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Project Template

Faculty of Management
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Factors Affecting Consumer Intention to Use Omnichannel Retailing

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1. Research Questions

The current study aims to answer the following research questions regarding consumers' usage intention of omnichannel retailing in the context of a developing economy (Pakistan):

1. What is the effect of technological traits (Innovation Diffusion Theory factors) on consumers' usage intention of omnichannel retailing?
2. What is the effect of personality traits (Big Five Model) on consumers' usage intention of omnichannel retailing?
3. Does motivation (intrinsic and extrinsic) significantly affect consumers' intention to use omnichannel retailing?
4. Does motivation play a mediation role between consumers' omnichannel usage intention and its antecedents (personality traits and technological traits)?
5. Does perceived behavioural control moderate the relationship between motivation and consumers' usage intention of omnichannel retailing?

2. Research Objectives

The fundamental objectives of the current study are to identify and evaluate the factors that affect consumers' intention to use omnichannel retailing. Specifically, the study aims to:

2.1 Personality Traits Objectives

6. Evaluate the effect of Big Five Personality Traits (Conscientiousness, Agreeableness, Extraversion, Openness, Emotional Stability) on consumers' usage intention of omnichannel retailing.
7. Evaluate the effect of Big Five Personality Traits on consumers' extrinsic motivation in using omnichannel retailing.
8. Evaluate the effect of Big Five Personality Traits on consumers' intrinsic motivation in using omnichannel retailing.
9. Investigate the mediating role of extrinsic motivation between Big Five Personality Traits and consumers' usage intention of omnichannel retailing.
10. Investigate the mediating role of intrinsic motivation between Big Five Personality Traits and consumers' usage intention of omnichannel retailing.

2.2 Technological Traits Objectives

11. Evaluate the effect of all five IDT technological traits (Compatibility, Complexity, Relative Advantage, Trialability, Visibility) on consumers' usage intention of omnichannel retailing.
12. Evaluate the effect of technological traits on consumers' extrinsic and intrinsic motivation in using omnichannel retailing.
13. Investigate the mediating role of extrinsic and intrinsic motivation between technological traits and consumers' usage intention of omnichannel retailing.

2.3 Moderator Objective

14. Evaluate the direct effect of perceived behavioural control on consumers' usage intention of omnichannel retailing.
15. Investigate the moderating effect of perceived behavioural control between extrinsic motivation and consumers' usage intention of omnichannel retailing.
16. Investigate the moderating effect of perceived behavioural control between intrinsic motivation and consumers' usage intention of omnichannel retailing.

3. Research Hypotheses

Based on an extensive review of the omnichannel retailing literature and the three theoretical frameworks adopted (BFM, IDT, and MM), the following hypotheses were developed and tested:

3.1 Motivation Hypotheses

H#	Hypothesis	Result
H1	Extrinsic motivation significantly and positively affects consumers' usage intention of omnichannel retailing. ($\beta = 0.45^{***}$)	Accepted
H2	Intrinsic motivation significantly and positively affects consumers' usage intention of omnichannel retailing. ($\beta = 0.39^{***}$)	Accepted
H2a	Intrinsic motivation partially mediates the relation between extrinsic motivation and consumers' usage intention of omnichannel retailing.	Accepted

3.2 Personality Traits Hypotheses

H#	Hypothesis	Result
H3	Conscientiousness has a significant relation with consumers' usage intention of omnichannel retailing. ($\beta = -0.07^{***}$)	Accepted
H3a	Conscientiousness has a significant relation with intrinsic motivation.	Rejected
H3b	Conscientiousness has a significant relation with extrinsic motivation. ($\beta = -0.05^{***}$)	Accepted
H3c	Intrinsic motivation mediates the relation between conscientiousness and usage intention.	Rejected
H3d	Extrinsic motivation partially mediates the relation between conscientiousness and usage intention.	Accepted
H3e	Both motivations in series partially mediate the relation between conscientiousness and usage intention.	Accepted
H3f	Combined motivation partially mediates conscientiousness $\rightarrow$ usage intention.	Accepted
H4	Agreeableness has a significant negative relation with consumers' usage intention. ($\beta = -0.06^{***}$)	Accepted
H4a	Agreeableness has a significant relation with intrinsic motivation.	Rejected
H4c	Intrinsic motivation mediates agreeableness $\rightarrow$ usage intention.	Rejected
H4f	Combined motivation mediates agreeableness $\rightarrow$ usage intention.	Rejected

