

OMNI-CHANNEL RETAILING: CUSTOMERS SATISFACTION TOWARDS OMNI-CHANNEL SHOPPING EXPERIENCE

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Abstract

This study aims to analyze the customer satisfaction towards ensuring that provides seamless shopping experience by Omni-channel retailing in Chennai. Convenient sampling method has been used to select the eight IT companies in Chennai and researcher has adopted Stratified random sampling to decide the number of respondents to be chosen from the total population size of each Company. A Structured Questionnaire has been used as a tool for collecting primary data from 700 sample respondents of selected eight IT Companies. The study identifies that the existence of customer shopping experience in e-tailing indicating that great impact on satisfaction. Mobile payment technologies found that there is no potential risk. Transaction risk tends exclusively discourages offline store purchasing. The customer is highly satisfied on the share of Wallet adopts in online channel usage, Website content/functionality and ease & flexibility. The study shows that access convenience and transaction convenience have positive significance on satisfaction and customer purchase intention.

Keywords: Omni-channel retailing, Internet of Things, Perceived usefulness, Technology, Satisfaction and customer experiences.

1. INTRODUCTION

Technology is increasing at an astronomical pace. The advent of new technologies has given birth to Omni-channel customer experiences. Recent Omni-channel solutions are able to manage better the daily data deluge, understand customers from every angle and surpass their growing expectations by enhanced services. The e-tailers have flooded the market with attractive discounts and huge promotions, making people shift their buying preferences online in recent years. Several big online retail brands are diversifying their business and adopting Omni-channel strategies for the benefit of the customers. The e-store draw still plays an important role for many merchants. In fact, most of the successful online retailers are making an Omni-channel presence felt in their e-commerce businesses, i.e., they have both online and brick-and-click stores. The reason is that customers are keen to touch, feel and experience the products or services before they buy, especially in cases such as apparel, furniture, shoes, and jewelry. Providing Omni-channel customer experience has become a critical factor to differentiate brands. Effective Omni-channel strategies are those that can accurately and effectively integrate in-store, online and mobile sales channels to deliver a hassle-free buying experience. Apart from revenue growth and ROI, factors such as increased customer satisfaction, net promoter scores, customer loyalty, and brand perception are also regarded as key factors to attract new prospects and maintain a large customer base. Technology investment and setting the right processes are very important to give complete Omni-channel customer experience. Omni-channel solutions and technology investments are significantly needed to provide product and inventory visibility, personalize the customer experience and to enable online stores and local fulfilment centers with pick & carry and pack & ship capabilities. Providing Omni-channel retailing customer experience has become a critical factor to differentiate brands. Effective

Omni-channel strategies are those that can accurately and effectively integrate in-store, online and mobile sales channels to deliver a hassle-free buying experience. Apart from revenue growth and ROI, factors such as increased customer loyalty and brand perception are also regarded as key factors to attract new prospects and maintain a large customer base. Technology investment and setting the right process are critical to enable a complete Omni-channel customer experience. In case of Omni-channel solutions, technology investments are largely needed to provide product and inventory visibility, personalize customer experience, and to enable retail stores and local fulfilment centers with pick and carry or pack and ship capabilities. But in order to realize the complete benefits from Omni-channel initiatives, retailers must consider their capabilities and the challenges to seamlessly integrate systems such as CRM, POS, order management (OMS) and e-commerce platforms into all their channels. This study aims to analyze the satisfaction level of the respondent towards the Omni-channel retailing in Chennai.

2. NEED FOR THE STUDY

Omni-channel e-tailing is about ensuring that organizations provide a seamless experience to customers across all channels through more interactive channels for engagement that enables a customer to design his own living room. An Omni-channel strategy can also help in improving marketing effectiveness by enabling a 360-degree view of shop and shelf activity. The Omni-channel paradigm increases system complexity by increasing the number of customer choices, more stock keeping units, and increased product diversity. However, it also helps deal with individual customer preferences and expectations. This study shows that brand trust is one of the most important reasons for people to shop at their favourite Omni-channel e-tailers. Also, consumers like personalization and more people visiting brand social media websites offer personalized promotions and most of the customers use coupons received on Smart phones to purchase at home, during transit or e-store. Omni-channel e-tailers can offer customized experiences to consumers only if they have access to information about consumers, but such information is difficult to come by as people are concerned about divulging personal information. Direct shipping to customers is one of the most important steps in ensuring a good end-to-end customer experience. The age-old paradigm of buying a product at the store and taking it home is still important, but it is starting to make way for newer fulfilment methods. This study discusses Omni-channel as applied to four e-tail processes for enhancing customer experience through personalization, payment, focused promotion & improving customer service.

