The implementation of purchasing omnichannel marketing based through the expansion of the UTAUT 2 model

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A B S T R A C T

This study studies the influence of omnichannel service benefits in customer product purchasing decisions and investigates the omnichannel adoption behavior of customers in fashion apparel retail in Bali. Data collection is completed twice in stages I and II, covering fifteen to thirty days (15-30). The population in this study is a group of Balinese customers with high adaptation to technology. The maximum sample in this study is 210 respondents. The study findings reveal that their path coefficient values supported some hypotheses while some others were not supported. The research findings indicate that the variables of service integration and perceived effectiveness cannot be proposed to expand the UTAUT 2 model. The technology familiarity variable can be the variable proposed to expand the UTAUT 2 model. This study's findings confirm the inconsistent relationship between the effect of intention to purchase apparel products on product purchase behavior that could be overcome by studying behavioral intention to use behavior using a longitudinal method. Implications of research through the data collection method involves two stages of research by collecting the same sample group, which is declared to be able to observe changes in customer behavior.

1. Introduction

The digital development dynamics have led to significant changes in the character and behavior of customers, which impact the business and the industrial sectors. It is marked by the emergence of the internet, which has prompted changes in product marketing from offline to online. This condition applies to almost all business sectors, including retail fashion apparel in shirts, T-shirts, dresses, pants, and skirts. Fashion apparel is one of the most fast-developing businesses. This industry is constantly evolving and adapting to survive in Indonesia.

Rising pressure from customers who demand optimal service requires business people in fashion apparel retail to innovate and replace the conventional way of using solely offline stores or traditional single channels to attract customers. A traditional single channel dictates that customers search for information, compare products and conduct transactions in conventional stores (Kho, 2022). Online single channel that offers customers online purchasing services but only with one channel determined by the store (Chiou et al., 2017). The weakness of single online channels is that they cannot reach all potential customers. Thus the integration of online and offline channels is desirable. Multichannel enables customers to use various channels, but the operations are executed separately because they are not integrated. It will lead to less interaction between channels. Meanwhile, omnichannel can integrate various channels in one coordinated and integrated application.

Fashion apparel retail has continued to evolve from multichannel to omnichannel (Gauri et al., 2021). Multichannel retail has distinct characteristics by not always being a substitute. Thus customers only utilize the channels offered, which tend to have dissimilar information on each channel (Harris et al., 2018). Omnichannel retail involves separate channels with information

integration, where customers can leverage all channels offered to search for information, compare products and conduct transactions (Gao et al., 2021). The omnichannel strategy envisions customer considerations in offline and online shopping positions by prioritizing customer management aspects and placing customers in marketing strategies (Gauri et al., 2021) . New retail formats have practical significance for improving purchase processes by prioritizing the consumer shopping experience (Hoehle et al., 2018). Omnichannel mechanisms are instrumental in shaping consumer behavior towards omnichannel adoption of retail services to transition to new retail formats (Park & Kim, 2019).

Understanding why individuals accept or reject technology in response to the adoption process requires an academic framework that can illuminate it. Evidenced by the many theoretical models that attempt to address the phenomenon of the technology adoption process, theories related to the technology acceptance process starting from Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), Technology Acceptance Model (TAM) (Davis et al., 1989), TAM2 (Venkatesh & Davis, 2000), TAM3 (Venkatesh et al., 2008), Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh et al., 2003), Unified Theory of Acceptance and Use of Technology (UTAUT 2) (Venkatesh et al., 2012).

To date, UTAUT has served as the primary model implemented to study technology acceptance. TRA, TAM, and UTAUT are conceived from the internal perspective of the organization with the viewpoint of deploying new technology (Venkatesh et al., 2003). According to UTAUT, a new model was built from the customer's point of view called UTAUT 2 (Venkatesh et al., 2012). Moghavvemi and Salleh (2014) point out that the performance of the UTAUT 2 model has limitations on the relationship between intention to use and usage behavior. The first limitation is that intention to use represents an individual's internal belief schema rather than representations and external factors influencing user behavior. Second, behavioral intentions have weak predictive and explanatory abilities in dealing with uncertainty and unexpected events between the time the intention is formed and the usage behavior. Third, the model can only predict behavior when individuals are specifically instructed to use the technology; the intention to use has a weak ability to predict behavior that is partially in the control of the individual.