H5	Extraversion has a significant negative effect on consumers' usage intention. ($\beta = -0.10^{***}$)	Accepted
H5a	Extraversion has a significant effect on intrinsic motivation. ($\beta = -0.13^{***}$)	Accepted
H5b	Extraversion has a significant effect on extrinsic motivation. ($\beta = -0.10^{***}$)	Accepted
H5c	Intrinsic motivation partially mediates extraversion $\rightarrow$ usage intention.	Accepted
H5d	Extrinsic motivation partially mediates extraversion $\rightarrow$ usage intention.	Accepted
H5e	Both motivations in series partially mediate extraversion $\rightarrow$ usage intention.	Accepted
H5f	Combined motivation partially mediates extraversion $\rightarrow$ usage intention.	Accepted
H6	Openness to experience has a significant direct relation with usage intention.	Rejected
H6a	Openness to experience has a significant positive relation with intrinsic motivation. ($\beta = 0.34^{***}$)	Accepted
H6b	Openness to experience has a significant positive relation with extrinsic motivation. ($\beta = 0.22^{***}$)	Accepted
H6c	Intrinsic motivation fully mediates openness $\rightarrow$ usage intention.	Accepted
H6d	Extrinsic motivation fully mediates openness $\rightarrow$ usage intention.	Accepted
H6e	Both motivations in series fully mediate openness $\rightarrow$ usage intention.	Accepted
H6f	Combined motivation fully mediates openness $\rightarrow$ usage intention.	Accepted
H7	Emotional stability has a significant direct relation with usage intention.	Rejected
H7a	Emotional stability has a significant relation with intrinsic motivation.	Rejected
H7b	Emotional stability has a significant positive relation with extrinsic motivation. ($\beta = 0.10^{***}$)	Accepted
H7c	Intrinsic motivation mediates emotional stability $\rightarrow$ usage intention.	Rejected
H7d	Extrinsic motivation fully mediates emotional stability $\rightarrow$ usage intention.	Accepted
H7e	Both motivations in series fully mediate emotional stability $\rightarrow$ usage intention.	Accepted
H7f	Combined motivation fully mediates emotional stability $\rightarrow$ usage intention.	Accepted

3.3 Technological Traits Hypotheses (IDT)

H#	Hypothesis	Result
H8	Compatibility positively affects consumers' usage intention. ($\beta = 0.13^{***}$)	Accepted
H8a	Compatibility has a positive relation with intrinsic motivation. ($\beta = 0.16^{***}$)	Accepted
H8b	Compatibility has a positive relation with extrinsic motivation.	Rejected
H8c	Intrinsic motivation partially mediates compatibility $\rightarrow$ usage intention.	Accepted
H9	Complexity has a negative relation with consumers' usage intention. ($\beta = -0.08^{***}$)	Accepted
H9a	Complexity negatively affects intrinsic motivation. ($\beta = -0.16^{***}$)	Accepted
H9b	Complexity positively affects extrinsic motivation. ($\beta = 0.25^{***}$)	Accepted
H10	Relative advantage positively affects consumers' usage intention.	Rejected
H10a	Relative advantage positively affects intrinsic motivation. ($\beta = 0.13^{***}$)	Accepted
H10b	Relative advantage positively affects extrinsic motivation.	Rejected
H11	Trialability positively affects consumers' usage intention. ($\beta = 0.10^{***}$)	Accepted
H11a	Trialability positively affects intrinsic motivation. ($\beta = 0.17^{***}$)	Accepted
H11b	Trialability positively affects extrinsic motivation. ($\beta = 0.24^{***}$)	Accepted
H11c	Intrinsic motivation partially mediates trialability $\rightarrow$ usage intention.	Accepted
H11d	Extrinsic motivation partially mediates trialability $\rightarrow$ usage intention.	Accepted
H12	Visibility positively affects consumers' usage intention. ($\beta = 0.06^{***}$)	Accepted
H12b	Visibility positively affects extrinsic motivation.	Rejected

3.4 Moderator Hypotheses

H#	Hypothesis	Result
H13	Perceived Behavioural Control (PBC) moderates the relationship between intrinsic motivation and consumers' usage intention of omnichannel retailing.	Rejected
H14	Perceived Behavioural Control (PBC) moderates the relationship between extrinsic motivation and consumers' usage intention of omnichannel retailing.	Rejected

*Note: *** $p < 0.05$. Green = Accepted; Orange = Rejected.*

4. Research Model

The research model integrates three established theoretical frameworks to investigate the consumers' usage intention of omnichannel retailing:

Big Five Factors Model (BFM)

Five personality dimensions — Conscientiousness, Agreeableness, Extraversion, Openness to Experience, and Emotional Stability — serve as independent variables that affect both consumer motivation and direct usage intention of omnichannel retailing.

