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FACTORS AFFECTING CONSUMERS' TECHNOLOGY ACCEPTANCE AND USE ON BEHAVIOURAL INTENTION IN OMNICHANNEL RETAILING

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ABSTRACT

Technology, which has effects in every field, also affects how businesses reach consumers in the retailing sector and the shopping journey of the consumers. In this sense, a concept that has emerged in recent years is omnichannel retailing. Omnichannel retailing is a channel structure that integrates traditional and digital channels. The acceptance and use of this omnichannel channel structure by consumers are crucial for the omnichannel retailing channel's success. This study aims to reveal the factors affecting consumers' behavioural intention and use behaviour on the omnichannel retailing channel and their effect levels. The research was conducted between 16-31 December 2019 on university students who are known to be tech-savvy. Structural Equation Modeling (SEM) analysis was used to test the research model. As a result of the analysis, it was found that facilitating conditions, hedonic motivation, habit, perceived security, and personal innovativeness factors have a positive effect on consumers' behavioural intention to use omnichannel retailing. Mainly, the effect of consumers' innovativeness and facilitating conditions for using omnichannel retailing on their behavioural intention to use was found to be much higher than other factors. This result shows that business managers who plan to use omnichannel retailing should primarily select innovative consumers in the market as the target market, and provide the facilitating conditions for these consumers to use omnichannel retailing. The results of the research reveal the necessity of researching not only the technical infrastructure but also the characteristics of the target market and the factors that affect the intention to use while transitioning to the omnichannel structure of the retailers.

Keywords:

Retailing,
Omnichannel,
Technology Acceptance Model,
UTAUT2,
Structural Equation Modelling

JEL Codes:

M30,
M31,
M39

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BÜTÜNCÜL PERAKENDECİLİKTE TÜKETİCİLERİN DAVRANIŞSAL NİYETİ ÜZERİNDE TEKNOLOJİ KABUL VE KULLANIMINI ETKİLEYEN FAKTÖRLER

ÖZ

Her alanda etkileri olan teknoloji, perakendecilik sektöründe işletmelerin tüketicilere ulaşma kanallarını ve tüketicilerin alışveriş yolculuğunu da etkilemektedir. Bu anlamda son yıllarda ortaya çıkan bir kavram da bütüncül kanal perakendeciliğidir. Bütüncül kanal perakendeciliği, geleneksel ve dijital kanalların entegre edildiği bir kanal yapısıdır. Bütüncül kanal perakendeciliğinin başarılı olmasında, bu kanal yapısının tüketiciler tarafından kabul ve kullanımı çok önemlidir. Bu çalışma, bütüncül kanal perakendeciliği kullanmaya yönelik tüketicilerin davranışsal niyetini ve kullanma davranışı etkileyen faktörleri ve etki düzeylerini ortaya koymayı amaçlamaktadır. Araştırma, teknolojiye yatkın olduğu bilinen üniversite öğrencileri üzerinde 16-31 Aralık 2019 tarihleri arasında gerçekleştirilmiştir. Araştırma modelinin test edilmesinde Yapısal Eşitlik Modellemesi (YEM) analizi kullanılmıştır. Analiz sonucunda, kolaylaştırıcı koşullar, hazcı motivasyon, alışkanlık, algılanan güvenlik ve kişisel yenilikçilik faktörlerinin tüketicilerin bütüncül kanal perakendeciliğini kullanmaya yönelik davranışsal niyeti üzerinde pozitif etkiye sahip olduğu bulunmuştur. Özellikle, tüketicilerin yenilikçilik düzeylerinin ve bütüncül perakendeciliği kullanmaya yönelik kolaylaştırıcı koşullarının kullanma niyeti üzerindeki etkisi diğer faktörlere göre çok daha yüksek bulunmuştur. Bu sonuç, bütüncül kanal perakendeciliğini kullanmayı planlayan işletme yöneticilerinin, öncelikli olarak pazardaki yenilikçi tüketicileri hedef pazar olarak seçmeleri ve bu özellikteki tüketicilerin bütüncül kanal yapısını kullanabilmesi için gerekli koşulları sağlamaları gerektiğini göstermektedir. Araştırma sonuçları perakendecilerin bütüncül kanal yapısına geçerken sadece teknolojik alt yapıyı değil, hedef pazarın özelliklerini ve kullanma niyetini etkileyen faktörleri de araştırması gerekliliğini ortaya koymaktadır.

Anahtar Kelimeler:

Perakendecilik,

Omnichannel,

Teknoloji Kabul Modeli,

UTAUT2,

Yapısal Eşitlik Modeli (SEM)

JEL Kodları:

M30,

M31,

M39

1. INTRODUCTION

Today, young consumers who grow up with technology have access to more comprehensive technology than previous generations (Cook, 2014). The developments in technology have led to the development of online channels and the digitalisation processes, causing the retail sector to change dramatically over the past two decades (Verhoef et al., 2015). With this development process, consumers' buying behaviour has changed, and digital services usage rates have increased. This development led retailers to rethink their services (Peltola et al., 2015).

One of the channels created with different digital media over time is multi-channel retailing to facilitate and speed up consumers' purchasing process (Dorman, 2013). Multi-channel retailing is defined as the distribution system in which an enterprise uses multiple sale channels. In this type of retailing, the retailer can reach different customer segments through various channels (Yumurtacı Huseyinoglu et

al., 2017). In multi-channel retailing, consumers choose the most appropriate channel for them and complete the purchasing process through this channel (Rowell, 2013).

However, multi-channel retailing requires a strategy that needs to be closely integrated around all channels, including physical store, catalogue, internet, and mobile, to get sustainable growth of profit margin (Noble et al., 2009). Today's consumers often do not prefer only one retail channel to purchase products and services; they prefer to use more than one channel simultaneously to make decisions. This trend among consumers has led to the establishment of the omnichannel structure.

In the omnichannel retailing structure, retailers bring together online and offline channels, improving the services they provide to customers, and providing an integrated brand experience (Gulnaz and Gokulakannan, 2016: 245). Omnichannel is seen as an essential change in the formation of e-commerce and physical store retailing (Fairchild, 2014). With the transformation of e-commerce and multi-channel retailing into omnichannel retailing, consumers have more control over what, where, when, and how to buy (Hübner et al., 2016). In omnichannel retail, consumers can purchase a product online, exchange or return it in the physical store. These options offer consumers a unique shopping experience (Kanat, 2019: 20). Omnichannel retailing provides many benefits from the consumers' perspective, such as providing transparent information, facilitating purchasing, and getting standard policies in different channels (Grewal et al., 2017). As part of the omnichannel strategy, consumers also have the advantage of returning products purchased online at retail stores (He et al., 2020: 284).

Omnichannel retailing, which has value-added channel integration, is an application that should be used by businesses today (Bell et al., 2014). A correctly implemented omnichannel marketing strategy increases consumer loyalty and consumers' engagement to retailers (Simone and Sabbadin, 2018). In their study of business managers implementing omnichannel retailing in Turkey, Özdemir and Yılmaz (2018) found that businesses have gained many benefits from omnichannel retailing. The three most important benefits identified are providing better service to

customers, increasing customer satisfaction and loyalty, and better communicating with customers through all sales channels.

