



IMPACT OF OMNICHANNEL RETAILING ON CONSUMER DWELL TIME WITH SPECIAL REFERENCE TO THE FASHION INDUSTRY IN WESTERN PROVINCE, SRI LANKA

Ms. D.M.D. Chaturika

Lecturer (Contract), Department of Marketing Management, Faculty of Management Studies

Rajarata University of Sri Lanka

chathurikadmd@mgt.rjt.ac.lk

ABSTRACT

This study investigates the influence of Omni channel retailing on consumer dwell time within the fashion industry, specifically focusing on the Western Province of Sri Lanka. The study identifies a research gap in understanding the specific impact of Omni channel retailing on consumer dwell time in the Western Province's fashion industry in Sri Lanka. Dwell time, crucial in retail analysis, influences shopping behavior, spending, and overall satisfaction. The research aims to unravel the impact of Omni channel integration, seamlessness, fulfillment, and usability on dwell time in Sri Lankan fashion retailers, providing practical implications for retail management. The study employs a deductive approach with an explanatory research design, utilizing both primary and secondary sources. Data collection involves a structured questionnaire, and rigorous statistical analyses, including reliability and validity tests, Pearson's correlation analysis, and regression analysis, confirm strong positive impact of Omni channel retailing on customer dwell time. The research contributes valuable insights to the fashion industry, policymakers, and future researchers, offering a nuanced understanding of the relationship between Omni channel retailing and consumer dwell time in a specific geographic and industry context.

1. INTRODUCTION

The investigation into the impact of Omni-channel retailing on consumer dwell time, particularly within the fashion industry, represents a crucial focus of contemporary research. Omni-channel retailing, denoting a strategy that seamlessly integrates all sales channels to eliminate traditional barriers, has garnered substantial attention in the context of the



fashion industry (Riaz, et al., 2022). This strategic model integrates diverse channels into cohesive touch points, exerting influence on consumer purchase decisions. However, despite the prevalence of Omni-channel retailing, concerns persist regarding its effective implementation, with current systems falling short in adequately serving customers (Trenz, et al., 2020).

Despite existing research shedding light on various facets of Omni-channel retailing, there exists a research gap concerning its specific impact on consumer dwell time, especially within the fashion industry in the Western Province of Sri Lanka. Dwell time, defined as the duration a person spends observing a display or remaining in a specific area, emerges as a critical metric in retail analysis, influencing shopping behavior, customer spending, satisfaction, and overall shopping experience (Saghiri & Mirzabeiki, 2021). Residence time, an analogous metric measuring the duration spent in a given location, adds nuance to the understanding of customer interactions with products and brands (Alexander & Kent, 2022).

This study is propelled by the recognition of the escalating importance of Omni-channel strategies in the contemporary retail landscape, particularly within the dynamic fashion retailing sector. While a discernible shift is evident in the fashion industry, the formulation of mature and systematic strategies is still under exploration (Gao & Yang, 2016). The correlation between Omni-channel retailing and consumer dwell time assumes paramount importance for fashion retailers, offering insights into the efficacy of their Omni-channel strategies in attracting and retaining customers. This research endeavors to unravel the impact of Omni-channel integration, seamlessness, fulfillment, and usability on dwell time in Sri Lankan fashion retailers, aiming to furnish practical implications for retail management. By scrutinizing the influence of these independent variables on consumer dwell time, this study seeks to provide valuable insights into the optimization of Omni-channel retailing strategies, thereby augmenting customer engagement and driving sales in the fashion industry within the Western Province of Sri Lanka.

2. PROBLEM STATEMENT

The retail sector has evolved due to changing consumer behaviors, with Sri Lanka's retail industry being vital to the economy. A growing trend is Omni channel retailing, where consumers engage with retailers through various channels. However, the impact of this strategy on consumer dwell time (time spent shopping) remains unexplored, especially in fashion



(Cattapan & Pongsakornrunsilp, 2022). Understanding this impact is crucial for retailers' decisions, yet research on its effects in the fashion sector, especially in Sri Lanka, is lacking. This study aims to fill this gap by exploring how Omni channel strategies influence consumer dwell time in the fashion industry, focusing on integration, seamlessness, fulfillment, and usability. The research will take place in Sri Lanka's Western Province, offering insights to enhance engagement and optimize Omni channel approaches for fashion retailers. Despite some related research, the specific link between Omni channel retailing and dwell time is not well-studied, nor is the role of retailer visit frequency. Globally, research on this topic is limited, particularly in Sri Lanka. The study expects both positive and negative effects of Omni channel strategies on dwell time, aiming to uncover how the retail environment shapes customer time spent shopping. What are the impact of Omni channel retailing on customer dwell time in Western Province, Sri Lanka towards Fashion industry?

