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A Research on the Investigation of Turkish Consumers' Purchase Intentions in the Context of Omni-Channel Shops and Unified Theory of Acceptance and Use of Technology (Utaut-2)

Türk Tüketicilerinin Satın Alma Niyetlerinin, Omni-Kanallı Mağazalar ve Birleştirilmiş Teknolojinin Kabul ve Kullanımı Teorisi (Utaut-2) Bağlamında İncelenmesi Üzerine Bir Araştırma

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ABSTRACT

The particular aim of this paper is to examine the motivational factors underlying Turkish consumers' behavior during the process of their purchasing from omnichannel shops, with a deeper and broader perspective on the current role of technology. The Quantitative research method was used to achieve the adopted research objective. A total of 456 respondents shared their actions regarding their last purchase in the 12 months prior to data collection in Turkey. The hypothesis analysis part of this article suggests that the following elements have a favourable impact on purchasing behaviour: perceived trust, innovation, pricing value, and purchase intention. According to the study's findings, Turkish omni-channel shoppers value the ability to receive advertising messages through the technological devices they use, compare products and prices with these devices, and thus expect personalised campaigns to complete their purchases and track post-sale deliveries.

Anahtar Kelimeler:
Omni Kanal Pazarlama,
Tüketici Satınalma Davranışı,
Birleştirilmiş Teknolojnin Kabul ve Kullanımı Teorisi
Jel Kodları:
M30, M31

ÖZET

Bu makalenin amacı, Türk Tüketicilerinin omnikanal mağazalardan satın alma sürecindeki davranışlarının altında yatan motivasyon faktörlerini, teknolojinin mevcut rolüne ilişkin daha derin ve daha geniş bir bakış açısıyla incelemektir. Araştırmada nicel araştırma yöntemi kullanılmıştır. Türkiye'de yerleşik 456 kişi ankete katılarak, son 12 aylık dönem içinde, satın alma işlemlerine yönelik davranışlarını belirtmişlerdir. Araştırmadan elde edilen verilerin analizinde, Smart Pls ve IBM SPSS-25 istatistik yazılım paketlerinden yararlanılmıştır. Araştırmanın hipotez analizi kısmı, aşağıda belirtilen faktörlerin satın alma davranışı üzerinde olumlu etkiye sahip olduğunu ileri sürmektedir. Bu faktörler algılanan güven, yenilik, fiyatlandırma değeri ve satın alma niyetidir. Çalışmanın bulgularına göre, Omnikanaldan hizmet veya ürün satın alan Türk Tüketiciler kullandıkları teknolojik cihazlar aracılığıyla reklam mesajlarını alma, bu cihazlarla ürün ve fiyatları karşılaştırma olanağına sahiptirler. Bu nedenle, satın alma işlemlerini tamamlamak ve ayrıca satış sonrası teslimatlarını izlemek için kişiselleştirilmiş kampanyaları da takip etmektedirler.

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1. INTRODUCTION

With the advent of the twenty-first century, a new age of technological innovation and transfer began. Customer and company interactions alter as a result of technological advancements. Communication is evolving from traditional to digital. For example, new technology has revealed new ways to do business. By embracing these concepts, the internet began to serve as a catalyst for new business models. According to Ho Cheong & Park (2005: 126), the adoption of the internet over a wired network has transformed the distribution technique, making it more effective and convenient. However, wireless devices are supposed to offer clients with information and services at all times and from any location. As a result of the rise of the online channel and continuous digitalisation, retail has undergone tremendous transformation. As a result, the internet channel has grown extremely dominating, which can be regarded a disruptive trend.

The widespread use of the internet has enabled consumers to search for the products and services they want in a cost-effective, timely and reliable manner from various points of sale, thus causing distribution channels to change. In addition, consumers have also developed various options to access a product or service. In this situation, especially with the spread of e-commerce in the retail sector, consumers do not only want to buy or shop for designs, but also the channels where the purchase will take place play an important role in their decisions. Currently, consumers are looking for the best option for themselves in terms of both speed and cost.

The notion of omni-channel examines how to manage these channels in a harmonic and adaptable manner, as well as ensure channel synchronisation. Omni-channel is one of the most significant retail revolutions of recent years, affecting a wide range of industries including marketing, retail, communication, and information technology. Omni-channel strategy is a type of retailing that enables genuine engagement, allowing customers to shop anywhere, anytime across channels, hence removing barriers between online and physical channels. Mobile devices have become an essential part of modern consumer life. According to studies on the subject, consumers use mobile technologies for reasons such as personalization, accessing services without location restrictions, and providing a time/cost advantage.

The Unified Theory of Acceptance and Usage of Technology (UTAUT) models provide a useful framework for examining the adaptations to mobile applications, which are rapidly expanding globally and used by various consumer groups for shopping purposes. In addition, it aims to determine which mobile applications customers prefer on a general platform, both from offline and online retailers, and to find the factors that affect the tendency to use these applications. Therefore, this study aims to reveal the problems that hinder the usage of consumers on the factors and to offer reasonable solution suggestions. Thus, studies are carried out to reveal the attitudes of consumers towards mobile applications, which have become an inseparable part of their daily lives, and their future behaviors towards them. The secondary objectives of the study include predicting consumer behavior in the context of technology adaptation and determining the necessary elements for adaptation to applications.

Multi-channel research examines factors such as "performance expectancy", "effort expectancy", "social influence", "facilitating conditions", "hedonic motivations", "price values", "trust" and "innovation". Additionally, the relationship between online and offline "purchase intention" (behavioral intention) and "purchase behavior" (behavioral usage) is also under investigation. The functions assumed by demographic customer identifiers such as age, gender and spending are also investigated within the scope of these relationships.

2. LITERATURE REVIEW

The term "omnis" is derived from Latin, signifying 'all' or 'universal.' So, the concept of “omni-channel” denotes an amalgamation of all channels (Lazaris et al., 2014: 1). However, Neslin et al. (2006: 96) define a channel as a point of communication between the firm and the client. An omni-channel (O.C.) business model is a cross-channel business strategy used by firms to improve customer experience. O.C. business is described as "seamless and effortless, high-quality customer experiences that occur within and between contact channels. Thus "Multi-channel retailing” has been expanded into omni-channel retailing (Verhoef et al., 2015: 175).

The O.C. combines enhanced communication with user experience through a collaborative, well-coordinated cross-channel approach. O.C. substitutes multichannel platforms including e-commerce, social media, mobile applications, and physical sites with better customer values and a range of application channels in the healthcare, government, financial services, and telecommunications industries. Retailers use technology and communication strategies to select and provide products that satisfy their customers, and these strategies have a direct impact on consumer involvement, engagement, and competitive performance (Lazaris et al., 2014: 1).

