



## The impact of omnichannel dimensions on purchase intention through consumer benefits: A Peruvian approach

### *El impacto de las dimensiones de la omnicanalidad en la intención de compra a través de los beneficios del consumidor: Una aproximación desde Perú*

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#### ARTICLE INFO

Received 02 June 2024,

Accepted 04 February 2025

Available online 3 April 2025

DOI: 10.5295/cdg.242226mm

JEL: M31

#### ABSTRACT

Omnichannel strategies continue to play a fundamental role in the evolution of consumer behavior in Peru. In response, retailers are integrating physical and digital spaces by implementing omnichannel strategies. However, the specific impact of omnichannel experiences on consumer behaviour remains uncertain, particularly regarding perceived benefits and purchase intention. This study aims to demonstrate the relationship between the omnichannel experience and the benefits perceived by consumers, as well as their influence on purchase intention. The hypotheses were tested using structural equation modeling with the partial least squares (PLS-SEM) technique. Data were collected through an online survey of 420 Peruvian consumers with experience in omnichannel shopping. The main findings confirm that the omnichannel experience influences perceived convenience and variety and, to a lesser extent, purchase intention. Furthermore, the results demonstrate that perceived variety affects purchase intention, whereas perceived convenience is less decisive in this regard. Mediation analysis further confirms that perceived variety has a positive and significant mediating effect, suggesting that an improved omnichannel experience influences purchase intention through a greater perception of variety. This research provides both theoretical and practical contributions to the study of omnichannel consumer behavior in emerging markets, offering strategic insights for retailers seeking to optimize the customer experience and drive purchase conversion through a more attractive and diversified offering.

**Keywords:** Omnichannel Experience, Perceived Variety, Perceived Convenience, Purchase Intention, PLS-SEM, Peru.

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## R E S U M E N

Las estrategias omnicanal continúan desempeñando un papel fundamental en la evolución del comportamiento del consumidor en Perú. En respuesta a esta tendencia, los minoristas han intensificado la integración de los entornos físicos y digitales a través de estrategias omnicanal. Sin embargo, persiste la incertidumbre sobre el impacto específico de la experiencia omnicanal en la conducta del consumidor, particularmente en relación con los beneficios percibidos y la intención de compra. Este estudio tiene como objetivo demostrar la relación entre la experiencia omnicanal y los beneficios percibidos por los consumidores, así como su influencia en la intención de compra. Las hipótesis se respondieron utilizando el modelamiento de ecuaciones estructurales usando la técnica de mínimos cuadrados parciales (PLS-SEM). Los datos fueron recopilados mediante una encuesta en línea a 420 consumidores peruanos con experiencia en compras omnicanal. Los resultados evidencian que la experiencia omnicanal influye en la conveniencia y variedad percibida y, en menor medida, en la intención de compra. Asimismo, se demostró que la variedad percibida influye en la intención de compra; sin embargo, la conveniencia percibida resultó no ser tan decisiva sobre esta. En cuanto al análisis mediador, se pudo confirmar que la variedad percibida tiene un efecto mediador positivo y significativo, lo que sugiere que una mejor experiencia omnicanal influye en la intención de compra a través de una mayor percepción de variedad. Esta investigación aporta una contribución teórica y práctica al estudio del comportamiento del consumidor omnicanal en mercados emergentes, proporcionando información estratégica para minoristas que buscan optimizar la experiencia del cliente y fomentar la conversión de compra a través de una oferta más atractiva y diversificada.

*Palabras clave:* Experiencia Omnicanal, Variedad Percibida, Conveniencia Percibida, Intención de Compra, PLS-SEM, Perú.

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## 1. INTRODUCTION

In recent years, e-commerce has become a key element of the global retail sector (Huang & Jin, 2020). Like many other industries, the retail landscape has undergone a substantial transformation following the emergence of the internet. Thanks to the digitization of modern life, consumers now benefit from the advantages of online transactions (Pasquali, 2023). The number of digital buyers continues to grow annually as internet access and adoption expand worldwide (Petrosyan, 2023).

In the United States, 46% of retailers have increased their focus on omnichannel investments following the impact of the COVID-19 pandemic. The dramatic decline in in-store purchases has motivated a strategic shift to adapt to new consumer behaviors (Yang *et al.*, 2022). Consequently, retail shops face the challenge of determining the value they can offer their clientele and identifying key attributes in the digital age (Kupfer *et al.*, 2024).

In Latin America, there are 300 million digital buyers, a figure expected to grow by more than 20% by 2027 (Del Vecchio *et al.*, 2023). Meanwhile, in Peru, consumers are increasingly turning to online options for their purchases, resulting in a 50% increase in retail e-commerce revenue by 2020 (Chevalier, 2022).

In this context, the omnichannel experience is becoming increasingly important in the multichannel interactions offered by retailers (Shi *et al.*, 2020). Omnichannel strategies will continue to gain significance in the coming years (Juaneda-Ayensa *et al.*, 2016). To respond to this shift, some retailers are integrating physical and digital spaces and implementing technological innovations to enhance consumer experience (Del Vecchio *et al.*, 2023; Sheth, 2020). Because consumers respond differently to the same marketing efforts, retailers need to tailor their messages to different consumer segments (Ansari *et al.*, 2008).

Consumers use multiple channels simultaneously in the purchasing process (Chakraborty *et al.*, 2016; Rodríguez-Torrico *et al.*, 2017; Swoboda & Winters, 2021). Therefore, the omnichannel consumer experience is a broad concept encompassing various dimensions (Shi *et al.*, 2020). Previous research has identified models that relate integration (Lee *et al.*, 2017; Shakir *et al.*, 2020) and connectivity (Emrich *et al.*, 2015; Zhu *et al.*, 2018) to consumer loyalty (Shakir *et al.*, 2020). Furthermore, consistency (Ganesh, 2004; Shi *et al.*, 2020) and flexibility have been studied in relation to purchase intention (Shen *et al.*, 2018). Meanwhile, customization has been identified as a factor that enhances the omnichannel experience and fosters loyalty toward the retailer (Hickman *et al.*, 2020; Tyrväinen *et al.*, 2020). Finally, convenience (Chang & Li, 2022; Sun *et al.*, 2020) and perceived variety (Mejía *et al.*, 2021; Prassida & Hsu, 2022) have both been linked to repurchase intention (Yurova *et al.*, 2017).

Despite several studies on the causal relationship between the omnichannel experience and purchase intention (Chang & Li, 2022; Mejía *et al.*, 2021; Prassida & Hsu, 2022; Sun *et al.*, 2020), further research is necessary to investigate these variables within the retail sector (Cuesta *et al.*, 2023).

