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Antecedents of Continuance Usage of Omnichannel Retailling: Refer to Younger Generation in Sri Lanka

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ABSTRACT

Omnichannel retailing provides opportunity to move across both online and physical channels seamlessly while getting the same experience. There are high potentials of using omnichannel approaches however, consumers' intention of continuous usage of omnichannel in Asian countries are very rare. The purpose of this study is to investigate the factors influencing younger generations' intention of continuance usage of omnichannel retailing in Sri Lanka. The study used deductive approach followed with explanatory research design. Unified Theory of Acceptance and Use of Technology (UTAUT2) model was utilized to identify the influencing factors. 450 younger adults in Western province represented as the sample. Out of 437 responses were received, 265 respondents were highly intended to use omnichannel retailing. Results revealed that performance expectancy is the significant leading predictor, followed by hedonic motivation. Effort expectancy, social influence, habit, personal innovativeness and perceived security had significant positive relationship with continue intention to use omnichannel retailing. To leverage social connections to drive purchasing decisions, implementation of social media strategies, influencer marketing, and user-generated content to create a sense of community and encourage social validation are suggested areas for the retailers. The present study provide the consumer's viewpoint on the omnichannel shopping behavior and performed a multidimensional analysis to describe continuance usage intention behavior of omnichannel customers. It also contributes to the field of information technology by empirically investigating the influence of technology acceptance factors on continuance usage intention behavior and also confirmed that UTAUT 2 model is valid in the omnichannel retailing context in developing country.

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Introduction

With the advancement of digitalization, electronic commerce (e-commerce) has evolved a major transaction behavior between sellers and consumers. Sellers operate offline stores and online sites together to provide consumers with a variety of channels and consumers can search for and purchase products across multiple channels such as online, offline, and mobile. This trading environment is called omnichannel (Song and Jo, 2023). It is precisely the rise of e-commerce that has somewhat forced retailers to adopt multichannel retail strategies to provide potential customers with the same brand experience across multiple channels, thereby facilitating their buying journey (Mosquera et al., 2017). Omnichannel retail refers to a complete integration of online and offline sales channels to offer customer a seamless shopping experience (Iglesias-Pradas and Acquila-Natale, 2023).

A customer looking for quick purchases may prefer to buy via a mobile application, while another customer who wishes to experience more immersive shopping may prefer to shop in a physical store. That is, omnichannel retailers provide customers with more options, which in turn increases the sales for retailers (Grewal et al., 2021). As well, omnichannel users can save money than traditional transactions in terms of efficiency, price, convenience, and comparison. On the other hand, omnichannel operation allows retailers to collect valuable details on customer shopping habits and preferences. By tracking customer interactions through different channels along the shopping process, retailers can gain insight into customer behavior, provide them with products that are most relevant to them, and adapt their marketing strategies to better target their audience and satisfy their needs (Kalini´c et al., 2020). From a wider perspective, retailers can also use these data to identify market trends and make informed decisions about their products, marketing strategies, and sales channels (Iglesias-Pradas and Acquila-Natale, 2023).

As omnichannel adds new value to both consumers and retailers in many ways, the number of consumers who want to utilize omnichannel is steadily increasing. Omnichannel retail commerce platform market size was valued at USD 5.36 billion in 2023. It is projected to grow from USD 21.86 billion by 2032 (Dhapte, 2024). It was also reported that 87% of retail leaders agree omnichannel strategy is preeminent to business success (ResearchLive, 2017). By 2030, the market for omnichannel retail commerce platforms is anticipated to grow at a noteworthy CAGR of 19.2% and reach up to $14.3 billion (Song and Jo, 2023). In the current economic environment, where omnichannel is widespread and continuously evolving, sellers, consumers, and distributors will be more inclined to exploit its possibilities. Thus, economic sustainability can be strengthened. In this context, it is very meaningful to reveal the continuous use behavior of omnichannel users and their antecedents.

The advancement of omnichannel retailing has built opportunities for scholastics to measure insights that will shed some light challenges faced by consumers and retailers. From the above, it is evident that omnichannel retail will play an important role in shaping the future of e-Commerce, and that retailers adopting omnichannel strategies will be at a better position to meet their customers' changing needs and preferences in a digital world. Advancement of technologies and applications for omnichannel retailing are shaping the way retailers interact with customers (Grewal et al., 2021).

