

Influence of Omnichannel Marketing on Purchase Intentions Towards Apparel Products – with a Special Reference to Madurai District

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Abstract

By creating a smooth and integrated consumer experience across several touchpoints, omnichannel marketing has a substantial impact on purchase intention. This strategy, which combines online and offline platforms, increases client happiness, cultivates loyalty, and eventually influences purchasing decisions. This study examines the ways in which omnichannel marketing affects consumers' purchase intentions. The basic data for this study were gathered from apparel consumers in the Madurai district using a convenience sampling approach. In this manner, 250 apparel customers were contacted to gather primary data in the Madurai district. Hence, it is concluded that brand familiarity has a big impact on omnichannel marketing and purchase intention. omnichannel marketing and purchase intention are greatly influenced by technology readiness. Omnichannel marketing has a major impact on apparel buyers' purchase intentions; thus, retailers must determine how prepared their customers are to use technology and offer assistance and technical support. This can be facilitated by using live or online chatbots. Furthermore, the research recommends further investigation into the relationship between omnichannel and customer journey, as well as how consumers' attitudes and actions evolve during their interactions with a business.

Keywords: *Consumer Behaviour, Apparel Retailing, Brand Familiarity, Technology Readiness, Omnichannel Marketing, Purchase Intention.*

Introduction

Recent technological developments have made retailing even more digitalised, but they have also presented some difficulties. More precisely, marketing to customers has become extremely difficult because of the development of interactive media (Crittenden et al. 2016; Crittenden et al. 2010). The scene has changed significantly since the introduction of social media, tablets, and mobile channels, as well as the incorporation of these new platforms into online and offline retailing (Verhoef et al. 2015).

New avenues for selling have emerged in recent years. Omnichannel retailing, as defined by Brynjolfsson et al. (2013), is the practice of retailers integrating all the information that various channels supply using new technology. Multichannel retailing has evolved into an omnichannel concept. While omnichannel shopping allows customers to easily travel across channels (online, mobile devices, and physical stores) within a single transaction process, multichannel retailing suggests a separation between physical and online stores (Melero et al. 2016). According to Lazaris and Vrechopoulos (2014),

omnichannel implies “all channels together,” since the Latin term *Omnis* signifies “all” or “universal.” The apparent engagement is with the brand rather than the channel because the channels are controlled together (Piotrowicz and Cuthbertson, 2014).

An increasing number of consumers are purchasing products through various media. These customers are referred to as “on shoppers”, and they anticipate a smooth cross-channel experience (Yurova et al., 2016). An omni-shopper may, for instance, use a mobile app to investigate a product’s features, use a laptop to compare costs across many websites, and then purchase the item in-store. In an omnichannel setting, Consumer 3.0 uses new technology to conduct information searches, provide feedback, describe experiences, make purchases, and communicate with brands. Channels are used interchangeably and fluidly throughout the search and purchase processes, making it difficult, if not impossible, for retailers to regulate their use (Verhoef, et al. 2015; Neslin, et al. 2014). This study aims to determine how omnichannel marketing affects consumers’ intentions to buy fashion clothing in Madurai District.

Review of Literature

Relationship between Brand Familiarity and an Omnichannel Marketing

Park and Stoel (2005) define brand familiarity as “The number of brand-related direct or indirect experiences that have been accrued by the consumer” While Baker et al. (1986) previously observed that this was independent of the type or substance of the processing involved, Hoch and Deighton (1989) asserted that brand familiarity is directly related to the amount of time customers spend processing information about the brand. The idea that customers are more inclined to buy recognised brands than unfamiliar ones is the foundation for the advantages of building brand familiarity (Park and Stoel 2005). According to Laroche et al. (1996), brand familiarity is the precursor to the desire to purchase a brand because of the high degree of confidence in the brand. According to Bezes (2016), customers who are more accustomed to a channel appear to be more watchful.

