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Evaluating the Impact of Omnichannel Integration as a Digital Business Innovation for Enhancement of Purchase Intention

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Peer Review Information	Abstract
<p>Submission: 10 Feb 2026 Revision: 22 Feb 2026 Acceptance: 03 March 2026</p>	<p>An essential digital business innovation that aims to increase retail accuracy and improve customer experience is omni-channel integration, which is the seamless fusion of online and offline channels. Instead of analyzing moderating effects of digital readiness and product category, the direct influence of customer purchase intention is studied. The study empirical analysis provides practical suggestions for stores pursuing long-term success through technology integration. The objective for the study is a demographic profile with percentages and weighted mean, the relationship between Omni-channel Integration and Purchase Intention and the impact of Omni-channel Integration and Purchase Intention. A structured questionnaire is framed to collect the data from the respondents. The Primary Data was collected from 100 respondents, both male and female, in the city of Chennai. The weighted mean, percentage analysis (Gender, Age, Occupation and Annual Income), Correlation and Regression tools are used to find out the results. The result shows that Omni-channel Integration is the main reason for Purchase Intention; it shows that the evaluation the impact in Digital Business Innovation by Omni-channel Integration to Purchase Intention.</p>
<p>Keywords</p> <p><i>Omni-channel Integration, Purchase Intention, Digital Business Innovation, Retail Productivity, Consumer Behavior.</i></p>	

Introduction

Over the last decade, the retail market has shifted from traditional conventional physical stores to multi-channel and now omni-channel. Rapid growth in digitalization shifts the consumer habits and the needs are adaptable and customised shopping experience are the main drivers of this change. In Sustainable Development Goal; it directly aligns with the pillar of "Business Innovation: Digital Solutions that Boost Productivity". Omni-channel models contribute to economic endurance and growth by optimising processes and maximising resource use. They facilitate retailers from large enterprises to small and medium-sized

businesses. Consumer purchase intention is a crucial indicator of actual purchasing behaviour is increasingly altered by the extent of channel integration. In conformity with Sustainability Development Goal, it seeks to offer insights about how to use seamless shopping experiences to boost both competitive advantage and prosperity for future generations.

Need For the Study

This study is essential due to a lack of empirical research on the direct effect of omni-channel integration on purchase intention in the Indian urban retail sector. It covers a critical void by explicitly defining omni-channel strategy as a

digital business innovation that aligns with sustainability development goal aim of increasing productivity for future development. The findings will give retailers with concrete insights to improve customer experience and sales, as well as contribute to the academic literature on technology driven consumer behaviour in emerging markets.

Objectives of the Study

1. To study the Demographic Profile of the respondents
2. To analyze the relationship between Omni channel Integration and Purchase Intention
3. To examine the impact of Omni channel Integration towards Purchase Intention

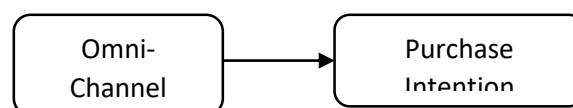
Review of Literature

Liu et al., (2023) In agricultural retailing, factors such as shopping costs, reference groups, online reviews, and perceived risk influence omni-channel purchase intention. Perceived value mediates these relationships, offering insights for sustainable omni-channel strategies. **Cattapan et al., (2022)** During COVID-19, integrated product, price, promotion, and service information reduced perceived risk among luxury fashion buyers. This increased satisfaction and trust, ultimately strengthening purchase intention. **Chen et al., (2021)** Examination of six dimensions of channel integration promotion, pricing, transaction information, access, fulfilment, and service reveals that strong integration enhances adoption of flexible omni-channel options. Perceived value, behavioural control, and risk mediate these effects, while COVID-19 vulnerability moderates them. **Febrain et al., (2021)** Research in e-commerce demonstrates that customer satisfaction, eWOM, and brand equity directly influence purchase intention, while culture functions better as an independent variable rather than a moderator. This emphasizes the importance of customer experience and brand strength in digital retail. **Ongko et al., (2021)** Studies in the restaurant sector show that habit, hedonic motivation, facilitating conditions, and personal innovativeness affect omni-channel purchase intention. Both technology readiness and experiential factors play key roles in consumer engagement. **Hossain et al., (2020)** Research in banking highlights that high-quality omni-channel integration improves customer experiences across channels. Enhanced integration quality encourages cross-buying and increases overall customer value. **Zhang et al., (2018)** Studies using the SOR framework indicate that seamless channel integration

empowers consumers, fostering trust, satisfaction, and stronger purchase intentions. Consumer confidence increases when online and offline channels work together effectively. **Mosquera et al., (2017)** Omni-channel marketing is recognized as a retail revolution, unifying all channels to create seamless experiences. Clear distinctions from multi- and cross-channel strategies help guide research and managerial practices to boost customer engagement. **Rodriguez-Torrico et al., (2017)** Personal traits such as impulsiveness and need for touch shape device use in omni-channel shopping. Impulsive consumers favour mobile devices, whereas those needing tactile input rely more on online platforms for decision-making. **Juaneda Ayensa et al., (2016)** Research extending the UTAUT2 model shows that personal innovativeness, ease of use, and perceived security significantly drive omni-channel purchase intentions among Zara customers. This highlights the importance of smooth, secure, and innovative technology in shaping shopping behaviour.