More specifically, the retail environment has evolved and will continue to change as a result of the introduction of the mobile channel, tablets, and social media, as well as the integration of these new platforms into both online and offline purchasing. According to widely accepted studies, we are transitioning from an omni-channel retail model to a multi-channel retail framework. The interactive communication environment that mobile applications provide between the customer and the business leads to the creation of new products and services. The use of mobile applications promotes a system of open innovation. Consumer data collected via mobile applications aids in the expansion and diversification of products. Through the creation of online communities, mobile applications help to form consumer groups.

O.C. management is becoming more and more necessary as businesses and customers use more touchpoints to communicate more easily (Verhoef, et al., 2015: 176). When making a purchase decision, customers weigh the advantages and disadvantages of various channels and select the one that will minimize expenses like time, effort, money, and risk while maximizing benefits like better prices, safer purchases, and better deals (Gensler et al., 2017: 38; Pauwels & Neslin 2015: 184).

Venkatesh and his colleagues created the Unified Technology Acceptance and Use Theory, or UTAUT, paradigm in 2003 to forecast technology adoption in organizational settings (Chang, 2012:107). UTAUT is associated with the prediction of both behavioural intentions to use a technology and actual technology utilization, especially in organizational contexts.

UTAUT states that whilst behavioural intention and facilitating conditions dictate technology usage, performance expectancy, effort expectancy, and social influence were theorized and found to influence behavioural intention to use technology. Furthermore, different combinations of the four moderators were shown to moderate different UTAUT interactions according to theory (Zhang & Venkatesh, 2014: 715). UTAUT aims to model technology perception and disclose how individuals and the communities they form interact with it (Uyar, 2019: 687).

Numerous theoretical frameworks have been put out to explain users' acceptance behaviour. UTAUT moves forward by combining the structural elements of eight earlier models, ranging from computer science to human behaviour. It builds upon a number of earlier theories to provide a more thorough and all-encompassing model of human conduct.

After the acceptance of UTAUT, Vanktesh and his colleagues integrated three distinct constructs—namely, hedonic motivations, price value, and habit—into the UTAUT framework. Due to the UTAUT model's limited ability to comprehensively elucidate consumer expectations on its own, UTAUT-2 was developed by incorporating additional factors to enhance its explanatory power (Vankatesh et al., 2012: 150). The effects of these dimensions on behavioural intention and technology use are thought to be moderated by individual characteristics, including age, gender, and experience (Chang, 2012: 107).

3. HYPOTHESIS and RESEARCH METOD

Performance expectancy is defined by Venkatesh et al. (2003, 2012) and Chang (2012) as the degree to which using multiple channels and/or technology during the buying process will guarantee clients receive benefits while they are making purchases of goods and services. Performance expectancy has been shown again and time again to be the most significant predictor of behavioural intention, or buying intention (Ayensa et al., 2016: 4). In this regard, the following research hypothesis is proposed for this investigation:

H_1: Performance expectancy has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Effort expectation is the degree of ease associated with consumers utilising a variety of touch points during the purchasing process. Present technology adoption models incorporate the notion of effort expectation as perceived ease of use. The effort expectancy construct is significant in both voluntary and mandatory age situations (Ayensa et al., 2016:4) and has been demonstrated to favourably boost purchase intention (Venkatesh and al., 2012:10) in prior research (Karahanna & Straub, 1999: 186). Consequently, the theory put forth below is suggested:

H_2: Effort expectancy has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Customers may understand social influence in the way that various channels should be used depending on the demands of the people who are important to them, such as family, friends, role models, etc. The direct effect of social influence on behavioural intentions Social influence, subjective norm, and social norm constructs (Venkatesh et al., 2003:451), as well as the positive effects on purchase intention (Venkatesh et al., 2012; Ayensa

et al., 2016), all imply or explicitly state that people's behaviour is influenced by their perception of how others will perceive them as a result of using technology. In light of the literature, the study framework is expanded to include the following hypothesis:

H_3: Social influence has a positive effect on Turkish consumers' purchasing intentions from omnichannel shops.

Vankatesh added a direct relationship from favourable conditions to behavioural intent as the first modification to adapt UTAUT to the setting of consumer technology usage. Because they can help achieve full behavioural control and have a direct impact on behaviour in an organizational environment, enabling factors are expected to have a direct impact on technology use in UTAUT (Ajzen 1991:182 and Vankatesh et al, 2012: 164). This is due to the fact that a lot of the facilitating terms—like the training and support—can be offered by an organisation at no cost to customers and are essentially constant.

H_4: Facilating condition has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Hedonic motives are associated with concepts such as enjoyable, pleasurable, and fun (Holbrook & Hirschman, 1982: 132 ; Kim & Forsythe, 2007: 503; Venkatesh et al., 2012: 156; Ayensa et al., 2016: 4). It has been shown to play a big role in influencing consumers' intentions to buy and their acceptance of new technology. According to Brown & Venkatesh (2005), it is defined as the delight or pleasure derived from using the mentioned technology. Numerous information and communication technology (ICT) articles have shown how hedonic motivation affects technology use and purchasing intention (Thong et al., 2006:802; Ayensa et al. 2016: 4). Consequently, the following theory is now included in the research structure.

H_5: Hedonic motivation has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Price is defined as the perceived difference between the costs associated with employing technology and its benefits (Dodds et al., 1991: 308). The price and pricing scheme have a big influence on how customers use technology. In marketing research, the perceived worth of goods and services is generally ascertained by taking into account both the monetary cost and price in addition to the quality of the goods or services (Zeithaml, 1988: 17). When the advantages of adopting technology are thought to outweigh the financial costs, the price value is positive, and this price value positively influences behavioural intention (Vankatesh et al., 2012: 158). Therefore, the appropriate follow-up hypothesis now includes price value as an indicator of behavioural intention to utilise a technology.

H_6: Price value has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Customers' perception of trust is defined as their belief that omni-channel businesses include information security concepts into their technology policies, such as encryption, authentication, and information protection and verification (Kim et al., 2008: 510). O.C.s will conclude that the retailer's goal is to ensure their information security during the purchasing process if they believe that online channels include security features (Chellappa & Pavlou, 2002: 363 and Ayensa et al., 2016: 5). Studies have indicated that the perceived trustworthiness of online channels has a beneficial impact on purchase intention (Salisbury et al., 2001: 171; Frasquet et al., 2015: 17). The research framework is broadened to incorporate the following hypothesis, which presupposes a connection between perceived trust and the inclination to buy, in light of the findings.

H_7: Perceived trust has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

Within the context of omnichannel marketing, innovation is characterised as an individual's inclination to experiment with novel items or channels and pursue novel experiences that necessitate more investigation (Midgley & Dowling, 1978:234). Numerous scholarly works have emphasised the significant impact that consumer innovation seeking has on information and communication technology (ICT) adoption and purchase intention (Agarwal & Prasad, 1998: 208; Citrin et al., 2000: 299; Salmones et al., 2008: 374). This is how the study hypothesis that follows is put forth:

H_8: Perceived Innovativeness has a positive effect on Turkish Consumers' purchasing intentions from omnichannel shops.

