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Factors Affecting Consumer Intention to Use Omnichannel Retailing

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CHAPTER 1: INTRODUCTION

This chapter presents an overview of the entire research, covering the background of omnichannel retailing, its significance for economic development, and its impact on retail businesses worldwide. It highlights significant problems retailers face in the era of advanced technology and identifies research gaps in the existing literature on omnichannel retailing.

1.1 Background of Omnichannel Retailing

Retail businesses have been seeing dramatic changes in recent decades. Advancements in technology have forced retailers to shift from brick-and-mortar stores to multi-channel and now omnichannel retailing. Omnichannel promises a seamless shopping experience through full channel integration, enabling customers to move freely across physical stores, websites, mobile apps, and social media during their shopping journey.

The term 'omnichannel retailing' was first used by Rigby (2011) in academic literature, defining it as an integrated sales experience that merges the advantages of physical stores with the information-rich experience of online shopping. Omnichannel is an evolutionary step beyond multi-channel retailing; instead of managing channels separately, all touchpoints are fully integrated to provide a unified customer experience.

1.2 Problem Statement

Despite the growing importance of omnichannel retailing, the concept has not been well conceptualised in consumer behaviour literature. Consumer-related research remains limited, confined, and sporadic. Many organisations are reluctant to adopt omnichannel due to high financial risk, business transformation hurdles, and operational barriers. The success of any business strategy highly depends on consumer perception and usage intention.

The study addresses three critical gaps: (1) limited research on consumer usage intention in the omnichannel context, (2) sparse investigation of personality traits as antecedents of omnichannel usage intention, and (3) incomplete application of Innovation Diffusion Theory (IDT) in the omnichannel context — previous studies used only partial IDT factors.

1.3 Research Questions

- What is the effect of technological traits on consumers' usage intention of omnichannel retailing?
- What is the effect of personality traits on consumers' usage intention of omnichannel retailing?
- Does motivation affect consumers' intention to use omnichannel retailing?
- Does motivation play a mediation role between omnichannel usage intention and its determinants?

1.4 Study Objectives

- Evaluate the effect of Big Five Personality Traits on consumers' usage intention of omnichannel retailing.
- Evaluate the effect of Big Five Personality Traits on intrinsic and extrinsic motivation.
- Investigate the mediating role of motivation between personality traits and consumers' usage intention.

- Evaluate the effect of all IDT technological traits on consumers' usage intention.
- Investigate the mediating role of motivation between technological traits and consumers' usage intention.
- Examine the moderating effect of perceived behavioural control between motivation and usage intention.

1.5 Operational Definitions of Key Variables

1.5.1 Motivation and Usage Intention

Motivation is classified into intrinsic motivation (enjoyment, pleasure, fun, excitement) and extrinsic motivation (financial rewards, recognition, usefulness). Both types are used as mediators through the Motivational Model proposed by Davis, Bagozzi, & Warshaw (1992). This study is among the first to examine motivation as a mediator between personality/technological traits and omnichannel usage intention.

1.5.2 Personality Traits (Big Five Model — BFM)

The Big Five Factors Model (BFM) comprising Conscientiousness, Agreeableness, Extraversion, Openness to Experience, and Emotional Stability (Neuroticism) is used to identify psychological antecedents of consumer behaviour. These traits significantly affect consumers' willingness to use new modes of shopping.

1.5.3 Technological Traits (Innovation Diffusion Theory — IDT)

Rogers' (1983) IDT comprises five factors: Compatibility, Complexity, Relative Advantage, Trialability, and Visibility. These factors determine how quickly and widely a new innovation is adopted. This study is among the first to apply all five IDT factors in the omnichannel context.

1.5.4 Perceived Behavioural Control as Moderator

Perceived behavioural control (Ajzen, 1991) refers to an individual's perception of ease or difficulty in performing a specific behaviour. In this study, it is tested as a moderator between motivation and consumers' usage intention of omnichannel retailing.

1.6 Significance of the Study

- Provides new horizons for academicians in the field of omnichannel retailing.
- Proves helpful for managers in understanding consumer behaviour toward omnichannel retailing.
- Provides a milestone in understanding consumers' usage intention of omnichannel retailing.
- Delivers practical guidance for implementing and promoting the omnichannel retailing environment.
- Contributes to knowledge from a developing economy (Pakistan) perspective — an understudied context.