Research Methodology

This descriptive quantitative study examines the relationship between omni-channel integration and purchase intention in digital business innovation enhancement. Convenience sampling was used to collect data from 100 respondents through a structured online questionnaire based on Min Zhang, Chengshang Ren, G. Alan Wang & He, Teerada Cattapan & Siwarit Pongsakornrunsilp and Angga Febrian & Muhtad Fadly.



Expect for the intermediary factors, this study has adopted the conceptual framework, factors combined as one word Omni-channel Integration which is Independent Variable and Dependent Variable is Purchase Intention by Teerada Cattapan & Siwarit Pongsakornrunsilp. To examine its enhancement through omni-channel integration as a form of digital business innovation within the sustainable retail landscape. In contrast, previous study has often emphasized intermediate variables as primary outcome.

Data Analysis and Interpretation

Percentage Analysis

The demographic factor for the study includes gender, age, occupation and annual income. A

simple method is used to find the demographic values.

Objective 1: To study the Demographic Profile of the respondents

Table 1: Demographic Profile

Demographic Variable	Category	Frequency (N=100)	Percentage (100%)
Gender	Male	28	28%
	Female	72	72%
Age	21-25 years	36	36%
	26-30 years	43	43%
	31-35 years	18	18%
	Above 36 years	3	3%
Occupation	Student	22	22%
	Home- Maker	8	8%
	Unemployed	4	4%
	Employed	66	66%
Annual Income	Below 3 Lakhs	22	22%
	4-5 Lakhs	38	38%
	6-7 Lakhs	24	24%
	8 Lakhs & Above	16	16%

Source: Primary Data

Table 1 indicates that the majority of the respondents are female, 72% and 28% of the respondents are male. According to the age group 43% of the respondents belongs to the age group of 26-30 years, followed by 36% of the respondents belongs to the age group of 21-25 years, followed by 18% of the respondents belongs to the age group of 31-35 years, followed by 3% of the respondents belongs to the age groups of Above 36 years. According to the Occupation 66% of the respondents are employed, 22% of the respondents are students, 8% of the respondents are homemakers and 4% of the respondents are Unemployed. According to the Annual Income, 38% of the respondents are

4-5 Lakhs, 24% of the respondents are 6-7 Lakhs, 22% of the respondents are below 3 Lakhs, 16% of the respondents are 8 Lakhs & above.

The next part of the analysis deals with determining weighted mean

Weighted Mean

A weighted mean is an average analyses that considers the relative significance or frequency of each value in a dataset. Unlike a basic mean, which assumes that all values are equal, it increases every value by its weight before averaging, rendering it suitable for surveys, grades or measures of different significance.

Table 2: Omnichannel Integration

S.No	Statements	Mean
1	The retailer seamlessly connects its online and offline channels	3.69
2	I can easily find the same promotions on the retailer's website as in their physical store	3.68
3	I can view my past purchases made both online and in-store in a single account history	3.57
4	I retailer provides a unified and frictionless shopping experience across all touchpoints	3.67
5	I feel the retailer uses technology effectively to blend online and offline shopping	3.89
Overall Weighted Mean		3.70

Source: Primary Data

The above Table 2 depicts the five statements that measure the Omni-channel integration of the respondents. The findings reveal that the respondents have almost agreed with all the statements since the weighted mean scores are above 3. The retailer uses technology effectively to blend online and offline shopping (weighted mean = 3.89) the retailer seamlessly connects its online and offline (weighted mean = 3.69) it can easily find the same promotions on the retailer's

website as in their physical store (weighted mean = 3.68) provides a unified and frictionless shopping experience across al touchpoints (weighted mean = 3.67) past purchases made both online and in-store in a single account history (weighted mean = 3.57). Thus, the findings revealed that omni-channel integration is the key for retailers to boost their productivity by implementing digital innovations.