3. STATEMENT OF PROBLEM

The hyper-connected consumers and retail mechanism require immense persistence in order to provide a seamless and unmatched shopping experience across all those platforms where a customer is or can expect to be. With evolution in the retail from traditional brick-and-mortar retailing to Omni-channel e-tailing, consumers today have become more demanding to be it in terms of shopping ease, product quality or touch-points. This has led to multidisciplinary research to address different factors involved in the system of e-commerce so as to get keen observations on the customers' behavior and attitude towards technological innovations like Multi-channel and Cross-channel. But this multidisciplinary approach itself is a complex process. The penetration of internet and Smartphone has revolutionized the whole retail sector, enabling the consumers to research and shop at their convenience, Anytime, Anywhere and Anything. As customers embrace new technologies the shopping experience has become increasingly sophisticated, enabling new ways for leading e-tailers to reach their audience. Omni-channel e-tailing is one of the major aspects of the vibrant and dynamic e-commerce that has grown leaps and bounds in India. From the outlook, the customers' attitude and satisfaction appear to be positive for Omni-channel e-tailing, but studies on the technology and the customer behavior try to better the pertinent technology and customer overall experience. This would lead to a positive network of systems, helping each other. Hence a clear understanding of consumers' shopping and buying decision is important for Omni-channel e-tailers. There is a number of studies on Omni-channel retailing in countries like USA, UK, Europe, Korea, Malaysia, and Singapore. Nevertheless, there is a big gap

between the Omni-channel shopping technology and customers' attitude and satisfaction. This gap needs to be filled by studying them from the customers' perspective to make things better in the future. Therefore, the present research study aims to analyze the purchase decision behavior, level of satisfaction of Omni-channel e-tailers' dynamics and perceived service quality offered by the Omni-channel e-tailers for the products purchased over the Omni-channel e-tailing.

4. SCOPE OF THE STUDY

The conventional methods of marketing and selling have now been replaced by the advent of modern technologies like mobile apps, e-store, e-catalogue, etc., Today, if a consumer wants to purchase any item placed anywhere in the globe, they need not go or ask them for a sample. The consumer can trace out the needy products and could visualize in the online channels. Omni-channel enables the consumer to shop anywhere in the world by logging on to their personal electronic devices (Smartphone, Tablets and personal computers) with comfort even from his home. Omni-channel has some special characteristics compared to the other medium. Provision of information related to a product through all online channels is abundant when compared with the function performed by the single channel and multiple channels retailing. In this socio-economic scenario, as people are weary of work, they could spare time with their family, maintain physical and mental health, maintain elders in their family and others in shopping too. Hence this study makes an attempt to augment Omni-channel e-tailing at this backdrop for satisfying the Omni-channel consumers. Through the Omni-channel, consumers can identify the products, compare price and quality, gain knowledge of products from friends and strangers and view the products from different angles without touch. Omni-channel testimonials and reviews provided by the users of products and services are the factors intriguing the users or consumers. The most exciting aspect of Omni-channel e-tailing is that it is a 24x7 affair in all channels. Easy and leisure shopping experience could be had rather than sensitive or emotional shopping through Omni-channel. The other dimension is that consumer directly purchases the items from the original merchant in Omni-channel e-tailing. No mediator comes in between consumer and merchant. So it becomes cheaper than other ways to purchase the products. Omni-channel e-tailers could sell with less resource (i.e., Capital) and expenses. Some e-stores do not have a physical showroom. They just display the products on Social media and service online and deliver the goods at customers' doorsteps on time. It would be impossible to consider all the customers, factors and dimensions engrossed in Omni-channel e-tailing. Hence this study has been limited and insists on the customers, who are professionals in IT companies in Chennai and the influencing factors of the purchase decision, level of satisfaction of Omni-channel e-tailers' dynamics and perceived service quality of Omni-channel e-tailers on the above.

