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DETERMINANTS OF RETAIL SHOPPERS' PURCHASE INTENTION IN OMNICHANNEL RETAILING: AN INTEGRATED TPB– TAM FRAMEWORK

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Abstract

This study investigates the factors influencing retail shoppers' purchase intention in omnichannel retailing by integrating the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). A cross-sectional method is used as the guideline for this research. Quantitative research methods have been employed. A structured questionnaire was administered to 150 retail shoppers who were aware of the concept of omnichannel shopping platforms. The findings of this study show that perceived usefulness, attitude, and perceived behavioral control have a strong, significant influence on purchase intention. On the other hand, perceived ease of use and subjective norm have a positive influence but to a lesser extent. The model shows strong explanatory power, accounting for 67% of the variance in purchase intention. The study confirms that both technological and behavioral factors influence consumers' decisions in omnichannel retail environments. The research highlights the importance of balancing technology's simplicity with the willingness of consumers to adopt new behaviors in developing their purchasing intentions. The research also indicates the potential of facilitating coordination and simple technology to enhance the level of customer engagement with omnichannel retail. Moreover, the research findings provide empirical support for the emerging importance of behavioral models in explaining the behavior of retail consumers. The study contributes to the existing body of knowledge by validating the TPB-TAM model in an emerging economy. The study is limited in that it targeted only 150 retail shoppers and may not be generalizable. The findings of this study can be highly significant for retailers seeking to enhance their omnichannel retail strategies.

Keywords

Omnichannel Retailing; Purchase Intention; Technology Acceptance Model (TAM); Theory of Planned Behavior (TPB); Consumer Behavior

1. Introduction

Digital technologies have changed a lot in a short amount of time, and they have had a big effect on retail. Omnichannel retailing is the most common way to do business these days. When a business has stores, websites, mobile apps, and social media pages, it is said to be "omnichannel." This means that customers can interact with the business in many different ways. This makes shopping easier and keeps things the same across all channels (Verhoef, Kannan, & Inman, 2015). Omnichannel strategies try to connect all platforms so that customers can talk to stores through many different channels while they shop. In traditional multichannel retailing, each channel works on its own. This is not true.

The move to omnichannel retailing has sped up because so many people now use smartphones, digital payment systems, and

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e-commerce sites. To make shopping easier and more fun for customers, stores are adding more services. These include click-and-collect, buy-online-pickup-in-store (BOPIS), real-time inventory visibility, and integrated customer relationship management systems (Piotrowicz & Cuthbertson, 2014). Retailers who want to get ahead in the digital economy need to know how people plan to use omnichannel platforms (Brynjolfsson, Hu, & Rahman, 2013). This is because more and more people are using digital tools to find information, compare prices, and buy things.

However, for omnichannel retailing to take place, customers need to have the intention to purchase. Consumer behavior differs due to the way people feel about shopping, as they view it differently and have different levels of willingness to adopt new shopping technologies (Davis, 1989). Therefore, the study of the psychological and technological antecedents of consumer purchase intention has emerged as an important area of study for marketers.

The Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) are two well-known theories that help us understand why people use technology and why they plan to do something. The Technology Acceptance Model posits that an individual's acceptance of new technologies is predominantly determined by their perceived utility and perceived user-friendliness (Davis, 1989). When people think about how useful a system is, they think that using it will help them do better or get better results. People's perception of how easy the technology is to use is what perceived ease of use means. A lot of research has used the Technology Acceptance Model (TAM) to look at how people accept digital platforms, such as mobile commerce apps and online shopping systems (Venkatesh & Davis, 2000).

The Theory of Planned Behavior suggests that people are motivated to perform behaviors based on three key aspects: their attitude towards the behavior, their perception of what others would want them to do (subjective norms), and their perceived ability to perform the behavior (perceived behavioral control). Attitudes are the personal judgment or opinion about the behavior, whether it is perceived as good or bad. Subjective norms are the perceived social pressure to perform the behavior. Perceived behavioral control is the perceived ability to perform the behavior successfully (Ajzen, 1991). These three factors determine an individual's intention to perform a specific behavior, such as using new retail technology or making purchases online (Ajzen, 1991).

