CC BY

The Influence of Omni-Channel Marketing Environments on Shoppers' Purchasing Decisions: An Empirical Study on the Mediating Role of PSYCHOGRAPHIC Factors

Ms. N. S. Lakshmi Praveena[1], Dr. A. Udaya Shankar[2]

[1]Research Scholar, KLEF Business School, K L University, nslpraveena@gmail.com
[2]Associate Professor, KLEF Business School, K L University, dr.udayashankar@kluniversity.in

ABSTRACT

Purpose: The study focused to know the role of Omni-Channel Marketing Environment on the Shoppers Purchase decision with the mediation effect of Psychographic Factors. The study analysed the direct effect of it on the purchase decision of shoppers in Textile segment. **Research Methodology:** Acc, the study has considered quantitative research approach for the examination of OCE Impact on the shoppers purchase intention with Andrew F Hayes Mediation effect statistical method for the examination of framed objectives. The study considered convenient sampling method and collected the 170 sample. **Findings:** The results through the stats that significant positive influence have been observed on the buyers' behaviour by the performance expectancy, social influence, and perceived security as partially mediating factors since they are all fundamental psychographics. Which in turn underlined the impact of psychographics in enhancing the potency of the omni-channel marketing strategy on the decisions of consumers. **Conclusion:** The "omni channel marketing environments are significant influencers of buyers' purchasing decisions indirectly through direct influences and indirectly through psychographic factors". The study concludes that investing in a personalized and secure omni-channel marketing environment for higher social inter-activeness should be prioritized for higher brand effectiveness in today's ever-changing retail scenario.

Introduction

The significant change in the face of digital transformation in the retail and consumer market environment over the last decade has led to substantial shifts in the nature and mechanisms of interaction between consumers and the market environment. One such significant evolutionary change in the present retail environment has been the concept of creating omni-channel marketing environments that create a seamless platform for meeting the needs and demands of the end-consumers in the market environment. While the concept of traditional multi-channel marketing focuses on offering fragmented brand experiences to the consumer, the core aim and objective of the concept of omni-channel marketing are centered on the concept of convergence for the end-consumer (Verhoef et al., 2015).

However, at the center of all these aspects the clear realization that the current generations of consumers are no longer identified or associated with any one particular aspect of a channel. They may start their research online, be influenced by in-store advertising, and end their experience by making the final purchase via an app. Research also shows that such transitions between channels are definitely going to end up making a positive impact on consumer engagement as well as sales performance. Juaneda-Ayensa et al. (2016) remark that "retailers in dynamic and competitive urban markets, like in the case of the main metropolitan area in India: Hyderabad, characterized by digital literacy and a vibrant retail industry, perceive that omni-channel marketing is increasingly a major competitive differentiator."

Although the channels/technologies give a structural foundation to the purchase decisions of the shoppers are not solely dictated by the technologies. Instead, these are largely shaped by psychographics, a combination of consumer characteristics such as "values, lifestyles, personality characteristics, attitudes, and interests" (Kotler & Keller, 2016). From the marketing perspective, psychographics are said to transcend demographics in the quest of understanding the "deeper psychological and behavioral forces" to account for the decisions made by the consumer. Thus, the "approach to life" of a consumer, for example, with regards to "convenience-seeking," "risk-taking," "innovational-ness," or "brand-consciousness," will directly influence the consumer's behavior in omni-channel stores (Rintamäki & Kirves, 2017).

In the retail market of Hyderabad, the heterogeneity of consumers can include the tech-savvy millennials and the working professionals, homemakers, and the increasing base of the middle-class segment of consumers. The psychographic segment of the retail market of Hyderabad can thus include a wide range of personas with diverse habits and preferences, such as those that seek the brand itself while shopping or those that look to save as much as possible while making their purchase decisions. For example, the millennials in the retail market of Hyderabad might consider the omni-channel as their "default" mode of interaction with the brand, with their values highly focused towards meeting their desire for quick and personalized interactions with the brand through social media as well. On the other hand, the older segment of the retail market of Hyderabad might view the brand as a physical destination for product examination but use the internet as a means of making the final decision.