Consumers show less effort when processing knowledge about well-known brands and find it easier to collect and retain information (Dahlen and Lange, 2004). As demonstrated by Biswas (1992), who showed that consumers often spend less time shopping for a recognisable brand than for an unfamiliar one, research suggests that brand familiarity decreases the need for information search. Additionally, familiarity seems to be a required but insufficient condition for developing the competence and capacity to successfully complete activities linked to the product (Ha and Perks, 2005). Brand familiarity is essential for raising brand awareness, which can influence a customer’s choice to buy and elicit more positive reactions to the brand (Delgado-Ballester et al., 2012).

According to Delgado-Ballester et al. (2012), building brand recognition requires delivering consistent messages that energise consumers. According to Raymond et al. (2005), a brand’s popularity may decline because of excessive exposure. Furthermore, sentiments of contentment or trust are higher when the brand is perceived favourably than when it is perceived unfavourably (Ha and Perks, 2005). According to Keller (2003), a customer’s perceived risk when deciding whether to purchase from a company can be decreased by brand familiarity. However, according to Pauwels et al. (2016), building brand equity when a brand is unknown requires the use of a variety of channels because doing it online is ineffective. According to Schoenbachler and Gordon (2002), a brand image must be consistent across all channels to be effectively promoted in a multichannel setting. Our research finds brand familiarity to be an antecedent to an omnichannel experience, despite the paucity of data on brand familiarity across various channels. We contend that:

H1: Brand familiarity significantly and positively influences omnichannel marketing.

Relationship between Technology Readiness and Omnichannel Marketing

According to Parasuraman (2000), 308, technology readiness is defined as “people’s propensity to embrace and use new technologies for accomplishing goals in home life and at work.”

Understanding how consumers view and appreciate new and better technologies is crucial as they become more prevalent in the market (Parasuraman 2000). In-store retailers are adopting technology, and customer care representatives are using tablets to improve customer service (Chandrawati and Lau 2016). In addition to earlier research on technology adoption, Parasuraman (2000) suggested that consumers' propensity to use new technology depends on their readiness to experiment with its new features as well as any potential reluctance to do so due to a lack of perceived control and/or trust in the technology (Rose et al., 2012). Despite this perspective, Pantano (2013) revealed that customers have a natural expectation that companies should embrace modern technologies to enhance their entire purchasing experience, as they have higher expectations (Blazquez, 2014).

A 16-item measure was developed by Parasuraman and Colby (2015) to assess a range of customer technological preparedness. According to their research, a company's developments in technology use in-store may have a significant impact on the customer's experience, and varied technical capabilities appeal to different customers. Juaneda-Ayensa, et al. (2016) found that personal innovativeness, effort expectation, and performance expectancy are the main factors that determine technological readiness. They also found that an omnichannel customer's behaviour is influenced by their acceptance and intention to adopt new technologies. They continue to hold the belief that customers are less likely to perceive a seamless omnichannel strategy if they are not tech-savvy. Consequently, we suggest the following:

H2:Technology readiness significantly and positively influences omnichannel marketing.

Relationship between Omnichannel Marketing and Purchase Intention

The degree to which a person is inclined to carry out specific behaviours automatically is known as an omnichannel habit (Limayem et al. 2007). This habit affects both purchasing intention and usage behaviour (Escobar-Rodríguez & Carvajal-Trujillo, 2014). According to Hew, Lee, and Ooi (2015), the best indicator of behavioural intention to

utilize mobile applications was omnichannel habit. Juaneda-Ayensa, et al. (2016) discovered, however, that in an omnichannel setting, omnichannel habit had no impact on purchase intention. The following theories were developed considering the disparate findings reported in the literature.

H3:Omnichannel marketing significantly and positively influences purchase intention.

Research Gap

There are several important gaps in the current research on how omnichannel marketing affects purchase intention, chief among them being the shift from a firm-centric perspective to a more comprehensive and consumer-focused understanding. Despite the strategy's widespread use, only 1 in 10 customers think enterprises provide a seamless experience, and only 11% of organisations say they have competent implementation. Few studies cover the entire omnichannel consumer journey; most of the available research concentrates on certain aspects rather than taking a comprehensive approach from initial contact to after-sales. The psychological demands and attitudes that influence customer choices in omnichannel settings require further empirical investigation.

