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Factors Driving omnichannel shopping behavior in Azerbaijan

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Introduction

Nowadays, most of the goods and services are represented in several sales channels. The buyer is very demanding and expects the most convenient cooperation with the company. The purchasing path of a modern user is far from the direct line of awareness - consideration - conversion. More often it starts on one device or channel and ends on another, or starts online, and ends in an offline store and vice versa. In the modern market of services and goods, most of them are represented through several sales channels: in offline and online stores, contact centers, instant messengers, social networks and courier services. To attract and interest buyers in the nowadays world, where purchases are made any time in any environment, companies need an omnichannel approach. It is important to understand what this term means, sometimes people call it Multichannel, but it is a mistake in this case. If we analyze the etymology of this term, we get: Omni - lat. "Everything, everyone" and english word "Channel". It's not just about multichannel, but about "everywhere-and-immediately-channel". This phenomenon occurs not only in sales but also in other areas of society, such as 911 calls, for example, which once again confirms the relevance of this model. But launching an arsenal of sale channels is only half the battle. Majority of companies, taking care of a mobile and desktop site and even social networking and offline, forget to simply integrate different communication channels between themselves. It turns into a big bunch of unrelated data, what may lead to customer dissatisfaction. Let's agree, having accepted an application form on the site, it is inconvenient for the buyer to be requested all user data again, when he calls to find out the status of the order or, by going into the application, does not find current activities in the personal account. The simplest and most effective way to analyze such a volume of "mixed data" is through analytics. End-to-end analytics in marketing is a data-based analysis of the effectiveness of marketing investments (ROMI), which tracks the client's entire path, from viewing an advertisement, visiting an application or website, and ending with selling and reselling. Talking about the omnichannel model, it mainly means retail, the business that combines sales on the Internet and at retail outlets that could use the most comprehensive list of omnichannel features. According to Griffiths, In omnichannel retail the aim is to make the customer experience as seamless as possible(7). Main question of this paper would be what makes companies develop an omnichannel system? Or even change the current approach to omnichannel systems. The aim of this work is to analyze the relevance of usage of omnichannel approaches among customers in Azerbaijan and find out the factors that drive the omnichannel shopping intention. The objective is to talk about this

approach and analyze the data, which will help to understand how the choice of channels were made and their usage. The relevance of the problem under consideration is due to a number of circumstances. First, in the conditions of a rapid change in marketing concepts, analysis and rethinking of approaches to the formation and management of the organization's marketing channels are required. Second, with the development of digital marketing, there is a need to develop and systematize strategic approaches, technologies, tools that allow you to retain existing and acquire new customers, build long-term and mutually beneficial relationships. Next, the development of information technology opens up qualitatively various opportunities in marketing and in the interaction of producers and consumers on the basis of digital marketing. Vrechopoulos, A. calls for investigation and research into the strategic impact of omnichannel consumer behavior on retailers(14). Also, Piotrowicz, W., and Cuthbertson, R. state a clear conflict in consumer expectations and retailers' possibility to respond to transition to omnichannel business(15). As a result of this paper we can clearly see the features of omnichannel approach as well as the obstacles that a particular company could face during integration of this method.

1. What is Omnichannel marketing

Regardless of whether a customer comes to a retail store or makes purchases via the Internet, uses a mobile application or social networks (and sometimes all at once), it is important for the buyer that the interaction with the seller be convenient and understandable regardless of the channel that was used. What is a marketing channel strategy? According to Robert W. Palmatier "a firm's overall marketing strategy traditionally focuses on four marketing mix elements: product, price, promotion and channel (or "place", in popular 4P designation). Each firm makes a series of strategic decisions to determine how to distribute its products and service to the firm's end customers. The total firm-to-end-user links make up a marketing channel or marketing channel system, defined as a set of interdependent organisations involved in the process of making a product or service available for use or consumption"(21). Omni-channel marketing strategies take into account a particular client's wish and create relationships in which potential customer engagement can begin on one platform, continue on another, and he can become a buyer on some third platform. In essence, marketers must build sufficiently interconnected, integrated, and flexible processes to properly respond to different types of customer interactions. Robert W. Palmatier identifies and defines three key entities involved in every marketing channel: manufacturers, intermediaries which include retail, and

end-users(21). So what is the difference between marketing through disparate channels and holistic omnichannel marketing? The first type of marketing often simply means selling the product through different channels with different pitches. This phenomenon can be defined as the customer management strategy throughout the life cycle of the customer relationship whereby the shopper interacts with the brand through different devices and channels (mainly the physical store, the online channel, the mobile channel, and social media), and, thus, all touchpoints must be integrated to provide a seamless and complete shopping experience, regardless of the channel used. Omnichannel retailing stands to become the third wave of e-commerce(1). For example, a brand may offer a mobile application that will provide a unique experience, but this application may be very different from the site of that brand. Since each of the channels in this scenario has its own unique specificity, within the framework of this approach, different channels are simply used without any unification. The brand works through different channels that interact without communication with each other. In contrast to this approach, omnichannel marketing implies something more - the creation of a truly unified experience of interacting with the brand, regardless of the channel used. For example, mobile applications, a website, social channels and even retail stores of a brand - all of them are a reflection of each other. If a customer begins the buying process on the brand's website, the mobile application recognizes this even after a few days, when the customer starts searching for another product. As a result of unification of actions across all channels, the client receives a reminder that a few days before that he did not complete any operation. Such an integrated strategy of working through different channels puts the client at the center of what is happening. If the brand's channels are not connected with each other and are not able to adapt the experience of interaction through the website or mobile applications, then this is actually a common strategy for working through disparate channels, and not a single omnichannel strategy. Why? Because omnichannel marketing should offer relevant content across multiple channels. This content should link channels together, creating a single image, which at the same time should not be monotonous. What a person reads in email should express the same essence that is submitted through the brand's website, social networks and other channels.

1.1 Implementation of omnichannel model

Omni-channel marketing is the creation of a unified brand image, regardless of the channel of interaction. As an example, retail chains can be used. You can use different channel options.

Firstly, this is the enhanced role of mobile technology, which is an important factor in this matter. The use of mobile technology allows you to carefully track sales. According to Deloitte up to 86 % of consumers use mobile gadgets or computers for shopping related activities(8). Retailers need their mobile strategy to work on expanding the range of goods and services, as well as relevant offers. An important role is also played by increased productivity. Mobile technology enhances business processes and productivity. A huge number of companies supply their employees with digital technology and software so that they can carry out their duties from anywhere. Devices for workers are not cheap, but on the holistic of this model and the integration of channels among themselves, this will play a positive role. Nowadays, a huge number of actions are combined through mobile devices and payments are no exception. As for payments via mobile devices, this gives new opportunities for contactless payment, the situation with COVID-19 showed that this is a useful function, self-service, thanks to which customers can perform small tasks themselves, which can be fit, for example, into the application. Frazer and Stiehler recognize that omnichannel retailing focuses on the challenges posed by integrating channels, retailers should recognize that the goal of omnichannel retailing is to create a seamless consumer experience(9). To maintain customer loyalty, first of all, do not forget that this is a person. The senseless flow of advertising over time will only lead to customer irritation. Personalization helps to target ads to a specific client, offering him exactly what he wants and when he wants. But the funny fact is that both small and large brands note a certain contradiction between the desire of customers to maintain privacy and at the same time receive personalized offers. This is a challenge to be dealt with. For this, it is necessary to continue expanding and improve the channels of interaction. Discounts as one of the tools for sale plays a significant role in the development of sales. But this tool need to be used carefully. The new rules for the processing of personal data in an omnichannel approach have influenced the growth prospects of most retailers. 62% of them are sure that they throw money away, offering general discounts for everyone instead of personalized offers. One of the components of the right personalized discount is forecasting. Many customers expect retailers to anticipate their desires and intentions based on an analysis of their purchase history, loyalty, and brand engagement data. According to Huuhka, along with changes within the company, there are also new challenges in selecting strategic partners. For example, the more dependent businesses are on external partner's digital e-commerce platforms, the more effort there should be in choosing these long term partners(13). The omnichannel approach can also be used in the internal network of the company. The development and scaling of omnichannel

logistics can play a significant role in the life of the company. The 2018 Oracle Retail Mobility Insights Report states that, 67% of the representatives of companies with a turnover of more than \$ 10 billion and 52% of respondents from companies with a turnover of \$ 1 billion to \$ 10 billion say that the logistic capacity grows as the company's turnover grows. Integration of information dissemination channels into this network, will only contribute the development of logistics and the speed of deliveries. At the same time, only 38% of respondents from companies with sales from \$ 250 million to \$ 500 million and 30% of company employees in the segment from \$ 750 million to \$ 1 billion believe that they have everything necessary for the large-scale implementation of omnichannel approach(19). But also retailers historically have focused on the live experience of interaction, developing a network of outlets. It is important for many customers to come to a physical store, to try a product, for example in person. But, ignoring merchandising and up-to-date tools like mobile assistants or virtual-reality tools, as well as not developing planning and arranging deliveries for both physical stores and deliveries, the company takes great risks, and the consequences will affect the brand and customer satisfaction. A vague understanding of customer journey leads to a loss of business manageability.