5. METHODOLOGY

The following methodology has been adopted for conducting the present study. The study is predominantly empirical in nature, as it explores the relationships among several variables.

5.1 Instrumentation used for the study

A self-administered questionnaire was developed, based on the existing literature and study objectives. The questionnaire consisted of three parameters:

Table 1: Parameter of the Study

Satisfaction	Shopping Convenience (<i>Johnson et al., 2006; Chatterjee, 2010; Edoardo et al., 2016; Sejin & Leslie, 2012; Oh & Kwon, 2009; Faultrier et al., 2014; Chandrashekar & Suri, 2012</i>) Access Convenience (<i>Donnell et al., 2012; Sejin & Leslie, 2012; Patricia, 2017; Siohong & Sean, 2006</i>) Transaction Convenience (<i>Lariviere et al., 2011; Sejin & Leslie, 2012; Jin-Feng et</i>
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<i>al., 2016; Bezes, 2016; Jamie & Aron, 2011; Taylor, 2016)</i> Shipping Convenience (<i>Lee & Kim, 2009; Alexander et al., 2016a; Muriel & Jonathan, 2006; Alexander et al., 2016b; Murfield et al., 2017</i>)
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5.2 Sources of Data

The study is both descriptive and analytical in nature, and both primary and secondary data have been used. In order to fulfil the objectives of the study, the primary data are collected from Omni-channel shoppers from IT Professionals in Chennai by using a well-structured questionnaire. A noteworthy feature is that all the respondents have filled the questionnaire with high zeal. The secondary data pertaining to the study are gathered from leading Journals are referred to obtain pertinent literature on the purchase decision, satisfaction and perceived service quality in Omni-channel e-tailing. A number of whitepapers, websites and standard books are referred to gather overview of Omni-channel e-tailing and research methods. A number of unpublished theses are referred to develop the research methods and instrumentation of the study.

5.3 Sampling Technique

Convenient sampling is adopted (Pedro et al., 2017; Gutierrez et al., 2016) through individual contacts from IT companies of Chennai in order to increase the number of respondents. At the first stage, the researcher has used a convenient sampling method for selecting eight IT companies on the basis of performance in Chennai. The research population is defined as software professionals working in IT companies. (i.e., Tata Consultancy Services Ltd, Infosys Technologies Ltd, WABCO Technologies Centre, HCL Technologies Limited, Crystal Tech Solution, Cognizant Technology Solutions, CAMS Software & Technology, and Tech Mahindra Limited) in Chennai city. The researcher has chosen Eight IT companies based on the performance in Chennai (*Ashok, 2013*) namely, Tata Consultancy Services Ltd, Infosys Technologies Ltd, WABCO Technologies Centre, HCL Technologies Limited, Crystal Tech Solution, Cognizant Technology Solutions, CAMS Software & Technology, and Tech Mahindra Limited. The total population of selected IT companies is 35510, selected 700 sample respondents from selected eight IT Companies (*Patel, 2017*). The researcher has adopted Stratified random sampling (*Ashok, 2013*) to decide the number of respondents to be chosen from the total population size of each Company (TCS-93, Infosys-125, Wabco-132, HCL-105, Crystal-38, Cognizant-72, CAMS-46, Tech Mahindra-89).

6. LITERATURE REVIEW

(Chatterjee 2010) have examined Multi-channel and Cross Channel Shopping behaviour through Shopping list, pre-purchase search, Satisfaction of retailer and Convenience by survey and purchase transaction data from OOPS solicit online consumers 2459 respondents and found that satisfaction and Convenience are high thrift customer patronizing a cross channel retailers. (Kim et al, 2006) identified the multichannel shopping among rural consumers with the parameter of information search and product purchase on catalog, TV and retail store, questionnaire were used to collect data from 2198 respondents and found that internet usage is highly significant and satisfied compared to other medium. (Lariviere et al. 2011) have investigated the influence of multichannel usage impact that consumer satisfaction to fulfil the objective, data collected from 802 respondents and found that using multiple channel has an overall positive moderating impact on the satisfaction on the Share of Wallet. Gift shopping behaviour has been analyzed through self-administered survey method to fulfil the parameter of perceived usefulness of product purchasing satisfaction for both personal and gift giving, resulted that there are positive and significant relationship (Lee and Kim 2009). E-shopping quality dimensions exposes the influence the consumer shopping outcomel that examined through self administered online survey with 298 collegel students in USA. Among the four e-shopping factor satisfaction of shopping highly significant and contributing to likelihood e-shopping intention (Sejin and Leslliell, 2012). (Jin and Fu, 2016) analyzed the satisfaction level of multichannel integration and online perceived value, transparency of service configuration, process consistency and business ties positively affect