H_9: Purchase intention (BI) has a positive effect on Turkish Consumers' purchasing behavior (BU) from omnichannel shops.

In both online and offline settings, trust plays a significant role in purchasing decisions. However, in the online setting, trust is predominantly developed through person-to-website contact rather than person-to-person conversation mediated by technology (Winch & Joyce 2006: 549). Gounaris et al. claim that behavioural purpose determines usage behaviour. As described by (Fishbein & Ajzen, 1975; Fishbein & Ajzen, 2010; Davis & Cosenza, 1985), it is our ultimate goal and aim. It is the purpose of omni-channel shoppers to adopt and use the system.

According to Vanketesh et al. (2003), BI (behavioral intentions) will significantly improve BU (behavioral usage), just like making online and offline buying. As a result, the research structure now includes the following theory.

Sivakumar et al. (2002) state that there is generally more risk involved with online shopping than with in-store shopping. Consumer trust is seen to be impacted by product information and the online purchasing experience. Nonetheless, it appears that customer confidence is unaffected by security when shopping virtually. The elderly are the consumer demographic that is most susceptible to deception, so naturally, they prefer to shop from brands and establishments they are familiar with and can rely on. Elderly consumers are using credit cards at a higher rate due to changes in their lifestyles and buying patterns in recent years (Apostolova & Gehrt, 2000: 30). Because younger customers are seen as more technologically savvy because they were raised in the digital age, age is also proven to be important when it comes to technology adoption (Pieri & Diamantinir, 2010: 2410). Nonetheless, gender often plays a significant influence in how reliable customers view companies; for instance, Faqih (2015) discovered that women are less inclined than men to make purchases and to take more risks. Consequently, the following theories are now included in the research structure.

H_{10}: The relationship between perceived trust and purchase intention from ocs to use shopping behaviour in Turkey is moderated by age of consumers.

H_{11}: The relationship between perceived trust and purchase intention from ocs to use shopping behaviour in Turkey is moderated by the gender of consumers.

The impact of price value on behavioural intention is expected to be moderated by age, gender, and disposable income (Vankatesh et al., 2012:4). Theories pertaining to social roles, such as those advanced by Deaux & Lewis in 1984, have been employed to theorise regarding the relative importance of price value differences between genders and between younger and older individuals. It demonstrates how men and women adopt various social roles and display various role behaviours. Specifically, women are more interdependent, collaborative, and detail-oriented than men, who are typically free, competitive, and base their decisions on a limited amount of information and heuristics (Bakan 1966: 426; Deaux & Kite 1987: 97).

Consequently, women are more likely than males to be cost-conscious and to pay more attention to product and service prices in a consumer setting. Furthermore, compared to men, women tend to be more responsible, more involved in purchases, and more frugal with their money (Slama & Tashchian 1985: 74). The price males place on technology is probably higher than the price women place on it, because men are more likely than women to interact with different forms of technology. Moreover, the gender gap caused by social role expectations would increase with age because older women are more likely to engage in activities like taking care of their families (Deaux & Lewis 1984: 995). Because of their social roles and increased attention to family finances, older women will consequently be more price sensitive. This demonstrates that older women place a higher value on goods and services that have a monetary worth. As a result, the following H-12, H-13, and H-14 hypotheses are proposed:

H_{12}: The relationship between price value and purchase intention from ocs to use shopping behaviour in Turkey is moderated by the disposable income of consumers.

H_{13}: The relationship between price value and purchase intention from ocs to use shopping behavior in Turkey is moderated by the age of consumers so that the effect will be stronger among consumers who are elderly.

H_{14}: The relationship between price value and purchase intention from ocs to use shopping behaviour in Turkey is moderated by the gender of consumers so that the effect will be stronger among older women.

Grohmann et al. (2011: 195) examined the elements that affect mobile internet acceptance and whether there are gender disparities in this regard using the Unified Technology Acceptance Model and Technology Use Model. Their goal was to validate the role that gender plays in the adoption and implementation of new technologies. According to the findings, men but not women were found to be significantly impacted by performance expectations and computer self-efficacy with regard to the purpose of use. When the gender variable in the performance expectation component is examined, it is demonstrated that women are more prominent and superior to men. According to the literature, the following hypothesis has been proposed for this study:

H_{15}: The relationship between performance expectancy and purchase intention from ocs to use shopping behavior in Turkey is moderated by the gender of consumers so that the effect will be stronger among male consumers.

The influence of hedonic incentives on behavioural intention is expected to be lessened with age because of differences in customers' perceptions of innovation, novelty seeking, and novelty of the target technology (Vankatesh et al., 2012: 163). "The degree to which an individual is open to new ideas and makes innovative decisions independently" is what Midgley & Dowling (1978) defined as innovativeness. The inclination for a person to look for novel stimuli or information is known as novelty seeking (Hirschman 1980: 283). The hedonic incentive to use any product can also be influenced by such innovation and novelty seeking (Holbrook and Hirschman 1982: 93). Customers will become more aware of a technology's innovation and may even employ it for their own inventive purposes after they start using it (Holbrook & Hirschman 1982: 94).

Additionally, it has been discovered that the innovativeness of consumer technology is related to both age and gender (Lee & Leonas, 2018: 4). Young males exhibit a stronger propensity to seek innovation when utilising new technologies in their early phases (Chau & Hui 1998: 228). It is clear from this pattern that young men's early decisions about technology use will place a greater emphasis on hedonic incentive. All of this leads to the following theories, which are thus proposed as H-16 and H-17 (Vankatesh et al., 2012: 156).

H_{16}: The gender of the consumer moderates the association between innovativeness and the desire to purchase from ocs to utilise purchasing behaviour in Turkey, with a greater effect on male consumers.

H_{17}: The relationship between hedonic motivations and purchase intention from ocs to use shopping behaviour in Turkey is moderated by the age the of consumers.