The TAM and TPB have been successfully employed individually to investigate technology adoption or consumer behavior. However, few studies have been found to have adopted both theories to investigate consumer behavior. In an omnichannel retail environment, not only is the ease of use of the system an important factor for consumers to consider but also their social influences or their digital skills (Verhoef et al., 2015). Hence, the amalgamation of TAM and TPB would provide a broader perspective to understand consumer purchase intentions in an omnichannel retail environment.

Some previous studies have recognized the need for the integration of both technological and behavioral considerations for the analysis of consumer adoption or acceptance of digital retailing platforms (Brynjolfsson et al., 2013; Piotrowicz & Cuthbertson, 2014). Nevertheless, empirical research on the impact of perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behavioral control on purchase intention in omnichannel retailing is limited, especially in the backdrop of emerging economies. Hence, there is a need for a holistic framework that considers both technological and behavioral intention constructs for analysis.

The primary aim of this study is to determine the determinants for purchase

intention in retail shoppers by integrating the technology acceptance model with the theory of planned behavior.

The results of this study enhance the current literature in multiple aspects. The study enhances current omnichannel retailing research by empirically validating an integrated TPB–TAM framework. Secondly, it shows how people's views on technology and their reasons for buying things affect each other, which changes their plans to buy things. Finally, the study gives stores helpful advice on how to make good omnichannel strategies that get customers more involved and help them make better buying decisions in stores that are becoming more digital.

2. Literature Review

Digital technologies have changed retail from traditional stores into integrated omnichannel ecosystems in a very short amount of time. Omnichannel retailing is when different channels, like physical stores, websites, mobile apps, and social media sites, work together to give customers a single shopping experience (Verhoef, Kannan, & Inman, 2015). In this model, customers can talk to stores at different times during the buying process, and the quality of service stays the same across all channels.

Omnichannel retailing is a new way of doing business that builds on older ways of selling through more than one channel. Omnichannel retailing, on the other hand, is all about making sure that all of the channels work together and that customers have great experiences (Huang & Benyoucef, 2021). This is not the same as multichannel systems, where each channel works on its own. This method makes it easy for customers to switch between online and offline channels. For example, they can order things online and then pick them up at a store.

Omnichannel retailing has changed the way people shop. The way people shop has also changed. Today, people want to shop on retail channels that are convenient to use, flexible, and can provide instant information. Retailers are increasingly using omnichannel retailing strategies (Brynjolfsson, Hu, & Rahman, 2013). The aim is to increase consumer engagement, create a better shopping experience for customers, and achieve a competitive advantage over competitors. The study found that the application of omnichannel retailing increases consumer happiness and loyalty to the store.

There has been an increased interest in omnichannel retailing in the last ten years. The study has covered many aspects of omnichannel retailing. A careful analysis of the existing literature on omnichannel retailing reveals that consumer behavior is an important aspect of omnichannel retailing (Sharma & Saini, 2022). To develop better omnichannel retailing strategies, however, there is a lot to learn about consumer behavior while shopping.

The study on consumer behavior and service quality reveals that consumer perceptions play an important role in influencing consumer behavior. A study by Deepa (2015) examined the gap between customers' expectations and perceived service quality in private sector banks. The study found that service performance plays an important role in influencing consumer behavior. Similarly, another study by Deepa & Vijayadurai (2015) examined the HR practices of banks. The study found that organizational performance plays an important role in influencing consumer behavior.

Moreover, Deepa (2018) studied the concept of green management in the manufacturing industry. The results revealed the importance of sustainability for organizational performance and consumer perceptions. In addition, Rajan and Deepa (2019) examined the impact of product and market factors on consumer behavior in purchasing a personal computer. The results revealed that product influences, market influences, and consumer perceptions are significant factors in influencing consumer behavior in

purchasing a personal computer. In the context of omnichannel retailing, these studies revealed that consumer perceptions about value, services, or product influences may play a significant role in influencing a customer's intention toward an integrated retailing strategy.

In addition, recent studies on consumer behavior in omnichannel retailing revealed the importance of consumer perceptions in influencing consumer behavior in omnichannel retailing. In this regard, Ruby Grace and Rukmani (2023) studied consumer sentiments on multi-channel marketing. The results revealed that consumer sentiments on multi-channel marketing are perceived as "easy," "quick," and "helpful for comparing product information." In addition, the results revealed that consumer perceptions on omnichannel retailing are significant for consumer behavior. (remittancesreview.com)

Ruby Grace (2024) also read about omnichannel retailing and found that changes in technology and what customers expect are two of the main reasons why it is growing. The study showed that to understand today's retail markets, you need to combine ideas from marketing, information systems, and consumer behavior in omnichannel retailing. (lisdjmr.com)

2.1 Technology Acceptance Model (TAM)

Davis came up with the Technology Acceptance Model (TAM) in 1989. It is one of the most common ways to explain how people use new technologies. TAM says that two main things affect how people accept new technologies: how useful they think they are and how easy they think they are to use.

