



OMNI CHANNELS AND SUBJECTIVE NORMS AS DRIVERS OF PURCHASE INTENTION: A STUDY OF HOSPITALITY INDUSTRY

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ABSTRACT

Consumer preferences and concerns are shifting as technology and societal acceptance progress. This research seeks to explore the effect of omni channels and subjective norms on purchasing intentions. The study was conducted among tourists who visited and stayed at hotels in Madhya Pradesh. The data gathered is both pertinent and trustworthy, having been validated through a reliability assessment. To evaluate the influence of omni channels and subjective norms on purchase intentions, regression analysis was utilized.

I. INTRODUCTION

India has large number of monuments, diverse landscape and growing worldclass infrastructure which attract huge number of tourist as it is also shown in recent years data. Indian government launches many programmes and policy to make awareness among potential customer such as Incredible India, the Dekho Apna Desh, Swadesh darshan and Prashad scheme.

The tourism industry is a combination of various sectors, with hospitality being one of them and a crucial pillar of the industry. As time is changing and evolving, customer need and demand is also reshaping as their way to book services, search for stay and evaluation.

Omni channels do integration of all the means of services which make seamless access to customer and influence to purchase product, same with subjective norms as pressure from



family members, peers and others make influence on customer perception to purchase certain product or services.

CONCEPTUAL FRAMEWORK

Omni Channels

Verhoef et al., (2015) defined “The synergetic management of the numerous available channels and customer touch-points intended to optimize the customer experience and performance across channels”. Mirsch et al., (2016) state that “The omni-channel approach, channels are interchangeably and seamlessly used during the search and purchase process”. Kozlenkova et al., (2015) defined “Omni-channels as providing a seamless retail experience across all end-user channels, making products available via multiple channel formats”.

Subjective Norms

Ajzen and Fishbein (1980) defined “A subjective norm is a sum of normative beliefs and each individual’s motivation to comply.” Vries et al., (1988) defined that “Subjective norms consist of the expectation of other persons opinions, normative beliefs and the degree to which an individual is inclined to agree with these opinions, the motivations to comply.” Azjen (1991) “According to TPB, subjective norm (SN), which is defined as the perceived social acceptance and support for the behavior.”

Purchase Intention

Shabbir et al. (2009) defined that “Purchase intention is the individual’s awareness to make an attempt to buy a brand”. Fishbein and Ajzen (1975) defined that “The probability that a consumer will purchase a specific product is known as purchase intention”. Younus et al., (2015) defined that “Consumer will buy a product after evaluating it”.

II. LIERATURE REVIEW

Omni Channels – Purchase Intention

Balbín Buckley et al. (2024) suggested that the integration of cohesive communication, consistent pricing and cross-channel logistics enhances experience of customer, leading to increased purchase intentions. similar view shared by Furquim et al. (2022) that the stage before making a purchase in the omnichannel experience, characterized by collecting information and evaluating products and it is greatly influenced by the quality of integration.



This integration serves as the foundation for the final buying decision. Chopra (2016) observes that when channels are effectively integrated, customers view brands as more trustworthy and focused on customer needs, which diminishes their reluctance to make purchasing decisions. Beck and Rygl (2015) further contend that omni-channel systems facilitate decision-making by delivering uniform information from various sources, thereby reducing confusion and enhancing consumer confidence.

Subjective Norms - Purchase Intention

Han and Kim (2010) suggested that subjective norms are a direct predictor of intentions to patronize green hotels, indicating that the perception of social approval is a strong motivator to purchase green hotel product. in a similar vein Al-Debei et.al, (2013) suggested that the influence of family and peers substantially impacts young consumers' intentions to utilize mobile services. Sparks and Pan (2009) stated that the choice of a destination by tourists was directly affected by perceived social pressure and suggestions from their peers. Similarly, Lam and Hsu (2006) validated that subjective norm had a significant impact on the intentions of Chinese travellers to visit Hong Kong. Cheung and Thadani (2012) confirmed that online norms apply direct pressure on consumers to align their behaviour, resulting in heightened intentions to make purchases.

Objectives Of the Study

1. To re-standardise a measure for evaluating omni channels.
2. To re-standardise a measure for evaluating subjective norms.
3. To re-standardise a measure for evaluating Purchase intention.
4. To evaluate the impact of omni channels on Purchase intention.
5. To evaluate the impact of subjective norms on Purchase intention.