Customers expect a consistent, uniform, and integrated service or experience, regardless of the channel they use, they are willing to move seamlessly between channels (traditional store, online, and mobile). The omni shopper no longer accesses the channel, but rather is always in it or in several at once, thanks to the possibilities offered by technology and mobility. The ultimate goal of marketing efforts is to satisfy and retain customers at profits. Thus, it is required the customer continuing to transact with the firm. It was argued (Choubey & Gautam, 2024) that omnichannel retailing provides information related to price, product knowledge, and functions across the channel and improves customers' experience which helps the organization in retaining customers. When envisioning the future of omnichannel retailing, retailers should have an ability to achieve competitive advantage by using this omnichannel retailing, only if consumers continuously use it (Kaur et al., 2019). To date, the many existing studies around omnichannel research have examined the consumer motivations in intention to use; a comprehensive investigation of antecedents of the continuance intention of omnichannel users remains

relatively underexplored (Choubey & Gautam, 2024; Sharma and Fatima, 2024). Understanding intention of continuous usage of omnichannel is pivotal for omnichannel retailers because habitual hoppers offer steady sales revenue (Shen et al., 2018), retaining existing customers is cost-effective and contributing to valuable word-of-mouth marketing (Kalini´c et al., 2020). Thus, a deep understanding of determinants of the continuance intention of omnichannel users is required to incorporate shopping habit into customer retention strategies.

Among the Asian countries as a developing country Sri Lanka, sufficient effort have not been taken to examine the potential of usage in omnichannel retailing (Muhamed, 2019). The objective of this study is to examine the factors influencing continuance intention of omnichannel users in Sri Lanka. This study mainly focuses on the younger generation in Sri Lanka because they always attempt with new technologies and new trends. According to the Central Bank report (2022), 78 percent of internet usage in Sri Lanka represents by the younger adults (age between 18 – 27 years). The scope of the study is to explain the continuance intention of omnichannel users by Unified Theory of Acceptance and Use of Technology (UTAUT 2). Acknowledging Song and Jo (2023), this study defined omnichannel retailing as a commerce platform in which various channels can be used simultaneously such as online, offline, and mobile based on information technology (e.g., mobile app, web, customer information processing system). Given this context, we summarise our research question as; what are the internal and external factors influencing younger generations' continuance intention of using omnichannel retailing in Sri Lanka.

Our study differs in that it considers factors related to the behavior of omnichannel continuous users more comprehensively than previous studies. The present study explains performance expectancy and effort expectancy as technological factors. Since payment security plays a significant role in ensuring confidence, perceived security is involved in consumers' payment behavior. Consumers' habit, personal innovativeness and hedonic motivation may systematically explain internal environment. And social influence may play a significant role in generating continuance usage intention. Finally, this research makes a valuable contribution to the sustainable omnichannel retailing by identifying the factors affecting the intention to continue using omnichannel.

Literature review
Omnichannel
The term 'omnichannel' is extracted from the term "omni" itself which is a Latin word meaning, "all" or "universal" (Dhebar, 2013); implying that "everywhere" or "everything" which point out combing everything of various channel approaches. The basic idea of omnichannel approach is facilitating seamless experience to consumers by using both physical and online channels. Customers expect a consistent, uniform, and integrated service or experience, regardless of the channel they use, they are willing to move seamlessly between channels – traditional store, online, and mobile – depending on their preferences, their current situation, the time of day, or the product category (Piotrowicz & Cuthbertson, 2014). Thanks to the possibilities offered by technology and mobility, present day shoppers want to use their own digital devices to perform searches, compare products, as for advice, or look for cheaper alternatives during their shopping journey in order to take advantage of the benefits offered by each channel (Yurova et al., 2017).

Empirical Review
Prior studies discovered key antecedents of purchase intention and consumer behavior in the case of omnichannel by integrating technology acceptance model (TAM), unified theory of acceptance and use of technology (UTAUT), and UTAUT2, theory of planned behavior (TPB), stimulus-organism-response (S-O-R) and task-technology fit (TTF) models (Kim et al., 2022; Mosquera et al., 2018; Santosa et al., 2021). They discovered that purchase intention is affected by performance expectancy, effort expectancy, facilitating conditions, personal innovativeness, risk and cost, compatibility, usefulness, ease of Use, hedonic motivation, habits, trust, perceived risk, anxiety, need for interaction, situational factors, and privacy concerns. In addition, information consistency, channel accessibility, and personal data integration, store atmosphere and perceived service quality significantly affect perceived retention and participation in omnichannel retailing.

