

FACTORS INFLUENCING OMNICHANNEL SHOPPING BEHAVIOR OF GEN Z CONSUMERS IN THE CONTEXT OF DIGITAL TRANSFORMATION: EMPIRICAL RESEARCH IN VIET NAM

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ABSTRACT

The increasing adoption of emerging technologies in the retail sector has transformed consumer purchasing behavior, particularly among younger generations who frequently utilize multiple channels for information search and purchasing activities. This study employs a quantitative research approach and collects data from 308 Generation Z consumers in Vietnam using convenience sampling to examine the factors influencing their omnichannel shopping behavior. The analysis is grounded in the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) framework. The findings reveal that social influence, performance expectancy, habit, perceived security, effort expectancy, and hedonic motivation all exert significant positive effects on the omnichannel shopping behavior of Generation Z consumers in Vietnam. Among these factors, social influence emerges as the most influential determinant, followed by performance expectancy and habit. Based on the empirical results, the study proposes several managerial implications for retailers and e-commerce businesses, prioritized as follows: (1) leveraging social influence, (2) enhancing shopping performance and convenience, (3) fostering habitual usage, (4) strengthening security and privacy protection, (5) simplifying user interactions, and (6) enriching emotional and experiential aspects of the shopping journey.

Keyword: omnichannel shopping; Generation Z; digital transformation; influencing factors; shopping behavior.

1. INTRODUCTION

In the context of rapid digital transformation, consumer behavior is undergoing profound changes, particularly the shift from traditional shopping to the omnichannel model. Consumers today no longer interact with businesses through a single channel but flexibly combine multiple platforms, including physical stores, websites, social media, and e-commerce platforms. This poses an urgent requirement for businesses to thoroughly understand consumer behavior and the factors influencing their purchasing decisions.

Generation Z – the cohort born and raised in a digital environment – is emerging as the dominant consumer force and significantly shaping market trends. As "digital natives," they possess rapid technological adaptability, exhibit nonlinear shopping behaviors, and are strongly influenced by social media, digital content, and personalized experiences. In practice, approximately 70% of Gen Z discover products through social media, and

more than half are likely to make purchases directly on these platforms. Simultaneously, they do not confine themselves to online shopping but also integrate in-store experiences, clearly reflecting the characteristics of omnichannel shopping behavior.

In 2025, Vietnam's e-commerce witnessed strong yet uneven growth, with B2C revenue reaching 31–32 billion USD (according to the Vietnam E-Commerce Index Report 2025, VECOM), far exceeding the ASEAN regional average. However, e-commerce growth in Vietnam is also unevenly distributed. Major cities such as Hanoi and Ho Chi Minh City account for more than 80% of revenue, while mountainous provinces achieve only low levels due to the digital divide. Furthermore, the recent "market purification" has eliminated numerous small retailers, underscoring the need for a transition from spontaneous selling to professional business models. Factors such as improved logistics infrastructure and a young

population have fueled this growth momentum, yet risks from tax regulations and international competition demand rapid adaptation from businesses. Young consumers increasingly use multiple channels to search for information and make purchases. They tend to begin their shopping journey on digital platforms while still prioritizing in-store physical experiences, demanding seamless integration across channels.

Today's customers expect a consistent, seamless, and integrated service experience regardless of which channel they interact through. They tend to flexibly switch between traditional stores, online channels, and mobile devices, depending on personal preferences, specific contexts, time of day, or product type (Piotrowicz & Cuthbertson, 2014). Omnichannel consumers are no longer confined to a single channel but can simultaneously be present and interact across multiple channels thanks to technological support and mobility (Luceri et al., 2022). Furthermore, they often feel more confident that they possess better product information than sales staff, and perceive greater autonomy and control over the purchasing process (Yurova et al., 2016).

