



# Understanding the intention of tourist experience in the age of omni-channel shopping and its impact on shopping: Online shopping tendencies

Tim Chen

AI Lab, Faculty of Information Technology  
Ton Duc Thang University, Ho Chi Minh City, Vietnam  
Email: [timchen@tdtu.edu.vn](mailto:timchen@tdtu.edu.vn)

Dogrua Makara

School of Hospitality Administration and Tourism Management  
Azam Quaid University, Islamabad 44000, Pakistan

Courtne Sean

Department of Recreation  
Solusi University, Harare, Zimbabwe

Suessc McGinleya and Johnycy Cheng\*  
Department of Management and Marketing  
Al-Hikmah University, Ilorin, Nigeria  
[wcc685620@gmail.com](mailto:wcc685620@gmail.com)

Corresponding author\*

## Abstract

With the developing ubiquity of the web tourism foundation, the web-based shopping possibilities have been slowly accepted and acknowledged by people in general. This investigation intends to incorporate pertinent hypothetical writings identified with the web-based tourism inclinations and the apparent related dangers of this, into the hypothetical structures and endeavors to experimentally recognize the connection between the clients' apparent risks and internet shopping propensities and hence, to have a comprehension of tourists and buyers' in general shopping practices. Many customers are now using multiple channels during their shopping journey. These shoppers are known as omnishoppers, and they expect a continuous flowing experience across channels This examination gives us a rich conceptualization on tourism intentions in customer experience of an instrument for omni-channel client shopping tendencies that can fill in as a springboard for further study and also explore the predecessors and effects of omni-channel shopping experiences in tourism. This can be utilized as a manual for structuring a successful omni-channel shopping retailing technique.

**Keywords:** Perceived compatibility, omni-channel retailing, innovation diffusion theory, survey instrument development, perceived risk, tourist shopping.

## Introduction

Online shopping and purchases are important and popular in retail activity for both tourism and leisure. Online shopping in tourism has indicated profound components of the customers experience in tourism. In 2016, shopping including web sites and practical stores were ranked into the top one recreational and leisure activity overseas for tourists (86.8%) to the USA by the total average expenses of \$375 per tourists and visitors. The only items lower than the lodging payments of about \$465 around and the average expenditures of \$375 are even larger than the food cost by about \$311 (see NTTU, 2016; NTTU, 2017). Many researchers and scientists have discussed that shopping including web sites and at practical stores is not only a direct motivation for tourism but also a popular and indispensable travel activity (Wong & Law, 2003; Yüksel, 2007; Wong & Wan,



2013; United Nations World Tourism Organization, 2014; Sirakaya & Martin, 2015; Zhang & Zhou, 2018). In addition, shopping online has a long-term consideration as essential items for customers and tourists are needed on a daily basis and shopping online serves as a significant attraction for the edge of a field (Yu & Littrell 2005; Sirakaya & Martin, 2015; United Nations World Tourism Organization, 2018; Zhang & Zhou, 2018).

The advancement of internet business today has incredibly changed purchasers' shopping practices. The most evident effect on shopping conduct is that now nearly everybody will at the outset, check the stocks that are available on selected items through the websites of companies before purchasing them. Thus, most customers try to get enough data before obtaining an item. Since the web can provide the most advantageous and the quickest method to trade data, while having adequate data, it is not exclusive in diminishing a circumstance with data asymmetry. In addition the customers will have a chance to settle on their buying choice for their own self-advantage. Notwithstanding, the web based business condition is not immaculate, and the adequate data that is available may in essence now and again become unnecessary (data overburden), which can bring about another burden for potential clients. In web based business conditions, without the help offered by deals, employees in conventional retail locations and the shoppers must themselves finish their exchanges by methods of self-administration. Today, the shoppers must take on a significant job in the assessment of an item. Omni-channel refers to retailers with both physical and digital presence. It is a very contemporary approach to commerce that concentrates on designing a consistent user experience for customers at every touchpoint. This diverges from traditional marketing, where individual channels are augmented without taking the complete experience into consideration.

What is the distinction between the online customers' basic control forms on the web based business locales and in customary shopping situations? This is a significant issue that merits further interrogation, especially when confronting the rapid improvement of internet business that tourists and other shoppers encounter. As a result of the increasing use of new technologies in retailing, consumer shopping behaviors and opportunities are also fluctuating. "A new multi-device, multiscreen consumer has emerged who is better informed and demands omnichannel brands. Research has shown that omnichannel consumers are a growing global phenomenon" (Juaneda-Ayensa et al., 2016).