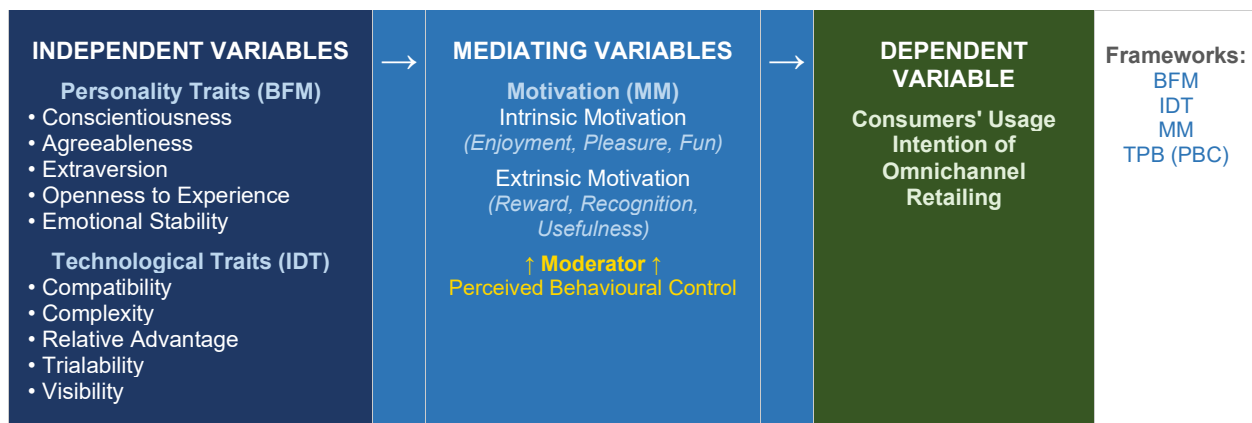
Innovation Diffusion Theory (IDT) — Rogers (1983)

Five technological traits — Compatibility, Complexity, Relative Advantage, Trialability, and Visibility — serve as independent variables explaining the technological antecedents of omnichannel adoption intention.

Motivational Model (MM) — Davis et al. (1992)

Intrinsic Motivation (enjoyment, pleasure, fun) and Extrinsic Motivation (financial reward, recognition, usefulness) serve as mediating variables between the independent variables (personality/technological traits) and the dependent variable (usage intention).

The model also includes Perceived Behavioural Control (PBC) — Ajzen (1991) — as a moderating variable between motivation and usage intention. The full conceptual model is illustrated below:



The model posits that both personality and technological traits influence usage intention directly and indirectly through motivation. Motivation additionally acts as a full or partial mediator depending on the construct. Perceived Behavioural Control is tested as a moderator and a direct predictor of usage intention.

5. Suggested Industry / Organisation for the Empirical Study

5.1 Industry: Retail Sector (Omnichannel Retailing) — Pakistan

The empirical study was conducted in the retail sector of Pakistan, focusing on omnichannel retailing — a rapidly evolving retail strategy that integrates physical stores, online platforms, mobile applications, and social media into a single seamless customer experience. Pakistan was selected as the research context for the following reasons:

- Pakistan represents an understudied developing economy — the majority of omnichannel research has been conducted in the USA and China (Mishra et al., 2021).
- The Pakistani retail industry is experiencing rapid digital transformation with a growing internet and smartphone penetration rate.
- Pakistani consumers (Generation X, Y, and Z) have growing exposure to multi-channel shopping environments.
- High financial risk and limited awareness are significant barriers to omnichannel adoption in Pakistan, making consumer intention studies particularly valuable.

5.2 Target Population

The target population comprised prospective omnichannel shoppers — specifically internet and smartphone users who maintain social media or email accounts. Three generations were targeted:

- Generation Z (under 25): 'Digital natives' most comfortable with multi-channel technology.
- Generation Y / Millennials (25–40): Primary income earners and active shoppers with high digital literacy.
- Generation X (above 40): Family heads with high purchasing power in Pakistani culture.

Data collection was conducted across Pakistan using both online (social media platforms: Facebook, Instagram, WhatsApp, Twitter, and email) and offline (personal administration) channels over a six-month period.

6. Research Methodology

The study followed the Research Onion framework (Saunders et al., 2012) to systematically structure all methodological decisions from philosophy to data analysis techniques.

6.1 Research Philosophy — Positivism

The positivist philosophy was adopted because consumer behaviour studies in omnichannel research are predominantly value-free, based on observable data, and aim for law-like generalisation (Mishra et al., 2021). The researcher remained independent from respondents during data collection and analysis.