The lack of a comprehensive framework identifying the key benefits sought in the market (Haley, 1968), along with the need for an integrated analysis of all omnichannel elements (Shi *et al.*, 2020), presents an opportunity to develop more robust models.

This would facilitate a deeper understanding of omnichannel retail and allow for the expansion of research to include additional variables such as customer experience, repurchase potential, and loyalty. Such advancements would contribute to a more comprehensive theoretical framework for understanding this phenomenon (Zhang *et al.*, 2024).

Consequently, the objective of this research is to empirically analyze how the omnichannel experience influences consumers' perceived variety and perceived convenience in relation to their purchase intention. To accomplish this objective, data on purchases made by users in an omnichannel environment will be used, enabling a comprehensive analysis and extrapolation of results. Thus, the study seeks to validate the existence of these relationships and their implications in the retail environment, with the goal of positioning a comprehensive omnichannel experience as an effective and profitable sales strategy.

Moreover, several significant findings were identified concerning the omnichannel experience and the benefits perceived by consumers, which have the potential to enhance purchase intention. The main finding supports the importance of adequately developing the dimensions of the omnichannel experience, as these have a direct and significant influence on purchase intention. This finding aligns with prior studies, yet it also paves the way for future research in the field, especially in the context of ongoing digital transformation and the adaptation processes necessary for business success in an increasingly digitized retail environment. Consequently, this study highlights the importance of its application in marketing as a foundation for migrating toward a seamless omnichannel retail model, where the shopping experience plays a crucial role (Zhang *et al.*, 2024).

## 2. LITERATURE REVIEW

### 2.1. Omnichannel experience

The retail industry has evolved from a multichannel approach, characterized by multiple points of contact operating independently, to an omnichannel model (Hossain *et al.*, 2020). Omnichannel retail is defined as the unification of interconnected channels to offer consumers a seamless experience (Shen *et al.*, 2018), satisfy their needs, and increase sales in various ways (Lewis *et al.*, 2014; Saghiri *et al.*, 2018).

Unlike multichannel retailers, which do not establish full integration between their channels, omnichannel retailers provide total connectivity and a personalized shopping experience across all available points of contact (Ameen *et al.*, 2021; Piotrowicz & Cuthbertson, 2014). Thus, maintaining information and experience consistency is essential in omnichannel design (Acquila-Natale & Iglesias-Pradas, 2020; Burford & Resmini, 2017).

From an omnichannel perspective, the shopping experience varies for each customer depending on the type of product or service sought (Mosquera *et al.*, 2017). Therefore, retailers must integrate their primary channels based on the methods by which their customers make purchase decisions (Hoogveld & Koster, 2016). The design and provision of a distinctive and dynamic consumer experience significantly influence user's perceptions of the service received (O'Cass & Carlson, 2012).

Shi *et al.* (2020) study omnichannel retail by analyzing five dimensions: connectivity, integration, consistency, personalization, and flexibility, which form part of a broader research model. However, other authors, such as Quach *et al.* (2022), examine the omnichannel process through critical variables such as channel quality, consumer experience, and the efficacy of multichannel sales strategies.

Finally, authors such as Gao *et al.* (2021) propose a model characterized by three distinct qualities: transparency, convenience, and fluidity between channels. In this study, the omnichannel experience variable is used as a reference (Shi *et al.*, 2020) because it encompasses the five omnichannel dimensions and structures the theoretical framework for future research.

Table 1  
Multichannel vs. Omnichannel

	Multichannel strategy	Omnichannel strategy
<b>Concept</b>	Division among channels	Integration of all channels
<b>Degree of integration</b>	Partial integration	Full integration
<b>Channel scope</b>	Shop, website, and mobile channel	Shop, website, mobile channel, social networks, and customer contact points
<b>Approach to customer relations: Brand vs. channel</b>	Customer-retail channel approach	Customer-retail channel-brand approach
<b>Goals</b>	Goals by channel: Sales by channel Experience by channel	All channels work together to offer a comprehensive customer experience
<b>Channel management</b>	By channel: Management of channels and points of contact with the customer, oriented toward optimizing the experience with each Perception of interaction with the channel	Through all channels: Synergic management of channels and points of contact Personalized experiences aimed at optimizing the holistic experience Perceived interaction with the brand
<b>Customers</b>	No possibility of activating interaction Use of channels in parallel	Can trigger full interaction Use of channels simultaneously
<b>Retailers</b>	No possibility of controlling the integration of all channels	Control over the integration of all channels
<b>Salespeople</b>	No adaptation of sales behavior	Adaptation of sales behavior using different arguments, depending on the needs of each customer and their knowledge of the product

Source: Own elaboration based on the cited references: Piotrowicz and Cuthbertson (2014), Beck and Rygl (2015), Verhoef *et al.* (2015), Picot-Coupey *et al.* (2016), and Juaneda-Ayensa *et al.* (2016).

#### 2.1.1.1. CONNECTIVITY

Connectivity in a multichannel environment refers to the integration of content and information from different points of contact with the consumer (Ailawadi & Farris, 2017; Shi *et al.*, 2020). Given that customers switch between channels, they expect a smooth transition facilitated by retailers (Cotarelo *et al.*, 2021; Zhang *et al.*, 2023). This interconnection can be achieved, for example, through QR codes or barcodes in physical stores (Beck & Rygl, 2015) or by providing addresses of the nearest physical stores (Williams *et al.*, 2015). Along these lines, digitalization disrupts the monopolistic ownership of direct commerce and creates opportunities for new interconnected channels to emerge (Reinartz *et al.*, 2019).

To offer an efficient omnichannel experience, it is essential to establish strategic links between different channels to optimize the flow of customers (Piotrowicz & Cuthbertson, 2014; Zhang *et al.*, 2018). In this regard, physical channels have limitations in terms of tools availability for information retrieval, underscor-

ing the need to integrate them with virtual platforms (Gao & Su, 2017; Shi *et al.*, 2020).

Several studies have linked connectivity to variety and perceived convenience (Emrich *et al.*, 2015; Zhu *et al.*, 2018). According to Clemes *et al.* (2014), the incorporation of new channels by retailers significantly increases the perception of variety compared to when they are presented in isolation. Similarly, Zhu *et al.* (2018) argue that retailers with a strong connection to digital channels enhance the perception of convenience in the purchasing process.

