

# A Study on Retailers' Behavior Intention to Accept and Use the Omnichannel Commerce Platforms

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## Abstract

*Research on retailers' behavioral intention to accept and use the omnichannel commerce platforms (OCPs) in the Vietnam context used the Unified Theory of Acceptance and Use of Technology (UTAUT2) model and supplemented the other factors such as omnichannel capability, omnichannel integration. The results of this study show Effort Expectation, Social Influence, Hedonic Motive, Professional Capacity, Seamlessly Linking have a positive impact on retailers' behavior intention to accept and use OCPs. Behavioral Intention and Favorable Conditions have a positive impact on use behavior. Meanwhile, Habits and Omnichannel Integration have a negative impact on the use behavior of OCPs in Vietnam. The findings of this model help managers and OCPs providers identify factors that influence OCPs' behavioral intention and use behavior of retailers in Vietnam.*

**Keywords:** Behavioral Intention, Behavior, Omnichannel Commerce Platforms, Use Behavior.

## Introduction

According to Kourimsky and Berk (2014), OCPs involves seamlessly integrating the customer experience across all interaction channels such as the web, mobile devices, and store. The buying process is dynamic, driven by increasing internet and mobile use. Omnichannel commerce platforms are streamlined systems that are focused on providing seamless customer experiences across multiple channels. The goal is to bridge online and offline environments as well as create a consistent experience at every touchpoint, whether the customer is shopping online like websites, and mobile apps, or in physical stores (Marchand, 2024).

According to Ha (2023), Vietnam's e-commerce market includes omnichannel retailing, using available online marketing tools with the trend of personalizing the purchasing experience. Vietnamese retailers' behavioral intentions and using OCPs are spending more time on OCPs. Because OCPs enable the sales process, they are a fully integrated approach to commerce, providing customers with a unified experience across all channels or touchpoints with growing the growth of e-commerce and the increasing consumer preference for online ordering create a situation where it is necessary to have omnichannel supply chain solutions and use OCPs.

Hence, research on retailers' behavior intention to accept and use OCPs will contribute to promoting diversifying business methods brings convenience to sales, which are an increasingly popular and effective growing trend in Vietnam.

## Literature and Hypotheses

### *Behavioral Intention, Behavior of Using Ocps and The UTAUT2 Model*

A growing number of customers use multiple channels during their purchasing, they expect a seamless experience across channels, and the retailers' behavioral intention, behavior of using OCPs is to guarantee security during the customers' purchasing process (Chellappa and Pavlou, 2002). Retailers want to provide a seamless shopping experience for customers across various channels. Retailers' behavioral intention, behavior of using OCPs are towards using new technologies. Retailers can integrate all the information these channels provide and customers move freely among channels (Brynjolfsson et al., 2013). The development of technology has led to changes in consumer purchasing behavior along with the

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development of online sales channels, causing retailers' behavioral intentions to move towards using OCPs in the provision of their services (Peltola et al., 2015). According to Melero et al. (2016), in an omnichannel context, retailers offer an opportunity to attract more customers, in which retailers can use OCPs to manage customer relationships, and this will increase in importance as more and more retailers implement omnichannel strategies. Additionally, many retailers use multiple sales channels and thanks to this type of retailing, the retailer can reach different customer segments through OCPs (Yumurtaçı Huseyinoglu et al., 2017). In other words, retailers can provide an excellent customer experience and access comprehensive information about customers both physical and online by adopting OCPs (Chen et al., 2018). Thus, for retailers to succeed in business and provide customers with a seamless shopping experience, they need to change the way customer outreach and use OCPs to give retailers the opportunity to make associations in many fields. In particular, OCPs provide opportunities for retailers to increase online sales (Bayram and Cesaret, 2020).

The study of Kaur et al. (2020a) has developed a theoretical framework with the integration of UTAUT2 and shown that many retailers have new channels constantly for retailers to fulfill the demand of the consumers. OCPs are one of the most important revolutions. They enable retailers to create a seamless shopping experience that increases satisfaction and convenience among consumers via integrating all channels available. In addition, the research of Ha (2023) on content related to the e-commerce market including omnichannel retailing, related to retailers' behavioral intentions and using OCPs also adopted the UTAUT2 model application.

The UTAUT model was developed by Venkatesh et al. (2012) became the UTAUT2 Model, which combines eight theories of technology acceptance. The UTAUT2 model includes moderating variables and dependent variables to explain users' acceptance and use of technology platforms as shown in Figure 1.

#### *Hypothesis Development*

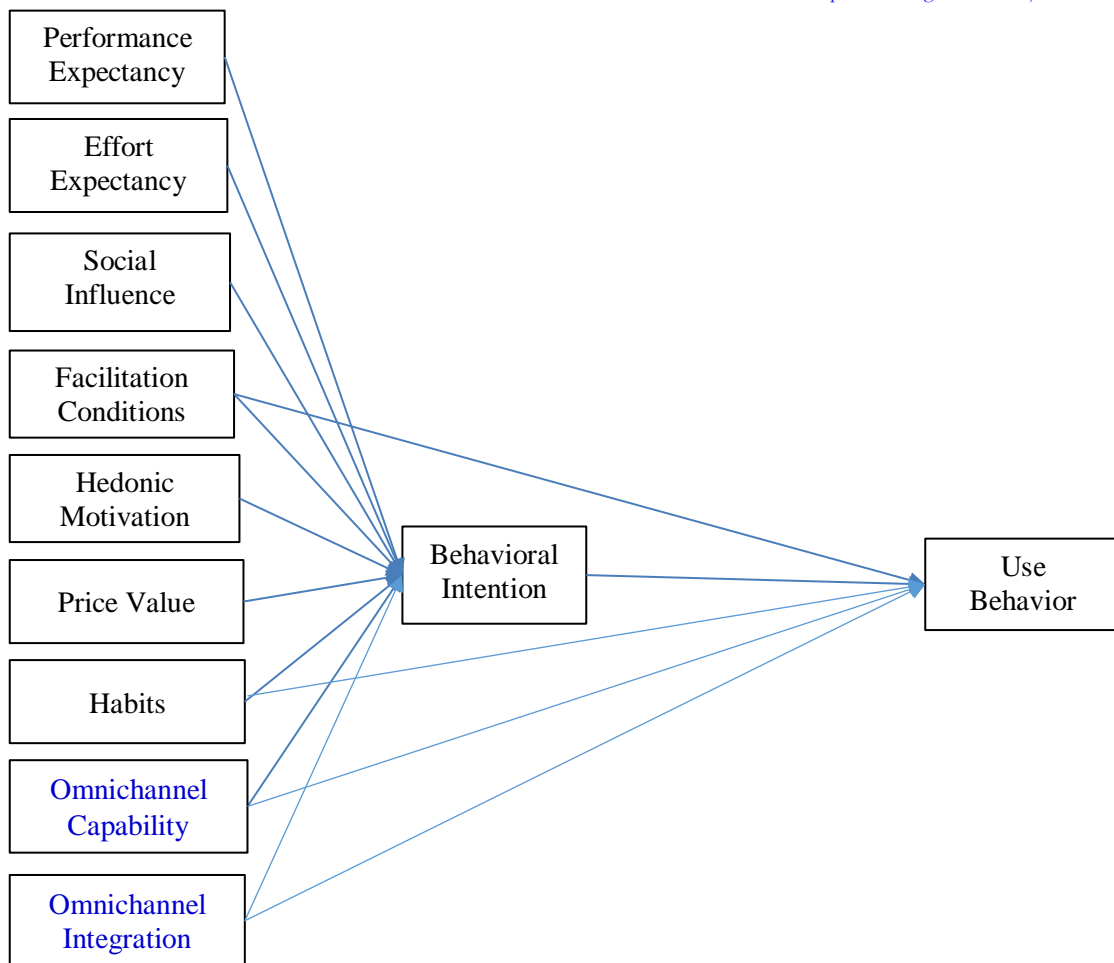
This research inherits the theoretical basis of the UTAUT2 model and supplemented the other factors such as omnichannel capability, omnichannel integration. In addition, this study is also based on the actual conditions of using OCPs by Vietnamese retailers to propose a research model on the intention and behavior of using OCPs of retailers selling online in Vietnam as shown in Figure 1.