1.2 Interaction with customers within the omnichannel model

Theoretically, the interaction with the client should be linear. According to the books, for example, the client must go through a certain series of stages from beginning to end with slight variations of this process. 5. Consumers' buying behavior is more complicated than one would expect(5). But when comparing the theoretical stages and what takes place in the practical work of brands from the field of electronic commerce and retail, interaction with the client can be described as anything, but not as linear. When creating and automating omnichannel marketing strategies, it is important to consider the entire process of interacting with the client in all possible combinations, since the programs should be suitable for any scenario.2. Results from a sample of 284 real digital (online an/or mobile) shoppers of clothes confirm that personal traits influence omnichannel consumer behavior. Results show that impulsive shoppers make greater use of mobile devices whereas individuals with high need for touch are more predisposed to use online devices in their omnichannel process(2). Using a single platform, brands can truly increase and optimize customer engagement by simply adding additional channels or units to the existing set, as well as working out on critical areas

of the customer interaction process, where for example automation of small tasks will have the greatest impact and give the best results. The process of interaction of brands from the field of electronic commerce and retail with the client in the most simplified form consists of the following steps. Acquaintance -> Basket -> Purchase. But the process of interacting with a client is more than just suitable contacts to these three stages of an omnichannel marketing strategy. In a 2013 article in MIT Sloan Management Review, researchers Erik Brynjolfsson, Yu Jeffrey Hu and Mohammad S. Raman predicted: “As the retailing industry evolves toward a seamless ‘omnichannel retailing’ experience, the distinctions between physical and online will vanish, turning the world into a showroom without walls”(4). It is very important to understand how the client’s impressions at each stage may differ, what difficulties the client may encounter, and also what exactly the client sees at each stage. Considering each step separately will show what can help to improve client satisfaction.

ACQUAINTANCE STAGE: TRANSFER OF VISITORS TO THE BUYERS

In omnichannel interaction with the client, the familiarization phase refers to all contacts of an individual with the brand, which in themselves do not lead to a purchase, for example, visiting a site, entering a mobile application, and so on. Through the use of customer behavior data on the website, the platform for automating omnichannel marketing can deliver timely and relevant messages with the display of relevant content or content that complements the product information that has already been viewed. By analyzing similar patterns of visitors' behavior, the automation system can produce valuable relevant content depending on the direction of interaction chosen by the client. Marketers need to consider for their organization the best strategy for automating omnichannel marketing at the familiarization stage, when users are actively getting to know the brand.

SHOPPING CART STAGE: EXPANDING OPPORTUNITIES FOR CLIENTS

The omnichannel strategy stage of filling the basket is the moment when the customer expresses his intention to buy something by adding the product to the shopping basket. At this stage, the advertising message should be carefully thought out and clarified, since a huge number of visitors do not complete their purchase after adding the product to the basket. Using programs for interacting with customers who do not complete the purchase of goods added to the basket, marketers can encourage the visitor to return and complete the purchase, regardless of which channel the interaction with him began. What value can such programs

have, or is there any point or substantial benefit in fighting for lost revenue? The answer is obvious. For example, if at least 1% of the lost customer base is returned, revenue can grow by 10%. As an additional illustration, the fact that for example 60% of lost sales is equivalent to 600% of lost revenue. Therefore, the issue of returning lost revenue is closely related to the importance of programs for working with abandoned baskets. Marketing teams can take advantage of omnichannel marketing automation platforms to return at least 1% of revenue and achieve sales recovery of up to 10% or more.

PURCHASE STAGE: GOING OUT FROM A SIMPLE “CONFIRMATION” PAGE

Finally, the purchase stage when interacting with the customer according to an omnichannel scheme. If the marketer considers his work completed when the customer enters the purchase phase, then they lose sight of one very important aspect. The purchase phase is a great opportunity for cross-selling or selling additional products recommended during the checkout process, as the client has already clearly expressed his intention to complete the transaction. Subsequent automated messages, for example, gratitude to the customer for the purchase and offer discounts on the subsequent purchase will be a great start and will fit perfectly into the overall omnichannel strategy. Marketers who have adopted a more predictable and data-driven approach can offer customers truly personalized content through their preferred device or platform, or through any other channel that is currently in use. For example, marketers can use e-commerce data to build standard buying patterns and predict or influence a customer's next action. Automation of omnichannel marketing helps the brand in creating a client profile and building mutually beneficial cooperation between the client and the marketing department. To achieve the best results, the process of user interaction through all platforms and devices should be interconnected with an effective and efficient omnichannel marketing automation platform.

2. Opportunity for small and medium business

All interviewed companies were familiar with the term omnichannel, and had goals in developing their business and services towards it. In general, omnichannel was seen as a new, more customer centric approach, where operations are flexible and happen on customer's terms. At the same time, the relationship between physical stores and online channels was strong in all of the companies. One of the companies even stated that their physical stores would close in an instant if their online channel would be closed(6). Despite some decadent

sentiments and exhortations about the need for insane growth to billions in turnover from retail representatives, there is no such an insurmountably high threshold. The omnichannel model should be implemented as far as possible in small and mid businesses. For this, it is necessary to highlight a complete list of areas of omnichannel application and current growth points. Interconnected, even if the minimum number of channels give an exhaust and will facilitate the collection of customer base data and improve interaction with customers. In two experimental studies with 526 and 550 respondents, the authors examine the effects of omnichannel-based promotions (e.g. using digital shopping trace to offer a promotion when the consumer enters the physical store) in two different product categories (utilitarian vs. hedonic), spontaneous/planned purchases and two different retail industries (durable good vs. travel). The results show that retailers benefit from using digital shopping traces as it increases purchases and enhances brand imagery(3). To begin with, it is worth identifying the points of interaction - the so-called Communication Channels, with which the client can get information and the product or service itself:

Perhaps it's worth starting with a Website, nowadays the creation of a convenient website is not something extraordinary and almost every company has its own website. Being one of the important channels for obtaining primary information about a company, product or provided service, the site is a tool for both the company and the client. The competent design and structure of the website helps the client easily search for the information he needs without bothering himself. Through the website, access to the user's personal account is also required, which is also associated with the account in the mobile application. Speaking of a mobile application or website, these channels should provide the client with simple and clear access to products and services from anywhere from any device. That is why it is important to have both a desktop site and a mobile version of the website, and in some cases, an application. Today, a huge number of tasks are represented through applications on a smartphone and integrating this network into an omnichannel approach and connecting with other channels, starting with connecting with the website, is an important step towards a holistic omnichannel system. With all these websites and applications, there is one other channel that has to be introduced. A useful addition, and often the main channel of interaction, is social networks. It is in them that the average user spends most of the time. To be closer to the client through social networks, leading live informative blogs, as well as launching targeted and native advertising, cross-promotions and other activities. It is necessary to provide the client with the opportunity to register through social networks on the main web-site or application of a brand. The user leaves a huge amount of information not only about their preferences,

interests, but also can give feedback and reviews about a particular product or service. Do not forget about consulting centers, offices, outlets and technical support. Here the client receives a live consultation here and now. To all these points, in 2020 it is worth adding another one, instant messengers. Deliberately not combining messengers and consultants into one point, since recently the use of WhatsApp, Telegram and Facebook Messenger as full-fledged stages of a sales funnel is gaining popularity. In them, the client does not receive live consultation, but performs an initial introduction or conversion into a client through interaction with the script. Messengers are also actively used as channels for consultations. There are also call-centers and online-chats as well. On the one hand for most clients it is important to have communication and thoughtful answers from the specialist, but on the other hand for a qualified solution to the problems that arise and gain a positive customer experience, therefore this layer of clients will be aimed at live specialist-consultants. Call-centers and online-chats cope with this demand. In addition to people who value live communication with a specialist, there are people who first need to see the product physically. For such a customer segment, it is worth considering the physical location. If the specifics of the business allows, opening a point of sale will give a positive outcome. Even the online giant Amazon has not disdained the so-called bricks-and-mortar - physical areas(17). Partly from this, his shares soared up and made Jeff Bezos one and a half times richer in a few months.

