path to follow and individuals decide on the steps of the process as they go along. The flow of control between activities in a purchasing process cannot be modeled until it occurs (Dustdar, 2004; Dustdar & Hoffmann, 2005).

2.3. The evolution of consumer behavior: Omnishoppers

The concept of consumer behavior emerged in the 1960s (Oliveira, 2016). The objective was to develop marketing strategies that achieve positive results. Was a need for companies to understand the attitudes and buying behaviors by the consumer? And nowadays, more than ever, studying consumer behavior is when companies perceive opportunities to meet the demands of its customers (Karsaklian, 2008). Consumer behavior research and analysis is understood as "the study of the processes involved when individuals or groups select, purchase, use, or offer products, services, ideas, or experiences to satisfy needs and wants (Solomon, 2018, p. 24).

For Mowen and Minor (2013), consumer behavior is the study of purchasing units and trading processes involved in the acquisition, use, and disposal of goods, services, experiences, and ideas. According to Engel et *al.*, (2007), consumer behavior includes activities that people engage in when they obtain and consume products and services. It is important to understand the process of choosing between different existing brands.

According to Kotler, Keller and Kevin (2006), it aims to study how individuals, groups and organizations select, purchase, use and dispose of products to meet customers' needs and desires. Karsaklian (2008), points out that the consumer is provided with personality and, for this reason, each person identifies and understands the world in various ways (perception), reacting automatically to the context through the senses.

In short, the buyer must draw on the behavioral sciences to understand consumers and their behavior. According to Kotler, Keller and Kevin (2006), it essentially seeks to satisfy the needs and desires of consumers. However, the author highlights that only this is not enough for a company to survive in a competitive market. The challenge is to understand the customers and their consumption behaviors, namely: how the buying process works, to develop strategies that influence decision-making process, through the creation of differentials (Goldstein & Almeida, 2000).

These types of processes are highly dynamic and flexible. Dorn et *al.*, (2010) defined this flexibility as the ability to adapt the process flow to demand by adding, skipping, or reorganizing process steps. Online shopping decision making is flexible, and in some ad hoc process shaped at the time of execution, its flexibility makes it difficult to analyze. However, we argue that, despite this flexibility, there are common behavioral patterns that can be observed and analyzed although the details and order of activities are decided at the time of execution.

Consumers find information, evaluate it and make a choice. Various models have been developed to describe this behavior. The purchase decision process is constructive and is shaped by the consumer and the decision-making context (Bettman, Luce & Payne, 2008). It therefore varies across individuals, decisions, and contexts (Xia & Sudharshan, 2012). The exploration of consumer information processing behavior in the context of traditional shopping, which takes place in physical stores, has long attracted the attention of researchers (Su, 2007), resulting in an in-depth knowledge of behavior in this context. Figure 1 shows how the consumer searches through different channels for the products he ornshe wants to buy.

Figure 1 : Consumer contact point
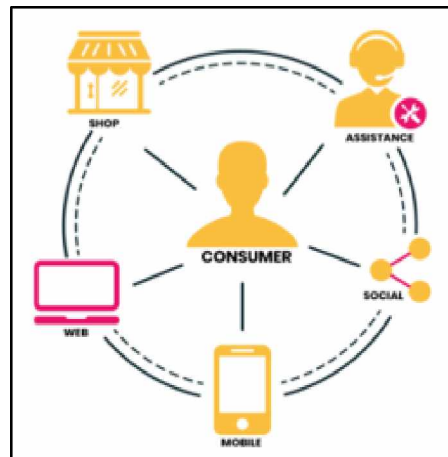
Source: Eminence (2021)

Omnichannel marketing system or strategy is a type of marketing where all channels are integrated without any interruption (Lazaris & Vrechopoulos, 2014, p.2) and it aims to provide consumers with a shopping experience (Piotrowicz & Cuthbertson, 2014). As a strategy, it is more advanced than, a multi-channel strategy as it aims to provide a complete and seamless shopping experience with a customer-centric marketing approach (Juaneda-Ayensa, Mosquera, & Murillo, 2016).

In the omnichannel environment, customers can move freely between channels within a single transaction process (Verhoef, Kannan, & Inman, 2015) while retailers try to increase customer purchases by using various channels (Beck & Rygl, 2015, Klaus, 2013). In this way, they present all distribution points as part of a single design instead of connecting the brand to the customer via separate channels. Verhoef et *al.*, (2015) pointed out that consumer experiences across multiple channels in an omnichannel context are important for retailers.

The omnishopper is a type of person who seeks product features using a mobile app, compares prices on multiple websites from their laptop, and finally purchases the product in a physical store (Juaneda-Ayensa, Mosquera, & Murillo, 2016). This consumer 3.0 uses new technology to seek information, offer opinions, explain experiences, make purchases, and talk to the brand (Juaneda-Ayensa, Mosquera, & Murillo, 2016, p. 2). In an omnichannel context, all channels are used in an accessible and meaningless way during the purchase, and it is difficult, if not nearly impossible for retailers to control this usage (Verhoef, Kannan, & Inman, 2015).

Considering the limited number of studies examining how omnichannel shopping is used and adopted by consumers; that the omnichannel shopping experience is a new concept for consumers; and that the theoretical understanding of the omnichannel context

in the literature has focused primarily on the organizations´ perspective, there is a gap in understanding the consumer's perspective in this new context. The following section presents the operational and conceptual definitions of constructs to help fill this gap.

2.4. Operational and conceptual definition of constructs

Our research framework allows us to operationalize and conceptualize the constructs. They help to understand important phenomena such as the factors that influence omnichannel consumers on purchase intention. These constructs represent a significant advance in understanding the profile of omnichannel consumers, consumers' decision to choose omnichannel retailers as well as the characteristics of shopping in an omnichannel context.

According to Hair et *al.*, (2014), constructs can not be observed directly, but need to be represented by one or more manifest variables. All indices and scales used were based on the literature review addressed in this research. In the case of the adopter profile construct, performance expectations, effort expectations, interpersonal influence, hedonic motivations, among others, served as a basis for the composition of the construct.

In table 2, the operationalization of the constructs that compose the research model will be presented, defining the scales that will be used.

Table 2: Construts: Profile and behavior of the omnichannel consumer

Construts	Dimension/definition/variable
Adopter Profile	I am among the first in my group of friends to acquire a new technology I enjoy the challenge of understanding high-tech equipment I prefer to use the most advanced technology available I give advice to people about new technology I believe that technology can improve people's lives I am up-to-date on the latest technologies in my areas of interest I need to be convinced of the necessity of using certain technology I consider it unsafe to make financial transactions online I prefer to buy the basic models rather than the feature-rich models
Performance Expectancy	I believe that people can solve their problems without technology Being able to use multiple channels allows me to buy quickly Being able to use multiple channels is helpful for me Being able to use multiple channels makes my life easier I find the company's different online platforms easy to use
Effort Expectation	Learning to use the company's different online platforms (like website, APP, WhatsApp, social media) is easy for me The company's online platforms seem to be integrated/connected to the company's physical platforms (such as stores, stands, door-to-door sales people)
Interpersonal Influence	The people who are important to me think that I should use different channels, choosing whichever is most convenient at any given time The people who influence my behavior think that I should use different channels, choosing whichever is most convenient at any given time The people whose opinions I value prefer that I use different channels, choosing whichever is most convenient at any given time

Hedonic Motivations	The people whose opinions I value use different channels, choosing whichever is most convenient at any given time
	Being able to use multiple channels is enjoyable
	Being able to use multiple channels is enjoyable
	Being able to use multiple channels is useful
Habit	Using different channels (physical store, website, mobile app) has become a habit for me
	I frequently use different channels to make purchases
	I try to buy from companies that offer different sales channels
Perceived security	Using credit cards to make purchases over the Internet is safe
	Making payments online is safe
	Providing my personal data to the company seems safe
Innovation	When I hear about a new technology, I look for a way to try it out
	Among my friends or family members, I am usually the first to try out new technologies
	Before I try a new product or brand, I seek the opinion of people who have already tried it
	I like to experiment and test new technologies
Purchase Intention	I prefer to store at stores that offer different channels
	I like to tell my friends to store at stores that offer different channels
	I would like to repeat my experience in stores that offer different channels

Source: (Lu, Yao & Yu 2008; Venkatesh et al., 2003; Venkatesh et al., 2012; Escobar Rodríguez & Carvajal-Trujillo, 2014; Hartono et al., 2014; Huang et al., 2011; Chellapa et al., 2008; Nov & Ye, 2008; Shiffman and Kanuk, 2007).

The *adopter profile* refers to the different reactions that potential adopters may present in relation to a purchase intention. Through this hypothesis it is possible to classify individuals or groups of individuals into categories, according to their propensity to adopt new ideas (Lu, Yao, & Yu, 2008).

Studies on the consumer behavior of the purchase intention in omnichannel retailers should consider personal traits of the potential adopter, such as individual profile, considering that they can be determinants in the adoption process (Mantovani et al., 2012).

H1: Adopter profile positively affects consumers' purchase intention in omnichannel retailers.

The *performance expectancy* is an individual's degree of belief about the possible gains in job performance from their use of the technology system during their purchase journey (Venkatesh et al., 2003). Three factors that affect the performance expectancy are perceived usefulness, extrinsic motivation, and job fit (Shin, 2009). It was the most important explanatory factor for purchase intention.

H2: Performance expectancy positively affects consumers' purchase intention in omnichannel retailers.

The *effort expectancy* is the degree of ease associated with consumers' use of technology in encounter spaces during shopping (Venkatesh et al., 2012). In a similar

finding by Davis et *al.* (1989), effort-oriented constructs are expected to be more salient in the early stages of a new behavior, when process issues represent hurdles to be overcome, and later become overshadowed by instrumentality concerns. This perspective has shown that the ease of creating, disseminating, storing, retrieving, and updating knowledge managed by technology influences usage behaviors.

H3: Effort expectancy positively affects consumers' purchase intention in omnichannel retailers.

The **interpersonal influence** is the degree to which an individual perceives the importance to others (family, friends) believe they should use different channels depending on their needs (Venkatesh et *al.*, 2012). This construct refers to the concepts of subjective norms, social factors and image.

H4: Social influence positively affects consumers' purchase intention in omnichannel retailers.