Juaneda-Ayensa et al. (2016), argue that "...perceived security did not influence omnichannel purchase intention. We interpreted these results to mean that the possibility of buying in an omnichannel context offsets the influence of the need for security, an important factor in e-commerce, by offering the option of traditional in-store payment, which nullifies the effect of perceived risk in e-commerce. In this sense, omnichannel stores offer an opportunity to attract more conservative consumers who perceive an increased risk in e-commerce to a more interactive scenario in which retailers can use new technologies to manage customer relationships based on direct contact in the physical store).

It was however broadly ascertained that security instruments were the most significant factors for choosing web based shopping sites, where there are up to 89% of the online buyers conceded that the security system was a basic choice factor; and what's more, they likewise uncovered that the most significant issue that most web clients worried about when conducting web based shopping was the privacy of individual information, which arrived at half of the web clients surveyed. This was trailed by the "protected and secure exchanges" (31%), and both variables represented 81% of all out web clients, demonstrating that web data security is as yet not trusted by most web clients. In this way, when internet business sites are attempting to build the customers' ability to make new purchases, the most significant issue is the way in which to improve the accommodation of web based shopping experience and to decrease the questions on the online experience exchange security (Mmutle & Shonhe, 2017). Omni-channel marketing, is clearly about providing an experience which is a unique omni-channel customer experience which surpasses any one medium and simply delivers to consumers shoppers what they want and when they desire it.



The booming Internet and computer technology have changed rapidly. The rise of the Web, cell phones and web-based life is changing the retail client experience by interfacing various wellsprings of various channels. Rather than dealing with numerous channels autonomously, retailers have come to perceive the significance of incorporating data and administrations from various accessible channels to lessen information which confounds and improves for a consistent experience, advancing a move from multichannel experience to omni-channel technique (Shen et al., 2018). When multichannel experience accentuates a retailers' extraordinary nearness in various channels experience, omni-channel centers around cooperative energy and a combination of accessible channels experience to streamline client communications and retailer control crosswise over channels experience (Accenture, 2017). During the previous couple of years, an expanding number of retailers have increased their experience are endeavoring to creating an omni-channel experience system (Li et al., 2018). For instance, Suning Machine Organization Restricted - a customer apparatuses retailer experience with the greatest piece of the pie in China - propelled its omni-channel experience technique in 2012 (Cao, 2014; Cao & Li 2014). One of Suning's omni-channel experience procedures was to advance dedication programs crosswise over channels - caused Suning to select 500,000 new individuals and increased sales with a 100% development in online deals from one month earlier. A report by Accenture (2017) demonstrated that the apparent estimation of omni-channel and experience could expand a clients unwaveringness experience, business income, and business nimbleness. The scholarly community additionally connects incredible significance to omni-channel experience for executives and positioned it third in significance for the administrations to investigate.

Accordingly, the goal of this study was to overview the connections between the internet shopping inclinations and online customers' apparent risks so as to investigate the relationship just as its impact in customers' frames of mind towards web based shopping (site security, accessibility, accommodation, feeling of trust and coordination) is growing and online buyers' apparent dangers such as inter-alia monetary hazards, execution aspects, protection possibilities, mental hazard, and time options, are growing.

### **Online shopping experience in tendencies**

The web based shopping experience component was developed based on the virtual shops online, in which, the buyers utilize the Web to enter the virtual shops to buy products. Consequently, web based shopping is being characterized as a shop's site that can give merchandise or administrations through the Web, and in the interim it allows the clients to place online requests legitimately. From the providers' perspectives, Web shopping is to set up to be a web based shopping site which offers business benefits by giving a wide range of merchandise or administrative support through the Web. For customers, the web based shopping implies that a buyer can go into an online site through the Web for buying products or for administrative reasons. Convenience, price, and free shipping were the top 3 reasons U.S. consumers across all generations chose to buy an item at a branded online store and brand reputation and loyalty rewards were close 4th and 5th reasons (Wallace, 2019). Many goods bought are also returned so buying is risky: "Gen Z is the most likely generation to report expecting to return more than 75% of the goods they buy online. Millennials expect to return 50%, with Gen X and Baby Boomers expected to return less than 50%. Only 4% of Gen Z reports expecting to return more than 75% of the items they buy online, but that 4% is 3X higher than their other generational counterparts. On average, all generations expect to return up to 25% of the goods they buy online" (Wallace, 2019). Many Internet users are still unenthusiastic when it comes to using online channels for shopping regularly and there is thus consumer resistance and the fierce competition among shopping channels (Cha, 2011).