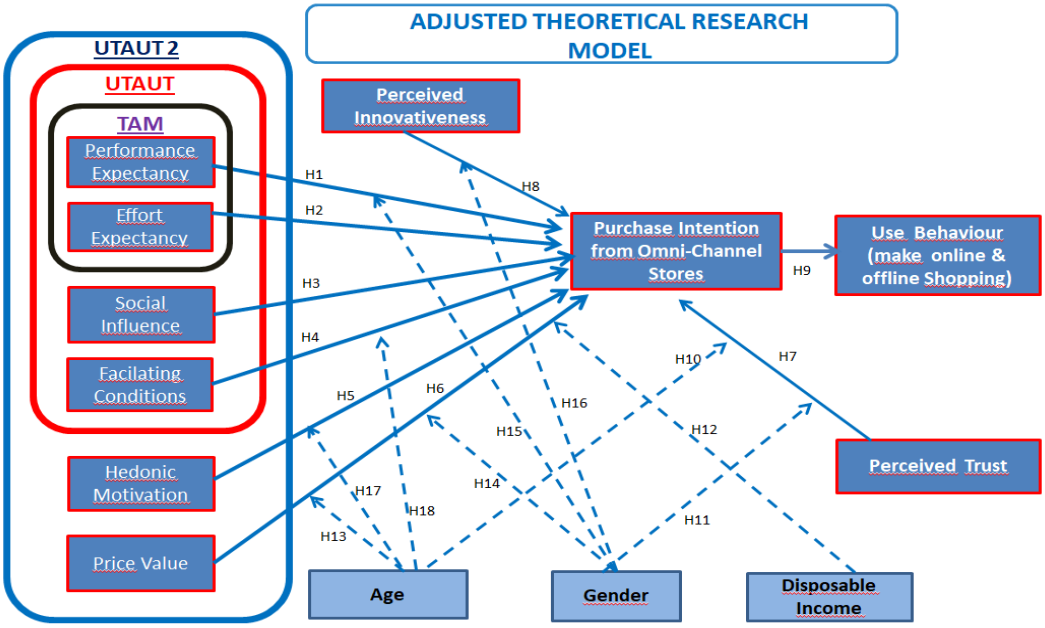

Figure 1. Research Model

Age is predicted to attenuate the impact of enabling settings on behavioural intention (Vankatesh et al, 2012: 157). The inability of older customers to assimilate new or complex information often hinders their ability to learn new technology (Menz et al. 2005: 1549; Plude & Hoyer 1986: 7). This challenge can be linked to the aging-related reduction in cognitive and memory functions (Posner, 1996: 1697). As a result, elder customers are more likely than younger consumers to emphasise the provision of sufficient support (Hall & Mansfield 1975: 204). Gender roles will become increasingly significant as people get older, especially as young people grow into adults.

As a result, senior ladies will give facilitating conditions greater weight. In fact, research indicates that as people age, gender disparities in the significance of facilitating conditions grow increasingly evident (Menz et al., 2005: 1549; Venkatesh et al., 2003: 454). In the early stages of using technology, older women depend more on enabling conditions because, as previously noted, they place more value on lowering the learning curve for new technology. Thus, our hypothesis is:

H_{18}: The relationship between facilitating conditions and purchase Intention from ocs to use shopping behaviour in Turkey is moderated by age of consumers.

4. DATA ANALYSIS and RESULT

4.1. Measurement Model

Quantitative research approaches were used to test the model and the previously mentioned hypotheses. Examining particular correlations between variables using quantitative data analysis is the main goal of quantitative research. The post-positivist perspective is adopted by quantitative research, which focuses on generating hypotheses, gathering data for analysis, and testing and validating theories. It can be used for phenomena that have a quantitative expression (Kothari, 2004: 39). An online survey targeting Turkish omnichannel retail customers provided the data for this study. In the summer of 2022, the survey was carried out. Omnichannel shoppers were defined as individuals who shop through at least two channels from the same merchant for the purposes of this poll. Regarding the conduct of this research, an "Ethics Permission Certificate" dated 27/10/2021 and numbered 14658 was obtained from the Ethics Committee of the Yaşar University.

Table 1. Respondents Features Characteristics. (N= 456)

Demographic Features	Frequency	Percent (%)
Gender of Respondents		
Male	265	58,1
Female	191	41,9
Total	456	100
Educational Level of Respondents		
Secondary School	5	1,1
High School	36	7,9
Associate Degree	38	8,3
Bachelors Degree	247	54,2
Postgraduate	130	28,5
Age level of Respondents		
18-24	16	3,5
25-30	58	12,7
31-35	44	9,6
36-40	69	15,1
41-50	157	34,4
51-60	106	23,3
61 years old and older	6	1,4
Income Level (TRY) of Respondents		
2825-3999	64	14,1
4000-5999	75	16,4
6000-8999	106	23,2
9000-11.999	62	13,6
12.000 – Over	149	32,7
Online Shopping Experience (Years)		
Less than one year	23	5
Between 1 or 2 years	48	10,5
Between 3-4 years	82	18,1
5 Years and over	303	66,4

The respondents were thoroughly examined to determine who might be considered an omnichannel shopper. In all, 456 respondents described how they had acted on their most recent purchase made in the 12 months before the data was gathered. The purpose of convenience sampling is to find responses or participants. Convenience sampling is a non-probabilistic sampling technique that aims to collect a sample of items that are easily accessible. The interviewer has the last say when it comes to choosing the sampling units. Often, respondents are selected just by coincidence—that is, by just so happening to be at the right location at the right moment. The sample units are cooperative and easily accessible (Malthora, 2004:30).

The survey's questions were developed after a careful analysis of pertinent literature and studies that highlight the relationship between omnichannel marketing's effects and the UTAUT-2 model's perspective on customer behaviour. The scales used in this study were taken from earlier research to guarantee that there would be enough items for the data analysis. A representative sample was given the questionnaire. Every participant in the online poll in Turkey was carefully chosen through the use of social media users (Facebook, WhatsApp, Linked-in groups, etc.).

There are two sections to this questionnaire: The first section collected demographic data from the respondents (e.g., gender, age, income, education level, etc.). The second section includes measurement scales that were adapted from relevant academic literature and scale items related to consumers' purchase intentions in omnichannel shopping that were taken from the UTAUT-2 model with 34 questionnaires. Questions at the nominal and ordinal levels are among the demographic variables. The participants in this study will be consumers in Turkey who have visited physical stores and online marketplaces and are over the age of 18.

In the context of the consumer behaviour perspective in omnichannel marketing, Vankatesh et al.'s (2003) study was utilised for the UTAUT-2 model's performance expectation (PE), effort expectancy (EE), social influence (SI), facilitating conditions (FC), and price value scale items (PV).

While the questions on the behavioural intention (BI) scale were drawn from studies by Pantano & Viassone (2015) and Vankatesh et al. (2003), the items on the hedonistic motivation (HM) scale were generated by Kim et al. (2008), Coşkun & Marangoz (2017); Childers et al. (2001) investigations. Additionally, the innovation (IN) scale items were provided by Goldsmith & Hofacer (1991) and Lu et al. (2005), while the perceived trust (PT) scale items were provided by Cha (2011).

Based on a seven-point Likert scale, each item in the questionnaire is scored. The vocal statements "Strongly Disagree" and "Strongly Agree" are anchored at numerals 1 and 7, respectively (Malhotra & Birks, 2007: 29). The statistical packages IBM SPSS-25 and Smart Pls were used to analyse the data in this study.

4.1.1. Descriptive Analysis

It is clear from Table 1's data results on participant characteristics that 41.9 percent of the 456 respondents are women and 58.1 percent are men. The following represents the respondents' distribution based on educational attainment. There are five secondary school graduates, or 1.1 percent of the total, and thirty-six high school graduates, or 7.9 percent of the total. The number of associate degree education levels is 38, and the percentage is 8.3%. There are 247 bachelor's degree holders, or 54.2 percent of the total. Postgraduate education makes up the final educational level, with 130 participants, or 28.5 percent of the total.