The **hedonic motivations** correspond to the degree to which an individual believes that the organizational and technical infrastructures exist to support his/her use of the system (Venkatesh et *al.*, 2003, p.453). Yang (2010) found that utilitarian and hedonic performance expectancy, social influence, and facilitating conditions are critical determinants of US consumers' intentions to use mobile shopping services and that the hedonic or entertainment aspect of mobile shopping services is the most critical driver of US consumers' intentions to use mobile shopping services. This construct refers to the concepts of perceived behavioral control, facilitating conditions, and compatibility.

H5: Hedonic motivations positively affect consumers' purchase intention in omnichannel retailers.

Habit is defined as the way of acting, or behaving when users tend to perform a behavior due to learning that directly influences the consumer's purchase intention (Venkatesh et *al.*, 2012; Escobar Rodríguez & Carvajal-Trujillo, 2014).

H6: Habit positively affects consumers' purchase intention in omnichannel retailers.

Perceived security and its determinants have been examined in many studies (Hartono et *al.*, 2014; Huang et *al.*, 2011; Chellapa et *al.*, 2008), but the results are inconsistent because the definition of perceived security is not always the same. In the omnichannel context of consumer behavior based on purchase intentions, perceived security refers to the degree to which users believe that a transaction on a mobile payment service is secure (Frasquet et *al.*, 2015). In the context of omnichannel retailers, perceived

security refers to the degree to which users believe a transaction on a financial and personal platform is safe (Kim et *al.*, 2008).

H7: Perceived security positively affects consumers' purchase intention in omnichannel retailers.

Agarwal and Parasad (1998) define **innovation** as an individual's willingness to adopt new ideas by trying different new products or channels. Individual users are known to differ in their tendency to adopt new technologies (Nov & Ye, 2008). According to the authors' conceptualization of personal innovativeness, a person is qualified as innovative if he or she is quick to adopt an innovation (Agarwal & Prasad, 1998; Xu & Gupta, 2009).

H8: Innovation positively affects consumers' purchase intention in omnichannel retailers.

In consumer behavior research, **purchase intention** is more widely investigated than the purchase itself. According to Shiffman and Kanuk (2007), purchase intention refers to the possibility that a consumer will buy a given product. Thus, it is assumed that the higher the purchase intention, the higher the probability of a purchase.

H9: Purchase intention positively affects consumer buying behavior in omnichannel retailers.

The table 3 summarizes the core constructs aforementioned.

Table 3: Definition of the core constructs

No	Factors	Constructs' definitions
1	Adopter profile	Different reactions that potential adopters may present in relation to a purchase intention.
2	Performancy expectancy	The degree to which using a technology will provide benefits to consumers in performing certain activities.
3	Effort expectancy	The degree of ease/effort associated with consumers' use of the technology/channel.
4	Social influence	Consumer's perception of what others (e.g., family & friends) think of them when using technology/channel.
5	Habit	The extent to which people tend to perform behaviors automatically because of learning.
6	Hedonic motivation	The pleasure or enjoyment derived from using a technology/channel.
7	Personnal innovativeness	An individual's willingness to try a new technology or channel.
8	Perceived Security	Consumers belief on the safety of transactions on mobile/digital payment services.
9	Purchase Intention	It refers to the possibility that a consumer will buy a given product.

Sources: Based on Faizan & Lim (2015)

2.5. Reasearch Hypotheses

Based on the models and theories analyzed and the research model, nine hypotheses were outlined to be tested in this research, which can be seen in table 4.

Table 4: Research Hypotheses

Hypotheses	Description
H1	Adopter profile positively affects consumer's purchase intention in the omnichannel retailers.
H2	Performance expectancy positively affects consumers' purchase intention in omnichannel retailers.
H3	Effort expectancy positively affects consumer's purchase intention in omnichannel retailers.
H4	Social influence positively affects consumer's purchase intention in omnichannel retailers.
H5	Hedonic motivations positively affect consumer's purchase intention in omnichannel retailers.
H6	Habit positively affects consumer's purchase intention in omnichannel retailers
H7	Personal innovation positively affects consumer's purchase intention in omnichannel retailers
H8	Perceived security positively affects consumer's purchase intention in omnichannel retailers.
H9	Purchase intention positively affects consumer buying behavior in omnichannel retailers.

Source: Prepared by the author, 2022

To operationalize the constructs, the recommendation of Hair et *al.*, (2014) was considered, to insert at least three indicators for each construct, to obtain a more reliable scale. Table 5 presents the variables used and the number of indicators for each construct and research model.

Table 5: Number of indicators per construct of the research model

Constructs	Numbers of questions (indicators)
AP	10
PE	3
EE	3
SI	4
HM	3
H	3
PS	3
I	4
PI	3

Source: Prepared by the author, 2022

3. Methodology

This section presents the methodology adopted in this descriptive quantitative study. Quantitative research makes it possible to better test theories or hypotheses. It is appropriate when there is an already well-recognized theoretical framework. Quantitative research very rarely converges on a single framework; it often proposes several. In such cases, they must be compared and combined. (Giordano & Jolibert, 2016). This section includes the following sub-sections: methodological procedures of data collection and sampling; and analysis of the data collected.

We designed an online survey focusing on omnichannel retail customers from a Brazilian region. For the purpose of this study, we defined omnishoppers as those

shoppers who used at least two channels of the same retailer during their shopping journey. The respondents were supposed to answer the questions considering their behavior in their most recent purchase in the 12 months prior to the data collection.

3.1. Methodological procedures

This sub-section aims to reveal the type of methodology used and the reasons why it was favoured. Being of a quantitative-descriptive nature, this study requires a methodology that is in line with its objectives as well as its particularities. Thus, in order to respond to the research problem defined and to specifically target the research question, a quantitative strategy was favoured for this study.

According to Marzuki (2008, p. 28), the descriptive research aims to collect data and test hypotheses about the current state of the research subject. It aims to determine current practices, status or characteristics at the level of the situation under study. The data is collected through questions asked to the people involved in the situation (questionnaires, interviews, etc.) or through observations.

The choice of quantitative research can be justified by several elements emanating mainly from the phenomenon being studied and the advancement of knowledge in this field. According to Couratier and Miquel (2007, p.18), the choice of a quantitative methodology is favoured when one wants to understand a phenomenon in depth, in all its scope and complexity, without being satisfied with a photograph taken at a given moment. According to the authors, this type of study would aim to analyze "the why" and explore the reasoning behind consumer behavior in omnichannel context.

The survey method is an interrogative method (Wuillemin, 2006). It enables us to measure the perception that individuals have of social objects. The interviewer presents the situation and puts the subjects in a situation where they show their points of view, behaviors and knowledge. The interviewer thus finds himself in an apparent paradox because he is trying to obtain spontaneous answers in response to planned questioning.

Therefore, at the level of the surveys we are conducting for data collection, consumers will be the respondents in order to identify the factors that influence omnichannel consumers' behavior purchase intention in omnichannel retailer.

3.2. Data collection and sampling

The following section presents the tool used for the data collection method. Data collection was done through primary data (survey), as well as secondary data, including

journalistic articles that address the theme of the study and enrich the research triangulation (Fortin, 2010). The literature review made it possible to clearly identify the research problem and to account for as much information as possible (Fortin, 2010).

The data was collected online and therefore reached people beyond the Triângulo Mineiro and Alto Paranaíba regions. We decided to analyze all the data, considering that they are also Brazilian consumers, and a comparison between the profile of respondents from different regions was included in the analysis.

The main function of the questionnaire is to extend the survey and to statistically verify the extent to which the information and assumptions previously collected can be generalized (Combessie, 2007). Thus, in our research, we used this method to collect data from consumers. We developed a questionnaire based on the literature review regarding consumers' purchase intention. As we are focusing on omnichannel retailers and consumers' experiences with multiple channels and new techonology, we started from questions presented by Juaneda-Ayensa, Mosquera and Murillo (2016) and Santos (2014).

The questionnaire was applied in Portuguese as this is the primary language spoken by the chosen sample, we included closed structured questions as well as open dissertative ones, and we used a five points Likert scale for some of the questions (from 1 – strongly disagree to 5 – strongly agree). Before developing the survey, the research proposal was submitted to the Ethical Comittee at UFU (CAAE: 48800721.0.0000.5152). The questions derived from Juaneda-Ayensa, Mosquera & Sierra Murillo (2016) were translated using a back-translation method: one person translated the items to Portuguese; another person then translated them back from Portuguese to English; and finally, a third person verified the translations to ensure its accuracy.

We conducted a pretest with three participants after the approval of the Ethical Comittee to check possible misunderstandings or confusion with the instrument. From the suggestions received, the wording and format of four questions were changed: instead of listing the options, the respondent will indicate the main option in order of preference, the respondents would choose the main option.

We used IBM SPSS Statistics 26 to perform the exploratory factor analysis. Subsequently, we undertook a latent variable analysis based on the partial least squares (PLS) technique. To achieve the objective, basically, theory development, we chose to use the PLS technique to evaluate the structural model before testing the causal model. Next, we estimated a confirmatory factor model to investigate the validity of the scale

and examined the underlying structure. To this end, we created a causal model and used structural equations to assess the magnitude and effect of factors that influence consumer purchase intent among omnichannel retailers.

The questionnaire began with an introduction that assured participants of the confidentiality of their answers and informed them of the approximate duration of the questionnaire, the objective of this study and what they were asked to do. The questionnaire is available in the Appendix (we included the Portuguese version as this is the one submitted to the Ethical Comittee and that was answered by the sample).

Data from the pretest were discarded. We considered omnishoppers those shoppers who use at least two channels of the same retailer during their shopping journey (Juaneda-Ayensa, Mosquera, & Murillo, 2016). We also included questions regarding the respondents' profile (such as age, income, region, profession and technology usage).

Sampling is defined as the process of selecting a portion of the population (Fortin, 2010). In this type of sampling, items are selected using random methods. Given that the research is of a quantitative descriptive nature, it is assumed that non-probability sampling is the most appropriate for the current research. This type of sampling involves recruiting participants for a research project in a non-random manner. As a result, not everyone has an equal chance of being selected. This type of sampling can lead to selection bias, thus limiting the generalizability of the results (Andrew & Halcomb, 2009). According to Crowsby et al., (2010), the sample has the same attributes as the target population. For this research, the sample was drawn from a population of consumers to understand their behavior in the purchasing process.

The sample size will represent at least five times the number of items (57) used in the questionnaire, as suggested by Hair et al. (2009). Therefore, we needed a minimum of 285 (two hundred eighty-five) valid responses in the application period stipulated in the survey schedule. The questionnaire was available through Google Forms from October 18, 2021 to November 7, 2021. During this time, we received 359 answers, of which all were valid.

