Role of Innovation Diffusion Theory to Investigate The Consumers' Usage Intention of Omnichannel Retailing

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Abstract

Modern technology has changed the fortune of the retail industry, which revolutionised from single channel to omnichannel and has been proven a successful business strategy. Launching omnichannel retailing requires a massive investment with a high risk that restricts the companies from adopting it. So, it would be fruitful for businesses to identify and evaluate the factors that may be milestones for successfully launching the omnichannel strategy. Since the success of any invention or new idea highly depends upon the intention of its use. Thus identification and evaluation of such factors will be worthwhile. The current study evaluates the determinants that might lead to consumers' intention to use omnichannel practices in developing economies under the Innovation Diffusion Theory and Motivational Model through a quantitative approach. Data was collected from 751 participants who were internet users, and structural equation modelling was used to test the structural relation by using AMOS 21.0. The reported results suggest that relative advantage, trialability, and compatibility significantly positively affect extrinsic and intrinsic motivation, strongly affecting consumers' usage intention of omnichannel retailing. Mediation analysis confirmed that extrinsic motivation mediates the relation between usage intention and intrinsic motivation. Moreover, it is also found that both types of motivation play a mediator role among the factors of Innovation Diffusion Theory and usage intention of omnichannel retailing. The current study will prove a milestone in the current stream of academic research in omnichannel, and the business community will provide superior values to their customers in a better way by adopting an omnichannel strategy more effectively. It may be able to attain a leading position in the marketplace.

Keywords: Innovation Diffusion Theory, Intrinsic Motivation, Extrinsic Motivation, Omnichannel, Purchase Intention.

Introduction

Retail businesses have been seeing dramatic changes in the last decades. Advancements in technology forced retailers to shift their businesses from brick-and-mortar to multiple-channel (multi-channel, cross-channel). However, it is now the age of Omnichannel (Mishra et al., 2021; Beck & Rygl, 2015). Rigby (2011) defined omnichannel retailing first time in the academic literature. He called an omni-channel retailing business strategy that integrates sales experience to enjoy the advantages of physical stores and online shopping. At the same time, Levy & Weitz (2012) described *"Omni-retailing"* as a seamless shopping experience obtained through a coordinated multi-channel offering provided by the retailers. Previously, the marketing literature used cross-channel, multi-channel, and Omnichannel indistinctly for multiple-channel retailing (Verhoef et al., 2015; Beck & Rygl, 2015). However, it has been proved by Verhoef et al. (2015) that Omni-channel management differed entirely from multi-channel management when we focused on channel scope, integration, management, objectives, and brand versus customer relationship. Beck & Rygl (2015) drew more precise boundaries among the multi-channel, cross channels, and Omni-channels based on channel integration and customer interaction. It was claimed by Brynjolfsson et al. (2013) that physical stores provide gratification to the customers via the physical existence of the products, while customers get a wide range of products at low prices from internet retailers, also enabled to review and rate the products. However, innovations in smartphones and social networking sites created not only new options for traditional and multi-channel retailers but also threats like characteristics of multi-channel shoppers, strategic role of multi-channel marketing, incentive structure, organisational changes, the relationship between supply chain partners, and resource deployment (Van Bruggen & Rangaswamy, 2005). Along the same line, Neslin et al. (2006) also identified that channel coordination and evaluation, resource allocation and data integration, and understanding customer behaviour are significant challenges organisations face with multi-channel marketing.

The Omni-channel is evolved to cope with these challenges and promises a seamless shopping experience through integrated channels. Omni-channel retailing is an evolving strategy incorporating all customer touchpoints and providing a holistic and unified customer experience (Mishra et al., 2021). Now advanced technology has vanished the boundaries between physical and online retailing by merging the advantages gained in the physical stores (e.g.touch-and-feel information) with online content and forcing retailers to compete in a new phenomenon, i.e. Omni-channel (Brynjolfsson et al., 2013). Omnichannel allows customers to fulfil their needs according to their choice (Verhoef et al., 2015; Prabhuram et al., 2020; Yadav & Singh, 2020). Thus, Omnichannel retailing is shifting into a wallless retailing world,i.e. showroom retailing. These dramatic changes in the retail industry are forcing retailers to reestablish their business strategies based on omnichannel (Brynjolfsson et al., 2013).

Recent research showed that organisations with the Omnichannel approach gained a competitive edge in the industry. Hummel, a sports and lifestyle apparel base in Denmark, enhanced its total sales from 170 dollars to 240 dollars in three years from 2010 to 2013 due to the Omni-channel strategy (Hansen & Kien, 2015). Emma Sopadjieva et al. (2017) researched to study customers' shopping behaviour with 46,000 customers' data and found that 73% were Omni-channel customers. Myer, a large Australian departmental store, increased by 41.1% of its sales in one year by adopting Omni-channel (Cameron, 2017). Deloitte (2017) reported that 69% of consumers adopted webrooming, and 46% showed showrooming behaviour during Thanksgiving. Collins (2019) wrote that Omnichannel businesses have an 18.96% customer engagement rate, 250% higher purchase frequency, an increase of 13% in average order value, and a 90% higher customer retention rate than single-channel businesses. V12 (2021) reported impressive statistics that Omni-channel is the future of retailing. It shows consumers are now adopting free-riding shopping behaviour.