3.3 RESEARCH OBJECTIVE

3.3.1 Main Research Objective

RO₁ - To understand the variable of Omni channel retailing which are the impact on customer dwell time in Western Province, Sri Lanka towards the Fashion industry.

3.3.2 Sub Research Objectives

RO₂ - To identify Omni channel Integration impact on customer dwell time towards the fashion industry in Western Province, Sri Lanka.

RO₃ - To identify Omni channel Seamlessness impact on customer dwell time towards the fashion industry in Western Province, Sri Lanka.

RO₄ - To identify Omni channel Fulfillment impact on customer dwell time towards fashion industry in Western Province, Sri Lanka.

RO₅ - To identify Omni channel Usability impact on customer dwell time towards fashion industry in Western Province, Sri Lanka.

4. LITERATURE REVIEW

This research is examining the impact of Omni channel retailing on consumer dwell time, with a special focus on the fashion industry in the Western Province of Sri Lanka. Omni channel retailing, characterized by the integration of various online and offline channels, has transformed the retail landscape, providing consumers with a seamless and integrated



shopping experience. This literature review aims to explore the relationship between four independent variables. Omni channel integration, Omni channel seamlessness, Omni channel fulfillment, and Omni channel usability. And the dependent variable, consumer dwell time.

4.1 Omni channel Retailing

Omni channel Retailing is the independent variable in this research. Omni channel retailing involves the integration of multiple channels to provide consumers with a seamless and consistent shopping experience. Lynch & Barnes, (2022) emphasize the importance of Omni channel integration in enhancing consumer engagement and loyalty. They highlight that a well-integrated Omni channel approach positively influences consumer attitudes, behaviors, and purchase intentions. Samagaio, Crespo, & Rodrigues (2018) further emphasize the role of channel integration quality in driving positive consumer experiences in Omni channel retailing. A business strategy known as "Omni channel retailing" incorporates all of the already used channels to influence customers' purchasing decisions. To offer a more coordinated and customer-centric experience, this integrated model integrates different channels and develops a unified strategy that is implemented across all channels. Additionally, it is encouraged that Omni channel retailing involves "Integrated management of the various customer touch points so that customer experience across all interactions can be maximized, whereas inculcates that a real Omni channel strategy solely focused on consumer value throughout their buying experiences" (Riaz, et al., 2022). The goal of Omni-channel marketing is to provide customers with a "holistic" shopping experience that is seamless and easy to navigate regardless of the channels they choose to utilize (Manser, et al., 2017). The third and current wave of retailing is Omni-channel retailing due to how customer behaviors and shopping behavior are changing (Mosquera, et al., 2018).

4.2 Omni channel Integration

According to Riaz, Baig, & Meidute (2022) Omni channel integration falls under two categories. First, integrating online channels or information with offline channels. Second, integrating offline channels or information with online channels. Cattapan & Pongsakornrungrungsilp, (2022) found that channel integration was one of the key determinants of a successful Omni channel strategy, and claimed that without an absolute integration of silo channels, the multichannel model could not transform into the Omni channel model. In recent years, many researches have drooled over the



augmented market value aligned with the implication of Omni channel integration. Regardless of the sales channel, Omni-channel retailing promises to give customers complete visibility across all channels and a consistent shopping experience. To do this, there must be complete integration between physical and data flows, allowing nearly all Omni-channel agents to view and share product, inventory, sales, and/or logistical data across the Omni-channel system (Saghiri & Mirzabeiki, 2021). One particular product is at the center of how Omni channel integration services affect online consumer behavior (Trenz, et al., 2020).

4.3 Omni channel Seamlessness

The idea of an Omni channel, seamless engagement experience and how that impacts consumer happiness (Rodríguez-Torrigo et al., 2020). Consumers now expect an Omni channel experience that is easily accessible, practical and seamless due to the proliferation of electronic devices. In Omni channel retailing, if customers can pick up where they left off with their purchase actions, the experience will be seamless, but if they forget to reconnect their work or have to go through the entire process when switching to another channel, it breaks down. The degree to which a consumer considers shopping across online, offline, and mobile channels to be flexible, consistent, and practical is known as Omni channel seamlessness (Riaz et al., 2022). The challenge for Omni channel retailers is to offer a seamless experience across all touch points (Rodríguez-Torrigo et al., 2020).