Table 2. Descriptive Statistics of Respondents

		Gender	**Level of Education**	**Age of Respondents**	**Income Level**	**Online Shopping Experience**
N	Valid	456	456	456	456	456
Missing		0	0	0	0	0
Mean		0,58	4,01	3,39	2,34	2,46
Std. Error of Mean		0,23	0,041	0,069	0,067	0,041
Median		1,00	4,00	4,00	2,00	3,00
Mode		1	4	4	4	3
Std. Deviation		0,494	0,886	1,471	1,433	0,874
Variance		0,244	0,784	2,164	2,055	0,763
Skewness		-0,330	-1,089	-0,666	-0,238	-1,491
Std.Error of Skewness		0,114	0,114	0,114	0,114	0,114
Kurtosis		-1,899	1,191	-0,551	-1,274	1,137
Std. Error of Kurtosis		0,228	0,228	0,228	0,228	0,228
Range		1	4	6	4	3
Sum		265	1829	1547	1069	1121
Percentiles	25	0,00	4,00	2,00	1,00	2,00

	50	1,00	4,00	4,00	2,00	3,00
	75	1,00	5,00	4,00	4,00	3,00

Table 2 illustrates that there is no missing value in this survey. It is seen that all data (N=456) were used in this study. The age distribution of the respondents indicates that 16, or 3.5% of the total, are between the ages of 18 and 24. However, 58 individuals in this study—or 12,7% of the total—are between the ages of 25 and 30. As a percentage of all participants, 44 or 9,6% of them fall between the age range of 31 and 35. Thirty-six percent of the participants, or fifteen percent, are between the ages of thirty and forty. The age range of 41 to 50 is the largest group of respondents, comprising 34,4% of the sample. There were 106 responders, or 23,3% of the total, who were between the ages of 51 and 60. Finally, six participants, or 1.4% of the total, are 61 years of age or older. Looking at the respondents' income levels in Table 1, we find that the highest values in terms of numbers are 12.000 TL and above, with 149 respondents and a percentage of 32,7. The earning range from 9.000 to 11.900 TL is the lowest. There are 62 responders, and the percentage is 13.6 %.

Table 3. Tests of Normality

	Kolmogorof-Smirnov			**Shapiro-Wilk**		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Age of Consumers	0,250	456	0,000	0,887	456	0,000
Learning how to use mobile internet is easy for me.	0,220	456	0,000	0,842	456	0,000
People who are important to me think that I should use mobile internet.	0,160	456	0,000	0,914	456	0,000

There is no normal distribution assumption in the normality test since not all data items are normally distributed ($p<0.00$ in the Kolmogorov-Smirnov test), which is also reflected in the table. As a result, in this study, we do not need to select the parametric test over the non-parametric test. The exogenous variables PE, EE, SI, FC, HM, PV, IN, and PT, in that sequence, comprise the independent variables of our research model. The variable BI is both endogenous and exogenous in this instance. By the way, BU is an endogenous variable.

Factor loadings and indicator reliability should both be statistically significant, ideally more than 0.708 (Hair et al., 2010; Chin & Marcoulides, 1998). Evaluating a suggested measurement theory's construct validity is one of CFA/SEM's main goals. According to Hair et al. (2019), construct validity refers to how well a set of tested items captures theoretical latent constructs that they are intended to measure.

First of all, to measure the validity and reliability of the research with the measurement model in the reflective variables; Internal "Consistency Reliability", "Convergent Validity and " Discriminant Validity analyzes were performed. In the internal reliability analysis of the measurement of the research, three different reliability coefficients were calculated. These are respectively "Cronbach Alpha", "Composite Reliability (CR)", and finally "rho_A" coefficients. Reliability coefficients are expected to be above 0.70. As Cronbach Alpha, rho_A, composite reliability (CR) values were above the critical value of 0.70, according to the below table indicating that all variables had sufficient reliability values. Construct provided composite reliability in this survey.

Table 4. Construct Reliability and Validity

	Cronbach's ά	**rho_A**	**CR >0,70**	**AVE >0,50**
BI	0,964	0,964	0,971	0,848
BU	1,000	1,000	1,000	1,000
EE	0,889	0,899	0,931	0,818
FC	0,873	0,902	0,915	0,732
HM	0,882	0,895	0,922	0,750
IN	0,890	0,895	0,925	0,757
PE	0,923	0,925	0,951	0,866
PT	0,899	0,915	0,937	0,833
PV	0,913	0,916	0,945	0,852
SI	0,906	0,906	0,941	0,841

The large shared variance of the latent variable's indicators indicates convergent validity (Hair et al., 2010). Two values are used to measure convergent validity. Factor loading is one, while the Explained Average Variance (AVE) is another. Above 0.50 is expected for the AVE value. Convergent validity is also shown in table 4 for this survey, as can be observed as the AVE values are more than 0.50. Discriminant validity demonstrates how the variable being decomposed is indeed distinct from other variables.

As a result, a high discriminant validity value suggests that the concept or event being measured by the focus variable differs from the concept or event being assessed by other variables. The discriminant validity is tested using three values. Cross-loading is one of them, the Fornell-Larcker criterion (Hair et al., 2014) is the second, and the Heseler et al., 2015 HTMT (Heterotrait-Monotrait Ratio) criterion is the third.

Table 5. Cross-Loading of the Survey

	BI	BU	EE	FC	HM	IN	PE	PT	PV	SI
BI1	0,896									
BI2	0,909									
BI3	0,940									
BI4	0,926									
BI5	0,909									
BI6	0,944									
BU1		1,000								
EE1			0,908							
EE2			0,912							
EE3			0,894							
FC1				0,931						
FC2				0,923						
FC3				0,873						
FC4				0,699						
HM1					0,934					
HM2					0,939					
HM3					0,889					
HM4					0,674					
IN1						0,917				
IN2						0,879				
IN3						0,748				
IN4						0,924				
PE1							0,907			
PE2							0,945			
PE3							0,940			
PT1								0,946		
PT2								0,952		
PT3								0,836		
PV1									0,891	
PV2									0,944	
PV3									0,934	
SI1										0,907
SI2										0,941
SI3										0,904

When evaluating discriminant validity, cross-loads are assessed first. When we control the factor loadings of the indicators in Table 5, it is expected that each indicator's factor loading will have the largest value under its own variable and that each variable's factor loading will differ from the factor in other variables by more than 0.01.

All factor loads, with the exception of the HM4 and FC4 indicators, are found to be above 0.70. The items with validity and reliability values between 0.60 and 0.70 ought to remain in the model. It doesn't hurt to keep the value in the model if it is at an acceptable level.

