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Omnichannel Apparel Retailing in the Context of Wixom & Todd Model

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Abstract: *An evolution in the apparel retail industry from physical to online is due to the large number of internet users to such an extent that buying from many channels is a new norm in the apparel industry as many retailers are transitioning from physical to online such as through social media, mobile commerce, smart phones, etcetera. Nevertheless, an integrated and connected buying journey over many channels is the next step for retailers to deliver the requirements of the consumers. The arrival of Omnichannel retailing facilitates an easy and seamless buying experience that improves the convenience of consumer shopping. This recent advancement of retailing industry is studied through the empirical confirmation to comprehend how Omnishoppers utilize Omnichannel retailing in a developing country, which gives the outcome of positive and strong relationship of assurance quality with perceived usefulness that leads to improving the usage of Omni retail channel.*

Keywords: *Omnichannel retailing, channel integration, channel usefulness, omnichannel usage.*

Introduction

The apparel industry has been growing from the last decades, especially the growth of the digital age has significantly affected knowledgeable and interconnected consumers' shopping behavior. The development of online and continuing digitization with mobile application buying has been an interrupter in physical stores buying in the retail industry. Consumers currently use various retail channels to connect with their preferences in anticipation of unified retail services. The apparel industry across the globe has transformed with technological interrupter and the number of online shoppers, affecting and redefining the developing retail industry.

Retail is not anymore only about brick and mortar versus online stores. It is a unification of both kinds of stores, giving in store experience along with the convenience of online purchasing. Another study says that for apparel products buying online is increased at price discounts than brick and mortar, also describing the growth of apparel retailers starting physical stores and few of them have transcended from brick and mortar to online for fulfilling the demand of consumers (Kaur, Osman, Bakar, & bin Sabri, 2019). The requirement of consumers to encounter sales interaction is the same among channels, may

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it be a physical, online, and mobile app, relying on their selections has compelled retailers to create novel strategies continuously. The plan of action that has transformed shoppers' retail buying is known as "Omnichannel", it is the combination of various channels like physical store, online store, mobile apps, pick up services, social media and direct advertisement of goods and services and users of Omnichannel are called Omnishoppers (Juaneda-Ayensa, Mosquera, & Sierra Murillo, 2016). The technological advancement in payments and location-based retailing services have extended the retailing limits. The shifts in IT further permits personalization and better prices for consumers. The broadening of scope of Omnichannel services have improved research and implication opportunities for academicians as well as retailers who may utilize the findings for acquiring competitive advantage through giving Omnichannel retailing services to consumers.

This research develops to comprehend how to gauge usage of Omnichannel strategy among consumers by discussing a theory of Wixom & Todd model. In spite of the fact that Omnichannel is assumed to be the vanguard topic of the retailing service industry, there is almost no literature on the area mainly in the developing country like Pakistan. Only research study in Pakistani context suggests that there is a need to have integrated and unified experience to customers in the Omni channel apparel industry (Rizvi & Siddiqui, 2019). In the recent times of pandemic many consumers are inclined to buy compulsory goods like beauty, durable goods, apparel and personal care goods, physical stores are the major buying channel for apparel retail clothing; nevertheless, e-commerce is quickly acquiring market share. In Pakistan the pandemic has shifted Pakistani consumer paying out behavior, making many people intend to purchase online than ever before, though the initial assessment will be to say that ecommerce would no longer cause an important reorganisation in the way clothes are sold in Pakistan. The significance of this research study is centered in the technology integration and its impact on the behavioral beliefs in Omnichannel usage. This study is organized essentially for comprehending Omnichannel service usage experience of apparel consumers.

Omnichannel Retailing

In Latin "Omni" means everything. Essentially Omnichannel retailing is described as a form of retailing that unifies physical and online (Bell, Gallino, & Moreno, 2018). This way of unification of all channels accounts for delivering the same shopping feeling and facilitates a multi-channel environment (Mosquera, Pascual, & Ayensa, 2017). Rigby (2011) firstly pinned the term Omnichannel that is based on the idea of unified experience that gives the benefit of the brick and mortar stores with a lot of information about online shopping, then after that, technologies have catalyzed more with the progression of Omnichannel.