Omnichannel retailing also reduces geographic constraints (Brynjolfsson et al., 2013), and barriers between channels by combining online and traditional retail transactions (Piotrowicz and Cuthbertson, 2014). By adopting the omnichannel business model, retailers can access comprehensive information about consumers by monitoring both physical and online consumer behaviour. In this way, retailers can provide an excellent customer experience to the consumers (Chen et al., 2018).

Businesses should update their organizational structures so that all channels are compatible with each other within the scope of the omnichannel strategy. At this point, new activities, networks and information systems can be developed to support the omnichannel strategy of businesses (Jocevski et al., 2019). These strategies can affect consumers' preference for a business, establishing long-term relationships and brand loyalty (Marangoz and Aydin, 2017: 88).

In the omnichannel channel structure, four premises can be expressed as the factors that lead an enterprise's sales numbers to increase. According to Berman and Thelen (2018), these factors are; increased customer confidence, increased customer loyalty, higher customer conversion rates, and more cross-selling opportunities. Therefore,' for businesses that will establish the omnichannel structure; it is vital to understand consumers' intentions to use omnichannel retailing.

This study aims to reveal the factors affecting consumers' technology acceptance and use on behavioural intention and use behaviour in the omnichannel retailing. In the' continuation of the paper, the relevant literature is first discussed, research hypotheses are determined, and then the research model is presented. Then, the methodology of the research and the results obtained are presented. In the conclusion and discussion section of the study, the findings obtained were discussed in theoretical and practical terms, and suggestions were presented to business managers.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Technological developments are one of the essential tools for businesses to gain new consumers. With the support of technology, businesses are trying to successfully implement their omnichannel strategies to stay ahead of the competition (Deloitte, 2015). Although information and communication technologies increase the omnichannel sales of businesses, it is crucial to investigate omnichannel consumer behaviour and determine how consumers' attitudes towards this technology affect their decision processes (Juaneda-Ayensa et al., 2016).

The availability of new technology does not necessarily mean that consumers will accept it. Many technologies fail due to insufficient user acceptance rather than the quality of the system (Igbaria, 1993). At this point, Davis's (1989) model, Technology Acceptance Model (TAM), was designed to predict the acceptance and use of computer-based information systems by users. The model focuses on the process of individuals' use of technology. In this model, perceived usefulness and perceived ease of use are independent variables (Davis, 1989). TAM provides only general information about whether users accept a particular technology or not. TAM does not address other users' roles in influencing individuals' attitudes and, thus, the usage behaviour. This point is seen as a fundamental deficiency of TAM, as individuals' behaviours are affected by other people (Evans et al., 2014).

Venkatesh et al. (2003) combined eight main theories ranging from human behaviour to computer science. They put forward the Unified Acceptance and Technology Use Theory (UTAUT) by working with a large data set. These eight main theories are Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), Motivational Model (MM), Theory of Planned Behaviour (TPB), Combined TAM and TPB, The Model of PC Utilisation, The Innovation Diffusion Theory and The Social Cognitive Theory. UTAUT consists of four independent variables: performance expectancy, effort expectancy, social influence and facilitating conditions, and two dependent variables: behavioural intention and use behaviour. In addition to these dimensions, Venkatesh et al. (2003) included the dimensions of anxiety, self-efficacy, and attitude toward using technology in the UTAUT study. Despite the wide acceptance of UTAUT in the literature, Venkatesh et al. (2012)

added three more dimensions to UTAUT: hedonic motivation, price value, and habit. With these new dimensions, UTAUT2 has emerged. Besides, the explained variance of the UTAUT2 scale was higher than the UTAUT scale (Chang, 2012).

In this study's research model, six of the independent variables and two of the dependent variables of UTAUT2 were included. Personal innovativeness and perceived security perceptions, which were used by Juaneda-Ayensa et al. (2016), were also included in the research model. Also, the anxiety dimension was added to the research model because it was shown by Meuter et al. (2005) that it might be related to new technologies. Research hypotheses are presented below by considering the literature on each dimension. The research model created in this direction can be seen in Figure 1 below.

2.1. Performance Expectancy

Performance expectancy can be expressed as the degree to which users believe in technology use (Venkatesh et al., 2003). Aydın and Kazancoglu (2017: 76), in their studies investigating consumer acceptance in the transition to the omnichannel structure, evaluated performance expectancy as the dimensions such as benefit, time, and speed obtained by consumers, and the performance conducted in personal campaigns, price and cargo processes. In his study, Shin (2009) states that the dimensions of perceived usefulness, external motivation, and suitability for work affect consumers' performance expectancy.

Venkatesh et al. (2003) expressed that performance expectancy was an essential determinant of behavioural intention. Alkhunaizan and Love (2012) indicated that performance expectancy significantly affects intention in their study, which investigates the dimensions that leading mobile commerce on participants from different cities with the UTAUT model, Investigating the adoption of internet banking, Martins et al. (2014) also revealed that performance expectancy positively affects behavioural intention. Juaneda-Ayensa et al. (2016) also stated that performance expectancy is a dimension that creates a significant positive effect in explaining purchase and behavioural intention. In their study, performance expectancy was found to be the most vital determinant of consumers' behavioural

intention to use omnichannel. Consequently, the following hypothesis has been created:

H_1: *Performance expectancy has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.2. Effort Expectancy

Effort expectancy refers to the degree of ease with which consumers use different touchpoints in the shopping process. Effort expectancy in technology acceptance models is associated with the perceived ease of use dimension (Juaneda-Ayensa et al., 2016). When using new technology, as the degree of complexity decreases, users' usage rate will likely increase. Users generally prefer simplicity-oriented technologies that provide maximum efficiency (Kang, 2014).

Wang and Wang (2010) demonstrated that effort expectancy positively affects consumers' behavioural intention to use the mobile internet. Juaneda-Ayensa et al. (2016), in their study investigating omnichannel consumer behaviour, revealed that effort expectancy has a direct positive effect on purchase intention, and is the second strongest variable affecting the intention. However, in another study investigating the dimensions affecting the use of smartphones in a store in an omnichannel experience, it was found that the effort expectancy to use the smartphone in the store had a negative direct effect on intention (Mosquera et al., 2018). Consequently, the following hypothesis is proposed:

H_2: *The effort expectancy has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.3. Social Influence

Venkatesh et al. (2003) define social influence as the degree of believing in others. Moore and Benbasat (1991) express social influence as the effort of using technological innovation to increase the individual's status. The social influence does not only come from one's peers. During the personal adaptation process, there may be influences from friends, family members, or other individuals (Gruzd et al., 2012).

Venkatesh et al. (2003) found that social influence has a vital role for women and older women on the acceptance of new technology. Additionally, social influence is even more critical in the early stages of personal experience with new technology. Foon and Fah (2011) also indicated that social influence positively correlates with behavioural intention. Similarly, in their online virtual experiment room adaptation study, Huang and Qin (2011) found that social influence significantly affects use intention. Contrary to these studies, Carlsson et al. (2006) found that the social influence has a significant positive effect on the behavioural intention when analysed as an independent dimension, but does not have a significant effect when analysed with other independent dimensions. San Martin and Herrero (2012) found that behavioural intention was not affected by social influence. Similarly, Juaneda-Ayensa et al. (2016) stated that social influence did not affect consumers' omnichannel use intention. The following hypothesis has been created in line with the relevant literature:

H_3: *Social influence has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.4. Facilitating Conditions

Facilitating conditions can be expressed as the degree to which the consumer believes that organisational and technical infrastructure will support the use of technology (Venkatesh et al., 2003). The better and more the facilitating conditions are, the higher the intention of individuals to use innovations (Liao et al., 2004).