Figure 1 shows the conceptual framework to examine the factors influencing intention of continuance usage of omnichannel users in Sri Lanka. In do so, the study utilised Unified Theory of Acceptance and Use of Technology (UTAUT 2). As proposed by Venkatesh et

al. (2003), UTAUT combined eight main theories ranging from human behavior to technology usage namely Theory of Reasoned Action (TRA), Technology acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB, The model of PC Utilization, The Innovation Diffusion Theory and Social Cognitive Theory. UTAUT initially contained four factors: performance expectancy, effort expectancy, social influence and facilitating conditions. UTAUT2 has emerged with adding new dimensions such as Hedonic motivation, price value and habit. As Venkatesh et al. (2012) opined, UTAUT2 needs to be applied to various technologies and contexts, need to be verified its applicability, especially in the context of consumer behavior. **In line with this, t**he study posited that continuance usage intention is formed performance expectancy, effort expectancy, perceived security, habit, personal innovativeness, hedonic motivation and social influence.

Performance expectancy could be measured as benefits, time, convenience and speed obtained by consumers, diversity, and the performance conducted in personal campaigns, price and cargo processes (Kazancoglu and Aydin, 2018). Performance expectancy manifests the utilitarian value provided to users by new technology. The utilitarian benefits of omnichannel should be linked to time saving, price comparison, discounts, varieties offer and so on. If omnichannel enables consumers to obtain more useful benefits and shop more effectively, they will continue to use it. Thus, the present study surmises that performance expectancy accelerates the formation of continuance intention.

H1: Performance expectancy positively influences on younger generations' intention of continuance using of omnichannel retailing.

Effort expectancy defines as the degree of ease with which consumers use various touch points in the retailing operation (Vishwakarma et al., 2020) and it assesses the perception of how easy/complex a novel technology is to use (Venkatesh et al., 2003).
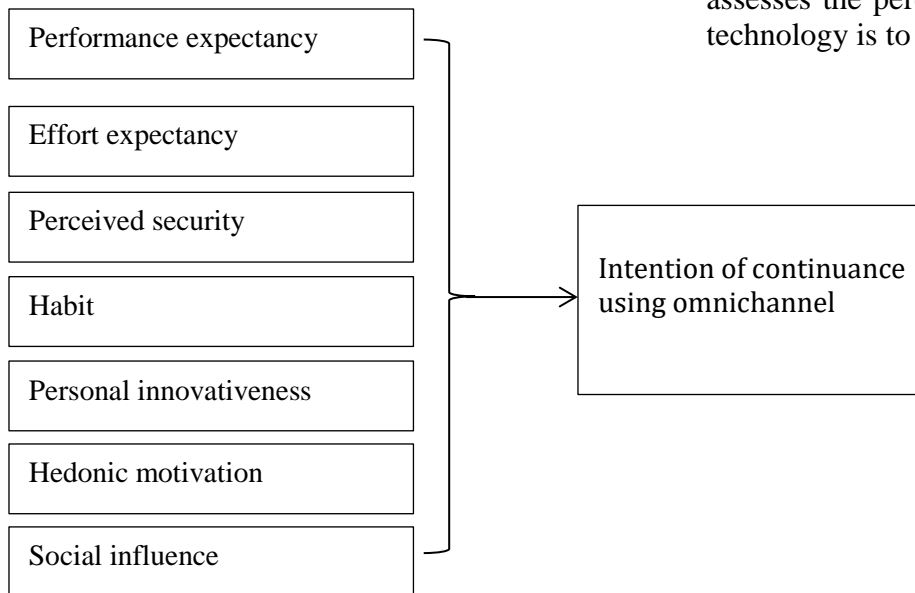

Figure 1: Conceptual model

Performance expectancy is defined as when consumers are using different channels and or technologies during the shopping journey, they will be provided many benefits than they spent (Venkatesh et al., 2012), as the degree to which using a technology will provide benefits to users in performing certain activities (Venkatesh et al., 2003).

Consequently, improving interfaces, streamlining the steps to use, and decreasing the amount of data input will inherently increase the propensity to use technology (Aydin, 2023). Omnichannel is a combination of various channels and information, denoting as a complex system. Thus, it should be developed so that users can use without making much efforts. The easier an omnichannel platform is to use,

the more likely consumers are to continue using it. Hence, this study predicts that effort expectancy elevates the level of continuance intention.

H2: Effort expectancy positively influences on younger generations' intention of continuance using omnichannel retailing.

Social influence defines as the extent to which consumers understand that people who are valuable to them (friends, family members, etc.) think they must use different channels according to their needs (Huang & Qin, 2011). It positively affects behavioral intention in various contexts such as Mobile application, Mobile banking, Facebook (Song and Jo, 2023).