Omnichannel buyers can explore customer reviews, contrast prices, and buy from personal computer, laptop, cell phone, or tablet device, or by going to the physical store for a single same buying experience. Omni-buyers select the products to purchase through dynamic, flexible, and constant changing (Peltola, Vainio, & Nieminen, 2015). The Omnichannel idea evolved from the Omnichannel retailing, this idea was discussed in Neslin et al. (2006), there is unreliability and inconsistency across various channels in multi-channel retailing (Jo & Lee, 2019), however the Omnichannel is giving a consistent and reliable

experience across all channels (Simone & Sabbadin, 2018).

Omnichannel interconnects all accessible channels for consumers to ensure the purchasing through many channels effectively (Herhausen, Binder, Schoegel, & Herrmann, 2015). There is a difference between Omnichannel and multichannel retailing, below table 1 will report main differentiation.

Apparel Industry and Omnichannel Retail Management

Apparel comprises clothing, footwear and accessories from underclothing to luxury wear that refer to anything that adorns or covers men's, women's, and children's garments. Apparel retailers are in an unstable situation as they are tackling the quicker cycle of seasonality than many other retailers due to the comfort with which customers can explore information online. This way that merchandise has to be finished and refreshed more swiftly than ever. Across the world there is a large investment going on in Omnichannel in the apparel industry. "We literally have big plans to utilize that platform to ensure that we can eventually establish an Omnichannel logistics product to our customers", Boo Arias Voiced-Communication Editor and News Anchor. Maersk GroupUniversidad.

Pakistan has ranked as the 8th producer of textile products, 4th largest in cotton, 3rd largest yarn producing country in Asia after China, 60 percent of national export, 40 percent of the labor force, 40 percent of banking credit, and 8.5 percent of GDP comes from the textile industry. There are 558 listed firms in Pakistan Stock Exchange which can further be divided into 35 sectors. Among them, there are 146 firms related to textiles. The local investment by these completely export producing textile firms has started investment in the local market and the textile firms partially catering the local market have expanded themselves through their local investment so both factors have driven the competition in the local market. Since the pandemic has taken over our life the firms have made their way to the customers through multiple channels. The export performance of Pakistan (Pakistan's Textile & Garment Exports Set New Record of $15.4 Billion in FY 2020-21, 2021). The textile manufacturing companies have observed unparalleled growth in exports as represented by a growth of 22% in FY21 as contrast to FY20 and 15% as contrast to FY19. All Pakistan Textile Mills Association (APTMA) has publicized that the textile manufacturing is ready to invest $5 billion by increasing 100 new textile plants that will support in generating 500,000 jobs for the youth of the country along the current volume of textile industry. As stated by the officials the requirement in the domestic market may be on the rise and there are more than 400 textile factories in the country, in which all are not exporting only, to deal with the inclining demand. In this study many apparel retail channels like online platforms (like Daraz and AliExpress) mobile apps and website, physical stores, store's website, store's mobile app with the customer's selection in combination of webrooming, showrooming, and home-delivery.

Quality

Quality has been described in various ways, quality definition is particular for products or services, and extent of scope, no definition of quality is generally accepted (Kara, Lonial,

Table 1

	Multi-channel	**Omni-Channel**
Channel breadth, the different	Retail channels; physical store, online store, mobile app channel and direct marketing.	Retail channels;physical store, online store, mobile app channel social media, customer touch points (mass communication channels, TV, radio, print) and direct marketing
Customers	Interaction not encouraged, connected with customers are not supported	Interaction can be encouraged through many interactions with customers.
Aims	Channel objective is sales of every channel and its experience	Unification to give a valued
Retailers	Disintegration across other shopping channels	Provide complete unification across other shopping channels
Sales Team	Inability to provide more value to consumer due to limited capacity of channel	May provide value with respect to the customer needs
Theory	Every shopping channel is a distinct unit. It has no link with each other.	Unification of every channel as one, no differentiation among channels.