Venkatesh et al. (2003) stated that facilitating conditions are not a determinant of behavioural intention. However, due to the role of facilitating conditions in influencing usage behaviour, they did not remove this variable from the model like the anxiety dimension. Similarly, San Martin and Herrero (2012) found that facilitating conditions do not significantly affect online behavioural intention in their study. They investigated the effect of psychological dimensions of users on online purchase intention within the framework of UTAUT. Contrary to these studies, studies, Suki and Suki (2017), Foon and Fah (2011) demonstrate that facilitating conditions have a positive effect on behavioural intention. Besides, Mosquera et al.

(2018) stated that facilitating conditions have a positive effect on the behavioural intention of consumers in their omnichannel experience. Therefore, the following hypothesis has been proposed:

H4: *Facilitating conditions have a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.5. Hedonic Motivation

Hedonic motivation, added in UTAUT2 by Venkatesh et al. (2012), can be referred to as entertainment or pleasure resulting from using technology. Hedonic motivation plays a vital role in determining consumers' adoption and use of technology (Brown and Venkatesh 2005). Because consumers are often motivated by hedonic values, it becomes essential to experience innovation (Babin et al., 1994). Consumers, who are oriented according to hedonic values, perform a behaviour not out of necessity but want to enjoy the experience (To et al., 2007). Venkatesh et al. (2012) stated that hedonic motivation is an essential determinant of behavioural intention.

Escobar-Rodríguez and Carvajal-Trujillo (2014) stated that the hedonic motivation dimension positively affected consumers' online purchase intention. However, in their research on omnichannel retailing development, Rizvi and Siddiqui (2019) stated that hedonic motivation does not affect purchase intention. Similarly, Juaneda-Ayensa et al. (2016) found that the intention to use omnichannel was not affected by hedonic motivation. Also, in the Marangoz and Erboy study (2020), hedonic value has not been found to have a good effect on omnichannel buying behaviour. The following hypothesis has been established considering the different results presented in the literature:

H5: *Hedonic motivation has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.6. Habit

Being a new dimension in the UTAUT 2 model, the habit has been accepted as a predictor of technology usage in many studies. It has been found to directly affect behavioural intention (Kim and Malhotra, 2005). Integrating the habit dimension into

UTAUT becomes a driving force by including behavioural intention and presenting the theory in a more comprehensive way (Venkatesh et al., 2012).

In their expanded UTAUT study, Venkatesh et al. (2012) stated that experience has a reinforcing effect on habit, and that habit varies between different groups according to age and gender. Accordingly, the habit affects behavioural intention more in men with higher age. In Rizvi and Siddiqui's (2019) study on omnichannel retail development, the habit was found to be the dimension with the most substantial positive effect on omnichannel purchasing behaviour. Contrary to these studies, Juaneda-Ayensa et al. (2016) revealed that consumers' omnichannel behaviour intention was not affected by habit. In line with this information, the following hypothesis has been proposed:

H_6: *Habit has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.7. Perceived Security

Perceived security can be expressed as the level of security perceived by consumers in technology strategies of enterprises, identity verification strategies, and keeping personal information private (Kim et al., 2008). Consumers' perceived security is greatly affected by security measures such as encryption transactions, protection measures, and identity verification created by businesses regarding electronic commerce transactions (Chellappa and Pavlou, 2002).

Huang and Qin (2011), in their study on the online virtual dressing room based on UTAUT, found that security and privacy concerns increased the risk perceived by consumers, and the perceived risk decreased the intention to use. The perceived security dimension was added as a new dimension to the UTAUT2 model, created in their research on omnichannel, by Juaneda-Ayensa et al. (2016). It was indicated that perceived security did not affect the consumers' omnichannel behaviour intention in their study. Similarly, Rizvi and Siddiqui (2019) found that perceived security did not directly affect omnichannel purchasing behaviour in their research. Berg and Tornblad (2017), who investigated the intention to use the internet of things, found that perceived security positively affected the purchasing intention

of consumers through omnichannel. In line with the information discussed above, the following hypothesis was formed:

H7: *Perceived security has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.8. Personal Innovativeness

Since the early seventies, many researchers have tried to predict the purchase of new products or innovations by measuring consumers' innovativeness using different scales (Vandecasteele and Geuens, 2010: 311). Personal innovativeness refers to individuals' willingness to adopt innovations in products, services, or ideas independent of others' previous purchasing experience (Midgley and Dowling, 1978: 234). Juaneda-Ayensa et al. (2016) added the personal innovativeness dimension, which is not included in the expanded UTAUT model, to the model as a new dimension. In their study, it was found that the personal innovativeness dimension is the most essential determinant of omnichannel behavioural intention.

In their study, investigating the effect of users' psychological dimensions on online purchasing intention in rural tourism, San Martin and Herrero (2012) by integrating innovativeness into the UTAUT model, found that innovativeness plays an essential role in effecting online transaction intention. Similarly, in the study of Rizvi and Siddiqui (2019), the personal innovativeness dimension was found to be an essential dimension affecting the use of omnichannel retailing. Also, Liébana-Cabanillas et al. (2020), who examined the intention to use mobile payment, indicated that personal innovativeness was found to have a high effect on the intention to use. The hypothesis formed in line with the relevant literature is below:

H8: *Personal innovativeness has a positive effect on consumers' behavioural intention to use omnichannel channel structure.*

2.9. Anxiety

Anxiety has a versatile structure with its physical and psychological meanings (Sonia, 2005). Consumer anxiety about technology use is related to consumers' willingness to use technological tools (Meuter et al., 2003). Anxiety is an essential determinant of consumers' behavioural intention towards using a particular product

or service (Compeau and Higgins, 1995). In terms of online shopping, consumer risk perception is one of the main determinants of consumers' online purchasing behaviour. In this sense, perceived concern about transaction security in online purchasing negatively affects consumers' online purchasing intentions (Hwang and Kim, 2007).

Venkatesh et al. (2003) found that anxiety had no significant effect on behavioural intention and removed it from the model. However, depending on the level of anxiety they feel, consumers may not adopt information systems and may want to avoid related technology (Meuter et al., 2005). Celik (2016) found that anxiety hurts behavioural intention in his study in which he examined online shopping anxiety with the UTAUT model. Dewi et al. (2020: 296) also found that anxiety negatively affects the online purchase intentions of customers. Similarly, Koldeweij (2017) using the UTAUT model, found that the consumers' anxiety negatively affected the intention of using the shopping technology and omnichannel retailing purchasing behaviour of consumers. In line with these findings, the hypothesis was formed as follows.

H_9: *Anxiety harms consumers' behavioural intention to use omnichannel channel structure.*

2.10. Behavioural Intention and Use Behaviour

The behavioural intention that individuals display against a new system determines the use of behaviour (Luarn and Lin, 2005). At the same time, behavioural intention indicates the adaptation to using a new product or service (Kaur et al., 2020: 71). The intention of users to use new information technology is highly influenced by the perceived usefulness and perceived ease of use of the system (Kim et al., 2010).