This study expands the UTAUT 2 model by examining technology acceptance in omnichannel customers. The expansion was conducted by proposing three factors to determine the influence of omnichannel service benefits in customer product purchasing decisions and investigate customer omnichannel adoption behavior in fashion apparel retail in Bali. The three factors were selected considering the relevance to retail and integration in promotion, information management, product, price, delivery information, and customer service. These factors are service integration, perceived effectiveness, and technology familiarity. These three factors motivate customers to adopt omnichannel and conditions for acceptance of omnichannel retail platforms (Park & Kim, 2019). Service integration encourages customers to experience the benefits simultaneously on omnichannel channels (Zhang et al., 2018). Cummins et al. (2016) state that it is crucial to minimize inconsistencies in customer service experiences across multiple channels that may occur in the purchasing, promotion, and customer relationship processes. Perceived effectiveness is proposed to examine customer responses to omnichannel strategies. More significantly, earlier knowledge of technology results in higher familiarity with technology, causing adaptation to new technology faster (Kusuma, 2017).

The variables of performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, price value, and habit are not searched for their influence in this model anymore because the results of previous research studies have established a robust model and have an influence that tends to be consistent in each research finding. This study retains social influence because it has a strong social influence. Several researchers confirm that social influence has no effect on behavioral intention and use behavior that attracts customers (Moghavvemi & Salleh, 2014; Gunasinghe et al., 2019; Maity et al., 2019; Siyal et al., 2020; Singh et al., 2020).

A behavior is preceded by the intention to perform the behavior. The models explained earlier suggest that use behavior is usually preceded by behavioral intention, indicating that both are unlikely to co-occur. There will always be a time lag from behavioral intention to use behavior. An individual who expresses an intention to purchase or use an item requires time to realize this intention into purchasing behavior. The length of time required depends on several factors, i.e., the type of decision (complex or simple), product price (expensive or cheap), level of importance (essential or not), and purchase motivation. Accordingly, the measurement of the variable intention to perform a behavior should be performed first before measuring the behavior variable. Therefore, the measurement of the intention to perform a behavior variable should be made in advance before measuring the behavior variable. Simply measuring the two variables will provide maximum benefits if implemented in a longitudinal data collection mechanism, not in a cross-section.

Referring to this explanation, data collection will be completed twice in this study. First, data collection is obtained on research variables up to the intention to purchase omnichannel-based products. At this stage, it is ensured that respondents are apparel retail customers who make purchases offline. Second, data collection for omnichannel-based product purchasing behavior variables, i.e., previous respondents who made offline purchases, were asked again whether their apparel purchase decisions based on specific fashion apparel retails used omnichannel channels. This data collection method demands clear information about the identity of previous respondents, as they will be re-contacted after some time.

2. Literature review

2.1 Unified theory of acceptance and use of technology 2 (UTAUT2)

The Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) is a theory of acceptance and use of the most updated technology, regarded as the most comprehensive model. UTAUT has functioned as the primary model applied to study technology acceptance. TRA, TAM, and UTAUT are all devised from an internal organizational perspective to implement new technology (Venkatesh et al., 2003). Based on UTAUT, a new model was constructed from the customer's point of view called UTAUT 2 (Venkatesh et al., 2012).

2.2 Omnichannel marketing

Omnichannel proposes a comprehensive experience that incorporates the online and offline, conversing with customers and centering the strategy on the consumer shopping experience (Mosquera et al., 2018). Omnichannel is an operating model that synchronizes all company communication channels (Wang et al., 2021). (Verhoef et al., 2015) state that omnichannel retailing creates a symbiotic relationship between digital and physical channels. It is about precise stability, continuity, and exceptional customer experience.

2.3 Service integration and perceived effectiveness

A deep omnichannel integration that focuses on the customer shopping experience dissolves the boundaries between online and offline channels by generating a shopping experience (Mosquera et al., 2018). Alam et al. (2019) confirm that service integration affects technology usage intention. Many people validate that there is an influence between service integration and technology usage intention (Moghavvemi & Salleh, 2014; Maity et al., 2019; Gunasinghe et al., 2019; Singh et al., 2020). Camilleri and Falzon (2020) support that perceived effectiveness influences the intention to use. Giovanis et al. (2019) affirm that perceived effectiveness affects technology intention to use. UTAUT 2 model describes knowledge about the new system, its use, beneficial features, and other people's perceptions of the new system are significant issues that influence users' intention to use or not use the new system (Kwateng et al., 2019)

H₁: *Service integration positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.*
H₂ : *Perceived effectiveness positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.*