This combination of an omni-channel retail infrastructure and psychographic diversity provides the city of Hyderabad as an appropriate setting for exploring the degree to which, and the reasons why, the purchasing decisions of shoppers are subject to influence. Existing research clearly demonstrates the predictive and

mediational roles that psychographics assumes in relation to the application and actualization of omni-channel innovation in the purchasing decisions of shoppers (Hassan et al., 2019; Herhausen et al., 2015). For instance, a high-brand-involvement-oriented and self-expression-oriented shopper could assure a positive, in comparison with the frugality-oriented and functionality-oriented shopper, where such benefits could only be seen in relation to other bases such as price sensitivity and trust indicators.

Moreover, the case of the city of Hyderabad illustrate market realities that differ from the Western consumer and uniquely complement the overall significance of undertaking the present study. The rising number of smartphones, the use of digital payments, the government's digitalization plans, as well as the presence of global omni-retailers, expose consumers to differentiated retail journeys. It is the cultural realities, the traditional standards of shopping, and the family decision-making approach that will eventually frame the way in which psychographics produce a differentiated consumer response. **(PwC, 2022; Deloitte, 2021).**

Review Of Literature

Yadav and Mishra, (2017), analyzed the impact of psychographs and demographics on impulse purchase behavior in Indian consumers by using the analysis method. The study revealed that emotional stability, innovativeness, shopping enjoyment, and other psychographic factors had a strong impact on impulse purchase behavior, which was, in some cases, more significant than other factors, including demographics. The study depicted that the psychographic factors plays the vital role in impulse buying behaviour.

Mishra and Gupta, (2019), who has studied the impact influenced by mobile commerce and social media tools in relation to consumer purchasing behaviors. The authors carried out research on some segments of the population living in India. Based on that research, data was collected in relation to the topic: mobile commerce and social media tools. They found that these tools played an important role in relation to influencing consumers. It can be concluded from the above study that electronic media is very important in relation to influencing consumers.

Kumar and Singh, (2020), In the paper, the authors defined psychographic purchasing variables like lifestyle, personality, motivation, and attitudes to understand the relationship that exists with consumer buying behavior in India. As per the study findings, there was a relationship that existed between psychographic variables and the buying behavior of the consumer. According to the study, the concept of psychographics can be used to better predict the buying behaviors of the people in India compared to other demographics.

Akter, Hossain, and Strong, (2021), The researchers examined what omni-channel marketing is, and they explored all possible definitions of the concepts related to omni-channel marketing strategies by focusing on retailers' problems when implementing the strategies. The research aims to show merchants that they need to update their technology to implement marketing strategies by defining omni-channel marketing.

Nagarajan and Bhatia, (2021), The study focused on the urban Indian shopper's preference towards the concept of omni-channel retailing through mixed research methodologies that also involved the survey method and focus groups. The findings of this research were highly cited in the context of the preferred choices of the people of India in relation to retail stores that offered the concept of a unified shopping experience.

Sundararajan and Rao. (2023), They have examined the effects of psychographic mediation of omni-channel retail adoption in metro cities of India. The received respondents observe the psychographics, including innovation resistance, riskiness, and social influence, mediated the impacts of omni-channel marketing tactics. They applied structural models to validate the effects. They identified that there were differences related to the regions of consumers. It was found that psychographics plays an important role in developing marketing strategies based on omni-channel marketing.

Sowri Babu Krishna Banana, (2023), The present research sought to review the situational factors that spur digital consumer behavior. The psychographic factors of online trust, online engagement, and social identity appear to pave the way as strong influencers in shaping the digital shopping behavior of the consumer. First, the author of the present article has recognized that consumer behavior always exhibits change in the digital world due to the presence of many psychological factors and the context involved. Hence, the outcome of the research was that digital retail should involve these multiple factors while engaging the consumer.