When the relationship between behavioural intention and use behaviour is examined, it was found that behavioural intention positively affected use behaviour in many studies such as Escobar-Rodríguez and Carvajal-Trujillo, 2014; Mathieson, 1991; Mosquera et al., 2018; Venkatesh et al., 2012. However, Koldeweij (2017) has found that behavioural intention does not affect use behaviour. In line with this information, the following hypothesis was formed:

H10: *Consumers' behavioural intention to use omnichannel channel structure has a positive effect on this technology's use behaviour.*

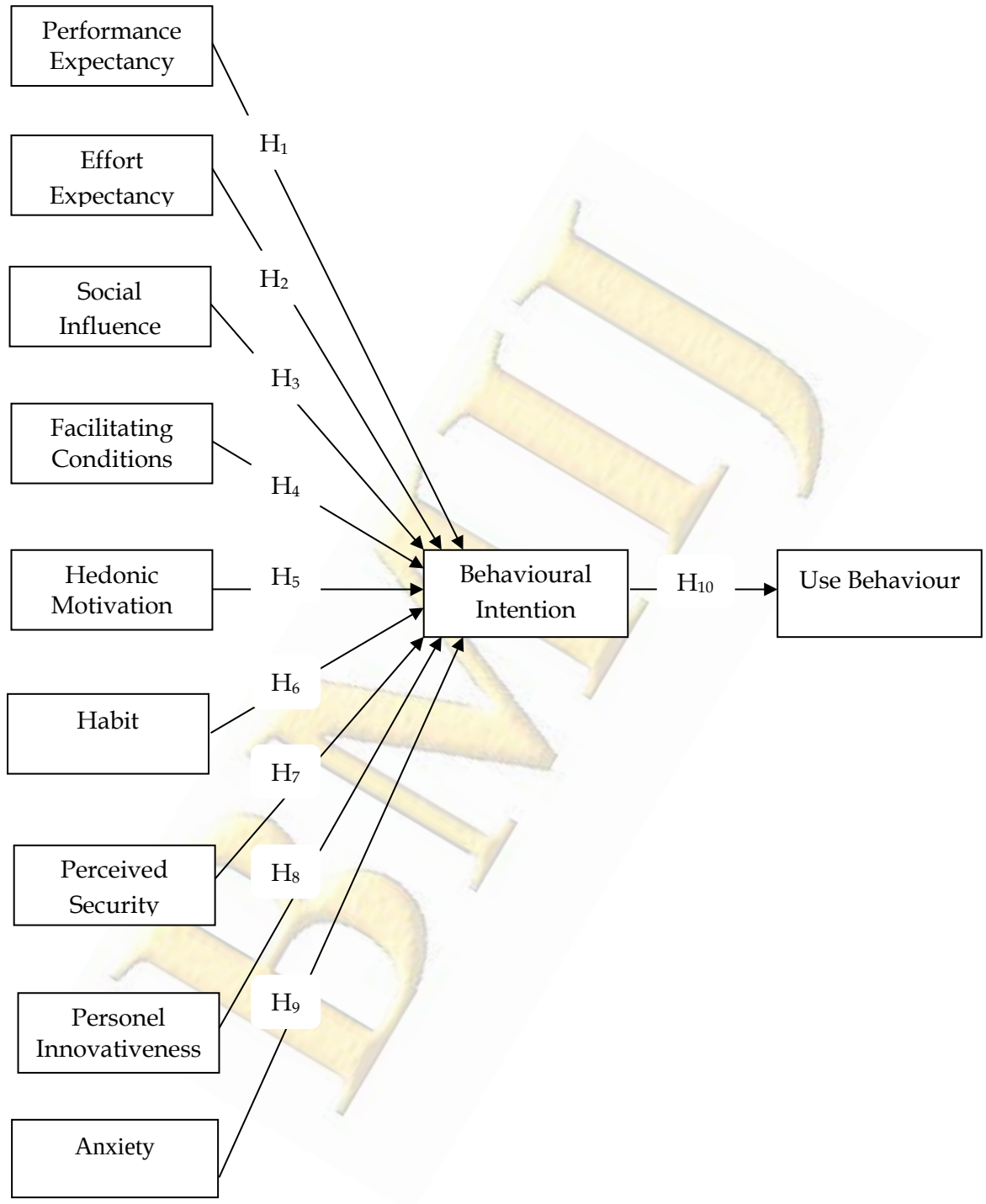

Figure 1. Research Model

3. METHODOLOGY

The research aims to reveal the factors affecting the consumers' omnichannel behavioural intention and the effect of the behavioural intention on omnichannel use behaviour within the UTAUT2 model framework. The research data were collected from the students studying at the Faculty of Economics and Administrative Sciences of Bursa Uludağ University through a face-to-face survey method. The omnichannel retailing concept is a new concept for Turkey (Kazancoglu and Aydın, 2018: 971). However, it is seen that the publications on this subject in Turkey have increased in recent years (Aydın and Kazançoğlu, 2017; Bayram and Cesaret, 2020; Hüseyinoğlu, 2017; Kanat, 2019; Kazançoğlu et al., 2017; Kazancoglu and Aydin, 2018; Marangoz and Aydin, 2017; Marangoz and Erboy, 2020; Özdemir and Yılmaz, 2018; Öztürk and Okumuş, 2018; Telli and Gök, 2019; Yolcu et al., 2017; Yumurtacı Hüseyinoğlu et al., 2017). The number and width of omnichannel retailing practices of the private sector in Turkey are relatively low (Kazancoglu et al., 2017: 224). Indeed, the number of professionals in the private sector on omnichannel retailing is also limited (Özdemir and Yılmaz, 2018: 103). For these reasons, students were selected as the sample in the study since omnichannel retailing should be introduced to the participants. Another reason is that young people use digital retailing more than traditional retailing uses.

In the process of answering the questionnaires face to face, firstly, the volunteers were informed about omnichannel retailing and its applications, and then they were asked to answer the questionnaire. In the research, convenience sampling was used. The sample size that should be reached for the research was determined by considering the minimum sample size (minimum 384 people) determined according to the population (Sekaran, 2003).

A pilot study was carried out on 40 people between 1-11 December 2019. A few minor statement corrections were made in the questionnaire form as a result of the pilot study. After the pilot study, the research was conducted between 16-31 December 2019. Four hundred twenty-five suitable questionnaires were collected for the analyses. Analyses were performed using SPSS 23 and Smart PLS software programs.

There are two sections in the questionnaire form. There are scale questions in the first part, and in the second part, there are categoric questions. Scale questions were created by using the literature. The questions about performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation and behavioural intention dimensions were formed using the study of Venkatesh et al. (2012); habit, perceived security, personal innovativeness and use behaviour dimensions were formed using the study of Juaneda-Ayensa et al. (2016) and one question about social influence were added by the author. Finally, the questions related to the anxiety dimension were formed using the study of Venkatesh et al. (2003). A 5-point Likert scale was used to evaluate scale questions (Selections from strongly disagree to agree strongly). Items related to respondents' demographic characteristics were placed in the second part of the questionnaire.

4. ANALYSES AND FINDINGS

In analysing the data obtained, frequency analysis, measurement model analysis, and structural equation model analysis were performed, respectively.

4.1. Respondents' Demographic Characteristics

Findings are given in Table 1.