*Performance Expectations (PE)* can be demonstrated by trusting the adoption of technology to improve work performance (Venkatesh et al., 2012). The study of Silva et al. (2018) found that performance expectation had a impact on retailers' behavior intention to accept and use OCPs. Jo and Lee (2019) also suggested that performance expectations and social influence have a positive impact on behavioral intention to use omnichannel. Dhiman et al. (2020) also showed that performance expectations influence the acceptance of new technology platforms in business. At the same time, performance expectations influence retailers' behavior intention to use social commerce platforms (Abed, 2020). Consequently, the following hypothesis H1 has been created:

Hypothesis 1 (H1). Performance expectancy has a positive effect on the retailers' behavioral intention of using OCPs in Vietnam.

*Expected effort (EE)* has a significant positive influence on behavioral intention, which is the level of ease associated with using a technology by the users (Venkatesh et al., 2012). Retailers' behavioral intentions increasingly tend to use technology through many new service delivery channels such as mobile applications to encourage consumers to perform some services themselves (Dabholkar, 2000). Effort expectancy impact on retailers' consideration behavior for OCPs in an omnichannel strategy to enhance the engage customers and shopping experience (Juaneda-Ayensa, 2016). Retailers tend to invest heavily in new technology and prioritize the use of OPCs to promote a seamless shopping experience (Roy et al., 2017). Based on the description provided, hypothesis H2 is formed as follows:

Hypothesis 2 (H2). Effort Expectancy has a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.



**Figure 1.** The Proposed model

Source: Venkatesh et al. (2012) and author's supplement

*Social influence (SI)* measures the pervasive and powerful mechanics of influencers and significant others to change a user's behavioral intention towards using a technology platform (Venkatesh et al., 2012). In order to meet the needs of consumers and important customers, it has a positive impact on increasing retailers' sales, so retailers continuously add new channels and means of communication, interactions such as smartphone applications, sales, websites, and social networks (Kaur et al., 2020b). Retail channels attract a lot of attention and behavioral intention from retailers thanks to the significant impact of influential customers and other traditional channels. Because, the benefits of using multiple channels are ease of shopping and stimulation of shopping on technology platforms (Chaudhary and Suri, 2021). According to Ha (2023), social influence is a factor that has a significant positive impact on behavioral intention to use online commerce platforms. Hypothesis H3 is proposed as follows:

Hypothesis 3 (H3). Social Influence has a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

*Facilitating Conditions (FC)* refer to believing that a technical infrastructure should exist to support the use of technology (Venkatesh et al., 2012). Facilitating conditions is a robust predictor, which can be used to forecast technology adoption and has a significant impact on the user's intention (Taylor and Todd, 1995). With the development of online buying and selling of goods through the increasing use of digital services. These facilitating conditions cause retailers to change their service provision behavioral intentions to meet market needs (Peltola et al., 2015). Multichannel retail facilitates and accelerates the process of buying and

selling goods. Retailers tend to reach different customer segments through many different channels (Yumurtacı Huseyinoglu et al., 2017). Hence, two hypotheses have been created:

Hypothesis 4a (H4a): Facilitating conditions have a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

Hypothesis 4b (H4b): Facilitating conditions have a positive effect on the behavioral of using OCPs in Vietnam.

*Hedonic motivation (HM)* refers to the impact of receptors, perceived pleasure, and indicates its impact on users' adoption of technology (Venkatesh et al., 2012). Hedonic motivation is related to pleasure and enjoyment in the experience of buying and selling goods online. Therefore, retailers tend to create multichannel retail environments, seamless merchandise transactions, and narrow the gap between online and offline channels (Chang et al. 2011). The influence of hedonic motivation on behavioral intention to use OCPs is considered to be positive. As a result, many retail channels come into use and this is a top priority for omnichannel retailers (Li et al., 2022). Ha (2023) found that hedonic motivation has a significantly positive effect on the behavioral intention using of commerce transaction platforms. Therefore, hypothesis H5 is synthesized as follows:

Hypothesis 5 (H5). Hedonic motivation has a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

*Price value (PV)* is a factor to compare the costs incurred with the benefits of using technology. Because, technology is not provided for free, the cost of using technology and pricing structure has a significant impact on technology usage (Venkatesh et al., 2012). Retail channel integration that includes integrated product and pricing information represents an improvement in a retailer's ability to align with the omnichannel retail trend (Oh et al., 2012). A store's service value strongly influences its pricing strategy, and total sales revenue increases with expanding the market size in the retailers' supply chain (Jiang, 2020). Ezennia and Marimuthu (2022) argue that price value significantly influences behavioral intention to use online commerce trading platforms. Therefore, hypotheses H6 is proposed as follows:

Hypothesis 6 (H6). Price value has a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

*Habits (HA)* are high levels of repetitive activity and the degree to which individuals perform behaviors automatically as a result of learning and using technology (Venkatesh et al., 2012). In the process of developing omnichannel retail, habits are factors that have a significant positive impact on multichannel transaction behavior (Rizvi and Siddiqui, 2019). Özdemir and Sönmezay (2020) have observed that the habit has a significant effect on omnichannel transaction behavioural intention. Setiyani et al. (2023) showed that the behavioral intention to use an online commerce transaction platform is significantly influenced by habits. Hence, two hypotheses have been created:

Hypothesis 7a (H7a): Habits have a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

Hypothesis 7b (H7b): Habits have a positive effect on the behavioral of using OCPs in Vietnam.