Considering that mobile apps, social media and e-banking services, which are mainly used to communicate with peers, friends, and family, the significance of social influence may even be more pronounced. Moreover, high mobile device penetration and social media use starting from an early age among Gen-Z may also augment the importance of social influence on behavioural intentions (Aydin, 2023). Moreover, social influence may have a stronger effect on initial use but a weaker effect on continued use and adoption as friends, colleagues and family can influence the trial behaviour but possibly not long-term behaviour. Despite the significant effect, Huang and Yang (2020) revealed insignificant effects of social influence on behavioural intentions. This may partly be attributed to the differences in context and sample characteristics. Hence, this study proposes that when the social influence is higher, consumers are likely to use omnichannel continuously more.

H3: Social influence positively influences on younger generations' intention of continuance using omnichannel retailing.

Habit is defined as the quantity of tend to execute behaviors automatically in individuals (Limayem et al., 2007). As shown in Rizvi & Siddiqui (2019) study, habit had a most substantial positive effect on purchasing behavior of omnichannel retailing. Venkatesh et al. (2012) also revealed that there is a direct impact of habit towards the intent to purchase. As users form a more favorable habit toward omnichannel, their intention to use may increase.

Therefore, the present study suggests that habit facilitates continuance intention.

H4: Habit positively influences on younger generations' intention of using continuance omnichannel retailing.

Hedonic motivation is defined as the entertainment or pleasure which occurs from using technology (Venkatesh et al., 2012). It positively leads to the consumers' online buying intention (Escobar-Rodríguez & Carvajal-Trujillo, 2014). Despite the fact that e-commerce apps are not primarily designed to offer enjoyment, incorporating enjoyable features or entertainment gratification can help promote the apps and keep users engaged (Yuan et al., 2015). Nguyen et al. (2022) further argued that the younger generation expects and values enjoyable experiences across a wide range of services, including m-banking, m-health and m-commerce. However, studies on mobile banking apps have yielded inconsistent findings regarding the link between hedonic motivation and continuance intention (Huang and Yang, 2020). Critics highlight, especially for younger people in developing countries where exposure to global companies and the English language is limited, and instead, the potential users may be drawn towards user reviews rather than assessing the entertainment or pleasure of apps. If omnichannel promotes the entertainment or pleasure, customers are more likely to use it. Accordingly, this study establishes the following hypothesis.

H5: Hedonic motivation positively influences on younger generations' intention continuance of using omnichannel retailing.

Personal innovativeness defines as the level of a person who favors to attempt new and various products or channels and to discover new experiences essential a more boundless search (Midgley & Dowling, 1978). Consumer innovativeness is a major influential factor in technology adoption and purchase intention (San Martín & Herrero, 2012). Adoption to use mobile payment apps (Liébana-Cabanillas et al., 2021) and omni channel retailing (Rizvi & Siddiqui, 2019) are significantly formed by personal innovativeness. As users form a more attempts to discover new experiences, their intention to use may increase. Therefore, the study suggests that personal innovativeness facilitates continuance using intention.

H6: Personal innovativeness positively influences on younger generations' intention continuance of using omnichannel retailing.

Risk in e-commerce includes performance risk, financial risk, and transaction/privacy risk (Jo, 2021). Perceived security is described as a consumer's subjective assessment of the potential secure on an online transaction (Kim et al., 2022). In an omnichannel retailing, consumers pay through the web or mobile app. Also, consumer details are shared in various channels. Payment mechanisms in omnichannel may cause consumers to feel anxious in the transaction process. Individuals' concern about unauthorized access to their personal information can lead to a tendency to keep their information private, resulting in a lower inclination to use online transactions. Not surprisingly, studies on mobile banking have demonstrated that privacy concerns negatively affect users' behavioural intentions (Aydin, 2023). Trust in the service provider can be instrumental in overcoming risk-related obstacles such as the risk of obtaining inaccurate information, or technical issues related to security and privacy. Users' privacy concerns regarding the unintended use of personal information can be lessened by establishing trust in related organizations. As omnichannel ensures consumers privacy and secure money in a shopping environment, they will continue to use it.

H7: Perceived security positively influences on younger generations' intention continuance of using omnichannel retailing.