Table 1. Demographic Characteristics

		f	%
Gender	Female	237	55,8
	Male	188	44,2
Age	18	17	4,0
	19	28	6,6
	20	108	25,4
	21	122	28,7
	22	90	21,2
	23	31	7,3
	24 and above	29	6,7
Income (Turkish Lira)	500 and under	133	31,3
	501– 1000	173	40,7
	1001– 1500	74	17,4
	1501– 2000	28	6,6
	2001– 2500	12	2,8
	2501 and above	5	1,2
Total		**425**	**100**

As seen in Table 1, the number of male participants is higher than female participants, and the number of participants in the 20-23 age group is higher than the other ages. Besides, it is seen that the monthly income of the majority of the participants (72%) is relatively low (below 1000 TL) since the research is conducted on university students.

4.2. Measurement Model Analysis Results

In this study, structural equation modelling (SEM) analysis was used to test the hypotheses. SEM, which is frequently used in marketing studies (Henseler, 2017), is a combination of statistical techniques that allow the analysis of a range of relationships between independent variables and dependent variables (Ullman and Bentler, 2003: 661). Partial least squares path analysis (PLS-SEM) was used to test the research model. Compared to the PLS-SEM method, CB-SEM requires a larger sample size (Astrachan et al., 2014). Besides, applying the two-step approach to PLS-SEM analysis displays a high statistical power (Matthews et al., 2018). Although sufficient sample size was reached in this study, PLS-SEM was preferred because it does not require normal distribution. Compared to covariance-based SEM techniques, PLS-SEM has features such as non-parametric structure (Sarstedt et al., 2017). PLS algorithm was run for measurement model analysis.

Cronbach's Alpha coefficient and Composite Reliability (CR) values were calculated within the scope of reliability and validity analysis. For convergent validity analysis, factor loading, and Average Variance Extracted (AVE) values were analysed. According to Hair et al. (2014), factor loadings and AVE values above 0.50 are acceptable values. Similarly, Cronbach's Alpha and CR values above 0.70 are acceptable values. The scale's Cronbach's Alpha value was found to be 0.89 as a result of the analysis. This result is above the accepted value in the literature. The sources from which the scale dimensions used in the study were adapted, items in the dimensions, and measurement model analysis results are presented in Table 2 below.

Table 2. Measurement Model Analysis Results

Scale Items, and Cronbach's Alpha, CR and AVE values of Dimensions	Factor Loading
Anxiety (Adapted from Venkatesh et al., 2003)**:** *Cronbach's Alpha Value: 0,834, CR Value: 0,877, AVE Value: 0,641*	
ANX1. I am concerned about using the omnichannel channel structure.	0,825
ANX2. When using the omnichannel channel structure, it scares me to think that I might lose many data by clicking the wrong button.	0,694
ANX3. I am hesitant to use the omnichannel channel structure for fear of making mistakes I cannot solve.	0,834
ANX4. Using the omnichannel channel structure seems a bit scary to me.	0,841
Effort Expectancy(Adapted from Venkatesh et al., 2012)**:** *Cronbach's Alpha Value: 0,737, CR Value: 0,883, AVE Value: 0,791*	
EE1. It is easy for me to use omnichannel channel structure of companies.	0,904
EE2. It is easy for me to learn how the omnichannel channel structure is used.	0,875
Facilitating Conditions (Adapted from Venkatesh et al., 2012)**:** *Cronbach's Alpha Value: 0,776, CR Value: 0,858, AVE Value: 0,607*	
FC1. I have the necessary resources to use the omnichannel channel structure.	0,599
FC2. I have the necessary knowledge to use the omnichannel channel structure.	0,764
FC3. The omnichannel channel structure is not compatible with other tools and applications I use.	0,864
FC4. I have people around who can help with the difficulties I might face when using the omnichannel channel structure.	0,859
Habit (Adapted from Juaneda-Ayensa et al., 2016): *Cronbach's Alpha Value: 0,781; CR Value: 0,901, AVE Value: 0,820*	
HAB1. It has become a habit for me to use omnichannel channel structure in the purchasing process.	0,893
HAB2. I often use omnichannel channel structure in the purchasing process.	0,917
Hedonic Motivation (Adapted from Venkatesh et al., 2012): *Cronbach's Alpha Value: 0,797; CR Value: 0,881, AVE Value: 0,712*	
HM1. It is fun to be able to use omnichannel channel structure in the purchasing process.	0,860
HM2. It is pleasing to be able to use omnichannel channel structure in the purchasing process.	0,879
HM3. It is interesting to be able to use omnichannel channel structure in the purchasing process.	0,790
Behavioural Intention (Adapted from Venkatesh et al., 2012): *Cronbach's Alpha Value: 0,929, CR Value: 0,955, AVE Value: 0,876*	
INT1. I intend to use the omnichannel channel structure in the next two years.	0,937
INT2. I predict that I will use the omnichannel channel structure in the next two years.	0,935
INT3. I plan to use the omnichannel channel structure in the coming years.	0,936
Perceived Security (Adapted from Juaneda-Ayensa et al., 2016): *Cronbach's Alpha Value: 0,831, CR Value: 0,899, AVE Value: 0,749*	
PS1. It seems to safe for me to use a credit card for online purchases.	0,907
PS2. It seems to safe to pay online for me.	0,888
PS3. It seems safe to me to give personal information to companies I shop online.	0,797
Performance Expectancy (Adapted from Venkatesh et al., 2012)**:** *Cronbach's Alpha Value: 0,898, CR Value: 0,929, AVE Value: 0,766*	
PE1. Being able to use omnichannel channel structure in the purchasing process allows me to do my shopping faster.	0,877
PE2. Using omnichannel channel structure in the purchasing process makes my life easier.	0,916
PE3. It is useful for me to be able to use omnichannel channel structure in the purchasing process.	0,886
PE4. Being able to use omnichannel channel structure makes my purchasing process more efficient.	0,820
Personal Innovativeness (Adapted from Juaneda-Ayensa et al., 2016)**:** *Cronbach's Alpha Value: 0,704, CR Value: 0,818, AVE Value: 0,533*	
PI1. Whenever I hear about new technology, I look for a way to try it.	0,752
PI2. I am often the first of my friends or family to try new technologies.	0,656
PI3. Before trying a new product or brand, I research the opinion of people who have tried that product before.	0,651
PI4. I enjoy trying and experimenting with new technologies.	0,843
Social Influence (Adapted from Venkatesh et al., 2012): *Cronbach's Alpha Value: 0,805, CR Value: 0,866, AVE Value: 0,568*	
SI1. People who matter to me always think that I have to use omnichannel to help me choose the most suitable.	0,742
SI2. People who influence my behaviour always think that I need to use omnichannel to help me choose the most suitable.	0,817
SI3. People whose opinions I care about always prefer me to use omnichannel that will allow me to choose the most suitable.	0,832
SI4. The people whose opinions I value always use omnichannel to make me choose the most suitable.	0,785
SI5. If my friends use the omnichannel, I will too.	0,561
Use Behaviour (Adapted from Juaneda-Ayensa et al., 2016)**:** *Cronbach's Alpha Value: 0,867, CR Value: 0,918, AVE Value: 0,789*	
UB1. I purchase from businesses using omnichannel channel structure.	0,895
UB2. I tell my friends to buy from businesses using omnichannel channel structure.	0,867
UB3. I would like to repeat my purchasing experience from businesses using omnichannel channel structure.	0,902

The factor loading of each item should be 0.50 or over 0.50 (Hair et al., 2014). Items with factor loadings less than 0.50 that do not meet this criterion should be removed from the model (Afthanorhan, 2013). As a result of the analysis, six items (1

from the effort expectancy, four from the facilitating conditions, one from the performance expectancy) were dropped from the analysis because their factor loading was less than 0.50. As seen in Table 2, the minimum AVE value was found to be 0.533, and the maximum AVE value was found to be 0.876. Consequently, convergent validity was achieved. As seen in Table 2, Cronbach's Alpha values range between 0.704 and 0.929. CR values also vary between 0.818 and 0.955. Consequently, the scale' internal consistency was achieved.