Our research must also be considered in the context of the COVID-19 pandemic, since the pandemic changed the order of things and the normal functioning of omnishoppers' lives, as well as impacted companies in different sectors.

3.3. Analysis of the data collected

For the purpose of data analysis, we developed a confirmatory factor analysis

before testing the hypotheses through structural equation modeling (SEM). SEM is a technique to estimate causal relationship among variables. Following two-stage analytical procedure, measurement model is analyzed first to assess the reliability and validity of the instrument and then hypotheses were tested through structural model.

3.3.1. Measurement model

The measurement model needs to be assessed for construct validity, indicator reliability, convergent validity and discriminant validity.

Table 6: construct validity, convergent validity and discriminant validity

Scale	CR >0,7	α	AVE > 0,5	AP	PE	EE	II	HM	H	PS	I	PI
AP	0,91	0,75	0,80	**0,90**								
PE	0,93	0,88	0,88	0,56	**0,89**							
EE	0,92	0,66	0,87	0,49	0,44	**0,92**						
II	0,91	0,90	0,77	0,52	0,33	0,18	**0,94**					
HM	0,94	0,84	0,87	0,48	0,41	0,61	0,30	**0,96**				
H	0,93	0,74	0,66	0,37	0,57	0,42	0,44	0,47	**0,92**			
PS	0,92	0,44	0,80	0,61	0,39	0,55	0,18	0,53	0,33	**0,90**		
I	0,96	0,80	0,85	0,46	0,47	0,33	0,22	0,32	0,49	0,22	**0,94**	
PI	0,95	0,93	0,89	0,40	0,52	0,44	0,22	0,39	0,54	0,34	0,59	**0,93**

Source: Prepared by the author, 2022

In our research, we conducted a confirmatory factor analysis with some modifications. We can verify that the loadings for all standardized parameters are greater than 0.70 (Hair et *al.*, 2013). The model confirms that the indicators converge with the assigned factors. The model was verified in terms of construct reliability, convergent validity, and discriminant validity. Composite reliability and Cronbach's alpha values were > 0.70, and convergent validity of the constructs was also confirmed, with mean explained variance (AVE) > 0.50 in all cases.

According to Roldán & Sánchez-Franco (2012), the discriminant validity of constructs is measured by comparing the square root of the average variance extracted (AVE) of each construct with the inter-construct correlations. The square root of mean variance extracted the mean variance extracted is greater than the corresponding inter-construct correlation of the diagonal items presented in the table below. This criterion was also met in all cases. In addition, the loading of each item on its corresponding factor was greater than the cross-loadings on the other factors.

3.3.2. Analysis of structural model

Moving further with smart-PLS data analysis, a SEM was performed to assess the strength of the proposed model for this study. In order to assess the structural model,

lateral collinearity test (VIF), R^2 values and corresponding t-values were estimated. Findings of these analyses are discussed below.

Table 7: Analysis of Structural model

	R^2	Q^2	Path coeff.	t	Low CI	High CI	Variance %	P-values	Hypotheses
	49,35%	0,452							
AP > PI			0,269	3,709	0,184	0,372	17,28	0,000	Accepted
PE > PI			0,296	2, 836	0,210	0,413	14,5	0,000	Accepted
EE > PI			0,362	3,692	0,280	0,342	17,23	0,000	Accepted
II > PI			0,080	2,117	-0,189	0,245	2,09	0,345	Rejected
H > PI			-0,012	1,75	-0,239	0,235	-1,23	0,660	Rejected
MH > PI			0,353	2,475	-0,334	0,408	2,78	0,567	Rejected
PS > PI			0,254	0,48	0,265	0,185	1,345	0,000	Accepted
I > PI			0,587	6,417	0,225	0,323	18,45	0,000	Accepted

Source: Prepared by the author, 2022

On table 7 we note that the magnitude, sign and significance of the coefficients are all present. After having tested our hypotheses, we conclude that only four (4) of the nine (9) hypotheses were rejected, i.e., our work was supported by five (5) hypotheses: the H1 hypothesis concerning the adoption of the omnichannel consumer profile, the H2 hypothesis concerning personal expectation, the H3 hypothesis concerning effort expectation, the H7 hypothesis concerning innovation and the H9 hypothesis concerning consumer purchase intention.

On the other hand, hypothesis H4 concerning interpersonal influence, hypothesis H5 concerning habit, hypothesis H6 concerning hedonic motivation and hypothesis H8 concerning perceived security were all rejected as their relationship was not proven.

Regarding hypothesis 9, the majority of the respondents fully agreed on their preference to shop in stores that offer different channels, repeat experiences in stores that offer different channels, and share their intention with others about stores that offer different channels. All in all, we conclude that Hypothesis 9 had a different response index compared to the other hypothesis constructs in our research.

Thus, let us note that the model was found to predict omnichannel purchase intention (R^2 = 49,35%) in table 7. This can clearly explain that our results showed that omnichannel consumer purchase intention in multiple channels is influenced by profile adoption, personal innovation, effort expectancy and performance expectancy. In contrast, contrary to our hypotheses based on the broader prior literature, interpersonal influence, habit, hedonic motivation, social influence, and perceived safety do not affect omnichannel purchase intention.

Our results also show that effort expectancy and performance expectancy are important factors in explaining attitude and purchase intention, with a positive effect on

behavioral intention, as has been widely reported in the literature (e.g., Childers et *al.*, 2001; Verhoef et *al.*, 2007; Rose et *al.*, 2012). Effort expectancy is the second most important predictor and has a direct positive influence on purchase intention (e.g., Karahanna and Straub, 1999; Venkatesh et *al.*, 2003, 2012).

This could be due to the fact that omnishoppers are more accustomed to using multiple channels and are more task-oriented, using different channels or technologies to search for better prices or maximize convenience at any time. Consistent with previous research (e.g., Venkatesh et *al.*, 2003, 2012; Escobar-Rodríguez & Carvajal-Trujillo, 2014), performance expectancy has been found to be the third most important predictor of behavioral intent in an omnichannel environment.

Following the table based on the structural model that tests the research hypotheses in our work, figure 2 shows the antecedents that affect the purchase intention of the omnichannel consumer.

Figure 2: Theoretical model of purchase intention
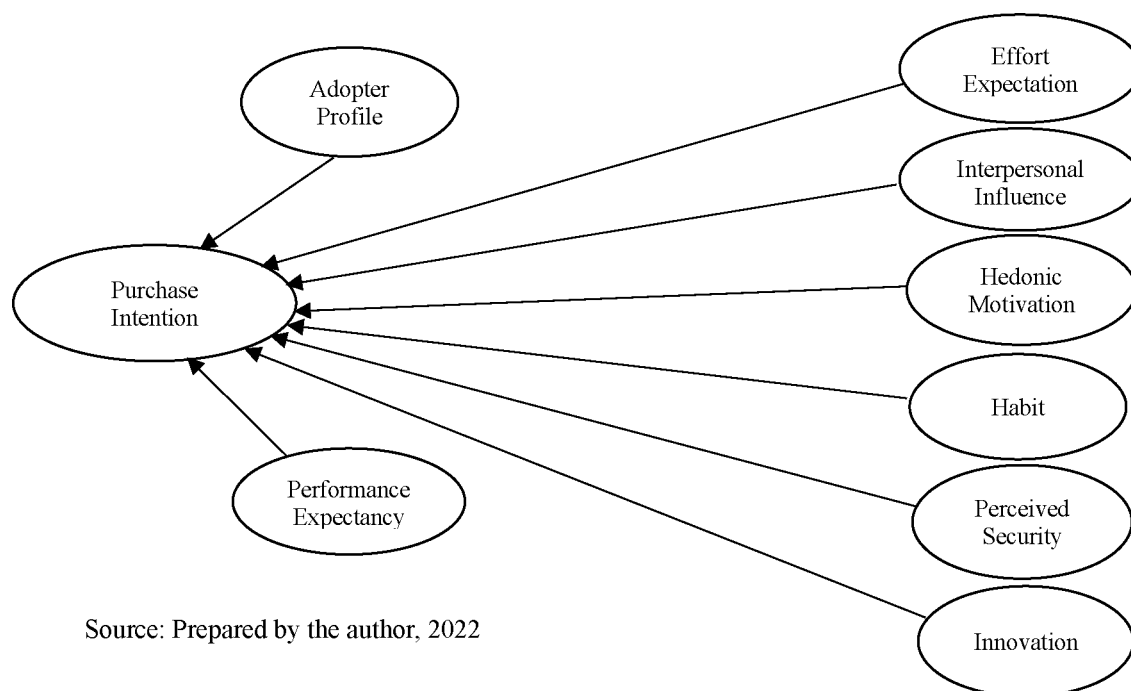
Source: Prepared by the author, 2022

4. Analysis of the results

The results of our research meet the theoretical reference regarding the omnichannel consumer's purchase intention, characterized by the search for the integration of omnichannel strategy, omnishoppers through omnichannel consumer behavior and mobile device adoption (Verhoef et *al.*, 2017). In addition, the transition to an omnichannel approach, which emphasizes the technology of seamless device usage across channels, reinforces the need to develop this research.

In this section we present the profile of the respondents as omnichannel consumers (social factors, multiple channels, online/store).

4.1. Respondents' consumer profile

The collected data was checked for missing values and none were found. In order to examine the response patterns based on the Likert scale, we calculated the standard deviation and mean for all data pertaining to the constructs model concepts in the research. Since all questionnaire items were measured on a Likert scale, no outliers were observed.

Given that our study was based on the Triângulo Mineiro and Alto Paranaíba regions, we find the main limitation of the study: as the survey was conducted online, respondents from other regions of Brazil also participated describing their omnichannel behavior as well as their intention in the online purchase process. Our results show that respondents are always looking for ways to satisfy their needs in order to experience them and be the first to try them. Especially in the period of the pandemic, managers of companies that claim to be omnichannel had to take into account a change in consumer purchases. It is recommended to constantly deploy changes in different ways to attract and surprise consumers. Table 8 explains the profile of the respondents in terms of gender, age and academic degree.