Even having absolutely all channels for interacting with customers without competent and seamless integration of channels between each other and the client's environment with these channels, there can be no talk of an omnichannel strategy. Channels integrated between each other are key points in the omnichannel paradigm. If the channels of an individual company or company operate separately and are not networked, it is difficult to say what means are lost from the lack of valuable data and from customer dissatisfaction. The strategy should be based on close integration of channels. To begin with, it is necessary to create at least a minimal infrastructure that sews channels. Several tools can be used to develop and then continue to support channel integration. Using an online form and creating unified databases can play a significant role in seamless integration. Online forms, company can collect a huge amount of information, encouraging the client to achieve his desire to fill out an online form, but a company needs to track these forms to avoid fraud. All detailed information about the private and mass behavior of customers is collected and processed in a single database, which allows for a company to accurately predict their needs and increase loyalty. Thanks to this,

companies can improve the system of targeted advertising. Also in our time there are a huge number of tools for information analytics. An example is Google Analytics. It provides an opportunity to study detailed statistics. Including advertising sources from which potential customers pass. But this only works with what is happening online. If customers prefer to call (after all, a huge proportion of customers prefer live communication), such statistics on calls are not available to you. This is exactly the problem that call tracking solves. Call tracking is a technology that tracks phone calls and associates them with a specific advertising source. In fact, this is a code that is installed on the site and collects call statistics. Call tracking serves to correctly distribute the advertising budget and increase sales. The basis of the work is the substitution of numbers on the site. Instead of the company's contact phone number, he shows the site visitor a replacement number. Then it compares it with a specific advertising source or user visit. There are two types of call-tracking. Statistical call-tracking, the so-called classic and dynamic. The classic version can be used for offline advertising (newspaper ads, flyers), while the dynamic one allows you to trace in detail the advertising source of the call - up to the campaign and keyword. At the same time, do not forget about the possibility of providing a mailing list service. By disseminating information about your product or service, as well as providing information about other channels that a company or business may have and may be more relevant for a particular customer, you can increase the number of customers who will be informed that they can do everything they need in a couple of clicks for example. Opportunities to achieve frenzied integration can CRM, which in fact can combine those features that were written about earlier. Generally saying, this is a business management program. The definition or abbreviation CRM stands for Customer Relationship Management. CRM with the help of process automation helps to build a dialogue with the buyer more effectively, avoid mistakes in the work and, as a result, sell him more. You can imagine an Excel spreadsheet with a customer base, but only when you click on the customer's name a convenient card opens, which contains the entire chronology of working with it - from the first call to purchase. Having the opportunity to listen to calls, look at the purchase history, create documents according to a template, write email or sms, set a task, you can create great comfort for the client by creating a consistent, personalized user experience on all channels and devices, from desktop to mobile devices, from online to offline, as well as at all other points of contact. When a client calls, CRM offers to open his card with the ability to trivially find out the name of the client, letting the client know that they are ready to help him. Even if another manager was leading this buyer before, for example, there will be an opportunity to easily answer his questions without any "clarify and

call back”. CRM itself will send the customer an SMS message about the status of the order and will remind you of the meeting. As a result, a company or business saves time - both yours and your client. This approach makes the buyer more loyal and inclined to purchase. Having an adaptive website, its high-quality mobile version, as well as the official application, in each of these channels a single personal account of the client, access to which can be carried out both through a unique combination of login / password, and through social networks. There is a single contact center for web-site, application, deliveries and outlets to solve user problems and questions. The support employee knows who he is writing or calling, what questions the client may have, based on the data available in the internal system, and how to solve them. It is not necessary to open huge call centers for small or mid businesses, but by investing in this channel you can achieve constant feedback and communication with dissatisfied customers. Using CRM technology throughout this network, where the orders placed in any of the listed tools that use call tracking technology, end-to-end analytics and suggestive algorithms included as well, which provides users with relevant offers based on their preferences. The company has pages in popular social networks where the attention of a majority of target audience is attracted. Operators and smart scripts communicate with users. Data from social networks is analyzed and used to conduct advertising campaigns and create individual offers that will help the user to always be updated with current services like email and sms-mailings, advertising and communities. The client can always reach the point of sale, where he will either pick up an order made in advance or use the services of a showroom to make an order remotely with delivery. As a result, the business comes to a model called omnichannel. The client no longer has to deal with restrictions and have content from one communication channel or several unconnected channels. All detailed information about the private and mass behavior of customers is collected and processed in a single database, which allows companies to accurately predict their needs and increase loyalty. It may seem that small and medium-sized businesses will never have enough capacity to achieve such a perfectly structured model, but it is worth noting that the omnichannel approach is primarily a long-term approach and all these actions and further integration of channels require a lot of physical location planning and budget planning. A small or medium business could start investing in the creation of at least two channels that will be most useful out of all for a given type of business and integrate them with each other. This will be the first steps towards a more complex model, which, without a doubt, will come unified over time with timely financial injections, as well as with the help of a bonne work on errors. Collecting information, preferences, and so on, is a matter that requires a certain amount of time, but by

creating such a system it is possible to provide a business with a working model by which it will improve over time in a long-term perspective.

3. Importance of a competent omnichannel strategy

The development of technology has created many new communication channels for people. In order to win customer loyalty in a market with a high level of competition, the business faced the need for constant openness for communication with the client, and at that time, and in the way that is convenient for the client. A presence across channels helps leading retailers increase their store and total sales. This effect results from increased awareness of retailers' products built through a broad online presence, and the expansion of these retailers' non-store sales, which are found to be largely incremental to their store sales(10). Due to the increase in the number of communication channels through which users receive brand information, it is not easy for companies to maintain such multi-channel communication with the client. The classic “sales funnel” as the basis of marketing continues to be relevant and necessary for every business. But considering the increase in the number of communication channels and the emergence of many role options for each of them in the customer-sale chain, traditional models for evaluating each individual channel are becoming less effective. The role of the same channel may be different for two users. According to Gensler, S., Verhoef, P.C., Böhm, M; Price is a major influence for consumers switching between brands, but also other factors such as service quality and availability can from time to time override price as the deciding factor(11). Today the user's path has become more confusing. It has such a model: customer googled, found a product, went to a search advertising site, contacted the manager to clarify issues, and eventually took the purchase in an offline store. Tomorrow the same or some other user visited the site from social networks, got acquainted with the assortment of goods, added the site to bookmarks and just forgot about it. And after a while he returned and made a purchase. So which channel led to the sale? Obviously, they all influenced the user together. A modern client makes much more gestures and “descent” from the usual route, which, on the one hand, complicates the work of marketers, and on the other, shows a direct way to “gain” consumer confidence.

An omnichannel strategy is not just a momentary trend, it is a necessary step in the evolution of marketing. A competent omnichannel strategy is an important aspect in the development of an omnichannel approach. If the company wants to remain competitive, omnichannel becomes an indispensable condition. And that's why, beginning with the fact that this approach reflects the modern realities of cross-channel shopping. 16. According to BigCommerce.com research, before buying in an offline store, 39% of digital buyers visit the brand's website, 36% read reviews from other customers, and 33% compare product prices online. 22% of the representatives of the so-called Generation Z visited at least one brand page on social networks before placing an order(16). Customers lose their commitment to certain channels or companies, switching between search engines, mobile browsers and offline stores on the way to the same order. At the moment, there is only one way to personalize the marketing approach, this is omnichannel marketing. Customers like to feel that they are recognized and welcome, regardless of how they interact with the retailer. Buyers want their preferences to be remembered and customize product offerings according to their interests on all channels within a simple and enjoyable user experience. If we talk about physical locations, then this approach retains the relevance of offline shopping, so that channels can complement each other. Retailers looking to the future are changing their approach to offline stores, integrating them with the online environment and providing a relevant, personalized user experience that makes shopping a fun experience. Many retailers use offline points of sale as showrooms or points of delivery of online orders.