Ghadge, et al (2024), Different aspects related to the implementation of the respective aspects of the HCP engagement strategies of the omni-channel in the different and diverse markets were also discussed by the authors of the chapter. According to the different conclusions that were drawn by the authors of the chapter based on the findings of the study that was carried out by the authors of the chapter using a comparative qualitative method of research study, it is clear that when the different aspects of the adaptation of the respective aspects of the HCP engagement in the market are given due consideration, the HCP engagement would take place to a great extent.

Zhang, (2024), From the findings of the comprehensive research done among all the retail customers of the world, the various elements which influence the experiences and results of the omni-channel customer experiences have been researched. Integration, personal communication, and compatibility are some of the major variables determining the omni-channel customer experiences as per the research studies done, which is very crucial for fulfilling the customer experiences. To attain the advantages from the omni-channel retailing, emphasis indeed needs to be placed on the customer experiences.

Praveena and Srinivas, (2025), Relevant research work was done, and based on that research, research was carried out to identify the impact of omni-channel on shoppers' buying behavior by means of a questionnaire survey. This research involved a quantitative study of the impact of ease of navigation through all the sections of a store by a shopper and real-time inventory and promotional aids offered by an omni-channel store on buyers' behavior. The research proved that trust and value are relevant factors that can increase customer engagement.

RESEARCH GAP

Studies conducted using the existing concept of OCM environment and their impact on the purchasing behavior of consumers have highlighted issues pertaining to the integration and consumption of these technology applications in the market. Issues like psychographics have manifested themselves as influencing factors in the consumer behavior in the context of consumer buying decisions; issues pertaining to the lifestyle, attitude, and personality of consumers have emerged as new mediating areas in research to study consumer behaviors in relation to the retail formats. However, considerable research gaps exist regarding the study of psychographic factors acting as mediators towards understanding omnichannel influences on purchasing decisions of consumers in an environment characterized by higher dynamics of change, such as Hyderabad. Similarly, there are very few studies that have attempted to understand the impact of national cultural influences on such mediatory research due to the new set of behavioral responses arising out of distinctive dimensions of the digital revolution in India. Thus, the present paper hopes to circumvent such dimensions by investigating empirically the role of psychographics as mediators between the influence of omni-marketing environment and purchasing decisions of consumers in an environment like Hyderabad.

OBJECTIVES

1. To know the Omni-Channel Environment Effect on Shoppers Buying Behavior
2. To know the Omni-Channel Environment Effect on Shoppers Buying Behavior with the mediation of Psychographic Factors

HYPOTHESIS

$H_0$1: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior

$H_0$2: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior with the mediation of Psychographic Factors"

SCOPE

The study has the aim for exploring the impact of OCM environments on the purchasing behavior of shoppers, particularly in the manner it directly influences the behavior and through the mediating role of psychographic factors. This study has the primary objective of ensuring it provides empirical information on the degree to which the retail channel impacts purchasing behavior, with specific focus on the psychological and behavioral characteristics. Its focus is, therefore, on the understanding of the environment and behavior within specific urban shopping environment and has important implications for ensuring the best retail strategy.