As the concept evolved, the research community struggled to investigate the phenomenon. The number of publications regarding Omni-channel retailing has significantly increased since 2013 (Mishra et al., 2021). The academic literature indicates that consumer behaviour, supply chain, logistics, and distribution are the most remarkable areas investigated in the Omni-channel context (Manzoor et al., 2020; Mishra et al., 2021). Omnichannel retailing has been gaining the intentions of practitioners and academicians since the last decade. By seeing the phenomenon's importance, American Marketing Association put Omni-channel on its research priority during the year 2018-2021. The initial Omni-channel research was to conceptualise the construct (Beck & Rygl, 2015a; Rigby, 2011) and to evaluate strategic characteristics (Rey-Moreno & Medina-Molina, 2016; Jocevski et al., 2019; Buldeo Rai et al., 2019) and business strategies (Larke et al., 2018; Jin et al., 2020). The current stream of academic research is trying to understand the concept in some detail (e.g., classification, definition, and characteristics of channels) as well as to investigate its relation with firm-specific factors (e.g., supply chain and logistics characteristics) and consumer-specific factors (e.g., factors influencing consumer decision-making) (Mishra et al., 2021). However, despite its growing importance, the concept has not been conceptualised well (Verhoef et al., 2015; Shi et al., 2020), as consumer-related research in the current stream of consumer research in the field of Omnichannel retailing is still limited, confined, and sporadic (Juaneda-ayensa et al., 2016; Shen et al., 2018; Sharma et al., 2020; Mishra et al., 2021). Kazancoglu & Aydin (2018) also highlighted the gap regarding consumer behaviour theories in the Omnichannelng context.

Consumer behaviour has always remained a hot issue in retailing. Consumers seek the best channel that suits them in their shopping journey, so they determine the fate of any retailing format (Gauri et al., 2021). So, more detailed studies are required to conceptualise consumer behaviour so that organisations can get competitive advantages in the market (Mishra et al., 2021). Current literature also claims several

reasons to conduct studies. First, consumers' perceptions of omnichannel services make the strategy successful/fruitless (Juaneda-ayensa et al., 2016; Shen et al., 2018; Kazancoglu & Aydin, 2018). Second, Omni-channel customers have become a significant segment for marketers (Manser Payne et al., 2017), and attaining and retaining an Omni-channel consumer segment is also critical for the organisation's strategic success (Rigby, 2011). Furthermore, previous studies also highlighted the importance of consumer behaviour studies to enjoy a seamless shopping journey (Zhang et al., 2018; Barwitz & Maas, 2018; Silva et al., 2018; Dahl et al., 2018; Xu & Jackson, 2019).

Therefore, the fundamental objectives of the current study are identifying and evaluating the factors that may affect the consumers' intention of using omnichannel in light of the above discussion. Through a systematic literature review of the Omni-channel field from 2011 to 2020, (Mishra et al. (2021) found that research of consumer behaviour in the area of Omni-channel comprising different factors, and among them customer engagement, consumer channel choice behaviour, purchase intention, customer value, etc. have been studied in general. Reviewing the previous literature found limited studies on Omni-channel retailing consumer's usage intention.

Since consumers enjoy a seamless shopping experience via Omni-channel retailing by using multiple means of interaction with companies of their choice that provide consistent and integrated services across channels, they can also shuffle between channels seamlessly according to their situation, time, and product category choices. Consumers expect their interaction to continue without any hurdle while all the relevant information across the channels remains preserved (Piotrowicz & Cuthbertson, 2014). This has become a great challenge for retailers. Thus designing a genuinely omnichannel strategy is a complex task for organisations to have a competitive edge (Verhoef et al., 2015). Although literature showed that companies that adopted the omnichannel approach had gained a leading position in the market, still many organisations are reluctant to adopt this newly emerging retailing approach due to high financial risk (Silva et al., 2018b; Juaneda-ayensa, Mosquera, & Murillo, 2016; Kim, 2021). So, this financial risk creates a big question for retail managers, whether they shift their businesses to omnichannel or not. Thus the current study tried to answer this question by evaluating the factors that are building blocks of any innovation. The success of any business strategy highly depends on the consumer's perception regarding its adoption (Shen et al., 2018). Consumers have different shopping behaviours depending upon their shopping goals and plan, which gives some logical bases for determining the antecedents of their intention (Shim et al., 2001). So, investigating consumer usage intention is crucial as it leads to actual behaviour (Bolduc & Kinnally, 2018). According to Kim (2021), consumers' usage intention of Omni-channel services in the store is worth understanding consumers' actual usage behaviour. Thus, the success of any innovation highly depends upon its use and usage intention (Kim, 2021). Based on an extensive literature review of the

field from 2011 to 2020, Mishra et al. (2021) claimed that different aspects of consumer behaviour (e.g., purchase intention, loyalty, purchase behaviour, engagement, retention, etc.) were studied in the field of Omni-channel. However, the concept is still in its infancy as many dimensions of consumer behaviour (e.g., consumer usage intention) were not studied yet. So, the primary objective of the current paper was to examine the consumer usage intention of Omni-channel retailing so that academicians and organisations can conceptualise the concept well. Thus, the present study evaluated the causes that affected the usage intention of omnishoppers.

