

ANTECEDENTS OF CONSUMER OMNICHANNEL SHOPPING INTENTION IN THE FASHION RETAIL SECTOR IN WESTERN PROVINCE, SRI LANKA

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1. Introduction

Omnichannel retail, a modern approach in the evolving retail landscape, aims to offer a seamless shopping experience across online and offline platforms. However, in the Sri Lankan fashion retail sector, consumers continue to prefer traditional channels over omnichannel. Thus, this study was conducted to address this knowledge gap.

2. Research Methodology

The research used a quantitative method with a deductive approach and an explanatory research design, which aligns with a positivist research philosophy. A self-administered questionnaire was given to 384 respondents in the Western Province, exclusively using a single channel for fashion clothing purchases, and purposive sampling was used as the sampling technique. Data analysis was conducted using multiple regression analysis.

3. Findings and Discussion

The findings suggest that the perceived value of showrooming and webrooming positively impacts omnichannel shopping intention, with showrooming having the strongest impact. Perceived compatibility also has a positive, however weaker, impact. On the other hand, perceived risk was found to have a negative impact, demonstrating a comprehensive grasp of crafting a successful strategy for omnichannel retailing.

4. Conclusion and Implications

This study significantly contributes to the emerging research on understanding customer perceptions of the omnichannel concept in recent academic and industry literature. It also offers practical guidance to retailers and managers in crafting effective strategies for an improved customer shopping experience and channel integration from the customer viewpoint.

Keywords: Fashion industry, Omnichannel approach, Shopping intention.