Perceived usefulness is essentially how useful an individual thinks a given technology will be in helping them perform better or get clearer results. Perceived ease of use is how easy an individual thinks a given technology is to use. The combination of these factors essentially determines how an individual feels about a given technology and whether or not they end up using it.

The majority of the studies that have sought to explain consumer behavior in online shopping, mobile commerce apps, and online payments have relied on the technology acceptance model. The results have consistently shown that the strongest predictor of whether or not a given technology is adopted by an individual is the perceived usefulness of that technology. Essentially, individuals tend to choose technologies that offer some form of benefit or make things easier for them. This is especially true for technology that can help them make better decisions (Venkatesh & Davis, 2000).

In omnichannel retailing, the perceived usefulness can essentially mean how strongly an individual feels that these technologies help them retrieve information and make transactions. Essentially, if these technologies and apps are easy to use, this makes them easier to use and hence more useful. Recent studies have reaffirmed that the technology acceptance model remains a good model for understanding consumer behavior in online shopping. One study that sought to examine omnichannel retailing found that both ease of use and usefulness were strong predictors for whether or not an individual intended to continue using omnichannel retailing (Song & Geun, 2023). (MDPI)

Some studies have also added things like trust, perceived risk, and service quality to the TAM model. These new things help show how hard it is for people to make decisions online. But even with these changes, TAM alone might not be able to fully explain why people do things. This is because social and psychological factors also play a role in what people buy**.**

2.2 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) was made by Ajzen in 1991. It is another well-known way to guess how people will

act. The Theory of Planned Behavior (TPB) says that three things affect how likely you are to do something: how you feel about it, what you think other people think about it, and how much control you think you have over your actions.

Attitude is the way someone feels about doing something, whether it's good or bad. In the world of omnichannel retailing, "attitude" could mean how people feel about using more than one shopping channel at the same time. People are more likely to have a good attitude about omnichannel shopping if they think it's easy, quick, and useful.

The perceived usefulness is essentially how valuable a person perceives a given technology to be to them in helping them perform better or obtain better results. The perceived ease of use is essentially how effortless a person perceives a given technology to be. These are the two most important factors that shape how a person feels about a given technology.

The technology acceptance model is the most commonly used theory to explain the behavior of consumers in the use of technology in online shopping, mobile commerce technology, and online payment systems. From all the studies done on the technology acceptance model to explain the behavior of consumers in the aforementioned fields, the most important factor that determines whether a person will adopt a given technology is how useful they think the technology is. This is true all over the board. According to Venkatesh & Davis (2000), people are drawn to technologies that are useful to them. This is especially true when the technology is useful to them in making better decisions.

In the case of omnichannel retailing technology, the usefulness of the technology to a person is essentially how valuable they think the technology is to them in finding information. If the technology is not difficult to use, it is likely to be more useful to the person. Recent studies have shown that the technology acceptance model is a reliable theory to explain the behavior of consumers in the use of technology in online shopping. According to a study on the technology acceptance model on omnichannel retailing technology (Song & Geun, 2023), the ease of use and the usefulness of the technology were the most important factors to a person on the intention to continue using the technology. (MDPI)

2.3 Integration of TAM and TPB

Researchers have relied on TAM and TPB individually to understand human behavior. There is an increasing need to integrate both theories. The assumption is that by integrating both theories, one can get a better understanding of human behavior in terms of what people intend to do.

TAM focuses on understanding how people perceive technology. On the other hand, TPB examines how people's thoughts, feelings, and social factors influence their behavior. The integration of both theories gives a better understanding of both the technology and human sides.

Different studies have successfully integrated TAM and TPB to examine technology adoption in different scenarios. For instance, in the context of mobile commerce, online banking, and digital retailing, many studies have successfully integrated both theories. The use of a single theory would fail to capture the results that the integration model can achieve.

