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Relationship between perceived value in Omni-Channel Shopping and repurchase intention

Hwa Jin Lee
Ewha Womans University
Republic of Korea
hwajin7879@gmail.com

Han Young Ryoo
Ewha Womans University
Republic of Korea
hryoo@ewha.ac.kr

Yang Hee Nam
Ewha Womans University
Republic of Korea
yanghee@ewha.ac.kr

Abstract
Along with the development of ICT, the distribution strategy of existing companies has been changing to the ‘Omni-Channel’ strategy. According to the diversification of distribution channels, the value of customer shopping has also been changing. Consumers that shop within various distribution channels want to acquire benefits through new and diversified experiences. Thus, it is important to perform studies on whether continuous purchase is possible by continuing from values that are being satisfied by certain elements of the Omni-Channel by grasping the cognition of consumers. This study identifies the characteristics of Omni-Channel consumption, perceived usefulness through the ease-of-use by consumers, and relationships with repurchase intention. This study provides a theoretical basis to activate the Omni-Channel which may satisfy the demand of consumers by setting causal relationship between each element by conducting a survey.

Keywords: Omni-Channel, perceived value, repurchase intention

1. Introduction
1.1 Background and Purpose of Research
Along with the routine of using smart phones, the mobile commercial trade that has rapidly developed provides services that combine various ICT technologies in companies as the value of time application has increased to find desired information at any time [1]. Accordingly, consumers can purchase products in various channels such as online and offline, and consumers are reduced with the repulsion to accept new distribution channels. The investigation conducted by the National Statistical Office (2016) shows that consumers of Omni-Channel Purchase Type will increase [2]. In the case of local customers in this investigation, 4.43 channels on average are being used for purchase, and according to the current trend the values are expected to increase continuously. This kind of change shows that the consumer value changes through various ‘shopping experience’ in existing consumption.

Accordingly, this thesis provides the pistol of the research on how elements of the Omni-channel can induce continuous purchase behavior led from satisfaction of purchaser experience through recognition of consumers about the present Omni-Channel.

1.2 Content and Method of Research
This study focused on identifying various channels differentiated by existing distribution channels as various passages of diverse information technologies. Accordingly, the perceived usefulness and ease-of-use influenced by the behavior intention in Technology Acceptance Model (TAM) were set as parameters to design the research questions on and hypothesis of possessing influence to repurchase intention and Omni-Channel shopping experience of purchasers. As a result, the research questions were derived for Omni-Channel shopping influence relationship analysis and a survey was proposed accordingly. This can become basic data for an empirical analysis survey in the future.

2. Understanding the Omni-Channel
Omni-Channel means ‘everything, every method’ and it is a terminology that combines the words ‘Omni’ and ‘Channel’, which means the distribution passage [3]. This is a service where consumers can purchase by searching information of products in various distribution channels. It is the shopping environment that combines each distribution channel as if using the same store in any channel [4]. For example, searches can be done through device online even though the consumer is in an offline store. Furthermore, the products can be compared shared, and purchased. Also, in an Omni-Channel shopping format services can be reserved or products can be purchased online and picked up from an offline (bricks and mortar) store [5].

2.1 Value Consumption through Omni-Channel
Through various forms of purchase methods, we can see the trend of consumers that seek various benefits in simple shopping
behavior; where in the past only two types of benefits were pursued in purchasing product. Consumers have been showing value shopping trend of pursuing actual profit to the maximum such as enjoyment by acquiring new information during the purchasing process [6]. Formal shopping is considered as a simple action of selling and buying products. However, there are a growing number of consumers who add some values to the whole purchasing, which is a kind of complex activity, throughout various shopping experiences. Recent consumers have been accessing various channels and methods through the use of smart devices to find desirable demand values. In the case the consumer things that the value is enough, the consumer enjoys ‘value consumption’ without saving on price. In the Omni-Channel of trading in new ways in various channels, this ‘value consumption’ is predicted to become more important.