The increasing adoption of new technologies in the retail sector is significantly transforming consumer shopping habits and expectations. A new generation of multi-device, multi-screen customers has emerged, possessing higher levels of information literacy and demanding that brands operate across multiple channels. Numerous studies indicate that omnichannel consumers are becoming a global trend (Schlager & Maas, 2013). Although there has been an increase in research on information and communication technology and multichannel systems, continued investigation in the field of omnichannel consumer behavior remains crucial. Numerous studies on online consumer shopping behavior have been conducted (Hoa et al., 2024), but research on omnichannel shopping behavior – the prevailing trend in current purchasing – remains limited and insufficient. Factors such as customer experience, technology, trust, social influence, and digital content have not been comprehensively analyzed in the current context of digital transformation.

Therefore, the research topic "*Factors influencing omnichannel shopping behavior of Gen Z consumers in the context of digital transformation: Empirical research in Viet Nam*" is highly necessary. The

research findings not only contribute to supplementing the theoretical foundation of omnichannel consumer behavior but also provide empirical evidence to help businesses build more effective marketing, retail, and digital transformation strategies that align with the characteristics of the future generation of key consumers.

2. LITERATURE REVIEW AND RESEARCH MODEL

Omnichannel shopping behavior refers to consumers simultaneously using multiple channels throughout their shopping journey, including both online channels (websites, social media, e-commerce platforms) and offline channels (physical stores). Omnichannel shopping is not merely the presence of multiple channels but also the seamless integration among these channels to deliver a consistent customer experience.

In the context of digital transformation, this behavior is driven by the development of digital technologies such as artificial intelligence, big data, and mobile devices. Consumers continuously switch between different touchpoints before making purchasing decisions. Omnichannel shopping behavior in the context of digital transformation is the result of interactions among technology, channel integration, product characteristics, and consumer psychology. Buyers flexibly switch channels to optimize information, price, and experience, while seamlessness, convenience, and personalization are key to enhancing purchases and fostering loyalty.

The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Viswanath Venkatesh and colleagues (2003), synthesizes and builds upon eight prior models (TAM, TPB, TRA, etc.). The objective of UTAUT is to explain behavioral intention and technology usage behavior through a more comprehensive set of factors compared to TAM.

The extended technology model (UTAUT2) (Venkatesh et al., 2012) is an extension of the original UTAUT model, designed to be more applicable to individual consumption contexts, particularly in e-commerce and digital environments.

According to UTAUT2, omnichannel shopping behavior is influenced by the following factors:

- Performance Expectancy (PE) is defined as the degree to which users perceive that using technology or different shopping channels provides benefits to themselves (Venkatesh et al., 2003, 2012). Technology enables users to shop more efficiently, as reflected in time savings, faster product searches, and easier price comparisons across different channels. Accordingly, the following hypothesis is proposed:

H1. Performance Expectancy has a positive impact on omnichannel shopping behavior of Gen Z consumers.

- Effort Expectancy (EE) reflects the perceived ease of use of technology, manifested in user-friendly shopping applications, intuitive interfaces, and convenient payment options (e.g., credit cards, cash, or e-wallets). Prior studies from the TAM model or Innovation Diffusion Theory have indicated that effort expectancy or ease of use is significant in both voluntary and mandatory usage contexts (Venkatesh et al., 2003) and positively influences purchase intention (Venkatesh et al., 2012). The following hypothesis is proposed:

H2. Effort Expectancy has a positive impact on omnichannel shopping behavior of Gen Z consumers.

- Social Influence (SI) is the extent to which consumers perceive that important others (family, friends, role models, etc.) believe they should use different channels depending on their needs. Social influence, subjective norms, and social norms all contain the explicit or implicit notion that individual behavior is influenced by how people believe others will perceive them after using technology (Venkatesh et al., 2003) and positively influence purchase behavior (Venkatesh et al., 2012). Therefore, the following hypothesis is proposed:

H3. Social Influence has a positive impact on omnichannel shopping behavior of Gen Z consumers.