According to reports, factor loads in analysis techniques based on PLS-SEM are higher than 0.70 (Chin, 2010). It is generally acknowledged, nonetheless, that this value is higher than 0.60 according to recent research (Hair et al., 2014). The factor load in the variable that an indicator is connected with should be greater than the factor load in the other variables, according to the cross-loading criterion. The factor loadings that meet the cross-loading criterion's greatest values horizontally are displayed in Table 5.

Table 6. Farner-Lacker Values

	BI	BU	EE	FC	HM	IN	PT	PE	PV	SI
BI	**0,921**									
BU	0,872	**1,000**								
EE	0,739	0,701	**0,905**							
FC	0,687	0,646	0,826	**0,855**						
HM	0,701	0,656	0,679	0,658	**0,866**					
IN	0,756	0,758	0,681	0,675	0,636	**0,870**				
PT	0,720	0,707	0,623	0,557	0,595	0,673	**0,913**			
PE	0,742	0,714	0,866	0,828	0,674	0,675	0,573	**0,931**		
PV	0,750	0,765	0,662	0,641	0,683	0,701	0,627	0,644	**0,923**	
SI	0,554	0,522	0,626	0,571	0,640	0,538	0,446	0,632	0,531	**0,917**

According to the Cross-Loading criterion, the factor load in the variable associated with an indicator must be greater than the factor load in the other variables. The square root of each variable's explained mean-variance (AVE), as determined by the Fornell-Larcker criterion, must be higher than the variable's correlation with other variables. The geometric mean of the correlations between the indicators of the same variable, or monotrait-heteromethod correlations, and the heterotrait-heteromethod correlations, or mean correlations between the indicators of all the variables in the model, are expressed as a ratio by HTMT. Less than 0.90 should be the HTMT.

Table 7. HTMT Ratio Criterions

	Behavioral Int.	Behavior Use	Effort Exp.	Fac. Cond.	Hed. Mot.	Innovat.	Perc. Trs.	Per. Exp.	Price V.	Soc. Inf.
Behavioral Intention										
Behavior Use	0,883									
Effort Expectancy	0,674	0,623								
Facilating Condition	0,472	0,428	0,416							
Hedonic Motivation	0,708	0,638	0,637	0,552						
Innovativness	0,807	0,802	0,670	0,446	0,653					
Perceived Trust	0,768	0,740	0,564	0,396	0,618	0,747				
Performance Expectancy	0,780	0.743	0,769	0,524	0,708	0,744	0,622			
Price Value	0,802	0,800	0,598	0,467	0,674	0,777	0,690	0,723		
Social Influence	0,596	0,548	0,607	0,416	0,691	0,598	0,496	0,691	0,581	

Both the HTMT and Fornell-Larcker criteria from the survey were used, and the outcomes are displayed in Table 7. The HTMT ratio is guaranteed by each number. Research indicates that concepts that are conceptually distant should have an HTMT coefficient of less than 0.85, whereas concepts that have an HTMT value of 0.90 should theoretically be close to one another. Table 7 also includes this criterion. By giving the desired threshold values for the three criterias, the discriminant validity conditions of the model are supplied.

4.1.2. Stractural Model

Following the validity and reliability analyses, the model's connection analysis is carried out, and the linearity's VIF coefficients are determined. It should be established that there is no issue with collinearity between the variables prior to testing the hypothesis. Hair et al. (2017) state that the inner VIF value ought to be less than 5. Table 8 shows that the VIF coefficients had values less than 5. In light of this finding, it is inferred that there is no linearity between the research variables.

Table 8. Inner VIF Values

	BI	BU
BI		1,000
BU		
EE	2,686	
FC	1,523	
HM	2,933	
IN	3,787	
PE	4,065	
PT	2,490	
PV	3,138	
SI	2,301	

4.1.3. Quality Criteria

Once linearity has been established, we must look at R^2, which is a value that shows what proportion of exogenous variations account for the endogenous variant. R2 is regarded as weak when it is 0.25, medium when it is 0.50, and high when it is 0.75 (Hair et al. 2009, 2012). The endogenous variables of the research model, behavioural intention and behavioural usage, are explained at a rate of 75.4% and 76.1 %, respectively, based on the R2 value in the table. The strongest values are those. It is verified by the Quality Criteria that each exogenous variable's effect size (f2) coefficient has been computed. The f coefficient shows the percentages of exogenous influences in the endogenous variable disclosure rate. Effect size coefficients are classified as low, medium, or high if they are $f^2 > 0.02$. Cohen, (1988) states that a coefficient of less than 0.02 has no bearing. The quality standards, R^2. and f^2, are shown in the tables 9–10 below.

Table 9. R Square

	R Square	R Square Adjusted
BI	0,754	0,749
BU	0,761	0,760

Table 10. F Square

	BI	BU
BI		3,177
BU		
EE	0,007	
FC	0,001	
HM	0,022	
IN	0,063	
PE	0,037	
PT	0,096	
PV	0,068	
SI	0,001	

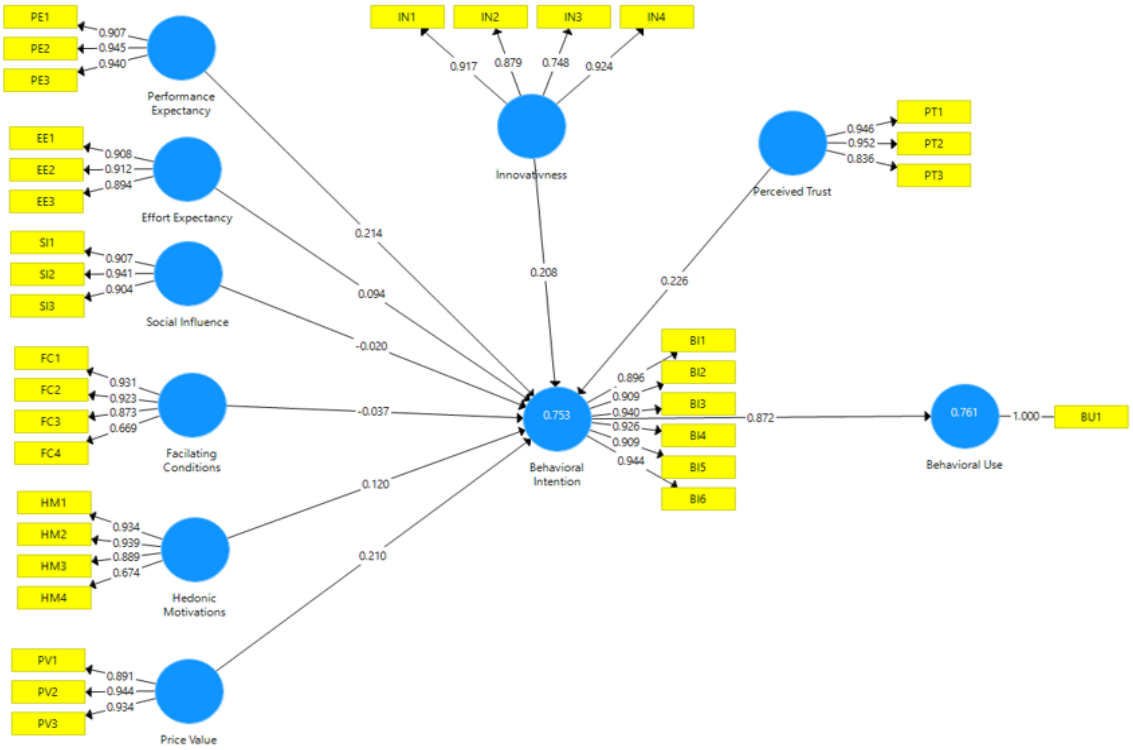

Figure 2. T Values of the Construct Model (Outer Loadings)