The use of both theories in omnichannel retailing is important since consumer behavior involves both technology and actions. People's behavior in omnichannel retailing depends on how useful the technology is and how easy it is to use. People's attitudes towards omnichannel retailing and how well people can use omnichannel retailing also influence consumer behavior. Song and Geun (2023) successfully integrated TAM and TPB to examine the factors that influence consumers' intentions to use omnichannel retailing. The results indicated that omnichannel retailing depends on how useful the technology is to people. People's

attitude towards omnichannel retailing and how well people can use omnichannel retailing also influence consumer behavior. Additional studies suggest that the integration of both theories offers a better understanding of complex consumer behavior. According to the study, omnichannel retailing can't be understood from a technology perspective since attitude and social factors play a crucial role in influencing consumer behavior. According to Sharma & Saini (2022), omnichannel retailing can't be understood from a technology perspective since attitude and social factors play a crucial role in influencing consumer behavior.

2.4 Research Gap

There is a recent spate of research on omnichannel retailing. However, there are still some gaps in the literature. To begin with, a number of recent studies on omnichannel retailing have focused mainly on the technological factors involved in it. For example, how easy is the system to use? How strong is the digital backbone?

Another gap in the literature is that, as discussed in the recent studies on TAM and TPB, these studies have been quite segmented in nature. However, in order to understand the complexity involved in the intentions of consumers to make purchases in an omnichannel retailing environment, we need to combine both these models, as it will give us a holistic view of the scenario.

There is a lack of research on how consumers who use omnichannel retailing will behave when entering a new market. The recent studies were carried out in developed economies, while developing economies are different from developed economies in terms of their level of technology.

This study fills in some gaps in the research by using the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to find out what makes people want to buy things in stores that have multiple channels. The study gives us a complete picture of how people make decisions in today's stores by looking at perceived usefulness, perceived ease of use, attitude, subjective norms, and perceived behavioral control.

3. Research Problem

The rapid growth of digital technologies has transformed the retail sector and encouraged retailers to adopt omnichannel strategies that integrate physical and online shopping platforms to provide seamless customer experiences (Verhoef, Kannan, & Inman, 2015). However, despite the increasing availability of omnichannel services, consumer adoption and purchase behavior remain inconsistent across different retail environments.

Previous studies have explained technology adoption using the Technology Acceptance Model (TAM) and behavioral intention using the Theory of Planned Behavior (TPB) (Davis, 1989; Ajzen, 1991). However, most research has examined these models separately rather than integrating them to explain consumer purchase intention in omnichannel retailing.

Since omnichannel shopping involves both technological interaction and behavioral decision-making, it is important to analyze the combined influence of technological perceptions and behavioral factors. Therefore, this study investigates the determinants of retail shoppers' purchase intention in omnichannel retailing by integrating TAM and TPB constructs.

4. Research Objectives

4.1 General Objective

To examine the determinants of retail shoppers', purchase intention in omnichannel retailing using an integrated TPB–TAM framework.

4.2 Specific Objectives

1. To examine the effect of perceived usefulness on purchase intention.

2. To analyze the influence of perceived ease of use on purchase intention.
3. To assess the impact of attitude on purchase intention.
4. To evaluate the role of subjective norms in influencing purchase intention.
5. To determine the influence of perceived behavioral control on purchase intention.

5. Conceptual Framework

The study combines ideas from both TAM and TPB to identify what drives people to buy in an omnichannel retail environment. The study combines both of these well-known theories—often quoted when people are discussing what drives their decisions to buy new technology and what they plan to do with it.

From the TAM perspective, the basic idea is that people are motivated to adopt a technology based on their perceived usefulness of the technology and how easy it is to use (Davis, 1989). Perceived usefulness, in the context of an omnichannel retail environment, means customers believe that the omnichannel retail platform is helping them to shop efficiently and quickly. Perceived ease of use is based on how easy or hassle-free the shopping experience is for customers.

Three things make up behavioral intention according to the Theory of Planned Behavior (TPB): attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude is how the shopper feels about shopping in more than one place, whether it's good or bad. Subjective norms are the social factors that affect how people buy things, such as friends, family, and social media. Perceived behavioral control reflects consumers' confidence in their capacity to engage with omnichannel retail systems.