4.4 Omni channel Fulfillment

Research on Omni channel fulfillment integrates numerous distribution methods with integrated planning, similar to a multichannel distribution network. One of the formidable difficulties in Omni channel retailing is the smooth flow of order fulfillment. Retailers who have strong Omni channel strategy can beat rivals and successfully address distribution problems. Early fulfillment research suggests that merchants might use their current logistical support system to carry out integrated Omni channel operations (Riaz et al., 2022). Omni-channel fulfillment method may depend on the configuration of a firm's existing distribution network (Ishfaq et al., 2016). Some marketers began honing their multichannel capabilities in the last 15 years to focus on so-called "Omni channel" capabilities. In short, Omni channel retail enables a customer to place an order from multiple platforms and fill the transaction from any location



using flexible inventory and other fulfillment resources across channels.(Taylor et al., 2019).

4.5 Omni channel Usability

Omni channel usability is when a customer is offered optimized features and fluid experience when moving from one channel to another channel determined that Omni channel merchants' primary goal should be to provide a successful consumer experience. Teach students that Omni channel usability is when a customer receives optimum features and a seamless experience when switching across channels (Riaz et al., 2022).

4.6 Unified Theory of Acceptance and Use of Technology - UTAUT2 Model

An Omni channel environment's customer buying experience may be utilized to uncover factors impacting technology adoption and use using the UTAUT2 model. With the help of this model, it aims to comprehend crucial aspects like customer attitudes about technology and how their buy intentions are impacted by the shopping experience. The UTAUT2 model, an expanded version of the original, outlines eight alternative theoretical frameworks drawn from sociological and psychological ideas that have been published in literature (Peiris, 2020).

4.7 Customer Dwell Time

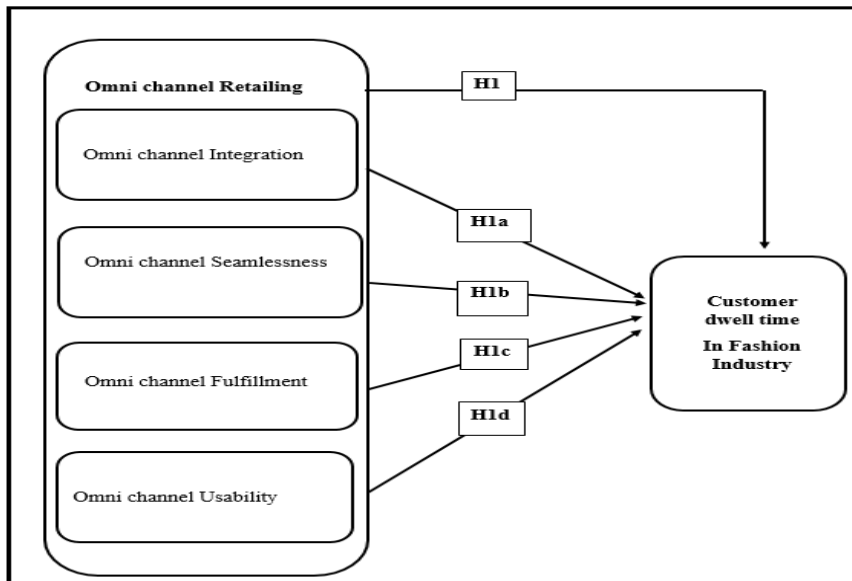
Customer dwell time is the dependent variable in this research. The fundamental contribution of this research is provided by the Cachero-Martine & Vazquez (2018)analysis of several experience aspects and their relationships to customer engagement and inclination to extend shopping times. Shopping today is a social act, a time spent with friends or family, and a close relationship with employees is expected, encouraging a positive emotional experience. Employees' advice, understanding, and listening are aspects that are highly valued by customers, and these actions can evoke positive emotions in the customer during shopping, resulting in an increase in their engagement. The research's proposed model investigates the impact of pleasurable emotional encounters on a measure of tendency to spend more time shopping. Consumers of today spend a lot less time considering their purchases. (Cachero-Martínez & Vázquez-Casielles, 2018) highlight the importance of creating engaging store atmospherics and personalized interactions to increase dwell time. (Verhoef et al., 2009). Retailers must create action plans that will enable them to control the marketing experiences they can provide. Consumer

behavior is relegated to the background in shopping experience research, which fails to recognize that marketing efforts are what create devoted and loyal customers (Cachero-Martínez & Vázquez-Casielles, 2018).