Usage intention is a fundamental aspect of consumer behaviour and is affected by different psychological processes (Stewart, 2010). Lin et al. (2021) stated that usage intention is an individual's willingness to use something new. Previous studies identified numerous antecedents of consumers' behavioural intention, but according to (Abduljalil, 2015; Bolduc & Kinnally, 2018; Fagan et al., 2008), motivation is an essential antecedent of individuals' behavioural intention. Moreover, motivation theorists categorised motivation into two broad categories: extrinsic and intrinsic motivation, which were also used by Davis et al. (1992) in their motivational model to investigate behavioural intention. According to Törhönen et al. (2020), intrinsic motivations comprise enjoyment, relaxation, skill development, social interaction, self-expression, and altruism, while aspects like income, reputation and career development are related to extrinsic motivation. After reviewing the current literature of the field, the researchers of the present study found that there might be scarce studies that used the motivational model to investigate consumers' usage intention of Omni-channel retailing. This gap triggered the scholars to investigate consumers' usage intention of Omni-channel retailing based on the motivational model. So current study investigated the effect of motivations on consumers' usage intention of omni-channel retailing.

Various models and theories were presented to investigate behavioural intention from different perspectives in the past. The innovation diffusion theory (IDT), the motivational model (MM), The Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Theory of planned behaviour (TPB), the unified Theory of acceptance and use of technology (UTAUT), etc., are most prominent. TRA, TPB, IDT, and motivational Theory were vastly used in non-technological perspectives to investigate behavioural intention. In contrast, TAM, IDT, and UTAUT were used primarily from a technological standpoint. Some theories have also been used to investigate the Omni-channel phenomenon, like SDT, TAM, TPB, IDT, etc., but separately in a different context (Mishra et al., 2021). For example, the research conducted by Silva et al. (2018) applied IDT to investigate consumers' intentions in adopting Omnichannel services. Since Omni-channel retailing involves both technological and human aspects, there is a need to investigate the usage intention of Omni-channel by considering both perspectives. According to the author's best knowledge, the existing literature regarding Omni-channel retailing has

no study investigating the phenomenon by considering both views. Therefore, the second objective of the current study is to examine Omnichannel retailing's usage intention by combining the Motivational Model (MM) with Innovation Diffusion Theory (IDT). In this way, the study tried to provide a milestone in strengthening the existing theories of behavioural intention and to disclose new horizons for Omni-channel retailing literature.

According to (Mishra et al., 2021) majority of the research in the omnichannel context was conducted in developed economies like the USA, the UK, Germany, etc., and they found traces in developing economies in this regard. Due to the high financial risk of implementing an omnichannel strategy, managers are reluctant to shift their business to an omnichannel. So, the third focus of this research was to investigate a developing economy so that managers can find a clear picture of consumers' intention to use omnichannel.

Literature Review

Retailers are the endpoints of a product's supply chain, directly interacting with consumers and providing valuable services (e.g., information, product assortment, promotion, accessibility, ambience, and delivery) to target consumers (Gauri et al., 2021). Over time, retailers built their formats to combine different service characteristics based on the extent and types of these services. For example, family-owned general stores were the main retailer format until the middle of the nineteenth century, using a single-channel approach to interact with customers. In 1852, Marshall Field introduced new formats, like departmental stores, discount and convenience stores, supermarkets, and shopping malls offering extensive product assortment and low prices (Gauri et al., 2021). All these formats provide services under the same roof and are called brick-and-mortar stores. The universal product codes in 1974 and Home Shopping Network in 1985 established a non-store format (i.e. outside brick-and-mortar stores). In 1995, Amazon sold its first book online, which brought a great revolution in retailing, thus giving birth to online retailing (Gauri et al., 2021). All these retailers' formats usually use a single channel to reach their customers and fulfil their needs.

Technology has played an essential role in retailing. It enabled consumers to demand better services on one side. While on other, it provided better opportunities for retailers to interact with customers via different channels to fulfil customers' needs in a limited time (Silva et al., 2018) and according to customers' choices. Thus, technological advancements forced traditional retailers to adopt new business strategies to compete in the market. So, to achieve a leading position, they added new contact points/channels to existing offline and online channels and became multiple-channel retailers (Beck & Rygl, 2015a). These contact points/channels may include brick-and-mortar shops, websites, kiosks, call centres, social media, mobile phones, televisions, catalogues, direct mail, home services, gaming consoles, and

more. According to Neslin et al. (2006), a channel is a source of interaction between an organisation and its customers.