Tarim, & Zaim, 2005). In the same manner Grönroos (2000) discusses that there is not a single description of quality as it is a perceptible and a complex idea, moreover, many other researchers examine quality as difficult to find, hard to understand, and inconclusive. In the Japanese viewpoint the quality is an idea of manufacturing at 'zero faults' (Parasuraman, Zeithaml, & Berry, 1988), however others consider it as a compliance to requirements. Nevertheless, the set definition of quality by the International Standard Organization is 'the level to which a collection of inherent attributes deliver needs and requirements'. In addition to that the perspective of quality can be discussed either from the customer centric or a manufacturing centric (Gummesson, 1991). In that manufacturing centered perspective is focused on the technical side of standardization, customer centric perspective is focused on the behavioral side of quality or customer viewpoint. In the service literature, the customer centric has been more widespread. Its definition is subjective individually and sector wise as per the American Society of Quality. It may be the attributes that a good or service has to fulfill the need or may be free from defect. 'The entirety of attributes of an entity to satiate the explicit and implicit requirements' is the customer centered approach. In this way, the customer's perceived view of quality is the manner of calculating the performance.

Service Quality

The quantity of delivered service for meeting the customer needs is called service quality. The intangibility of service offerings is computed for perceived service quality in academia, advancing your competition and also carrying on sustainable profitability is the way of service quality. The product of a difference between company's expectation of service and what customers in real receive the service performance. Literature describes perceived quality in a distinct manner in terms of a contrast between the service delivery was perceived and customer's anticipation of service and its performance (Parasuraman et al., 1988), the approach is broadly acknowledged in service quality research. Nevertheless, it also looked on to censure because of utilizing anticipated point computation. Many researches centered only on action computation to describe and to form a concept of service quality. Literature in service quality usually centered on only channel characteristics where brick and mortar and online quality are conceived individually. Service quality research at first focused on forming factors of physical quality (Rust & Oliver, 1993). However, within the research referred above, physical and online retailing channels are reviewed as fulfilling service over platforms without any support of other retailing channels. The outcomes of these researches insufficiently examine consumer appraisal and behavioral findings of services given over various channels. Therefore, the forming of a service quality idea from a multiple channel viewpoint is mandatory.

Theoretical Background

Theoretical integration that is object based beliefs and behavioral beliefs. Object based belief is regarding technological characteristics and functionalities, and behavioral belief depicts how users appraise the end result or experience of utilizing the IT artifact (Wixom

& Todd, 2005). Information System scholars have greatly accepted the Wixom & Todd model as a research framework to construct their research framework (Al-Natour & Benbasat, 2009; Sun & Zhang, 2006; Wang, Kim, Ko, & Liu, 2016). For instance, Al-Natour and Benbasat (2009) created an interactivity centric research model for user artifact relation, and concluded that behavioral intentions are impacted by object based beliefs forming behavioral beliefs. As discussed earlier, channel integration quality and perceived fluency depict the key characteristics and attributes of omnichannel retailing business. Perceived fluency is tagged as a behavioral-belief because it mentions how users appraise their cross-channel involvement emerging from the actual usage, and consequently give thought to users' beliefs regarding making use of omnichannel retailing technology (Majrashi, Hamilton, & Uitdenbogerd, 2015). Thus, the rationale underscored by Wixom & Todd model, and the object-originated and behavior-originated beliefs can mark the features of omnichannel that is channel integration quality on the one side, and users' perceptions (perceived fluency, perceived usefulness) of utilizing Omnichannel retailing service on the other side. Wang et al. (2016) considered the cognition-originated and affect-originated beliefs are two object-originated beliefs, and suggested that these two beliefs would resultantly impact users' behavioral beliefs, such as fluency and usefulness.

Hypotheses Development

Channel integration is identified as a way of bringing together the use of many forms of interaction, like the brick and mortar store, the delivery mode, and the online marketplaces. Its objective is to capitalize the benefits of all channels, eradicate cannibalization, develop synergy, and afterwards improve organization performance (Neslin et al., 2006). Channel integration quality is stated as "the degree to which an organization collaborates the goals, composition, and implementation of its current channels to develop synergism and provide advantages to its users" (Hossain, Akter, Kattiyapornpong, & Dwivedi, 2019). The pivotal transformation from multichannel to Omnichannel is reflected in the concept of service integration that allows customers to enjoy a smooth and seamless experience in their shopping trip (Verhoef, Kannan, & Inman, 2015). Earlier research literature shows that retailing service transparency, reliability, and consistency are critical factors of Omnichannel retailing unification that impact customer shopping feeling.