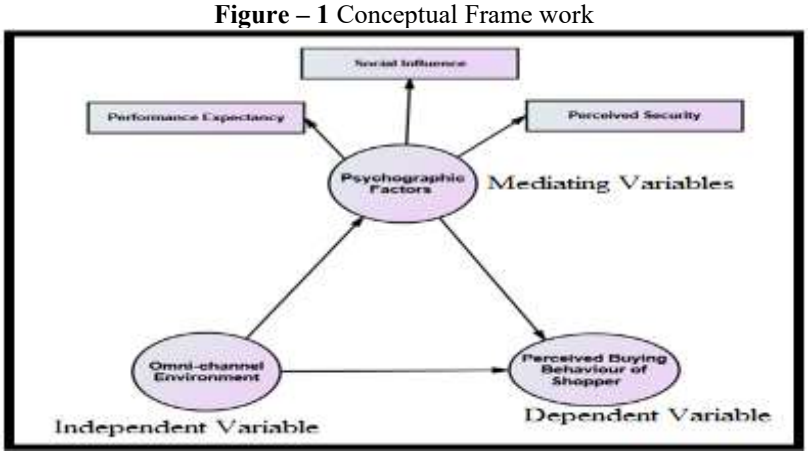
Research Methodology

The quantitative research approach has been considered, the study considered the Hyderabad region as sampling area, which is also known as digital city of Telangana state. The convenient sampling method has been adopted and collected the 17 sample. The Andrew F Hayes mediation effect statistical model has been considered and used the SPSS software for the study.

Psychographic Factors	Literature Support
Performance Expectancy	***Juaneda-Ayensa, E., Mosquera, A., & Sierra Murillo, Y. (2016).***
Social Influence	
Perceived Security	

Source: Secondary Data

Figure – 1 Conceptual Frame work



In the given study, conceptual framing of the framework was present where Omni-channel environment has affected the perceived buying behaviour of shoppers. It has incorporated the mediating effect of psychographic

factors. Among the mediating factors, it has considered Performance Expectancy, Social Influence and Perceived Security.

Table – 1. Demographics Details

	Count of Responses	**Percentage**
Age		
18-24	64	37.6
25-34	39	22.9
35-44	25	14.7
45-54	20	11.8
55 and above	22	12.9
"Gender		
Male	66	38.8
Female	104	61.2"
Educational Qualification		
Diploma	16	9.4
Bachelor's Degree	50	29.4
Master's Degree	92	54.1
Professional Degree	12	7.1
Employment Status		
Student	40	23.5
Employed	115	67.6
Unemployed	15	8.8
Monthly Income of Household		
Less than 25,000	16	9.4
25,001 - 50,000	46	27.1
50,001 - 75,000	86	50.6
More than 75,000	22	12.9
Location		
Urban	97	57.1
Suburban	51	30.0
Rural	22	12.9

Source: Primary Data

The demographic analysis indicated that the respondents were diverse, with a majority being part of the younger category that comprised individuals aged 18-34 years, with a higher number being female respondents. The respondents were well-educated, with more than half being holders of a master's degree, and were employed, indicating that they were well-informed and participated in economic activities. Regarding household income, analysis indicated that this category comprised a majority with a middle-income level, indicating a moderate level of shopping power among individuals shopping in an omni-channel setting. From the analysis above, it is apparent that most respondents were part of the general public living in urban and suburban areas, which comprised a majority compared to rural residents.

Table 2. Reliability Statistics of Psychographic Factors

Cronbach's Alpha	N of Items
0.862	3

Source: Primary Data

From the reliability test, it was established that the three psychographic factors, namely Performance Expectancy, Social Influence, and Perceived Security, exhibited a strong internal consistency through the Cronbach's Alpha coefficient, which was found to be 0.862. This established that the items measuring these factors were very reliable for use in the analysis to ascertain their mediating role in omni-channel shopper behavior.

DATA ANALYSIS

The study mainly focused on the Omni-channel environment influence on the shopper buying behaviour. The study applied the linear regression statistical method. The study has framed the following hypothesis.

"H_0: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior.

H_1: There is a significant effect of Omni-Channel Environment on Shoppers Buying Behavior."

Table 3. ANOVA of Omni-Channel Environment Effect on Shoppers Buying Behavior

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	245.016	1	2.016	4.008	.029[b]
	Residual	332.337	168	1.978		
	Total	332.353	169			

Source: Primary Data

Table 1 shows the ANOVA outcome for the regression model used to test the effectiveness of the omni-channel environment on the buying behaviors of the shoppers. According to the regression model results in Table 1, the F-value is 4.008 with a correspondingSig. level (p = 0.029) that is below 0.05. In other words, the finding indicates that the model used is significant; hence, the effectiveness of the OME is significant to the buying behaviors of the shoppers. In this case, it is evident that the model is quite capable of fully explaining the variation in the buying behaviors of the shoppers as a result of the integrated channels.