In sum, academic literature on the omnichannel retailing has been appearing since 2015, the studies which related to continuance of using are scared (Thaichon et al., 2024). As Choubey & Gautam (2024) opined, limited research in the context of omnichannel retailing in South Asian nations like Pakistan, Bangladesh, and Sri Lanka was available. These studies primarily focus on identifying psychological traits and determining the usage intention of omnichannel retailing. There is a high potential in using omni channel approaches in Asian countries, whereas in Sri Lanka, research work on omnichannel could be studied for insights into the adoption intention (Peiris et al., 2021). Nevertheless,

while these approaches are not used in Asian countries at the moment widely, they are developing to using online and physical approaches to give unique experiences to customers. And there is a high amount of potential in using omnichannel approaches, which motivated to investigate the factors influencing continuous buying intention of consumer in an Asian context. Further to that, this omnichannel retailing emerge opportunities for retailers.

Methods
To achieve the research objective, the study used deductive research approach under positivism research philosophy. Acknowledging the literature, measuring elements of independent and dependent variables were modified to fit the omnichannel environment (Table 1). A five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used to evaluate all measurement items aside from demographic data. A structured questionnaire was initially prepared in English and was translated into Sinhala. 30 respondents filled the questionnaire for the pilot test in advance. Based on their comments, duplicate questions, difficult-to-answer questions and difficult-to-understand questions were revised and main survey was conducted. The questionnaire contained three sections; first section dealt with users' omnichannel continue usage, second section asked for indicators for the major factors and final section described the questions about the demographic information of respondents.

Data were collected through a cross-sectional online survey. The survey method allows researchers to reliably validate the conceptual models therefore it is extensively used in the quantitative research domain (Straub et al., 2004). Song and Jo (2023) opined that in recent research related to omnichannel mostly utilized online survey approach. The scope of this study includes younger adults (age between 18 – 27 years) consumers with experience using omnichannel. Accordingly, using social media platforms the study selected respondents who had used omnichannel and an online link was distributed. The survey was performed from 15th September to 15th October 2023. A total of 745 links were distributed, of which 437 responses were received , indicating response rate as 58.6%.

Table 1: Measuring elements

Variable	Measurement Items	Source
Performance Expectancy (PE)	Using omnichannel throughout the process of purchasing is useful to me. Using omnichannel structure in the process of purchasing supports me to do my shopping faster. Applying omnichannel structure in my purchasing makes my life easier.	Venkatesh et al., (2012)
Effort Expectancy (EE)	Retailers offering their products through omnichannel (mobile app, web sites, cash on delivery, etc.) easy to use. Learning about method of using omnichannel is easy to me. I find that it is easy for me to be a skillful one at using omnichannel in buying.	Venkatesh et al., (2012)
Social Influence (SI)	People who are important to me think I should use omnichannel for my process of purchasing. My friend's suggestions and recommendations will affect to my decisions which related to using omnichannel for my process of purchasing. I would refer to use omnichannel to my process of purchasing because my friends also use it.	Venkatesh et al., (2012)
Habit (H)	The use of omnichannel throughout the process of purchasing has become a habit for me. Using omnichannel to my process of purchasing is natural to me. Using omnichannel to my process of purchasing is something I do without thinking.	Juaneda-Ayensa et al., (2016)
Hedonic Motivation (HM)	The ability to use omnichannel with my purchasing is enjoyable. The ability to use omnichannel with my purchasing is pleasurable. The ability to use omnichannel with my purchasing is delightful.	Venkatesh et al., (2012)
Personal Innovativeness (PI)	I enjoy experimenting and trying with modern technologies. I'm the first one who try to use new technologies among my family and friends. I always research the opinion of people who use new products or brand and after I go to try it.	Juaneda-Ayensa et al., (2016)
Perceived Security (PS)	It appears use a credit card for my online purchases is safe to me. It appears give personal information to organizations, what I shop online is safe to me. It appears comfortable to use credit card for purchase.	Juaneda-Ayensa et al., (2016)
Continuance intention of omnichannel using (CIO)	I plan to continue using the omnichannel service in the future. I plan to increase the utilization of omnichannel services in the future. I will continue to use the omnichannel service in the future.	Ashfaq et al. (2020)

According to priori sample size calculator (DanielSoper.com), minimum sample size for structural equation modeling at the 0.1 anticipated effect size, 80% desired statistical power level, 8 number of latent variables, 24 number of observed variables and 0.05 probability level is 200. Thus, this study confirmed the minimum sample size for structural equation modeling. Among the respondents,

147 (34%) were male and 290 (33%) were female. Respondents at the age between 18 to 22 recorded 253 (58%), followed by those in age between 23 to 27 with 184. Majority of the respondents (76%) were