Omnichannel system maximization

With the necessary data on the history of orders, habits in social networks and geolocation of customers, retailers can provide a previously unattainable level of personalization. Bagge states that a successful transition to omnichannel strategy and business requires a transformation in organizational culture, processes and operations, and underlying factors and technologies(12). There are several ways to use the omnichannel approach to communicate with customers online and offline. First of all, it is necessary to encourage the client. The client will never want to miss a good deal, or even will not want to miss the product that he wanted. Members of the Nordstrom loyalty program, for example, earn points for each transaction, both online and offline, and even in affiliate stores Rack and HauteLook. Incentive members get access to makeup and style workshops, early sales alerts, and many other bonuses. Why look for other stores if your loyalty is so generously rewarded? By

offering loyalty programs to users, retailers not only form a strong relationship with their customers, but can also track their interaction with the store and personalize their user experience accordingly. All for the benefit of communication between the client and the company. Speaking about offers for customers on those goods and services that they already want and will not miss, it should be noted that you need to personalize offers according to customer preferences. According to e-tailing.com's 7th Annual Consumer Personalization Survey, 53% of shoppers said it was important for retailers to recognize them on all channels. And 50% of users agree that retailers use their personal data to improve their user experience(18). This means that a huge proportion of buyers simply agree to share information about themselves and their preferences. The buyer uses a mobile browser or application to search and purchase goods, companies can recognize his habits and preferences. Instead of the faceless advertising of the new TV, retailers can offer something really interesting personally to the client, for example, other goods interesting to him. In addition, with a competent omnichannel approach, it is necessary to constantly collect data in order to recognize and adapt to shopping habits, in order to understand when, where and how users make purchases. This data is used to generate content that truly meets user preferences, at the right time and in the right place. For example, a coupon for printer cartridges just at the moment when you have run out of paint, or an email with an offer of other works of your favorite author. Retailers can also use local geo-targeting to send personalized offers to users who are near an offline store. Speaking of offline stores. If the specifics of the business allows, then you need to go offline. Omni-channel companies never abandon traditional offline stores, and even try to find new applications for them: as showrooms for digital sales, points of delivery of orders or turn stores into an interactive space that erases the boundaries between online and offline environments. For example, "smart" mirrors with artificial intelligence technologies. Brands such as Topshop and Rebecca Minkoff use mirrors so that customers can virtually try on different products. Buyers no longer need to stand in queues at the fitting rooms. With this kind of technology they can simply go to the mirror in the hall to virtually "try on" the thing that it likes in mirror reflection. Now customers have at least two options on how to try on some apparel. Fitting rooms and smart mirrors. The integration of new technologies into offline stores allows you to turn shopping into an exciting process and attract even more buyers. All of the above at the same time helps to increase brand awareness. Increasing brand awareness contributes to the growth of customer interest and curiosity, which in turn is the omnichannel approach paradigm, the customer is above all.

4. Difficulties of implementing omnichannel strategy

Of course, the omnichannel approach has its own difficulties and obstacles in creation. Despite its growing popularity, there is also criticism of the omnichannel system. Most often, criticism concerns the question of whether omnichannel solutions are truly innovative technologies, and omnichannel architecture is a new milestone in the history of development of, for example, contact centers? Most skeptics believe that omnichannel is nothing more than a marketing ploy of manufacturers of these solutions, their attempt to convince organizations of the need for an omnichannel platform, and then sell old technologies in a new wrapper. In part, this theory is confirmed by the fact that a small number of the most developed companies provided their customers with many communication channels, and also tried to collect and analyze the information obtained through them long before the appearance of the first omnichannel platform. In order to practice an omnichannel trading model, it is not enough to have an online store with a mobile version and a regular store (or pick-up point) united by one brand. The entire business should be managed using a single technology platform and have a common accounting system and CRM, for example. An entrepreneur must understand what is happening at a particular point in time both in an offline store and online. There are two approaches to solving the technical part of the transition to an omnichannel model. The first is expensive for large retailers. We are talking about developing our own IT infrastructure, which requires the installation of equipment. Such a technical platform is developed individually for each retailer in accordance with its requests and requires expensive maintenance. For medium and small businesses, there is no need to reinvent the wheel. In this case, standard cloud solutions are suitable that allow you to deploy a base for omnichannel trading in the shortest possible time and for relatively little money. Such solutions allow you to work 24/7 and provide round-the-clock technical support, the cost of which is already included in the subscription service. Another complication on the way to this model may be a banal lack of data. The main success factor for a customer-centric strategy is the sheer amount of data. Most retailers do not have enough information about their customers. The recognition of individual customers on various channels also causes difficulties, which in turn greatly complicates the personalization of user experience, communication and offers. It is necessary to deal with this by collecting as much information as possible in accessible ways in order to use this information when interacting with customers. At the same time, there is an obstacle in the form of technology integration.

Difficulties with the integration of technologies may arise at different stages of the development of an omnichannel network. Many marketers have to work with outdated systems that are incompatible with the latest technology. It is difficult to disagree with the fact that data management, the integration of marketing technologies and the need for user profile recognition systems on different channels are the most important aspects of implementing an omnichannel approach. But do not forget about the human factor. Human factor is also an important point in the omnichannel network. Organizational obstacles to network development may arise. Omnichannel approach requires the coordination of many departments within the company. Reorganizing business units and exchanging information between them can be especially difficult for large and long-established corporations. The internal competition between online and offline sales and advertising departments may also be a problem. The omnichannel approach involves collaboration and access to data from various departments and teams within the organization. Strengthening communication and information flow is a difficult task, especially for large companies or corporations that have long been in the market, where established organizational models have developed. The rivalry between the digital team and representatives of offline stores for sales and advertising budgets also does not contribute to understanding and cooperation. For smaller companies, an omnichannel network can be expensive, but if you invest wisely in this business, it is possible to implement this network much easier, which will bear fruit in the future.

Conclusion of theoretical part

Omni-channel is integrated with modern shopping habits. Today's retailer customers are well-oriented in the digital world. According to a recent BigCommerce.com study, 67% of millennials and 56% of Generation X view products and shop online. And according to Forrester, retail sales of \$ 1.5 billion start online and end at the store. According to Emma Sopadjieva, Utpal M. Dholakia and Beth Benjamin from the study results of 46000 customers show that the retailer's omnichannel customers are more valuable on multiple counts. After controlling for shopping experience, they spent an average of 4% more on every shopping occasion in the store and 10% more online than single-channel customers(20). Even more compelling, with every additional channel they used, the shoppers spent more money in the store. Customers do not prefer any channel or company separately, switching from a smartphone to a tablet and from a tablet to a boutique as part of a single purchase. Customer loyalty today is more than ever dependent on user experience. Omni-channel, as an approach

to business strategy, retains the importance of offline stores. Brands have not only traditional offline stores, but also showrooms and points of goods delivery. The integration of new technologies into traditional stores allows shopping to be more pleasant and interesting, and the most important factor - more productive for both sides. Satisfied customers rejoice at a successful purchase, and retailers attract even more loyal users to their offline stores. Omni-channel retailers thrive. As an example might be the success of Amazon's offline sales points. Successful stores make an emphasis on buyers' experience under the growing influence of the digital world. Creative and long-term thinking minded retailers focus on an interactive, personalized user experience, turning shopping into a fun and social process. They open showrooms and pick-up points. Today, the omnichannel approach is the only way to apply marketing 1:1. Being aware of the purchase history of users, their behavior on social networks and location, retailers can personalize their approach to each user as much as possible. Many consumers find it important for them to be recognized by retailers on all channels of interaction. And half of the users encourage retailers to use this information to improve their shopping experience. If customers constantly use a mobile browser or application to view and purchase musical products, companies can use the knowledge of consumer habits. Instead of showing television ads, a store might offer him something more relevant, such as music products. The individuality of each client is in the middle of the company's attention. Customers want to feel their importance and value regardless of how they interact with the retailer. They want their preferences to be remembered and satisfied, and expect the same level of service on all channels. The simplicity and effectiveness of the user experience is important to the modern buyer. For example, a client who ordered a gift through a mobile application and was able to pick it up on the way to a party. In other words, customers need a simple and pleasant shopping journey, which provides an omnichannel approach.

5. Conceptual model: Factors driving omnichannel shopping behavior

A generally accepted factor in different models that want to explain the use of innovations is to work with the perception of these innovations as a fundamental factor that needs to be taken into account. The main issue of this work is the search for factors that influence the desire to use an omnichannel approach in shopping among clients in Azerbaijan, as well as the interaction between these factors. In this model principals of Technology acceptance model and Theory of Planned behavior are used. The Technology Adoption Model (TAM) is a model that shows how users accept and use technology (Davis, 1989). The model assumes

that when users are introduced to a new technology, their decisions about how and when they will use it are influenced by a number of factors, including:

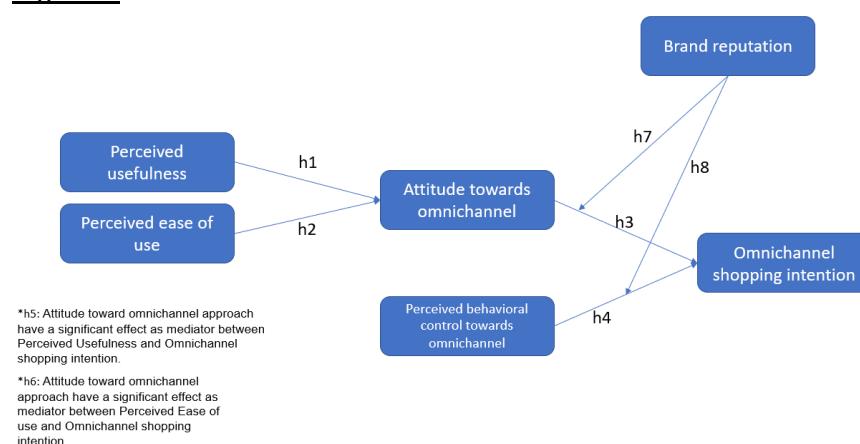
- Perceived Usefulness - as the degree to which a customer believes that using a particular system will improve his or her productivity. This means whether someone perceives this technology as useful for what they want to do.
- Perceived Ease of Use - as the degree to which a customer believes that using a particular system is effortless. If the technology is easy to use, then the barriers have been overcome. If the technology is not easy to use and the system is complex, no one will take it positively.