Table 8: Gender, Age groups, Academic degree

Characteristics	Frequency	(%)
Gender		
Masculine	150	41,8%
Feminine	206	57,4%
Prefer not to answer	3	0,83
Age Groups		
< 18	2	0,55%
18 – 24	29	8,07%
25 – 34	133	37,04%
35 – 44	98	27,29%
45 – 54	61	16,99%
55 – 64	32	8,91
65 and +	4	1,11%
Academic degree		
Incomplete elementary school	3	0,83
Elementary school complete	13	3,62%
Graduation complete	90	25,1%
Post-graduation complete	209	58,2%
Others	42	11,69%
Prefer not to answer	2	0,55%

Source: Prepared by the author, 2022

Therefore, the final sample has 359 valid responses. Analyzing the collected data, 150 respondents (41,8%) were male and 206 (57,4%) were female and three respondents (representing 0,83%) prefer not to answer about their gender. The age group between 25 and 34 years was the most representative with 37,04% of respondents. Regarding the academic background, 209 respondents (58,2%) are completing their post-graduation trainings. On a five-point Likert scale, all respondents showed familiarity with social network, with none reporting no experience. The average level of experience with social commerce was 3,5 which shows that the sample has adequate experience to answer this questionnaire.

4.2. Data Analysis and Discussion

4.2.1 Consumer profile characteristics

The responses found in our research have been grouped into several parts. The data is presented in the form of percentage and number of responses. The following figures and tables present characteristics that are related to the omnichannel consumer's marital status, city and state of residence, job, and monthly salary.

Figure 3: Marital Status
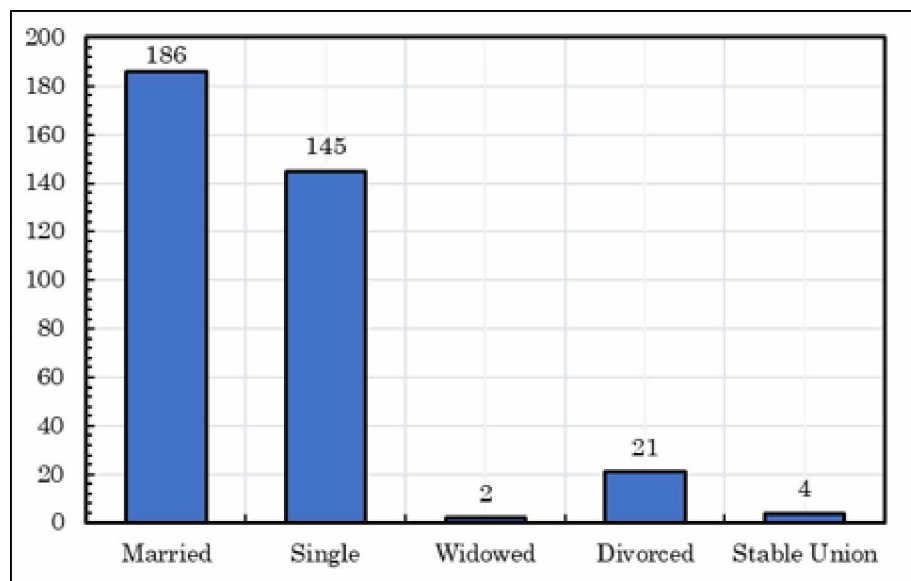
Source: Prepared by the author, 2022

Regarding the marital status of the people who participated in the survey, the most numerous are those who are married: they represent a total of 186 (51,80%). Those who are single are 145 and represent 40,38%. And those who are separated represent 5,8%.

Table 9: State and city of residence

State	Frequency	Sample%

MG	162	45,1%
SP	123	34,3%
DF	19	5,3%
Other states	55	15,32%
Total	**359**	**100%**

Source: Prepared by author, 2022

The majority of the respondents participating in this survey are from the state of Minas Gerais (MG). They are 162 to answer this questionnaire and represent a total of 45,1%. The next largest number of respondents are from São Paolo (SP), 123, representing a percentage of 34,3%. Then, other states such as: Alagoas (AL), Amazonias (AM), Bahia (BA), Ceará (CE), Espirito Santo (ES), Goiás (GO), Mato Grosso (MT), Mato Grosso do Sul (MS), Pará (PA), Paraíba (PB), Paraná (PR), Pernambuco (PE), Rio de Janeiro (RJ), Rio Grande do Norte (RN), Rio Grande do Sul (RS), Santa Catarina (SC), Sergipe (SE), Tocantins (TO), which gives a total of 55 respondents with a percentage of 15,32%. And the Federal District (DF) which comes just after with a number of 19 respondents or a percentage of 5,3%.

At the level of the Triângulo Mineiro, in the state of Minas Gerais, the respondents were gathered as respondents from this region. Then the respondents from other regions were placed in other groups for the analysis of comparison between the profiles of the different regions. For the state of Minas Gerais, respondents came from cities like: Uberlândia, Patos de Minas, Ituiutaba, Barbacena, Uberaba, Itabira, Alfenas, Poços de Caldas, Rio Paranaíba, Pouso Alegre, Guiricema, Arcos. The other respondents came from other states and other regions of Brazil participating in this survey.

Regarding the number of respondents participating in this survey, there is a prevalence of 117 which represents a percentage of 32,6% residing in the city of Uberlândia and 11,7% residing in São Paulo, then a percentage of 6,1% of the respondents reside in the city of Ribeirão Preto and finally, those residing in the city of Brasília as well as the city of Franca represents a percentage of 4,2% each.

Figure 4: Occupation/Employment
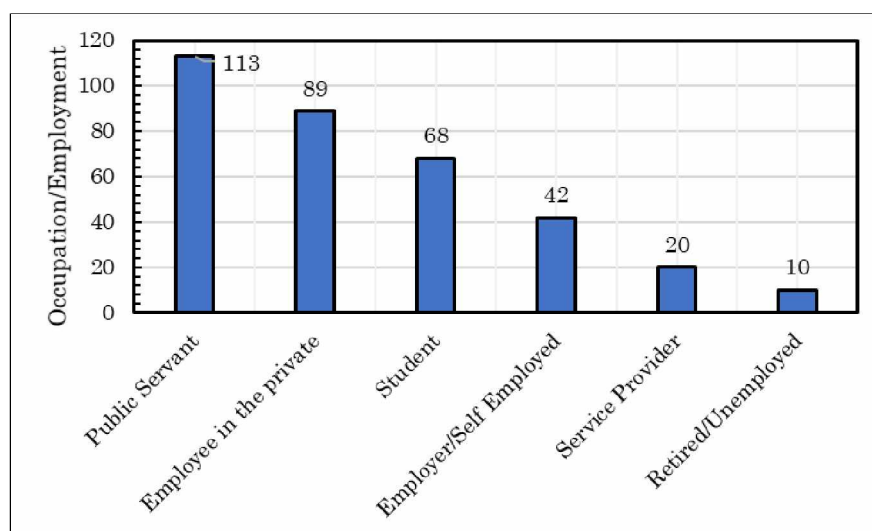
As for the level of employment, there was a prevalence of 31,5% of the total respondents stating that they are public sector employees, 24,8% are employed in the private sector, 18,9% and 11,7% are students and entrepreneurs/self-employed respectively. And 4,8% or 17 of the total respondents stated that they were involved in several other activities regarding their mode of employment and occupation while participating in this research.

30,9% or 111 of the total respondents stated that they receive up to three minimum wages as monthly family income; 24,2% (87) answered that they receive up to 10 minimum wages, 17,8% (64) receive more than 10 minimum wages, and there were 15,9% or 57 of the total respondents who stated that they receive up to five minimum wages.

Figure 5: Individual monthly income
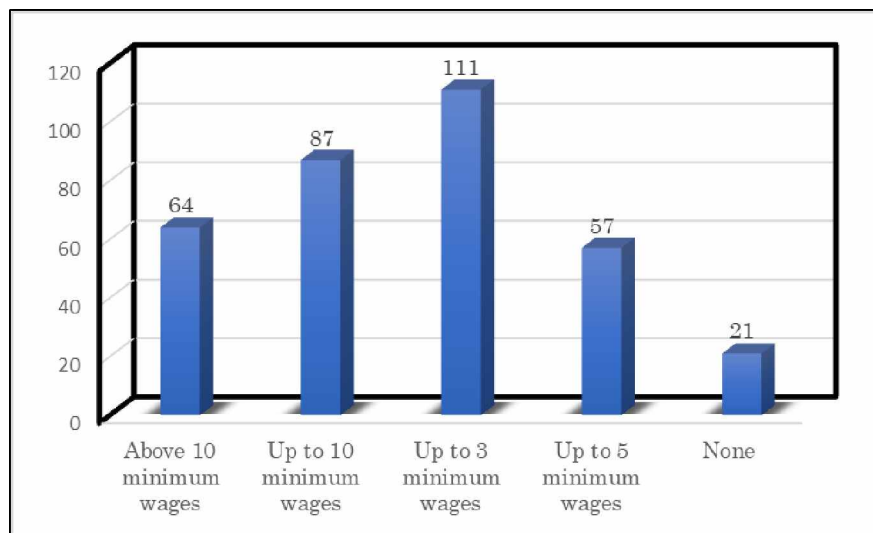
4.2.2 Various types of channels used

This section presents the different types of channels used by omnichannel consumers from the research conducted to find out their preferences on the types of online channels used. The number of quotes and percentage values are presented in Table 10.

Table 10: Channel uses to make purchase

	Frequency	Percentage
Amazon.com	1	0,3%
Store application	52	14,5%
Website, store physical, app	1	0,3%
Instagram	7	1,9%
Physical store	1	0,3%
Physical store and store application	124	34,5%
Physical store, Website	1	0,3%

Physical store, application, websites among others	1	0,3%
Mercadro livre	1	0,3%
Website	165	46%
Phone	1	0,3%
All previous actions except phone	1	0,3%
Whatsapp	2	0,6%
Total	**359**	**100%**

Source: Prepared by the author, 2022

Regarding the sales channels that respondents used to make purchases, Table 10 shows that most of the respondents (45,96%) said that they make their purchases on the company's website and 34,5% said that they make their purchase both in the physical store but also on the store's application (app). And then there are 52 respondents who represent 14,5% who make their purchases directly on the store's application.

Another finding concerns the other categories of sales channel type that respondents use to make their purchases. A total of 1,09% of respondents reported using at least one social network, which is none other than Instagram and then 2,78% of respondents reported using various other sales channels to make their purchases. This explains, among other things, the reinforcement of the effectiveness of the use of sites as the main means most granted by consumers in this study.