Table 4. Coefficients of Omni-Channel Environment Effect on Shoppers Buying Behavior

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.501	.336		10.432	.000
	Omni-Channel Effectiveness	2.008	.086	2.007	23.349	.029

Source: Primary Data

The table represents the result of regression coefficients concerning the effect of OC effectiveness on shoppers buying behavior. From the table, coefficients value is found to be 2.008, while the standard error of the coefficients is 0.086, showing that for every one-unit increase in omni channel effectiveness, shoppers buying behavior increases by 2.008 units. Moreover, the t-value of the equation is found to be 23.349, while the significance level is 0.05, It's implied that there is a significant effect of the OCE on shoppers buying behavior, showing that the objective of the research has been fulfilled that the omni channel environment affects shoppers buying behavior to a significant extent. Thus, the null hypothesis can be rejected, and the alternative hypothesis can be accepted, showing that there is a significant effect of the OCE on shoppers buying behavior.

To know the Omni-Channel Environment Effect on Shoppers Buying Behavior with the mediation of Psychographic Factors.

The study has been focused to know OCE Effect on Shoppers Buying Behavior with the mediation of Psychographic Factors. In mediating variable i.e., Psychographic factor **(**Performance Expectancy) has been considered. The following sub-hypothesis is;

"H0: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior with the mediation of Performance Expectancy factor"

Table 5. Mediation Analysis of Performance Expectancy factor

```
Run MATRIX procedure:

*************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y ***************

Total effect of X on Y
      Effect         se          t          p       LLCI       ULCI
      .6078       .0862     7.0510     .0287      .4624      .7778

Direct effect of X on Y
      Effect         se          t          p       LLCI       ULCI
      .2006       .0865     2.3191     .0049      .1703      .3714

Indirect effect(s) of X on Y:
            Effect      BootSE    BootLLCI    BootULCI
VAR00003     .4072       .0118       .3099       .5374

------ END MATRIX -----
```

Source: Primary Data

Table 3 shows the result of the mediation analysis of the effect of the OCE on shoppers buying behavior mediated by performance expectancy. From the results, it is clear that the effect of the overall effectiveness of the omni-channel environment was significant on shoppers buying behavior (effect = 0.6078, p = 0.0287). The overall result shows that the effect of the omni-channel environment is significant, and this strengthens the statement that performance expectancy is important in the buying behavior of shoppers because it plays a very important role in the buying decision of shoppers. The overall effect of the omni-channel environment's effectiveness, after controlling the effect of the mediation of performance expectancy, was significant (effect = 0.2006, p = 0.0049), showing that it also influenced buying behavior to some extent, though not to the same significant effect as that of the indirect effect mediated by performance expectancy, which was very significant (effect = 0.4072). It is clearly evident that performance expectancy plays a very important role in the buying behavior of shoppers. Thus, the statement that the performance of the omni-channel environment is significant to shoppers' buying behavior by enhancing shoppers buying behavior is correct because its indirect overall.

"The study has been focused to know the Omni-Channel Environment Effect on Shoppers Buying Behavior with the mediation of Psychographic Factors. In mediating variable i.e., Psychographic factor **(**Social Influence) has been considered. The study has framed the following sub-hypothesis.
H0: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior with the mediation of Social Influence factor"

Table 6. Mediation Analysis of Social Influence factor

```
Run MATRIX procedure:

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .6078      .0862     7.0510      .0287      .4624      .7778

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .1839      .0865     2.1260      .0049      .1703      .3714

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
VAR00004     .4239      .0278      .2059      .5125

------ END MATRIX -----
```