Statement of the Problem

The fundamental issue is that, despite the goal of omnichannel marketing to offer a smooth consumer experience, many retailers are unable to successfully combine online and offline channels, leading to uneven pricing, fragmented data, and inadequate inventory management. Purchase intention is ultimately hampered rather than increased by this lack of integration, which breeds customer mistrust, a high perceived risk, and decreased satisfaction. Customers are concerned about data privacy, product quality, and transaction security when information, price, or services are inconsistent across channels. Inadequate data and decentralised inventory management can lead to variable product availability and poor customer experience. The ability of an omnichannel to boost pleasure and trust is lost in the absence of a well-thought-out plan, which has a detrimental effect on the ultimate purchasing choice.

Need for the Study

Policymakers and authorities in the apparel industry will benefit from the study's conclusions. The impact of omnichannel marketing on purchase intention in the apparel sector will be aided by this study. Authorities in the apparel business can use the study's findings to strengthen their brands.

Research Design

The researcher used a descriptive study approach to investigate how omnichannel marketing affects consumers' intentions to purchase apparel. A standardised and organised questionnaire was used to gather information from apparel buyers in the Madurai district. This descriptive study aimed to investigate the connection between purchase intention, omnichannel marketing, and influencing variables.

Questionnaire Design

A carefully crafted questionnaire was used to obtain information from Madurai apparel shoppers. The questionnaire used in this study was divided into four sections. The questionnaire was structured so that the first section revealed the demographic profile of apparel purchasers, followed by sections on influencing factors, omnichannel marketing, and purchasing intention. All four sections, aside from the first, were made up of multiple-choice questions. The other three are used as a measuring scaling approach, whereas the first is set up as a category.

Table 1: Questionnaire Construction

S.No.	Variable	Items	Author
I	Demographic Profile	8	---
II	Influencing Factors	10	
	Brand Familiarity	4	Hickman, et al. (2020)
	Technology Readiness	6	
III	Omnichannel Marketing	7	Hickman, et al. (2020)
IV	Purchase Intention	4	Arora and Kishor (2019)

Reliability

A pilot study was conducted to ensure the reliability of the research questionnaire results. In the Madurai district, 250 clients participated in the questionnaire verification process. The questionnaire underwent several modifications in response to the apparel buyer's feedback. The reliability of the study variables was tested using Cronbach's alpha. The reliability of this questionnaire was demonstrated by the fact that every variable was over 0.70. This indicates a high reliability of the questionnaire set. It is statistically advised that the questionnaire set be used for the research's final data collection, considering this finding.

Table 2: Reliability of the research

S.No.	Variable	Items	Cronbach's Alpha
I	Influencing Factors	10	0.87
	Brand Familiarity	4	0.93
	Technology Readiness	6	0.91
II	Omnichannel Marketing	7	0.88
III	Purchase Intention	4	0.84

Validity

CFA: The measurement model fits the data (fit indices: CFI.0.90 and RMSEA <0.080).

Convergent Validity: The AVE is > 0.05, and the factor loadings are > 0.70, confirming that the items measuring the construct are highly related.

Discriminant Validity: The HTMT ratio was < 0.85, confirming that the constructs were conceptually distinct. The square root of the AVE was greater than the correlations between the constructs.

AVE: The structure and measurement error are different because AVE > 0.5.

Sampling Technique

The basic data for this study was gathered from Madurai district's apparel consumers using the convenience sampling approach. 250 apparel customers are contacted in this manner to gather primary data in the Madurai district.

Statistical Tools

Path analysis was used to estimate the model by examining the connection between omnichannel marketing, influencing variables, and buying intention. To determine how variables affect purchase intention in relation to omnichannel marketing, the researcher used a path analysis.