4.3 Analyses of constructs

In order to analyze the constructs presented in our research, we proceeded to a comparison of the collected data between them and from there will be presented the characteristics of the different responses of the respondents' profile based on the Likert scale of 5 points. The means and standard deviations are discussed in the following tables.

Table 11: Adopter Profile: mean and standard deviation

Adopter Profile	Mean	Standard Deviation
I am among the first in my group of friends to acquire a new technology	2,50	1,141
I enjoy the challenge of understanding high-tech equipment	3,19	1,220
I prefer to use the most advanced technology available	3,12	1,130
I give advice to people about new technology	3,03	1,217
I believe that technology can improve people's lives	4,38	0,802
I am up-to-date on the latest technologies in my areas of interest	3,46	1,026
I need to be convinced of the necessity of using certain technology	2,74	1,220
I consider it unsafe to make financial transactions online	2,09	1,084
I prefer to buy the basic models rather than the feature-rich models	2,53	1,100
I believe that people can solve their problems without technology	2,30	1,131

Source: Prepared by the author, 2022

The results of Table 11 on the respondents' profile in the consumer's purchasing process shows significant information. It shows that the mean, considered as the measure of the central position of the answers, was higher than 3 (item corresponding to the

statement "agree" and "totally agree" of the Likert scale of five points). In addition, the standard deviation identified that there is a homogeneity of the sample, that is, most of the responses are concentrated around the calculated mean (Fávero et *al.*, 2009). Nevertheless, the profile adopting consumer behavior on the intention to purchase on sales channels showed means lower than three, which means that most respondents did not adopt this behavior.

Regarding the interpretation of table 11, the highest mean (4,38) refers to the item "I believe that technology can improve people's lives" and the lowest mean (2,09) was obtained in the item "I consider it unsafe to make financial transactions online".

4.4 Categories of channels and products provided

This section will present the channels used by consumers in our survey that relate to their last purchase and the categories of products purchased in the last twelve months. The number of quotes and percentage of responses by product is shown in table 12.

Table 12: Frequency of sales channels used, last purchase, and category of products purchased

Sales channels used	Sample %
Yes	80,8%
No	19,2%
Total	100%
Companies where made last purchase	
Amazon	16,43%
Lojas Americanas	7,24%
Magazine Luiza	12,81%
Mercado Livre	6,68%
AliExpress	7,79%
Shoppee	4,45%
Total	55,4%
Other companies	44,5%
Product category purchased in the last purchase	
Food	11,69%
Beverage	1,4%
Toys	2,2%
Electronics	23,1%
Furniture	4,2%
Clothes	13,4%
Shoes	5,3%
Other	38,7%
Total	99,99%
Frequency of purchases in the company	
Regularly	58,8%
Every time	9,2%
First time	8,9%
Rarely	17,8%
Other	5,3%
Total	100%

Source: Prepared by the author, 2022

80,8% of the survey respondents have used two or more sales channels from the same company during the purchase. Only 19,2% used only one sales channel to make their purchase. Regarding the category of products purchased during the last purchase, 38,7% of the respondents declared to have purchased something else not directly specified. Electronics represent 23,1%, Food represents 11,69% and Clothes account for 13,4% of the last purchased category.

Regarding the companies where the omnishoppers made the last purchase, 16,43% said they bought on the Internet through Amazon. 12,81% made their last purchase on the company Magazine Luiza, 7,21% said they made their last purchase on the company Americanas, then Mercado Livre (6,68%), AliExpress (7,79%) and Shoppee (4,45%) were mentioned. 44,5% declared to have made their last purchases on other companies.

The respondents were also asked to mention how often they make purchases in these companies. There is a prevalence of 58,8% who buy regularly in the same company. 9,2% said that they buy all the time from the same company, 8,9% said it was the first time and 17,8% said that they rarely buy from the same company.

Table 13: Last purchase made in several sales channels

	Frequency	Percentage
No	248	69,1
Yes	111	30,9
Total	359	100%

Source: Prepared by the author, 2022

Regarding the last purchase made in two or more sales channels of the same company during the purchase process, a prevalence of 248 (69,1%) of the respondents declared that they did not use more than one sales channel during their purchase process and 111 (30,9%) declared that they used two or more sales channels.

Table 14: Performance Expectancy: mean and standard deviation

Performance Expectancy	Mean	Standard Deviation
Being able to use multiple channels allows me to buy quickly	3,85	1,075
Being able to use multiple channels is helpful for me	4,23	,916
Being able to use multiple channels makes my life easier	4,18	,911

Source: Prepared by the author, 2022

Regarding the interpretation of table 14, the highest mean refers to the opinion on using multiple sales channels (4,23) and the lowest mean (3,85) was obtained in the item *"Being able to use multiple channels allows me to buy quickly"*. It can also be inferred from the results that being able to use multiple channels is useful for consumers. That is, the use of multiple shopping channels allows consumers to buy much faster and then with facilitation.

Regarding the effort expectations, the respondents mentioned the online platforms such as website, store apps, social networks appear as easier to use, 169 are totally satisfied with the use of different company's online platforms. Then 70 said *"Neither agree nor disagree"* for the use of company's online platforms integrated/connected with physical platforms (such as stores, booths, door-to-door salesmen).

The responses allowed us to identify that most of the respondents seem to be completely satisfied with understanding the importance of using the companies' online platforms. More specifically, the questionnaire aimed to determine how these consumers use these multiple channels, as shown in table 15.

Table 15: Effort Expectation; mean and standard deviation

Effort Expectation	Mean	Standard Deviation
I find the company's different online platforms easy to use	3,93	,950
Learning to use the company's different online platforms (like website, APP, WhatsApp, social media) is easy for me	4,31	,806
The company's online platforms seem to be integrated/connected to the company's physical platforms (such as stores, stands, door-to-door sales people)	3,38	1,107

Source: Prepared by the author, 2022

The highest mean in this construct (4,31) was identified in the question "Learning to use the company's different online platforms (like: website, APP, WhatsApp, social media) is easy for me", followed by *"I find the company's different online platforms easy to use"* (3,93); the lowest results were found in the question *"The company's online platforms seem to be integrated/connected to the company's physical platforms (such as stores, stands, door-to-door sales people"* (3,38).

These results show us that in terms of the expectation of the effort made by the consumer, 168 declared *"totally agree"* to learn to use different online platforms to make their purchase, and 118 declared "agree" that the company's online platforms seem to be integrated/connected, and then 156 of the respondents declared that finding a different company online is easy. On a scale of 4 to 5, respondents *"agree"* and *"totally agree"* with the three questions they were asked. Hence, the effort expectation affects the purchase intention of the omnichannel consumer.

Questions were also asked to analyze the social influence of consumers on the use of channels. Table 16 presents the results.

Table 16: Social Influence: mean and standard deviation

Social Influence	Mean	Standard Deviation
The people who are important to me think that I should use different channels, choosing whichever is most convenient at any given time	2,88	1,219

The people who influence my behavior think that I should use different channels, choosing whichever is most convenient at any given time	2,87	1,230
The people whose opinions I value prefer that I use different channels, choosing whichever is most convenient at any given time	2,99	1,206
The people whose opinions I value use different channels, choosing whichever is most convenient at any given time	3,23	1,179

Source: Prepared by the author, 2022

We can notice that the highest average represents (3,23) was identified in the question *"The people whose opinions I value use different channels, choosing whichever is most convenient at any given time"* then the lowest average (2,87) was identified in the question *"The people who influence my behavior think that I should use different channels, choosing whichever is most convenient at any given time"*. Then, the average (2,88) was indicated for the question *"The people who are important to me think that I should use different channels, choosing whichever is most convenient at any given time"* and finally, the very last question that the consumer had to answer about their social influence on their purchase in the channels represents an average of (2,99).

The results in table 16 explain that there is a large majority of respondents, 137, did not *"Agree or Disagree"* that they used a third party's opinion to make their purchase in the existing channels while choosing the one that is most convenient for them. That is, in the four questions (4) asked on the Likert point scale, all respondents *"neither agreed nor disagreed"* on their personal influence on the need to buy through multiple channels.

Table 17: Hedonic Motivations: mean and standard deviation

Hedonic Motivations	Mean	Standard Deviation
Being able to use multiple channels is enjoyable	4,15	,918
Being able to use multiple channels is enjoyable	3,80	1,068
Being able to use multiple channels is useful	4,37	,744

Source: Prepared by the author, 2022

Regarding the table 17 about hedonic consumer motivations, we can see that the highest average in this construct (4,37) was identified in the question *"Being able to use multiple channels is useful"*, followed by *"Being able to use multiple channels is enjoyable"* (4,15); the lowest results were found in the last question.

Habit is also a construct used in our data analysis. Table 18 presents the results.

Table 18: Habit: mean and standard deviation

Habit	Mean	Standard Deviation
Using different channels (physical store, website, mobile app) has become a habit for me	3,90	1,093
I frequently use different channels to make purchases	3,74	1,199
I try to buy from companies that offer different sales channels	3,44	1,163

Regarding the habit construct among the respondents who mentioned that they use different channels that becomes a habit represents 127 affirmative responses that are classified on the Likert scale *"totally agree"*. We also find the highest average (3,90) on the question *"Using different channels (physical store, website, mobile app) has become a habit for me"*; regarding the frequent use of different channels to make purchases achieve a (3,74) average. And the last question saw 108 respondents choose *"Neither agree nor disagree"* to try to buy in companies that offer multiple sales channels, with an average of (3,44).

The answers allowed us to identify that most of the respondents recognize that it is a good habit for them to use multiple channels for their purchases and that the physical store, the website, the mobile applications are the most used channels.

Questions were also asked to analyze the perceived security of consumers. Table 19 presents the results.

Table 19: Perceived security: mean and standard deviation

Perceived Security	Mean	Standard Deviation
Using credit cards to make purchases over the internet is safe	3,71	1,080
Making payments online is safe	3,75	1,031
Providing my personal data to the company seems safe	3,04	1,196

Omnichannel consumers were asked if they felt confident that their purchase was safe when making online payments. Three questions were asked, as shown in table 19. The results showed that the highest average (3,75) was obtained for the statement *"Making payments online is safe"*. However, it also showed that the lowest mean (3,04) was identified in the statement *"Providing my personal data to the company seems safe"*. The third question about the data of credit card use on the website has a mean of (3,71). This result allowed us to infer that a significant number of respondents stated that they have no problem making secure payments when shopping, and they also seem to have no problem giving their personal information to companies.