#### 2.1.1.2. INTEGRATION

According to Cheah *et al.* (2022) and Shi *et al.* (2020), integration refers to the degree to which consumers perceive that information, services, and content are seamlessly integrated across channels. Furthermore, Lee *et al.* (2019), Lu *et al.* (2017), and Yin *et al.* (2022) emphasize that integration is also related to retailers' ability to provide consistent shopping experiences at all points of contact.

According to Cui *et al.* (2022), Zhang *et al.* (2018), and Hult *et al.* (2019), integrated retailers are more likely to increase purchase intention, which, in turn, can lead to customer loyalty and positive word-of-mouth (Lee *et al.*, 2019; Savila *et al.*, 2019; Shakir *et al.*, 2020). Thus, channel integration enhances perceived variety and perceived convenience (Emrich *et al.*, 2015; Neslin, 2022; Pantano & Viassone, 2015), which subsequently increases purchase intention.

#### 2.1.3. CONSISTENCY

Consistency refers to the extent to which customers experience coherence in content and information throughout the purchasing process (Shi *et al.*, 2020), thereby fostering a deeper understanding of the characteristics that define an omnichannel shopping environment (Tueanrat *et al.*, 2021).

Consistency in information, services, and experiences across an omnichannel retailer's channels has a positive impact on purchase intention (Lee *et al.*, 2019; Shen *et al.*, 2018). Moreover, this variable comprises two dimensions—service and content—both of which must maintain the same attributes and information across all channels (Shen *et al.*, 2018). Additionally, consistency in both information and services is one of the key factors influencing customer satisfaction and purchase intention (Ganesh, 2004).

Previous research has found that consumers highly value consistency, particularly in a retailer's ability to maintain the same level of customer service (Chang & Wu, 2016). This consistency improves perceived variety (Shi *et al.*, 2020) and, in the long run, enhances purchase intention (Patel *et al.*, 2020).

#### 2.1.4. FLEXIBILITY

According to Shi *et al.* (2020), flexibility is defined as retailers' ability to offer consumers adaptable options and ensure a seamless experience when switching between different channels. This concept is reflected in the implementation of various payment solutions and the use of interconnected platforms that en-

able omnichannel integration (Hoogveld & Koster, 2016; Lewis *et al.*, 2014; Shen *et al.*, 2018).

Flexibility not only ensures continuity in the transition between channels but also enhances consumers' perceived convenience (Juaneda-Ayensa *et al.*, 2016; Shen *et al.*, 2018). Furthermore, several studies suggest that retailers that embrace and experiment with flexible technologies can better deliver an integrated and successful shopping experience (Alexander & Kent, 2022; Hübner *et al.*, 2021).

#### 2.1.5. PERSONALIZATION

Personalization refers to the extent to which customers receive customized care and service during the purchasing process within an omnichannel environment (Shi *et al.*, 2020). Additionally, customization is considered as a key metric for assessing the omnichannel customer experience. Adomavicius and Tuzhilin (2005) define personalization as a means of delivering tailored content and services based on consumer data.

With technological advancements, retailers can analyze this data to better understand customer behavior and provide relevant shopping recommendations, such as targeted promotions and personalized sales notifications (Oh & Teo, 2010).

Recent studies emphasize that the integration of digital technologies plays a crucial role in adopting and refining omnichannel strategies aimed at optimizing the overall consumer experience. Technologies such as artificial intelligence (AI), machine learning, and the Internet of Things (IoT) have demonstrated their ability to significantly enhance the effectiveness of these strategies (Vhatkar *et al.*, 2024).

Since personalization enriches the customer experience, retailers must leverage technology and data to gain insights their purchasing behavior and tailor the shopping journey accordingly (Hickman *et al.*, 2020; Hsia *et al.*, 2020). Moreover, personalized service fosters the perception that the omnichannel retailer values its customers, thereby increasing trust (Schramm-Klein *et al.*, 2011).

Table 2  
Definition of the dimensions of the omnichannel experience

Construct	Definition	Example	Reference
<b>Connectivity</b>	The extent to which the content and information of the multichannel service are interconnected.	When a consumer scans a QR code or barcode in a physical store and is directed to the online shop.	Ailawadi & Farris (2017) Shi <i>et al.</i> (2020) Shen <i>et al.</i> (2018)
<b>Integration</b>	The degree to which the consumer perceives that information and content are well unified across channels.	When the launch of new products is synchronized across different channels.	Cheah <i>et al.</i> (2022) Li <i>et al.</i> (2018) Beck & Rygl (2015) Shi <i>et al.</i> (2020)
<b>Consistency</b>	The degree to which customers experience uniformity in content and information throughout the purchasing process.	When the price and promotional details of products remain consistent across all channels.	Shen <i>et al.</i> (2018) Shi <i>et al.</i> (2020) Beck & Rygl (2015)
<b>Flexibility</b>	The extent to which consumers are provided with adaptable options and a seamless transition between channels.	When a customer purchases a product online and receives after-sales service in a physical shop.	Shen <i>et al.</i> (2018) Hoogveld & Koster (2016) Lewis <i>et al.</i> (2014) Shi <i>et al.</i> (2020)
<b>Customization</b>	The level to which customers receive tailored care and service throughout the purchasing process.	When a retailer offers customized recommendations based on the customer's online purchase history.	Adomavicius & Tuzhilin (2005) Shi <i>et al.</i> (2020)

Source: Own elaboration based on the cited references.



## 2.2. Perceived convenience

Perceived convenience refers to the time and effort consumers save during the purchasing process (Pham *et al.*, 2018; Seiders *et al.*, 2007). Factors such as distance, scheduling inconsistencies, or limited payment options can present significant barriers, leading consumers to abandon a retailer in favor of a competitor (Keaveney, 1995; Rapp *et al.*, 2015).

In academic literature, perceived desirability is often examined as a mediating variable influencing purchase intention in retail contexts (Emrich *et al.*, 2015; Zhu *et al.*, 2018). In an omnichannel environment, perceived convenience is characterized by the ability to make purchases smoothly, easily, and effortlessly (Verhoef *et al.*, 2015), which significantly impacts consumers' purchasing intention (Clemes *et al.*, 2014; Mpinganjira, 2015).

Previous research has demonstrated that simplifying the purchasing process enhances convenience, increases user satisfaction, and ultimately drives purchase decisions (Emrich *et al.*, 2015; Zhu *et al.*, 2018). Moreover, Haley (1968) emphasized the importance of segmenting markets based on specific benefits sought by consumers. This approach enables companies to enhance customer satisfaction, boost sales, and establish a sustainable competitive advantage.