5. METHODOLOGY

5.1 Conceptual Framework

This study to chosen the impact of Omni channel retailing on consumer dwell time in the fashion industry in Western Province, Sri Lanka, and have selected the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model as theoretical frameworks. To help you conceptualize variables within these frameworks, this provide a breakdown of main independent variables and the dependent variable.



Source ; (Riaz et al., 2022)

Figure 1 -Conceptual Framework

5.2 Research Approach

The research is based on deductive approach where the existing theories and concepts used in order to develop hypotheses and test them through a systematic methodology.



5.3 Research Design

In this research use explanatory research design because this study measure the relationship of independent and dependent variable.

5.4 Sources of Data Collection

Data collection is refers to collecting the data required for the research. In data collection, there are two types; primary data and secondary data.

5.5 Population & Sample

The population for this study was identified as the customers who shop in fashion stores in Western Province, Sri Lanka. In this study context, the researcher used employ convenient sampling as a sampling method of non-probability sampling technique. As the population is unknown, the researcher selected the sample size as 384 to distribute questionnaires according to the Morgan Table.

5.6 Data Analysis Instruments and Techniques

Questionnaire survey has been used in this study. Questionnaires are defined as the series of questions aim to gather prompt and accurate information from respondents.

5.7 Method of Data Analysis Strategy

Survey method was used as it identified as the most appropriate strategy to perform the research activities. By using SPSS software researcher hopes to analyze the data that are collected from primary sources. To test reliability and validity of primary data Conbrach's Alpha technique and content validity used to test the validity by giving the questionnaire into five subject experts. Further descriptive statistics and inferential statistics were used as analytical method for the study.

6. RESULT AND DISCUSSION

6.1 Descriptive Statistic

This section provides descriptive analysis for independent and dependent variables. Independent variables are Omni channel integration, Omni channel seamlessness, Omni channel Fulfillment, Omni channel usability. Dependent variable is Customer Dwell Time at Fashion shop in Western Province. According to the variables which examine through the Likert scale questionnaire are expected to achieve mean value close to 5.

**Table 1 Results of Descriptive Statistics**

Variable	Dimensions	Mean Value	Standard Deviation
Omni Channel Retailing	Omni channel Integration	4.1784	0.68179
	Omni channel Seamlessness	3.9492	0.77579
	Omni channel fulfillment	4.0820	0.73790
	Omni channel usability	4.1380	0.73037
Customer Dwell Time		4.1328	0.69072

(Source: Survey Data, 2023)

In Omni-channel retailing, the mean values indicate positive perceptions across dimensions such as integration (4.1784), seamlessness (3.9492), fulfillment (4.0820), and usability (4.1380). The relatively low standard deviations (ranging from 0.68179 to 0.77579) suggest consistency in responses, indicating a consensus among respondents. Similarly, customer dwell time receives a positive mean rating of 4.1328 with a low standard deviation of 0.69072, suggesting that respondents generally perceive favorable experiences regarding the time customers spend in the retail environment. These findings suggest a positive sentiment towards Omni-channel retailing, highlighting successful integration, seamless experiences, efficient fulfillment, and user-friendly interfaces. Additionally, the favorable customer dwell time suggests that the respondents perceive the duration customers spend in the retail setting positively. The low standard deviations across these dimensions indicate a level of agreement among respondents in their assessments.

6.2 Reliability Analysis

Table 2 Results of Reliability Test

Variable	Dimensions	Cronbach's Alpha Value
Omni Channel Retailing	Omni channel Integration	0.867
	Omni channel Seamlessness	0.914
	Omni channel fulfillment	0.831
	Omni channel usability	0.907
Customer Dwell Time		0.869



(Source: Survey Data 2023)

6.3 Validity of the Data

According to Table 3, KMO values of all are greater than 0.5 and Sig. values of the Bartlett’s were below 0.05. Therefore, the convergent validity of all the dimensions was satisfied.

Table 3 Validity of the Data

Instruments	Validity	
	KMO	Sig. Value
Omni channel Integration	0.838	0.000
Omni channel Seamlessness	0.850	0.000
Omni channel fulfillment	0.737	0.000
Omni channel usability	0.846	0.000
Customer Dwell Time	0.745	0.000

(Source: Survey Data 2023)

6.4 Pearson’s Correlation Analysis

According to Table 4, there are strong positive relationships between customers dwell time and Omni Channel Retailing dimensions because the value of the correlation coefficient falls under the coefficient range of ± 0.5 to ± 1.0 and the p-value is equal to 0.000 and less than the alpha value.