online purchase intention, whereas the satisfaction of information consistency are not significant and process consistency has stronger influence on online perceived value. (Chiou et al. 2017) have examined the online store shopping and interaction effects on customer's satisfaction with 231 customer survey, result concluded that online customer sales significantly decreases customer searching attitude on offline. Online stores shopping has significant effect. Majority of the studies has been carried out outside of India. Very few studies have been carried out in Indian context, where Omni-channel e-tailing is an expansive stage. No study has been carried out in a useful dimension of Omni-channel e-tailing, which may be an antecedent to satisfaction of Omni-channel e-tailing.

6.1 Structural Equation Modeling

Structural Equations Modelling (SEM) appears to be the appropriate method (Wu & Chang, 2016) for addressing the research question about multiple relationships between the dependent and independent variables (Zweig & Webster, 2003). Since, the proposed model involves dependent variables, which become independent variables in subsequent relationship, it gives rise to the interdependent nature of a structural model. A Confirmatory Factor Analysis (CFA) was performed first to assess the proposed measurement model (Rippe et al., 2017) carried out by SEM using maximum likelihood estimation method (Wu & Chang, 2016). For each model, a correlation matrix was inputted to the data and the measurement was taken into account for further analysis of the model (Lee & Kim, 2009). The researcher's choice has therefore been to use Structural Equation Model (SEM). SPSS18 and AMOS16 were the software packages used for analysis of data (Niall, 2012; Rippe et al., 2016; Kim & Park, 2005). Multiple regression and ANOVA were used to predict (Saranya, 2016) the respondents' purchase decision, satisfaction, and perceived fulfilment service quality. Chi-square analyses were used for comparisons of the demographic variables. Psychometric properties of the scale were assessed by examining evidence of the construct validity of the measure provided by both convergent validity and discriminant validity (Lee & Kim, 2009; Wu & Chang, 2016; Sajad & Naser, 2017). Average Variance Explained (AVE) and Cronbach's alpha were calculated for all constructs (Monique et al., 2017).

7. ANALYSIS AND INTERPRETATION

In factor analysis, the analytical process is based on a matrix of correlation among the variables. Valuable insights can be gained from an examination of this matrix. If the factors analysis should be proper, the variables must be correlated. If the correlation among all the variables is very low and negligible, then the factor analysis may not be appropriate. The correlation among most of the variables is in a good fit and hence the factor analysis is very appropriate for analyzing the customers' satisfaction level towards Omni-channel e-tailing in Chennai. The KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy has been computed to determine the suitability of using factor analysis. The values between 0.5 and 1.0 indicate that factor analysis is suitable or appropriate. The KMO test and Reliability presented in Table 3, indicates that the calculated value of KMO is 0.897, which shows that the sample is adequate to conduct Exploratory Factor Analysis. Bartlett's Test of Sphericity also shows a significant number of correlations among the statements. Thus, all the parameters discussed above support the application of factor analysis on the data. The scale has also been tested for reliability and the value of Cronbach's Alpha is 0.936. (Hair et al., 2010) suggested that variables with loadings greater than 0.45 are practically significant and support acceptable levels of explanation. Hence, the criteria of 0.45 have been considered for selecting the variables. It can be seen that Exploratory Factor Analysis revealed four underlying dimensions for the satisfaction level of Omni-channel e-tailers' business dynamics. These four factors explain 42.857% of total variance. On the basis of the rotated component matrix, the statements are categorized under respective factors as shown in Table 6.6. Eigen values for Factor1, Factor2, Factor3 and Factor4 are 12.857, 3.127, 2.681 and 2.078 respectively.