The Technology Acceptance Model (TAM) is used in this study to look at perceived usefulness and perceived ease of use. The Theory of Planned Behavior (TPB) is used to look at attitude, subjective norms, and perceived behavioral control. All of these things together affect how likely retail customers are to buy things in stores that have multiple channels. The conceptual framework shows how both technological perceptions and behavioral factors can affect a person's desire to buy something.

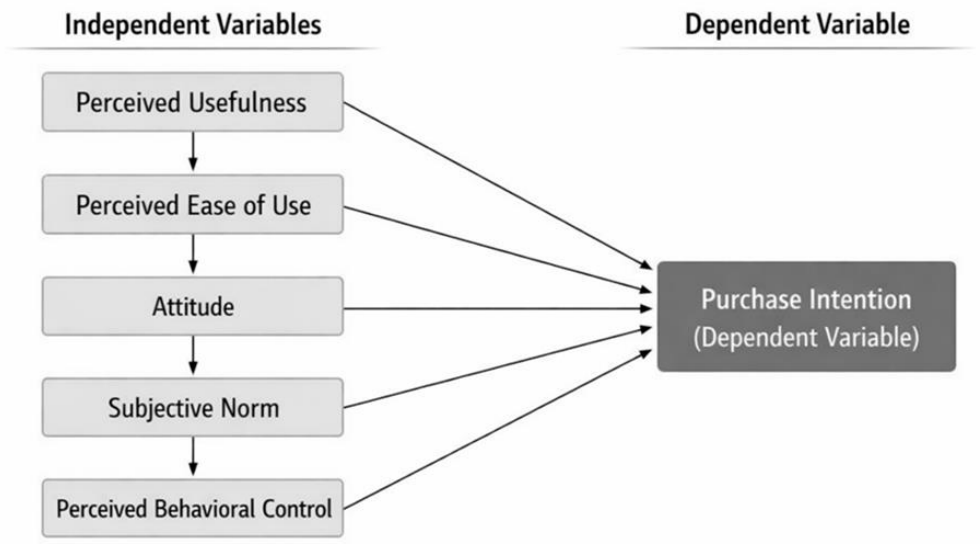

Figure 1: Research Framework

6. Research Methodology

This study utilizes a quantitative research design to examine the determinants affecting retail shoppers' purchase intentions in omnichannel retailing. We used a cross-sectional survey to get primary data from retail customers who were familiar with omnichannel shopping platforms. The quantitative method makes it easier to use statistics to look at how the variables in the integrated TPB–TAM framework are related to each other.

6.1 Data Collection

The study's target group is retail customers who shop both online and in person. A convenience sampling method was used to get data from respondents because it was easier and faster. The survey included 150 people who had shopped at stores.

We used a structured questionnaire based on the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB) to gather primary data. The questionnaire included items assessing perceived usefulness, perceived ease of use, attitude, subjective norm, perceived behavioral control, and purchase intention.

A five-point Likert scale was employed to assess all items, with 1 indicating Strongly Disagree and 5 indicating Strongly Agree.

6.2. Data Analysis

We used Statistical Package for Social Sciences (SPSS) software to analyze our gathered data. The following are the statistical analyses that were used in our analysis:

1. Reliability Analysis - In this, Cronbach's Alpha was used.

2. Multiple Regression Analysis - In this, regression analysis was used to assess how perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behavioral control influence the intention of retail shoppers to buy.

All these analyses are used to determine what is most important in influencing how likely a customer is to buy something in a store where they can both shop online and physically.

7. Results and Discussion

7.1 Demographic Profile of Respondents

The demographic profile of respondents offers an overview of the sample's characteristics, which helps in understanding the background of respondents who are involved in the study. The study was conducted among 150 retail shoppers who have prior experience of using omnichannel shopping platforms. The demographic variables considered for this study are gender, age group, education level, and shopping experience.

The study's findings reveal that a large proportion of respondents belong to the young and middle-aged consumer group, which is in line with consumers who are likely to be engaged in using digital technologies and online shopping platforms. The young generation of consumers is likely to be more comfortable using digital technology, which makes them more likely to be engaged in using omnichannel retail services.

Moreover, a large proportion of respondents have secondary or higher-level educational qualifications, indicating that they are likely to be aware of internet usage and digital technology-based retail systems. This is also in line with the relevance of this study, considering that omnichannel retail services are based on digital technology.

The overall findings of this study confirm that the respondents are representative of an appropriate consumer group that is likely to be considered for understanding the determinants of purchase intention in omnichannel retailing.