*Omnichannel Capability (OC)* is a strategy that allows customers the option to communicate across different channels as desired and enjoy the experience when they interact with purchases through several other channels (Sehgal, 2016). To create omnichannel capabilities, retailers must be able to combine and realign their behaviors and resources to adapt in dynamic competitive environments (Chowdhury and Quaddus, 2017). Omnichannel capabilities can be seen as the ability of retailers to flexibly trade goods and change behavioral intentions in response to changing market dynamics (Yumurtacı Huseyinoglu et al., 2018). Therefore, two hypotheses are proposed as follows:

Hypothesis 8a (H8a): Omnichannel capability a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

Hypothesis 8b (H8b): Omnichannel capability a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

*Omnichannel Integration (OI)* allows retailers to create a seamless and consistent experience for their customers, optimize their inventory, and increase their sales across different channels and platforms such as their website, social media, mobile apps and physical stores (Saghiri and Wilding, 2015). Examining the impact of omnichannel integration on sales growth, omnichannel integration was found to have a significant influence on omnichannel integration adoption intention and OCPs (Lee et al., 2019). Omnichannel integration involves behavior within the online commerce trading platform and the factors that determine channel choice include attitudes toward information and information sources (Silva et al., 2020). Omnichannel Integration such as websites, social media, mobile apps, physical store has a significant impact on online goods transaction intention. Data and information obtained from different integration channels can personalize the information sent through each appropriate channel and omnichannel integration is also useful for creating experiences when using the online commerce trading platform (Sari et al., 2023). Thus, two hypotheses are proposed as follows:

Hypothesis 9a (H9a): Omnichannel integration a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

Hypothesis 9b (H9b): Omnichannel integration a positive impact on the retailers' behavioral intention of using OCPs in Vietnam.

*Behavioral intention (BI)* is determined by the attitude towards the users' behavior, subjective norms for technology adoption in the future (Venkatesh et al., 2012). For retailers, the omnichannel strategy facilitates interaction between retailers and buyers and concentrates on offering a seamless experience for customers on OCPs. So, behavioral intention of using OCPs is significantly correlated with retailers' use behavior (Sari et al., 2023). Besides, Ha (2023) also found that behavioral intention has a positive impact on the behavior of using the online commerce trading platform. Therefore, hypothesis H10 is synthesized as follows:

Hypothesis 10 (H10): Behavioral Intention has a positive effect on the retailers' behavioral intention of using OCPs in Vietnam.

## Research Methodology

### *Research Design*

Through preliminary research, this study has edited or eliminated observed variables in the research model to ask broad questions and collect data from participating retailers. Qualitative research was applied to interviewing retailers to find out the factors that constitute the behavioral intention to accept and use OCPs. At the same time, this study gathers an in-depth understanding of retailers' behavior and the reasons that influence the behavioral intention to accept and use OCPs in Vietnam.

Quantitative research is applied to carrying out objective measurements, digital data analysis and statistical analysis through questionnaires. This study focuses on collecting digital data, generalizing this data across retailers to explain the behavioral intention to accept and use OCPs in Vietnam through analyzes such as Cronbach's Alpha reliability coefficient and confirmatory factor analysis (CFA), exploratory factor analysis (EFA) for factors of test variables through the formed item groups, confirmatory factor analysis (CFA) to regress indicator variables on latent variables, using structural equation modeling (SEM) to analyze the research model.

### *Sample and Data*

The sampling method to collect data is non-probability sampling, sampling from retailers using OCPs in Vietnam. This research developed the questionnaire by adapting a reliable and appropriate question scale in order to measure on a five-point Likert scale where 1 is not at all and 5 is complete. When choosing a sample size, it is necessary to consider the level of confidence, standard deviation and margin of error. According to Saunders et al. (2007), the sample size should be greater than 30 to ensure that the sampling distribution for the mean is normally distributed. Besides, Hair et al. (2010) suggest a data range of 5–10 times the number of items used in the scale. Therefore, the number of questionnaire items is 52 and the number of respondents is 615 retailers in this study compared with ( $10 \times 52 = 520$ ) which is considered to ensure a sufficient sample size for this study.

The basis for considering the results of analytical data is based on theoretical foundations, including Hu and Bentler (1999), they found that the RMSEA (Root Mean Square Error of Approximation) values of 0.08 or less are acceptable, RMSEA values of 0.06 are good, the P value of Close fit (PCLOSE) of 0.01 or more is acceptable, the PCLOSE value of 0.05 or more is good. Hair et al. (2010) showed that the CMIN/df (Chi-square divided by degrees of freedom) values of 5 or less are acceptable, the CMIN/df values of less than 2 is considered a good fit. Kline (2011), who believed that values such as the CFI (Comparative Fit Index) value, the NFI (Normed Fit Index) value, the IFI (Incremental Fit Index) value, the GFI (Goodness-of-Fit) value, the AGFI (Adjusted Goodness of Fit Index) value, the NNFI (Non-Normal Fit Index) value must all be  $\geq 0.85$ . Shadfar and Malekmohammadi (2013) said that the TLI (Tucker-Lewis Index) value should be  $\geq 0.85$ . Ferdinand (2014) indicated that the RMSEA value must be  $< 0.08$ , the CFI value should be  $0.8 \leq CFI \leq 0.9$ , the NFI value should be  $\geq 0.90$ , the IFI value must be  $\geq 0.90$ , the GFI value should be  $0.8 \leq GFI \leq 0.9$  a good value level and these value is referred to as marginal fit or acceptable model.

#### 4. Research Results

##### *Demographic Statistics*

Descriptive analysis based on the collection of 615 questionnaires returned from 650 questionnaires distributed. Analysis results using SPSS 25.0 software explained the overall condition results, as shown in Table 1.

**Table 1:** Demographic profile

Item	Optional	Frequency	Percentage
Number of years in operation	1- 5 years	321	52.20
	6-10 years	126	20.49
	11-15 years	112	18.20
	15 years and up	56	9.11
Operating capital	0.5-5 million USD	326	53.01
	Over 5 million USD	289	46.99
Revenue	1-5 million USD	296	48.13
	6-10 million USD	196	31.87
	Over 10 million USD	123	20,00
Retail sector	Food products	315	51.22
	Consumer goods	152	24.72
	Goods for production	116	18.86
	Other goods	32	5.20

Source: Primary data, processed in 2024

The retailers' number of years in operation ranged from 1 to 5 years with the highest percentage at 52.20% and 53.01% of them have operating capital, accounting for the highest rate from 0.5 to 5 million USD. The



majority of those retailers had revenue from 1 to 5 million USD accounts for the highest percentage of 48.13%. Surveys of the retail sector show that food accounts for the highest proportion of 51.22%; the remaining is the retail sector of consumer goods, manufactured goods and other goods.

### *Cronbach's Alpha Reliability Analysis*

Cronbach's alpha coefficient was used to validate the adjusted questionnaire and is based on an accepted scale for reliability with Cronbach's Alpha coefficient  $\geq 0.60$  and variables with total correlation coefficients less than 0.3 will be eliminated (Hulin et al., 2001). As a result of reliability analysis, all scales are eligible to perform EFA because variables with alpha coefficients greater than 0.6 and total correlation coefficients greater than 0.3 can be shown in Table 2.