Table 2: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.897	Reliability Statistics	
Bartlett's Test of Sphericity	Approx. Chi-Square	28011.2	Cronbach's Alpha	No. of Items
	df	435	.936	30
	Sig.	.000		

Table 3: ROTATED COMPONENT MATRIX (Sorted by >0.60)

	Component							Eigen value	Variance	Cronbach's Alpha
	1	2	3	4	5	6	7			
E9	.813							12.857	42.857	.952
E12	.872									
E14	.742									
E15	.855									
E25	.833									
E26	.881									
E28	.657									
E30	.823									
E2		.900						3.127	10.422	.956
E4		.878								
E6		.909								
E11		.879								
E22		.770								
E10			.829					2.681	8.936	.963
E16			.905							
E21			.930							
E24			.901							
E29			.890							
E3				.658				2.078	6.926	.942
E7				.637						
E13				.645						
E17				.697						
E20					.991			1.833	6.111	.990
E27					.991					
E18						.964		1.318	4.394	.928
E23						.961				
E5							.783	1.026	3.421	.678

Table 4: NEW FACTORS AND VARIABLES FOR CFA

S.NO	KEY	VARIABLES FOR CFA	FACTOR
1	E9	Convenient to find the desired product quickly	FACTOR – I (SHOPPING CONVENIENCE)
2	E12	Seamless shopping can be experienced	
3	E14	Less stressful compared to traditional shopping	
4	E15	Special coupons/discounts are offered	
5	E25	Comparison shopping is much easier	
6	E26	Provides attractive offer for a bulk purchase	
7	E28	Saves energy and reduces the monetary costs of traditional shopping to a great extent	
8	E30	Can avoid the hassles of traditional shopping like long-queues	
9	E2	Can shop whenever want to as it is available 24*7	FACTOR – II (ACCESS CONVENIENCE)
10	E4	Can make a purchase without Omni-channel website registration	
11	E6	Websites make me spend more time and shop more	
12	E11	websites are user – friendly	
13	E22	Websites are well designed which attract everyone and tempt to purchase more	FACTOR – III (TRANSACTION CONVENIENCE)
14	E10	Simple and convenient payment modes are available for making payment	
15	E16	Tax and other charges are clearly detailed in Omni-channel purchase	
16	E21	Flexible and quick payment process across payment modes	
17	E24	Accurate calculation of total price when ordering the products through Omni-channel	
18	E29	Omni-channel shopping presents a complete overview of the order before the payment process	FACTOR – IV (SHIPPING CONVENIENCE)
19	E3	Order tracking details are available until delivery in Omni-channel shopping	
20	E7	Can avoid lifting the products heavily in traditional shopping	
21	E13	Quick response is available from the Omni-channel retailers if there is a query	
22	E17	Easy check-out process while shopping on Omni-channel	

Figure 1: STANDARDIZED FACTOR LOADINGS FOR MEASUREMENT MODEL

(Consumers' Satisfaction level of Omni-channel e-tailing)