4.1.4. Hypotheses Results

The next table (Table-11) presents the findings of the hypothesis test for the sample mean bootstrapping-calculated standardised beta coefficients, T statistics, t values, and p, which presents p values, as well as the original sample standardised beta coefficients. To decide whether to accept or reject the hypotheses, one uses the P value. If the P value is less than 0.05, there is supporting evidence. As can be understood from the analysis and also as shown in Table 11, performance expectation (H_1), effort expectation (H_2), social influence (H_3), facilitating conditions (H_4) and hedonic motivation (H_5) are not supported. On the contrary, the other hypotheses such as price value (H_6), perceived trust (H_7), perceived innovation (H_8) have a positive effect on purchase intention and again, purchase intention has a positive effect on purchase behavior (H_9) are supported in the research analysis. When the moderator effects of the hypotheses are observed in the analysis, it was indicated in the table that the values of H_{14}, H_{15} and H_{16} are significant and supported.

Table 11. Hypotheses Test

HYPOTHESES		Original Sample (O) ß Coefficient	Sample Mean (M) Standart ß Coefficient	Standartd Deviation	T Statistics	P values	Support for Hypotheses
H_1	PE->BI	0,326	0,312	0,333	0,978	0,329	Not Supported
H_2	EE->BI	0,093	0,146	0,519	0,180	0,858	Not Supported
H_3	SI ->BI	-0,063	-0,066	0,062	0,969	0,333	Not Supported
H_4	FC->BI	-0,172	-0,205	0,249	0,718	0,473	Not Supported
H_5	HM>BI	0,135	0,132	0,074	1,836	0,067	Not Supported
H_6	PV->BI	0,206	0,205	0,078	2,633	0,009	Supported
H_7	PT->BI	0,223	0,215	0,105	2,124	0,034	Supported
H_8	INV>BI	0,246	0,255	0,093	2,642	0,008	Supported

H_9	BI->BU	0,888	0,889	0,023	44,353	0,000	Supported
MODERATING EFFECT OF HYPOTHESES							
H_{10}	AGE>PT>BI	-0,057	-0,018	0,072	0,791	0,433	Not Supported
H_{11}	GEN>PT>BI	-0,057	-0,025	0,069	0,819	0,413	Not Supported
H_{12}	INC.>PV>BI	0,044	0,011	0,054	0,855	0,414	Not Supported
H_{13}	AGE>PV>BI	0,018	-0,072	0,993	0,018	0,985	Not Supported
H_{14}	GEN>PV>BI	0,335	0,296	0,069	4,052	0,000	Supported
H_{15}	GEN>PE>BI	0,286	0,344	0,063	4,936	0,000	Supported
H_{16}	GEN>IN>BI	0,333	0,315	0,067	4,406	0,000	Supported
H_{17}	AGE>HM>BI	-0,051	-0,004	0,107	0,472	0,637	Not Supported
H_{18}	AGE>FC>BI	-0,033	-0,019	0,034	0,872	0,384	Not Supported

5. CONCLUSIONS

The research's confirmatory factor analysis, which used the unified technology acceptance model-2 to identify the factors impacting Turkish consumers' adoption of purchase intents, yielded ten dimensions. These include perceived trust, price value, hedonic motivation, social influence, performance expectation, effort expectancy, price value, innovation, behavioural intention, and use of behaviour. It is important to verify that the scale performs as intended in order to guarantee that measurement errors are kept to a minimal. Validity and reliability analysis is the method for doing this. The scale's validity determines whether or not it captures the intended data.

The scale's capacity to consistently produce the same result under the same circumstances is known as reliability. The internal consistency study of the research indicates that the CR and rho_A, cronbach alpha levels, and all values are above 0.70, which is deemed acceptable within the parameters of validity and reliability. Convergent validity is the high shared variance of the indicators of the latent variable (Hair et al., 2010). Two values are used to measure convergent validity. Factor loading is one, and the Explained Average Variance (AVE) is the other. The study's findings are 0.70 and above, however the literature expects the AVE value to be above 0.50. The purchasing behaviour (BU) scale, which measures using behaviour, has the highest value of 1.00.

For this research, discriminant validity is tested using three values. Cross-loading is one of them, the Fornell-Larcker criterion (Hair et al., 2014) is the second, and the Henseler et al. (2015) HTMT (Heterotrait-Monotrait Ratio) criterion is the third. When we look at tables 5, 6, and 7 in the study outcomes section, the cross-loading criterion makes sure that the factor load in the variable to which an indicator is connected should be higher than the other variables. It is necessary for each variable to meet the Fornell-Larcker criterion, nevertheless, if its square root of explained mean-variance (AVE) is greater than its correlation with other variables.

HTMT is used to express the mean correlations between the indicators of each variable in the model, known as heterotrait-heteromethod correlations, and the geometric mean of the correlations between the indicators of the same variable, known as monotrait-heteromethod correlations, as a ratio. The HTMT must be lower than 0.90. The study's conclusions can meet each of these three criteria.

Predictive power analysis, also known as blindfolding analysis, uses the data closure method to determine the model's predictive power. The approach, which is based on recycling the sample, is appropriate for models with only reflective variables. It is carried out by recalculating and closing all observations of the endogenous variable's indicators on a cyclical basis. To close all points, at least seven turns are needed. The difference between the closed real value, or true value, and the value obtained by closing the current data and recalculating it using different data, or predicted value, is known as the prediction error. The Q^2 value is determined by looking for estimating errors. The research model has the ability to forecast the endogenous variable in this study since the Q^2 value (0.631 and 0.734) calculated for the endogenous variable is greater than zero.

The percentage of the exogenous factors that explain the endogenous variables is shown by the value, or R^2. R2 is regarded as weak when it is 0.25, medium when it is 0.50, and strong when it is 0.75. Table 9 displays the

research findings, which indicate that the values for R^2 are 0.754 and 0.761, respectively. It has been found that 75.4 percent and 76.1 percent, respectively, of the endogenous variables—the purchase intention and the purchasing behavior—are highly explained.