2.2 Classification of Characteristics of Omni-Channel Consumption

The complex consumption trend of Omni-Channel consumers can be explained as new characteristics of Omni-Channel in contrast to the existing distribution channel. The advanced studies conducted by Youngsu Ji (2015) [5], Injin Baek (2014) [7], and Daehan Baek (2015) [8] explain the Omni-Channel, and [Table 1] arranges the characteristics of Omni-Channel based on these advanced studies.

Table 1 Characteristics of Omni-Channel

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate Accessibility</td>
<td>Can communicate in real-time with the information provider while information can be searched by accessing the internet immediately with no relations to time and location</td>
</tr>
<tr>
<td>Situation-based Information</td>
<td>Compose psychological satisfaction by providing the necessary information and service at the right time for consumers in real-time by identifying the behavior of consumer</td>
</tr>
<tr>
<td>Fairness of Price</td>
<td>Satisfaction related to reliability on the price while thinking that the service or produce is appropriate to the price in the purchase process</td>
</tr>
<tr>
<td>Attraction of Alternatives</td>
<td>Alternative shopping channel expected to be more effective when compared with the shopping channels that are being used</td>
</tr>
<tr>
<td>New Experience</td>
<td>Positive satisfaction and expectation related to diversification, novelty, and ease-of-use of shopping experience felt in the purchase process</td>
</tr>
</tbody>
</table>

Immediate accessibility can be explained as the information exchange method in Omni-Channel of two characteristics [9] of immediateness that information request process is immediately composed at the right time to use service anytime and anywhere. Situation-based information can be explained to provide efficient and useful information and service to consumers by using information such as profile of customer along with time and location based information by individuals. Price fairness in Omni-Channel environment is the complex judgment of the values of consumer in an emotional perspective including reputation of brand, service of purchase process, and product performance. Attraction of alternatives can be explained as the alternative service level to expect the absolute method when compared to the current channel. As the attraction level of the alternative is high, the intention of breaking away from relationship can become higher. New experience can be explained as the positive satisfaction that is felt due to diversification and newness of experience that occurs in the process of purchasing product and service.

3. ‘Perceived Value’ based on Technology Acceptance Model

Technology Acceptance Model (TAM) is the theory that explains the behavior of use and accepting information technology. TAM has composed expansion development and long research in the marketing area. Here, TAM based empirical studies have revealed that ‘perceived value’ gives important influence when using services or purchasing products. This study corresponds to ‘perceived value’ for the integration of benefit or profit earned of users that use Omni-Channel [10]. Existing studies displayed that perceived value influences acceptance behavior and the acceptance intention of consumers. The main variable that gives influence to perceived value includes ‘perceived usefulness’ and ‘perceived ease-of-use’

3.1 Perceived Usefulness

Perceived usefulness is the level of users believing that using the specific system can increase the performance of an individual. Also, it is defined as the level of forming liability that using the provided information can actually help in purchase decision [11]. Kyuhong Im (2007) defined perceived usefulness as the level of perceiving purchase as useful information provided appropriately to the customized information of the customer or that the product or service is optimized to the consumer through mobile and internet [12]. Wonbin Lee (2008) defined perceived usefulness as the level of believing that shopping, using smart device, can reduce time and effort to achieve purpose and that it can increase efficiency of product purchase [13]. This perceived usefulness is judged to influence repurchase intention by being defined as the belief that new technology or service can help consumers in Omni-Channel Shopping.

3.2 Perceived Ease-of-Use

Perceived ease-of-use can be defined as the extent to which a user can raise convenience and usefulness without increasing the difficulty or effort needed to conduct searches for information.
Physical and psychological effort can also be reduced by using the provided information. Thus, perceived ease-of-use is the level of feeling ease and convenience when using a new technology or service. When consumers use various channels, perceived ease-of-use in Omni-Channel is the level of believing that the purchase process is easy and convenient. This is leads us to believe that the repurchase intention of shopping will be influenced through various channels.