CHAPTER 2: LITERATURE REVIEW

This chapter presents an extensive review of literature on omnichannel retailing from a consumer behaviour perspective. It traces the historical evolution of marketing and retail channels, identifies theoretical frameworks, and develops hypotheses for the study.

2.1 Marketing Mix and Marketing Channels

The marketing mix (Product, Price, Promotion, Place) forms the foundation of any marketing strategy. Marketing channels — the chain linking manufacturers to end users — have evolved significantly. Channels can be personal or non-personal, and can serve communication, distribution, or service functions.

2.2 Evolution of Marketing Channels

Marketing channel research has developed through three frameworks: (1) Economic Model — focused on cost reduction and ignored intermediaries; (2) Behavioural/Institutional Model — analysed composite behaviour of all channel members including power, conflict, and relationships; (3) Managerial/Functional Model — integrated economic and behavioural perspectives and expanded the scope using theories from sociology, political science, and social psychology.

2.3 Evolution of Retail Channels: From Single-Channel to Omnichannel

Stage I — Initial Stage (Before 2000s)

Early retailing used single-channel brick-and-mortar stores. The internet introduced e-commerce ('click n mortar' models), creating 'cyber-enhanced retailing'. Inefficiency in multi-channel management and limited internet access were major challenges.

Stage II — Multi-channel Stage (Early 2000s–Late 2000s)

Retailers adopted multiple co-existing channels. Channels remained separate. Customer relationship management improved. Brands like Walmart, Nordstrom, and Best Buy established multi-channel strategies.

Stage III — Emerging Phenomenon (Early 2010s–Mid 2010s)

Mobile channels and social media blurred boundaries between online and physical retailing. Omnichannel term was first used by Rigby (2011). Brand strategy, channel integration, and innovation became central themes.

Stage IV — Revolution (Mid-2010s to Present)

Full channel integration achieved. AI, big data, augmented reality used to provide seamless, personalised experiences. Customers became more informed ('omnichannel consumers'). Competitive advantage now depends on channel integration quality.

2.4 Theoretical Frameworks Used

Several key theories frame the study of consumer usage intention in omnichannel retailing:

- Technology Acceptance Model (TAM) — explains perceived usefulness and ease of use.
- Innovation Diffusion Theory (IDT) — identifies technological adoption factors.
- Motivational Model (MM) — distinguishes intrinsic and extrinsic motivations.
- Theory of Planned Behaviour (TPB) — explains behavioural intentions.
- Big Five Factors Model (BFM) — characterises personality traits.
- Service-Dominant Logic — explains holistic customer-retailer-technology interaction.

2.5 Big Five Personality Traits and Usage Intention

Conscientiousness — Organised, self-controlled, and achievement-oriented individuals. High conscientiousness individuals carefully analyse whether new technology improves performance before adoption. H3: Conscientiousness → Usage Intention (accepted, negative).

Agreeableness — Trustworthy, cooperative, kind individuals. More eager to adopt new information systems. H4: Agreeableness → Usage Intention (accepted, negative in developing context).

Extraversion — Talkative, outgoing, self-assured individuals who like new experiences. H5: Extraversion → Usage Intention (accepted, negative — high extroverts unexpectedly showed lower intention).

Openness to Experience — Curious, imaginative, creative individuals who welcome novelty. H6: Openness → Usage Intention (rejected directly; fully mediated through motivation).

Emotional Stability (Neuroticism) — Calm, fearless, not easily disturbed. H7: Emotional Stability → Usage Intention (rejected directly; mediated through extrinsic motivation).

2.6 Innovation Diffusion Theory (IDT) Factors and Usage Intention

- Compatibility — degree to which omnichannel fits consumers' past experiences, values, and needs. H8: Accepted.
- Complexity — perceived difficulty of understanding and using the omnichannel approach. H9: Accepted (negative effect on usage intention).
- Relative Advantage — consumer perception that omnichannel is better than existing retailing approaches. H10: Rejected (no direct effect found).
- Trialability — ability to try omnichannel before committing to full adoption. H11: Accepted.
- Visibility — degree to which others in society are observed using omnichannel shopping. H12: Accepted.

2.7 Perceived Behavioural Control as Moderator

Perceived behavioural control enables individuals to compare their skills, abilities, and resources against barriers while performing a behaviour. It is tested as a moderator between motivation and consumers' usage intention. H13 and H14 proposed its moderating role.