Table 2: Measurement adequacy

Variable	Items	Factor Loading	Cronbach's alpha	CR	AVE
PE	PE1	.891	.893	.92	.79
	PE2	.904			
	PE3	.884			
EE	EE1	.862	.851	.90	.76
	EE2	.854			
	EE3	.892			
SI	SI1	.912	.872	.94	.85
	SI2	.932			
	SI3	.921			
H	H1	.876	.863	.92	.79
	H2	.888			
	H3	.902			
HM	HM1	.900	.850	.94	.84
	HM2	.940			
	HM3	.900			
PI	PI1	.923	.874	.95	.85
	PI2	.934			
	PI3	.911			
PS	PS1	.903	.851	.94	.84
	PS2	.939			
	PS3	.924			
CIO	CIO1	.877	.886	.91	.79
	CIO2	.904			
	CIO3	.886			

Table 3: Correlation matrix

Variable	Mean	SD	PE	EE	SI	H	HM	PI	PS	CIO
PE	3.78	.71	.89*							
EE	3.53	.67	.23	.87						
SI	3.27	.69	.62	.57	.92					
H	3.95	.55	.52	.57	.73	.88				
HM	3.77	.69	.46	.74	.47	.74	.92			
PI	3.41	.74	.43	.43	.57	.72	.75	.92		
PS	3.53	.67	.23	.47	.82	.44	.72	.43	.92	
CIO	3.72	.72	.14	.65	.26	.64	.20	.65	.26	.89

Square root of the AVEs are given as in italic along the diagonals

Table 4: Hypotheses test results

Hypothesis	Effect size f²	p-value	Result
H1: Performance expectancy positively influences on younger generations' continuance intention of using omnichannel retailing.	.728	.000	Supported
H2: Effort expectancy positively influences on younger generations' continuance intention of using omnichannel retailing.	.188	.000	Supported
H3: Social influence positively influences on younger generations' continuance intention of using omnichannel retailing.	.151	.000	Supported
H4: Habit positively influences on younger generations' continuance intention of using omnichannel retailing.	.401	.000	Supported
H5: Hedonic motivation positively influences on younger generations' continuance intention of using omnichannel retailing.	.616	.000	Supported
H6: Personal innovativeness positively influences on younger generations' continuance intention of using omnichannel retailing.	.110	.000	Supported
H7: Perceived security positively influences on younger generations' continuance intention of using omnichannel retailing	.188	.000	Supported

having a monthly income between Rs.50,000 to 100,000. Finally, 27% of respondents use omnichannel more than 3 times per week, 58% use 2 times per week and remains use only one time.

The study used the partial least squares (PLS) technique to analyse the data. The measurement items' validity and reliability were tested first, followed by an evaluation of the structural model.

Results

Confirmation factor analysis was utilised to assess the measuring items' convergent validity, reliability, and discriminant validity. To evaluate scale reliability, composite reliability (CR) and Cronbach's alpha were used. As shown in Table 2, all the variables' Cronbach's alpha and CR values were higher than 0.7 (Hair et al., 2010), indicating good construct reliability. Convergent validity of the constructs was assessed by examining the factor loadings, which range from 0.862 to 0.940. Further, the average variance extracted (AVE) values of the variables were exceed the respective threshold values (above 0.50) ensuring the convergent validity. Finally, discriminant validity was ensured as the square root values of all AVEs exceed the correlation values of the respective constructs (Fornell and Larcker, 1981). Table 3 illustrates the correlation matrix and the results discriminant validity

assessment.

The study used a bootstrapping approach (bootstrapping subsample = 5000) to test the projected hypotheses and path coefficients via PLS. Table 4 shows the effect size of each path, p-value, and significance testing results. The research model accounts 68.5% of the variance in continuance intention of omnichannel using can be elaborated by performance expectancy, effort expectancy, social influence, habit, hedonic motivation, personal innovativeness and perceived security.

Discussion

The study aims to examine the factors influencing continuance intention of omnichannel users in Sri Lanka, mainly focusing on the younger generation. This has been achieved by incorporating the technological factors, consumers' payment behavior, internal environment and social factor, the key components in UTAUT 2 model. The results revealed that performance expectancy positively influences on younger generations' continuance intention of using omnichannel retailing. This result further acknowledged the findings concluded in previous studies (Venkatesh et al., 2012; Kazancoglu & Aydin, 2018). The key feature of omnichannel is the linkage of

sellers and consumers through all channels. If omnichannel is easy to access, consumers will benefit even more with price comparison, time savings, and accessibility of information. The findings further revealed that performance expectancy is the significant leading predictor (0.728) of continuance intention of using omnichannel. This implies that if omnichannel offers a greater variety of products at lower prices, consumers receive benefit from the omnichannel, leading them to perceive its advantages more strongly. Factors like consumer satisfaction and economic rewards would be more potent and significant in explaining omnichannel behaviors related on economic activities. Consumers think that omnichannel is better than regular shopping in terms of price, convenience, and assortment, guarantee continuous use intentions. Continuance intention would increase based on price, convenience, and assortment rather than usefulness for life, speed, and efficiency in the omnichannel context (Ertz et al., 2022).