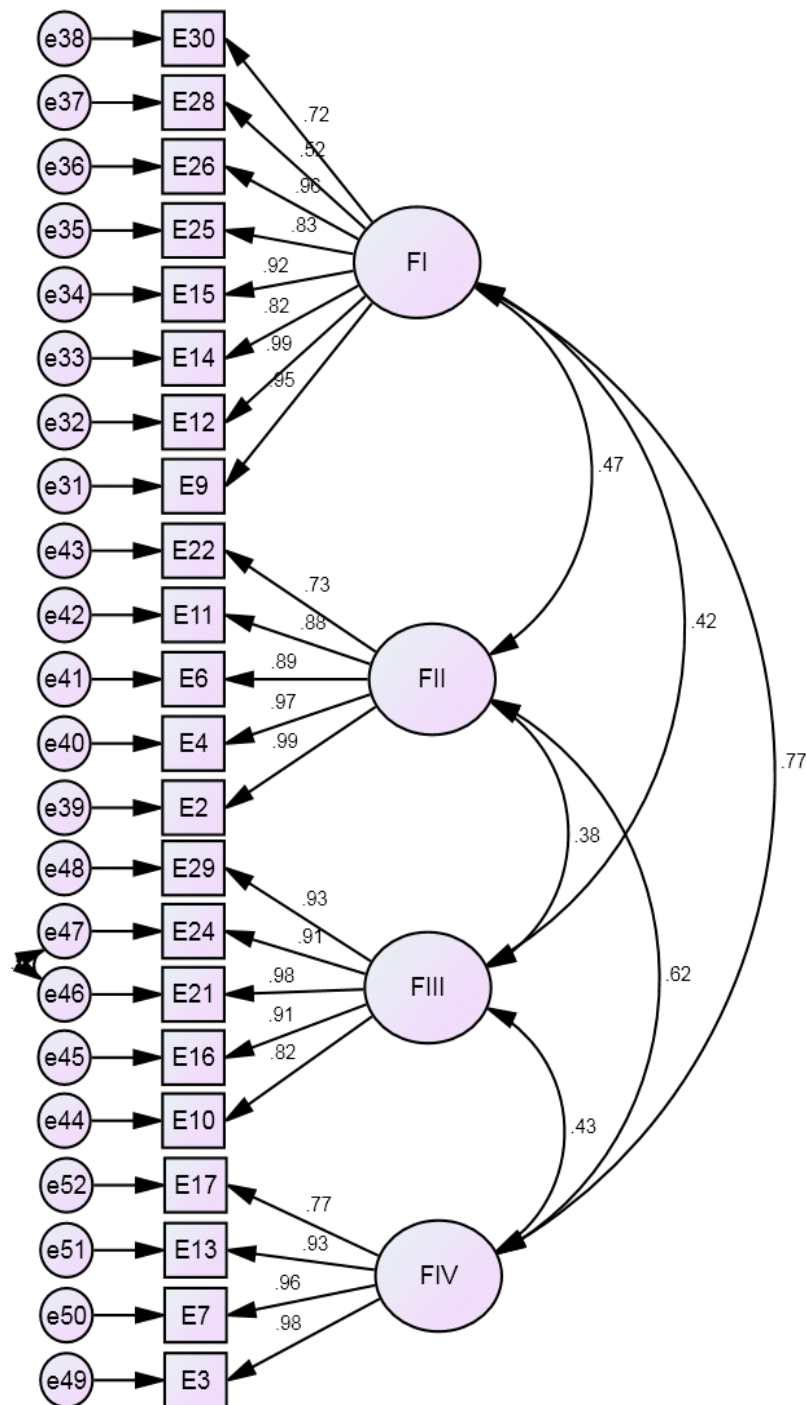


Table 5

REGRESSION WEIGHTS

LISREL MAXIMUM LIKELIHOOD ESTIMATES

Measured variables		Latent variables	Estimate	S.E.	C.R.	R ²	P
E9	<---	FI	.981	.029	33.577	0.72	***
E12	<---	FI	.973	.027	36.723	0.52	***
E14	<---	FI	.852	.032	26.298	0.96	***
E15	<---	FI	.896	.028	32.065	0.83	***
E25	<---	FI	.843	.031	26.902	0.92	***
E26	<---	FI	.956	.028	34.458	0.82	***
E28	<---	FI	.580	.039	14.720	0.99	***
E30	<---	FI	.762	.034	22.157	0.95	***
E2	<---	FII	.943	.026	36.553	0.73	***
E4	<---	FII	.939	.027	34.817	0.88	***
E6	<---	FII	.914	.030	30.436	0.89	***
E11	<---	FII	.893	.030	29.817	0.97	***
E22	<---	FII	.801	.035	22.593	0.99	***
E10	<---	FIII	.740	.028	26.616	0.93	***
E16	<---	FIII	.875	.028	31.020	0.91	***
E21	<---	FIII	.901	.025	35.898	0.98	***
E24	<---	FIII	.895	.029	31.119	0.91	***
E29	<---	FIII	.919	.028	32.638	0.82	***
E3	<---	FIV	.984	.028	35.775	0.77	***
E7	<---	FIV	.962	.028	34.432	0.93	***
E13	<---	FIV	.951	.029	32.413	0.96	***
E17	<---	FIV	.946	.039	24.136	0.98	***