2.4 Technology familiarity and social influence

Technology familiarity can be translated as an entity's understanding of an object based on past interaction experiences (Priyono, 2017). Prior knowledge of technology leads to higher familiarity with technology, which results in a faster adaptation to new technology (Kusuma, 2017). Notes that familiarity can cause greater behavioral intention to use technology, reducing user dependence on external support. There is a significant relationship between socioeconomic class and customer information search, evaluation of alternatives, and purchasing decisions through online and offline sources, demonstrating omnichannel customer behavior for mobile products (Zaware et al., 2020). Dhiman et al. (2019) state that social influence influences behavioral intention. Singh et al. (2020) have reconfirmed where social influence affects behavior; however, further evidence is still required. Beliefs shape a person's perception of behavior and determine a person's intention to do or not to do as a form of influence from the social environment.

H₃: *Technology familiarity positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.*
H₄: *Social influence positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.*

2.5 Intention to purchase omnichannel-based apparel products on omnichannel-based apparel product purchase behavior

Companies that utilize omnichannel emphasize that companies enhance customer value by possessing the ability to remain in regular contact with customers using various means simultaneously (Hole et al., 2019). It is amplified by how customers evaluate the reliability of the technology used (Ameen et al., 2020). Purchase intentions are affected by customer intentions to use various in-store digital technologies and practices (Mosquera et al., 2018). Others also express the influence between behavioral intention on user behavior (Moghavvemi & Salleh, 2014; Maity et al., 2019; Alam et al., 2019; Gunasinghe et al., 2019).

H₅: *Intention to purchase omnichannel-based apparel products positively and significantly affects the purchase behavior of omnichannel-based apparel products at fashion apparel retail in Bali.*

According to the explanation, the conceptual framework proposed in this study is illustrated in Fig. 1.
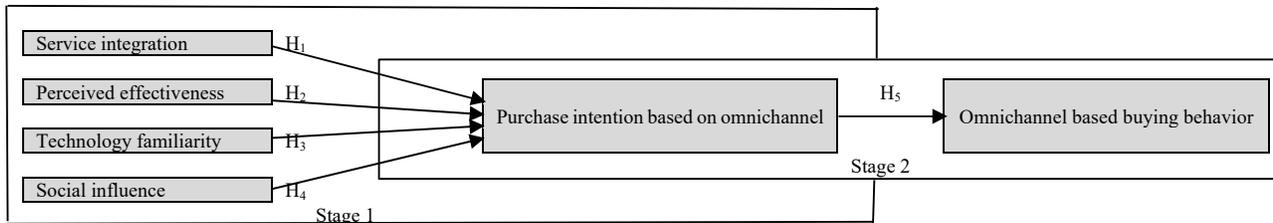
Fig. 1. Conceptual Framework

3. Research Methods

The data collection process was completed twice. First was data collection to obtain research variables and the intention to purchase omnichannel-based products. At this point, it was verified that the respondents were apparel retail customers who made offline purchases. The second was data collection for omnichannel-based product purchasing behavior variables, i.e., previous respondents who made offline purchases were reasked whether their apparel purchase decisions were based on specific fashion apparel retails using omnichannel channels. This data collection method required clear information about the identity of previous respondents, as they would be re-contacted in the following fifteen to thirty days (15-30) days. The data collection mechanism is longitudinal. This research was conducted in Bali by looking at omnichannel customer behavior in sixteen (16) apparel stores spread across Bali. The population in this study are consumers who purchase fashion apparel products offline at fashion apparel retail in Bali. The minimum sample size was 105 respondents, and the maximum was 210 respondents. The criteria for research respondents were fashion apparel retail customers who had made offline purchases at least in three stores that served using omnichannel.

4. Results and discussion

In stage I, the questionnaire was administered to 230 respondents obtaining a response rate of 97.1% with a total of 204 respondents who returned the questionnaire ultimately from the maximum sample of 210. At stage I, respondents were fashion apparel retail customers who had made offline purchases at least in three stores that served using omnichannel. The stage II questionnaire was re-administered to 204 initial respondents. The number of returned questionnaires was 186, with a response rate of 91.6%. Eighteen respondents could not be re-contacted and were excluded from the stage II analysis.

Instrument test through questionnaire content test The content test was performed by giving the questionnaire to ten respondents other than the primary respondents to read the contents of the questionnaire statements that had been prepared. The purpose of testing the content of the questionnaire statement is to ensure that each statement contained in the questionnaire can be understood and comprehended. Then, it was followed by a validity test and a reliability test. The results of stage I and stage II tests stated that all questions were valid, and the Cronbach Alpha value obtained a value greater than 0.60; thus, the reliability of all instruments was valid.

