

The Influence of UTAUT2 Factors on Omni-Channel adoption in Hyderabad : Exploring the Role of Tri-Equities¹

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Abstract

This study explores consumer intentions related to omni-channel marketing for white goods and the potential moderating influence of key equities like brand equity, value equity, and relationship equity. It presents a comprehensive model that integrates constructs from existing literature, drawing from extended version of UTAUT i.e., UTAUT2. CB-SEM is harnessed as the analytical tool for unravelling insights from the data, demonstrating a strong alignment between the proposed model and empirical findings. The research, conducted in the Hyderabad and Secunderabad regions, underscores the significant impact of UTAUT2 characteristics on consumers' inclination toward omni-channel commerce, with brand equity acting as a moderating factor in this association. Author(s) acknowledge potential limitations stemming from the regional sample selection. However, the study's insights are valuable for technology-driven firms, particularly those grappling with the challenges of technological advancement.

JEL Code : M31, O33, D12, D19, L15, D91, L14

Keywords : Omni Channel; UTAUT2; Behavioral Intention; Brand Equity; Value; Equity; Relationship; Hyderabad; India

I. Introduction

THE GROWTH OF the digital era, propelled by advancements in information and communication technology, has led to a substantial shift in the buying behaviors of well-informed and highly connected consumers. This transformation is causing significant upheaval in the traditional brick-and-mortar retail industry, primarily due to the increasing prevalence of online shopping, mobile purchases, and the pervasive influence of

¹ Presented at IIF Research Conference and Award Summit (IIFIRCAS May 2023)

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Submitted May 2023; Accepted February 2024

are not preferring omni channel. Based on the brand equity of a particular brand along with the factors of UTAUT2, the behavioural intentions of customer is influencing. The marketers who involved into omni channel marketing should also formulate strategies to strengthen brand equity in order to have better influence on customers' behavioural intentions.

VI. Conclusion

In the most competitive world with ever change in technology and needs of the customers, it is observed that the marketers are changing the pace of marketing activities and strategies to grab the attention of the customers. As a part of this, the marketers are focusing on the way and means of adopting technology in boosting up their sales. Consequently, the implications of omni channel are triggering the comfort in shopping experience of the omni shoppers. Hence, this study attempted to identify the effect of UTAUT2 factors on behavioural intentions of the customers in presence of Tri-equities (Brand Equity, Relationship equity and Value equity).

Through the findings of the study, it is concluded that the factors of UTAUT2 are significantly impacting the behavioural intentions towards adoption of omni channel (Nguyen, and Borusiak, 2021; Mosquera, Ayensa, Pascual, and Borond 2018; Maharani, and Widiastuti, 2023). It is also noted from the result that, brand equity had proved to have the significant moderating role in adopting Omni channel (Becagli and Milanese, 2021). Further it is proved that value equity (Rojas-Lamorena, Alcántara-Pilar and López, 2021) and relationship equity are not playing moderator role in adopting Omni channel (Wang and Jiang, 2022).

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