**Table 2.** Independent, moderating and dependent variables in the research

No.	Code	Observed variables	Corrected Item-Total Correlation
	PE	Cronbach's alpha = 0.873	
1	PE1	Using OCPs makes it easy for retailers to sell online anywhere.	0.718
2	PE2	Using OCPs helps retailers understand online selling easily and clearly.	0.680
3	PE3	Using OCPs delivers on retailers expectations of online selling.	0.600
4	PE4	Using OCPs allows retailers to sell online faster.	0.579
5	PE5	Using OCPs is suitable for suitable for retailers' business operations.	0.625
6	PE6	Using OCPs makes retailers more comfortable with online selling.	0.772
7	PE7	Using OCPs gives retailers more convenience for 24-hour online selling.	0.605
	EE	Cronbach's alpha = 0.827	
8	EE1	Using OCPs helps retailers increase online sales revenue.	0.684
9	EE2	Using OCPs helps retailers sell many products.	0.532
10	EE3	Using OCPs helps retailers sell online more safely.	0.633
11	EE4	Using OCPs helps retailers understand online selling information.	0.577
12	EE5	Using OCPs helps retailers have enough information to sell online.	0.593
13	EE6	Using OCPs helps retailers increase efficiency in online selling.	0.553
	SI	Cronbach's alpha = 0.839	
14	SI1	Retailers' behavior of using OCPs in online selling is influenced by many influential consumers.	0.672
15	SI2	Retailers are advised to use OCPs for online selling by many influential consumers.	0.611
16	SI3	Retailers are advised to use an OCPs for online selling by people familiar with retailers.	0.605
17	SI4	Retailers' behavior of using OCPs in online selling is influenced by loyal customers.	0.582
18	SI5	Retailers receive support for using OCPs for online selling from familiar consumers.	0.580
19	SI6	Retailers received support for using OCPs for online selling from many people in their neighborhood.	0.659
	FC	Cronbach's alpha = 0.828	
20	FC1	Retailers are given permission to control the use of OCPs for online selling.	0.672
21	FC2	Retailers have enough knowledge about using OCPs for online sales.	0.611
22	FC3	Retailers are guaranteed trading conditions when they use the OCPs	0.605
23	FC4	Retailers have all the necessary resources to sell online on OCPs.	0.582
24	FC5	Retailers' selling is safe when they use OCPs.	0.580
25	FC6	Retailers have smart devices and support from OCPs providers for	0.659

		online selling.	
	HM	Cronbach's alpha = 0.816	
26	HM1	Retailers feel comfortable selling online via OCPs.	0.538
27	HM2	Retailers feel lucky to sell online through OCPs.	0.529
28	HM3	Retailers find it interesting to sell online via OCPs.	0.663
29	HM4	Retailers feel satisfied when selling online through OCP.	0.582
30	HM5	Retailers feel excited when selling online through OCPs.	0.726
	PV	Cronbach's alpha = 0.779	
31	PV1	Using OCPs helps retailers save time selling online.	0.561
32	PV2	Using OCPs helps retailers save a lot of selling online costs.	0.633
33	PV3	Using OCPs helps retailers pay the appropriate costs of internet subscriptions.	0.668
34	PV4	Using OCPs helps retailers avoid having to pay transaction check fees for selling online.	0.414
35	PV5	Using OCPs helps retailers not have to pay any extra costs for selling online.	0.515
	HA	Cronbach's alpha = 0.687	
36	HA1	Retailers often sell online through OCP.	0.527
37	HA2	Retailers' sales staff can sell themselves online through OCP.	0.404
38	HA3	Retailers' sales staff have a habit of selling online through OCP.	0.494
39	HA4	When selling online, retailers' sales staff also receive transaction instructions from OCP.	0.513
40	HA5	When no one is simulating, retailers' sales staff can still use OCP to sell online.	0.492
	OC	Cronbach's alpha = 0.692	
41	OC1	Retailers believe that OCPs always ensure efficiency for customers to shop online.	0.493
42	OC2	Retailers find that the OCPs always ensure a switch between multiple channels for customers shopping online.	0.489
43	OC3	Retailers believe that OCPs are always ensures a switch between devices for consumers shopping online.	0.585
44	OC4	Retailers believe that OCPs meet all the needs of online shopping users.	0.507
45	OC5	Retailers believe that the OCPs always ensure a switch between touchpoints for customers shopping online.	0.501
46	OC6	Retailers believe that the OCPs always ensure customers' shopping experience is seamless and consistent.	0.435
	OI	Cronbach's alpha = 0.625	
47	OI1	Retailers believe that OCPs always ensure the process of connecting and coordinating the supply chain across different channels for customers to shop online.	0.561
48	OI2	Retailers find that OCPs always ensure the process of connecting and coordinating the supply chain across different platforms for customers to shop online.	0.595
49	OI3	Retailers find that OCPs always ensure the process of connecting and coordinating the supply chain across different social media and email for customers to shop online.	0.538
50	OI4	Retailers find that OCPs always ensure the process of connecting and coordinating the supply chain across different websites and mobile apps for customers to shop online.	0.461
51	OI5	Retailers believe that OCPs always ensure online shopping according to customers' wishes via omnichannel integration.	0.583
52	OI6	Retailers believe that OCP always ensures seamless information	0.595



		integration with product selection channels for customers to shop online.	
	BI	Cronbach's alpha = 0.758	
53	BI1	Retailers will continue to sell through OCPs.	0.590
54	BI2	When selling goods, retailers use OCPs.	0.573
55	BI3	Retailers would recommend other retailers selling through OCPs.	0.604
	UB	Cronbach's alpha = 0.702	
56	UB1	Where retailers have difficulty using OCPs, some platform providers help retailers sell online.	0.495
57	UB2	Retailers may not need the help of platform providers when selling through OCPs.	0.530
58	UB3	Although retailers have never used OCPs, retailers can use it for online sales.	0.539

Source: Venkatesh et al. (2012) and the authors' suggestions

### Exploratory Factor Analysis

For the independent variables, the EFA result is consistent with current data, because the KMO coefficient is 0.801 (greater than 0.5). With Sig = 0.000 < 0.05, this shows that the observed variables are correlated with each other in the population. Implementation varimax rotation (absolute value below: 0.3) and factor analysis for independent variables found 52 observed variables with 12 groups and the lowest Eigenvalues of 1.154 > 1 is the 12th component as can be seen in Table 3.