From Structural Equation Modelling, all the measured variables with the latent variable of successful operation are disclosed for analyzing the customers' satisfaction level of Omni-channel e-tailing in Chennai and also for having a positive relationship with the significant at 1 percent and 5 percent level. The analysis of the model suggests that all the measured variables are highly influenced to determine the consumers' satisfaction level of Omni-channel e-tailing in Chennai. Table 5 shows the regression coefficient of the exogenous variables. It is inferred that all the measured variables are significant at 1 percent level. Hence, it is concluded that all the new variables are highly influenced to determine the customers' satisfaction level of Omni-channel e-tailing in Chennai. In order to establish convergent validity of the construct, standardized factor loadings have been reviewed, According to (*Hair et al., 2010*), for establishing convergent validity, standardized loadings should be 0.50 or higher, average variance extracted (AVE) should be 0.50 or greater

and composite reliability (CR) should be 0.70 or more. All of which are found to be greater than 0.50. All the factor item loadings ranged from 0.580 to 0.984 (Table 6.12). Thus, all are above the minimum limit of 0.50. Average Variance Explained for four dimensions (Shopping, Access, Transaction and Shipping convenience) is 0.724, 0.806, 0.834 and 0.834 respectively. Thus, all AVEs for each dimension of Purchase decision behavior exceed the variance attributable to measurement error (i.e., AVE>0.50). Thus, Convergent validity of three-dimensional purchase decision behavior scales has been tested and established. It is the extent to which, a construct is truly uni-dimensional and is distinct from other constructs. In other words, if the inter-correlations among the set of indicators, which are supposed to measure different latent constructs, are not too high, then they exhibit discriminate validity.

Table 6: CUSTOMERS' SATISFACTION LEVEL OF OMNI-CHANNEL E-TAILING
(Standardized Factor Loadings)

Labels	Component			
	Shopping Convenience	Access Convenience	Transaction convenience	Shipping convenience
E9	.981			
E12	.973			
E14	.852			
E15	.896			
E25	.843			
E26	.956			
E28	.580			
E30	.762			
E2		.943		
E4		.939		
E6		.914		
E11		.893		
E22		.801		
E10			.740	
E16			.875	
E21			.901	
E24			.895	
E29			.919	
E3				.984
E7				.962
E13				.951
E17				.946
CR	0.953	0.954	0.964	0.952
AVE	0.724	0.807	0.809	0.834

The Comparative Fit Index (CFI) scores 0.894, Normed Fit Index (NFI) scores 0.886, Tucker-Lewis Index (TLI) scores 0.878, Parsimonious Normed Fit Index (PNFI) scores 0.775, Parsimony Comparative Fit Index (PCFI) scores 0.781, Relative Fit Index (RFI) scores 0.869, Incremental Fit Index (IFI) scores 0.894 and Goodness of Fit Index (GFI) scores 0.752. This shows that the new model is fit for further research and indices to indicate a close fit of the model.

H₀: β = 0 (Shopping convenience, access convenience, transaction convenience, and shipping convenience are not useful predictors of the level of satisfaction of Omni-channel e-tailers' dynamics on Omni-channel e-tailing).

Table 7: MODEL SUMMARY

Multiple R	R Square	Adjusted R Square	Std. Error of the Estimate
.978 ^a	.956	.956	3.81099

Table 8: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	221835.274	4	55458.818	3818.512	.000 ^b
Residual	10093.953	695	14.524		
Total	231929.227	699			

Table 9: REGRESSION CO-EFFICIENT

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Level of satisfaction (Y ₁)	106.744	.144		741.063	.000
Shopping convenience (X ₁)	11.453	.144	.629	79.455	.000
Access convenience (X ₂)	8.671	.144	.476	60.157	.000
Transaction convenience (X ₃)	7.761	.144	.426	53.845	.000
Shipping convenience (X ₄)	7.124	.144	.391	49.425	.000

Source: Compiled from Collected data

Table 7 reveals that ‘**R= 0.978**’ value represents the simple correlation, which indicates a high degree of correlation. The ‘**R² = 0.956**’ indicates how much of the total variation in the dependent variable can be explained by the independent variables. In this case, 95.6% can be explained, which means that the multiple regression shows high variance in the data. Table 6.17 presents the ANOVA results, which report how well the regression equation fits the data (predicts the dependent variable). Table 8 clearly indicates that the regression model predicts the dependent variable significantly well ($p < 0.05$). Table 9 shows the multiple regression coefficients including the intercept and the significance levels and stated that Beta expresses the relative importance of each independent variable in standardized terms. The regression co-efficient Table provides the intercept and the slope for the following regression equation.

