

## **Factors Affecting Consumer Acceptance towards Omnichannel Market: A Case of Sri Lankan Supermarket Sector**

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The advent of omni-channel retailing represents a paradigm shift in the consumer experience, aiming to integrate online and offline channels to deliver a cohesive customer journey. This research explores the determinants influencing consumer acceptance of the omnichannel approach, with a particular focus on the supermarket sector. Employing a survey-based methodology, this study utilised a structured questionnaire to gather data. Analytical techniques, including descriptive analysis, regression analysis, and frequency testing, were applied, with SPSS 20 serving as the primary tool for data analysis. The findings reveal that perceived usefulness, ease of use, and compatibility significantly positively influence consumers' behavioural intentions towards adopting omnichannel retailing. In contrast, cost and perceived risk were not found to significantly impact behavioural intentions. Notably, perceived compatibility emerged as the most critical factor driving consumers' intentions to embrace the omnichannel approach. This study underscores the importance of seamless integration across retail channels, suggesting areas for further research in other industry contexts to broaden the understanding of omnichannel retailing's impact on consumer behaviour.

**Keywords:** *Omni-Channel Marketing, Perceived Compatibility, Perceived Ease of Use, Perceived Usefulness*