**Table 3.** Exploratory factor analysis for independent variables

Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	Cumulative %
1	6.333	12.178	12.178	6.333	12.178	12.178	4.087	7.860
2	3.586	6.896	19.074	3.586	6.896	19.074	3.473	14.539
3	3.405	6.548	25.622	3.405	6.548	25.622	3.299	20.884
4	2.974	5.720	31.342	2.974	5.720	31.342	3.297	27.223
5	2.539	4.883	36.225	2.539	4.883	36.225	2.991	32.976
6	2.495	4.799	41.024	2.495	4.799	41.024	2.754	38.272
7	2.415	4.644	45.667	2.415	4.644	45.667	2.343	42.777
8	2.059	3.959	49.627	2.059	3.959	49.627	2.210	47.027
9	1.689	3.249	52.875	1.689	3.249	52.875	2.164	51.188
10	1.329	2.556	55.431	1.329	2.556	55.431	1.537	54.143
11	1.210	2.327	57.758	1.210	2.327	57.758	1.523	57.072
12	1.154	2.219	59.977	1.154	2.219	59.977	1.510	59.977
13	.938	1.804	61.781					

Extraction Method: Principal Component Analysis.

Source: The authors' calculation from SPSS 25.0

For the independent variables, after performing a rotation, it shows that the factor loadings are all greater than 0.5. This result also shows that there are 3 new factors (with observed variables HA1 and HA2; OC5 and OC6; OI5 and OI6). The variables HA1 and HA2 in the factor HA have characteristics that are similar to retailers' professional capacity. Thus, this new factor is named Professional Capacity (PC). Hypothesis, PC has a positive impact on retailers' behavioral intention in using OCPs and PC has a positive impact on retailers' behavior in using OCPs. The variables OC5 and OC6 in the factor OC have characteristics that are similar to seamless and consistent when retailers use OCPs. Hence, this new factor is named Seamless

and Consistent (SC). Hypothesis SC has a positive impact on retailers' behavioral intention in using OCPs and SC has a positive impact on retailers' behavior in using OCPs. Besides, the variables OI5 and OI6 in the factor OI have characteristics that are similar to retailers' seamlessly linking. So, this new factor is named Seamlessly Linking (SL). Hypothesis SL has a positive impact on retailers' behavioral intention in using OCPs and SL has a positive impact on retailers' behavior in using OCPs, as can be shown in Table 4.

**Table 4.** Rotated component matrix for independent variables.

Variables	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
PE6	.834											
PE1	.783											
PE7	.725											
PE3	.717											
PE2	.717											
PE5	.707											
PE4	.638											
SI6		.774										
SI1		.761										
SI3		.721										
SI2		.692										
SI4		.677										
SI5		.653										
EE1			.800									
EE3			.770									
EE5			.713									
EE4			.709									
EE6			.699									
EE2			.630									
FC1				.792								
FC3				.740								
FC5				.728								
FC2				.703								
FC4				.699								
FC6				.679								
HM5					.849							
HM3					.802							
HM4					.735							
HM1					.698							
HM2					.687							
PV3						.818						
PV2						.780						
PV1						.731						
PV5						.684						
PV4						.591						
OI2							.783					
OI4							.742					
OI3							.729					
OI1							.621					
OC2								.771				
OC3								.749				
OC4								.732				
OC1								.631				

HA5									.846			
HA4									.810			
HA3									.761			
OC6										.825		
OC5										.817		
OI6											.753	
OI5											.696	
HA1												.820
HA2												.783
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.												

Source: The authors' calculation from SPSS 25.0

For dependent variables, the EFA result is consistent with current data, because the KMO coefficient is 0.683 (greater than 0.5). With Sig = 0.000 < 0.05, this shows that the observed variables are correlated with each other in the population. Implementation varimax rotation (absolute value below: 0.3) and factor analysis for dependent variables found 6 observed variables with 2 groups and the lowest Eigenvalues of 1.526 > 1 is the 2nd component as can be seen in Table 5.

**Table 5.** Exploratory factor analysis for dependent variables

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	Cumulative %
1	2.382	39.708	39.708	2.382	39.708	39.708	2.027	33.777
2	1.526	25.437	65.145	1.526	25.437	65.145	1.882	65.145
3	.651	10.844	75.989					

Extraction Method: Principal Component Analysis.

Source: The authors' calculation from SPSS 25.0

For the dependent variables, after performing a rotation, it shows that the factor loadings are all greater than 0.5. Two factors were found as can be seen in Table 6.

**Table 6.** Rotated component matrix for dependent variables

Variable	Component	
	1	2
BI3	.832	
BI1	.814	
BI2	.803	
UB3		.804
UB2		.787
UB1		.768
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		