Using this approach in conjunction with these factors, the following hypotheses were thought out. Hypothesis #1(h1) states: “Perceived Usefulness has a positive direct effect on buyer's attitude towards omnichannel approach”. And additionally h2: "Perceived Ease of use has a positive direct effect on the buyer's attitude towards the omnichannel approach". The attitude of the buyer to any particular technology in the future may lead to the fact that the buyer will want to use that very new system. From here we come to the third hypothesis h3: “Attitude toward omnichannel approach has a significant impact on buyer's Omnichannel shopping intention”. From this it can be concluded that the perceived usefulness of the technology or approach by the buyer, as well as the perceived ease of use, will have an impact on the future attitude of the buyer towards the technology itself, which will influence the buyer's intention to use a particular technology in the future.

In addition to TAM, the following approach was also included in this conceptual model. In psychology, The theory of planned behavior(Ajzen, 1985) is a theory that links beliefs to behavior. The theory of planned behavior is a theory that explains human behavior. It is used in research on the connections between beliefs, behavioral intentions and behaviors in a variety of fields such as advertising, public relations, advertising campaigns, and healthcare. According to this theory, attitudes toward behavior and perceived behavioral control combine to shape the behavioral intentions and behavior of the individual. The general control of a person over his behavior is also an important factor that must be taken into account. Sometimes a person himself, without realizing it, subconsciously, can make certain purchases or use some kind of approach. Or his behavior can dictate his attitude to any technology. From this point h4 states that: “Perceived behavioral control towards omnichannel approach has a significant impact on buyer’s omnichannel shopping intention”. Considering all of the above, it can be concluded that the perceived behavioral control of the buyer described in the TPB, in conjunction with the TAM model, which states that certain factors, such as perceived usefulness and perceived ease of use, have a large impact on the ultimate intention of the average buyer to use a certain approach. It is also necessary to analyze the mediation that plays a role between these factors. After all, perceived usefulness and perceived ease of use does not directly lead to the intention to use a certain approach. Here an important role is played by the attitude of the buyer to the approach. Based on this, the following hypotheses are proposed. h5: “Attitude toward omnichannel approach has a significant effect as mediator between Perceived Usefulness and Omnichannel shopping intention”. And in addition, the

following hypothesis h6: “Attitude toward omnichannel approach has a significant effect as mediator between Perceived Ease of use and Omnichannel shopping intention”. Do not forget that the omnichannel approach includes an online environment in which social factors are negligible. But, there is one more important factor that must be taken into account. Many shoppers base their purchases on their personal preferences and biases. But finally, let's say there is already have a positive attitude towards omnichannel and the perception of control is high, one could think that it already leads to intention of omnichannel approach usage but in this case might be that Brand reputation for which the buyer going to shop is affecting his or her decision strongly. For example, positive reputation probably will increase the intention of omnichannel approach, whereas negative reputation will decrease it. Based on this, additional hypotheses suggest that Brand reputation can play a decisive, so-called moderating role in the intention of the buyer to use an omnichannel approach while shopping. h7: “Brand reputation has a significant moderating role in relationship between Perceived behavior control toward omnichannel approach and Omnichannel shopping intention”. And h8 states: “Brand reputation has a significant moderating role in relationship between Perceived behavior control toward omnichannel approach and Omnichannel shopping intention”. Based on these hypotheses, this conceptual model was suggested(Figure 1).

Figure 1



6. Research methodology

In order to collect data for the analysis of hypotheses, a method of collecting data through an online questionnaire was applied. This questionnaire was disseminated to Internet users through social platforms such as Instagram and Facebook. The researcher asked social-media friends to participate and share the survey through their contacts. The data was collected in Azerbaijan among Azerbaijani buyers for four weeks, and the questionnaire was also distributed among Azerbaijanis living not in Azerbaijan, but in other countries. The questionnaire itself was created in several stages, firstly, it was adapted for a specific reason for studying - for an omnichannel approach, and secondly, it was adapted for Azerbaijani realities. The questionnaire is divided into three sections. The first section included a simple explanation, with an example, of what the omnichannel approach is, followed by a question that asked the respondent if he or she knew what the omnichannel approach was and if he or

she had ever experienced it. With a negative answer, the questionnaire ended, since a person who has never used or even heard about this approach will not be able to fully judge the factors that motivated the intention to use the omnichannel approach. If the person never experienced such an approach, his or her answer is not reliable, thus it can influence the outcome of analysis negatively. The following were main questions about each of the factors from the conceptual model. In all questions, a 5-point Likert Scale was used, where 2 points were responsible for agreement and 2 points were responsible for disagreement (Wuenssch,2005). This approach was used to assess the questions in each of the factors. In the third section, demographic questions were presented. In this section, respondents answered questions regarding their gender, age, higher education level, and monthly income. Based on the data collected in this way, further analysis was carried out.

7. Analysis and results

7.1 Sample characterization

The sample consists of 162 responders. Of this sample, 67.9%, which is 110 respondents, noted that they have never used and do not know what the omnichannel approach is and cannot judge the factors that could drive their intention to use the omnichannel approach. Further analysis had to be done with the remaining data, which was 52 respondents, which makes 32.1% of all respondents. Of this sample, men accounted for 53.8%, which makes 28 people, and women were 24, which is 46.2%. The age of the major part of respondents varies from 18-24, which is 75% of 39 people. The next largest was the group with the age of 25-34 years, which accounted for 11.5% or 6 people. The third largest group was only 7.7%, or 4 people who noted that they are under 18 years old. Next, in the demographic part was the question about education. 71.2% of respondents noted that their highest level of education is a bachelor's degree, which amounted to 37 people. This is not surprising, because 75% of respondents noted that they are between 18-24 and usually at this age a person receives a bachelor's degree. Further, 11.5% were respondents who have a master's degree, which amounted to 6 people. And another 11.5% of people noted that they had received a higher education secondary-school degree, which, accordingly, was also 6 people. The last question in the demographic section was the question about income. 26 respondents noted that they earn less than 600 euros, which is exactly 50% of all responses. Next, 19.2% stated that they earn between 600 and 799 euros, which is 10 people. Only 5 people earned more than 2000 euros, which was 9.6% of the answers. Considering all of the above, we can conclude that the questionnaire was mainly passed by the younger generation, who are familiar with the Internet environment and know what an omnichannel approach is. It can be assumed that those people who noted that they are unfamiliar with the omnichannel approach are less familiar with the Internet environment and have a poor idea of the opportunities this approach can offer while shopping.

7.2 Scale reliability and validity

All scales that were used in the questionnaire were checked for validity through Cronbach's alpha (Perry, 2004) in SPSS software. In many areas of research, accurate measurement of variables is challenging in itself. For example, in psychology, the exact measurement of personality characteristics or attitudes towards something is a necessary first step, anticipating any theory. In general, it is clear that in all social disciplines, incorrect measurements will impede attempts to predict human behavior. In applied research, when observations of variables are difficult, measurement accuracy is also important. For example, reliably measuring employee performance is generally challenging. However, it is clear that these measurements are necessary for any productivity-based system. The reliability and validity analysis will allow us to build reliable scales, as well as improve current scales. The reliability and validity analysis will also help in the design and assessment of summary scales, i.e. scales that are used for multiple individual measurements. Certain programs compute numerous statistics to assess the reliability of the scale. The assessment of the reliability of the scale is based on correlations between the individual positions or measurements that make up the scale.

All the scales showed Cronbach's alpha values above 0.70, indicating acceptable internal consistency for the evaluation of the measured constructs. Starting with the first question regarding Perceived Usefulness, Cronbach's alpha showed values of 0.891. Then there were questions regarding Perceived Ease of Use, where the indicator was 0.807. The next questions were about the Attitude toward omnichannel approach, where the indicator was 0.806. After that, the questions regarding the Perceived behavior control toward the omnichannel approach were checked and the indicator of this factor was 0.755. Then questions about Brand reputation, where the indicator was 0.770. And also the indicator of Omnichannel shopping intention, which was 0.817. From the above information, it becomes clear that each scale is higher than 0.70 and thus is considered valid and allowed to use.

8. Data analysis

An analysis of each of the hypotheses will be presented below. To check simple relationships, the regression method was used through the SPSS program. This method shows the relationship between two variables, through the coefficient between the dependent and independent variables.