The impact size f^2 for each external variable in this study is computed to indicate its proportion in explaining the endogenous variable. The effect size coefficients f2 in the model, which are based on the research findings, show that while purchase intention significantly influences buying behaviour, the influence of social influence, facilitating factors, and effort expectancy on purchase intention is not substantial.

Conversely, as table 11 illustrates that performance expectancy, effort expectancy, social influence, facilitating conditions and hedonic motivation have a negligible effect on Turkish customers' purchase intention (BI). Once again, the endogenous variable's R^2 value is 0.75, the exogenous factors' perceived trust f^2 value is 0.096, and the sum of the exogenous variables' explanations accounts for 75.4% of the endogenous variable. This is based on the rate of explaining the f^2 values.

This indicates that perceived trust adds 0.096 units to a 75.4 unit explanation on purchase intention. The perceived trust variable is the exogenous variable that makes the biggest contribution in this case. The following factors have positive effects on the purchase intention, according to the research's hypothesis analysis section (Table 11): perceived trust ($\beta = 0.215$; $p<0.05$); innovation ($\beta = 0.255$; $p<0.05$); and price value ($\beta = 0.205$; $p<0.005$).

The research's H_6, H_7, H_8, and H_9 assumptions are supported in this instance. The findings that follow indicate that the H_{14} ($\beta=0.296$; $p<0.05$), H_{15} ($\beta=0.344$; $p<0.05$), and H_{16} ($\beta=0.314$; $p<0.05$) hypotheses are supported by the moderator variables included in the hypothesis.

According to the research results, Turkish omni-channel shoppers perceive the benefits of accepting technological devices, especially to receive advertising messages with the technological devices they use, to compare products and their prices with these devices and thus, to expect personalised campaigns to complete their purchases and to track after-sales deliveries. In Turkey, which has demonstrated a notable rise in terms of the number of mobile subscribers and mobile internet usage, it is therefore evident that there is a considerable relationship between price value (PV) and purchase intention (BI). As explained in the hypothesis test, Turkish Consumers' use of technology is greatly affected by cost and pricing structures. In marketing research, monetary cost/price is often considered together with product or service quality to determine perceived value. As Zeithaml (1988: 18) also stated, we can use these concepts and assume that pricing value is the cognitive interaction between the benefits experienced by consumers and the cost of using them. When the perceived benefits of using technology exceed the monetary cost, the price value is positive and this price value can positively affect behavioral intention.

In the model developed in the study, it is confirmed that purchase intention and innovativeness, perceived trust and price value conceptual constructs are the factors affecting consumer purchase behavior in omni-channel framework using technology in Turkey. Income level, another categorical variable not included in earlier research in this area, was also included in the structure of the study to examine it.

In the age of mobile devices, when goods and services are dynamically tailored to each customer's unique requirements, it makes sense that customisation would influence how customers behave while making purchases via mobile apps. Customers will be more likely to display a positive attitude if the products and/or services they are interested in are identified through interactive communication with consumers through technology. Then, by personalising the product and service offers based on consumer behaviours in the past, such as income, gender, and age, the consumer can express a more positive attitude. As a result, customers who approach technology with positivity will gain more from tailored promotions.

As a result, buyers will be more inclined to divulge personal preferences to a seller they believe to be trustworthy. In this regard, it may be argued that it would be advantageous to eliminate and enhance any potential issues pertaining to interactive communication in the mobile technology space.

In this study, consumer attitudes towards perceived innovative product and service features were supported, and the positive effects of perceived innovativeness on purchasing intention as a result of social media users using their technological devices both in and outside the OCS and sharing about the selected product or service on social media were supported. In light of the data obtained from social media, it has been observed that consumers express their opinions about products containing innovative features on social media. It's no secret that consumers in the information era we presently live in try to make the best decision by doing as much research as they can about a good or service before deciding to buy it.

Reviews and comments left by users of a service, application, or product thus have a significant influence on potential purchasers. Thus, it is thought to be imperative to exercise caution while interacting with clients using mobile applications and to remove any negative feedback as soon as possible. Customers will thereby encourage the expansion of online and mobile shopping by providing positive reviews of their interactions with these platforms.

This study highlights that the consumers anticipate omni-channel retailers to provide them with electronic gadgets in the exhibition area, make it easier for them to use their own devices, and provide them with additional technical services (free-wife, etc.). In particular, in-store technology in women's apparel stores should provide information on product availability as well as assortment information. Furthermore, brands should make it easy for these customers to utilise their mobile devices in physical locations to achieve price-related benefits (such as comparing prices or receiving discount coupons). Shoppers should be able to browse a broader assortment of products and sizes at omni-channel retailers selling women's products thanks to in-store technology. It should also allow workers to provide shoppers guidance without having to leave the fitting room, making their lives easier (Mosquera et al., 2017: 252).

There are also certain restrictions with this study. The research sample is limited to Turkish citizens who use mobile applications to shop both inside and outside of stores. Another research restriction related to mobile is that Turkey has an emerging market rather than an established one. Among the study restrictions is the fact that certain structures, such as the platform on which mobile applications are produced and the technical elements of the programme, are not included in the research model. Apart from these, another research drawback is that omni-channel retail outlets are taken into consideration in general terms and cannot be examined on a sectoral basis.

Because of this, the model created within the research framework to explain the variables influencing consumers' acceptance of making purchases through technological mobile devices and applications, as well as their intention to make in-store and out-of-store purchases and their purchasing behaviour within the context of omni-channel shopping, is also structurally valid and reliable. The original model that is utilised in both domestic and foreign research will be replaced by the model that was developed with statistical significance. However, it is believed that the model created by the study will establish a new field of inquiry and influence both ongoing and upcoming research in this area.

AUTHORS' DECLARATION:

This paper complies with Research and Publication Ethics, has no conflict of interest to declare, and has received no financial support. For the scale used in the article, it is declared by the authors that permission was optained from the original owner of the scale. Regarding the conduct of this research, an "*Ethics Permission Certificate*" dated 27/10/2021 and numbered 14658 was obtained from the Ethics Committee of the Yaşar University.

AUTHORS' CONTRIBUTIONS:

Conceptualization, Writing-Original Draft, Data Collection, Editing - **ACD,** Methodology**,** Accountability, Final Approval - **İP** and Formal Analysis- **HOA**.

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APPENDIX

Appendix 1. List of Abbrevations

AVE	: Explained Variance Avarage
BI	: Behavioral Intention
BU	: Behavior Use
CR	: Composite Reliability
EE	: Effort Expectancy
FC	: Facilating Condition
HM	: Hedonic Motivation
HTMT	: Heterotrait-Monotrait Ratio
ICT	: Information and Communication Technology
IN	: Innovativness
PE	: Performance Expectancy
PV	: Price Value
PT	: Perceived Trust.
OC	: Omni-Channel
OCS	: Omni-Channel Shoppers
TAM	: Total Acceptance Model