Exploring Factors Influencing the Omnichannel Consumers' Consumption Intention of Leisure Food: Extending TAM with Connect & Communicate

Bei Wang*, Long Yu

Email:[a]jhusxywb@qq.com, [b]1971295373@qq.com

School of Business Jianghan University Wuhan, China

Abstract. With the continuous development of the economy and the maturation of modern technologies such as big data and artificial intelligence, the consumption demand of consumers is increasing, and traditional consumption models can no longer meet the requirement of consumer's shopping experience. A large number of enterprises have started to expand vertically – both online and offline, and omnichannel approach has emerged in response. This research investigates the factors influencing consumer's intention, taking the TAM (Technology Acceptance Model) as foundational framework. The empirical research adapted four key variables – perceived usefulness, perceived ease of use, and perceived risk as independent variables, alongside with newly introduced connect & communicate as the intermediary variable based on the SICAS (Sense - Interest & Interactive - Connect & Communicate - Action - Share).

The research results indicate that perceived usefulness and perceived ease of use positively affect Consumers' Consumption Intention; There is a positive correlation between perceived ease of use and Perceived Usefulness, while there is a negative correlation between Perceived Risk and Perceived Usefulness; Connect & Communicate is a mediating variable between Perceived Usefulness, Perceived Ease of Use, and Consumer's Consumption Intention. Building upon these research findings, strategies and recommendations were proposed at multiple levels, including boosting the development of the leisure food industry.

Keywords: Omnichannel retail; Connect & Communicate; TAM Model; SICAS Model

1 Introduction

In China, Jack Ma, the founder of Alibaba, was the first to propose the concept of new retail. He pointed out that the new retail is a retail format that places the consumer expe- rience at its core, deeply integrating online and offline retail and logistics delivery using existing artificial intelligence, big data, and Internet technologies. New retail involves integrating new technologies like cloud computing, mobile, and the big data into traditional retail, compensating for the shortcomings of traditional models, boosting the develop- ment of a new generation of traditional retail. The mutual promotion and integration of new and old retail industries, as well as the interconnection of manufacturing services and information, can better promote the development of the retail industry [1]. The new retail model perfectly meets the shopping sensory experience of contemporary consumers. It establishes a two-way connection between online and offline, combines the power of the Internet and physical stores

MSIEID 2023, December 08-10, Guangzhou, People's Republic of China

DOI 10.4108/eai.8-12-2023.2344469

to optimize the service of e-commerce enterprises. It promotes the transition from price consumption to value consumption [2]. The new omnichannel platform facilitates unique methods to empower consumers. We surveyed omnichannel retailing consumers from Bestore in China, because they are one of the largest physical chain store of leisure food in China. In recent years, Bestore has continued to expand its omnichannel integrated operation, strategically expanding its offline stores nationwide, with a total of 3299 stores in 178 cities across China. Thus, it is representative of omnichannel retailing.

2 Literature Review

2.1Research on the New Retail and Omnichannel retail Model

Researchers have long understood the essence of the omnichannel retail model, as exemplified by Seiichiro Nishino, who proposed the "retail wheel" theory, explaining changes in retail formats [3]. Yan Zhanghua pointed out that the new retail model focuses on customers in the context of the Internet, integrating online and offline product services, to improve retail efficiency and customers' satisfaction [4]. Omnichannel is a channel concept that includes online and offline channels, encompassing physical stores, e-commerce, mobile applications, and more. Liz Manser Payne pointed out in her article that consumer engagement is the core goal and outcome of omnichannel marketing, and integrated marketing communication is an essential means to achieve consumer engagement [5]. Tzyh-Lih Hsia focused on the multidimensional structure of consumer experience in omnichannel retailing, emphasizing that the consumer experience structure is holistic and involves consumer cognition, emotions, emotions towards retailers, social interactions, and physical responses [6]. Ameen believed that customer experience in omnichannel is inherently holistic, encompassing customer cognition, emotions, sensory perceptions, relation- ships, and behavioral responses towards retailers or brands. All these responses occur at touchpoints before, during, and after purchase [7]. Zhao Shumei believed that omnichannel retail is an improvement and innovation of traditional retail based on internet technology and new thinking [8].