Table 1: Demographic Profile of Respondents

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	82	54.7

	Female	68	45.3
	Total	150	100%
Age Group	18–25	52	34.7
	26–35	61	40.7
	36–45	24	16.0
	Above 45	13	8.6
	Total	150	100%
Education	Secondary	48	32.0
	Undergraduate	59	39.3
	Postgraduate	43	28.7
	Total	150	100%

Source: Survey Data

7.2 Reliability Analysis

Before the regression analysis, reliability tests were conducted to check the reliability of the scales used for the analysis. The reliability tests conducted were Cronbach's Alpha reliability tests. The reliability tests for social science research are considered to be reliable if the Cronbach's Alpha reliability value is more than 0.70.

From the results, it can be identified that the reliability of the variables used for the analysis is satisfactory. The Cronbach's Alpha reliability values for the variables range from 0.75 to 0.88.

The results of the reliability tests confirm the reliability of the scales used for measuring the variables, which are perceived usefulness, perceived ease of use, attitude, subjective norm, perceived behavioral control, and purchase intention.

Table 2: Reliability Statistics

Variable	Number of Items	Cronbach's Alpha
Perceived Usefulness	4	0.86
Perceived Ease of Use	4	0.82
Attitude	4	0.88
Subjective Norm	3	0.75
Perceived Behavioral Control	4	0.81
Purchase Intention	3	0.84

Source: Survey Data

7.3 Regression Analysis

Multiple regression analysis was carried out to investigate the impact of the independent variables on the retail shopper's purchase intention in omnichannel retailing. The independent variables were perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behavioral control. On the other hand, the dependent variable was purchase intention.

The regression equation shows a good level of predictability since the R^2 value is 0.67. This suggests that the independent variables have an impact on the dependent variable to a great extent since 67% of the variation is explained by the independent variables. The model is significant since the F-statistic is less than 0.001.

Table 3: Regression Results

Variable	Beta (β)	t-value	p-value
Perceived Usefulness	0.32	4.85	<0.01
Perceived Ease of Use	0.14	2.10	<0.05
Attitude	0.29	4.21	<0.01
Subjective Norm	0.12	1.98	<0.05
Perceived Behavioral Control	0.26	3.75	<0.01

Model Summary: $R^2 = 0.67$ F significant at $p < 0.001$

Source: Survey Data

7.4 Discussion of Results

The regression analysis offers valuable insights into the factors that affect the purchase intention of retail shoppers in omnichannel retailing.

The analysis established that perceived usefulness is the most influential construct on consumers' purchase intention (β = 0.32). This implies that consumers are likely to engage in omnichannel retailing if they perceive it as useful in enhancing their shopping efficiency, saving search time, and increasing access to product information. This is consistent with the Technology Acceptance Model (Davis, 1989), which supports that consumers' perception of usefulness is a major driver of technology adoption.

The analysis also established that consumers' attitudes toward omnichannel retailing are positive and significantly affect their purchase intention (β = 0.29). This implies that consumers who have positive perceptions of omnichannel retailing are likely to engage in purchasing activities through omnichannel retailing platforms. Positive attitudes could result from consumers' perceptions of the flexibility of omnichannel retailing, allowing them to easily switch between channels when shopping.

Likewise, perceived behavioral control has a significant impact on purchase intention (β = 0.26). This finding shows that if consumers believe that they are capable of using omnichannel systems, digital payment systems, and mobile application systems, they are more willing to adopt the omnichannel purchasing behavior.

The study results also revealed that perceived ease of use has a significant impact on purchase intention (β = 0.14). This finding shows that consumers prefer a platform that is easy to use and user-friendly; thus, they are willing to adopt the omnichannel purchasing behavior.

Furthermore, the study results revealed that subjective norm has a significant impact on purchase intention (β = 0.12). This finding shows that consumers are influenced by social norms; thus, if their friends or families or even social media influencers recommend the platform, they are willing to adopt the omnichannel retail platform.

The study results clearly indicate that both technological perceptions (TAM constructs) and behavioral determinants (TPB constructs) jointly affect the purchase intention of the consumer. Combining both constructs provides a holistic explanation for consumer behavior in the omnichannel retail environment.

7.5 Hypothesis Testing

Based on the regression results, the hypotheses developed in the study were tested. The results indicate that all five hypotheses are supported.