III. RESEARCH METHODOLOGY

The nature of the research was informal. A survey methodology was employed as the tool for data collection. The population for the study consisted of individuals traveling within the Madhya Pradesh area.

A total of 103 respondents, comprising both male and female participants, were chosen through a non-probability purposive sampling method. A standardized questionnaire was

used, based on a Likert-type scale from 1 to 5, where 1 indicates the highest degree of agreement and 5 denotes the lowest degree of agreement.

A regression analysis was conducted to evaluate the impact of omni channels and subjective norms on purchase intention.

Tools for Data analysis

To achieve the study's objectives, the following tests were conducted on the collected data.

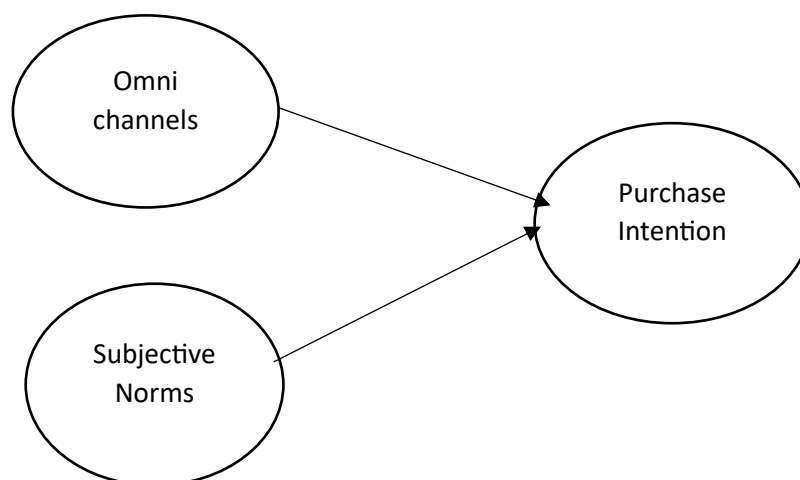
1. The reliability was determined using Cronbach's Alpha.
2. Regression analysis was employed to evaluate the influence of omni channels and subjective norms on the intention to make a purchase.

Hypothesis Of the Study

H1 There is no significant effect of omni channels on purchase intention.

H2 There is no significant effect of subjective norms on purchase intention.

Proposed Model



IV. RESULTS

Reliability Analysis

Cronbach's alpha has been used to determine the reliability of all the items in the questionnaire.

The findings from the questionnaire, which assesses Omni Channels, Subjective Norms, and Purchase Intentions.

TABLE 1: Reliability: Omni Channels

Cronbach's Alpha	N of Items
.952	7

It is widely recognized that a reliability value greater than 0.7 is considered acceptable. The reliability value stands at 0.952, which exceeds the 0.7 threshold. Consequently, all items in this questionnaire are viewed as reliable and are appropriate for further analysis.

TABLE 2: Reliability: Subjective Norms

Cronbach's Alpha	N of Items
.932	3

It is widely recognized that a reliability value greater than 0.7 is considered acceptable. The reliability value stands at 0.932, which exceeds the 0.7 threshold. Consequently, all items in this questionnaire are viewed as reliable and are appropriate for further analysis.

TABLE 3: Reliability: Purchase Intention

Cronbach's Alpha	N of Items
.922	3

It is widely recognized that a reliability value greater than 0.7 is considered acceptable. The reliability value stands at 0.922, which exceeds the 0.7 threshold. Consequently, all items in this questionnaire are viewed as reliable and are appropriate for further analysis.

Regression**TABLE 4: Correlations**

Correlations				
		TTLPI	TTLOCN	TTLSN
Pearson Correlation	TTLPI	1.000	.795	.901
	TTLOCN	.795	1.000	.897
	TTLSN	.901	.897	1.000
Sig. (1-tailed)	TTLPI	.	.000	.000
	TTLOCN	.000	.	.000
	TTLSN	.000	.000	.
N	TTLPI	103	103	103
	TTLOCN	103	103	103
	TTLSN	103	103	103

The correlation between omni channels and purchase intention is .795 which shows high order of positive correlation, the correlation between Subjective norms and purchase intention is .901 which also reflect strong positive relationship. The results suggests that null hypothesis H1 and H2 is not accepted. omni channels has positive correlation with Subjective norms as it is .858.