Discriminant validity is vital in analysing latent variables (Farrell, 2010). Two analysis were carried out in the investigation of discriminant validity. The first analysis was carried out according to the criteria suggested by Fornell and Larcker (1981), and the second analysis, according to the criteria suggested by Henseler et al. (2015). The square root of each latent variable's AVE value must be higher than the correlation with any other latent variable (Zait and Bertea, 2011). Discriminant validity results are given in Table 3.

Table 3. Discriminant Validity Results

Dimensions	Anx	EE	FC	Hab	HM	BI	PS	PE	PI	SI	UB
Anxiety (Anx)	**0,801**										
Effort Expectancy (EE)	-0,238	**0,890**									
Facilitating Conditions (FC)	-0,134	0,525	**0,779**								
Habit (Hab)	-0,309	0,300	0,353	**0,905**							
Hedonic Motivation (HM)	-0,185	0,393	0,550	0,439	**0,844**						
Behavioural Intention (BI)	-0,235	0,348	0,518	0,510	0,523	**0,936**					
Perceived Security (PS)	-0,324	0,263	0,166	0,377	0,252	0,367	**0,865**				
Performance Expectancy (PE)	-0,135	0,516	0,592	0,370	0,566	0,436	0,210	**0,875**			
Personal Innovativeness (PI)	-0,190	0,404	0,514	0,456	0,454	0,577	0,257	0,527	**0,730**		
Social Influence (SI)	-0,053	0,275	0,328	0,378	0,389	0,347	0,201	0,311	0,327	**0,754**	
Use Behaviour (UB)	-0,233	0,390	0,514	0,517	0,537	0,752	0,400	0,486	0,519	0,393	**0,888**

Note: *Cross and bold numbers represent the AVE value's square root, while the other numbers show the correlation values between the dimensions.*

When Table 3 is evaluated, it is seen that the discriminant validity conditions proposed by Fornell and Larcker (1981) are met.

Henseler et al. (2015) introduced a new approach called HTMT criterion (Heterotrait-Monotrait Ratio). According to this approach, HTMT values below 0.85 are accepted, and in some cases, this value can be taken as 0.90. Analysis results are given in Table 4 below.

Table 4. Discriminant Validity Results according to the HTMT Criteria

Dimensions	**Anx**	**EE**	**FC**	**Hab**	**HM**	**BI**	**PS**	**PE**	**PI**	**SI**	**UB**
Anxiety (Anx)											
Effort Expectancy (EE)	0,273										
Facilitating Conditions (FC)	0,233	0,698									
Habit (Hab)	0,327	0,393	0,454								
Hedonic Motivation (HM)	0,197	0,512	0,695	0,551							
Behavioural Intention (BI)	0,218	0,418	0,609	0,597	0,607						
Perceived Security (PS)	0,370	0,332	0,214	0,468	0,304	0,414					
Performance Expectancy (PE)	0,143	0,632	0,703	0,438	0,668	0,475	0,237				
Personal Innovativeness (PI)	0,233	0,565	0,691	0,605	0,601	0,703	0,346	0,660			
Social Influence (SI)	0,085	0,351	0,396	0,468	0,483	0,388	0,240	0,359	0,414		
Use Behaviour (UB)	0,224	0,485	0,629	0,624	0,647	0,834	0,470	0,549	0,649	0,463	

When the results in Table 4 are examined, it can be stated that the analysis results meet the HTMT criteria (2015). As results shown in Table 3 and Table 4 displays, discriminant validity conditions were met for the dimensions in this study. Therefore, structural equation modelling analysis is appropriate for the research model.

4.3. SEM Analysis Results

In the continuation of the measurement model analysis, PLS-SEM analysis was performed for the research model. In evaluating the model, β, R^2, and t values (t value> 1.96), effect size (f^2), and predictive relevance (Q^2) values were analysed. The t values were recalculated to measure the significance of the PLS path coefficients. For this, 5000 sub-samples were taken from the sample. This analysis was carried out using the bootstrapping technique. Blindfolding analysis was performed to calculate the Q^2 value. In Table 5, PLS-SEM analysis results are given.

Table 5. PLS-SEM Analysis Results

Hypotheses	Paths	Standardised Beta Coefficient (β)	Standard Deviation	T Statistics	P Values	Results
H_1	PE → BI	-0,027	0,061	0,453	0,651	Not Supported
H_2	EE → BI	-0,042	0,053	0,783	0,434	Not Supported
H_3	SI → BI	0,040	0,043	0,944	0,345	Not Supported
H_4	FC → BI	0,210	0,066	3,183	0,001	**Supported**
H_5	HM → BI	0,176	0,057	3,092	0,002	**Supported**
H_6	Hab → BI	0,170	0,053	3,234	0,001	**Supported**
H_7	PS → BI	0,148	0,042	3,502	0,000	**Supported**
H_8	PI → BI	0,286	0,055	5,236	0,000	**Supported**
H_9	Anx → BI	-0,031	0,040	0,771	0,440	Not Supported
H_{10}	BI → UB	0,752	0,029	26,200	0,000	**Supported**

As shown in Table 5, the H_1 hypothesis expresses the effect of performance expectation on the behavioural intention. This hypothesis was not supported. Because the H_1 hypothesis's significance value was found to be p= 0.651 (p < 0.05). Similarly, the H_2 hypothesis was found to have a significant value of p= 0.434 (p < 0.05), and the H_2 hypothesis, suggesting the relationship between effort expectation and the behavioural intention, was not accepted. Contrary to these hypotheses, the H_3 hypothesis expresses the effect of social influence on behavioural intention. The H_3 hypothesis was rejected, as this effect ratio was found to be p= 0.345 (p < 0.05).

The H_4 hypothesis, which expresses the effect of facilitating conditions on the behavioural intention, was supported by providing a significance value of p = 0.001 (p <0.05). It is observed that the facilitating conditions contribute to explaining the behavioural intention at the β=0.210 effect level. When the effect of hedonic

motivation on the behavioural intention was examined, an effect of β=0.176 was seen, so the proposed H_5 hypothesis was accepted. The H_5 hypothesis's significance value was seen as p= 0.002 (p <0.05). It has been observed that the habit has a significant effect on behavioural intention. Analysis results regarding the H_6 hypothesis demonstrated that there is an effective level of β=0.170 with a significance value of p= 0.001 (p <0.05). Hence, this proposed hypothesis is also supported. H_7 hypothesis expresses the effect of perceived security on the behavioural intention. The H_7 hypothesis's significance value was found to be p= 0.000 (p < 0.05). The β value of this hypothesis is 0.148. In this context, the proposed H_7 hypothesis has also been accepted. It has been found that personal innovativeness has a very high effect on behavioural intention. H_8 hypothesis examines the effect of personal innovativeness on the behavioural intention, and the β value was found to be 0.286 with a significance value of p = 0.000 (p <0.05). The H_9 hypothesis's significance value was found p= 0.440 (p < 0.05), showing that anxiety does not have a significant effect on the behavioural intention. In this context, the hypothesis about anxiety suggested in this study was rejected.