5. Analysis result

The evaluation results of the outer model stage I and stage II revealed the outer loading value of the indicators of each variable. The table showed that all indicators had an outer loading value of more than 0.60, with a significant level based on the p-value all below 0.05. It demonstrated that all of these indicators were valid. The coefficient or square root value of the average variance extracted for each research variable was above 0.70, and all were greater than the coefficient or value of its cross-correlation with other research variables. That implied that all research variables had met the requirements of discriminant validity. The results of the measurement model/measurement model/outer model evaluation based on convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha showed that they had met the validity and reliability testing criteria. Therefore, each indicator could be declared valid and reliable. R-Square (R^2) value of stage I omnichannel-based purchase intention (Z) was 0.549, and 54.9 percent of omnichannel-based purchase intention was influenced by service integration, perceived effectiveness, technology familiarity, and social influence; the remaining 45.1 percent were other factors. Further, the R-Square (R2) value of stage II omnichannel-based purchasing behavior (Y) was 0.575, and omnichannel-based purchase intentions influenced 57.5 percent of omnichannel-based purchasing behavior; the remaining 42.5 percent were other factors. Referring to the criteria set by (Ghozali, 2021: 147) that R2 value was classified as a moderate model.

5.1 Hypothesis testing stage I

The relationship between variables (path) formed between service integration variables, perceived effectiveness variables, technology familiarity variables, social influence variables, and omnichannel-based purchase intention variables in this study can be viewed in Fig. 2. and the results of statistical testing of relationships between variables are presented in Table 1.
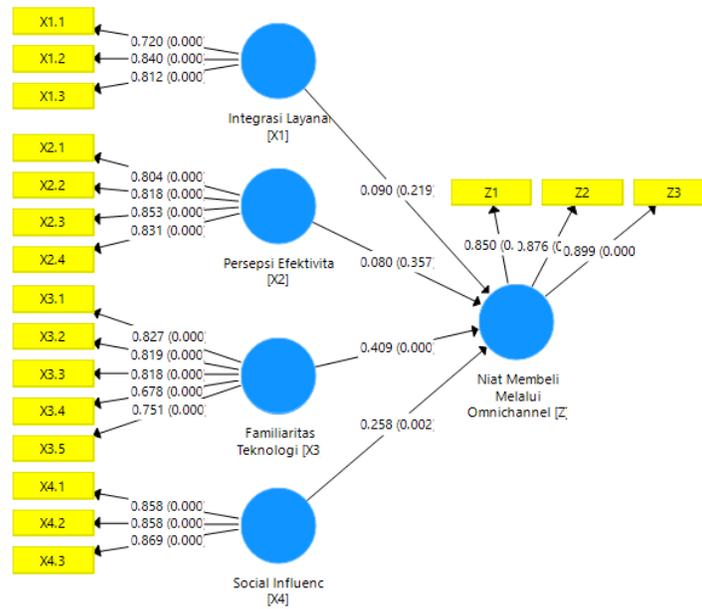
Fig. 2. Path Coefficient of Service Integration Variables, Perceived Effectiveness, Technology Familiarity, Social Influence, and Intention to Purchase Omnichannel-Based Products
Source: Primary and processed data, 2022

Table 1
Path Coefficient Stage I

	Hypotheses	Path Coefficients	p-value
H₁	Service integration positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.	0.090	0.219
H₂	Perceived effectiveness positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.	0.080	0.357
H₃	Technology familiarity positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.	0.409	0.000
H₄	Social influence positively and significantly affects the intention to purchase omnichannel-based apparel products at fashion apparel retail in Bali.	0.258	0.002

Source: Primary and processed data, 2022

Drawing from the data processing results in Table 1, it can be denoted that of the four research hypotheses, two hypotheses were supported, i.e., H_3 and H_4, because the path coefficient values were 0.409 and 0.258 at $p \leq 0.05$. Meanwhile, the other two hypotheses were not supported, i.e., H_1 and H_2, because the path coefficient was 0.090 and 0.080 at $p > 0.05$.