## 2.3. Perceived variety

Perceived variety refers to consumers' assessment of the number and diversity of available products (Emrich *et al.*, 2015). Retailers' distribution strategies should focus not only on replenishing inventory but also on ensuring accurate and efficient order fulfillment (Prassida & Hsu, 2022). This guarantees that consumers receive the necessary information to form an accurate perspective of the variety offered by the retailer (Mejía *et al.*, 2021).

Additionally, perceived variety is considered a key consumer benefit and is often studied as an intermediate variable influencing purchase intention (Emrich *et al.*, 2015; Zhu *et al.*, 2018).

In an omnichannel purchasing process, having access to a broad selection of products can facilitate decision-making and enhance the shopping experience (Bilgicer *et al.*, 2015; Kahn & Wansink, 2004). Furthermore, researchers suggest that expanding information channels can increase perceived variety, thereby positively affecting purchase intention (Omar *et al.*, 2023; Zhu *et al.*, 2018).

## 2.4. Purchase Intention

Purchase intention is defined as the conscious decision to buy from a certain brand (Lewandowska *et al.*, 2018; Spears & Singh, 2004). Similarly, Chang and Wu (2016) conceptualize omnichannel purchase intention as a person's decision to purchase products or services provided by a store with multiple sales channels.

Consumers' purchase intention is influenced by the quality of the retailer's omnichannel experience (Frasquet *et al.*, 2019; Kazancoglu & Aydin, 2018; Picot-Coupey *et al.*, 2016). In general, this quality and adaptation are the main elements impacting purchase intention and determining the success of an omnichannel business (Saghiri *et al.*, 2018; Yurova *et al.*, 2017). Therefore, it is essential for companies to understand customers' expectations regarding the omnichannel experience and provide them with appropriate service (Harrigan *et al.*, 2018; Shi *et al.*, 2020).

Regarding previous studies, authors such as Emrich *et al.* (2015) affirm that the perception of purchasing benefits, such as variety and perceived convenience, in addition to the channel structure, mediate purchase intention (Gao *et al.*, 2021). Other authors have discovered that these perceptions not only have an impact but also alter the purchasing process (Borle *et al.*, 2005; Ophuis & Van Trijp, 1995).

This research is organized as follows. First, the five omnichannel dimensions are conceptualized as a theoretical model called omnichannel experience, with a specific focus on the retail sector. Then, the role of consumer benefits, such as perceived variety and perceived convenience, in relation to omnichannel experience is analyzed. Furthermore, purchase intention is examined through consumer benefits and omnichannel experience.

The development of the quantitative method, the theoretical model from the consumer's perspective, and the adjustment of the scales are presented below. The model of Shi *et al.* (2020) was adapted for the omnichannel dimensions, along with the consumer benefits framework of Emrich *et al.* (2015) and the purchase intention model of Zhu *et al.* (2018). Finally, the data were analyzed, relevant factors were identified, and conclusions, limitations, and possible directions for future research were provided.

## 3. HYPOTHESIS FORMULATION

### 3.1. Relationship between omnichannel experience and perceived convenience

Omnichannel retailers tend to focus on their customers' expectations regarding physical and digital channels, leading them to make significant investments in the development and improvement of these integrated channels (Banik & Gao, 2023; Muchardie *et al.*, 2023). That is, they concentrate their efforts on increasing the convenience, simplicity, and coherence of their sales strategy (Chang & Li, 2022).

Thus, retailers can establish a solid relationship with consumers by developing a consistent and customized information service that is accessible across all channels (Lim *et al.*, 2022). This facilitates customers' perception of a well-structured and coherent omnichannel environment, making their purchasing process more convenient (Sun *et al.*, 2020).

Based on these research findings, the following hypothesis is proposed:

*H1. The omnichannel experience has a direct impact on perceived convenience.*

### 3.2. Relationship between omnichannel experience and perceived variety

The omnichannel consumer experience is based on the integration of several aspects, such as stock structure, order fulfillment, and the variety and availability of inventory (Goedhart *et al.*, 2023; Zhang *et al.*, 2018). Without effectively integrating these elements, consumers may question retailers' ability and capacity, negatively affecting satisfaction during the purchasing process (Li *et al.*, 2018).

Therefore, this structure must be strengthened, as consumers use the available information available to assess perceived variety (Mejía *et al.*, 2021). Studies have shown that good omnichannel integration encourages customers to make repeat purchases and recommend the brand to others (Xie *et al.*, 2023). Furthermore, Alang and Nguyen (2022) argue that buyers in an omnichannel environment can easily search for a product across the retailer's different channels, reinforcing consumers' perception of variety.

Based on these research findings, the following hypothesis is proposed:

*H2. The omnichannel experience has a direct influence on perceived variety.*

### 3.3. Relationship between omnichannel experience and purchase intention

During the omnichannel purchasing process, consumers choose the most convenient channel, allowing them to switch between channels without difficulty and contributing to a smooth shopping experience. This experience provides the retailer with a competitive advantage over competitors (Gao & Huang, 2021; Rakhmanita *et al.*, 2023).

Furthermore, a positive first omnichannel experience creates a differential advantage, encouraging consumers to make repeat purchases, provided that the retailer develops digital strategies that enable purchasing from any device (Cuesta *et al.*, 2023).

Based on these research findings, the following hypothesis is proposed:

*H3. The omnichannel experience has a direct influence purchase intention.*

### 3.4. Relationship between perceived convenience and purchase intention

Convenience enhances the consumer experience through integrated channels, both in product presentation and in the range of services offered, thereby increasing the likelihood of purchase. This is achieved through standardized distribution and the ability to make returns, which facilitates the purchasing process (Mirzabeiki & Saghiri, 2020).

Similarly, the omnichannel shopping experience and retailers' sales success depend on their ability to seamlessly integrate different channels as a key step in maintaining competitiveness (Pantano & Viassone, 2015). Moreover, time saving is one of the main advantages of omnichannel shopping, along with the ease of making returns (Sombultawee & Wattanatorn, 2022).

Based on these research findings, the following hypothesis is proposed:

*H4. Perceived convenience has a direct impact on purchase intention.*

### 3.5. Relationship between perceived variety and purchase intention

The variety offered by today's retailers is mediated by logistics and supply chains, which are key elements of any successful omnichannel strategy. The ability to effectively manage supply

and inventory in an integrated manner across channels has a significant impact on the purchase intention of omnichannel consumers (Ben *et al.*, 2022; Lin *et al.*, 2022).

In this context, the omnichannel experience depends largely on consistency between channels, as this allows that the range of products, special sales, and services are displayed clearly, using the same information at all points of contact with the consumer (Alang & Nguyen, 2022; Cocco & Demoulin, 2022).