Hedonic motivation becomes the second highest influencing factor (0.616) on younger generations' continuance intention of using omnichannel retailing. Hedonic motivation defines as the entertainment or pleasure which occurs from using technology (Venkatesh et al., 2012). Young consumers, who pay more attention to the enjoyment of the products, usually seek the entertainment or pleasure in buying process. In this vein, as the level of the digital environment continues to develop, the enjoyment of omnichannel shopping platforms may be a basic attribute. When users receive more pleasure using the omnichannel, their intention to continue using it increase.

The empirical results pointed out that habit is the significant antecedent of continuance intention of using omnichannel retailing. Habit is the quantity of tend to execute behaviors in individuals (Limayem et al., 2007). There was similar result in the former research, in which habit enhances the purchase intention of consumers in a omnichannel retail context (Rizvi & Siddiqui, 2019). These results could be explained by the reason that the more favorable perceptions consumers have of omnichannel, the more likely they are to use it. When consumers think that omnichannel is a better, smarter, and convenience mode, they are likely to use it more. The results of the study indicated that social influence

impacts continuance intention. This result is in covenant with outcomes concluded in former studies (Huang & Qin, 2011; Song and Jo, 2023). When consumers understand that people who are valuable to them give a good appraisal of omnichannel using, consumers are more likely to continue using it. The more favorable messages consumers have of use of omnichannel, the more likely they are to use it continually.

The results of the current study further verified that effort expectancy elevates the level of continuance using intention. One possible explanation is that the easier it is for consumers to access omnichannel, the easier and more useful they perceive it (Song and Jo, 2023). Though omnichannel is a combination of various channels and information, denoting as a complex system, if consumers easily access the omnichannel at any time with more conveniently and get more help with shopping, their intention to continue using it increases. The analysis found that personal innovativeness is significantly related to continuance intention to use. Consumer innovativeness has been found to positively affect technology adoption and purchase intention (San Martín & Herrero, 2012; Liébana-Cabanillas et al., 2021). These observations could be explained by the reason that when omnichannel offers new shopping experiences, the users, willing to discover new experiences, are encouraged to use it further. Thus, consumers who favor to attempt new and various products or channels and to discover new experiences, identify that omnichannel offers as better, smarter, and more positive, their intention to use may increase.

Finally, empirical results pointed out that perceived security is significantly related to continuance intention of using omnichannel retailing. Payment mechanisms in omnichannel may cause consumers to feel anxious in the transaction process (Jo, 2021). Omnichannel provides various channel information by receiving information from users. Thus, users with a high level of perceived risk appear to consider more on privacy and secure money. When consumers are more guaranteed about the safety of transactions through omnichannel, their intention to continue using it increases.

Implications and Conclusion

Scholars attentions on omnichannel have been primarily focused the retailers' perspective. The present study aims to provide the consumer's viewpoint on the omnichannel shopping behavior. The

contribution of the study is to provide a framework for understanding the antecedents on consumer viewpoint in continuance usage intention behavior of the omnichannel. The study contributes to the existing knowledge in that it performed a multidimensional analysis to describe continuance usage intention behavior of omnichannel customers. The study's results confirmed that UTAUT 2 model is valid in the omnichannel retailing context in developing country. The findings also signified that UTAUT 2 refinement is crucial to capture the distinct aspects of omnichannel usage. The study explains performance expectancy and effort expectancy as technological factors. Perceived security is involved in consumers' payment behavior. Consumers' habit, personal innovativeness and hedonic motivation may systematically explain internal environment. And social influence involves as an external environmental factor.