2.2SICAS Model and TAM Model

The SICAS model evolved from the AIDMA and AISAS models. This evolution is closely related to changes in consumer behavior and habits, with the innovation of internet technology playing a significant role [9]. The AISAS and AIDMA models are essentially linear one-way communication models. In contrast, the SICAS model innovatively proposes the process of consumers' decision-making, user behavior, and consumption trajectory. The SICAS model focuses on the dynamics of consumers throughout the entire purchasing process, aligning with the consumer-centric approach emphasized in consumer behavior theory. It highlights the characteristics of internet virtual technology, enhances communication between brands and consumers, achieves bidirectional interaction, and aligns with the transformation trend of digital consumption in the 21st century's mobile Internet era [10].The Technology Acceptance Model (TAM) identifies two main determinants: 1) Perceived Usefulness, which reflects how much a person believes that using a specific system will improve their work performance, and 2) Perceived Ease of Use, which reflects the extent to which a person believes that using a specific system is effortless. Cheng Hua believed that online retail only

provides consumers with a better shopping experience than traditional retail, and that perceived usefulness is a key factor in whether consumers choose to shop online [11]. Zeng Yong mentioned in their study that, in the context of online consumption, factors such as product price, product variety, 24-hour shopping, time-saving shopping, and home delivery all contribute to perceived usefulness in online shopping [12]. Davis suggested that perceived ease of use in online shopping refers to the ease of learning, using, and implementing a specific system, representing the level of effort consumers believe is required to adopt online shopping [13]. Perceived risk, conceptualized by Raymond Bauer from Harvard University, refers to the uncertainty of consumers regarding the expected outcomes of their purchasing behavior and the potential unfavorable consequences that may arise from it, is significant in consumer decision- making, [14].

2.3 Research on Consumption Intention

Regarding the concept of Consumption Intention, Ajzen and Driver argued that intent precedes action, and Consumption Intention predicts the likelihood of consumers buying a particular product [15]. Feng Jianying emphasized that Consumption Intention is the motivation for purchasing and can be utilized to predict consumer behavior [16]. Shah et al. defined consumer intention as a feature that can study the reasons why consumers purchase specific brands [17]. Placing Consumption Intention into the context of omnichannel retail, Consumption Intention refers to the inclination of consumers, whether in physical stores or online platforms, to purchase a product. It is a kind of consumer psychological activity. Only when consumers have Consumption Intention for a product is it possible for them to proceed with the purchase. Therefore, Consumption Intention is a prerequisite for purchase action and can predict consumer behavior.

3 Model Construction and Research Hypothesis

3.1Model Construction

The SICAS model, is a user consumption behavior model based on the social media marketing environment. Compared to the AIDMA and AISAS models, the SICAS model shifts from one-sided transmission of ideas to users searching for information independently on the Internet, engaging in two-way communication with merchants. It more accurately describes users' actions in the Web 3.0 environment. When purchasing goods under the omnichannel retail model, consumers join relevant communities, subsequently gathering further information about the products they intend to buy through various channels. Thus, this study selects "Connect & Communicate" from the SICAS model as the independent variable.

When consumers purchase products under the omnichannel retail model, they consider whether the behavior is useful or convenient and whether it carries risks during or after the purchase. Therefore, this study selects perceived usefulness, perceived ease of use, and perceived risk from the TAM model as independent variables. The variable model is as shown in Figure 1: Selecting Connect & Communicate (CC) from the SICAS model and Perceived Usefulness (PU), Perceived Ease of use(PE), and Perceived Risk (PR) from the TAM model as independent variables, with Consumption Intention (CI) as the dependent variable.

