

# FACTORS AFFECTING WOMEN'S FASHIONABLE CLOTHING PURCHASE INTENTION THROUGH OMNICHANNEL: SPECIAL REFERENCE TO COLOMBO DISTRICT, SRI LANKA

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## 1. Introduction

In today's retail landscape, customers are often described as 'always-on' buyers. They have access to multiple touchpoints, combining both physical and digital realms with retailers throughout their shopping journeys. This transformation is known as the omnichannel approach. While this emerging approach is prominent in Western countries, its adoption in Asian regions, notably Sri Lanka, remains relatively limited. The fashion industry in Sri Lanka is shifting towards omnichannel strategies to meet diverse consumer needs. However, customer acceptance falls below expectations. This study aims to investigate factors affecting women's intention to purchase fashionable clothing through omnichannel, with special reference to the Colombo district, Sri Lanka.

## 2. Research Methodology

This study adopts a positivist research philosophy, employing deductive reasoning and a quantitative method. It focuses on females not using omnichannel when purchasing fashionable clothing in the Colombo district. The sample size for this study is 384, selected through purposive sampling and surveyed via online surveys, allowing for hypothesis testing using multiple linear regression analysis.

## 3. Findings and Discussion

Findings revealed that the perceived value of showrooming, the perceived value of webrooming, and perceived compatibility had a significant positive effect on the intention to use omnichannel, While Perceived risk had a negative significant effect on the intention to use omnichannel.

## 4. Conclusion and Implications

There is a notable lack of studies on this approach in Sri Lanka. Therefore, the current study aims to provide a meaningful contribution to the existing body of research in the field of Omnichannel strategies. The study offers key suggestions for retailers, such as optimizing mobile platforms, maintaining consistent product information and pricing across channels, and leveraging customer reviews to build trust.

**Keywords:** Fashionable clothing, Omnichannel, Purchase intention, Women.