Modern technology has provided multiple channels for retailers to interact with their customers. When all these channels fully integrate, a new phenomenon emerges known as Omnichannel (Brynjolfsson et al., 2013). The word "Omni" is based on the Latin word "Omnis, which " means "universal or all". Thus, the integration of all available channels is called Omni-channel (Lazaris et al., 2014). Moreover, modern technologies enable consumers to shuffle between the channels without any hurdle during a single purchase. For example, customers can get information about a product online and purchase it from a physical store and vice versa (Verhoef et al., 2015). Omnichannel retailing promises a seamless shopping experience to omnishoppers (Gupta Sunil, Lehmann Donald R., 2004; Shah et al., 2006) through an interplay between channels and brands, vanishes the boundaries between all the available channels (Verhoef et al., 2015). Thus, Omnichannel retailing broadens the channel's scope and enhances the customer, brand, and channel interaction through integration (Juaneda-ayensa et al., 2016).

With new technology, consumers have become more informed and demand a seamless shopping experience, thus emerging as Omnichannel consumers (Juaneda-ayensa et al., 2016a). As omni-channel consumers know more about their purchases and have more control over investment than salespeople, their purchasing behaviour has changed entirely in an Omnichannel environment (Rippé et al., 2015). Despite its growing importance, the literature showed limited research in the field of omnichannel regarding consumer behaviour (Neslin et al., 2014; Verhoef et al., 2015), especially in investigating the consumers' usage intention of omnichannel retailing (Mishra et al., 2021).

Consumers' Usage Intention

Current literature on Omni-channel research has shown the importance of the "Omni-channel" for the industry and academics (Mishra et al., 2021). Although retailers have been accepting its importance and adopting the approach to gain a competitive edge, its success highly depends on the consumers' perception and intention to use it (Shen et al., 2018). Omni consumers are considered more valuable to retailers, so attracting and attaining them is crucial for retailers in implementing a successful Omnichannel strategy (Lazaris et al., 2014; Pantano & Viassone, 2015Manser Payne et al., 2017). Thus, it will be worthwhile to study the usage intention of Omni consumers to understand the concept in detail (Shen et al., 2018). Therefore the primary objective of this paper is to identify and evaluate the determinants of consumers' usage intention in an omnichannel context.

Intrinsic and Extrinsic Motivation

The Motivational Model explains how psychological needs make an individual self-motivated and self-determined based on cognitive evaluation theory. According to

it, individuals present two kinds of motivation (i.e., extrinsic and intrinsic), and their choices regarding their actions depend upon these motivations (Ryan & Deci, 2000). Intrinsic motivation arises when an individual becomes self-determined due to their competency and autonomy, resulting in involvement in an action of interest, pleasure, enjoyment, or challenge without any expectation regarding tangible or material rewards (Cox et al., 2018; Bagheri et al., 2019; Lin et al., 2021). On the other hand, extrinsic motivation develops when individuals are involved in an activity for some rewards (e.g., monetary reward) or other benefits (e.g. social status, image, or reputational enhancement that stem from society or social interaction) that lead to intrinsic motivation (Bagheri et al., 2019; Lin et al., 2021). Both motivations are different, affecting individuals' actions due to complex human behaviour (Lin et al., 2021). The current stream of research has empirically proved motivation as the antecedent of individual intentional behaviour, like in online broadcasting (Wang et al., 2019), crowd-funding (Li et al., 2018), and the omnichannel context (Kim, 2021). So, it will be worthwhile to study omnichannel retailing under the shed of motivation model. Under the influence of the current debate, the following hypotheses were proposed.

H_1: Intrinsic motivation significantly affects consumers' usage intention of Omni-channel retailing.

H_2: Extrinsic motivation significantly affects Intrinsic motivation.

H_3: Intrinsic motivation significantly mediates the relation between consumers' usage intention of Omni-channel retailing and Extrinsic motivation.

Innovation Diffusion Theory (IDT)

Rogers (1983) explored five factors named trialability, compatibility, relative advantage, compatibility, and observability that developed innovation diffusion theory. The Theory was used to determine users' intentions about new ideas and innovations. According to (Rogers (1983), an object, practice or idea perceived as new by someone is known as an innovation. At the same time, the rate of communication innovation with the social through a specific channel. Agarwal (2000) argued that adopting or rejecting highly depends upon the beliefs of potential users they form about the innovation. According to IDT, widespread innovations offer more advantages, perceived compatibility, low compatibility, high trialability, and high observability relative to existing products or ideas. These features make them highly diffusible (Ahighlymi et al., 2019). Many researchers have applied the Theory in different contexts, such as Silva et al. (2018) and (Gill et al., 2021; Kim, 2021) in the Omni-channel context. Gill et al. (2021) used this Theory to invest in consumers' m-payment intention. Therefore, the current study of consumers' usage intention of Omni-channel retailing was worthwhile through IDT.

Previous studies showed that IDT has merged with other models to investigate behavioural intention. Al-rahmi et al. (2019) combined TAM and IDT, while

Venkatesh et al. (2003) integrated eight different models to develop the UTAUT model that also comprises existing literature, we found no study that integrated the motivational model (MM) developed by (Davis et al., 1992) and the IDT model defined by (Rogers, 1983). However, few studies applied the Motivation model (MM) combined with IDT to investigate behavioural intention but have not considered digital context. So, the current study tried to investigate the omnichannel phenomenon under the combined effect of IDT and MM.