Object Based Beliefs

Object based beliefs are channel integration which is attained through channel transparency and breadth as well as assurance quality. The technology users' point of view is developed and shaped with the appraisal of technological functionalities and attributes as per the Wixom & Todd model (Wixom & Todd, 2005). Following this reason, this research forecasts the object based belief as a channel integration quality, that includes Channel Transparency and Breath and Assurance Quality will positively influence customers' perception to use the Omnichannel service, and in particular a useful usage experience. Channel service transparency mentions how added and supplementary information regarding a retailer's channels services and their discrepancies over all programmes is conveyed

to customers (Z. W. Lee, Chan, Chong, & Thadani, 2019). Breadth of channel service is termed as the extent to which consumers may prefer other shopping ways for a particular retailing channel service and the extent of consumers can finish selected activities from every accessible and obtainable retailing channel. It also mentions the extent to which consumers may prefer other retailing shopping channels for a given service or can achieve selected tasks from a discrete channel. It is the level to which an individual considers that using an Omnichannel service would improve his performance (Davis, 1989). Perceived usefulness employs the great influence on the usage intention, likewise, previous researches have investigated the factors that affect new kinds of technology intervention among which usefulness is the critical one. Omnichannel stores customers do not believe and consider the distinctiveness of the channel transparency and channel choice breadth, for customers they are similar (Kopot & Cude, 2021), therefore we have considered them as a single variable in this study.

Breadth of channel service is termed as the extent to which consumers may prefer other shopping ways for a particular retailing channel service and the extent of consumers can finish selected activities from every accessible and obtainable retailing channel. Previous literature established that the channel choice breadth can improve the customers' convenience and also gives the continuing information, at the channel changeover (H.-H. Lee & Kim, 2010), and channel service transparency mentions how added and supplementary information regarding a retailer's channels services and their discrepancies over all programmes is conveyed to customers. With the support of these discussions, we are convinced that channel service transparency and breadth is higher; users of Omnichannel will more easily changeover between channels and therefore experience a useful channel transition. Thus, the following hypotheses can be developed.

H_1: Channel Transparency and Breath increases the Perceived Usefulness of Omnichannel service.

Assurance quality and its facets like privacy, security, and service recovery accessibility, recognized as components impacting integration quality. Assurance quality mentions to various channels characteristics that forward believe and confidence within retailing customers. Assurance of service when utilizing many channels has been actualized as a facet of channel integration (Hossain et al., 2019). It is the level to which an individual considers that using an Omnichannel service would improve his performance (Davis, 1989). Perceived usefulness employs the great influence on the usage intention, likewise, previous researches have investigated the factors that affect new kinds of technology intervention among which usefulness is the critical one (Sun & Zhang, 2006). If the quality of services of retailing is ensured then there is an employment of the channel by the user, therefore we can develop the following hypothesis.

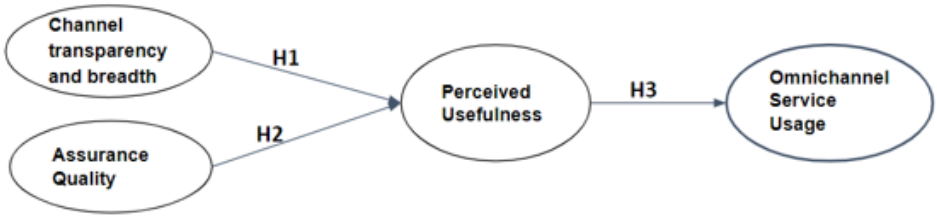
H_2: Assurance Quality increases the Perceived Usefulness of Omnichannel service.

Behavioral Beliefs

It is the level to which an individual considers that using an Omnichannel service would improve his performance (Davis, 1989). Perceived usefulness employs the great influence on the usage intention, likewise, previous researches have investigated the factors that affect new kinds of technology intervention among which usefulness is the critical one (Sun & Zhang, 2006). In the omnichannel service experience, users are progressively anticipating a smooth and unified channel service context through dissimilar channels, additionally to the occurring at the same time utilizing many shopping channels (Lazaris, Vrechopoulos, & Doukidis, 2017). In this way, if an omnichannel service giver can offer the users a smooth and unified cross retail channel context, customers will most probably utilize the omnichannel retailing services. Therefore, we reach the following hypothesis.