3.2Research Hypotheses

1) Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Consumption Intention: Perceived usefulness in the online consumption domain includes factors such as saving money, convenience, comprehensive ser- vice, and a wide range of products. It also provides a better shopping experience compared to traditional retail. When these positive factors influence Consumption Intention, they have a positive impact on the purchase process. Perceived ease of use refers to not needing to spend more time and effort on a specific activity. When an activity is easy to perform, it positively influences Consumption Intention. On the other hand, when consumers perceive uncertainty about

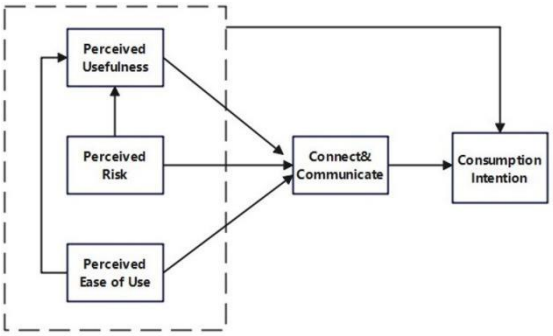

Figure 1. The factors influencing the purchase intention of snack food consumers under the new retail concept model.

product performance and potential losses, leading to negative emotions known as perceived risk, it negatively affects Consumption Intention. Therefore, the following research hypotheses are proposed:

H1: Perceived usefulness of purchasing products under the omnichannel retail model positively influences Consumption Intention. H2: Perceived ease of use of purchasing products under the omnichannel retail model positively influences Consumption Intention. H3: Perceived risk of purchasing products under the omnichannel retail model negatively influences Consumption Intention.

2) Impact of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Connect & Communicate: When consumers believe that they will benefit from the omnichannel retail model when purchasing products, such as saving money and saving time, they are more likely to proactively establish a connection with the merchant. Similarly, when purchasing products is easier under this model, it positively encourages consumers to establish a connection with the merchant. Conversely, if this model raises concerns or uneasiness among consumers when purchasing products, it can deter them from Connect & Communicate with the merchant. Therefore, the following research hypotheses are proposed:

H4: Perceived usefulness of purchasing products under the omnichannel retail model positively influences establishing a connection.

H5: Perceived ease of use of purchasing products under the omnichannel retail model positively influences Connect & Communicate.

H6: Perceived risk of purchasing products under the omnichannel retail model negatively influences Connect & Communicate.

3) Impact of Perceived Ease of Use and Perceived Risk on Perceived Usefulness: When consumers perceive the purchase process as easy, they develop a favorable impression and believe that it will bring benefits. However, if consumers perceive threats during the purchase process, they anticipate unfavorable outcomes. Therefore, the following research hypotheses are proposed:

H7: Perceived ease of use of purchasing products under the omnichannel retail model positively influences perceived usefulness.

H8: Perceived risk of purchasing products under the omnichannel retail model negatively influences perceived usefulness.

4) Impact of Connect & Communicate on Consumption Intention: When consumers establish a connection with the

merchant, they receive positive messages from the merchant, leading to a favorable perception of the purchase process. Any doubts or concerns consumers have can be addressed through interactions with the merchant. Therefore, the following research hypothesis is proposed:

H9: Connect & Communicate with the merchant under the omnichannel retail model positively influences Consumption Intention.

5) Mediating Role of Connect & Communicate: When perceived usefulness, perceived ease of use, and perceived risk influence the consumer purchase process, Connect & Communicate plays a crucial mediating role. Omnichannel retail is a two-way model where consumers interact with merchants. Merchants not only convey product information to consumers but consumers also proactively ask questions about products. Therefore, the following research hypotheses are proposed:

H10: Connect & Communicate is a mediating variable between

perceived usefulness and Consumption Intention.

H11: Connect & Communicate is a mediating variable between perceived ease of use and Consumption Intention.

H12: Connect & Communicate is a mediating variable between perceived risk and Consumption Intention.