Source: The authors' calculation from SPSS 25.0

### *Confirmatory Factor Analysis*

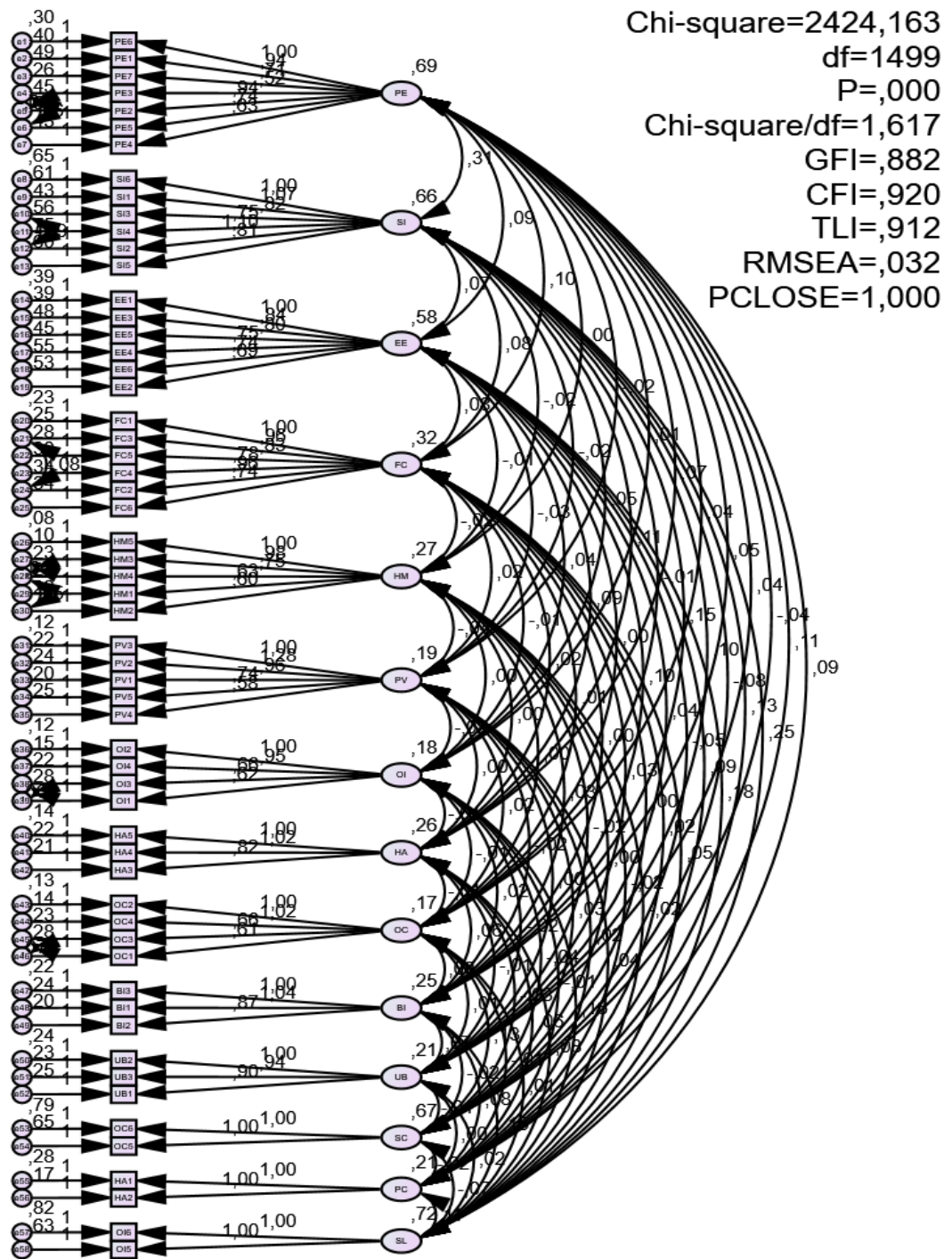


Figure 2. Confirmatory factor analysis

Source: The authors' calculation from AMOS 24.0

With KMO coefficient is 0.794 (greater than 0.5), Sig = 0.000 < 0.05 those indicate the observed variables are correlated with each other in the population and CFA is suitable for real data. Implementation promax rotation (absolute value below: 0.3) and the number of observations is 615 as well as linking e4 and e5, e4 and e6, e10 and e12, e21 and e24, e27 and e28, e28 and e30, e38 and e39, e45 and e46 to correct for covariance show that this model has a Chi-square = 2424.163, with 1499 degrees of freedom (df); Chi-

square/df = 1,617 < 3 with p value = 0.000 and other indicators such as CFI = 0.920; TLI = 0.912; GFI = 0.882; RMSEA = 0.032 < 0.06; PCLOSE = 1,000 > 0.05. The total variance values are greater than 0.5 and the standardized and unstandardized coefficients are greater than 0.5. These results show that the model fits the market data perfectly.

*Structural Equation Modeling*

With Chi-square = 2456,652; df = 1498; p = 0.000; Chi-square/df = 1,629; CFI = 0.918; TLI = 0.910; GFI = 0.881; RMSEA = 0.031; PCLOSE = 1,000. These indicate that it achieves compatibility with the market data and the SEM analysis results show the fit of this research model as can be shown in Figure 3.

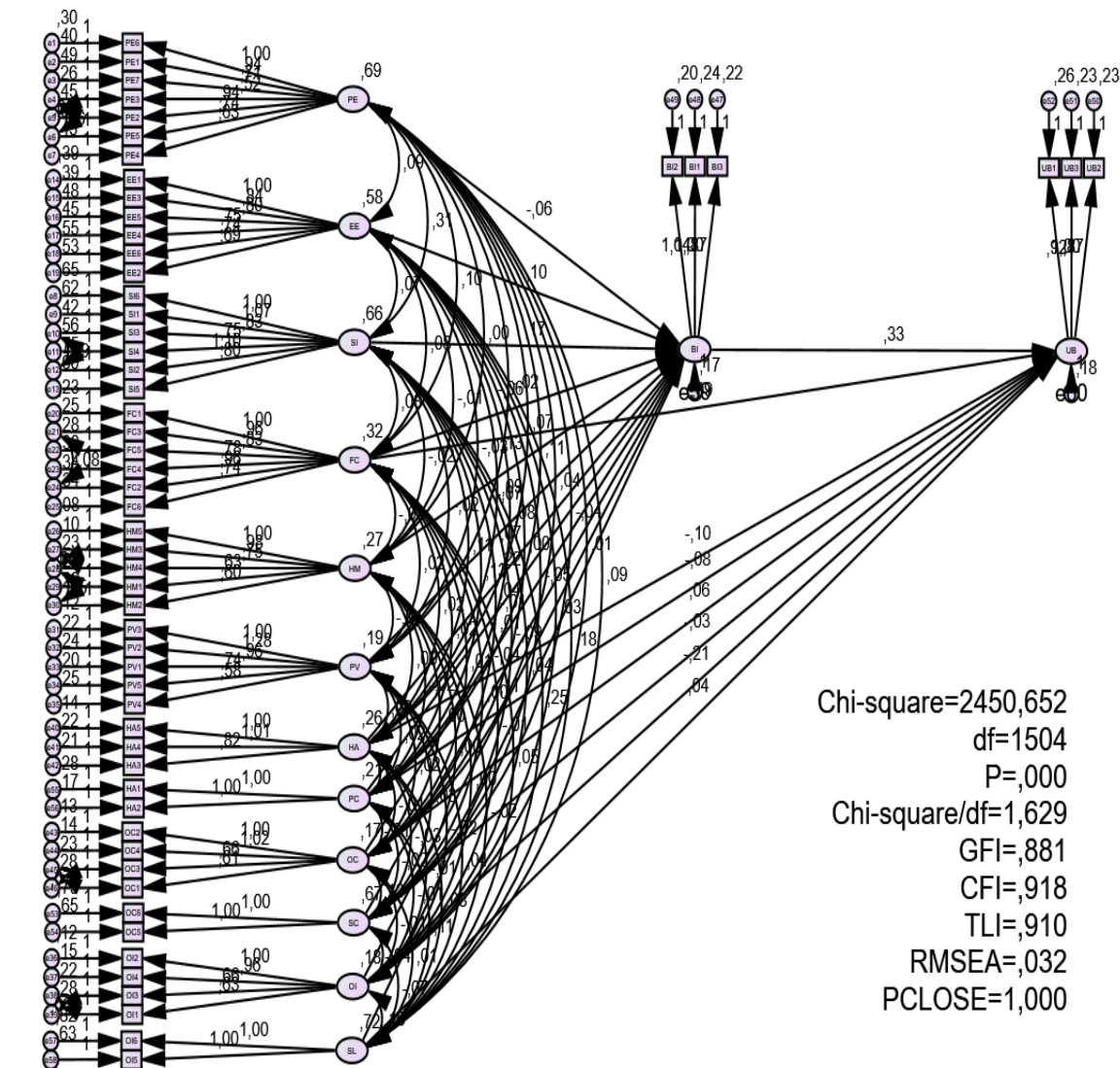


Figure 3. Structural equation modeling

Source: The authors' calculation from AMOS 24.0

The SEM analysis results with 95% confidence standard show that the sig of EE on BI is 0.004 < 0.05, the sig of SI on BI is 0.000 < 0.05, the sig of HM on BI is 0.003 < 0.05, the sig of PC on BI is 0.002 < 0.05, the sig of SL on BI is 0.014 < 0.05 show that the variables EE, SI, HM, PC and SL have effect on BI and these five variables have a positive effect on BI. Besides, the sig of FC on UB is 0.047 < 0.05, the sig of BI on UB is 0.000 < 0.05 and these two variables that have a positive effect on UB. The sig of HA on UB is 0.049 < 0.05, the sig of OI on UB is 0.008 < 0.05 and these two variables that have a negative effect on

UB. The remaining variables are not significant with sig > 0.05, as can be shown in Table 7.