Regarding the results of table 19 about the perceived security, the analyses show that the majority of the respondents, 163 of them, answered *"agree"* to the question about the use of credit cards to make purchases on the Internet being safe, 104 recognized in the second question *"agree"* that making online payments is safe according to them, and 107 recognized in the third question *"agree"* that providing their personal data to the

company seems safe. Finally, on the Likert scale based on 4 to 5, the respondents fully agree that the perceived security of their shopping behavior is important and safe.

Table 20: Innovation: mean and standard deviation

Innovation	Mean	Standard Deviation
When I hear about a new technology, I look for a way to try it out	3,10	1,120
Among my friends or family members, I am usually the first to try out new technologies	2,68	1,222
Before I try a new product or brand, I seek the opinion of people who have already tried it	4,13	,828
I like to experiment and test new technologies	3,52	1,138

Source: Prepared by the author, 2022

Regarding the innovation construct, the highest mean (4,13) refers to finding out if consumers have tried and asked for their opinion on products or brands with people who have already used it. However, the lowest mean (2,68) was obtained in the item *"Among my friends or family members, I am usually the first to try out new technologies"*. Regarding question 1 and question 4, the average (3,10) was identified in the item *"When I hear about a new technology, I look for a way to try it out"* and the average (3,52) was identified in the item *"I like to experiment and test new technologies"*. These results also reinforce the innovative idea of consumers in terms of purchase intention on sales channels.

In addition to this information, we note that a large majority of respondents on questions 2, 3 and 4 had affirmative answers *"agree"*. On the other hand, only in question 1 respondents said *"strongly disagree"* when they hear about new technologies and then try to use them.

In terms of the purchase intention construct (table 21), 114 respondents chose *"Neither agree nor disagree"* and 137 chose *"Agree"* to the question *"I like to tell my friends to shop at stores that offer different channels"*. And then, 141 respondents said they like to repeat their experience at stores that offer different channels. These results showed the presence and commitment of consumer behavior in sharing opinions and favorable advice to buy in different channels.

Table 21: Purchase Intention: mean and standard deviation

| Purchase Intention	Mean	Standard Deviation
I prefer to shop at stores that offer different channels	3,58	1,002
I like to tell my friends to shop at stores that offer different channels	2,99	1,234
I would like to repeat my experience in stores that offer different channels	3,60	1,091

Source: Prepared by the author, 2022

The results in table 21 show that the highest mean in this construct (3,60) was identified in the question *"I would like to repeat my experience in stores that offer different channels"*, followed by *"I prefer to shop at stores that offer different channels"* (3,58); and *"I like to tell my friends to store at stores that offer different channels"* (2,99).

In this sense, it is observed that the omnichannel consumer uses different devices for both research and purchase and the consumer encourage and advises other consumers to choose channels that many companies offer. However, we observe that the practices considered omnichannel by Katros (2000) such as buying on the Internet and withdrawal/return/exchange in the physical store were not considered common in this sample, since the averages were lower than 3.

These results reaffirm the need to measure the level of consumer purchase intent, one of the objectives of this research, and the survey results also corroborate with the results of our study.

Figure 6: Degree of satisfaction
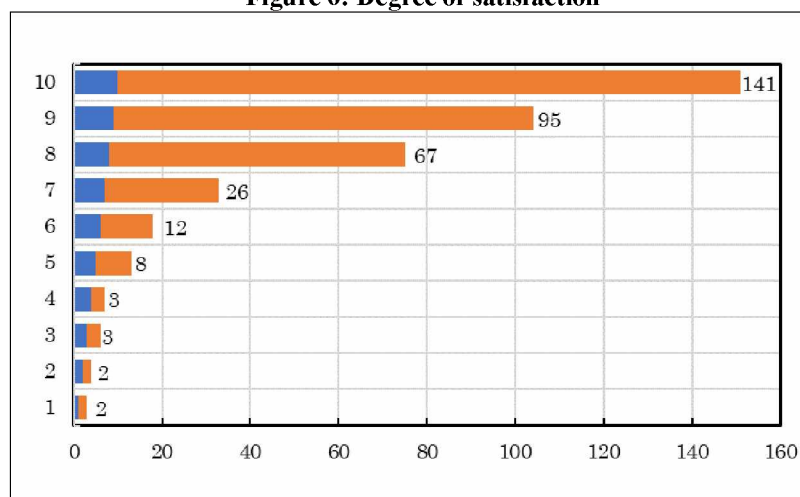
Source: Prepared by the author, 2022

Regarding respondents' satisfaction with their experience during their last purchase made using two or more different sales channels, 141 respondents out of the total, or 39,3%, said they were completely satisfied with using two sales channels, namely visiting the company's website or app and the physical store; product search on company website and purchase in physical store; purchase through company website and pick up in physical store; purchase through company app and pick up in physical store; purchase through website, then exchange or return in physical store; product search/visit in physical store and purchase through website or app.

95 of the respondents, or 26,5%, agreed that they used more than two different channels in their last purchase in the past 12 months. 67 of the respondents, or 18,7%,

neither agreed nor disagreed that they used two different channels in their last purchase. Then, we can say that the majority of the respondents declared to be satisfied to have used more than two different channels.

Table 22: Factors to buy Online/Store/Both

Factors/Online	Frequency	Sample%
Convenience	140	39%
Price	107	29,8%
Time/Speed	82	22,8%
Variety	16	4,5%
Brand confidence/Store	5	1,4%
Others Factors	9	2,50%
Total	**359**	**100%**

Factors/Store	Frequency	Sample%
Possibility to try before	227	63,2%
Attendance	15	4,2%
Convenience	11	3,1%
Leisure/Distraction/Diversion	30	8,4%
Price	12	3,3%
Safety	31	8,6%
Variety	7	1,9%
Others Factors	26	7,24%
Total	**359**	**100%**

Factors/Online&Store	Frequency	Sample%
Price	109	30,4%
Time/Speed	95	26,5%
Convenience	56	15,6%
Variety	29	8,1%
Safety	22	6,1%
Brand confidence/Store	17	4,7%
Attendance	14	3,9%
Others Factors	17	4,73%
Total	**359**	**100%**

Source: Prepared by the author, 2022

In order to identify the omnichannel consumer's purchase intention, those who reported using more than two channels in their purchase process were considered. Data was collected from omnichannel consumers on the factors that motivate them to buy online. There is a total number of 140 (39%) respondents who said that the factors that motivate them to buy online is convenience, 107 of the total respondents or 29,8% say that price is the main factor that motivates them to buy online, then 82 respondents of the total explain that the motivating factors that drive them to buy online is the speed of the company and the time of service given. And then, 3,54% say that their motivation to buy a product online is the confidence on the company or the company itself.

Regarding information related to the factors that motivate consumers to buy in physical stores, 227 (63,2%) of the total respondents say that they choose to buy in stores because it allows them to try the product first; 31 (8,6%) chose safety on the main factor;

and 30 (8,4%) said that distraction, diversion and leisure is the main reason for them to buy more in-store than online.

Regarding the factors behind the motivation to buy online and in-store at the same time, most of the respondents (109 or 30,4%) stated that the price is the main factor. 95 (25,6%) stated that their choice to buy online and in-store is due to the service time and speed; 56 respondents said that convenience is the only reason they buy in both channels at the same time. Then, several other factors were declared on the respondents' motivations, i.e., safety 6,1%, service expectation 3,9% and store trust.

5. Final Considerations

This section presents the final considerations of the research regarding the achievement of general and specific objectives, theoretical and practical contributions, limitations of the study, and suggestions for future research on the topic.

5.1 Achieving the proposed objectives

In this research, we have discussed the factors that influence consumer purchase intention at omnichannel retailers. However, given the many aspects covered in this thesis, we will address the points deemed most relevant. Since the term "omnichannel" was first mentioned by Ridgy (2011), researchers and professionals have proposed several definitions, some of which we have reported in our literature. In recent years, the semantic evolution of omnichannel consumers through multiple channels purchasing processes suggests that the reflections raised by the implementation of omnichannel continue to expand the aspects affected by such a strategy in Brazil.

The most recent, by Verhoef et *al.*, (2015), makes the omnichannel strategy more concrete by introducing an operational perspective to the experiential perspective commonly reported in the previous definitions. We questioned through an online survey the purchase intention of the omnichannel consumer by seeking to know what factors compel them to make the omnichannel choice following the recent advent of new technology. We conducted a survey with 359 people between October 18, 2021 and November 7, 2021 and to study the influence of such a strategy on purchase intention among Brazilian omnichannel retailers.

The research was conducted during the time of the pandemic. The data collection and analysis were conducted during the time of the pandemic, which may have impacted consumers' use of omnichannel. Therefore, it is important to emphasize that the data collection was conducted during a time of exception.

As consumer shopping habits have greatly evolved with the introduction of recent technologies, organizations have been forced to adjust their operations and adopt new practices. However, omnichannel retailers have embarked on implementing an omnichannel strategy to keep up with the evolution of technology and marketing sense to better satisfy customers in need.

This study allows us to determine that these impacts influence consumers' intention to buy from retailers on several levels:

1- When consumers admit that they would like to repeat their experience in stores that offer different channels in table 21;

2- When they also admit that making payments online is safe (table 19);

3- When they know that being able to use multiple channels is helpful for them (table 14).

Overall, these impacts are a natural consequence of the retail sector's adaptation to new technologies and the multiplication of sales and communication channels. For example, deciding on the best strategy for multiple online sales platforms to facilitate and attract better consumer choice across channels in an omnichannel context has been the subject of several studies (Grewal et *al.*, 2010; Kopalle et *al.*, 2009).

Our research indicates that omnichannel consumers are still able to seek out the best deals presented to them through various online channels to make their purchases. In fact, companies are now adopting practices that allow them to address most of these challenges related to the way consumers operate. For example, consumers are currently evaluating the best possible alternatives on the sales channels and services.

Other consumers have come to understand that they need to know each of the channels available in order to benefit from greater synergy between the physical and online channels. The second level of impact is more about the importance consumers place on the fundamentals of the retailer's business models proposed in the omnichannel strategy. The adoption of an omnichannel strategy leads companies to review and reposition the roles of their channels in order to create a seamless and integrated consumer experience for their customer satisfaction.

In order to identify and understand the current context of the purchase intention of omnichannel consumers' behavior in the face of the rise of technology, we identified that the majority of omnichannel consumers living in the regions of Triângulo Mineiro and Alto Paranaíba are highly connected to the Internet; use the Internet in the purchase processes, via e-commerce; use mobile devices, both for research and purchase; use social

networks to search for information about products and services and to research and express opinions about their shopping experiences (positive or negative).