Table 4: Summary of Hypothesis Testing

Hypothesis	Statement	Result
H1	Perceived usefulness positively influences purchase intention	Accepted
H2	Perceived ease of use positively influences purchase intention	Accepted
H3	Attitude positively influences purchase intention	Accepted
H4	Subjective norm positively influences purchase intention	Accepted
H5	Perceived behavioral control positively influences purchase intention	Accepted

Source: Developed for the study.

8. Theoretical and Managerial Implications

This study makes a contribution to the emerging literature on omnichannel retailing by empirically testing an integrated model of Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). The study offers a broader understanding of the antecedents of retail shoppers' purchase intention through its integrated view of technology acceptance and behavioral determinants. The study also supports that technology perceptions, including usefulness and ease of use, along with behavioral determinants of attitude, subjective norm, and behavioral control, are antecedents of consumers' purchase intention. In this regard, this study contributes to the literature by emphasizing the complementary role of TAM and TPB in explaining consumers' behavioral intentions. In addition, this study extends the existing literature on omnichannel retailing by applying this integrated model in an emerging market setting, thus offering empirical support for the relevance of these theoretical models in today's retailing environments.

Aside from its theoretical implications, the results of this study have several important managerial implications for retail managers who operate in an omnichannel retail environment. Retail managers should focus on improving the perceived usefulness of omnichannel retailing by improving the functional value of omnichannel retailing. Retailers can do this by incorporating real-time inventory management systems, click-and-collect services, and personalized recommendation systems that can help create a better consumer experience. Retailers should also focus on improving the perceived ease of use for omnichannel retailing. Retailers can do this by focusing on the design and development of user-friendly interfaces that can help create a better consumer experience for customers who use omnichannel retailing. Furthermore, retailers should focus on improving consumer attitude towards omnichannel retailing by using effective marketing communication strategies that can help create a better consumer experience. Retailers can do this by using promotional strategies that can help create a better consumer attitude towards omnichannel retailing. Retailers should also focus on improving the perceived behavioral control for omnichannel retailing. Retailers can do this by incorporating consumer support services that can help create a better consumer experience for customers who use omnichannel retailing. Overall, these strategies can help create a better consumer experience for omnichannel retailing and can help create a strong competitive advantage for retailers.

9. Limitations

In spite of the positive contributions of the study, the current study has some limitations. Firstly, the current study included a sample size of 150 respondents. However, the sampling technique adopted may not be entirely appropriate to generalize the findings to a larger sample size.

Secondly, the current study adopted a cross-sectional study. This may not be entirely appropriate since the study of consumer behavior in an omnichannel retail environment may change over a period of time.

Finally, the current study focused on the constructs of the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). However, other important constructs such as trust, risk, quality, and technology were not included in the model.

10. Conclusion

The study aims to investigate what influences shoppers to have the intention to purchase in an omnichannel retail context by integrating the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB). The study found that both technological and behavioral factors are significant predictors of consumer purchase intention in an omnichannel retail context.

Among the technological and behavioral factors examined, perceived usefulness, attitude, and perceived behavioral control emerged as the strongest predictors of purchase intention. In other words, the ease of use of the system, customers' attitude towards the system, and customers'perceived behavioral control are the most important predictors of purchase intention for omnichannel retail technology.

The proposed TPB-TAM framework is found to be an extremely powerful tool for explaining consumer behavior in today's retail environment. The study contributes to the existing literature on omnichannel retail by providing empirical support for the role of both technological and behavioral determinants of consumer purchase intention.

The study is found to be highly significant for retailers who seek to develop an effective omnichannel retail strategy.

11. Suggestions for Future Research

In consideration of the results and limitations obtained from the current study, the following suggestions for future study can be made:

Future studies can be conducted by incorporating other variables such as trust, perceived risk, service quality, and tech readiness to have a broader view of omnichannel consumer behavior.

Future studies can be conducted to examine the changes in consumer purchase intentions over time by incorporating the evolution of omnichannel technology.

Future studies can be conducted by increasing the number of samples to incorporate different data from different geographical locations.

Advanced research tools such as Structural Equation Modeling can be utilized to examine the complex relationship between the variables and examine the integrated behavioral model.

Plagiarism Declaration:

We hereby declare that this manuscript is original, unpublished, and not under consideration elsewhere. All sources have been properly acknowledged.

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