As the last hypothesis of this study, the effect of using intention on using behaviour was examined, and the H_{10} hypothesis was established. When the results of this hypothesis are examined, it is seen that there is a high effective rate of β=0.752 with a significance value of p= 0.000 (p <0.05).

The results of the determination coefficient (R^2), predictive relevance (Q^2), effect size (f^2), and VIF values are given in Table 6.

Tablo 6. Results of Determination Coefficient (R^2), VIF Values, Effect Size (f^2), and Predictive Relevance (Q^2),

Hypotheses	Paths	R^2	f^2	Q^2	VIF
H_1	PE → BI	0,502	0,001	0,407	2,015
H_2	EE → BI		0,002		1,610
H_3	SI → BI		0,002		1,306
H_4	FC → BI		0,044		1,983
H_5	HM → BI		0,034		1,833
H_6	Hab → BI		0,036		1,607
H_7	PS → BI		0,034		1,275
H_8	PI → BI		0,097		1,694
H_9	Anx → BI		0,002		1,212
H_{10}	BI → UB	0,565	1,300	0,421	1,000

Another issue examined in evaluating the structural model is the variance inflation factor (VIF) and tolerance value. Here, multiple relationships between variables are examined (Sevim, 2018: 120). It is stated that there is no correlation when VIF is equal to 1, there is a moderate correlation when VIF is between 1 and 5, and there is a high correlation when VIF is above 5 (Daoud, 2017). Since the obtained VIF values displayed in Table 6 are below the threshold value, there is no linearity problem between the variables. In PLS analysis, the R^2 value is used to determine the proposed model's predictive power and to learn the path coefficient of the relationship between the variables. This value shows the amount of variance explained by the variables (Chin, 1998). In the structural model, R^2 values for endogenous latent variables are expressed as large (0.75), medium (0.50), and small (0.25) (Hair et al., 2011). The R^2 values in Table 6 show that all latent variables explain the consumer's behavioural intention of approximately 50%. According to the data obtained in this study, the behavioural intention explains the use of behaviour by 57%.

f^2 and Q^2 values were analysed to evaluate the reflective inner model. The effect size of the prediction structures is evaluated by analysing f^2 values. In his study, Cohen (1988) categorizes f^2 values as small (between 0,02 and 0,15), moderate (between 0,15 and 0,35), and high effect sizes (0,35 and above). When Table 6 is examined, it can be seen that anxiety, performance expectancy, social influence, and

effort expectancy on the behavioural intention have a small effect size; facilitating conditions, habit, hedonic motivation, perceived security, and personal innovativeness are seen to have a moderate effect size.

The Q^2 value based on the blindfolding procedure shows the predictive relevance of large and complex models. In this technique, the omitted portions of the calculated parameters are estimated (Fornell and Larcker, 1981). The Q^2 value must be greater than zero for the model to have predictable relevance. Q^2 values higher than zero at the end of the analysis indicate that exogenous variables have the power to predict relevance (Hair et al., 2011; Peng and Lai, 2012). The Q^2 value seen in Table 6 above indicates the predictive relevance in anxiety, effort expectation, facilitative conditions, habit, hedonic motivation, perceived security, performance expectation, personal innovativeness, and social influence dimensions, was found to be 0.407. The Q^2 value, which shows the predictive interest of behavioural intention to use behaviour, was found to be 0.421. The Q^2 values found as a result of the analysis show that the proposed structural equation model has predictive relevance.

5. CONCLUSION AND DISCUSSION

Technological developments have enabled businesses to transition from a multi-channel approach to an omnichannel approach (Liu et al., 2020). Omnichannel retailing, which allows consumers to use multiple channels in an integrated way during their shopping experience, can be expressed as the next step of multi-channel retailing (Falk, 2014). For a successful omnichannel, all contact points should be integrated (Juaneda-Ayensa et al., 2016). In other words, it requires integration, connectivity, and consistency across channels to optimise the entire value chain (Shi et al., 2020). In omnichannel retailing, complete integration is ensured between channels, and consumers are the main focus (Falk, 2014). Unless traditional retailers adopt this new perspective and integrate separate channels as omnichannel retailing, that provides an uninterrupted shopping experience, they will fall behind of the competition (Rigby, 2011).

In order for retailers to be successful in the competition and provide their customers with an uninterrupted shopping experience, they need first to change

their understanding of reaching their customers, then convert multi-channel technology to omnichannel technology if they are using it. Omnichannel retailing provides businesses with opportunities in many areas, allowing them to be ahead of the competition. In particular, it provides opportunities for businesses to increase their online sales (Bayram and Cesaret, 2020).

However, changes in the marketing approach and technological infrastructure may not be sufficient alone because another point that should be known is whether consumers will adopt omnichannel retailing despite all these changes. At this point, this study aims to reveal the dimensions that affect consumers' behavioural intention to use omnichannel retailing and their use behaviour. Knowing the dimensions that affect consumers' intention to use omnichannel retailing in advance will significantly contribute to the effective determination and implementation of the targeting and positioning strategies of businesses planning to use omnichannel retailing.

5.1. Theoretical Contributions

This study's research model was built on the dimensions included in the UTAUT2 model. In addition to these dimensions, personal innovativeness and perceived security, dimensions added to the UTAUT2 model by Juaneda-Ayensa et al. (2016), were included in this research model. Moreover, the anxiety dimension was added to the proposed research model as an additional dimension as it is related to a technology trial (Meuter et al., 2005). The research was conducted on young consumers. Before the data collection process, brief information was given to the respondents about the omnichannel retailing and its functioning.

While six of the ten hypotheses suggested were supported as a result of the research, four hypotheses were not. The first three dimensions (performance expectancy, effort expectancy, and social influence) of the UTAUT model did not significantly affect behavioural intention. However, facilitating conditions had a significant effect on behavioural intention. Among the dimensions added to UTAUT2, hedonic motivation and habit had almost the same positive effect on behavioural intention. Perceived security and personal innovativeness dimensions positively affected behavioural intention, but the anxiety dimension did not have a

significant effect. The dimensions that have the most critical effect on consumers' behavioural intention to use omnichannel technology are, respectively, personal innovativeness (β= 0.286), facilitating conditions (β= 0.210), hedonic motivation (β= 0.176), habit (β= 0.170), and perceived security (β= 0.148). The effect of behavioural intention (β= 0.752) on use behaviour is relatively high.

Although the results discussed above resemble the results from literature in some respects, they differ in other ways. For example, performance expectancy and effort expectancy has been found to have a positive effect on behavioural intention in many studies. In the studies conducted by Alkhunaizan and Love (2012), Huang and Qin (2011), Madigan et al. (2017), Martins et al. (2014), Wang and Wang (2010), it was stated that performance expectancy has a positive effect on behavioural intention. Similarly, some studies conclude that effort expectancy has a positive effect on behavioural intention (Kang, 2014; San Martin and Herroro, 2012; Sung et al., 2015; Wang and Wang, 2010). However, unlike previous studies, performance expectancy and effort expectancy did not significantly affect behavioural intention in this study. The fact that the research was conducted on university students may have been effective in reaching this result. Because younger consumers are more technology-savvy than older people, the effort expectancy may not affect young people's behavioural intention to use omnichannel retailing.

