

Factors Affecting Consumer Acceptance of Omni-channel Approach with Special Reference to the Supermarket Sector

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This research study aims to understand the factors affecting consumer acceptance towards an Omni-channel approach, specifically within the supermarket sector. Conducted with 198 respondents in the Colombo District of Sri Lanka, the study employed a quantitative methodology. Five dependent variables: perceived usefulness, perceived ease of use, perceived compatibility, cost, and risk were tested for their influence on the independent variable, intention to use. The results indicated that perceived usefulness, ease of use, and compatibility have a significant positive impact on consumers' behavioural intention to use an Omni-channel approach. In contrast, cost and risk do not have a significant impact. The study revealed that perceived compatibility is the most salient factor in determining consumers' behavioral intention to use an Omni-channel approach. Additionally, general findings such as awareness of the Omni-channel approach, frequency of use, and respondents' most preferred channel approach were included. This research provides recommendations, suggestions, and insights for marketers and businesses in designing their channel strategies when introducing a novel approach like the Omni-channel approach in the supermarket sector. Furthermore, it offers useful insights for researchers for further investigation in this area.

Keywords: *Consumers Behavioural Intention, Omni Channel Approach, Perceived Compatibility, Perceived Usefulness, Supermarket Sector*