**Table 7.** Regression Weights and Standardized Regression Weights

			Unstandardized Coefficients				Standardized Coefficients
			Estimate	S.E.	C.R.	P	Estimate
BI	<---	PE	-,063	,033	-1,890	,059	-,105
BI	<---	EE	,101	,035	2,873	,004	,154
BI	<---	SI	,167	,039	4,325	***	,273
BI	<---	FC	-,061	,043	-1,408	,159	-,069
BI	<---	HM	,133	,044	2,999	,003	,138
BI	<---	PV	-,071	,058	-1,228	,219	-,063
BI	<---	HA	,070	,052	1,349	,177	,071
BI	<---	PC	,216	,069	3,108	,002	,201
BI	<---	OC	,036	,072	,501	,616	,030
BI	<---	SC	,011	,037	,290	,772	,018
BI	<---	OI	-,043	,075	-,570	,569	-,036
BI	<---	SL	,112	,046	2,455	,014	,191
UB	<---	FC	,085	,043	1,987	,047	,103
UB	<---	HA	-,104	,053	-1,958	,049	-,113
UB	<---	PC	-,080	,068	-1,175	,240	-,079
UB	<---	SC	,056	,073	,766	,443	,049
UB	<---	OC	-,033	,038	-,865	,387	-,058
UB	<---	OI	-,207	,079	-2,639	,008	-,187
UB	<---	SL	,041	,045	,905	,366	,074
UB	<---	BI	,332	,064	5,194	***	,353

Source: Authors' calculation

This study performed repeated sampling of N=1500 to implement the Bootstrap method, estimate summary statistics and generate reliable results with C.R < 1.96, deducing p-value > 5% as can be described in Table 8.

**Table 8.** Bootstrap method on SEM

Parameter			SE	SE-SE	Mean	Bias	SE-Bias	C.R = Bias / SE-Bias
BI	<---	PE	,062	,001	-,139	-,003	,002	-1.5
BI	<---	EE	,058	,001	,144	-,001	,001	-1.0
BI	<---	SI	,070	,001	,191	,002	,002	1.0
BI	<---	FC	,044	,001	-,115	-,001	,001	-1.0
BI	<---	HM	,043	,001	,083	-,001	,001	-1.0
BI	<---	PV	,046	,001	-,097	-,001	,001	-1.0
BI	<---	HA	,052	,001	,090	-,001	,001	0
BI	<---	PC	,070	,001	,215	,002	,002	1.0
BI	<---	OC	,076	,001	,088	,003	,002	1.5
BI	<---	SC	,082	,001	-,040	-,003	,002	-1.5
BI	<---	OI	,056	,001	,023	,000	,001	0
BI	<---	SL	,068	,001	,238	,003	,002	1.5



UB	<---	FC	,051	,001	,194	-,001	,001	-1.0
UB	<---	HA	,061	,001	-,128	-,001	,002	-0.5
UB	<---	PC	,068	,001	-,074	,002	,002	1.0
UB	<---	SC	,090	,002	-,073	-,003	,002	-1.5
UB	<---	OC	,080	,001	,063	,003	,002	1.5
UB	<---	OI	,058	,001	-,165	-,001	,001	-1.0
UB	<---	SL	,075	,001	,013	,001	,002	-0.5
UB	<---	BI	,062	,001	,236	,000	,002	0

Source: The authors' calculation from AMOS 24.0

## Discussions Results

### *Factors Affecting Retailers' Behavioral Intention*

Retailers' behavioral intention of using OCPs in Vietnam is positively influenced by Effort Expectancy. This finding is consistent with the expected signs and hypotheses according to the study of Venkatesh et al. (2012), Dabholkar (2000), Juaneda-Ayensa (2016) and Roy et al., (2017). These results show that retailers' clear understanding of the use of OCPs can significantly improve merchandise sales and positively impact their behavioral intention to increase the use of OCPs.

Social influence is a factor that has a strong and positive impact on retailers' behavioral intention to use OCPs. These findings are related and consistent with the studies of Venkatesh et al. (2012), Kaur et al. (2020b), Chaudhary and Suri (2021) and Ha (2023). This result shows that retailers are very interested in influential customers in forming the behavioral intention to use OCPs. Because influential customers promote purchases from retailers through OCPs to their friends and family relationships.

Behavioral intention to use OCP in retailers in Vietnam is positively influenced by Hedonic Motivation. This result is similar to the findings of Venkatesh et al. (2012), Chang et al. (2011), Li et al. (2022) and Ha (2023). This shows that retailers feel excited and achieve good results in the retail business when using OCPs, thereby motivating Vietnamese retailers to increase their behavioral intention to use OCPs.

Professional capacity has a positive effect on the retailers' behavioral intention of using OCPs in Vietnam and this result agrees with the proposed sign and hypothesis. Because retailers' professional capacity is so important to their retail business, retailers need to be able to manage and operate OCPs to expand their diverse retail operations. This shows that the retailer's professional capacity contributes to raising behavioral awareness and helps retailers increasingly expand their retail business to meet the needs of online shopping customers.

Seamlessly linking has a positive effect on the Vietnamese retailers' behavioral intention of using OCPs and this result is consistent with the proposed signs and hypotheses. Because seamlessly linking helps retailers interact with their customers across multiple channels, personalized experience across all touchpoints, contributing to expanding retail business, attracting more customers and increasing sales. In particular, ensuring seamlessly linking is crucial to retaining retailers' valuable customers. This is where the behavioral intention and behavior of retailers' omnichannel selling strategies through OCPs arises.

### *Factors Affecting Retailers' Use Behavioral*

Retailers' behavior in using OCPs in Vietnam is positively influenced by Favorable Conditions. This finding agreed with the study of Venkatesh et al. (2012), Taylor and Todd (1995), Peltola et al. (2015) and Yumurtacı Huseyinoglu et al. (2017). This indicates that retailers have a lot of technical knowledge and resources, installation and customer data connections and other favorable resources, which will help retailers better understand customers' needs and desires. Retailers have many favorable conditions in using OCPs, they

can improve customer loyalty, make more sales, improve customer service, provide a great customer experience, and increase retailers' sales.