Based on these research findings, the following hypothesis is proposed:

*H5. Perceived variety has a direct impact on purchase intention.*

Subsequently, the conceptual framework of this study, based on the proposed hypotheses, is presented.

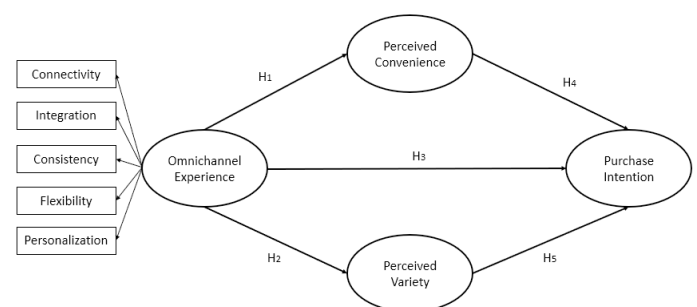


Figure 1

#### Research model

Source: Own elaboration based on theoretical review.

## 4. METHODOLOGY

### 4.1. Method

To address the study objective, a structured research study was conducted with a quantitative approach, allowing hypotheses to be tested and results to be obtained that can serve as a basis for future adaptations and studies. The scope was explanatory in nature, as it allowed the determination of the causes of the relationship between one or more variables and the conditions under which they occurred. The sampling method used was non-probabilistic, which helped control characteristics, reduce time, and identify the individuals who would participate in the research study. The study population consisted of individuals residing in Metropolitan Lima who are of legal age and were filtered based on their purchasing behavior. This means they had made online purchases with in-store pickup and/or home delivery and had also shopped in physical stores after visiting the websites of various retailers applying omnichannel methods (Falabella, Oechsle, Ripley, Sodimac, and Promart) within the last six months. These companies were selected due to their market prominence and status as industry standards. In Peru, they are also implementing omnichannel strategy, utilizing multiple channels to market and promote their business in a fluid and consistent manner.

The sample population comprised 452 individuals, of whom 420 responses were deemed valid following the elimination of

responses that lacked complete information or had significantly lower response times than the mean. The sample was nearly evenly split between men (49.76%) and women (50.24%). In terms of age, the largest group of participants was between 18 and 35 years old, making up 57.38% of the total respondents. Similarly, when asked to choose their preferred channel, 71.19% selected both the website and the physical store. Regarding the amount spent, the second spending range, from PEN 101 to PEN 300, was predominant, representing 59.52% of the total.

The data was collected using a self-administered online questionnaire via the QuestionPro platform, recognized for its effectiveness in gathering self-reported data. The survey was distributed through key social networks such as Facebook, LinkedIn, and Instagram, where a high proportion of omnichannel shoppers are concentrated. The entire data collection process strictly followed protocols to ensure participant anonymity and response reliability. The methodological process is shown in Table 3.

Table 3  
Design summary

Focus	Quantitative
Location	Peru
Population	People with omnichannel experience
Sample size	420 people
Sample design	Non-probabilistic sampling
Data collection method	Online
Statistical technique	SEM (structural equation modeling)
Statistical software	SmartPLS 3.2.8

Source: Own elaboration.

#### 4.2. Measurements

The indicators for each of the variables were adapted from measurement scales used in previous studies and translated from English into Spanish. A pilot test was then conducted on 30 shoppers with omnichannel experience to assess whether the language adaptation was understandable according to local criteria.

The instrument was divided into three sections. The first section comprised survey screening questions to confirm that respondents had recent omnichannel shopping experiences. This was followed by questions on demographic profiles and purchasing

behavior. Finally, the scales measuring the dimensions of the omnichannel experience (OEX) were adapted from [Shi et al. \(2020\)](#): Connectivity (CON) with six indicators, integration (INT) with four indicators, Consistency (CONS) with five indicators, Flexibility (FLE) with three indicators, and Personalization (PER) with four indicators. Consumer benefits, as well as perceived convenience and perceived variety, were taken from [Emrich et al. \(2015\)](#), each measured with three indicators. Purchase intention (PI) was adapted from [Zhu et al. \(2018\)](#) and included three indicators. All indicators were measured using a 7-point Likert scale, where 1 corresponded to “strongly disagree” and 7 to “strongly agree.”

## 5. RESULTS

In order to answer the hypotheses, a PLS-SEM model was developed. It is a multivariate analysis technique for complex latent variables, designed to test structural models and explain variance in the dependent variables ([Henseler et al., 2014](#)). The study used the SmartPLS 3.3.8 software.

Because the OEX is a higher-order reflective construct, a two-stage approach was adopted. Thus, the model was assessed in three stages: reliability analysis of the first-order model, reliability analysis of the second-order model, and structural model assessment ([Sarstedt & Cheah, 2019](#)).

#### 5.1. Analysis of the first-order measurement model

First, the reliability analysis of the individual loadings for each item was conducted using the criterion of [Hair et al. \(2019\)](#), that the loadings should be greater than 0.7 and that every loading less than 0.4 should be excluded. The results presented in Table 4 demonstrate values that comply with this standard.

Construct reliability was gauged using Cronbach's alpha and composite reliability metrics, adhering to the criteria established by [Fornell and Larcker \(1981\)](#), who state that the value should be equal to or greater than 0.70 to be considered reliable. As shown in Table 4, both instrument analyses fall within the established ranges. Moreover, convergent validity was analyzed through the average variance extracted (AVE), which should be equal to or greater than 0.5 ([Hair et al., 2019](#)). As shown in Table 4, the values indicate high levels of convergent validity.

Table 4  
Reliability and validity of the first-order model

	Loadings	Cronbach's alpha	rho_A	Composite reliability (CR)	Average variance extracted (AVE)	VIF
CON1	0.726	0.861	0.862	0.896	0.591	2.548
CON2	0.728					
CON3	0.735					
CON4	0.834					
CON5	0.801					
CON6	0.784	0.812	0.815	0.870	0.575	2.407
CONS1	0.631					
CONS2	0.764					
CONS3	0.840					
CONS4	0.765					



	Loadings	Cronbach's alpha	rho_A	Composite reliability (CR)	Average variance extracted (AVE)	VIF
CONS5	0.778					
FLE1	0.802					
FLE2	0.831	0.763	0.763	0.864	0.679	2.518
FLE3	0.838					
INT1	0.700					
INT2	0.787	0.793	0.796	0.866	0.620	2.716
INT3	0.872					
INT4	0.780					
PER1	0.809					
PER2	0.847	0.850	0.854	0.899	0.691	2.548
PER3	0.876					
PER4	0.789					
PI1	0.859					1.844
PI2	0.899	0.847	0.849	0.908	0.766	2.387
PI3	0.867					2.121
PC1	0.823					1.517
PC2	0.834	0.808	0.814	0.886	0.722	1.973
PC3	0.890					2.229
PV1	0.840					1.664
PV2	0.879	0.824	0.825	0.895	0.740	2.209
PV3	0.860					1.956

Note: CON = Connectivity; CONS = Consistency; PC = Perceived Convenience; FLE = Flexibility; INT = Integration; PI = Purchase Intention; PER = Personalization; PV = Perceived Variety

Source: Own elaboration based on estimation results in Smart PLS 4.0.