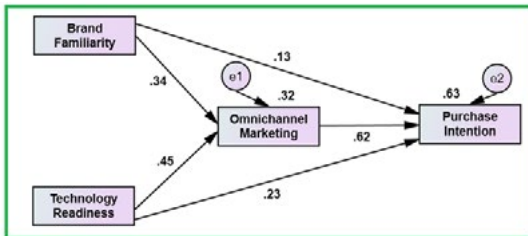


Figure 1: Influence of omnichannel marketing on purchase intention

Table 3: Model Fit Indication

S.No.	Model Fit Indicators	Calculated Values in the Analysis	Recommended Values (Premapriya, et al. 2016)
1	Chi-Square	3.454	---
2	p	0.289	> 0.050
3	GFI	0.990	> 0.90
4	AGFI	0.922	
5	CFI	0.996	
6	NFI	0.995	
7	RMR	0.008	< 0.080
8	RMSEA	0.004	

Source: Primary data

Table 4: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	P-Value
Omnichannel Marketing	<---	Brand Familiarity	0.296	0.027	10.826	0.344	0.001
Omnichannel Marketing	<---	Technology Readiness	0.369	0.026	14.190	0.452	0.001
Purchase Intention	<---	Omnichannel Marketing	0.591	0.028	21.451	0.615	0.001
Purchase Intention	<---	Brand Familiarity	0.105	0.021	4.990	0.128	0.001
Purchase Intention	<---	Technology Readiness	0.179	0.021	8.478	0.228	0.001

Source: Primary data

H₂: Technology readiness significantly influences omnichannel marketing.

The path model was used to test the hypothesis. The results of the analysis showed that the p-value was significant, the β -value was 0.452, and the

The modal overview of the impact of omnichannel marketing on purchase intention is shown in Table 3. To confirm the model fitness, the route model was provided together with a mode summary. With $p > 0.05$, the chi-square statistic was 3.454. The model fit statistics, including RMSEA, RMR, NFI, CFI, AGFI, and GFI, are displayed in table. The RMR and RMSEA fall below the suggested threshold of less than 0.08 (Indra et al., 2020; Velaudham and Baskar, 2016). The required limit is exceeded by NFI, CFI, AGFI, and GFI, which are all larger than 0.90 (Deepak and Velaudham, 2019; Velaudham and Baskar, 2015; Hariprabhu Dhakal, et al. 2025). According to Premapriya et al. (2016) and Victor and Velaudham (2020), all model fit statistics point to a superior model fit.

H₁: Brand familiarity significantly influences omnichannel marketing.

A path model was used to test the hypothesis. The results of the analysis showed that the p-value was significant, the β -value was 0.344, and the C.R. value was 10.826. Brand familiarity accounts for 34.4 percent of omnichannel marketing, according to the value of β , which is 0.344. The coefficient here is 0.344, which means that 34.4% of the points fall within the line. Consequently, the theory was approved. Therefore, the results showed that brand familiarity has a significant impact on omnichannel marketing. Brand familiarity is essential for raising brand awareness, which can influence a customer's choice to buy (Lin, 2013) and elicit more positive reactions to the brand (Delgado-Ballester et al., 2012).

C.R. value was 14.190. Technological readiness accounts for 0.452 omnichannel marketing. The coefficient here is 0.452, which means that 45.2% of the points fall within the line. As a result, the theory is approved. Thus, the outcome showed that

omnichannel marketing is greatly influenced by technology readiness. Juaneda-Ayensa et al. (2016) found that an omnichannel customer's behaviour is influenced by their acceptance and intention to adopt new technologies.

H₃: Brand familiarity significantly influences purchase intention.

The path model was used to test the hypothesis. The results of the analysis showed that the p-value was significant, the β -value was 0.128, and the C.R. value was 4.990. Brand familiarity accounts for 0.128 of the purchase intention, as indicated. The coefficient here is 0.128, which means that 12.8% of the points fall within the line. As a result, the theory is approved. Thus, the outcome showed that brand familiarity has a major impact on clothing companies' purchase intentions. Brand familiarity is essential for raising brand awareness, which can influence a customer's choice to buy (Lin, 2013) and elicit more positive reactions to the brand (Delgado-Ballester, et al. 2012).

H₄: Technology readiness significantly influences purchase intention.