5.2 Discussion, conclusion and implications

The objective of this quantitative research was to describe the factors influencing consumers' purchase intention in omnichannel retailers. In order to answer this question, we tried to answer four specific objectives. First of all, data from the consumers allowed us to detail their vision of omnichannel. Their answers to the online questionnaire were related to two aspects: the customer's omnichannel experience and their purchase intention.

In the first instance, omnichannel defined a uniform and flexible consumer experience. In the second phase, omnichannel was defined more as a strategy that enables ubiquitous access as well as flexibly responding to the proxy desires of omnichannel consumers. Subsequently, consumers have identified several distinctive and complementary roles for channels in omnichannel. In this new strategy, the store website takes on a central role from the point of view of the offer by presenting the total profile of the consumer. It is also used as a sales platform to test merchandising and promotions, allowing the consumer to evaluate best practices before rolling out to the entire store network.

To this end, we proposed a model based on the theoretical model of purchase intention, which we then extended to include a new factor: consumer profile fit. The adoption profile was deemed important to understand the different issues related to the respondents' profile following their purchase intentions.

Analyzing and comparing the studies previously conducted by Venkatesh et *al.* (2012), Escobar-Rodríguez, Carvajal-Trujillo (2014), and Juaneda, Mosquera, Mourillo (2016), our results indicate that habit does not influence omnichannel purchase intention. This is due to the fact that customers cannot use or are not used to using multiple or different channels. According to Valentini et *al.* (2011) and Melero et *al.* (2016), we believe that this variable will take place in real omnichannel strategies in future studies.

Our results show that a consumer's purchase intention in an omnichannel store is influenced by personal innovation, effort expectation and performance expectation, and consumer profile adoption. In contrast, contrary to our hypotheses based on the broader prior literature, habit, hedonic motivation, social influence, and perceived safety do not affect omnichannel purchase intention. Our results also show that effort expectancy,

performance expectancy, and profile adoption are significant factors in explaining attitude and purchase intention, with a positive effect on behavioral intention, as has been widely reported in the literature.

On the one hand, we analyze that the hedonic motivation on consumer purchase intention appears weak as shown in previous studies in other contexts (Van Der Heijden, 2004; Thong et *al.*, 2006; Venkatesh et *al.*, 2012; Escobar-Rodríguez, Carvajal-Trujillo, 2014). The results showed that omnichannel consumers use different channels. Moreover, hedonic motivations are part of the same work construct (Melero et *al.*, 2016).

According to our findings, personal innovation is the best predictor of purchase intent in the omnichannel context. This factor plays an important role as a direct driver of omnichannel purchase intent because it represents the most significant value in the structural analysis model presented in table 7. Then the effort expectation is the second most representative indicator coming just after the consumer profile adoption and the performance expectation.

In addition to the alternation between companies and channels, the behavior of searching for information online and making the purchase in physical stores was the most frequent in the sample, which corroborates the results of the research of Verhoef et *al.* (2007), which identified that it was also the most frequent behavior among consumers. This can be explained by the strong advantage of the attributes of Internet search and physical store purchase, few barriers to Internet use compared to the physical store.

Our results also showed that constructs such as hedonic motivation, habit, interpersonal influence, and perceived safety did not affect purchase intention in an omnichannel environment. Social influence was found not to affect purchase intention. These results are likely due to the fact that when omnishoppers use different channels and touch points, they expect a seamless and holistic experience throughout their purchase journey.

Considering the results from different previous studies (Salisbury et *al.*, 2001; Frasquet et *al.*, 2015), the perceived security does not influence the omnichannel purchase intention. In contrast, in our study, perceived security influences consumer purchase intention. This explains that omnichannel stores offer an opportunity to attract more conservative consumers who perceive increased risk in e-commerce to a more interactive scenario in which retailers can use their payment methods to manage customer relationships based on direct contact in the physical store.

Finally, this research allowed us to understand the main reasons influencing omnichannel consumers. In conclusion, we determine that the impacts of an omnichannel strategy are important to consumers.

Comparing the model presented in Figure 2 to Juaneda-Ayensa, Mosquera and Murillo (2016), specially the main factors of acceptance and use of technology and their effects on purchase intention, we conclude that our results were different from their model as their results were based on the Unified Theory of Acceptance and Use of Technology (UTAUT2) (Venkatesh et al., 2012) and ours were based on the factors influencing consumer purchase intention in omnichannel retailers.

Our discussion highlights several theoretical contributions and managerial implications. At the beginning of this thesis, we mentioned two studies relevant to our research. First, Rosenblum and Kilcourse's (2013) article presents the state of the art of integrating the activities important to the realization of an integrated experience. However, the authors remain in the inventory of operations important to such a strategy and do not address the management issues related to the synchronization of these activities. Our study allows us to deepen our knowledge of the purchasing intentions of omnichannel consumers in their purchasing processes and the factors that influence them.

In sum, understanding omnichannel consumer's intent helps to understand several important aspects in our topic related to the effort omnichannel companies make to offer better service with more ease to attract omnichannel customers. Rosenblum & Kilcourse (2013) were unable to address some of these thoughts in their article. The study by Bell et *al.*, (2014), on the other hand, breaks down omnichannel by isolating activities related to information exchange and goods exchange. However, other authors fail to address a marketing flow that is essential in retailing; by excluding the transaction stage in their matrix, Bell et *al.*, (2014) dismiss a central issue in an omnichannel context.

Several managerial implications have been discussed in this thesis. We have raised several thoughts regarding omnichannel strategy. We understand that in this research, omnichannel stores offer an opportunity to attract more conservative consumers who perceive increased risk in e-commerce to a more interactive scenario in which retailers can use new technologies to manage customer relationships based on face-to-face contact in the physical store. However, the most important implication of this study is the problematic issue for omnichannel retailer managers regarding the best management and marketing strategies to improve a key element of their business, namely the creation of a holistic shopping experience for their customers.

Specifically, retailers need to properly define not only what technologies they will invest in, but also how they will encourage their acceptance, as acceptance is an important predictor of purchase intent. In particular, in-store technology must be focused on creating a new, integrated customer experience, using technology that is convenient, enjoyable and engaging to ensure that innovative customers perceive that the new omnichannel stores make their shopping journey easier and faster.

5.3 Suggestions for future research

Omnichannel affects all aspects of a retailer's business model. For this reason, deepening the knowledge and impact of omnichannel on organizations requires input from several fields, including marketing, finance and management. First of all, this study raises several interesting research topics for the marketing field. While omnichannel is primarily defined as a strategy to enable an integrated and seamless consumer experience, it would be interesting to specify the role of channels in achieving this.

Indeed, what is the specific contribution of each channel and each touch point in the composition of the customer's consumption experience? Moreover, how can we ensure that the quality of service offered to customers is consistent and representative despite the constraints? Another research proposal relevant to marketing is the impact of integration and synchronization of operations across different organizational structures.

Our research also suggests interesting topics for future research, such as identifying omnichannel consumer profiles to personalize the customer shopping experience. Similarly, future studies could investigate the new role of technology in the physical store in an omnichannel environment. In addition, the influence of sociodemographic variables, such as age or gender, as moderating variables to complement the current model should be explored. Consistent with Chiu et al. (2012), we believe it would also be interesting to examine habit as a moderating variable for purchase intent.

In addition, the hiring process is likely to be significantly impacted, especially as physical outlets become experience-focused venues. What are the new criteria that will determine better qualifications for future employees? How will retailers evaluate the performance of their staff if the goal is no longer just to generate sales, but to serve the customer in a unique and memorable way? Many questions are raised by these changes, but very few solutions are proposed today. Finally, another interesting topic of research would be the impact of changing channel roles.

Another interesting topic of research could be analyzing possible cross-cultural differences in the determinants that influence consumer purchase intent and learning technology use. Another interesting suggestion for future research is to consider the effectiveness of instruction by conducting a comparative study between consumers who did not use online channels and those who used it extensively.

5.4 Limitations of the study

Although it makes important theoretical and managerial contributions, we emphasize the fact that a regional sample of consumers was considered, which does not allow us to make generalizations about the behavior of the omnichannel consumer universe, especially considering the differences in access to new technologies. Similarly, the companies perceived as omnichannel by this sample may be different from those perceived as omnichannel for other groups of consumers.

In this sense, we suggest that further surveys be expanded geographically and/or may include a comparison between different geographic regions.

Given the quantitative descriptive nature of this research, it is important to mention a few limitations specific to this research. Our data is related to consumer behavior in a particular case: the purchasing process at retailers in the Mineiro Triangle, Alto Paranaíba in Brazil. It would be interesting to replicate this study in another product category or country to compare the results. However, although our research is representative of the observed sample, it is impossible to generalize the results to other companies, nor to other sectors of activity.

Indeed, our study excluded some companies, including those that may not have been part of the omnichannel market. Moreover, our study was conducted in Brazil, which limits our observation to the Brazilian retail context.

The research has also led to questions about the importance that consumers give to the omnichannel market and, therefore, new studies can be conducted to analyze the factors intrinsic to the process of loyalty of this consumer, facing new behaviors and technologies. In addition, the impact of the omnichannel process on consumer capital can be studied, also taking into account small retailers that do not have significant resources

Finally, the confidential nature of some of the issues raised in this research may have discouraged participants from disclosing some information. Although we took the necessary measures to ensure the confidentiality of the data obtained during the launch of

the questionnaire, some consumers may have felt uncomfortable sharing their opinions on certain questions related to their profile, such as their income, gender and age.

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Appendix

Questionário aplicado à amostra definida no item relativo aos aspectos metodológicos. Ao receber o convite para responder o questionário e acessar seu respectivo endereço eletrônico, o respondente receberá instruções sobre preenchimento e sigilo das informações. Em seguida, serão apresentadas as duas partes do questionário: a primeira contendo questões sobre o perfil demográfico do respondente; e a segunda contendo questões sobre o comportamento e intenção de compra do consumidor omnichannel.

Pesquisa de Opinião

Olá!

Pedimos a sua colaboração para responder esta pesquisa de opinião que faz parte do Programa de Pós-graduação em Administração da Universidade Federal de Uberlândia. O estudo é realizado pelo discente Gregory Jeantil, sob orientação da Profa. Dra. Verônica Freitas de Paula.