4 Model Testing and Data Analysis

4.1Data Collection and Pre-Testing

The collected questionnaires were pre-tested using SPSS 27.0, including item analysis, reliability analysis, and validity analysis. The t-values of the questionnaire items in this study were generally significant, with p-values less than 0.05, indicating that the questionnaire items had good discriminative power. The Cronbach's Alpha values for reliability analysis were all above 0.8, indicating good reliability of the designed scales. The cumulative explained

variance in the rotated factor matrix reached 80.761%, which is much higher than 60%. Each item's factor loading was above 0.5, indicating that the five factors in this study were reliable, and the questionnaire design matched the structure, indicating good structural validity of the sample data for further analysis. The questionnaire was distributed for 28 days, using a combination of online and offline methods. A total of 357 questionnaires were collected and selected based on the regularity, concentration, and consistency of answer items. Among them, 332 questionnaires are valid and 25 questionnaires are invalid, with a total coverage rate of 93%.

4.2Model Testing

This study used Cronbach's Alpha coefficient as the evaluation index for reliability. SPSS 27.0 was used for reliability testing, and the dimensions of each variable all exceeded 0.8, indicating an ideal level of reliability. Validity refers to the ability of a measuring tool to accurately measure the true state of affairs and reflect the accuracy of the data. Five main components were extracted from the rotated factor matrix, with each item's factor loading exceeding 0.5, and the Kaiser-Meyer-Olkin (KMO) value was 0.831, indicating good factor suitability. The cumulative explained variance in the rotated factor matrix reached 77.228%, which is higher than 60%, indicating that the questionnaire scale has good structural validity.

4.3Data Analysis

1) Regression analysis of perceived usefulness, perceived ease of use, and perceived risk on consumer purchase intention: Using perceived usefulness, perceived ease of use, and perceived risk as independent variables and Consumption Intention as the dependent variable, a linear regression analysis was conducted. From the table above, it can be seen that the model R square is 0.238, indicating that the model can explain 23.8% of the variation in Consumption Intention. When conducting an F-test on the model, it was found that the model passed the F-test (F = 35.424, P<0.001), indicating that at least one of perceived usefulness, perceived ease of use, and perceived risk has an impact on consumption intention.

Table 1 Regression Analysis Results Of Perceived Usefulness, Perceived Ease Of Use, Perceived Risk On Consumption Intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Standard Error	β		
Constant	1.780	0.292	6.099	0.000	0.000
PU	0.371	0.068	0.351	5.459	
PE	0.184	0.084	0.138	2.177	0.030
PR	-0.122	0.042	-0.142	-2.883	0.004

In Table 1, the regression coefficient for perceived use- fulness is 0.351 (P<0.001), meaning that CC significantly affects PU. The regression coefficient for PE is 0.138 (P = 0.030<0.05), indicating that PE has an impact on CI. The regression coefficient for perceived risk is -0.142 (P = 0.004<0.05), indicating that PR has an impact on CI. Therefore, the hypotheses are supported.

All the VIF values in the model are less than 5, and the tolerance is greater than 0.1, indicating that there is no issue of multicollinearity. Thus, the regression equation for the impact of

perceived usefulness, perceived ease of use, and perceived risk on Consumption Intention can be expressed as follows:

$$CI = 1.780 + 0.351 \cdot PU + 0.138 \cdot PE - 0.142 \cdot PR \quad (1)$$

2) Regression analysis for the impact of perceived useful- ness, perceived ease of use, and perceived risk on Connect & Communicate: Using perceived usefulness, perceived ease of use, and perceived risk as independent variables and Connect & Communicate as the dependent variable, a linear regression analysis was conducted. From the table above, it can be seen that the model R square is 0.292, indicating that the model can explain 29.2% of the variation in Connect & Communicate. When conducting an F-test on the model, it was found that the model passed the F- test (F = 45.058, P<0.001), indicating that at least one of perceived usefulness, perceived ease of use, and perceived risk has an impact on Connect & Communicate.

Table 2 Regression Analysis Results Of Perceived Usefulness, Perceived Ease Of Use, Perceived Risk On Connect & Communicate.