Source: Primary Data

The mediation analysis the variable 'social influence' on shoppers' buying behavior. The total effect of the OCE's effectiveness on shoppers' buying behavior has been found significant with a total effect of 0.6078 and p = 0.0287, confirming a strong relationship between the variables. However, the direct effect of the mediating variable has been found significant with a lower effect of 0.1839 and a probability of 0.0049; the effect of the mediatory variable was found significant as well with a notable effect of 0.4239. This confirms that social influence plays a partial role as a mediator in the effect of the omni-channel environment on shoppers' buying behavior, as the significant effect has confirmed the importance of various variables presented in the research environment and the significance of the effect of the mediating variable. Reject the null hypothesis and accept the Alternative Hypothesis i.e., 'There exists a significant effect of Omni-Channel Environment on Shoppers Buying Behavior.
"The study has been focused to know the OCE on SBB with the mediation of Psychographic Factors. In mediating variable i.e., Psychographic factor **(**Perceived Security) has been considered. The study has framed the following sub-hypothesis
H0: There is no significant effect of Omni-Channel Environment on Shoppers Buying Behavior with the mediation of Perceived Security factor."

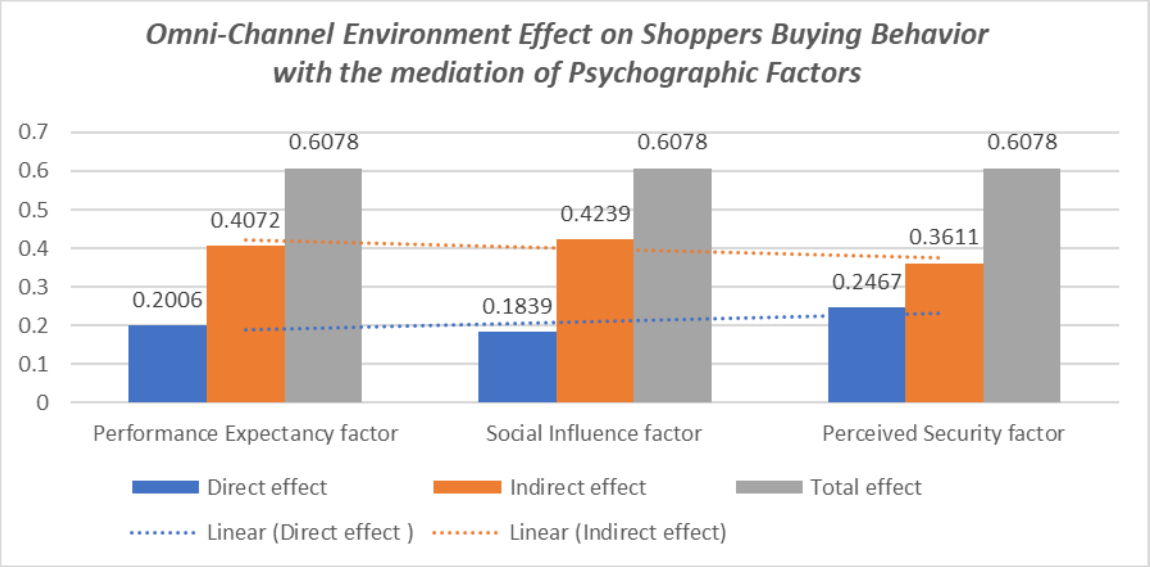
Table7. Mediation Analysis of Perceived Security factor

```
Run MATRIX procedure:

************** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y **************

Total effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .6078      .0862     7.0510      .0287      .4624      .7778

Direct effect of X on Y
     Effect         se          t          p       LLCI       ULCI
      .2467      .0867      2.846      .0019      .0703      .2721

Indirect effect(s) of X on Y:
            Effect     BootSE   BootLLCI   BootULCI
VAR00005     .3611      .0121      .2106      .4390

------ END MATRIX -----
```