4. Research Model and Hypothesis of Omni-Channel Shopping Intention

4.1 Research Model

Intention means the future behavior of consumer of predicting or planning, and it also means the possibility of ideology or attitude being moved to behavior. Repurchase is the loyal intention of repurchasing the product or service in the future point. The factor that gives the most influence to repurchase intention is known to be satisfaction and dissatisfaction of consumer. Oliver (1981) shows in the research result that the possibility of repurchase is high when the consumer uses the service again later. Along with the occurrence of positive reinforcement while same purchase behavior occurs in similar purchase situation, the consumer shows continuous interest in the product and service and decides whether to maintain interaction.

Based on the advanced research, the relationship of characteristic of Omni-Channel, perceived usefulness, ease-of-use, and repurchase intention in Omni-Channel shopping has been set in the research model shown in Figure 1.

![Figure 1 Research Model](image)

4.2 Research Hypothesis

The hypothesis set according to the research model of this empirical study is shown in Table 2. The perceived usefulness that gives influence to the perceived value in TAM indicates individual ideology about usefulness of various information technology channels. The Omni-Channel consumption characteristics of Chapter 2 were set as variables to compose Hypothesis 1~5. Hypothesis 6~10 were established in relations to the perceived ease-of-use, and the perceived ease-of-use composes the attitude of shopping behavior that considered the effort cost in using Omni-Channel.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Setting of Hypothesis</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Immediate accessibility of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived usefulness as parameter.</td>
</tr>
<tr>
<td>2</td>
<td>Situation-based information of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived usefulness as parameter.</td>
</tr>
<tr>
<td>3</td>
<td>Price fairness of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived usefulness as parameter.</td>
</tr>
<tr>
<td>4</td>
<td>Attraction of alternatives of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived usefulness as parameter.</td>
</tr>
<tr>
<td>5</td>
<td>New experience of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived usefulness as parameter.</td>
</tr>
<tr>
<td>6</td>
<td>Immediate accessibility of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived ease-of-use as parameter.</td>
</tr>
<tr>
<td>7</td>
<td>Situation-based information of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived ease-of-use as parameter.</td>
</tr>
<tr>
<td>8</td>
<td>Price fairness of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived ease-of-use as parameter.</td>
</tr>
<tr>
<td>9</td>
<td>Attraction of alternatives of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived ease-of-use as parameter.</td>
</tr>
<tr>
<td>10</td>
<td>New experience of Omni-Channel will give positive (+) influence to repurchase intention by setting perceived ease-of-use as parameter.</td>
</tr>
</tbody>
</table>

4.3 Derivation of Survey Items According to Research Hypothesis

The definitions of independent variable, parameter, and dependent variable used in this empirical study are shown in Table 3. The survey items to measure each variable according to the operant definition were composed as shown in Table 4 by referring to the existing research methods of Injin Baek (2014), Daehan Baek (2015), Bangyoung Sung (2015) and Youngsu Ji (2015).
### Table 3 Operant Definition of Variables

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Operant Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Immediate Accessibility</td>
<td>Characteristic that consumer can acquire desired information anytime and anywhere by accessing channel.</td>
</tr>
<tr>
<td>Situation-based Information</td>
<td>Characteristic of providing most necessary information and service at the right time in real-time according to behavior of consumer.</td>
</tr>
<tr>
<td>Price Fairness</td>
<td>Level to rely on the price or think of appropriate price to product or service.</td>
</tr>
<tr>
<td>Attraction of Alternatives</td>
<td>Level of expectation on the shopping channel of thinking the best when compared with the current shopping channel.</td>
</tr>
<tr>
<td>New Experience</td>
<td>Level of positive satisfaction and enjoyment felt by using new and various channels in purchase process.</td>
</tr>
<tr>
<td>Parameter</td>
<td></td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>Level of believing that the new technology or service will give help in improving one's work performance ability.</td>
</tr>
<tr>
<td>Perceived Ease-of-Use</td>
<td>Level of feeling that new technology or service is easy and convenient to use.</td>
</tr>
<tr>
<td>Dependent Variable</td>
<td>Repurchase Intention</td>
</tr>
</tbody>
</table>