Similarly, because omnichannel retailing is a technology that young consumers have not tried before, it might be expected that performance expectancy does not have a significant effect. As a matter of fact, in the study of Venkatesh et al. (2012), it was revealed that gender and age are essential moderators on facilitating conditions and effort expectancy. As a result of the analysis, no significant effect of social influence on behavioural intention was found. Similar to the research results obtained when the literature is examined, Carlsson et al. (2006), San Martin and Herrero (2012), Suki and Suki (2017) also did not find a significant effect. However, there are also studies in the literature in which social influence has a positive effect on behavioural intention (Foon and Fah, 2011; Gruzd et al., 2012; Huang and Qin, 2011; Madigan et al., 2017; Martins et al., 2014). Our results show that facilitating conditions has a significant effect on the behavioural intention at the level of 0.210.

This result is consistent with studies in the literature (Foon and Fah, 2011; Mosquera et al., 2018; Suki and Suki, 2017). However, San Martin and Herrero's (2012) study revealed that facilitating conditions do not affect intention.

As a result of the analysis, it was found that hedonic motivation and habit dimensions in the UTAUT2 model have a positive effect on behavioural intention. Venkatesh et al. (2012) found that hedonic motivation is one of the most critical dimensions in determining behavioural intention. Therefore, the analysis results show that hedonic motivation has a significant effect on behavioural intention, supports Venkatesh et al. (2012). This result shows that young consumers consider hedonic motivational factors on behavioural intention. However, Juaneda-Ayensa et al. (2016) and Rizvi and Siddiqui (2019) found no significant effect of hedonic motivation on behavioural intention. As an antecedent of technology use, the habit was found useful on determining behavioural intention in the analysis as well as in many studies (Escobar-Rodríguez and Carvajal-Trujillo, 2014; Kim and Malhotra, 2005; Limayem et al., 2007; Rizvi and Siddiqui, 2019; Venkatesh et al., 2012). As omnichannel retailing integrates traditional and digital technology, younger consumers are generally habituated to both channel structures. Therefore, it is natural that habit affects behavioural intention. However, it is possible to obtain different results in different age groups. Indeed, contrary to the literature mentioned above, Juaneda-Ayensa et al. (2016) found no effect of habit on omnichannel behavioural intention.

Different results have been obtained in the literature regarding the effect of perceived security on behavioural intention. For example, Juaneda-Ayensa et al. (2016), Kim et al. (2008), Rizvi and Siddiqui (2019) found no effect of perceived security on behavioural intention. Berg and Tornblad (2017) found that perceived security positively affected consumers' purchasing intention over omnichannel. Our study's results were consistent with the results of the study conducted by Berg and Tornblad (2017). The analysis results show that the higher consumers' perceived security level about omnichannel retailing, the higher the behavioural intention.

The effect of the dimension of personal innovativeness, which expresses individuals' willingness to adopt innovations in products, services or ideas (Midgley

and Dowling, 1978), on behavioural intention was found to be the dimension with the highest effect as a result of the analysis. This result is consistent with the result found by Juaneda-Ayensa et al. (2016). In both studies, personal innovativeness was found as the dimension with the highest effect on behavioural intention. This result is also consistent with the results of research conducted by Escobar-Rodríguez and Carvajal-Trujillo (2014), Rizvi, and Siddiqui (2019), San Martin, and Herrero (2012). However, Casey and Wilson-Evered (2012) demonstrated in their studies that personal innovativeness does not affect behavioural intention.

Venkatesh et al. (2012) did not find any direct effect of anxiety on behavioural intention. Therefore, the result of the analysis showing that anxiety does not have a significant effect on behavioural intention supports the studies of Venkatesh et al. (2012). This result reveals that young consumers do not feel worried about the intention to use omnichannel retailing. However, there are studies in the literature with different findings. For example, Celik (2016) found that anxiety harms behavioural intention. Koldeweij (2017) and Meuter et al. (2005) indicate that consumers may want to avoid technology in adopting a new system, depending on their level of concern.

The last hypothesis analysed in this study is the hypothesis regarding the effect of behavioural intention on use behaviour. According to the analysis results, the intention to use will turn into the behaviour of using. At this point, it is crucial to consider the dimensions that affect behavioural intention, as discussed above. Considering the results of this research carried out on young consumers, if businesses change their strategies and switch to omnichannel infrastructure, they should offer to facilitate conditions to consumers. The offered technology should also include hedonic elements that will attract consumers.

It should also be consistent with consumers' shopping experiences, and the habit dimension should be taken into account. Another critical dimension is the security level of omnichannel perceived by consumers. The higher the perceived security level, the more intention to use it. In this sense, it is necessary to investigate the dimensions that affect the consumers' perceived security level and present them to the consumers' attention positively. The personal innovativeness of the

participants was found to be the most significant dimension of behavioural intention. The fact that this research was conducted on young consumers may be influential in the emergence of this result. Based on this result, businesses whose target market consists of young consumers or individuals with personal innovativeness will ensure the success of the omnichannel structure they will create. Businesses that appeal to different target consumers have to do additional research on this subject.

5.2. Managerial Implications

It is necessary to integrate channels successfully, train employees on omnichannel, use of the latest technology applications for omnichannel, research the behaviour of consumers who will use this technology, and pay attention to the protection of consumer data for the omnichannel strategy to be successful (Lazaris and Vrechopoulos, 2014). Besides, it is also essential that managers can present up-to-date product/service information and manage monetary transactions well so that consumers can get the services they expect from omnichannel (Belu and Marinoiu, 2014).

While multi-channel retailing offers businesses numerous opportunities, being able to attract consumers through these multiple channels is one of the most significant opportunities for omnichannel retailers (Lee et al., 2019). Also, multi-channel retailers have difficulty competing with online competitors due to their investments in digital infrastructure and existing physical stores (Chen et al., 2018). At this point, retailers are increasingly faced with the necessity to transform their existing channel structures into this integrated omnichannel system. However, many retail businesses find it challenging to implement omnichannel strategies that meet consumer needs and work efficiently. For these reasons, omnichannel retailing is emerging as an option that presents significant investment risk to businesses (Jocevski et al., 2019).

Due to technology's progress day by day and the developing technology affecting consumers' purchasing behaviour (Hsia et al., 2020: 12), the omnichannel strategy should be adopted shortly for many retail businesses. Many retailers who are leaders in their field have already invested in this field and have created their

infrastructure and strategies to provide their customers with an uninterrupted shopping experience. In this sense, businesses that want to be successful in the competition should be aware of their omnichannel structure, create the necessary investments, and reformulate their strategies. The results to be obtained from these and similar studies should be taken into account in the technological infrastructure and human resource investments of the businesses.

5.3. Limitations and Directions for Future Researches

This study also has some limitations, as in other studies. The study's limitations were it being conducted by a non-random sampling method, and only on university students of a certain age and education level were taken as a sample. Besides, the research sample is limited to a specific city. These limitations negatively affect the generalizability of the research results.

In future studies, researches that will be conducted on individuals with different demographic characteristics and by using a random sampling method could yield different results. Besides, conducting sector-specific research can also provide more effective results for practice. Finally, investigating the moderator effect of demographic variables in the evaluation of the relationships between latent variables will also enable the subject to be covered on a broader scope and to obtain more detailed results.

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