Table 3: Purchase Intention

S.No	Statements	Mean
1	I intend to purchase from retailers that offer seamless online to offline shopping experiences	4.09
2	I am more likely to buy from a retailer that provides well-integrated omni-channel services	4.13
3	I would choose an omni-channel retailer over a single channel retailer for future purchases	4.22
4	I would recommend retailers with strong omni-channel integration to others	4.27
5	I perceive shopping with omni-channel retailers as beneficial and satisfying	4.26
Overall Weighted Mean		4.19

Source: Primary Data

The above Table 3 depicts the five statements that measure the purchase intention of the respondents. The findings reveal that the respondents have almost agreed with all the statements since the weighted mean scores above 4) recommend retailers with strong omni-channel integration to others (weighted mean = 4.27) shopping with omni-channel retailers as beneficial and satisfying (weighted mean = 4.26) choose an omni-channel retailer over a single channel retailer for future purchases (weighted mean = 4.22) more likely to buy from a retailer that provides well-integrated omni-channel services (weighted mean = 4.13) purchase from retailers that offer seamless online to offline shopping experiences (weighted mean = 4.09).

Thus, the findings revealed that purchase intention causes effective increase in productivity which is positive reflect for retailers. The next part of the analysis deals with determining the relationship among the factors of the study using correlation.

Correlation

Correlation defines the relationship of two variables; it describes the strength and direction of a relationship.

Objective 2: To analyse the relationship between Omni-channel Integration and Purchase Intention

Hypothesis H₀₁: There exists a significant relationship between Omni-Channel Integration and Purchase Intention

Table 4: Relationship between Omni-channel Integration and Purchase Intention

		Omni-channel Integration	Purchase Intention
Omni-channel Integration	Pearson Correlation	1	0.364**
	Sig. (2-tailed)		0.000
	N	100	100
Purchase Intention	Pearson Correlation	0.364**	1
	Sig. (2-tailed)	0.000	
	N	100	100

Source: Primary Data

Note: ** significant at the 0.01 level (2-tailed)

It can be inferred from Table 4 above that a significant positive relationship was found to exist between omni-channel integration and purchase intention at 1% level of significance, as $p < 0.01$. Thus, the hypothesis H01 is accepted. Therefore, there exists a significant relationship between omni-channel integration and purchase intention.

It can be inferred that the relationship between omni-channel integration and purchase intention was found to be highly correlated. The consumer is more involved with the digital innovation to purchase easily in one place, omni-channel integration helps the continuance of purchase at the same time knowing the updating of in-store.

The next part of the analysis deals with determining the impact of the factors on the study using Regression.

Regression

Regression analysis was undertaken to see if there is an influence between the variables impacting consumers purchase intention which enhance the digital business innovation in sustainability development goals 8 to boost productivity.

Objective 3: To examine the impact of Omni-channel Integration towards Purchase Intention
Hypothesis H02: There exists a significant impact of the Omni-Channel Integration on Purchase Intention.

TABLE 5: Regression Analysis of Omni-channel Integration towards Purchase Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	3.157	0.272		11.621	0.000**
Omni-Channel Integration	0.280	0.072	0.364	3.874	0.000**
R ² Value	0.133				
F Value	15.008				
P Value	0.000				

Source: Primary Data

Dependent Variable: Purchase Intention

Note: ** significant at the 0.01 level (2-tailed)

From Table 5 above, it can be inferred that only 13% ($R^2=0.133$) of the variance in purchase intention is explained by the omni-channel integration. These results show a significant positive impact on omni-channel integration in purchase intention at 1% level of significance since $p < 0.01$. it shows the acceptance of the hypothesis H01. omni-channel integration (0.280) has emerged influentially significant positive impact on purchase intention. A business digital innovation is needed for enhancement of purchase intention.

Limitation of the Study

- Number of respondents in the study was 100, the results may not be as applicable to the whole study about omni-channel integration as a digital business innovation for enhancement of purchase intention
- The data was collected from a particular area and consumer perceptions may differ based on cultures or regions
- The study focused only on omni-channel integration outcome in purchase intention, it not fully delivered the real-

world consumer actions or long-term brand loyalty outcome.

Future Research

- The present study was conducted within Chennai City; future research can expand the geographical scope by adopting a state-wise or multi-state approach to enhance the generalisability of the findings.
- The study focused on limited factors related to omni-channel and purchase intention, future studies can discuss a wide range of variables and moderating factors to provide a more comprehensive understanding of consumer intention in the purchase of omni-channel integration as a digital business innovation in enhancement.

Conclusion

This study indicates that omni-channel integration significantly boosts customer purchase intention, demonstrating it as a successful digital business innovation that coincides with sustainable development goals 8's productivity and growth goals. Despite the restricted sample size, the findings provide retailers with a strong reason for pursuing seamless channel integration to foster consumer engagement and generate long-term sales. Future studies should look at distinct circumstances and subsequent behavioural implications. Finally, omni-channel strategy approaches as an essential component of futuristic, agile retail structures.

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