Table 4 Correlation of Omni Channel Retailing & Customer Dwell Time

	Omni channel Integration	Omni channel Seamlessness	Omni channel fulfillment	Omni channel usability
Pearson Correlation	0.821	0.812	0.818	0.842
Sig. (2-tailed)	0.000	0.000	0.000	0.000
N	396	396	396	396

(Source: Survey Data 2023)

All the correlations are positive and strong, suggesting that as one variable increases, the other variable tends to increase as well. The low p-values



indicate that these correlations are not likely due to random chance but are indicative of true associations in the population.

6.5 Regression Analysis

Table:5 Model Summary

Model	R	R Square	Adjusted Square	R in Std. The error in the Estimate	Change Statistics					Durbin Waston
					R Square Change	F Change	df1	df2	Sig.F Change	
1	.876	.768	.765	.461	.768	258.359	5	390	.000	1.953

(Source: Survey Data 2023)

The F-ratio in the ANOVA Table 6, shows that the independent variables statistically significantly predict the dependent variable, $F(3,389)=258.359$ $P<0.0005$. That is the regression model is a good fit of the data.

Table:6 ANOVA Table

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	274.555	5	54.911	258.359	.000 ^b
	Residual	82.890	390	.213		
	Total	357.444	395			

b. Predictors: (Constant), Independent Variable

(Source: Survey Data 2023)

For the Standardized Beta values, the significance value P must be $P<0.05$, that is the variable is making a significant unique contribution to the prediction of the dependent variable.

Table: 7 Coefficient Analysis Table



Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.154	.104		1.487	.038
Omni channel Integration	.183	.061	.175	2.993	.003
Omni channel usability	.117	.058	.117	2.001	.046
Omni channel Seamlessness	.153	.061	.146	2.514	.012
Omni channel fulfillment	.266	.062	.268	4.259	.000

(Source: Survey Data 2023)

The regression results suggest that all the Omni channel factors (Integration, Usability, Seamlessness, and Fulfillment) have statistically significant relationships with the dependent variable. Omni channel Fulfillment appears to have the most substantial impact, followed by Integration, Seamlessness, and Usability.

6.6 Hypothesis Testing

H1 – There is an impact of Omni channel integration on consumer dwell time toward fashion industry in the Western Province of Sri Lanka.

H2 - There is an impact of Omni channel seamlessness on consumer dwell time toward fashion industry in the Western Province of Sri Lanka.

H3 - There is an impact of Omni channel fulfillment on consumer dwell time toward fashion industry in the Western Province of Sri Lanka.

H4 - There is an impact of Omni channel usability consumer dwell time toward fashion industry in the Western Province of Sri Lanka.



Table: 8 Hypothesis Testing

Hypothesis	Pearson's Correlation	B Value	Sig.	Decision
H1	0.821	0.175	0.003	Accepted
H2	0.812	0.117	0.046	Accepted
H3	0.818	0.146	0.012	Accepted
H4	0.842	0.268	0.000	Accepted

(Source: Survey Data 2023)

7. CONCLUSION AND IMPLICATION

The study holds managerial significance by offering insights to fashion retailers in optimizing Omni channel initiatives for increased sales and customer loyalty. Government-wise, it aids in policymaking to support Omni channel retailing, fostering economic growth. For future researchers, it contributes to the existing knowledge on Omni channel retailing, paving the way for further investigations. Validity of the data was confirmed through KMO values, indicating convergent validity. Pearson's correlation analysis revealed strong positive relationships between Omni channel retailing dimensions and customer dwell time. Regression analysis demonstrated the model's adequacy, with F-ratio indicating a statistically significant prediction of the dependent variable.

The study tested four hypotheses, all of which were accepted. It confirmed the impact of Omni channel integration, seamlessness, fulfillment, and usability on customer dwell time in the fashion industry of the Western Province, Sri Lanka.

This study had been carried out to understand the most affecting factor during the Omni channel retailing on consumer dwell time, Sri Lanka and vicinity. Convenience, advertisement and product availability had been shown positive effects on consumer dwell time. The findings of this study are extremely useful in illustrating the importance of Omni channel retailing in increasing consumer dwell time in the fashion industry. This study suggests that be improved and increase buyer intentions toward fashion items in the fashion industry. Consumers should be educated about technology change and environmental issues through mass media and



advertising. This study raises awareness of fashion products and encourage new and existing businesses and companies to invest in fashion products. In conclusion, the research contributes valuable insights to fashion retailers, policymakers, and future researchers, shedding light on the intricate relationship between Omni channel retailing and consumer dwell time in a specific geographic and industry context.

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