CHAPTER 3: RESEARCH METHODOLOGY

This chapter presents the research design, philosophy, approach, data collection methods, and analytical techniques used in the current study. The Research Onion framework by Saunders et al. (2012) was adopted to structure the methodology.

3.1 Research Philosophy — Positivism

The study adopted a positivist research philosophy, which is consistent with dominant practices in omnichannel consumer behaviour research (Mishra et al., 2021). Positivism allows data to be collected scientifically regarding observable facts, generating law-like knowledge through causal relationships. The study is value-free, and the researcher remained independent from respondents during data collection and analysis.

3.2 Research Approach — Deductive

A deductive approach was adopted, which tests existing theories (IDT, BFM, MM) in the omnichannel context. Hypotheses were formulated from existing literature and then tested against empirical data. This is consistent with the emerging nature of the omnichannel field where theories are borrowed from adjacent domains.

3.3 Research Design — Explanatory & Cross-Sectional

The study is explanatory, establishing causal relationships between independent variables (personality traits, technological traits) and the dependent variable (consumers' usage intention). It follows a cross-sectional time horizon due to academic time and budget constraints.

3.4 Research Strategy — Survey

A survey research strategy was adopted as it is the most prominent approach in evaluating omnichannel retailing (Mishra et al., 2021). A structured questionnaire was used to collect standardised quantitative data. This allowed easy comparison of variables and statistical testing of hypotheses.

3.5 Population and Sampling

The target population was prospective omnichannel shoppers in Pakistan — internet and smartphone users from Generation X, Y, and Z who have social media or email accounts. A heterogeneous purposive non-probability sampling technique was used. Sample size was calculated using G*Power 3.1.9.4 software ($f^2 = 0.2$, power = 0.80), resulting in a target of 800 respondents. After removing incomplete and inconsistent responses (76 total), a final sample of 724 was analysed.

3.6 Instrument Development

A structured questionnaire was developed comprising three parts:

1. Demographic characteristics (gender, age, education, occupation).
2. Descriptive characteristics of omnichannel choices (knowledge about modes, future channel preferences).

3. Measurement items for all constructs on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

All items were adapted from validated scales in existing literature: Personality Traits — 10 items (Gosling et al., 2003); IDT constructs — 21 items (Moore & Benbasat, 1991); Intrinsic Motivation — 4 items; Extrinsic Motivation — 3 items; Usage Intention — 4 items (Wang et al., 2016); Perceived Behavioural Control — 3 items (Chang, 1998).

3.7 Data Analysis Techniques

- Descriptive Statistics — computed via SPSS 20.0 (central tendency, standard deviation, demographic profiles).
- Confirmatory Factor Analysis (CFA) — conducted via AMOS 23.0 to assess measurement model reliability and validity.
- Structural Equation Modelling (SEM) — used via AMOS 23.0 for hypothesis testing, mediation analysis, and moderation analysis.
- Reliability: Cronbach's alpha; Validity: Composite Reliability (CR) and Average Variance Extracted (AVE).

3.8 Ethical Considerations

The study ensured respondents' integrity was protected, data was used solely for academic purposes, confidentiality was maintained throughout data collection, no personal or sensitive information was required, and participation was entirely voluntary with informed consent.

CHAPTER 4: STATISTICAL ANALYSIS

This chapter presents the quantitative data analysis results, including data screening, descriptive statistics, reliability and validity assessment, confirmatory factor analysis, structural equation modelling for hypotheses testing, mediation analysis, combined mediation analysis, and moderation analysis.

4.1 Data Screening

Missing values were identified through frequency analysis in SPSS. Only 27 respondents (0.03%) had incomplete questionnaires and were removed. Inconsistent responses were identified using the Mahalanobis Distance method in AMOS 23.0 (p_1 and $p_2 < 0.05$ criteria). 49 responses (0.06%) were identified as outliers and removed. Final analysable sample: 724 respondents.

4.2 Multicollinearity Check

A Correlation Matrix was used to check for multicollinearity. All correlation coefficient values were below 0.09 (threshold), confirming no multicollinearity issue in the dataset. This validates the reliability of subsequent regression-based structural analyses.