- Habit is defined as the extent to which people tend to perform behaviors automatically through learning (Venkatesh et al., 2012). This concept, introduced as a new construct in the UTAUT2 model, has been considered a predictor of technology use in numerous studies and directly influences purchase behavior (Venkatesh et al.,

2012; Escobar-Rodríguez & Carvajal-Trujillo, 2014). The following hypothesis is proposed:

H4. Habit has a positive impact on omnichannel shopping behavior of Gen Z consumers.

- Hedonic Motivation is defined as the pleasure or enjoyment derived from using technology, and it has been demonstrated to play an important role in determining technology acceptance and use. Previous studies have primarily focused on fashion products due to the strong physical environment that enhances mood by creating opportunities for social interaction, product evaluation, and sensory stimulation (Nicholson et al., 2002). However, recent data indicate that consumers view online shopping as an enjoyable activity and spend leisure time engaging in this behavior. Regarding technology acceptance and use, hedonic motivation is included as a distinct construct in UTAUT2 (Venkatesh et al., 2012). The following hypothesis is proposed:

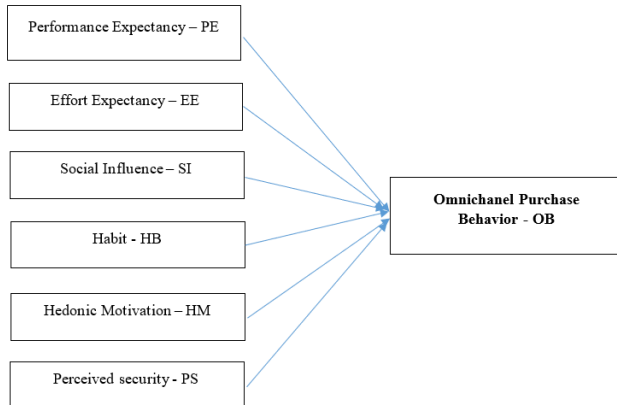
H5. Hedonic Motivation has a positive impact on omnichannel shopping behavior of Gen Z consumers.

- As suggested by Viswanath Venkatesh and colleagues (2012), the UTAUT2 model should be tested across various contexts and technology types to enhance generalizability. In the context of the growing omnichannel shopping trend among young consumers, this study incorporates the variable *Perceived Security* based on prior research to clarify the influence of model factors on omnichannel shopping behavior of Gen Z consumers. Perceived security in the online environment is understood as the degree to which consumers trust that the Internet is a safe medium for transmitting personal data. Concurrently, this concept also reflects consumer perceptions that omnichannel businesses have implemented necessary security measures such as authentication, protection, verification, and data encryption (Escobar-Rodríguez & Carvajal-Trujillo, 2014).

When consumers perceive that online channels have a high level of security, they tend to infer that the retailer is committed to ensuring safety throughout the entire transaction process. Numerous empirical studies have also indicated that perceptions of online channel security positively influence shopping behavior through these channels (Shah et al., 2014). The following hypothesis is proposed:

H6. Perceived Security has a positive impact on omnichannel shopping behavior of Gen Z consumers.

The proposed research model is as follows in Figure 1:



Source: Proposed by the authors

Figure 1: Proposed research model

3. RESEARCH METHODOLOGY

This study employed a quantitative approach through a structured questionnaire survey. The research subjects were Gen Z consumers (born between 1995 and 2010) residing in Hanoi and Ho Chi Minh City – two localities accounting for the majority of e-commerce revenue in Vietnam (VECOM, 2025).

According to Hair et al. (2018), the minimum sample size should be five times the number of observed variables. With 35 observed variables, the minimum required sample size was 175. Due to time and resource constraints, the study employed a convenience sampling method. An online survey questionnaire was distributed to 400 young consumers through online shopping communities, yielding 308 valid responses, representing a response rate of 77%.

The research sample consisted of 172 females and 136 males. All participants had at least a high school education, with 33.1% holding university or postgraduate degrees. The majority of respondents had monthly incomes below 10 million VND. The relatively balanced distribution of demographic characteristics helped ensure representativeness for the Gen Z consumer group.