H_3: Perceived Usefulness increases the Omnichannel Service Usage.

Figure 1
Conceptual framework



Research Methodology

Participants and Procedure

Only a quantitative approach that is survey was employed in this study. The survey data was gathered from Omnichannel users on the basis of purposive sampling, in that the judgment is utilized because where there is a when a confined number or classified people carrying information. The users of the Omnichannel only, because they are the one who have experienced using the omnichannel. Respondents have filled the questionnaire through both physical and online medium, in addition to that collecting data from the respondent has taken quite a lot of effort. The instrument was designed in English, and considering it as a second language of the respondents the items of the instrument were made in very simple and easy statements and that were validated by the two English language experts for its face validity and by two field experts for its content validity. The pilot testing of an instrument was ensured from fifty participants' responses executed at SPSS from factor analysis through Cronbach's Alpha accepted value. A total of 711 responses came back out of 912, in which 29 were incomplete and had to be removed, resulting in 74.78% valid response rate.

Measurements

Channel transparency and breadth was evaluated through five items adapted from Wu and Chang (2016); Shen, Li, Sun, and Wang (2018). A sample item is 'I am able to avail different shopping channel services.' The reliability of the scale was 0.84.

Assurance Quality was assessed by two items adapted from Hossain, Akter, Kattiyapornpong, and Dwivedi (2020). A specimen item is 'I experience security in the shopping channel of my choice.' The reliability of the scale is 0.81.

Perceived usefulness was measured by five items adapted from Davis (1989); Kim (2021). A sample item is 'My selected shopping channel enhances my shopping effectiveness.' The reliability of the scale is 0.864.

Omnichannel service usage was assessed by Shen et al. (2018). A sample specimen item is 'I frequently access the omnichannel shopping service.' The reliability of the scale is 0.874.

Data Analysis

The apparel industry was selected as it is attracting dissimilar profiles over online and physical retail channels and also one of the swiftly growing sectors (Mosquera et al., 2017). For collection of data survey methods will be used. Purposefully, the Omnichannel shoppers are described as the one who have used any one of the omnichannel of apparel. For achieving the purpose of the study, a one-time period data will be gathered as a cross sectional study. The collection of data by survey questionnaire through a non-probabilistic and by using judgment sampling design.

The data will be collected from Pakistanis, and the data collection is planned to complete in three months. The survey instrument has been depicted in Appendix 1 and adapted from multiple sources. The population of this research are Pakistanis who used Omnichannel for apparel shopping, and there is no exact count of the population of social media users due to this reason the population size is not known. A-priori Daniel Sooper is used in finding the sample of 684 Omnishoppers, keeping a 95 percent confidence.

The objective of research was clearly mentioned to every participant before attempting the questionnaire. It was ensured that no kind of distress was given to any participant.

Mandatory steps were taken to secure the respondent identification; it was also mentioned to respondents that their privacy won't get violated. There was a voluntary participation by every respondent and could be withdrawn on request at any point of time by participants. Additionally, it was brought up how the collected responses were utilized. The aforementioned all measures taken are as per the advice of Dilman (1978).

Results

The data were calculated from Statistical Package for Social Sciences (SPSS) version 22 and Analysis of Moment Structure (AMOS) version 22. Table 2 are the tables that show the demographic composition of the respondent of this research study. Table 2 The demographic profile of the participants.

Table 2
The demographic profile of the participants

Categories		Frequency	Percentages
Age(years)	1=20 and below	59	8.3
	2=21-25	366	51.5
	3=26-30	173	24.3
	4=31-35	64	9
	5=36-40	27	3.8
	6=41-45	13	1.8
	7=46 and above	9	1.3
Gender	1=Male	419	58.9
	2=Female	291	40.9
	3=Preferred not to mention	1	1
Income(in Rupees)	1=less than or equal to 20,000	25	3.5
	2=21,000-30,000	366	51.4
	3=31,000-40,000	75	10.5
	4=41,000-50,000	65	9.1
	5=Above 50,000	180	25.3
Education	1=illiterate up to intermediate	241	33.8
	2=Bachelor	46	6.4
	3=Masters	385	54.1
	4=Other	39	5.4

Analysis of Factors

This research utilized factoring of principal components to explore and lessen seventeen questionnaire items of seven Likert scale items into the four components which explain the existing theoretical estimation of relationship. The below mentioned table 1.5 depicts Kaiser-Meyer-Olkin calculation of sampling adequacy that is 0.911 which is above 0.7 that means there is adequate items to anticipate each component, and the sample is adequate to execute factor analysis (Leech, Barrett, & Morgan, 2013; Barkus, Yavorsky, & Foster, 2006).