The analysis of h1 (Table 2 see annexes) that states "Perceived Usefulness has a positive direct effect on buyer's attitude towards omnichannel approach" where Perceived Usefulness as an independent variable and a dependent variable Attitude towards omnichannel approach shows that this relationship is statistically significant. This is indicated in the Unstandardized coefficients indicator B which is .736 and in the Standardized Coefficients the Beta indicator .786. In the Sig. column, the indicator is .000 which indicates that this relationship is statistically significant. The analysis of h2 (Table 3 see annexes) that states "Perceived Ease of use has a positive direct effect on the buyer's attitude towards the omnichannel approach" where Perceived Ease of use has as an independent variable and a dependent variable Attitude towards omnichannel approach shows that this relationship is statistically

significant. This is indicated in the Unstandardized coefficients indicator B which is .644 and in the Standardized Coefficients the Beta indicator .695. In the Sig. column, the indicator is .000 which indicates that this relationship is statistically significant.

Next comes the h3(Table 4 see annexes) analysis, which states that "Attitude toward omnichannel approach has a significant impact on buyer's Omnichannel shopping intention". The data shows that this ratio is statistically significant because the Beta in Unstandardized Coefficients is .588 while the Beta in Standardized Coefficients is .556. The Sig. score is .000 indicating that the relationship is statistically significant. Next comes the h4(Table 5 see annexes) analysis, which states that "Perceived behavioral control towards omnichannel approach has a significant impact on buyer's omnichannel shopping intention". The data shows that this ratio is statistically significant because the Beta in Unstandardized Coefficients is .736 while the Beta in Standardized Coefficients is .786. The Sig. score is .000 indicating that the relationship is statistically significant.

This concludes the analysis of simple relationships, and below will be an analysis of more complex relationships. Basically starting with some kind of a relationship, in case of this work we have Perceived Usefulness and Ease of use as predictor and Omnichannel shopping intention as Outcome, what means that the more customer have Perceived Usefulness and Ease of use the more likely that he or she will have intention to use omnichannel approach. In this case what Mediation(Hayes,2004) is all about is whether this simple relationship operates via a third variable so in other words is it the case that Perceived Usefulness or Ease of use has an effect on intention of omnichannel approach use because it's influencing some other variable. The mediated relationship looks like a triangle of variables so we a predictor Perceived Usefulness or Ease of use and it predicting some kind of outcome which is intention to use omnichannel approach and what suggesting that there's some factor that related to both of them that explains this relationship in some way(Figure 6 see annexes). In this study what is predicted is omnichannel shopping intention, and basically saying the more customer things that approach is Useful and Easy to use that has a significant effect on customers attitude towards omnichannel approach, what means that customer having positive attitude to omnichannel approach and attitude to omnichannel approach separately has an influence on whether customer is likely to have omnichannel shopping intention or not. So in the end we got Perceived Usefulness and ease of use affecting customers Attitude towards omnichannel approach and this Attitude towards omnichannel affecting customers intention to use omnichannel approach. So if we have a mediation it says that the direct relationship between predictor and outcome will be weakened or ideally if its perfect mediation it will be reduced to zero by including the mediator. The relationship between predictor and outcome once the mediator is included in the model becomes zero. When the model has mediation, what does it mean? We have very small direct effect between the predictor and outcome in the model, but very large indirect effect and indirect effect in this case is Perceived usefulness or Ease of use effects on customers Attitude towards omnichannel approach operating through intention to use omnichannel approach in shopping and will be indirect effect whereas. The direct effect, as the name suggests it's the direct influence that Perceived Usefulness or Ease of use has on the intention to use an omnichannel approach in shopping.

Basically the mediation will be shown with significant indirect effect. It is possible to quantify this indirect effect, basically with the combined effect of the pathways of a and b and if that is significant then we have it as a significant mediation. In other words if the indirect effect is big enough then the relationship between Perceived Usefulness or Ease of use and Omnichannel shopping intention has been mediated by Attitude towards omnichannel approach.

In terms of working out whether mediation has happened in h5 which tells “Attitude toward omnichannel approach have a significant effect as mediator between Perceived Usefulness and Omnichannel shopping intention”, the main area of focus is in Indirect effect of X on Y(Table 7). This is the indirect effect of Perceived Usefulness on Omnichannel shopping intention, showing indirect effect via Attitude towards omnichannel approach as mediator. The question is if the indirect effect is significant. Way to tell whether it's significant is to check beta value for indirect effect, that indicates the value of .3269. Also need to check whether the bootstrapped confidence includes zero or not. This confidence interval gives a rough idea of what the population value of that indirect effect is. It is 95% confidence interval and the table shows that it does not include zero and basically what shows that indirect effect is significant at the 0.05 level. But more important, it means that the population value is not zero. The lower confidence interval of point .0590 and upper value of confidence interval of .5553. It means that the population value of indirect effect lies between .0590 and .5553 in other words it is positive because the confidence interval does not contain zero which means that there is an indirect effect of attitude towards omnichannel approach. It can be concluded that Attitude toward omnichannel approach (which shown in the table as “att”) have a significant mediating effect between Perceived Usefulness and Omnichannel shopping intention.

Table 7

Direct effect of X on Y							
Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
.1720	.1885	.9125	.3660	-.2069	.5510	.1752	.1736
Indirect effect(s) of X on Y:							
Effect	BootSE	BootLLCI	BootULCI				
att	.3269	.1248	.0590	.5553			
Partially standardized indirect effect(s) of X on Y:							
Effect	BootSE	BootLLCI	BootULCI				
att	.3329	.1242	.0620	.5593			
Completely standardized indirect effect(s) of X on Y:							
Effect	BootSE	BootLLCI	BootULCI				
att	.3298	.1204	.0619	.5405			

Next hypothesis that needs to analys is h6 which is “Attitude toward omnichannel approach have a significant effect as mediator between Perceived Ease of use and Omnichannel shopping intention”. Here is the approach mentioned before. The main area of focus is in

Indirect effect of X on Y(Table 8). Here the situation is opposite. The beta value of indirect effect is less and what is more important the bootstrapped confidence includes zero. The lower confidence interval is -.0448, what is negative and the upper confidence interval is .4430. The interval between -.0448 and .4430 contains zero, which means that there is no significant effect. It can be concluded that Attitude toward omnichannel has no significant mediation effect between Perceived Usefulness and Omnichannel shopping intention.

Table 8

Direct effect of X on Y								
	Effect	se	t	p	LLCI	ULCI	c'_ps	c'_cs
	.3402	.1522	2.2350	.0300	.0343	.6460	.3464	.3487
Indirect effect(s) of X on Y:								
	Effect	BootSE	BootLLCI	BootULCI				
att	.2124	.1225	-.0448	.4430				
Partially standardized indirect effect(s) of X on Y:								
	Effect	BootSE	BootLLCI	BootULCI				
att	.2163	.1244	-.0445	.4590				
Completely standardized indirect effect(s) of X on Y:								
	Effect	BootSE	BootLLCI	BootULCI				
att	.2177	.1260	-.0436	.4629				

Next moderation(Hayes,2004) effect analysis is coming up. What moderation implies is if you look at kind of what it means theoretically you've got some kind of predictor in our case that's going to be Attitude towards omnichannel approach and Perceived behavioral control towards omnichannel approach and some kind of outcome variable which in this case going to be Omnichannel shopping intention. And the moderator, and as moderator it is going to be Brand reputation(Figure 9 see annexes). It moderates the relationship between Attitude towards omnichannel approach or Perceived behavioral control towards omnichannel approach and Omnichannel shopping intention. On the table it is shown by the arrow between predictor and outcome. It could be imagined as sort of a correlation or a beta in a regression model, so there is a quantified relationship between Attitude towards omnichannel approach or Perceived behavioral control towards omnichannel approach and Omnichannel shopping intention. What basically says is the size or the nature of that relationship changes as a function of Brand reputation.

In terms of how to test it statistically, it is necessary to apply a fancy regression. It is necessary to do a regression in which to put the predictor, the moderator variable and most importantly the interaction between the predictor and moderator(Figure 10 see annexes) that tells whether there is moderation or not. If that interaction is significant then it means that the moderator is moderating the relationship between the predictor and the outcome. So statistically how it needs to test the outcome of Omnichannel shopping intention, predictor Attitude towards omnichannel approach or Perceived behavioral control towards omnichannel and moderator as Brand reputation. It needs to be put in an interaction term

which tests whether the relationship between predict when the outcome changes as a function of moderator.

Analysis shows basically the regression that centered the values in the basic regression table with predictor and moderator and also a row named int_1 which stands for interaction. Below it is indicated that it is an interaction predictor by moderator. In terms of interpreting whether the moderation has occurred is literally looking at its p-value for interaction. If this p-value is less than .05 it means that there has been significant moderation and if the value is less than .05 it means that there is no significant moderation. Also the lower and upper confidence interval does not include zero, the beta value in the population is likely to be more than zero, in other words there is a moderation effect in the population.