### Table 4 Composition of Survey items

<table>
<thead>
<tr>
<th>Variable</th>
<th>Questions</th>
</tr>
</thead>
</table>
| Immediate Accessibility   | A1. Can be used at any time when desired.  
A2. Can be used at any time with no relation to time.  
A3. Can be used at any time while moving.  
A4. Can be used at any time with no relation to location.  
A5. Can check the update situation of a product in real-time.  
A7. Can immediately require answer on the question of interest product.  
A8. Can immediately check the processing of an ordered product. |
| Price Fairness            | B1. Can receive recommendation benefit or advertisement of product or service in the optimal situation due to real-time location information.  
B2. Can receive economic benefits such as discount coupon in the optimal situation due to real-time location information.  
B3. Can be provided with customized information to according to one's request in the optimal situation.  
B4. Can be provided with information on a product that might be needed at the right time.  
B5. Can be provided with the service based on recent customer information. |
| Attraction of Alternatives| C1. Price is reasonable.  
C2. Can be provided with satisfying service when comparing price.  
C3. Can rely on the price. |
| New Experience            | D1. Can purchase products quickly according to change of channels.  
D2. Can purchase products conveniently according to change of channels.  
D3. Can purchase products of same quality at reasonable prices according to the change of channels.  
D4. Can experience fun shopping according to change of channels. |
| Perceived Usefulness      | E1. Provided with satisfying shopping experience due to use of new technology.  
E2. Provided with fun shopping experience that are attractive to the eyes.  
E3. Provided with satisfying experience overall in the purchase process of product. |
| Perceived Ease-of-Use     | F1. Using Omni-Channel will help me.  
F2. Information on the product can be quickly acquired by using Omni-Channel.  
F3. Omni-Channel can fulfill my desire.  
F4. Omni-Channel can increase the quality of life. |
| Repurchase Intention      | G1. Omni-Channel will be easy to use.  
G2. Omni-Channel will be easy to learn to use.  
G3. It will be easy to understand the shopping procedure of Omni-Channel.  
G4. Omni-Channel will be simple. |
|                           | H1. Thinking about purchasing product through the Omni-Channel from now on.  
H2. Put effort to learn purchase process of the |
This study is going to survey customers for empirical analysis. The survey is targeted to both customers who have used Omni channel and who have not used one. It is also targeted to aged 20-30, both male and female customers who frequently shop. The reason for including customers who have never used an omni channel is that we expect to know which value feels positively, and which one could be related to service reuse. In addition, we think that there will be difference between two groups depend on the experience of using Omni channel. We are going to distribute 200 papers of questionnaires to each group by using professional survey institution in order to increase the quality of the target samples. This survey will be provided in online formet.

5. Conclusion
This research identified the new characteristics of the Omni Channel in contrast to the existing distribution channels through advanced studies and literary investigation. As a result, five characteristics including ‘Immediate Accessibility’, ‘Situation-based Information’, ‘Price Fairness’, ‘Attraction of Alternatives’, and ‘New Experience’ were discovered. Based on this, the perceived usefulness and perceived ease-of-use of consumers were identified, and these were set in the research model to identify the relationship with repurchase intention in Omni-Channel shopping. Based on this information, a survey was composed. By setting causal relationship between each element through execution of survey, it is expected that this study will help in providing a theoretical basis to activate the Omni-Channel to satisfy the demand of consumers.

References
[5] Youngsu Ji, The Effects of Consumer’s Subjective Perception of Omni-Channel Commerce on Shopping Channel Switching

<table>
<thead>
<tr>
<th>Population Statistical Variable</th>
<th>Gender, age, educational background, occupation, Omni-Channel use level</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Variable</th>
<th>Omni-Channel.</th>
</tr>
</thead>
<tbody>
<tr>
<td>H3.</td>
<td>Recommend purchase through the Omni-Channel to other people.</td>
</tr>
</tbody>
</table>