Research variables were measured using a 5-point Likert scale (1 = strongly disagree; 5 = strongly agree). Prior to the formal survey, the

measurement scales were reviewed by experts to ensure appropriateness and clarity. The scales included: Performance Expectancy (5 items), Effort Expectancy (4 items), Social Influence (5 items), Hedonic Motivation (6 items), Habit (4 items), Perceived Security (5 items), and Omnichannel Shopping Behavior (6 items).

Scale reliability was assessed using Cronbach's Alpha coefficient, with acceptable thresholds of $\alpha > 0.6$ and item-total correlation > 0.3 . Subsequently, Exploratory Factor Analysis (EFA) was performed with the following conditions: KMO ≥ 0.5 , Bartlett's test of sphericity statistically significant (Sig. ≤ 0.05), total variance extracted $\geq 50\%$, and Eigenvalue ≥ 1 . Finally, multiple regression analysis was employed to evaluate the influence of each factor on omnichannel shopping behavior of Gen Z consumers.

4. RESULTS AND DISCUSSION

The reliability test results showed that all measurement scales met the requirements, with Cronbach's Alpha coefficients ranging from 0.7 to 0.9, confirming good reliability and suitability for further analysis.

After all 35 observed variables passed the Cronbach's Alpha test, Exploratory Factor Analysis (EFA) was conducted using Varimax rotation to assess the convergent and discriminant validity of the scales. The results showed that the KMO coefficient reached 0.872, and Bartlett's test of sphericity was statistically significant (Chi-Square = 6198.006; Sig. = 0.000), confirming that the data were suitable for EFA.

The EFA results extracted seven factors with Eigenvalues greater than 1, consistent with the Kaiser criterion. The total variance extracted was 75.707%, exceeding the 50% threshold, indicating that the factors adequately explained the data variance. After factor rotation, the scale structure was maintained with relatively balanced explanatory power across factors.

Furthermore, all observed variables had factor loadings greater than 0.5, meeting the practical significance requirements and were retained for subsequent analysis steps. Overall, the EFA results confirmed that the seven-factor model met the requirements for reliability, convergent validity, and discriminant validity.

Prior to assessing the impact of factors on omnichannel shopping behavior of Gen Z consumers, multicollinearity among independent variables was examined using Pearson correlation matrix. The results showed that all correlation

coefficients were below 0.7, indicating no strong correlations among independent variables. Therefore, these independent variables were considered exogenous and suitable for use in the subsequent regression analysis.

Model Summary ^b					
Model	R	R ²	Adjusted R ²	Std. Error of the Estimate	Durbin-Watson
1	0.851 ^a	0.724	0.708	0.27476	1.687

Source: Author's survey data

Table 1. Results of the Regression Model Fit Assessment

The results showed that the multiple correlation coefficient R reached 0.851, reflecting a relatively strong relationship between the set of independent variables (PE, EE, SI, HB, HM, PS) and the dependent variable (OB).

The adjusted R² value of 0.708 indicated that the model explained 70.8% of the variance in the dependent variable. The remaining 29.2% was attributed to variables outside the model and random error. The Durbin-Watson coefficient of

1.687, falling within the acceptable range of 1.5 to 2.5, indicated no serious autocorrelation among residuals. This confirmed that the independence of errors assumption in the regression model was satisfied. Thus, the regression model demonstrated good fit with the survey data and was adequate for further examination of the statistical significance of each regression coefficient.

The ANOVA test results showed F = 98.74 with a significance value of 0.000, less than 0.05, confirming that the regression function was appropriate for analysis.