Todos os dados permanecerão em sigilo, garantindo o anonimato e a privacidade dos respondentes. Os registros obtidos no decorrer desta pesquisa serão usados para fins unicamente acadêmicos e científicos.

Se você concordar em participar do estudo, por favor, responda as questões que serão apresentadas a seguir até o final do questionário.

O tempo aproximado de resposta varia entre 5 e 10 minutos.

Caso você tenha alguma dúvida, por favor, entre em contato pelo endereço eletrônico: jeantylgregory@gmail.com

Desde já agrademos a sua colaboração e contribuição para o desenvolvimento científico do Brasil.

(*) campo de preenchimento obrigatório.

TERMO DE CONSENTIMENTO LIVRE E ESCLARECIDO (*)

Modelo CEP/UFU

( ) Aceito.

( ) Não aceito.

Caso o respondente aceite participar da pesquisa, novas informações serão apresentadas até a conclusão do questionário, quando ele submeterá suas respostas para a base de dados e encerrará sua contribuição. Caso contrário, sua opção negativa será registrada, finalizando o processo.

Questões sobre o perfil – Você não será identificado (*):

Sua idade (digite apenas números, em total de anos): _____

Estado em que reside (escolher da listagem): _____
Cidade em que reside: _____

Sexo
() Feminino
() Masculino
() Prefere não responder
() Outro _____

Estado civil
() Casado(a)
() Divorciado(a)
() Solteiro(a)
() Viúvo(a)
() Prefere não responder
() Outro _____

Renda mensal individual
() Nenhuma
() Até 3 salários-mínimos (até R$ 3300,00)
() Até 5 salários-mínimos (até R$ 5500,00)

() Até 10 salários-mínimos (até R$ 11000,00)

() Acima de 10 salários-mínimos (acima de R$11.000,00)

() Prefere não responder

Escolaridade / Grau de instrução ou titulação

() Ensino fundamental incompleto

() Ensino fundamental completo

() Graduação completo

() Pós-graduação completo

() Prefere não responder

() Outro _____

Ocupação/emprego:

() estudante

() desempregado

() servidor público

() empregado na iniciativa privada

() empreendedor / empresário / negócio próprio

() prestador de serviço / terceirizado

() prefere não responder

() Outro _____

Qual canal de vendas você mais utiliza para fazer compras?

() Loja física

() Site

() Aplicativo (app) da loja

() Whatsapp

() Facebook, Instagram ou outra rede social

() Telefone

() Outro. Qual?

Para cada afirmação, assinale a opção de 1 a 5 que melhor representa sua opinião. Por exemplo: se você discorda totalmente da afirmação apresentada, assinale "1. Discordo totalmente". Caso concorde totalmente, assinale "5. Concordo totalmente".

Perfil do adotante	Estou entre os primeiros do meu grupo de amigos a adquirir uma nova tecnologia
	Gosto do desafio de entender equipamentos de alta tecnologia
	Prefiro usar a tecnologia mais avançada disponível
	Dou conselhos sobre novas tecnologias às pessoas
	Acredito que a tecnologia pode melhorar a vida das pessoas
	Estou atualizado sobre as últimas tecnologias das minhas áreas de interesse
	Preciso ser convencido quanto à necessidade de usar determinada tecnologia
	Considero pouco seguro fazer transações financeiras on-line
	Prefiro comprar os modelos básicos ao invés de modelos com muitos recursos
	Acredito que as pessoas podem resolver seus problemas sem tecnologia

Para esta pesquisa, vamos utilizar o termo canais para indicar as opções de canais de vendas, ou seja, os meios utilizados pelas empresas para vender seus produtos para os consumidores. Os canais podem ser usados para vender produtos de forma on-line (site, aplicativo, smartphone/celular, por exemplo) ou off-line (loja física, por exemplo).

Você já utilizou dois ou mais canais de vendas de uma mesma empresa durante um único processo de compra? (por exemplo, pesquisou o produto no site da empresa e comprou na loja física; comprou pelo site da empresa e retirou na loja física; comprou pelo aplicativo (app) da empresa e retirou na loja física; comprou pelo site e depois trocou ou devolveu na loja física; pesquisou/viu o produto na loja física e comprou pelo site ou aplicativo; entre outras combinações)
() sim. Quais canais? _____
() não.

Qual a última empresa em que você fez uma compra? _____

Com que frequência você faz compras nessa empresa? (escolher da listagem)

Primeira vez que compro nessa empresa / Compro nessa empresa sempre que faço alguma compra / Raramente compro nessa empresa / Compro nessa empresa com regularidade / outros _____

O que você comprou nessa última compra? (escolher da listagem)
Eletrônicos / alimentos / bebidas / móveis / roupas / sapatos / veículos / imóvel / brinquedos / outros _____

Com que frequência você compra esse produto? (escolher da listagem)
Primeira vez que compro este produto / Semanalmente / Mensalmente / Uma vez ao ano / Quando há lançamento de modelo novo / Quando tenho necessidade ou vontade / outros _____

Pensando nesta última compra que você fez, você utilizou dois ou mais canais de vendas da mesma empresa durante o processo de compra? (por exemplo, pesquisou o produto no site da empresa e comprou na loja física; comprou pelo site da empresa e retirou na loja física; comprou pelo aplicativo (app) da empresa e retirou na loja física; comprou pelo site e depois trocou ou devolveu na loja física; pesquisou/viu o produto na loja física e comprou pelo site ou aplicativo; entre outras combinações)
() sim. Quais? _____
() não.

Para responder as perguntas a seguir, pedimos que você considere o seu comportamento na compra mais recente que você fez nos últimos 12 meses (um ano) usando pelo menos dois (02) canais de vendas diferentes de uma mesma empresa (por exemplo, visitou o site ou aplicativo da empresa e loja física; pesquisou o produto no site da empresa e comprou na loja física; comprou pelo site da empresa e retirou na loja física; comprou pelo aplicativo (app) da empresa e retirou na loja física; comprou pelo site e depois trocou ou devolveu na loja física; pesquisou/viu o produto na loja física e comprou pelo site ou aplicativo; entre outras combinações).

Para cada afirmação, assinale a opção de 1 a 5 que melhor representa sua opinião. Por exemplo: se você discorda totalmente da afirmação apresentada, assinale "1. Discordo totalmente". Caso concorde totalmente, assinale "5. Concordo totalmente".

Construto	Dimensão/definição
Expectativa de desempenho	Poder usar vários canais me permite comprar rapidamente
	Ser capaz de usar vários canais é útil para mim
	Ser capaz de usar vários canais facilita minha vida
Expectativa de esforço	Eu acho as diferentes plataformas on-line da empresa fáceis de usar
	Aprender a usar as diferentes plataformas on-line (como site, APP, WhatsApp, redes sociais) da empresa é fácil para mim
	As plataformas on-line da empresa parecem estar integradas/conectadas às plataformas físicas (como lojas, stands, vendedoras de porta em porta) da empresa
Influência interpessoal	As pessoas que são importantes para mim acham que eu deveria usar canais diferentes, escolhendo o que for mais conveniente a qualquer momento
	As pessoas que influenciam o meu comportamento acham que eu devo usar canais diferentes, escolhendo o que for mais conveniente a qualquer momento
	As pessoas cujas opiniões eu valorizo preferem que eu use canais diferentes, escolhendo o que for mais conveniente a qualquer momento
	As pessoas cujas opiniões eu valorizo usam canais diferentes, escolhendo o que for mais conveniente a qualquer momento
Motivações hedônicas	Ser capaz de usar vários canais é agradável
	Ser capaz de usar vários canais é prazeroso
	Ser capaz de usar vários canais é útil
Hábito	O uso de diferentes canais (loja física, site, aplicativo móvel) tornou-se um hábito para mim
	Eu frequentemente uso canais diferentes para fazer compras
	Busco comprar em empresas que ofereçam diferentes canais de venda
Segurança	Usar cartões de crédito para fazer compras pela Internet é seguro

percebida	Fazer pagamentos on-line é seguro
	Fornecer meus dados pessoais para a empresa parece seguro
Inovação	Quando ouço falar de uma nova tecnologia, procuro uma maneira de experimentá-la
	Entre meus amigos ou familiares, geralmente sou o primeiro a experimentar novas tecnologias
	Antes de testar um novo produto ou marca, busco a opinião de pessoas que já o experimentaram
	Eu gosto de experimentar e testar novas tecnologias
Intenção de compra	Eu prefiro comprar em lojas que oferecem diferentes canais
	Eu gosto de dizer aos meus amigos para comprar em lojas que oferecem diferentes canais
	Eu gostaria de repetir minha experiência em lojas que oferecem diferentes canais

Em uma escala de 0 a 10, sendo 0 totalmente insatisfeito e 10 totalmente satisfeito, como foi sua experiência com a última compra realizada? Considere a compra mais recente que você fez nos últimos 12 meses (um ano) usando pelo menos dois (02) canais de vendas diferentes (por exemplo, visitou o site ou aplicativo da empresa e loja física; pesquisou o produto no site da empresa e comprou na loja física; comprou pelo site da empresa e retirou na loja física; comprou pelo aplicativo (app) da empresa e retirou na loja física; comprou pelo site e depois trocou ou devolveu na loja física; pesquisou/viu o produto na loja física e comprou pelo site ou aplicativo; entre outras combinações).

0 1 2 3 4 5 6 7 8 9 10

Qual o principal motivo para você comprar on-line?

() Comodidade

() Tempo / horário / velocidade / rapidez

() Preço

() Variedade

() Confiança na marca / loja

() Atendimento

() Segurança

() Outro _____

Qual o principal motivo para você comprar em lojas físicas?

() Variedade

() Segurança (pagamento?)

() Preço

() Comodidade

() Possibilidade de experimentar antes

() Atendimento

() Lazer / distração / diversão

() Outro _____

Qual o principal motivo para você comprar utilizando pelo menos dois (02) canais de vendas diferentes na mesma compra?

() Comodidade

() Tempo / horário / velocidade / rapidez

() Preço

() Variedade

() Confiança na marca / loja

() Atendimento

() Segurança

() Outro _____

(OPCIONAL) Quais canais de vendas você costuma utilizar para fazer compras? Liste todos os que você já utilizou: _____

(OPCIONAL) Em poucas palavras, o que você achou da sua experiência de compra usando pelo menos dois (02) canais de vendas diferentes

_____

Agradecemos a sua participação nesta pesquisa.