Finally, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) correlation coefficient, as established by [Henseler et al. \(2014\)](#), which applies a more sensitive simulation criterion. The results in Table 5 show that all values are below 0.9, thus confirming adequate discriminant validity.

Table 5  
Discriminant validity of the first-order model

	CON	CONS	PC	FLE	PI	INT	PER	PV
CON								
CONS	0.805							
PC	0.652	0.695						
FLE	0.822	0.867	0.623					
PI	0.637	0.646	0.489	0.670				
INT	0.863	0.831	0.656	0.782	0.615			
PER	0.780	0.727	0.647	0.837	0.661	0.857		
PV	0.743	0.713	0.692	0.762	0.692	0.751	0.722	

Source: Own elaboration based on estimation results in Smart PLS 4.0.

## 5.2. Analysis of the second-order measurement model

Once the reliability and validity of the first-order model had been verified, the next step was to validate the higher-order model through the OEX variable. In this case, consistent PLSc-SEM estimation was used, as it provides an effective solution for addressing issues related to consistency, the coefficients of the relationships between variables, and the correlations between constructs, there-

by reducing both parameter overestimation and underestimation ([Dijkstra & Henseler, 2015](#)). Consequently, PLSc was chosen as the primary approach for parameter estimation in this study. Cronbach's alpha (0.908) and composite reliability (0.908) were above 0.70. The convergent validity (AVE = 0.663) exceeded the threshold of 0.5, as recommended by [Dijkstra and Henseler \(2015\)](#). Therefore, the reliability and validity of OEX were verified.

Finally, discriminant validity was assessed using the HTMT for all constructs in the second-order model. Table 6 shows that the values are below 0.9 ([Henseler et al., 2014](#)), thus confirming the discriminant validity of second-order model.

Table 6  
Discriminant validity of the second-order model

	PC	OEX	PI	PV
PC				
OEX	0.722			
PI	0.489	0.718		
PV	0.692	0.820	0.692	

Source: Own elaboration based on estimation results in Smart PLS 4.0.

## 5.3. Analysis of the structural model

First, the measurement scale was validated, and the structural model was analyzed to verify the hypotheses proposed through the algebraic sign, magnitude, and statistical significance of the path coefficients, beta,  $R^2$  (coefficients of determination), and  $f^2$  (effect size) ([Hair et al., 2019](#)).

Any presence of approximate multicollinearity was ruled out using the VIF (variance inflation factor). Table 1 shows values lower than 5, thus confirming the absence of multicollinearity (Hair *et al.*, 2019).

Analysis of the coefficient of determination ( $R^2$ ) shows that the proposed model has a remarkable explanatory capacity. Specifically, the results indicate that the OEX explains 52.3% of the variance in PC and 67.6% of the variance in PV. Additionally, 55.6% of the variance in PI can be attributed to the combination of OEX, PC, and PV. These results highlight the robustness of the model in capturing the relationships between the variables studied, supporting its applicability in similar contexts (Cohen, 1988).

The PLSc algorithm was applied, followed by bootstrapping with 5,000 subsamples and a p-value of less than 0.005 to determine the path coefficients and their respective levels of significance (Dijkstra & Henseler, 2015).

The results presented in Table 7 highlight the importance of the coefficients estimated in the model. First, the OEX shows an effect on PC, with a positive coefficient of  $\beta = 0.723$  and a significance of  $P = 0.000$ , supporting hypothesis H1. Similarly, OEX impacts PV, with a positive coefficient of  $\beta = 0.822$  and  $P = 0.000$ , thus confirming hypothesis H2. Furthermore, OEX also influences PI, as shown by the values ( $\beta = 0.512$ ;  $P = 0.000$ ). However, the analysis indicates that the effect of PC on PI is neither positive nor significant ( $\beta = -0.124$ ;  $P = 0.168$ ), leading to the rejection of hypothesis H4. Finally, PV affects PI, with a positive coefficient of  $\beta = 0.359$  ( $P = 0.000$ ).

Table 7  
Results of the structural model

		Beta	T statistics	P-values Sig. less than 0.05	Hypotheses	f <sup>2</sup>
H1	OEX -> PC	0.723	18.963	0.000	Accepted	1.094
H2	OEX -> PV	0.822	26.558	0.000	Accepted	2.089
H3	OEX -> PI	0.512	4.127	0.000	Accepted	0.164
H4	PC -> PI	-0.124	1.379	0.168	Rejected	0.015
H5	PV -> PI	0.359	2.620	0.000	Accepted	0.088

Source: Own elaboration based on estimation results in Smart PLS 4.0.

#### 5.4. Mediated analysis

This study also analyzed the mediating effect of PC and PV on the relationship between OEX and PI to understand how these variables explain the relationship between the proposed variables in the omnichannel context. To assess the mediating role of PC and PV, the approach proposed by Nitzl *et al.* (2016) was applied. This approach includes the calculation of indirect effects, the evaluation of the significance of these effects through bootstrapping, and the determination of mediation type and size.

The first step was to calculate the direct effect of OEX on PI in the absence of intermediaries. The results showed that the direct effect of OEX on PI is significant, with a coefficient of  $\beta = 0.512$  and  $p < 0.000$ , suggesting a direct relationship between the two (H3). However, when the mediating variables PC and

PV were introduced, the direct relationship between OEX and PI decreased, indicating that a significant part of OEX's influence on PI is explained by the mediating variables. The next step was to calculate the indirect effects of OEX on PI through PC and PV. The analysis of the indirect effect of OEX on PI through PC resulted in a negative value:

$$\beta = 0.723 \times \beta = -0.124 = \beta - 0.0897$$

This suggests a negative indirect effect, although this result is not significant, as the direct relationship between PC and PI was rejected. Therefore, this indirect effect is not relevant in the model.

In contrast, the indirect effect of OEX on PI through PV was positive and significant, calculated as:

$$\beta = 0.822 \times \beta = 0.359 = \beta = 0.295$$

This result highlights the key role of PV as a mediator in the relationship between OEX and PI, indicating that OEX affects the behavioral intentions of omnichannel consumers indirectly through value perceptions.