Next will be provided analysis for h7(Table 11), which says “Brand reputation has a significant moderating role in relationship between Attitude toward omnichannel approach and Omnichannel shopping intention”. On the Table# provided data from moderating analysis where Attitude toward omnichannel approach is a predictor. As outcome is indicated Omnichannel shopping intention and as moderator we have Brand reputation. As it is shown on the table the p-value for interaction is .8528 which is higher than .05 and also the lower and upper confidence interval includes zero which eventually means that there is no significant moderation. Brand reputation in this relationship does not act as a significant moderator between Attitude toward omnichannel approach and Omnichannel shopping intention.

Table 11

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.5563	1.1076	.5022	.6178	-1.6708	2.7833
att	.3343	.3186	1.0491	.2994	-.3064	.9749
repu	.4134	.3267	1.2656	.2118	-.2434	1.0702
Int_1	.0163	.0875	.1866	.8528	-.1595	.1922
Product terms key:						
Int_1	:	att	x	repu		
Covariance matrix of regression parameter estimates:						
	constant	att	repu	Int_1		
constant	1.2268	-.3294	-.3313	.0874		
att	-.3294	.1015	.0850	-.0258		
repu	-.3313	.0850	.1067	-.0268		
Int_1	.0874	-.0258	-.0268	.0076		
Test(s) of highest order unconditional interaction(s):						
	R2-chng	F	df1	df2	p	
X*W	.0004	.0348	1.0000	48.0000	.8528	

For the next hypothesis h8(Table 12), which says “Brand reputation has a significant moderating role in relationship between Perceived behavior control toward omnichannel approach and Omnichannel shopping intention” the analysis is provided below which is shown on Table#. From this table it is clear that the p-value is again above .05 and stands for .7680. The lower and upper confidence interval includes zero. This indication means that there is no significant moderation from Brand reputation in case of relationship between Perceived behavior control toward omnichannel approach and Omnichannel shopping intention.

Table 12

Model						
	coeff	se	t	p	LLCI	ULCI
constant	.3042	.9000	.3381	.7368	-1.5053	2.1137
contr	.5520	.2757	2.0021	.0509	-.0024	1.1063
repu	.4224	.2868	1.4730	.1473	-.1542	.9990
Int_1	-.0232	.0782	-.2967	.7680	-.1806	.1341

Product terms key:

Int_1 : contr x repu

Covariance matrix of regression parameter estimates:

	constant	contr	repu	Int_1
constant	.8099	-.2244	-.2364	.0635
contr	-.2244	.0760	.0610	-.0200
repu	-.2364	.0610	.0822	-.0206
Int_1	.0635	-.0200	-.0206	.0061

Test(s) of highest order unconditional interaction(s):

	R2-chng	F	df1	df2	p
X*W	.0008	.0880	1.0000	48.0000	.7680

9. Managerial implications

This work will be useful for people who will study the market situation in Azerbaijan, as this study shows the attitude that the average buyer has towards omnichannel marketing. Each of the factors, as well as the relationship between the factors, are analyzed and described. This research could be adopted in a business, not only in a scientific field. Marketers can find here information about how customers behave in the Azerbaijan market and how an average person takes a particular decision within an omnichannel approach.

10. Limitations

Like any other research, this work has its limits that must be considered. The questionnaire gave an example and a simple explanation of what an omnichannel approach is, so it is necessary to consider, despite the fact that the questionnaire was online, the overwhelming majority of respondents said that they had never heard of the omnichannel approach and had

never experienced it, so they cannot soberly assess the factors that could drive their influence to use the omnichannel approach. The collection of valid data is greatly complicated by this factor, which ultimately influenced the amount of final data that could be analyzed.

Considering this, and the sampling process: because it was a probability method with random samples, it does not allow to generalize these results to the entire Azerbaijani population. The conceptual model itself is relatively simple without a large number of other various factors that can be taken into account. This makes the view of this question narrower, but of course in future studies it is necessary to complicate the model using other factors.

Conclusion

For Azerbaijani business market, the omnichannel approach is brand new. Even large companies do not work with this approach, so as small and medium businesses. This is a very traditional country in terms of mentality and this has an impact even on the business environment. If this approach is not used in business, then it is not surprising that the average customer is not even familiar with such a concept as omnichannel. People in Azerbaijan are wary of new approaches in business, because the new approach has not yet proven itself to be reliable. Lack of experience in the business field with an omnichannel approach has an impact on the buyer. Thus, it turns out that the overwhelming majority of respondents simply indicated that they do not know what the omnichannel approach is and have never experienced this kind of approach, which is why these responders cannot provide valid information about their intentions to use this approach. Because if a person never used a certain technology, approach, product or service he cannot provide reliable assessment of the factors that may lead to intention to use a particular approach. But, considering the analysis of the data that was managed to collect, and also take into account all of the above and all the limitations that take place, it can be concluded that most of the hypotheses were confirmed. Surprisingly, Brand reputation factor does not play a significant moderating role within customer's attitude toward omnichannel approach and omnichannel shopping intention relationship, whereas the hypotheses assumed that the brand reputation would have a significant influence on the final choice of the client in h7. And h8 which states that Brand reputation has a significant moderating role in relationship between Perceived behavior control toward omnichannel approach and Omnichannel shopping intention. Both of these hypotheses are statistically not significant. Also, another hypothesis was not confirmed as well. h6 that states "Attitude toward omnichannel approach has a significant effect as mediator between Perceived Ease of use and Omnichannel shopping intention" whereas it was hypothesized that this impact would be significant. For Azerbaijani clients, Perceived usefulness plays a more significant role as a mediator factor between attitude and intention. It can be concluded that in a simple relationship Perceived Usefulness and Ease of use has a significant impact on buyers attitude, but in more complex relationships Perceived usefulness have more impact.

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Summary

Factors Driving omnichannel shopping behavior in Azerbaijan

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Bachelor Thesis

Management and Business Administration programme

Faculty of Economics and Business Administration of Vilnius University

Supervisor – teach. assist. Kaduškevičiūtė Vaida

Vilnius, 2021

Summary

43 pages, 13 pictures, 8 tables, 24 references.

In this study, an analysis of the factors that drive the intention of the buyer in the omnichannel approach in Azerbaijan was carried out. Also the literature analysis was carried out to review the main concepts of Omnichannel approach from business perspective and from average customer view. In the article there are hypotheses that have been confirmed or rejected empirically using a dataset that was collected through an online questionnaire and after analyzing this data. The topic of omnichannel is relevant, because this is a completely new approach in the business world, which needs to be studied both from the side of doing business and from the side of the buyer's attitude to this new approach. The objectives of this work were a collection of data through an online questionnaire with subsequent analysis for final conclusions that would confirm or reject the given hypotheses. Data analysis showed that Perceived Usefulness and Ease of use have a significant impact on buyers attitude toward omnichannel approach, and the attitude have an impact on buyers Omnichannel shopping

intention. Also the mediating role of Attitude toward omnichannel approach was analysed. The analysis shows that attitude has a significant mediating impact between perceived usefulness and omnichannel shopping intention, whereas has no significant impact between Perceived ease of use and omnichannel shopping intention. Also the Brand reputation as moderating factor between perceived behavioral control toward omnichannel approach and omnichannel shopping intention was analysed. The analysis indicates that brand reputation has no significant impact as a moderator between perceived behavioral control toward omnichannel approach and omnichannel shopping intention. And last, brand reputation was analysed as a moderator between attitude toward omnichannel approach and omnichannel shopping intention.