4.3 Descriptive Statistics

4.3.1 Demographic Profile

The final sample of 724 respondents had the following profile:

- Gender: 72.4% male, 27.6% female (higher female reluctance in developing country contexts explained the imbalance).
- Age: 24.4% under 20; 41.3% aged 20–25; 20.3% aged 25–40; 14% above 40. The 20–40 age group (61.6%) represents the most active shoppers in Pakistan.
- Education: 3.3% under matric; 9.9% matric; 19.6% intermediate; 28.3% graduate; 24.3% master's; 12.6% M.Phil/PhD. Majority (64.9%) had graduate-level education or above.
- Occupation: 41.9% employed; 19.2% in business; 39% neither employed nor in business. 61.1% economically active.

4.3.2 Channel Choice Characteristics

- 89.6% of respondents knew the difference between offline and online shopping — indicating high awareness.
- 65.7% planned to use both online and offline modes in future — strong potential for omnichannel adoption.
- 28.6% planned to use 4 information channels; 26.2% planned to use 5 channels; 16% planned to use 7 channels.
- 43.1% planned to use 5 shopping channels; 22.9% planned to use 7 channels — strong omnichannel potential.

4.4 Reliability and Validity

All constructs showed acceptable Cronbach's alpha values above 0.70 (except Extraversion at 0.67). Composite Reliability (CR) values were all above 0.70, confirming internal consistency. Average Variance Extracted (AVE) values exceeded the 0.50 threshold for all constructs,

confirming convergent validity. Discriminant validity was confirmed as AVE values for each construct exceeded the shared variance between any two constructs.

4.5 Confirmatory Factor Analysis (CFA) — Measurement Model Fit

Fit Index	Value	Recommended
CMIN/DF	2.183	< 3.00
GFI	0.896	> 0.90
NFI	0.918	> 0.90
IFI	0.954	> 0.90
CFI	0.954	> 0.90
RMR	0.054	< 0.09
RMSEA	0.040	< 0.09

4.6 Hypotheses Testing Results

Structural Equation Modelling via AMOS 23.0 was used to test all hypotheses. The structural model showed excellent fit (CMIN/DF = 2.362, GFI = 0.999, NFI = 0.999, RMSEA = 0.043). Results are summarised below:

H#	Hypothesis Description	Result
H1	Extrinsic motivation → Consumer usage intention ($\beta = 0.45^{***}$)	Accepted
H2	Intrinsic motivation → Consumer usage intention ($\beta = 0.39^{***}$)	Accepted
H2a	Intrinsic motivation mediates Extrinsic motivation → Usage Intention (partial)	Accepted
H3	Conscientiousness → Usage intention ($\beta = -0.07^{***}$) — negative	Accepted
H3a	Conscientiousness → Intrinsic motivation (insignificant)	Rejected
H3b	Conscientiousness → Extrinsic motivation ($\beta = -0.05^{***}$)	Accepted
H4	Agreeableness → Usage intention ($\beta = -0.06^{***}$) — negative	Accepted
H4a	Agreeableness → Intrinsic motivation (insignificant)	Rejected
H5	Extraversion → Usage intention ($\beta = -0.10^{***}$) — negative	Accepted
H5a	Extraversion → Intrinsic motivation ($\beta = -0.13^{***}$)	Accepted
H5b	Extraversion → Extrinsic motivation ($\beta = -0.10^{***}$)	Accepted
H6	Openness to experience → Usage intention (insignificant direct)	Rejected
H6a	Openness → Intrinsic motivation ($\beta = 0.34^{***}$)	Accepted
H6b	Openness → Extrinsic motivation ($\beta = 0.22^{***}$)	Accepted
H7	Emotional stability → Usage intention (insignificant)	Rejected