6.2 Research Approach — Deductive

A deductive approach was applied. Hypotheses were formulated from existing theoretical frameworks (BFM, IDT, and MM) and tested against empirical data. This approach is suitable for verifying and strengthening existing theories in new contexts.

6.3 Research Type — Explanatory

The study is explanatory in nature, as it establishes and tests causal relationships between independent variables (personality and technological traits), mediating variables (motivations), moderating variable (PBC), and the dependent variable (usage intention).

6.4 Research Strategy — Survey

A structured questionnaire survey strategy was employed — the most common approach in omnichannel consumer behaviour research. The survey allows standardised data collection from a large sample, enabling statistical hypothesis testing.

6.5 Time Horizon — Cross-Sectional

The study followed a cross-sectional time horizon, collecting data at a single point in time. This was appropriate given the academic context and resource/time constraints of the research.

6.6 Sampling

Parameter	Details
Sampling Technique	Heterogeneous Purposive Non-Probability Sampling
Target Population	Internet/smartphone users (Gen X, Y, Z) in Pakistan
Sample Size Calculation	G*Power 3.1.9.4 ($f^2 = 0.2$, power = 0.80) → n = 700
Distributed Questionnaires	800
Removed (missing/inconsistent)	76 (27 missing + 49 outliers via Mahalanobis)
Final Analysable Sample	724 respondents

Data Collection Mode	Online (Facebook, Instagram, WhatsApp, Twitter, Email) + Offline (personal administration)
Data Collection Period	Six months

6.7 Instrument / Questionnaire

A structured questionnaire adapted from validated scales was used, comprising three parts:

17. Demographic characteristics — gender, age, education, occupation.
18. Descriptive characteristics of channel choices — knowledge of shopping modes, planned future channel usage.
19. Measurement items for all constructs — rated on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Construct	Scale Source	Items	Cronbach α
Consumers' Usage Intention	Wang et al. (2016)	4	0.855
Intrinsic Motivation	Wang et al. (2016)	4	0.917
Extrinsic Motivation	Wang et al. (2016)	3	0.864
Big Five Personality Traits	Gosling et al. (2003)	10	0.670–0.752
Relative Advantage	Moore & Benbasat (1991)	5	0.906
Compatibility	Moore & Benbasat (1991)	4	0.900
Complexity	Moore & Benbasat (1991)	4	0.882
Trialability	Moore & Benbasat (1991)	4	0.903
Visibility	Moore & Benbasat (1991)	4	0.844
Perceived Behavioural Control	Chang (1998)	3	0.884

6.8 Data Analysis Techniques

20. Descriptive Statistics — central tendency, standard deviation, frequency distributions (SPSS 20.0).
21. Multicollinearity Check — Correlation Matrix to verify no $r > 0.09$ between constructs.
22. Confirmatory Factor Analysis (CFA) — reliability (CR > 0.7), convergent validity (AVE > 0.5), and discriminant validity (AMOS 23.0).

23. Structural Equation Modelling (SEM) — hypotheses testing, direct and indirect path estimation (AMOS 23.0).
24. Mediation Analysis — indirect, direct, and total effect estimation to assess partial and full mediation.
25. Moderation Analysis — standardised interaction terms ($PBC \times IM$; $PBC \times EM$) tested in SEM.

7. Suggested Structure of the Project

The project follows a standard academic thesis structure across five chapters:

Chapter	Title	Key Content
Chapter 1	Introduction	Background of omnichannel retailing, problem statement, research questions, objectives, operational definitions, dissertation structure.
Chapter 2	Literature Review	Marketing mix, evolution of retail channels, omnichannel stages, theoretical frameworks (BFM, IDT, MM, TPB), hypotheses development, conceptual framework.
Chapter 3	Research Methodology	Research philosophy (positivism), approach (deductive), design (explanatory, cross-sectional), survey strategy, sampling, instrument development, pilot testing, ethical considerations.
Chapter 4	Statistical Analysis	Data screening, multicollinearity, descriptive statistics, CFA, SEM hypotheses testing, mediation analysis (individual + combined), moderation analysis.
Chapter 5	Findings, Discussion & Conclusion	Discussion of results against literature, theoretical and practical implications, limitations, future research directions, conclusions.
References	References List	All cited academic sources in APA format.
Appendix I	Questionnaire	Full measurement instrument used in the study.

The dissertation structure ensures a logical progression from theoretical foundation (Chapters 1–2) to methodological rigor (Chapter 3), empirical testing (Chapter 4), and contribution to knowledge (Chapter 5).

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