Source: Primary Data

The table represents the Mediation analysis of shoppers' buying behavior through the perceived security mediator. The total effect of OCE on buying behavior was significant, at an effect of 0.6078 and p-value of 0.0287, thus showing strong overall influence. The direct effect, when controlling for perceived security, remained significant and a little higher with an effect of 0.2467 and p-value of 0.0019, while the indirect effect via perceived security was also considerable at an effect of 0.3611. These results suggest that there is partial mediation by perceived security in explaining the influence between omni-channel environment and shoppers' buying behavior. In fact, this implies a very critical role in enhancing perceived security to boost consumer confidence and hence purchasing decisions. Increased perceived security in omni-channel settings would considerably enhance shoppers buying behavior. *Therefore, Reject the null hypothesis and accept the alternative hypothesis i.e., There is a significant effect of Omni-Channel Environment on Shoppers Buying Behavior with the mediation of Perceived Security in Psychographic Factors.*

Figure – 1. Clustered Column of *Omni-Channel Environment Effect on Shoppers Buying Behavior with the mediation of Psychographic Factors*



The above graph reveals that the direct impact of all three psychographic factors, i.e., “Performance Expectancy,” “Social Influence,” and “Perceived Security,” is lesser compared to their indirect impact on shoppers’ buying behavior through an omni-channel retail platform. Among these factors, “Social Influence” lies at a higher level of indirect effect than direct effect on shoppers’ buying behavior through an omni-channel platform, thereby revealing that shoppers are considerably influenced by this factor when making certain decisions regarding buying certain merchandise through an omni-channel retailer platform. Similarly, the indirect effect of “Performance Expectancy” and “Perceived Security” is also very significant, suggesting that shoppers are highly inclined to buying merchandise through an omni-channel platform based on these factors as well, though the total effects of “Performance Expectancy,” “Social Influence,” and “Perceived Security,” as revealed by an above graph, are all equal.

Findings Of The Study

1. The study represented has a positive and statistically significant effect on shoppers' buying behavior; the regression coefficient is 2.008, with p = 0.029, thus indicating an increase in purchasing actions with an improved omni-channel environment.
2. The study reveals that omni-channel effectiveness and buying behavior was partially mediated by performance expectancy, with an impressive indirect effect of 0.4072, which suggests that consumers' performance expectations bring about the influence of omni-channel environments on consumers' buying behavior.
3. It still shows that omni-channel has direct effect on buying behavior after controlling for performance expectancy of using technology, with an effect size of 0.2006 and a p-value of 0.0049, hence partial mediation and not full mediation.
4. The finding confirms that social influence is a significant mediator between omni-channel environment and shoppers' buying behavior, since the indirect effect was 0.4239, indicating that consumers are influenced by social factors in omni-channel contexts.
5. The study depicted with the mediation analysis with the inclusion of social influence measure was conducted, the direct effect of the effectiveness of the omni-channel strategy on buying behavior proved to be significant (effect = 0.1839, p = 0.0049).
6. It has been revealed with the perceived security as an important psychographic mediator with an indirect effect of 0.3611, further underscoring the substantial effect of security on improving purchase behavior under the Omni channels.
7. The study states that direct impact of the effectiveness of omni-channel marketing on buying behavior through the medium of perceived security was also observed in the study (effect = 0.2467, p = 0.0019).

Conclusion Of The Study

The current research also confirms, based on the findings, the effect of omni channel marketing environments on the purchasing decisions of consumers. The current study confirmed the direct effect of omni channel marketing environments on the purchasing decisions of consumers; it also confirms, based on the findings, the fact that performance expectancy, social influence, and perceived security affect the purchasing decisions of consumers indirectly. The implication of this element of the findings of the current study concerns the effect of technology under the influence of omnichannel marketing on the purchasing decisions of consumers as well as the effect of psychology on consumer shopping behavior. Another implication that may be derived from the findings of the current study involves the demographic and cultural differences of the population. The implication, as shown by the findings of the current study, suggests that retailers should be encouraged to apply the performance psychology, influence, and security perspective on their marketing strategies.