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig**
	B	Standard Error	β		
Constant	1.208	0.263	4.599	0.000	0.000
PU	0.361	0.061	0.367	5.891	
PE	0.271	0.076	0.219	3.567	0.000
PR	-0.025	0.038	-0.032	-0.668	0.505

In Table 2, the regression coefficient for perceived use- fulness is 0.367 (P<0.0011), meaning that perceived use- fulness significantly affects Connect & Communicate. The regression coefficient for perceived ease of use is 0.219 (P<0.0011), indicating that perceived ease of use has an im- pact on Connect & Communicate. The regression coefficient for perceived risk is -0.032 ((P = 0.505>0.05), meaning that perceived risk does not have an impact on Connect & Communicate. Therefore, the hypotheses are supported.

Finally, all the VIF values in the model are less than 5, and the tolerance is greater than 0.1, indicating that there is no issue of multicollinearity.

Thus, the regression equation for the impact of perceived usefulness, perceived ease of use, and perceived risk on Connect & Communicate can be expressed as follows:

$$CC = 1.208 + 0.367 \cdot PU + 0.219 \cdot PE \quad (2)$$

The significant value of perceived risk in establishing connections is greater than 0.05, which does not meet the significance test.

3) Regression analysis of perceived ease of use and perceived risk on perceived usefulness: Using perceived risk and perceived ease of use as independent variables and perceived usefulness as the dependent variable, a linear regression analysis was conducted. From the table above, it can be seen that the model's R square is 0.441, indicating that it can explain 44.1% of the variation in perceived useful- ness. When conducting an F-test for the model, it was found that the model can pass the F-test (F = 131.384, P<0.001), which means that at least one of the factors, perceived risk or perceived ease of use, has an impact on perceived usefulness. In Table 3, the regression coefficient for perceived ease of use is

0.640 (P<0.001), indicating that perceived ease of use has a significant impact on perceived usefulness. The regression coefficient for perceived risk is -0.167 (P<0.001), indicating that perceived risk also has a significant impact

Table 3 Regression Analysis Results Of Perceived Ease Of Use, Perceived Risk On Perceived Usefulness

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Standard Error	β		
Constant	0.908	0.231	3.928	0.000	0.000
PE	0.807	0.052	0.640	15.562	
PR	-0.136	0.033	-0.167	-4.055	0.000

on perceived usefulness. Therefore, hypotheses B1 and B2 are supported.

Finally, all the VIF values in the model are below 5, and the tolerance values are above 0.1, indicating that there is no issue of multicollinearity.

Thus, the regression equation for perceived usefulness with respect to perceived ease of use and perceived risk is:

$$PU = 0.908 + 0.640 \cdot PE - 0.167 \cdot PR \quad (3)$$

4) Regression analysis of establishing connections on purchase intention: The linear regression analysis was con- ducted with the establishment of connections as the independent variable and Consumption Intention as the dependent variable. From the table above, it can be observed that the model's R-squared (R2) value is 0.116, indicating that it can explain 11.6% of the variance in consumption intention. When conducting an F-test on the model, it was found that the model is significant (F = 44.390, P<0.001), suggesting that CC does have an impact on CI.

Table 4 Regression Analysis Results Of Connect & Communicate On Consumption Intention.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Standard Error	β		
Constant	2.207	0.201	11.002	0.000	0.000
CC	0.370	0.056	0.344	6.663	

In Table 4, the regression coefficient for Connect & Communicate is 0.344 (P<0.001), meaning that Connect & Communicate significantly affects consumption intention, thus supporting the hypothesis.

Furthermore, all the VIF values in the model are less than 5, and the tolerance values are greater than 0.1, indicating the absence of multicollinearity issues.

Therefore, the regression equation for Connect & Communicate on Consumption Intention is as follows: Consumption Intention= 2.207 + 0.344 Connect & Communicate.

$$CI = 2.207 + 0.344 \cdot CC \quad (4)$$

5) Analysis of the Mediation Effect of Connect & Communicate: This study employed regression analysis to examine the mediation effect of Connect & Communicate.

Table 5 Regression Analysis Results of Perceived Ease of Use and Connect & Communicate.