Annexes

Table 2

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.952	.324		2.937
	Perceived_usefulness	.736	.082	.786	8.975

a. Dependent Variable: Attitude

Table 3

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.362	.371		3.675
	Perceived_ease_of_use	.635	.095	.689	6.718

a. Dependent Variable: Attitude

Table 4

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	1.288	.482		2.670
	Attitude	.588	.124	.556	4.733

a. Dependent Variable: Intention

Table 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.152	.358		3.217	.002
	Perceived_control	.644	.094	.695	6.840	.000

a. Dependent Variable: Intention

Figure 6

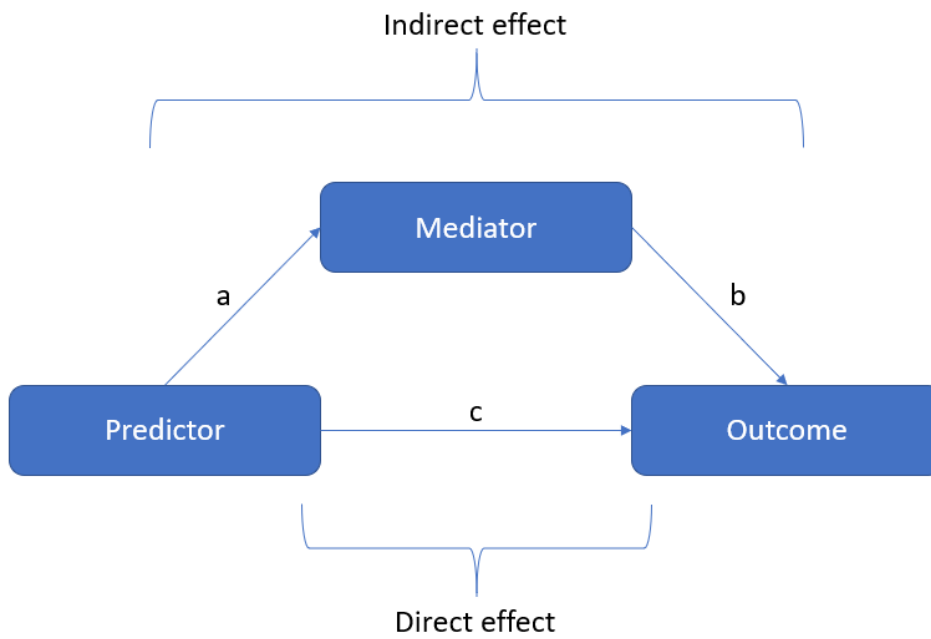


Figure 9

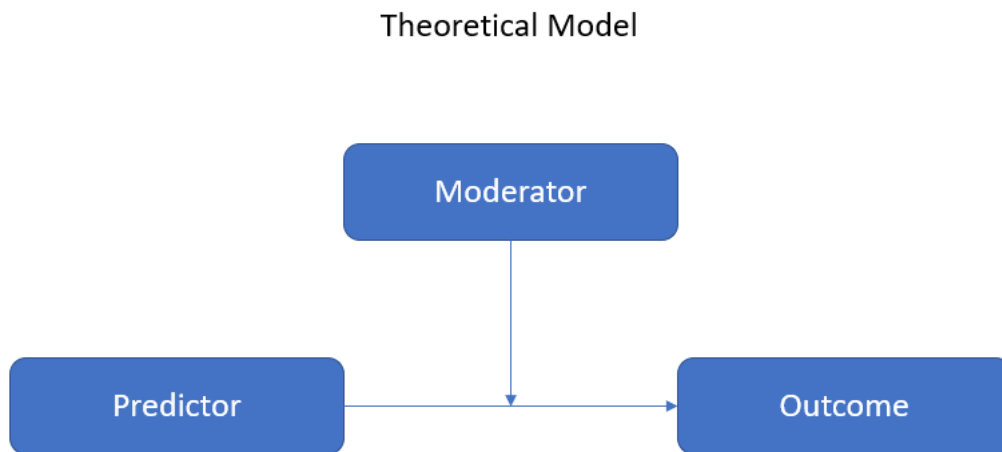
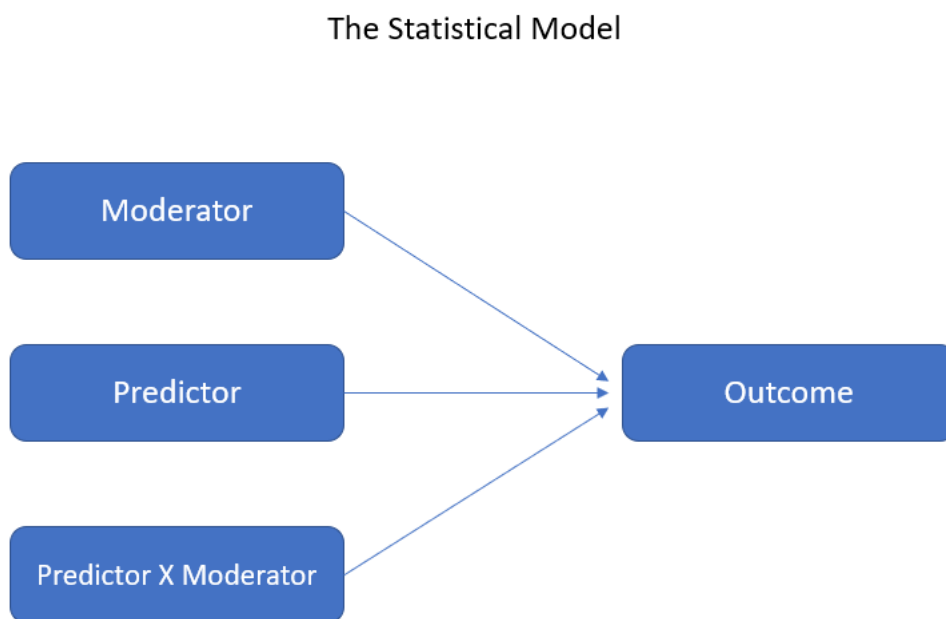


Figure 10



Questionnaire

Omnichannel approach in Azerbaijan

Dear respondent,

I am student from Vilnius University(Lithuania) and currently implementing research about omnichannel approach in Azerbaijan. Your answers will be completely anonymous and used only in generalized form.

Thank you in advance for your participation!

* **Обязательно**

Before starting the survey, let me shortly introduce you what is described as omnichannel approach. Simply said, omnichannel is the approach of companies when they try to ensure the same buying experience both online and offline. Multiple channels could be used both for information search about the product and the actual purchase. Main goal of omnichannel is to provide seamless and effortless experience. Please have this in mind while answering further questions.

Have you ever heard or experienced the approach mentioned above? *

☐ Yes

☐ No

[Далее](#)

Perceived usefulness

Do you see possibility to use few different channels while shopping as useful?
Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
I think it saves my time when I use multiple channels	☐	☐	☐	☐	☐
I think that using multiple channels is useful	☐	☐	☐	☐	☐
I think that using multiple channels increases my effectiveness	☐	☐	☐	☐	☐
I think that using multiple channels makes shopping easier	☐	☐	☐	☐	☐

Perceived ease of use

Do you think that possibility to look for information and buy in different channels would be easy for you? Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
I think that multiple channel shopping is easy-to-use	☐	☐	☐	☐	☐
I think that it is easy to learn to use multiple channels in shopping	☐	☐	☐	☐	☐

Perceived attitude towards omnichannel approach

What is your opinion about possibility to use different channels for buying?
Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
I think that multiple channels influence positively on my buying intention	☐	☐	☐	☐	☐
I think that multiple channels improve service quality that I receive	☐	☐	☐	☐	☐
I would like to use multiple channels more frequently	☐	☐	☐	☐	☐
I think that multiple channels will be used more widely in the future	☐	☐	☐	☐	☐

Perceived behavioral control

Are you able to control your shopping decisions in different channels? Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
For me, the decision to shop in multiple channels is easy	☐	☐	☐	☐	☐
For me, the decision to shop in multiple channels is my own decision	☐	☐	☐	☐	☐
I am confident that I can shop in multiple channels	☐	☐	☐	☐	☐

Brand reputation

Now please remember the last purchase which was quite important for you. Meaning, that you've spent enough time looking for information about that product and your purchase was not spontaneous. Remember the brand of that product. Now please answer few questions, what do you think about that brand? Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
The brand has a good reputation	☐	☐	☐	☐	☐
The brand gives good value and service	☐	☐	☐	☐	☐
The brand usually has a reputation of not keeping their contractual promises	☐	☐	☐	☐	☐
My feeling toward the brand is positive	☐	☐	☐	☐	☐

Omnichannel shopping intention

If in the near future again you would buy another important product for you, like in previous case. What is the possibility that you would choose different channels for this purchase? Please evaluate your answers from 1 (totally disagree) to 5 (totally agree). *

	1	2	3	4	5
My future purchases are based on information that I found in multiple channels	☐	☐	☐	☐	☐
In the future, I intent to purchase more from the same brand that owns multiple channels	☐	☐	☐	☐	☐
I will prefer to purchase from multiple brand channels over brands that own only one channel	☐	☐	☐	☐	☐
I am willing to purchase from multiple brand channels because of my comfort	☐	☐	☐	☐	☐

Finally, please let us know few things about yourself.

What is your age? *

- ☐ Under 18
- ☐ 18 - 24
- ☐ 25 - 34
- ☐ 35 - 44
- ☐ 45 - 54
- ☐ Over 55

What is your gender? *

- ☐ Male
- ☐ Female

What is your highest level of education? *

- ☐ Secondary-school diploma
- ☐ High-school degree or equivalent
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Doctorate
- ☐ Professional
- ☐ Другое: _____

What is your monthly (after taxes) income: *

- ☐ Under 600 eur
- ☐ From 600 eur to 799 eur
- ☐ From 800 eur to 999 eur
- ☐ From 1000 eur to 1499 eur
- ☐ From 1500 eur to 1999 eur
- ☐ Over 2000 eur