

FACTORS AFFECTING CONSUMER ACCEPTANCE TOWARDS OMNICHANNEL APPROACH WITH REFERENCE TO SUPERMARKET SECTOR

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The revolutionary development of technology has evolved the retail world drastically in recent decades in terms of using digital and physical platforms to provide unique experiences to consumers. Consumers prefer moving seamlessly between physical and online channels according to their time, convenience, choice, etc. Omnichannel approach is a novel approach that aims to provide seamless experience to consumers by using both online and physical channels. All the channels are integrated to provide the same experience through any touch point. By using Omnichannel approach companies target the same consumers via different channels to provide a unique experience. The purpose of this study is to understand factors affecting consumer acceptance towards an Omnichannel approach and the study has been conducted with reference to supermarket sector. A quantitative study was conducted by using 256 employed individuals in Colombo district Sri Lanka. Variables of the study were selected according to TAM and UTAUT2 models. The results of the study indicated that perceived usefulness and compatibility have a significant positive impact, while the perceived ease of use, cost and risk do not have a significant impact on consumers' behavioral intention to use an Omnichannel approach. Perceived compatibility is the salient factor out of selected variables. This research provides insights for marketers and companies to identify consumer behavior when introducing Omnichannel approach in supermarket sector.

Keywords: *Consumer acceptance; Omnichannel approach; Supermarkets*