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.482	0.184		4.696	0.000		
PE	0.247	0.038	0.242	5.504	0.000	0.731	1.368
EE	0.168	0.041	0.161	4.397	0.000	0.624	1.602
SI	0.284	0.037	0.286	6.677	0.000	0.693	1.443
HB	0.213	0.036	0.218	4.917	0.000	0.768	1.302
HM	0.142	0.039	0.135	3.841	0.000	0.663	1.508
PS	0.176	0.034	0.171	3.287	0.001	0.852	1.174

Source: Author's survey data

Table 2. Regression Coefficients and Multicollinearity Test

All Tolerance values were greater than 0.5, and VIF coefficients ranged from 1.174 to 1.602 (< 2), indicating no multicollinearity among independent variables. Therefore, the regression model satisfied the necessary assumptions, and the estimated results were highly reliable.

Based on the above results, the standardized regression equation was determined as follows:

$$OB = 0.242PE + 0.161EE + 0.286SI + 0.218HB + 0.135HM + 0.171PS$$

The equation showed that all variables had a positive impact on omnichannel shopping behavior of Gen Z consumers in Vietnam.

Based on the regression results, it can be observed that omnichannel shopping behavior of Gen Z consumers in Vietnam is simultaneously influenced by six factors, with significantly different levels of impact. This finding reflects that Gen Z's decision to engage in omnichannel shopping stems not only from technological

factors but is also shaped by social, psychological, and experiential consumption drivers.

First, Social Influence (SI) was the strongest predictor of omnichannel shopping behavior ($\beta = 0.286$; proportion = 23.58%). This finding indicates that Vietnamese Gen Z consumers are greatly influenced by friends, online communities, celebrities/KOLs, and social media reviews when selecting and using shopping channels. This aligns with the characteristic of Gen Z as a socially connected generation that tends to make decisions based on social interaction and community validation. In the omnichannel shopping context, the integration between e-commerce platforms, social media, and physical stores further amplifies the role of social influence. This result is consistent with the UTAUT2 model (Venkatesh et al., 2012), which posits that subjective norms and social influence play important roles in technology acceptance behavior, particularly among younger users. However, in this study, SI had a stronger impact than PE, differing from some previous studies where performance expectancy typically dominated. This may reflect the distinctive characteristics of Vietnamese Gen Z consumers – a group strongly influenced by the digital social environment and community consumption trends.

Second, Performance Expectancy (PE) had the second strongest impact on omnichannel shopping behavior ($\beta = 0.242$; proportion = 19.95%). This suggests that Gen Z is more willing to engage in omnichannel shopping when they perceive that this model enhances shopping efficiency, saves time, increases convenience, and improves consumption experience. The ability to search for information through online channels, inspect products in-store, and complete payments on digital platforms creates practical value that consumers highly appreciate. This finding is consistent with UTAUT2 theory and previous studies indicating that perceived usefulness is an important driver of technology acceptance behavior (Venkatesh et al., 2012).

Third, Habit (HB) also significantly influenced omnichannel shopping behavior ($\beta = 0.218$; proportion = 17.97%). This reflects that when Gen Z becomes accustomed to combining multiple channels in their shopping process (websites, apps, social media, physical stores), this behavior gradually becomes a natural reflex and is maintained regularly. The digital native

characteristics of Gen Z make them more likely to develop habits of flexibly switching between online and offline channels throughout the shopping journey. This finding reinforces the UTAUT2 perspective that habit not only directly affects behavioral intention but also strongly influences actual behavior. Compared to some previous studies that treated habit only as a supplementary factor, this study reveals a more prominent role of HB, reflecting the high level of digitalization and technological adaptability of Gen Z (Venkatesh et al., 2003, 2012).

Fourth, Perceived Security (PS) had a positive impact on omnichannel shopping behavior ($\beta = 0.171$; proportion = 14.10%). This indicates that although Gen Z is quite open to technology, they still care about payment security, personal data protection, and privacy when using multiple shopping platforms. When consumers feel that the omnichannel system is reliable and secure, their willingness to participate in shopping increases. This finding is particularly significant in the context of increasingly prevalent digital transactions but also rising security risks. The result is consistent with numerous studies on digital trust and online shopping behavior, which argue that security risks and privacy concerns are important factors affecting the acceptance of digital platforms. Although the original UTAUT2 does not include PS as a core variable, many extension studies in emerging economies have incorporated this variable and demonstrated its role. The current research findings reinforce the view that in the omnichannel shopping context, security is an important component affecting consumer behavior.