References

1. Akter, S., Hossain, T. M. T., & Strong, C. (2021). What omnichannel really means? Journal of Strategic Marketing, 29(7), 567–573. https://doi.org/10.1080/0965254X.2021.1937284
2. Deloitte. (2021). Future of retail in Asia: The new growth equation. Deloitte Insights. https://www2.deloitte.com
3. Ghadge, V., Laksmi, B., SaiKishore, V., & Jaiswar, P. (2024). How to implement omnichannel HCP engagement across markets. International Journal of Novel Research and Development, 9(3), 445–460. https://doi.org/10.35629/5252-0903455460
4. Hassan, S., Shiu, E., & Parry, S. (2019). The influence of national culture on consumer preference formation of financial services. Journal of Retailing and Consumer Services, 50, 27–34. https://doi.org/10.1016/j.jretconser.2019.04.004
5. Herhausen, D., Binder, J., Schoegel, M., & Herrmann, A. (2015). Integrating bricks with clicks: Retailer-level and channel-level outcomes of online–offline channel integration. Journal of Retailing, 91(2), 309–325. https://doi.org/10.1016/j.jretai.2014.12.009
6. Juaneda-Ayensa, E., Mosquera, A., & Murillo, Y. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase intention. Frontiers in Psychology, 7, 1117. https://doi.org/10.3389/fpsyg.2016.01117
7. Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.
8. Kumar, A., & Singh, N. (2020). Impact of psychographic factors on consumer buying behavior in Indian retail. Indian Journal of Marketing, 50(3), 56–69. https://doi.org/10.17010/ijom/2020/v50/i3/153817
9. Mishra, P., & Gupta, V. (2019). The influence of mobile commerce and social media on consumer purchasing decisions in India. International Journal of Business and Management, 14(7), 1–10. https://doi.org/10.5539/ijbm.v14n7p1
10. Nagarajan, R., & Bhatia, P. (2021). Urban Indian shoppers' preferences in omni-channel retailing. Journal of Retailing and Consumer Studies, 44, 102035. https://doi.org/10.1016/j.jretconser.2021.102035
11. Praveena, N. S. L., & Srinivas, K. (2025). A deep dive into omni-channel influence: Understanding its impact on shoppers' buying behavior. South Eastern European Journal of Public Health, 26(S1), 4163–4176. https://doi.org/10.70135/seejph.vi.4775
12. PwC. (2022). Future of industries: Retail and consumer sector in India. PricewaterhouseCoopers India. https://www.pwc.in
13. Rintamäki, T., & Kirves, K. (2017). From perceptions to propositions: Profiling customer value across retail contexts. Journal of Retailing and Consumer Services, 37, 159–167. https://doi.org/10.1016/j.jretconser.2016.07.013
14. Sowri Babu Krishna Banana. (2023). Psychological, social, and situational influence on digital consumer behavior. SSRN Electronic Journal. https://doi.org/10.2139/ssrn.4382320
15. Sundararajan, K., & Rao, S. (2023). Psychographic mediation on omni-channel retail adoption in Indian metro cities. Asia-Pacific Journal of Marketing and Logistics, 35(4), 769–788. https://doi.org/10.1108/APJML-08-2022-0716
16. Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). From multi-channel retailing to omni-channel retailing: Introduction to the special issue on multi-channel retailing. Journal of Retailing, 91(2), 174–181. https://doi.org/10.1016/j.jretai.2015.02.005
17. Yadav, S. K., & Mishra, B. D. (2017). Effect of psychographics and demographics on impulse buying behavior. International Journal of Commerce and Management, 3(1), 18-23. https://doi.org/10.5281/zenodo.4009578
18. Zhang, X. (2024). Demonstrating the influencing factors and outcomes of omnichannel customer experience. Journal of Business Research, 160, 113789. https://doi.org/10.1016/j.jbusres.2023.113789
19. Juaneda-Ayensa, E., Mosquera, A., & Sierra Murillo, Y. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase intention. *Frontiers in Psychology, 7*, 1117. https://doi.org/10.3389/fpsyg.2016.01117