TABLE 5: Model Summary

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
dimension	1	.901	.812	.808	1.19155	2.199
a. Predictors: (Constant), TTLSN, TTLOCN						
b. Dependent Variable: TTLPI						

The value of R indicates the simple correlation and is .901 which suggests a positive significant relationship. The value of R Square shows how much of total variance in purchase intention can be explained by omni channels and subjective norms. It was found that 81.2% of the variation in purchase intention can be attributed to omni channels and subjective norms. The Durbin Watson value is 2.199, indicating that there is no issue with autocorrelation.

TABLE 6: ANOVA

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	612.137	2	306.068	215.572	.000 ^a
	Residual	141.980	100	1.420		
	Total	754.117	102			
a. Predictors: (Constant), TTLSN, TTLOCN						
b. Dependent Variable: TTLPI						

The regression model demonstrates a strong fit, as evidenced by an F value of 215.572, which is significant at the 0.000% level of significance, indicating a high level of predictability for the model.

TABLE 7: Coefficients

Coefficients				
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.405	.486		.832	.407
	TTLOCN	-.030	.046	-.065	-.657	.513
	TTLSEN	1.044	.107	.958	9.753	.000
a. Dependent Variable: TTLPI						

The coefficient table presents the details of each predictor variable. In this context, purchase intention serves as the dependent variable, while omni channels and subjective norms are considered independent variables. Result shows that omni channels is not strong predictor of purchase intention as Beta value is -.065 while subjective norms show as strong predictor of purchase intention, its Beta value is .958.

V. DISCUSSION

Correlation result shows that there is strong and significant association among subjective norms, omni channels and purchase intention, as results shows that r is .901 and $P < .001$ in case of subjective norms and purchase intention which reflected strong association between them, this result is supported by various earlier studies like Ajzen (1991) suggests that intention influences by social pressure which come from important people. Similar suggestion shared by Choi and Chung (2013) & Alalwan (2018) that subjective norms significantly influence customer intention to buy specific product. similarly, omni channels has strong association with purchase intention as result indicate r is .795 and value of $P < .001$ which is supported by studies of Beck and Rygl (2015) as they emphasise that seamless integration, ease of switching channels and time saving process enhances the chances of purchase intention, similar view put by Liao et al., (2022) that convenience through omni channels influence purchase intention of customer. Omni channels have strong relationship with subjective norms as r is .897 and $P < .001$. result is supported by very few studies. Regression test shows that subjective norms and Omni channels have over 81 percent variance on purchase intention as results R square is .812 and is supported by Rodríguez and Fernandez (2017). Regression Model is significant as value of F is 215.572 and $P < .001$. previous studies also stated that multi factor models express the customer intention (Hair et al., 2019). Coefficient result shows that subjective norms create strong influence on purchase intention as β is .958 and $P < .001$. social pressure plays vital role in making intention of customer to purchase (Ajzen 1991), it is also validated by various studies done in field of



retail, online, omni channels and mobile context (Alalwan 2018). Omni channels do not create impact on purchase intention when subjective norms included as results shows β is -.065 and $P < .001$. various studies show that convenience indirectly influence purchase intention (Pantano and Verhoef 2014).

VI. CONCLUSION

The study's findings indicate that purchase intention is significantly affected by subjective norms, highlighting the importance of encouragement, advice, and approval from relevant groups such as friends, peers, and family. Consequently, service providers can develop strategies that focus on enhancing social influence through means such as positive word of mouth, peer recommendations, online reviews, and influencer marketing. These strategies can contribute to business growth by increasing customer purchase intention. However, the results indicate that omni channels do not have a significant effect on purchase intention.

VII. SUGGESTION AND IMPLICATION

- Researchers may leverage the results of this study to strengthen the findings of their inquiries in associated disciplines.
- Researchers can consult the literature review to improve the literature review of their research in similar domains.
- This study involved a sample size of merely 103 participants. Subsequent research could gain from a larger sample size to attain more accurate outcomes.
- The research was confined to Madhya Pradesh. Hence, it is advisable to broaden the geographical range to secure more pertinent findings.

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