Fifth, Effort Expectancy (EE) had a positive but moderate impact ($\beta = 0.161$; proportion = 13.27%). This implies that Gen Z tends to use omnichannel shopping more when platforms are easy to use, operations are simple, and channel switching is convenient. However, the lower impact of this factor compared to PE and SI may be because Gen Z, being technologically proficient, considers ease of use as a basic condition rather than a differentiating factor in behavior. This is consistent with some UTAUT2 studies on Gen Z, where EE tends to decline in relative importance due to users' familiarity with digital platforms.

Finally, Hedonic Motivation (HM) had the lowest but still positively significant impact ($\beta = 0.135$; proportion = 11.13%). This suggests that

entertainment, enjoyment, and excitement factors in the omnichannel shopping process influence Gen Z's behavior, but are not the primary drivers. Gen Z may view shopping as an exploratory and interactive experience; however, in the omnichannel context, they seem to place greater emphasis on utility, social influence, and convenience rather than purely hedonic value.

Overall, the factors' influence levels ranked in descending order were: SI > PE > HB > PS > EE > HM. This finding indicates that omnichannel shopping behavior of Gen Z in Vietnam is more strongly driven by social factors and utilitarian benefits than by emotional or ease-of-use factors. This is a noteworthy finding, reflecting the consumption characteristics of Gen Z in the digital environment, where shopping decisions are increasingly tied to online communities, integrated experiences, and trust in digital platforms.

5. CONCLUSION

Based on the research findings, retail and e-commerce enterprises seeking to promote omnichannel shopping behavior among Gen Z consumers in Vietnam should prioritize solutions according to the impact level of each factor, focusing first on Social Influence, Performance Expectancy, and Habit.

First, enhance the exploitation of Social Influence to drive omnichannel shopping behavior. Given that Social Influence is the strongest predictor, businesses should leverage social media, digital communities, and word-of-mouth effects to guide Gen Z's shopping behavior. Specifically, enterprises should strengthen strategies involving KOLs/KOCs, livestream selling, influencer marketing, and encourage user-generated content (UGC) such as product reviews and omnichannel experience sharing. Additionally, referral programs, loyal customer communities, and interactive activities on platforms such as TikTok, Facebook, and Instagram should be developed to create social conformity effects and increase intention to engage in omnichannel shopping.

Second, enhance the performance value and convenience of the omnichannel shopping model. Given the strong impact of Performance Expectancy, businesses should optimize the shopping experience to help customers clearly perceive the benefits of the omnichannel model. Solutions such as click-and-collect (buy online,

pick up in-store), real-time inventory checking, synchronized shopping carts across channels, flexible cross-channel returns, and personalized product recommendations across multiple touchpoints should be implemented. When consumers perceive that omnichannel shopping saves time, reduces search costs, and enhances experience, they tend to maintain this behavior in the long term.

Third, foster the formation of omnichannel shopping habits among Gen Z customers. Since Habit has a significant influence, businesses should establish mechanisms for regular usage to transform omnichannel shopping into a repeated behavior. Cross-channel loyalty programs, repeat-purchase incentives, gamification, smart reminders through apps, and personalized customer journeys can contribute to habit formation. At the same time, businesses should design consistent experiences between online and offline channels to make channel switching natural for users.

Additionally, enterprises should clearly communicate security measures to enhance customer trust and optimize the ease of use of the omnichannel platform.

From the research findings, businesses should prioritize strategies in the following order: (1) *leverage social influence*, (2) *enhance shopping performance*, (3) *form usage habits*, (4) *reinforce security*, (5) *simplify operations*, and (6) *increase emotional experience*. Allocating resources according to these impact levels will help businesses optimize effectiveness in developing an omnichannel retail ecosystem targeting Gen Z consumers.

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