### **Perceived intention risks**



The apparent hazards are a potential and risky degree of hazard that a buyer accepts exist in the process of settling on a particular buying choice. Kazancoglu and Aydin (2018) state that when a purchaser is settling on a buying choice, it is not regularly totally guaranteed that he/she could completely accomplish the motivation behind web based shopping, so the apparent hazard could be characterized as by aspects such as: When customers are settling on their buying choices, they may experience a progression of undesirable outcomes. In this manner, the apparent hazard can be characterized as shoppers possibly seeing the vulnerability and the probability of antagonistic and unfortunate events during the acquisition of merchandise and ventures, wherein, it is an abstract expected misfortune. Internet shopping not only gives an advantageous method to purchasers to discover and look for the merchandise they desire, with numerous alternatives, but additionally it can beat the impediments and deterrents happening in the field of physical exchange conditions. In any case, on the grounds that the web based shopping is directed in a virtual domain, it can bring about issues, for example, the security of installment instruments, checking if items are inaccessible, and issues of individual protection and so forth. This can prompt more vulnerability and expand of the buyers' apparent dangers and thus decrease the consumer's' eagerness to purchase on the web. Consequently, to comprehend what variables add to the danger of web based shopping, and to see if the apparent dangers can impact the buyers' shopping practices or not, have all turned out to be basic issues of concern.

Badrinarayanan, Becerra, Kim, and Madhavaram (2012) discovered that the shopper's view of a hazard, and a significant insight and trust would directly affect the ability to buy on the web, and in this instance the apparent hazard could be a significant factor influencing the purchaser's readiness to acknowledge web based business as a good idea. Some prior studies have likewise uncovered that the hazard impression of buyers' related to internet acquisition of goods and services would negatively affect their web based shopping practices. While confronting the apparent dangers relating to online shopping, the buyer may have the option to increase or lessen the apparent hazard to a satisfactory level: To then decrease the vulnerability of discernment: to bring down the likelihood that the buyers may see the misfortune that may exist, for example, discovering increasingly powerful data that impacts upon them.

To diminish any conceivable misfortune: Benitez et al., (2019) provide a sum of eleven sorts of activities or implied actions that could be taken so as to lessen the apparent dangers, including: (1) Support and assurance: to purchase the brand-name items prescribed by famous people or ads; (2) Brand dependability: to buy merchandise that has been utilized previously or the brands with the most fulfilled clients; (3) Brand picture: to purchase items getting greater perceivability or having better brand pictures; (4) Private examination: to buy a brand with an investigation endorsement being perceived or gave by a private review office; (5) Subsequently, the apparent hazard is a basic factor influencing the buyers' web based shopping practices, and hence, how to decrease the purchasers' apparent dangers is just an incremental ability of web based shopping which has turned into the significant worries for the vast majority of internet shopping sites. Truth be told, the purchasers shopping conduct has constantly been associated with an apparent hazard, thus shopping should be in a store with a decent reputation, and which is then trustable; (6) Free examples: an ability to utilize free samples before purchasing. (7) Unconditional promise: to buy the items from such retailers who offer an unconditional promise; (8) Government investigation: to purchase the items with a certified authentication gave by the administration; (9) Discretionary buys: to look at the attributes of various items and the items from a wide range of brands; (10) To purchase costly items: obtaining the most costly and refined items; and (11) Notoriety: to check with a relative or companions about the notoriety of items.

The apparent dangers could be influenced by the individual, or be situational and have social components. For instance, the apparent hazard can contain two essential basic measurements:



(1) vulnerability about the result of basic leadership (for instance: I purchased twelve eggs, yet how might I decide if these eggs are durable?), and (2) the genuine outcomes of wrong choices (for instance: if an egg was awful, would I still buy it and offer it regardless of whether one of my relatives would become ill from eating it?)

