

The Impact of Omnichannel Approach on Customer Purchase Intention Examining the Mediation of Customer Satisfaction with Special Reference to Supermarkets in Western Province, Sri Lanka

H A C Chiranga

Department of Marketing Management, University of Kelaniya, Sri Lanka
wijewardhanashani@gmail.com

Nisal Gunawardane

Department of Marketing Management, University of Kelaniya, Sri Lanka
nisalgunawardane@kln.ac.lk

The advancement of the internet and new technologies has revolutionised retail settings, integrating online and physical channels to provide consumers with seamless and consistent shopping experiences, known as the omnichannel approach. However, evidence from the literature on the relationship between the omnichannel approach and purchasing intention is still in its infancy. Moreover, the role of customer satisfaction as an influencer between the omnichannel approach and purchase intention requires further investigation. Using the survey method and data from a sample of three hundred (300) respondents, our study delved into this unexplored territory. We found that performance expectancy, effort expectancy, habit, social influence, and hedonic motivation all influence consumer purchase intention in an omnichannel environment. These novel findings not only contribute to the enhancement of the UTATU2 but also provide practical insights for marketers and supermarket owners. They can effectively utilise the omnichannel approach to offer a unique shopping experience and increase sales, empowering them to make informed business decisions.

Keywords: *Customer Satisfaction, Online Channels Approach, Physical Channels, Purchase Intention*