In the past, many studies investigated the effect of different factors of IDT on behavioural intentions in different contexts. To see the nature of the current study, the authors found that relative advantage, compatibility, and trialability are the most relevant factors of IDT that should be investigated in current research. The relative advantage in the Omni-channel context can be defined as consumers' perceptions that Omni-channel retailing is better than the existing retailing approaches. Compatibility measures the consumer's value in understanding the Omni-channel concept and how to use this approach while shopping. The extent to which consumers think they must experience Omni-channel shopping first and then decide about its adoption is referred to as trialability. So, based on the above discussion, the current study proposed the following hypotheses:

H_4: Relative advantage positively affects consumers' usage intention of Omni-channel retailing.

H_{4a}: Relative advantage has a positive relation with extrinsic motivation.

H_{4b}: Relative advantage is positively related to intrinsic motivation.

H_{4c}: Relative advantage positively affects consumers' usage intention of omni-channel through extrinsic and intrinsic motivation.

H_{4d}: Intrinsic motivation mediates between consumers' usage intention of Omni-channel retailing and relative advantage.

H_5: Compatibility positively affects the consumers' usage intention of Omni-channel retailing.

H_{5a}: Compatibility has a positive relationship with intrinsic motivation.

H_{5b}: Intrinsic motivation mediates between consumers' usage intention of Omni-channel retailing and compatibility.

H_6: Trialability positively affects consumers' usage intention of Omni-channel retailing.

H_{6a}: Trialability positively affects intrinsic motivation.

H_{6b}: Trialability has a significant positive relation with extrinsic motivation.

H_{6c}: Intrinsic motivation mediates between consumers' usage intention of Omni-channel retailing and trialability.

H_{6d}: Trialability positively affects consumers' usage intention of omni-chanel retailing through extrinsic and intrinsic motivation.

Methodology

To gain the answers to research questions, the researcher may use different strategies (e.g., experiment, survey, case study, etc.) that establish a link between research philosophy and subsequent choice of methodology. The survey method remained prominent in evaluating Omni-channel retailing in the past (Mishra et al., 2021). Therefore, data were collected through an internet-based survey via a nonprobability sample of social media users. Researchers approached respondents via various social media platforms (e.g. Facebook, WhatsApp, Twitter, and Instagram etc.) and asked them to fill out the questionnaire and share it with their friends. The target sample mainly belonged to Pakistan but also included overseas Pakistanis worldwide. The questionnaire was finalised through multiple development stages, including translating and adapting items to link with the Pakistani context and meet the study's objectives. The questionnaire was first translated into Urdu and, through pilot testing, checked its face validity. Through this process, the authors found that the respondents understood the concept in its real spirit. After that, the questionnaire was again translated into English language by some language experts. It was further refined through an interactive personal interview with the field experts. Interviews assured the authors that no critical aspect remained unaddressed.

The instrument used for the final survey comprised three parts. The first part consisted of socio-demographic variables (for instance: gender, age, education, and occupation) that depicted the characteristics of the population. The second part - adapted from (Van Delft, 2013) - comprised four items related to the customer's journey in the omnichannel context (e.g., knowledge related to omnichannel, preference to omnichannel, search for information, and purchasing through omnichannel). The final part of the instrument comprised the questions used to analyse the variables of the conceptual model. All these items were adopted from the previous literature used in different research contexts. The Motivational Model (MM) constructs were analysed through 11 items adopted from (Lin et al., 2021). The motivational Model (MM) consists of three constructs: Extrinsic motivation, Intrinsic motivation, and Usage intention. Usage's intention and Intrinsic motivation have 4 items each, whereas Extrinsic motivation has 3 items. To evaluate the constructs of Innovation Diffusion Theory (IDT), the scale was adopted from (Moore & Benbasat, 1991). The conceptual model consisted of three constructs of IDT named Related Advantage, Compatibility, and Trialability. Compatibility and Trialability have 4 items each, while Relative advantage has 5. All items had to undergo adaptations as they were used in previous research in different contexts and economies. Data regarding variables of theoretical model was collected via a Five-point Likert scale (1 for strongly disagree to 5 for strongly agree).

Due to its novelty, it was difficult for respondents to understand the omnichannel phenomenon. Therefore, it was referred to respondents that the omnichannel concept still has not a universally accepted definition. However, it is clear that omnichannel is a mixed-use of all available online channels, physical stores, or their mixture. Moreover, the authors also explained that the phenomenon provides the opportunity for a seamless shopping experience during a shopping journey. Table 3 illustrates a summary of the instrument, while the whole instrument is given in Appendix I.

The current study's target population was internet and smartphone users, who may be prospective Omni shoppers shortly. Moreover, it may be proposed that this population segment may be multi-channel users in the everyday shopping experience. Roscoe (1975) suggested that a sample size large than 30 and less than 500 is sufficient in most research. Additionally, he proposed that adequate sample size may be obtained by multiplying the numbers of the variable of the model by 10. Moreover, the researchers of the current study calculated a sample size of 700 using G*power 3.1.9.4 software with a small Effect size, i.e., $f^2 = 0.2$, power 0.80. So, the researchers decided to use a nonprobability sampling technique with a sample size of 800 that meets the primary sample size criteria. During data organising, it was found that 49 responses were incomplete, so they were eliminated from the final analysis. The confirmatory factors analysis (CFA) and structural equation modelling (SEM) results were gained via AMOS 21.