Model	CI		CI (CC as mediating variable)		CC	
	B	T	B	T	B	T
PU CC	0.467	9.584	0.394 0.142	6.991 2.522	0.367	5.891

a) Mediation Analysis of Connect & Communicate on the Mediation Effect of Perceived Usefulness and Consumers' Consumption intention.: From the Table 5, it can be observed that the coefficient between perceived usefulness and consumer Consumption Intention is 0.467, with a significance level of 0.000, which is less than 0.001, indicating a significant correlation. When we introduce the mediator variable, Connect & Communicate, the significance level re- mains at 0.000, indicating a significant correlation. However, the correlation coefficient decreases from the original 0.467 to 0.394. This suggests that the positive impact of perceived usefulness on consumer Consumption Intention decreases when Connect & Communicate is introduced as a mediator. This result indicates that Connect & Communicate acts as a mediator between perceived usefulness and consumer consumption intention, thus supporting the hypothesis.

b) Mediation Analysis of Connect & Communicate on the Relationship Between Perceived Ease of Use and Consumer Consumption intention: From the Table 6, it can be seen that the coefficient between perceived ease of use and consumer Consumption Intention is 0.369, with a significance level of 0.000, which is less than 0.001, indicating a significant correlation. When introducing the establishment of connections as a mediating variable in this study, the significance level is 0.000, demonstrating a significant correlation. The correlation coefficient decreased from the original 0.369 to 0.267, indicating a reduction in the positive impact of perceived ease of use on consumer consumption intention. This result suggests that Connect & Communicate is a mediating variable between perceived ease of use and consumer consumption intention, thus sup- porting the hypothesis.

Table 6 Regression Analysis Results of Perceived Ease of Use and Connect & Communicate.

Model	CI		CI (CC as mediating variable)		CC	
	B	T	B	T	B	T
PE CC	0.369	7.206	0.267 0.222	4.749 3.952	0.219	3.567

c) Mediation Analysis of the Establishment of Con- nections on the Relationship between Perceived Risk and Consumer Consumption intention: From the previous anal- ysis, it is evident that perceived risk does not affect the establishment of connections, meaning that the impact of independent variable A on mediator B is not significant. Therefore, the mediation effect of the establishment of connections on the relationship between perceived risk and consumer consumption intention is not supported.

5 Conclusion

The main purpose of this study is to study the factors affecting on the purchase intention of Bestore. In this study, we examine the five factors of perceived ease of use, perceived usefulness, perceived risk, connect & communicate, and consumption intention, based on the

TAM model and SICAS model. After distributing corresponding questionnaires and conducting analyses on the data collected from these questionnaires, as hypothesis testing shown in Table 7, most of the hypotheses are proved.

Table 7 Hypotheses Testing Results.

Hypotheses	Relationship Between Variables	Test Result
H1	Perceived Usefulness—⊣Consumption Intention	Support
H2	Perceived Ease of Use—⊣Consumption Intention	Support
H3	Perceived Risk—⊣Consumption Intention	Support
H4	Perceived Usefulness—⊣Connect & Communicate	Support
H5	Perceived Ease of Use—⊣Connect & Communicate	Support
H6	Perceived Risk—⊣Connect & Communicate	Not Support
H7	Perceived Ease of Use—⊣Perceived Usefulness	Support
H8	Perceived Risk—⊣Perceived Usefulness	Support
H9	Connect & Communicate—⊣Consumption Intention	Support
H10	Perceived Usefulness—⊣Connect & Communicate—⊣ Consumption Intention	Support
H11	Perceived Ease of Use—⊣Connect & Communicate—⊣ Consumption Intention	Support
H12	Perceived Risk—⊣Connect & Communicate—⊣ Consumption Intention	Not Support

This study contributed to an emerging stream of research on omnichannel retailing, which is quickly becoming the future of retail. It provides practical insights for Bestore, to analyze factors affecting consumer purchase intentions under the omnichannel retail model. Understanding these factors can help businesses implement strategies to attract consumers more effectively. Prioritize the perceived useful- ness and ease of use of products to provide a more efficient and straightforward shopping experience.