H7a	Emotional stability → Intrinsic motivation (insignificant)	Rejected
H7b	Emotional stability → Extrinsic motivation ($\beta = 0.10^{***}$)	Accepted
H8	Compatibility → Usage intention ($\beta = 0.13^{***}$)	Accepted
H8a	Compatibility → Intrinsic motivation ($\beta = 0.16^{***}$)	Accepted
H8b	Compatibility → Extrinsic motivation (insignificant)	Rejected
H9	Complexity → Usage intention ($\beta = -0.08^{***}$) — negative	Accepted
H9a	Complexity → Intrinsic motivation ($\beta = -0.16^{***}$)	Accepted
H9b	Complexity → Extrinsic motivation ($\beta = 0.25^{***}$)	Accepted
H10	Relative advantage → Usage intention (insignificant)	Rejected
H10a	Relative advantage → Intrinsic motivation ($\beta = 0.13^{***}$)	Accepted
H10b	Relative advantage → Extrinsic motivation (insignificant)	Rejected
H11	Trialability → Usage intention ($\beta = 0.10^{***}$)	Accepted
H11a	Trialability → Intrinsic motivation ($\beta = 0.17^{***}$)	Accepted
H11b	Trialability → Extrinsic motivation ($\beta = 0.24^{***}$)	Accepted
H12	Visibility → Usage intention ($\beta = 0.06^{***}$)	Accepted
H12b	Visibility → Extrinsic motivation (insignificant)	Rejected
H13	PBC moderates Intrinsic motivation → Usage intention (insignificant)	Rejected
H14	PBC moderates Extrinsic motivation → Usage intention (insignificant)	Rejected

4.7 Mediation Analysis

Mediation analysis revealed the following key findings:

- Intrinsic motivation PARTIALLY mediates Extrinsic motivation → Usage Intention (H2a ✓).
- Both motivation types FULLY mediate Openness to Experience → Usage Intention (H6c, H6d, H6e ✓).
- Extrinsic motivation FULLY mediates Emotional Stability → Usage Intention (H7d ✓).
- Intrinsic motivation PARTIALLY mediates Compatibility → Usage Intention (H8c ✓).
- Both motivation types PARTIALLY mediate Trialability → Usage Intention (H11c, H11d, H11e ✓).
- Intrinsic motivation does NOT mediate Agreeableness → Usage Intention (H4c X).
- Motivation does NOT mediate Relative Advantage, Visibility, or Complexity (via extrinsic) → Usage Intention.

4.8 Moderation Analysis

Perceived Behavioural Control (PBC) showed a significant positive direct effect on consumers' usage intention ($\beta = 0.205$, $p < 0.05$). However, PBC did NOT moderate the relationship between motivation (intrinsic or extrinsic) and consumers' usage intention. The moderation variables MOD 1 (PBC $\times$ Intrinsic, $\beta = 0.042$, $p > 0.05$) and MOD 2 (PBC $\times$ Extrinsic, $\beta = -0.032$, $p > 0.05$) were both insignificant. Hypotheses H13 and H14 were rejected. This was inconsistent with prior studies, suggesting that in developing economies, behavioural control acts as an independent predictor but not as a moderator of motivational influences.

CHAPTER 5: FINDINGS, DISCUSSION & CONCLUSIONS

This chapter presents the discussion of empirical findings, theoretical and practical implications, limitations, and future research directions for the study on consumers' usage intention of omnichannel retailing.

5.1 Key Findings and Discussion

5.1.1 Motivational Factors

Both extrinsic motivation ($\beta = 0.45$) and intrinsic motivation ($\beta = 0.39$) significantly and positively influenced consumers' usage intention of omnichannel retailing. Extrinsic motivation had a stronger effect, suggesting that people in developing economies are more responsive to external rewards (financial benefits, recognition, usefulness) than to inherent enjoyment. This is consistent with Wang et al. (2019), Lin et al. (2021), and Törhönen et al. (2020).

5.1.2 Personality Traits

Conscientiousness, Agreeableness, and Extraversion all showed significant but negative relationships with usage intention — an unexpected finding inconsistent with previous studies conducted in developed economies. The negative relationships may reflect the developing-economy context where poverty, limited access to technology, and cultural resistance to retail change create barriers.

Openness to Experience and Emotional Stability had no significant direct effects on usage intention, but both influenced motivation (intrinsic and extrinsic), which in turn affected usage intention. This suggests a fully mediated path for these traits through motivation.

5.1.3 Technological Traits (IDT)

Among IDT factors, Compatibility, Complexity, Trialability, and Visibility significantly influenced usage intention. Relative Advantage had no direct effect, possibly because respondents in a developing economy had limited real-world exposure to omnichannel retailing, making it difficult to assess its relative advantage over existing approaches.

Complexity had a negative effect on usage intention and intrinsic motivation, but a positive effect on extrinsic motivation — suggesting that complex innovations may motivate people through external rewards but reduce inherent enjoyment.