Table 3
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.911
Bartlett's Test of Sphericity	Approx. Chi-Square	5084.693
	df	105
	Sig.	0

The above table 3 depicts Bartlett's test of sphericity correlation matrix that is significantly distinct from identity matrix, in that correlations between variables are zero in each. These four components explained over 64.347 percent of the total variance. For improving readability of the solution, the initial solution was then rotated through varimax orthogonal rotation with Kaiser Normalization method. The four components describe 64.347 percent of the variance in total. For clear visibility of the outcome matrix, the initial results were then orthogonally rotated over the varimax Kaiser normalization method. Varimax was described as a variance maximizing way, its objective is to maximize the variance of higher loadings and minimize the variance of lower loadings of each factor. The factor loadings less than 0.3 were excluded therefore, all seventeen items were loaded with strong convergent

validity onto their respective variables (Tharenou, Donohue, & Cooper, 2007) as shown in Table 1.6. As per the rule of thumb the factor loadings above 0.55 are appraised as good (Tabachnick, Fidell, & Ullman, 2007; Hair, 2010).

Contrary to Cronbach Alpha, composite reliability is a more appropriate indicator of construct validity (Molina, Lloréns-Montes, & Ruiz-Moreno, 2007; Lin & Lee, 2004; Fornell & Larcker, 1981). Table 4 depicts the outcome of convergent and construct validity as well as Cronbach Alpha after performing exploratory factor analysis. CR and AVE of each variable as shown below are reflecting a good model for measurement.

Table 4
Confirmatory Factor Analysis

Variables	Indicators	Standardized Loadings	Cronbach's alpha	AVE	CR	MSV	MaxR(H)
	PU1	0.753	0.864	0.549	0.859	0.433	0.861
	PU2	0.786					
PU	PU3	0.754					
	PU4	0.707					
	PU5	0.703					
	CTB1	0.748	0.840	0.517	0.841	0.333	0.854
	CTB2	0.791					
CTB	CTB3	0.675					
	CTB4	0.578					
	CTB5	0.782					
AQ	AQ1	0.820	0.810	0.681	0.810	0.433	0.810
	AQ2	0.830					
	OSU1	0.695	0.874	0.573	0.870	0.370	0.875
	OSU2	0.754					
OSU	OSU3	0.822					
	OSU4	0.758					
	OSU5	0.750					

Confirmatory factor analysis is executed to evaluate the construct validity and model fitness, the discriminant validity was also checked through Hetro-trait and mono-trait as per the most publications recommended value should be below 0.9 and as per the criterion of Fornell & Larcker (1981) as depicted in table 5 and 6.

Table 5
Discriminant validity- HTMT results

CTB			
PU	0.586		
AQ	0.453	0.654	
OSU	0.412	0.609	0.546

Table 6
Discriminant validity- Fornell & Larcker criterion

PU	CTB	AQ	OSU
0.741			
0.577	**0.719**		
0.658	0.444	**0.825**	
0.608	0.400	0.548	**0.757**

Table 7

Goodness-of-fit measures	CMIN/DF	p value	GFI	AGFI	NFI	CFI	RMSEA	P-CLOSE	SRMR
Recommended value	<3.0a	p<0.00b	>=0.80a	>=0.80b	Close to 1 c	>=0.90a	<=0.05 d	<=0.05 a	<0.09 e
CFA Measurement model f	1.954	0	0.966	0.952	0.964	0.982	0.037	0.999	u7

Hypothesis Testing Results

The significance of all structural values was calculated to ascertain the hypothesized relationship of variables. The C.R that is critical ratio was estimated and as per Byrne (2013) critical ratio works as a z-statistics, its value should be greater than 1.96 to make the hypothesis supported. Table 9 depicts details of structural equation modeling paths at 95% confidence interval. The outcome shows that If CTB that is Channel Transparency and Breadth will increase by one unit the Perceived Usefulness(PU) increases by 0.237 units, if Assurance Quality(AQ) will increase by one unit the Perceived Usefulness(PU) increases by 0.87 units. Lastly, the main dependent variable that is Omnichannel Service Usage(OSU) is increased by 0.984 when Perceived Usefulness(PU) is increased by one unit.