In the era of open economy on the Internet, many industries and products are experiencing open retail operations, and product differentiation is becoming increasingly difficult to achieve. Therefore, retail enterprises must innovate their business strategies and carry out differentiated operations from multiple aspects such as business models, target customers, product market positioning, and value chains. Enhance consumers' shopping experience, optimize product levels, improve service quality, cost-effectiveness, and added value of products, thereby leading the competition. Bestore should recommend suitable snacks for different consumer groups, and providing different products in different situations which enable consumers to react, recall of the brand, and purchase its products in the omnichannel shopping scenario in the future. Enterprises can also focus on mobile advertising and social platform, implement differentiation in after-sales service, allowing comprehensive and high-quality services such as professional customer service personnel answering, and timely and high-quality after-sales warranty to run through the entire shopping process of consumers, improving their shopping experience.

Acknowledgment. This research is supported by the Discipline Group of ”Urban Circle Economy and Industrial Integration Management” of Jianghan University.

References

[1] W.Guo, Y.Ren, “Analysis of the strategic transformation of e- commerce enterprises”,*Business Situation*, no.19,pp.131-132, 2014.

[2] R.Du, K.Jiang, “New retail: Connotations, driving factors, and key issues”,*Price Theory and Practice*, no.02, pp. 139-141, 2017.

[3] M.Nakanishi, X.Wu,“Is the retail wheel really turning? ”
Business News and Economic Digest, no.01, pp. 14-19, 2006.

[4] Z.Yan, L.Liu, “The concept, research framework, and de- velopment trends of omnichannel retail”, *China Commerce Economics*, no.10, pp.12-19, 2017.

[5] E.Manser Payne, J.W.Peltier, V.A.Barger.“Omni-channel mar- keting, integrated marketing communications and consumer engagement: A research agenda”, *Journal of Research in Interactive Marketing* vol.11, no.2, pp. 185-197, 2017.

[6] T.L.Hsia, J.H.Wu, X.Xu, Q.Li, L.Peng, S.Robinson, “ Om- nichannel retailing: The role of situational involvement in fa- cilitating consumer experiences”,*Information & Management*, vol.57, no.8,103390,2020.

[7] N.Ameen, A.Tarhini, A.Reppel, A.Anand, “Customer expe- riences in the age of artificial intelligence”, *Computers in Human Behavior*, no.114, 106548, 2021.

[8] S.Zhao, X.Xu, “The meaning, models, and development path of omnichannel retail”, *China Commerce Economics*, vol.31, no.05, pp. 12-20, 2017.

[9] Y.Yang, “Exploring enterprise social marketing models based on the SICAS model”, *Electronic Commerce*, no.12, pp.26- 27, 2011.

[10] J.Pan, B.Wang, X.Dong,“Comparative study of social e- commerce models based on the SICAS consumer behavior model”,*Enterprise Economy*, vol.39, no.10, pp.37-43, 2020.

[11] H.Cheng, G.Bao, “An empirical study on the determinants of online shopping intention”, *Quantitative Economics and Technical Economics Research*, no.11, pp.150-153, 2023.

[12] Y.Zeng, M.Wei, H.Yue,“Analysis of factors influencing online consumption”, *Journal of Henan University of Technology (Social Science Edition)*, no.01, pp.8-10, 2016.

[13] F.D.Davis, “Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology”, *MIS Quarterly*, vol.13, no.3, pp.319–340, 1989.

[14] R.A.Bauer, “Consumer behavior as risk taking”, *Marketing: Critical perspectives on business and management*, pp.13-21, 1967.

[15] I.Ajzen, B.L.Driver,“Application of the theory of planned behavior to leisure choice”,*Journal of leisure research*, vol.24, no.3, pp. 207-224, 1992.

[16] J.Feng, W.Mu, Z.Fu,“A review of consumer consumption intention studies”,*Modern Management Science*, no.11, pp.7- 9, 2006.

[17] S. S. H.Shah, J.Aziz, A.R.Jaffari, S.Waris, W.Ejaz, M.Fatima, S.K.Sherazi, “The impact of brands on consumer purchase intentions”, *Asian Journal of Business Management*, vol.4, no.2, pp.105-110, 2012.