Finally, the total effect of OEX on PI was calculated by adding the direct and indirect effects. The direct effect of OEX on PI is  $\beta = 0.512$ , while the significant indirect effect through PV is  $\beta = 0.295$ . Thus, the total effect is:

$$\beta = 0.512 + \beta = 0.295 = \beta = 0.807$$

This indicates that OEX has a significant total effect on PI. H3 is thus accepted, as the direct effect is significant and the indirect effect through PV is also significant.

#### 5.5. Measurement of VAF mediation

The VAF is calculated as the ratio between the total indirect effect and the total effect. It is interpreted as follows: if the VAF is less than 0.20, there is no mediation; if it is between 0.20 and 0.80, there is partial mediation; and if it is greater than 0.80, there is full mediation.

In this study, the VAF was calculated as  $0.295/0.807 = 0.365$ , suggesting that the mediation of PV is partial in the relationship between OEX and PI. From these calculations, it can be seen that in the case of OEX -> PI, the indirect effect through PV represents approximately 36.5% of the total effect, while the direct effect accounts for 63.5%. The other hypotheses with direct effects and no mediators (OEX -> PC, OEX -> PV, and PV -> PI) have direct effects of 100%.

This means that although the direct relationship between OEX and PI remains significant, an important part of this effect is conveyed through PV, indicating that perceived variety is a relevant mediator but not the only one.

Subsequently, the effect size ( $f^2$ ) was evaluated to examine the strength of the relationship between the constructs. According to Cohen (1988), the values of  $f^2$  are interpreted as follows: 0.02 represents a small effect, 0.15 a medium effect, and 0.35 a substantial effect. The results of the effect size analysis in Table 7 show that the effect sizes of all the exogenous variables on their respective endogenous variables were positive and greater than 0.02, except for the effect of PC on PI.

## 6. DISCUSSION

This research work studies the relationship between the dimensions of the omnichannel experience and the perceived benefits of consumers in relation to their purchase intention within the retail omnichannel context. Based on the results, the following points are worth highlighting.

First, it was found that the omnichannel experience has a direct and significant impact on perceived convenience. This finding is consistent with the results of [Chang and Li \(2022\)](#), [Muchardie et al. \(2023\)](#), and [Sun et al. \(2020\)](#), who also conducted research in the retail sector, where sales channels are integrated consistently. However, [Ansari et al. \(2008\)](#) and [Zhu et al. \(2018\)](#) offer a different perspective, pointing out that in traditional contexts without digital integration, consumers do not perceive the benefits of saving time and effort. This suggests that unless retailers improve the efficiency of the purchasing process, consumers will not experience the convenience of the omnichannel experience. It is therefore recommended that management implement key technologies for omnichannel marketing and enhance the brand experience, such as databases with customer information, search and purchase history, and real-time chatbots.

Similarly, the relationship between the omnichannel experience and PV was verified with almost the same intensity, aligning with the findings of [Clemes et al. \(2014\)](#) and [Goedhart et al. \(2023\)](#), who based their studies on smaller-scale retail sectors, focusing on marketing strategies tailored to their target audience and their preferences in the purchasing process. However, [Mejía et al. \(2021\)](#) and [Prassida and Hsu \(2022\)](#) present a contrasting view, arguing that the organization of omnichannel strategies in certain retail sectors is not sufficiently integrated with consumer needs. In these cases, retailers limit themselves to marketing through a single channel, whether traditional or digital. Therefore, it can be concluded that consumers perceive greater connectivity, flexibility, and personalization of sales channels, as well as a wider variety of available products, as beneficial. Consequently, it is recommended that management reinforce communication and information integration within inventories and the supply chain by implementing tracking and tracing technologies throughout the entire process, especially after each purchase.

Similarly, the impact of the omnichannel experience on purchase intention was verified, aligning with the findings of [Gao and Huang \(2021\)](#), [Quach et al. \(2022\)](#), and [Rakhmanita et al. \(2023\)](#), who researched consumers in large-scale retail sectors. However, [Yin et al. \(2022\)](#), [Horáková et al. \(2022\)](#), and [Huang and Jin \(2020\)](#) claim the opposite, arguing that there is no significant impact on purchase intention in a monopolistic environment, as retailers do not adopt a competitive omnichannel approach and consumers are constantly migrating. This suggests that consumers respond favorably to purchasing as long as consistency and connectivity in information are maintained, along with the integration, flexibility, and personalization of available channels. Based on this, it is recommended that management develop physical and virtual showrooms with the help of AI, allowing consumers to carry out simulations using their own image. Additionally, the integration of payment methods—such as enabling payments directly linked to the application or website—is essential.

Moreover, it was found that perceived convenience has no direct or significant effect on purchase intention, consistent with the findings of [Kim et al. \(2023\)](#), who assert that the new generation, as digital natives, does not find having multiple interconnected and easy-to-use shopping channels particularly appealing or novel. This contradicts [Zhu et al. \(2018\)](#), who suggest that adding new channels increases the likelihood of purchase, depending on the age range of the audience surveyed. It can therefore be inferred that retailers sometimes fail to properly understand the profiles of their target audience, preventing them from effectively meeting their purchasing needs. Thus, it is recommended that management offer services more aligned with consumer expectations, encouraging participation and fostering the creation of personalized consumer experiences. An example of this would be displaying the most sought-after products both in physical stores and on the retailer's websites. This strategy could attract consumers who typically shop in physical stores to explore virtual stores and vice versa, as most consumers are willing to use two or more purchasing channels.

The proposed model emphasizes the importance of perceived variety as a driver of purchase intention. This is also evident in the studies of authors such as [Alang and Nguyen \(2022\)](#) and [Zhu et al. \(2018\)](#), which show that customers tend to make purchases when they perceive a greater range of products across available channels. This contrasts with the findings of [Wang et al. \(2016\)](#) and [Xie et al. \(2023\)](#), who claim that if the necessary information is available in just one channel, purchase intention decreases ([Hu et al., 2023](#); [Timoumi et al., 2022](#)). In this context, management is advised to implement a user experience that allows consumers to filter the retailer's product stock according to characteristics, attributes, and features. This would not only enhance consumer perception but also increase actual purchase intention.

To conclude, the relationships between the five dimensions of the omnichannel experience and consumer benefits, variety, and perceived convenience were analyzed, followed by their impact on purchase intention. It was found that retailers who implement strategies to enhance the omnichannel experience, while considering consumer perception, are more likely to increase sales and gain a competitive advantage.