Table 8

Hypothesis	Regression path	Estimate	S.E.	C.R.	Sig	Remarks
H1	PU←CTB	0.237	0.028	8.412	***	Supported
H2	PU ← AQ	0.870	0.065	13.473	***	Supported
H3	OSU ← PU	0.984	0.078	12.647	***	Supported

Discussion and Implication

The research objective of channel integration is linked with the customers' discretion of functionality and usefulness of integrated channels. The research findings of hypothesis (H1) path suggest that Channel Transparency and Breadth is positively influencing with the magnitude of 0.23 value to perceived usefulness. The same research objective of channel integration is also ascertained with the result that the hypothesis (H2) path is positively influencing with the magnitude of 0.87 value to assurance quality of channel services. The second objective of channels usefulness in relation with the Ominichannel service usage is attained with the positive and with the magnitude of 0.98 impact on Omni service usage of customers. Secondly, the outcome validates the theoretical background of Wixom and Todd model in that channel integration quality is critical in the perception of customers in terms of channel usefulness and usage. The outcome of this study also verifies the research that considers channel integration quality as a measure to influence the customer behavior.

Inferences for Researchers

This research employed several significant implications, as it depicted a novel theoretical framework that includes perceived usefulness and apparel retail service usage, specifically Omnichannel apparel retailing. The results give a complete view related to the apparel store Omnichannel retail settings and recognize variables which may impact customers' usage from one or the other of an Omnichannel. The outcomes give a deep investigation

of each variable that impacts customers' participation in the Omnichannel apparel retail environment. This can be witnessed in the Confirmatory Factor Analysis, further study is suggested to better understand the many possible variables in the apparel industry setting, analyzing channel service transparency and its relation with perceived usefulness in the context of Omnichannel apparel retailing. The outcome of the analysis depicts that assurance quality and channel transparency and breadth, that are the main pillars of channel integration quality, have significant and direct impact on perceived usefulness. The result of this study is coherent with Shen et al. (2018), who focused on the relationship between channel integration quality. Perceived usefulness is recognized as a behavioral belief, comparatively channel integration is recognized as an object based beliefs to depict the distinctness of customers' impressions while utilizing the channels available in an Omnichannel apparel retail outlet.

Inferences for Professionals

The results of this research provide insights to field professionals who may work upon the variables like assurance quality and Omnichannel transparency and choice for improving the perceived usefulness of the channel that leads to the customer better usage of the channel. In apparel industry stores, a customer may have an anticipation of channel choice. Thus, managers of Omnichannel stores ought to consistently give customers with various channels to fulfill customer demands. However, in this assurance quality needs to be greatly invested for the improvement of channel usefulness and Omnichannel usage. The retail store managers have a clear path to improve the customer usage of Omnichannel with giving as possible attention to the assurance quality. The recent COVID-19 virus pandemic has realigned many small and large retailers to re-adjust their direction to pivot into the digital era of ecommerce. Nevertheless, only digitization in the store channels is not only needed, but assurance quality with the channel transparency and channel choice is vital in the usefulness of digitalization in the channels. Customers having a good usage experience with the retailing, and particularly each of the channels of customer choice will definitely enhance the retailer image to many fold.

Limitation and Future Research

The nonprobability sampling is used to collect data that is not allowed to generalize the total population of Pakistan. The non-adoption of Omnichannel can be studied for understanding the non-adoption behavior of users, the suggested way of studying the non-users is qualitative method. The qualitative method to understand the Omnichannel service provider perspective is also the caveat that future study may proceed. Future research may be based on home appliances, electronic gadgets, and Fast Moving Consumer Goods(FMCG) and, and other service sectors. A longitudinal and comparative study of products and services groups to assess the variables used in this study are examined after a specific time frame. This study is based centrally on the potential framework that may be used to measure the usage of apparel Omnishoppers in Pakistan.

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