Results and Analysis

Table 1 represents the characteristics of the sample, including 538 (71.6%) males and 213 (28.4%) females with an average age of 39. The most prominent part of the sample was relatively young people, 51.4% aged between 18-25 years, followed by respondents aged between 26-40 years (40.9%). The share of respondents aged between 40-60 was just 7.7%. Concerning education level, the study tried to include people from all educational categories in the sample. Table 1 shows that 28.7% of respondents had completed their graduation, and 23.5% had completed their master's degree.

Table 1: Demographic Profile

	Frequency	Percentage
Gender		
Female	213	28.4
Male	538	71.6
Age (in years)		
18-25	386	51.4
26-40	307	40.9
40-60	58	7.7
Education		
Under matric	24	3.1
Matric	72	9.6

	Intermediate	152	20.2
	Graduation	216	28.7
	Master	177	23.5
	M.Phil.	76	10.2
	PhD	14	1.9
	Post PhD	5	0.7
	Other	15	2.1
Occupation			
	Business	143	19.0
	Job	309	41.1
	None	299	39.9
Total		751	100

41.1% of respondents of the study were job holders, and 19% were involved in business activities. Table 2 illustrates that 90% of respondents knew the difference between online and offline shopping.

Table 2: Channel Characteristics

Characteristics	Frequency	Percentage
Knowledge about the mode of shopping		
Yes	675	90
No	76	10
Mode of shopping in future		
Both	495	65.9
Offline	102	13.5
Online	154	20.6
Number of channels for information in future		
Single channel	4	0.5
More than one channel	747	99.5
Number of channels for shopping in future		
Single channel	3	0.4
Mover than one channel	748	99.6
Total	751	100

65% of the sample showed they were prospective omnichannel customers for their shopping journeys. Only 13.5% said they would remain offline customers in the future. On the same line, more than 99% of respondents had aimed to use multiple channels to get information regarding their future shopping. The results of this analysis highlight that in the future, customers in developing economies aim to shift to an omnichannel shopping approach to gain a smooth and seamless shopping experience during their shopping journey. According to Telecom Indicators | PTA (2021-2022), the total cellular subscribers in the country are 195M, of which 120M are 3G /4G subscribers. 2M people in the country use the basic telephone, while

123M are broadband subscribers. This data shows an excellent opportunity for omnichannel businesses shortly.

Validity and Reliability

Cronbach's alpha was used to test an initial reliability analysis of all the scales. The authors used SPSS 25 software and found that all scales have Cronbach's alpha values above 0.8. It indicates an acceptable internal consistency of the instrument (Hair, 2006).

Further, the instrument's content validity was also confirmed by expert opinions about omnichannel and marketing. Table 3 establishes the reliability analysis of all constructs based on Cronbach's alpha values and standardised loadings values.

Table 3: Scale Reliability

Scales	No. of Items	Average	St. deviation	Cronbach's alpha
Relative advantage (RA)	4	16.82	4.17	.89
Compatibility (COMP)	4	15.09	3.97	.90
Trialability (TRI)	4	15.14	4.02	.90
Extrinsic motivation (EM)	3	10.65	3.96	.86
Intrinsic motivation (IM)	4	14.94	3.93	.88
Usage's intention (IN)	4	14.57	4.16	.96

The reliability and validity of the measurement model can be tested through CFA using AMOS 25.0 software (Byrne, 2013; Hair, 2006). Table 4 shows the results of the confirmatory factors analysis (CFA).

Table 4: Results of CFA

Constructs	CR	AVE	MSV	MaxR(H)	EM	RA	COMP	TRI	IN	IM
EM	0.915	0.788	0.545	0.985	**0.888**					
RA	0.892	0.675	0.672	0.899	0.568	**0.821**				
COMP	0.892	0.734	0.672	0.893	0.543	0.820	**0.856**			
TRI	0.901	0.695	0.642	0.902	0.571	0.801	0.785	**0.834**		
IN	0.973	0.901	0.500	0.978	0.576	0.551	0.516	0.579	**0.949**	
IM	0.890	0.669	0.561	0.894	0.738	0.749	0.723	0.738	0.707	**0.818**

According to Byrne (2013); Hair (2006), a research instrument has not convergent validity if it fulfils the three criteria; first, the values of average variance extracted (AVE) should be higher than 0.5; second, the values of composite reliability (CR) of each scale should be higher than 0.7; and final, every value of average variance extracted (AVE) should be less than the corresponding value of composite reliability (CR). The results show no issue regarding convergent validity, as all constructs meet the threshold values.