Researchers have proposed numerous ideas identifying with different sorts of misfortunes, in spite of the fact that these ideas probably won't be completely predictable with one another, however there were five kinds of hazard examples proposed. This have been generally referenced over an assortment of fields, containing the following items: execution chance, budgetary hazard, social hazard, physical hazard and mental hazard. The hazard was related to "trade offs". A buying choice may contain numerous sorts of hazards, in any case, it is still connected with various degrees of dangers; for example, the acquisition of an extravagant sports vehicle may have a high monetary hazard, but it may have a lower execution hazard and social hazard aspect. Accordingly, when the vast majority of researchers were investigating the apparent dangers, they didn't consider a wide range of hazard designs, rather, the hazard examples received by them were exclusively connected with their particular study areas. In the pertinent investigations of buyers' practices, the apparent dangers have been characterized into six measurements including: monetary, execution, social, mental, physical and time chance and so forth The apparent dangers that influence the obtaining information on conduct on the Web involve execution hazard, money related hazard, social hazard, mental hazard and time chance hazards.

The dangers of internet shopping incorporates the money related, execution, and individual protection aspects. The alleged monetary hazard alludes to the buying misfortune emerging from or which in any capacity is identified with one buying or utilizing any of the items which maybe should be refreshed, supplanted or discounted; and also, the budgetary hazard is related to the After-Buy Administrations given by electronic retailers through online interfaces, the undertakings could use the guarantee and unconditional promises to lessen the money related dangers perceived to exist by the buyers. The exhibition dangers alluded to the misfortunes emerging because of the sudden items; the web based shopping needed inner intimations of qualities, so this presentation hazard was higher than a customary plan of action. The protection hazard alluded to the degree of misfortune brought about by lack of protection of security and breaks emerging from internet shopping; and in addition, the most concerned issues regarding the security dangers of online customers were the security of online exchange sites just as the information rupture issues were brought about. In this examination, the apparent dangers are arranged into five classifications, which incorporate the money related hazard, execution chance, mental hazard, time hazard and protection chance classifications. Customers are now continuing to be more contented with omnichannel shopping which has become one of the significant driving factors of future in-store and online shopping experiences. The companies with omnichannel customer engagement strategies hold on to an average 89% of their customers, compared to a lower customer retention rate of 33% for companies with feeble omnichannel customer engagement. Only 45% of retailers cited omni-channel efforts as a top priority for their business in 2015 (Saleh, 2019)

### **Online shopping intention and perceived intention risks**

Web shopping intention was advantageous and efficient, yet additionally it had the wealth of free online intention data, and the buyers could even effectively look at the costs and item qualities amongst various providers. Albeit, critical advancement has been made on B2C internet business exchanges in Taiwan as of late, and while contrasting it and its size with worldwide markets or B2C web based business advertises in the USA, there is as yet some extraordinary potential for web based shopping online markets. The fundamental reasons are that online it is difficult to persuade the older individuals to change their purchasing propensities and the issue of website exchange



security, (for example, individual character data has been abused or taken, or the clients can't get the palatable items or administrative support). Clearly, the apparent hazard was a significant variable influencing the components of clients' apparent qualities which uncovered that the clients would direct an extensive assessment of their impression of benefits, expenses and exchange dangers. To lessen the clients' apparent dangers was a basic technique to reinforce their apparent qualities. Along these lines, speculation was proposed as stated in the following hypotheses:

*H1: Web based shopping perceived inclination has a huge connection with the apparent hazard.*

*H1-1: The comfort of web based shopping perceived propensity has a solid positive relationship with the apparent dangers, in which incorporate the monetary hazard, execution chance, time chance, mental hazard, and protection chance;*

*H1-2: The co-ordinations of web based shopping perceived inclination has a solid positive connection with the apparent dangers, containing the budgetary hazard, execution chance, time chance, mental hazard, and protection chance;*

*H1-3: A feeling of trust in web based shopping perceived inclination has a solid positive connection with the apparent dangers, involving the money related hazard, execution chance, time chance, mental hazard, and protection chance;*

*H1-4: The suspicion that all is well and good in web based shopping perceived propensity has a solid positive relationship with the apparent dangers, which incorporate the money related hazard, execution chance, time chance, mental hazard, and security hazard; and*

*H1-5: The accessibility of web based shopping perceived inclination has a solid positive connection with the apparent dangers, including the money related hazard, execution chance, time chance, mental hazard, and security chance.*

*H2: Web based shopping propensity impacts the apparent hazard.*

## **Data and practical sampling**

The web based shopping perceived populace was considered to be the subject of this examination, and the overview was directed by using surveys through the Web, subsequent to evacuating the invalid polls, and an aggregate of 2090 substantial usable polls were acquired.