5.2 Hypothesis testing stage II

The relationship between variables (path) formed between the omnichannel-based purchase intention variable and the omnichannel-based purchasing behavior variable in this study can be found in Fig. 3. The result of statistical tests of relationships between variables is listed in Table 2.
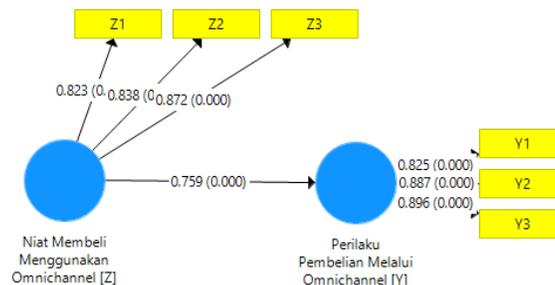
Fig. 3. Path Coefficient Variable Intention to Purchase Omnichannel-Based Products and purchase behavior of omnichannel-based products
Source: Data processed from questionnaires

Table 2
Path Coefficient Stage II

	Hypothesis	Path Coefficients	p-value
H₅	Intention to purchase omnichannel-based apparel products positively and significantly affects the purchase behavior of omnichannel-based apparel products at fashion apparel retail in Bali.	0.759	0.000

Source: Primary and processed data, 2022

It can be asserted that H_5, the effect of intention to purchase omnichannel-based apparel products on purchasing behavior of omnichannel-based apparel products, was accepted because the path coefficient value was 0.759 at $p \leq 0.05$.

5.3 Discussion of research findings stage I

The effects of service integration on purchase intention of omnichannel-based apparel products

Service integration conducted by several fashion apparel retailers in Bali, conveying product information on each omnichannel channel, is inconsistent where customers experience e problems completing the transaction process. It is recognized that service integration strives for customers to enjoy the benefits simultaneously on omnichannel channels (Zhang et al., 2018). The findings of this study revealed that the service integration variable did not influence the intention to purchase omnichannel-based apparel products. A reflection of it was that the understanding of each omnichannel customer in using the omnichannel channels provided at fashion retail stores is different. Hence, companies must create an approach that is centered around the customer. The key to omnichannel is expanding access to all mobile applications, websites, social media, and stores and managing customer products. The service integration variable could not become one of the variables offered to expand the UTAUT 2 model. The service integration variable was considered optimal only for customers who understood technology related to omnichannel channels. (Venkatesh et al., 2003) affirmed UTAUT 2 model required acceptance and use of the latest technology. Customers who can adapt and trust technology accordingly can use omnichannel channels to experience the convenience of transactions. Customers who remained unadaptable took longer to accept omnichannel channel technology to purchase products.

The effect of perceived effectiveness on purchase intention of omnichannel-based apparel products

Perceived effectiveness was associated with how individuals select, organize, and interpret decision-making. The results of this study stated that the perceived effectiveness variable did not influence the intention to purchase omnichannel-based apparel products. Each individual was on a different level of perceived effectiveness (Chang & Geng, 2022). Consequently, it indicated that the perceived effectiveness of each customer is different and cannot be homogenized (Kotler & Keller, 2016). The perceived effectiveness variable could not become one of the variables offered to expand the UTAUT 2 model. UTAUT 2 model illustrated that knowledge about the new system, its use, beneficial features, and other individuals' perceptions of it were critical issues that influenced users' intention to use or not use the new system (Kwateng et al., 2019). Thus, customer readiness to accept a new system depends on how individual customers accept and implement it.

The effects of technology familiarity on purchase intention of omnichannel-based apparel products

Fashion apparel retail customers who use omnichannel channels in Bali experienced more familiarity with using technology. Prior knowledge of technology led to higher familiarity with technology, which caused adaptation to new technology to be faster (Kusuma, 2017). The subsequent finding was that familiarity demonstrated how much technology users were in the omnichannel-based shopping system. Familiarity built trust by minimizing the concerns of omnichannel customers in fashion apparel retail in Bali. Increased familiarity allowed users to use technology more conveniently (Priyono, 2017). The study confirmed that the technology familiarity variable could be one of the variables offered to expand the UTAUT 2 model. The expansion of the UTAUT 2 model was performed by looking at technology acceptance in omnichannel customers. Moghavvemi & Salleh (2014) described that UTAUT 2 predicted behavior when individuals were explicitly instructed to use technology. It can occur as customers lack technological familiarity. Thus, efforts to expand the UTAUT 2 model can explain that the technology familiarity variable influenced an individual's intention to use.