Next, this study contributes to the field of information technology (IT) by empirically investigating the influence of technology acceptance factors on continuance usage intention behavior. The results show that performance expectancy and effort expectancy still guarantee continuance usage intention. In the present digital environment, a large number of devices have achieved a sufficient level of ease and usefulness. In this vein, consumer satisfaction and economic benefits can be stronger and more effective in elucidating the usage of omnichannel platforms. Looking at performance expectancy and effort expectancy, the performance expectancy is more specific to continue shopping. For this reason, the performance expectancy seems to have dominated the role of continuance usage intention behavior of omnichannel customers. The results of this study show that continuance intention is significantly affected by consumers' habit, and hedonic motivation. Modern omnichannel consumers have a high level of digital device capabilities. Most of the ITs for end users currently on the market are intuitive and easy to use. Modern consumers seek to discover new experiences in shopping platforms, specialized in consumption activities. In this sense, when users receive more pleasure using the omnichannel platforms the quantity of tend to execute buying behaviors in omnichannel will increase. Moreover, the significance influence of social actors such as family members and friends, the future studies could

consider enhancing the continuous intention by utilizing the positive word-of-mouth effect of omnichannel. Finally, this study makes a valuable contribution by clarifying the role of personal innovativeness in the formation of continuance usage intention in online shopping platforms. This may be because omnichannel has the main characteristic of providing multiple channels and offers new shopping experiences. A consumer who favors to attempt new and various products or channels and to discover new experiences, finds that omnichannel is very manageable and useful.

In sum, the study identified the main factors leading to the intention to continue using the omnichannel. In this vein, this study makes a valuable contribution to the sustainable omnichannel retailing. Based on the results, scholars can seek various ways to sustain omnichannel. This study provides some practical implications as well. To enhance the perceived value of the omnichannel experience should invest in advanced technologies, features, and personalized services that align with the preferences and expectations of the younger generation. In order to minimize the effort required for navigating and completing transactions the study recommended to streamline the user interface, optimize website/app speed, and provide clear and concise pathways for making purchases. To leverage social connections to drive purchasing decisions, implementation of social media strategies, influencer marketing, and user-generated content to create a sense of community and encourage social validation are suggested areas for the retailers. To cultivate repeat behaviors and habitual use of the omnichannel, development of loyalty programs, personalized recommendations, and periodic promotions to encourage habitual engagement with the platform are suggested. For instance, the findings highlight the importance of hedonic motivation, which is often unnoticed in online shopping settings, but has a more significant effect than both the effort needed to use and perceived security concern. Therefore, promoting features that can provide enjoyment in omnichannel shopping (e.g. through gamification mechanics and good UX design) is crucial in attracting the younger population. In addition, the study suggested integration of elements of storytelling, and interactive features that evoke positive emotions and make the shopping experience enjoyable.

Introducing cutting-edge technologies such as Augmented reality (AR), Virtual Reality (VR) applications, and regularly update the platform with novel features would be facilitated to capture the interest of tech-savvy users. Communication and distribution of robust security measures, use encryption, comply with data protection regulations, and regularly update users on privacy and security policies in technologies would be ensured perceived security. Integrated inventory systems, consistent branding and synchronized promotions, deliverance of tutorials, FAQs, and proactive communication about how to use the omnichannel system effectively, addressing any concerns about complexity, and implementation of responsive customer support channels, including chatbots, helplines, and email support, would be able to build confidence in the platform's reliability.

The findings of the study will enable retailers to understand consumer expectations towards omnichannel retailing and to focus on integrating these factors through whole buying process in order to increase omnichannel sales. By considering and acting upon these implications, retailers can strategically enhance the buying behavior of the younger generation in omnichannel retailing, creating a more compelling and user-friendly shopping experience.

Despite its contributions to the literature, this study has several limitations. Aligning to the limitations, the corresponding research direction is also presented. The study only focused on omnichannel retailing and did not consider the characteristics of goods traded via omnichannel. User behaviors of the omnichannel could be varied according to the types of goods consumes. Therefore, in future research, it is required to examine omnichannel users by considering the types of goods. The study applied UTAUT2 model and situational variables. Conducting further studies on similar theoretical foundations can help arrive at more reliable and generalizable results through triangulation. In addition, it would be suggested to apply other theories, such as the theory of planned behavior or expectation confirmation model to observe the factors leading to the intention to continue using the omnichannel in more depth. This is suggested because some consumers may have used omnichannel and then quit. Thus, future research on behaviuoral factors needs to perform and observe the

behaviors longitudinally. For instance, the findings highlight the importance of hedonic motivation, indicating the strong impact of enjoyment on behavioral intentions. Further studies can also investigate the relationship between enjoyment/entertainment and behavioral intentions in more detail to understand its more effective use in the multichannel shopping context. Finally, incorporating several instances of actual omnichannel retailing use data in longitudinal studies can provide further insights into omnichannel retailing adoption and changes in behaviour over time.

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