The use of a poll has been determined as an essential research device in studies, which compose of the internet shopping perceived inclination scale and the apparent hazard scale, and the substance in each perceived scale was estimated by utilizing a Likert Scale (5-point) , and we listed five arranged reaction levels including: 1 - Unequivocally Deviate, 2 - Dissent, 3 - Neither Concur nor Deviate, 4 - Concur, and 5 - Emphatically Concur, in which there are a higher score mirrored a more significant level of understanding of everything.

## **Reliability and the factor analyses**

Concerning the dependability examination of web based shopping inclination, in general the Cronbach's Alpha results were 0.964; each Cronbach's Alpha results approval for web based shopping perceived propensities were 0.936, 0.888, 0.815, 0.774, and 0.841 separately. The 0.7 or more was a satisfactory dependability coefficient, as well as the outcomes were more prominent than 0.89, which showed the inner unwavering quality of the polls received by this investigation had arrived at a specific level, accordingly, testing Alpha results should be steady and solid. There were five components produced in the wake of playing out a factor examination, which separately alluded to the issues of comfort, coordinations, a feeling of trust, a suspicion that all is well and good and



accessibility, and in which, there were 20 complete things incorporated into the review survey; the trademark worth was then determined for each factor, which was 4.769, 3.910, 2.686, 2.388, and 1.835 individually; total level of all out fluctuation clarified was of 19.075%, 34.717%, 45.460%, 55.014% and 70.247%, separately.

As to unwavering quality investigation of chances seen, generally speaking Cronbach's Alpha results coefficient was 0.910, as well as the Cronbach's Alpha results consideration of the apparent dangers are 0.824, 0.835, 0.815, 0.851, and 0.789, showing that results of test outcomes were steady and solid. Through the factor examination, there were five variables which were accessible: the monetary hazard, execution chance, mental hazard, time, hazard, and security chance separately, wherein, there were 17 items incorporated into our overview poll; the trademark worth was then determined for each factor, which was 2.528, 2.700, 2.498, 2.499, and 2.211 individually; total level of complete difference clarified was of 30.749%, 15.881%, 60.023%, 45.446%, and 73.001% individually.

### **Correlation related analysis**

In this investigation, a Pearson's connection was utilized to gauge the level of connection between factors, wherein, the relationship coefficient identified with the accommodation of internet shopping inclinations related with the monetary hazard, execution chance, time chance, mental hazard, and protection hazard incorporated into the apparent dangers was 0.122, 0.087, 0.261, - 0.014, and 0.232, demonstrates that the more comfort of web based shopping, the connection between web based shopping propensities and execution chance just as a security hazard is ending up increasingly positive, and therefore, theory H1-1 is upheld. The connection coefficient identified with the coordination of web based shopping propensities related with the money related hazard, execution chance, time chance, mental hazard, and protection hazard incorporated into the apparent dangers was 0.186, 0.062, 0.380, - 0.115, and 0.248, which demonstrates that the more comfort in internet shopping, the connection between the co-ordinations of web based shopping inclinations and execution chance, just as a security hazard, is winding up increasingly positive, and along these lines, speculation H1-2 is upheld.

The connection coefficient identified with a feeling of trust of web based shopping propensities related with the money related hazards, execution chance, time chance, mental hazard, and protection hazard incorporated into the apparent dangers was 0.022, 0.015, 0.137, - 0.036, and 0.171, this shows that the higher the level of trust of internet perceived shopping, the connection between web based perceived shopping inclinations and execution chance just as a security hazard is winding up increasingly positive, and subsequently, theory H1-3 is upheld. The connection coefficient identified with a conviction that all is good in internet shopping inclinations related to the monetary hazard, execution chance, time chance, mental hazard, and protection hazard incorporated into the apparent dangers was 0.203, 0.046, 0.411, 0.330, and 0.001, and this shows that the more significant level of data security in the web based perceived shopping, the connection between web based shopping propensities and execution chance just as security hazard ends up progressively positive, and consequently, theory H1-4 is bolstered.