The path model was used to test the hypothesis. The results of the analysis showed that the p-value was significant, the β -value was 0.228, and the C.R. value was 8.478. Technology readiness accounts for 0.228 of the purchasing intention. The coefficient here is 0.228, which means that 28.8% of the points fall within the line. As a result, the theory is approved. Therefore, the findings showed that the degree of technological preparedness has a major impact on consumers' intentions to buy clothing brands. Juaneda-Ayensa et al. (2016) found that an omnichannel customer's behaviour is influenced by their acceptance and intention to adopt new technologies.

H₅: Omnichannel marketing significantly influences purchase intention.

A route model was used to test the hypothesis. The results of the analysis showed that the p-value was significant, the β -value was 0.615, and the C.R. value was 21.451. Omnichannel marketing accounted for 0.615 of the purchase intention. The coefficient here is 0.615, which means that 61.5% of the points fall within the line. As a result, the theory is approved. Thus, the outcome showed

that omnichannel marketing has a major impact on clothing businesses' purchase intentions. Juaneda-Ayensa et al. (2016) discovered, however, that in an omnichannel setting, omnichannel habits had no impact on purchase intention.

Suggestions

Both customer acceptance and the effectiveness of the purchasing experience are impacted by brand familiarity and technological readiness, two crucial and interrelated factors that enable successful omnichannel marketing. According to research, companies should coordinate their digital and physical touchpoints rather than running channels independently to create a seamless "phygital" experience that builds on current brand trust and makes use of cutting-edge technology to improve customer engagement. By offering a smooth, consistent, and easy experience across online and physical channels, omnichannel marketing increases purchase intention while cultivating consumer happiness and confidence. Personalised communication through data integration, cross-channel research, and transaction simplification is important.

Managerial Implications

Our results confirm those of Delgado-Ballester et al. (2012), showing that brand familiarity significantly impacts omnichannel (in-store and mobile) shopping. Our study suggests that marketing plays a key role in helping retailers manage Omni in-store and mobile by considering brand familiarity, possibly using visible logos and distinctive colours. However, as our results show, it is less likely to have an impact on the Internet. According to Degeratu and Rangaswamy (2000), one explanation for this is that consumers who purchase online demonstrate more price sensitivity and engage in compulsive buying behaviours. They are less inclined to react to messages that emphasise the brand in such circumstances.

Despite this, Internet purchasing does offer a simpler setting for switching (Reibstein, 2002). Technological advancements have changed many aspects of business (Roy et al., 2016); however, in our study, technological readiness had no discernible impact on the in-store touchpoint. We contend that

this is mostly because patrons depend on employees for help. Nonetheless, technological preparedness has a favourable effect on mobile and Internet use, which is consistent with Parasuraman and Colby's (2016) claim. Retailers must thus determine how prepared their clients are to use technology and offer them assistance and technical support. This can be facilitated by using live or online chatbots.

Conclusion

Through the creation of a smooth and integrated consumer experience across several touchpoints, omnichannel marketing has a substantial impact on purchase intention. This strategy, which blends combines and online platforms, increases client happiness, cultivates loyalty, and eventually influences purchasing decisions. The study looks for ways that omnichannel marketing affects consumers' purchase intention. The basic data for this study was gathered from Madurai district's apparel consumers using the convenience sampling approach. 250 apparel customers are contacted in this manner to gather primary data in the Madurai district. Hence, it is concluded that brand familiarity has a big impact on omnichannel marketing and purchase intention. omnichannel marketing and purchase intention are greatly influenced by technology readiness. Omnichannel marketing has a major impact on apparel buyerspurchase intentions.Retailers must thus determine how prepared their customers are to use technology and offer assistance and technical support. This can be facilitated by using live chat or online chatbots.

Limitations of the Research

Because certain customers are more likely to interact with various touchpoints depending on the kind of shop, our research did not consider the impact of different retail types on omnichannel. Retailers may learn more about how their consumers view and benefit from omnichannel by conducting more research on their omnichannel goals and comparing them to their perceptions.

Future Research Direction

The author encourages more research on the connection between omnichannel and customer journey, as well as how customers' behaviours

and views change as they engage with a company. compared the benefits of omnichannel marketing in various industries and emerging economies, where both digital and physical channels are changing quickly.

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