8. RECOMMENDATION

The result of this research have confirmed that the satisfaction on Omni-channel dynamics could have an impact on the consumers’ attitude of using Omni-channel shopping. Through the findings of this research, Omni-channel e-tailers could better realize online consumers’ expectation and the determinants of purchase decision behaviour. The understanding key drivers that could explain Omni-channel users’ attitude on Omni-channel e-tailing. Omni-channel e-tailers would be able to formulate and implement their Omni-channel strategy efficiently and effectively and possess a stronger competitive advantage. Omni-channel e-tailers should give more attention to applying the high product quality, lower price with discount, prime or free delivery, provide gifts/coupons, cash back for online payments and do their best to build, enhance and maintain their good reputation. Omni-channel e-tailers could establish their own business strategy to satisfy the requirement of consumers. The utilization of high Information Technology to improve the functionalities

of the Omni-channel shopping websites, Mobile Apps, quick payment mechanism, well e-shipment services, and good communication quality, enhances consumer satisfaction.

Consumers always feel thirsty and strive to experience on modern shopping. The Omni-channel e-tailers must attract a growing segment of customers, who are technologically competent, place a high emphasis on convenience and are willing to pay a premium price if they find the products they are looking for. Therefore, the Omni-channel e-tailers need to improve convenience and value for consumers and assist them in overcoming their reliability and fears about security. To handle security concerns, Omni-channel business could facilitate e-wallet payments, cash on delivery, money back guarantees, and EMI payments. These suggestions would help reduce the need to disclose credit card, debit card numbers and the fear of inferior product quality. In addition, encryption can be used to protect credit card, debit card numbers and digital signatures for authentication. Secure Electronic Transaction (SET) is a technology that encrypts purchase orders and allows users to check electronically with an authorized bank to ensure that the Omni-channel e-tailer is legitimate. The net banking, mobile banking and e-tailers' wallet payment are the highly secure payments compared with other payment mechanisms. The Omni-channel e-tailing plays a major role in the growing potential of the e-business. Therefore, more thrust is to be given on studies relating to the purchasing behaviour on Omni-channel. Omni-channel e-tailing is a new concept to the customers. The customers' knowledge of Omni-channel shopping and channel integration for experience have to develop through various sources of awareness by the Omni-channel e-tailers. The legal regulations have to be made and followed in the practice of the e-business in order to provide trust to the customers and the product preferences and product suitability of Omni-channel experience have to be known to the Omni-channel e-tailers to gain a competitive edge in the market.

9. CONCLUSION

This study examined the essential part of Omni-channel e-tailer's operation and tested between the dimensions and repurchase intention of customers in Omni-channel e-tailing. The contribution resolves knowledge regarding the components of Omni-channel e-tailing satisfaction. Rural consumers were dissatisfied with local offerings and unconcerned with financial security while shopping (*Johnson et al., 2006*). The study identifies the existence of customer shopping experience (*Edoardo et al., 2016; Oh & Kwon, 2009; Faultrier et al., 2014; Chandrashekar & Suri, 2012*) in e-tailing indicating that great impact on satisfaction. Mobile payment technologies found that there is no potential risk (*Taylor, 2016*). Transaction risk tends exclusively discourages offline store purchasing (*Bezes, 2016*). The customer is highly satisfied on the share of Wallet adopts in online channel usage (*Lariviere et al., 2011*). Website content/functionality (*Sejin & Leslie, 2012; Siohong & Sean, 2006*) and ease & flexibility (*Patricia, 2017*) have significant impact on satisfaction. The study shows that access convenience and transaction convenience have positive significance on satisfaction and customer purchase intention. Structured back-end fulfilment (*Alexander et al., 2016a*), integrated channel enabling flexible inventory (*Alexander et al., 2016b*), consumer product purchase experience on shipping (*Lee & Kim, 2009*), Logistics service quality in an Omni-channel supply chain (*Murfield et al., 2017*) significantly influenced the purchase intention. The same result occurs in this study that shipping convenience has a positive impact on the satisfaction and Omni-channel e-tailing purchase intention. This study indicates that the impact of satisfaction remains significant. The dimension of satisfaction (Shopping, Access, Transaction and Shipping Convenience) has a great impact on repurchase intention of Omni-channel e-tailing when the experience is high. The findings of the study explained that 'seamless shopping & offer for bulk purchase' '24*7 availability & Purchase without registration' 'Flexible payment & Payment process' 'Order tracking & avoid lifting' have a high impact on the satisfaction of Omni-channel e-tailing.

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