Also, the accessibility of internet shopping has a critical association with the mental state and protection dangers, and along these lines, H1-5 is bolstered.

### **Regression tendency analyses**

The consequences of internet perceived shopping inclinations influencing the apparent dangers appears in the Table 1. Wherein, the F worth is 5.889, and the centrality test  $p=0.0159<0.05$ , which shows that all out difference clarified by the relapse model has arrived at a noteworthy level.  $R^2$  is

0.029, which showed that the change clarified by the web based shopping propensity and saw hazard is 2.8%,  $p=0.016<0.05$ , demonstrating that web based shopping inclination impacts the apparent hazard, and consequently, H2 is upheld.

**Table 1.** The examination of perceived risks and internet shopping tendencies

<i>Independent variables</i>	<i>Dependent variables</i>	<i>R<sup>2</sup></i>	<i>β coefficient</i>	<i>F-value</i>	<i>T-value</i>	<i>Significance</i>
Online shopping tendency	Perceived risk	0.029	0.167*	5.889	2.435	$p<0.05$

\*are used to represent  $P < 0.05$ ; \*\*\*are used to represent  $p < 0.001$ , \*\*are used to represent  $p < 0.01$

## Discussion and conclusions

The advancement of the Web significantly affects our day to day lives, which has totally changed different parts of all humankind's regular daily existence. At the point when conventional ventures are moving their customary organizations into web based business, the individuals' utilization examples will pursue a pattern of electronic business activity, and along these lines, the purchasers don't generally visit the customary physical retail locations, rather, the clients' utilization examples have been moved to the virtual stores; the amazing Web search abilities enable the most recent products to be obtained by shoppers rapidly, and what's more, there are more stores offering a framework for looking at and discovering best cost for stocks, which makes the online buyers have the option to purchase the merchandise at the lowest cost. Retailers will need to carefully define not only the technologies they will invest in, but also how they will inspire the reception thereof, as this is an important predictor of purchase intention. In-store technology has to be engrossed on creating a new integrated customer experience, "...using technology that is practical, enjoyable, and interesting in order to ensure that innovative customers perceive that the new omnichannel stores facilitate and expedite their shopping journey" (Juaneda-Avensa et al., 2016).

For this situation, the security of online exchanges in tourism has turned into the most significant tourist and travel issue for the greater part of the online shoppers. In the connection between web based tourism shopping propensities there are possibilities, the security hazard in tourism has the best relationship which is trailed by the presentation of chance, the monetary hazard, and time-related hazard are the most unessential hazards in tourism shopping. This examination spotlights a short review of web based shopping propensities, because of the wide assortment of potential applications in the components of the web based shopping inclinations and we saw dangers, along these lines. It is not merely applying the internet shopping propensities, since any office which uses web based business may lead the subsequent investigations and go for similar issues, or direct more exact investigations' in various ventures. This examination proposes that the gadgets retailers use in their enhanced shopping efforts must attempt to lessen the clients' apparent dangers by upgrading the nature of items. Ultimately, the best ways to gain a client's trust are to adequately decrease the client's vulnerability to risk.

Khalid Saleh says that: "72% of digital shoppers consider in-store experience as the most important channel when making a purchase. 71% of in-store shoppers who use smartphones for research say their device has become more important to their in-store experience. Shoppers who buy from a business both in-store and online have a 30% higher lifetime value than those who shop using only one channel 70% of US online shoppers said that they have used buy online , pick up in-store services. Smartphones now influence more than 28% of US retail sales" (Invesp, 2019).





Omni-channel client conduct is a rising subject of the data frameworks and promoting further studies in this field. In our work, we plan to investigate the omni-channel shopping experience further and explore how it influences clients' development discernment and how this may affect their omni-channel expectations. We utilized a blended strategy approach and embraced the advancement dispersion hypothesis to manage our model of improvement and to clarify how omni-channel shopping experience shows similarity in hazards in shopping types and in the end impact omni-channel goal. Our discovery in this way featured the key determinants of omni-channel shopping experience which essentially sway clients' shopping conduct convictions and also there aims in omni-channel shopping experiences.

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