The effects of social influence on purchase intention of omnichannel-based apparel products

Social influence can motivate fashion apparel retail customers in Bali to accept the new omnichannel system. It implied that the primary determinant of omnichannel-based product purchase intentions at fashion apparel retail in Bali was the perceptions of groups or individuals in the omnichannel customer environment. Others influenced customers in their environment to use an omnichannel system to find product information, order products, and choose how to make transactions—customer evaluation of alternatives and purchasing decisions through online and offline sources exhibiting omnichannel customer behavior. The results of this study supported the study of (Zaware et al., 2020), which found a significant relationship between the social environment and customer information search, customer evaluation of alternatives, and customer purchasing

decisions through online and offline sources. Consistent with the study findings of (Singh et al., 2020) reconfirmed that social influence affected behavior intention. The finding of this study refuted the inconsistent findings of previous studies.

5.4 Discussion of research findings stage II

The effect of intention to purchase omnichannel-based apparel products on purchasing behavior of omnichannel-based apparel products

In this second stage, omnichannel customers were sensitive to how product information was obtained from omnichannel channels at fashion apparel retail in Bali. Fashion apparel retail companies in Bali must emphasize that increasing customer value was achieved by the ability to engage regularly with customers based on various omnichannel channels and in a simultaneous manner. These findings verified that solid intentions determined actual behavior. A behavior was preceded by the intention to perform the behavior. Use behavior was likely preceded by behavioral intention, which implied that the two are unlikely to co-occur and there would be a time lag from behavioral intention to use behavior. Customers expressed an intention to purchase or use an item and required time to realize this intention into purchasing behavior. It was related to the decision-making process that emerged based on situational customers, influenced by other elements, i.e., the type of decision (complex or simple), product price (expensive or cheap), level of importance (important or not), and purchase motivation. Drawing from this explanation, it answered the question of why individuals might have the intention to use but failed to translate it into usage behavior. It can be done by studying behavioral intention towards use behavior using two stages of research based on longitudinal methods.

6. Research implications

6.1 Theoretical implications

Technology familiarity variables can expand UTAUT 2 model. Technology familiarity variables affected the behavioral intention of customers who understand omnichannel and can adapt to new technology. The study of behavioral intention towards use behavior was not examined using longitudinal research methods in one frame of the research model. Using a longitudinal study through two stages of research allows the observation to see changes in customer behavior. Given a time lag between stage I and stage II, data collection for fifteen to thirty days (15-30) was declared capable of observing changes in customer behavior. Use behavior was preceded by behavioral intention, which implies that both cannot happen simultaneously, and there would always be a time lag from behavioral intention to use behavior. Customers expressed an intention to purchase or use an item and required time to realize this intention into purchasing behavior. Other factors that impacted omnichannel customer decisions included the type of decision (complex or simple), product price (expensive or cheap), level of importance (important or not), and purchase motivation.

6.2 Practical implications

For companies, the findings of this study provided insights into the significance of providing a competitive strategy. Retail companies must find strategies to compete with each other by creating and maintaining product quality. Retail companies must also communicate fashion products to customers to promote more effectively through mobile applications, websites, social media, and stores and manage products for customers. Supporting an omnichannel-based trading system will certainly boost the number of retail transactions that can contribute to economic recovery. More individuals can also be engaged to take advantage of this opportunity by creating more technopreneurs, not only as the target market for online commerce but also to take their part as online entrepreneurs.

7. Conclusions and suggestions

This study confirmed that the technology familiarity variable can become one of the variables offered to expand the UTAUT 2 model. The effort to expand the UTAUT 2 model was conducted with two stages of examination, which can be done by studying behavioral intention towards use behavior using two stages of research based on longitudinal methods. Several recommendations are offered for companies to build trust in the information obtained by customers. Customer trust significantly influences the frequency of purchases and the sustainability of the company's products. To accomplish it, companies must solve the obstacles between online and physical stores and manage to use omnichannel.

Future researchers can conduct another similar study to examine the variables of service integration and perceived effectiveness with different sample groups and look for other variables that affect behavioral intention, such as risk, ease of use, sense of comfort, and transaction procedures. Further, it is necessary to conduct future studies by adding mediating variables to the effect of service integration and perceived effectiveness on omnichannel usage intention.

8. Limitations of the Study

This study was conducted in the fashion apparel industry, which comprised shirts, sweatshirts, dresses, pants, and skirts in Bali, thus limiting the generalizability of omnichannel customer behavior. Further, this study only examined three new variables, i.e., service integration, perceived effectiveness, and technology familiarity, which were offered to expand the UTAUT 2 model. However, only one variable can be recommended to expand the UTAUT 2 model, i.e., technology familiarity. Consequently, conducting other similar studies with different sample groups is necessary.

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