From Table 4, it is also clear that there is no issue of discriminant validity as all the values of average variance extracted (AVE) are greater than the mean square variance values (Byrne, 2013; Hair, 2006). Furthermore, the results in Table 4 also satisfy the discriminant validity criterion mentioned by Fornell and Larcker (1981), as the square root of the AVE of each construct is higher than the shared variance among the two factors. The values of the goodness of fit indices and the badness of fit indices are illustrated in Table 5.

Table 5: Measurement Model Fit Indices

Description	Recommended Values	Measurement Model
CMIN/DF	< 3.00	1.92
Goodness of fit index (GFI)	> 0.9	0.95
Non-normed fit index (NFI)	> 0.9	0.98
Comparative fit index (CFI)	> 0.9	0.99
Root mean square error of approximation (RMSEA)	< 0.08	<0.03

As all the measurement values meet the recommended threshold criteria, therefore measurement model is satisfactory in all aspects.

Structural Model

Figure 2 depicts the structural relationship analysis, confirming all hypotheses of the current study. As expected, trialability, compatibility, and relative advantage proved to be good antecedents of consumers' usage intention of omnichannel. Moreover, it is also established that motivation (intrinsic and extrinsic) mediates the relationship between consumers' usage intention of omnichannel retailing and its determinants (Trialability, Relative Advantage, and Compatibility). The structural model results also confirm that extrinsic motivation was a mediator between intrinsic motivation, trialability, and relative advantage. The relationship between consumers' usage intention of omnichannel and compatibility is mediated by intrinsic motivation. According to Byrne (2013) and Hair (2006), if an indirect effect among a dependent variable, mediator, and the independent variable is significant, then a mediator confirms its mediation role between an independent and dependent variable. Table 6 shows that all structural relations among independent, mediators, and dependent variables are significant.

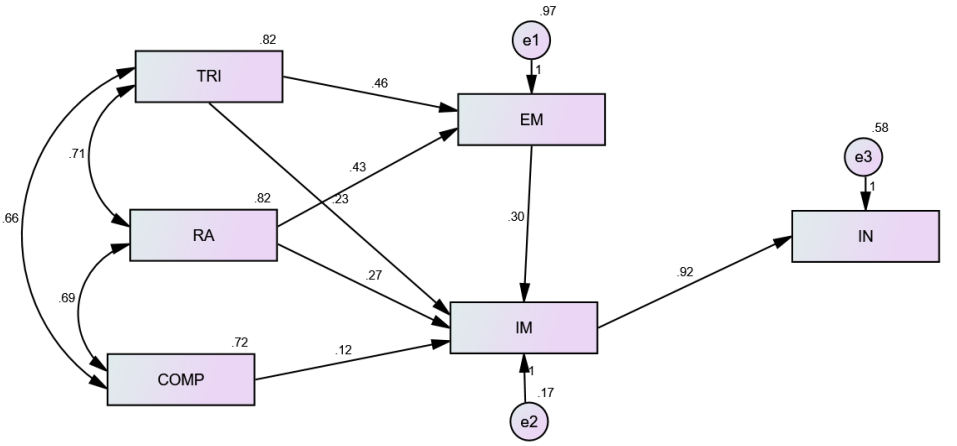

Figure 1: Structural Model

Table 7: Structural Relationship among Variables

Parameter	Estimate	Lower	Upper	P*
TRI --> EM --> IM	.139	.082	.192	.010
TRI --> EM --> IM --> IN	.127	.074	.174	.010
TRI --> IM --> IN	.208	.143	.273	.010
RA --> EM --> IM	.131	.085	.190	.010
RA --> EM --> IM --> IN	.120	.078	.175	.010
RA --> IM --> IN	.251	.179	.317	.010
COMP --> IM --> IN	.108	.028	.182	.010
EM --> IM --> IN	.278	.242	.315	.010

TRI: trialability; RA: relative advantage; COMP: compexity; EM: extrinsic motivation; IM: intrinsic motivation; IN: consumers usage intention;
** p < 0.05*

The structural analysis results illustrate that trialability positively affects consumers' usage intention of omnichannel ($\beta = 0.336$, $R^2 = 0.82$). One unit change in trialability will increase consumers' usage intention of omnichannel by 33.6%. Similarly, the relationship between relative advantage and consumers' usage intention of omnichannel is positive in the structural analysis ($\beta = 0.371$, $R^2 = 0.82$). The result indicates that with one unit change in relative advantage, there will be a 37.1% increase in consumers' usage intention of omnichannel. The relation between compatibility and consumers' usage intention is also positive ($\beta = 0.108$, $R^2 = 0.72$). Consumers' usage intention of omnichannel increases by 10.8% by one unit change in compatibility. Along the same lines, extrinsic and intrinsic motivation have a positive relationship with consumers' usage intention of omnichannel. Extrinsic motivation increases consumers' usage intention by 27.8%, while intrinsic

motivation brings a 91.6% positive increase in the usage intention of omnichannel. A brief description of these effects is given in Table 7.