Behavioral intention is a factor that has a strong and positive impact on retailers' behavior of using OPCs. These findings are related and consistent with the studies of Venkatesh et al. (2012), Sari et al. (2023) and Ha (2023). This shows appropriate behavioral intentions that influence retailers' behavior in using OCPs. The more retailers' behavioral intention is always towards using OCPs, the greater their behavior towards using OCPs. Because retailers make changes in retail business models according to customer expectations to implement omnichannel strategies.

Retailers' behavior of using OPCs is negatively influenced by Habits. This result disagreed with research conducted by Venkatesh et al. (2012), Özdemir and Sönmezay (2020) and Setiyani et al. (2023). Because, retailers' behavior of using OPCs relates to a business model that employs multiple sales channels in an integrated and seamless way, they must strengthen the management of sales channels regularly and continuously to avoid disruptions in sales, give their retail business the possibility to integrate marketing, create a sustainable ecosystem for their brand.

Omnichannel integration is also a factor that has a negative impact on retailers' behavior of using OPCs. These findings are not related and consistent with the studies of Saghiri and Wilding (2015), Lee et al. (2019), Silva et al. (2020) and Sari et al. (2023). This is because some Vietnamese retailers face many challenges. In the omnichannel retail model, there is still no synchronous connection between distribution channels, but they still operate as independent channels. Due to business habits, some Vietnamese retailers rarely invest in improving customer interaction and comprehensive innovation in management processes to ensure omnichannel integration when using OCPs.

## Conclusions and Recommendations

In addition to inheriting the UTAUT2 model, this study adds new factors such as omnichannel capability, omnichannel integration. The results of this study show Effort Expectation, Social Influence, Hedonic Motivation, along with factors arising during the analysis process such as Professional Capacity, Seamlessly Linking have a positive impact on retailers' behavior intention to accept and use OCPs. Behavioral Intention and Favorable Conditions have a positive impact on use behavior. Meanwhile, Habits and Omnichannel Integration have a negative impact on the Vietnamese retailers' use behavior of OCPs. These findings have some important implications, it is proposed that managers and the providers of OCPs and stakeholders identify factors that influence the adoption of OCPs by Vietnamese retailers as follows.

*Firstly*, Effort Expectancy has a positive impact on retailers' behavioral intention to use OCP. Therefore, retailers should increase their investments in OPCs and should be aware of their omnichannel structure, making regular and necessary investments in OCPs. Besides, they need to take into account their human capital investment goes hand in hand with its infrastructure and strategy to provide customers with a seamless shopping experience. From there, they will significantly increase sales of goods and continue to positively impact their behavioral intentions while using OCP.

*Secondly*, since Social Influence is the most significant factor in affecting the behavioral intention to use OCPs, it is important for retailers, marketers and stakeholders. Therefore, they should be interested in influential customers in forming the behavioral intention to use OCPs. Because influential customers promote purchases from retailers through OCPs to their friends and family relationships. This may be because app reviews and influential customer opinions will affect other customers. This is because the app reviews and influential customer's opinions will positively influence other customers, thereby retailers attract more customers and increase their sales.

*Thirdly*, retailers should pay attention to the impact of hedonic motivation on their behavioral intention to use OCPs. Retailers find the various features and functions in OCPs fun, they intend to use these applications, and their intention to use will increase when they see OCP bringing higher sales efficiency. Therefore, retailers need to regularly update and perfect OCPs to satisfy all sales transactions. Retailers also

need to understand the market's needs to be able to expand the market, thereby increasing the behavioral intention to use OCPs more and more every day and positively impacting increased sales.

*Fourthly*, retailers' professional capacity is so important to their retail business, retailers need to be able to manage and operate OCPs to expand their diverse retail operations. When operating OCPs, retailers need to provide and manage accurate and complete information about products, locations, and delivery times for customers to help them sell more products because customers are looking to buy products when they need them and buy on the channel they prefer. Retailers should improve and develop highly compatible OCPs with friendly interfaces, helping customers to interact with a retailer's brand in their own way. Customers find products that best suit their needs, they are more likely to develop strong retail transaction connections and contribute to attracting customers when shopping online.

*Fifthly*, for retailers, using OCPs means being available to support customers through all channels ranging from digital to physical stores to meet customer needs and enable them to buy products when they need and from their preferred channel. Therefore, retailers should pay special attention to seamlessly linking throughout their retail business process. Because seamlessly linking helps retailers interact with their customers across multiple channels, personalized experience across all touchpoints, contributing to expanding retail business, attracting more customers and increasing sales. In particular, ensuring seamlessly linking is crucial to retaining valuable customers, it allows retailers to provide a better customer experience, enhance trading strategies, increase sales, and optimize operations.

*Sixthly*, favorable conditions are also a factor that cannot be ignored, retailers need a lot of technical knowledge and resources, online and offline support to use OCPs application, installation and customer data connection customers as well as other favorable resources, which will help retailers better understand customer needs and wants. Retailers have many advantages in using OCPs, they can manage and operate multiple sales channels at the same time, their channels are seamlessly connected to every sales transaction. They can improve customer loyalty, use the right channels for the right target customer groups, product information is displayed on multiple channels, customers are more likely to actually buy the product, retailer make more sales, improve customer service, deliver a great customer experience, and increase retailer sales.

*Seventhly*, behavioral Intention is one of the important factors influencing retailers' behavior in using OCPs in Vietnam. In order to motivate retailers to use OCPs, the OCPs providers should improve the usefulness of OCPs, focus on the OCPs features, and have increasingly expanded many channels. On the other hand, maintaining a smooth, seamless connection OCPs transaction system, ensuring that retailers' sale transactions are not interrupted, sale transactions are recorded quickly, channel synchronously, and easily checked. All retailers' sale transactions are responded to continuously in 24 hours, providing more convenience and efficiency when retailers use OCPs. These results increasingly contribute to improving and promoting the use of OCPs by Vietnamese retailers.

*Eighthly*, when the using of OCPs becomes frequent, Habits will form and become the driving force that increases the behavioral to continue using the OCPs. Retailers' behavior develops into habits, and they find that their retail business must use OCPs. Therefore, there needs to be policies to encourage the increasing use of OCPs in Vietnam, promoting retailers' OCPs usage behavior related to new business models that use multiple sales channels in an integrated and seamless way, helping them enhance regular and continuous management of sales channels to avoid sales interruptions, giving their retail businesses the ability to develop markets, creating a sustainable ecosystem for their brands.

*Ninthly*, in the national digital transformation program in Vietnam, in addition to testing new technologies and models, fundamentally and comprehensively innovate management activities, production and business activities of enterprises, pay attention to transforming retail business models through the use of OCPs. This is one of the options for modern and convenient commercial transaction methods. Different OCPs needs of retailers can be conveniently met by OCPs providers by improving usage conditions, meeting transaction needs and creating a habit of using OCPs for retailers. Besides, the government has continued to make many efforts to promote a digital transformation program in Vietnam. Digital transformation in

e-commerce has become an effective business method and leads to sustainable growth. These solutions can help improve the retailers' behavior of using OCPs in Vietnam.

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