## 7. IMPLICATIONS

Based on research on existing literature, the main theoretical contribution of this article lies in verifying the relationship between omnichannel dimensions—considered as an integrated variable called the omnichannel experience and consumer benefits (perceived variety and perceived convenience) in relation to purchase intention.

Previous studies analyze omnichannel retail in fragmented parts; therefore, this research seeks to expand the existing literature by conducting a multidimensional analysis of omnichannel variables in relation to consumer benefits and purchase intention. This approach addresses a notable limitation in the literature, as most available studies consider only three dimensions of omnichannel retail ([Lee et al., 2017](#); [Wang et al., 2016](#)). However, the present study incorporates five dimensions, contributing to consumer knowledge and marketing strategies within an

omnichannel environment. It also highlights the implications of this study and builds upon the research conducted by [Chang and Wu \(2016\)](#), [Quach et al. \(2022\)](#), and [Shi et al. \(2020\)](#) in different contexts, particularly in relation to emerging markets.

In terms of practical implications, this study was conducted within a local omnichannel context and represents a significant advancement in research on the retail consumer experience, addressing an ongoing area of exploration. The findings suggest that an effective omnichannel experience positively impacts sales, providing retailers with an opportunity to enhance this experience and thereby increase purchase intention ([Alang & Nguyen, 2022](#)). Therefore, omnichannel managers are advised to optimize connectivity across all channels to ensure seamless integration and minimize disruptions in the purchasing process. Furthermore, it is essential to ensure consistency in communication by providing customers with truthful, accurate, and reliable information and facilitating seamless interactions across all channels to prevent customer service issues. Flexibility is also a key aspect, which entails offering diverse purchasing options, such as multiple payment solutions, as suggested by [Shen et al. \(2018\)](#). This integration should encompass both channels and payment alternatives, ensuring a coherent and smooth promotional experience, including on social networks. Given that younger generations are digital natives, the lack of interconnection between physical and digital channels, as well as the absence of consistent communication, represents a competitive disadvantage in today's market; in fact, most consumers prefer to use multiple channels ([Kim et al., 2023](#)). Finally, it is essential that omnichannel retailers adopt the latest AI technologies to adapt to and anticipate customer preferences. By leveraging algorithms based on browsing histories, retailers can offer personalized promotions and recommendations that enhance the shopping experience. Regarding perceived variety, it is advisable to maintain a broad and diverse stock to facilitate product selection, coupled with an efficient payment process that saves time, thus providing a successful and integrated shopping experience, as proposed by [Alexander and Kent \(2022\)](#).

## 8. LIMITATIONS AND FUTURE RESEARCH

With regard to the limitations of the present study, the main constraint is that it is a non-probabilistic study. Furthermore, there is a paucity of studies validating the relationships previously proposed in the model, given that the Peruvian context is a developing market in terms of omnichannel retail, with relatively few stores implementing this strategy. As a result, the limited number of stores restricts the scope of the study, consequently limiting the potential sample size for survey participation. Therefore, longitudinal research should be conducted to analyze market trends and retailer commitment within an omnichannel environment.

It is also recommended that the study be replicated in other countries in the region to determine whether the results remain consistent or, if they differ, to enable comparisons using a more probabilistic method. Expanding the sample size in a broader investigation would be ideal for future studies. Finally, it is advised that this study be replicated while assessing whether the variables should be retained or modified.

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## ANNEX 1

*Variables Indicators*

<b>Connectivity</b>	<b>CON1</b>	I can check product availability across different channels (website, app, physical store).
	<b>CON2</b>	I can access product information through multiple channels (website, app, physical store).
	<b>CON3</b>	I can verify in-store stock availability through online channels (website, app).
	<b>CON4</b>	My browsing experience is continuous and synchronized across different channels (website, app, physical store).
	<b>CON5</b>	My registered username is synchronized across multiple channels (website, app).
	<b>CON6</b>	My interactions with customer service are interconnected across different channels (website, app, physical store).
<b>Integration</b>	<b>INT1</b>	My search history is considered for each purchase across different channels (website, app).
	<b>INT2</b>	The quantity of products available is consistent across all channels (website, app, physical store).
	<b>INT3</b>	New products are launched simultaneously across different channels (website, app, physical store).
	<b>INT4</b>	Promotions and discounts are applicable across all channels (website, app, physical store).
<b>Consistency</b>	<b>CONS1</b>	Brand names and slogans remain consistent across different channels (website, app, physical store).
	<b>CONS2</b>	My impression of the sales service remains the same across all channels (website, app, physical store).
	<b>CONS3</b>	I receive consistent information across different channels (website, app, physical store).
	<b>CONS4</b>	Product quality remains the same across all channels (website, app, physical store).
	<b>CONS5</b>	Service performance is equally effective across different channels (website, app, physical store).
<b>Flexibility</b>	<b>FLE1</b>	I can choose between different channels for specific services (e.g., delivery, after-sales support).
	<b>FLE2</b>	After-sales service is available across multiple channels (website, app, physical store).
	<b>FLE3</b>	I can perform various actions through my preferred channels (e.g., purchase options, order tracking).
<b>Customization</b>	<b>PER1</b>	My purchase recommendations are based on my purchase history and personal information.
	<b>PER2</b>	Discounts and purchasing privileges are offered based on my purchase history and personal information across different channels (website, app, physical store).
	<b>PER3</b>	Websites are personalized based on my purchase history and personal information across different channels (website, app, physical store).
	<b>PER4</b>	Member rewards (e.g., CMR points, bonus points) are offered based on my purchase history across different channels (website, app, physical store).
<b>Perceived convenience</b>	<b>PC1</b>	In general, I can select a product quickly and easily in any format (both physical and virtual).
	<b>PC2</b>	Choosing a product requires minimal time and effort in both physical and virtual stores.
	<b>PC3</b>	It is easy to find the product I am looking for, whether in a physical or virtual store.
<b>Perceived variety</b>	<b>PV1</b>	There is a wide variety of products available in stores (both physical and virtual).
	<b>PV2</b>	The product stock in stores (both physical and virtual) offers me a broad selection to choose from.
	<b>PV3</b>	The products stock in stores provides me more ways to enjoy my shopping experience (both physical and virtual).
<b>Purchase intention</b>	<b>PI1</b>	I prefer stores that offer multiple purchasing channels (website, app, physical store).
	<b>PI2</b>	I would prefer to buy products from stores that expand their purchasing channels in the coming years (website, app, physical store).
	<b>PI3</b>	I would recommend this store because of the benefits it offers through its new channels (physical and digital).