Table 7: Total effects summary

	COMP	RA	TRI	EM	IM
EM	.000	.432	.457	.000	.000
IM	.118	.405	.366	.304	.000
IN	.108	.371	.335	.278	.916

TRI: trialability; RA: relative advantage; COMP: complexity; EM: extrinsic motivation; IM: intrinsic motivation; IN: consumers usage intention

Discussion and Conclusion

The results of the current study confirmed all the hypotheses proposed in the conceptual model. These results proved that innovative diffusion theory (IDT) significantly demonstrates the relations of usage intention with other factors in the omnichannel context, as has been established in previous research conducted in various contexts, for instance, communication, marketing, sociology, agriculture, education, and information technology, etc. (Rogers, 1983). Innovation diffusion theory (IDT) has previously been used in omnichannel contexts (e.g., Kim, 2021b; Silva et al., 2018b). Similarly, the current study also proved that the motivational model proposed by (Davis et al., 1992a) significantly applied in the omnichannel context to explain the consumers' usage intention. The current study showed that the factors of IDT are proven to be the best antecedents of consumers' intention to adopt an omnichannel approach. Relative advantage has established a significant precursor of usage intention in the omnichannel channel context, as consumers gain extra benefits in their purchasing journey through the omnichannel approach compared to existing purchasing tools.

Similarly, trialability enables consumers to get a trial of this new approach before the actual adoption. In this way, consumers may make good decisions about their existing purchasing process and the new one, i.e., omnichannel. The compatibility variable also plays a vital role in consumers adopting this new purchasing approach. In this way, they may see whether this new approach will be feasible with their lifestyle factors of the motivational model factors, extrinsic motivation, and intrinsic motivation have also proven essential precursors of usage intention in omnichannel retailing. They directly affect the usage intention and mediate the relationship with different factors of IDT (i.e., relative advantage, trialability, and compatibility). Previous research has also shown such results in other contexts (Silva et al., 2018; Wang et al., 2019; Gill et al., 2021; Kim, 2021; Lin et al., 2021).

The paper is a guiding star for business researchers, marketing managers and entrepreneurs who want to know more about the omnichannel approach while implementing it in their existing or new businesses. Their main concern must be to

make the omnichannel strategy most advantageous for the consumers compared to their existing purchasing approach. Moreover, they must have to focus on the trialability factor. Also, efforts must be spent on making the procedure more compatible, which must match the lifestyle of the consumers. Companies that want to launch their businesses on omnichannel can make them more advantageous, trialable, and consistent by providing suitable channels and values. To achieve their goals, companies must guarantee their customers that omnichannel will work better than the existing approaches; otherwise, it will prove a downfall for the companies, and it would be better not to implement it. Moreover, omnichannel alternatives would pass poor opinions about it, which could negatively impact the current options. So, the success of the new business strategy (i.e., omnichannel) mainly depends on the organisation's guarantee to its customers.

The other key finding of this paper was the positive effect of motivation on the usage intention on omnichannel. The results illustrate that extrinsic and intrinsic motivation significantly affect the omnichannel approach choice and strength the results of previous research conducted in different contexts (Li et al., 2018; Wang et al., 2019; Kim, 2021; Lin et al., 2021;). The study suggests that marketing managers should focus on extrinsic motivation by providing material and nonmaterial benefits to their customers. In this way, they must be willing to adopt this new shopping approach. Once they get such benefits, they will enjoy shopping through omnichannel. Intrinsic motivation shows a significant effect on the intention of consumers to adopt an omnichannel approach, so it would be worthwhile for organisations to make the process more enjoyable, beneficial, advantageous, trialable, and easy to use for customers to get a leading position in the market.

Limitations and Future Direction

Although the current study proves a milestone in the contemporary literature on omnichannel, but also has some limitations that should be considered. As we used a convenience sampling process in the current study, which is a nonprobabilistic method, we can not generalise the results to the entire population of developing countries. In addition, we used only online channels to collect data for the current study, so we can say that participants who already used more than one channel were included. To overcome these limitations, we suggest further studies using randomised stratified samples for data collection through both channels (i.e., online and offline). The previous literature also highlights that various other variables, like service quality, time, loyalty, and social influence, can be used better to explain the importance of omnichannel approaches to consumers. So it is suggested that these variables be covered in the future to understand the phenomenon in more detail.

Although the current results acknowledge that trialability, relative advantage, and compatibility are the main factors in adopting the omnichannel approach, we should also focus on other aspects that can improve it, like the complexity and observability of the other constructs of IDT. So there is a need to identify such elements in the

future and observe the effect of these elements on the usage intention of consumers. In this regard, we suggest that more qualitative research methods should be used to clarify the picture.

The online survey is another limitation of the current study because the sample in the online poll includes participants who may be heavier Internet users, which may make the results biased. So it is suggested that future research with different sampling methods should be applied to ensure the representation of the whole population. Biasness may also arise due to respondents and product types. The lack of omnichannel practice in developing economies, it is difficult to categorise the customers and products in this regard, so we did not specify consumers or products in the current study; future research should be conducted with specific products and respondents to understand the phenomenon in some detail. Lastly, it would be worthwhile to conduct longitudinal research to identify and verify the evolution of variables that the organisations may adopt when shifting their businesses to omnichannel or wanting to start a new business in an omnichannel environment.

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