5.1.4 Motivation as Mediator

Motivation played a stronger mediating role between personality traits and usage intention than between technological traits and usage intention. This suggests that psychological factors (personality) influence usage intention largely through the mediation of motivational drives, while technological characteristics may have more direct effects.

5.1.5 Perceived Behavioural Control as Moderator

PBC had a direct significant positive effect on usage intention ($\beta = 0.205$), indicating that when consumers feel they have the skills and resources to use omnichannel, their intention increases. However, PBC did not moderate the motivation-intention relationship, contradicting Lin et al. (2021) and suggesting that in a developing economy context, the interplay of control perception and motivation may differ from developed economy findings.

5.2 Theoretical Implications

The study makes several important theoretical contributions to omnichannel retailing literature:

- First study to validate and integrate three theoretical models (BFM, IDT, and MM) simultaneously in the omnichannel context.
- Demonstrated that personality traits affect usage intention primarily through motivational processes rather than directly.
- Expanded IDT application in omnichannel retailing to include all five factors, unlike previous partial applications.
- Proved that intrinsic and extrinsic motivations are both significant predictors of omnichannel usage intention.
- Provided empirical evidence from a developing economy (Pakistan) — an understudied context in omnichannel research.
- Showed that perceived behavioural control acts as an independent predictor of usage intention, not as a moderator.

5.3 Practical Implications

Retailers and managers can use these findings to design and implement omnichannel strategies effectively:

- Focus on extrinsic motivational factors (financial rewards, loyalty programmes, recognition schemes) to attract consumers in developing economies.
- Ensure omnichannel systems are as simple and user-friendly as possible — complexity significantly reduces adoption intention.
- Emphasise compatibility of the omnichannel approach with existing shopping lifestyles in promotional campaigns.
- Offer trial experiences of omnichannel retailing (free samples, trial memberships) to build confidence and increase trialability.
- Increase the visibility of omnichannel shopping through peer influence, social media demonstrations, and community engagement.
- Personality-based consumer segmentation: Design targeted marketing for open, conscientious, or extraverted consumer segments differently, as each responds differently to omnichannel stimuli.
- Invest in improving consumers' perceived behavioural control through educational initiatives, tutorials, and technical support.

5.4 Limitations and Future Research Directions

The study has several limitations that open avenues for future research:

- The study was conducted in Pakistan (a single developing economy). Future studies should replicate findings across multiple developing economies to enhance generalisability.
- Cross-sectional design captures data at a single point in time. Longitudinal studies could track changes in omnichannel adoption intention over time.
- The study relied on self-reported data. Future research could incorporate actual behavioural data from retailers to complement perceptual measures.

- Non-probability sampling limits statistical generalisability. Future studies using probability sampling would strengthen external validity.
- Relative Advantage failed to show significance, possibly due to limited omnichannel exposure. Future research in contexts with higher omnichannel penetration may yield different results.
- Future research could investigate additional moderating variables such as social influence, digital literacy, or economic status.
- The study examined prospective omnichannel users. Future research could compare prospective and actual omnichannel users.

5.5 Conclusion

This study successfully investigated the factors affecting consumers' usage intention of omnichannel retailing through the lens of three theoretical frameworks: the Big Five Factors Model (BFM) of personality traits, Innovation Diffusion Theory (IDT), and the Motivational Model (MM). The empirical results from 724 respondents in Pakistan revealed that motivation is a vital antecedent of consumers' usage intention of omnichannel retailing.

The results showed that both intrinsic and extrinsic motivations positively influence usage intention, with extrinsic motivation being the stronger driver in a developing economy. Among personality traits, motivation mediated the effects of openness to experience and emotional stability fully, and partially mediated the effects of extraversion and conscientiousness. Among technological traits, compatibility, complexity (negatively), trialability, and visibility were significant direct antecedents, while motivation partially mediated the trialability-usage intention relationship.

The study provides strong evidence that personality traits are more consistent predictors of usage intention (through motivation) than technological traits in the omnichannel context. This finding advocates for consumer-centric, personalisation-focused omnichannel strategies that align with consumers' psychological profiles. Retailers in developing economies should focus on motivational incentives and reducing complexity barriers to accelerate omnichannel adoption.

Keywords: Innovation Diffusion Theory • Intrinsic Motivation • Extrinsic Motivation • Omnichannel Retailing • Usage Intention • Big Five Factors Model • Perceived Behavioural Control