

Kedwadee Sombultawee and Warit Rinthong, (2021, January-March), (Omni-channel) Buy Online Pickup in Store (BOPS) : University of the Thai Chamber of Commerce Journal Humanities and Social Sciences 41 (1) : 89-104

Summary of research results The results of the statistical analysis on the influence of factors on purchase intentions through integrated distribution channels revealed that consumers will have purchase intentions only from direct influencing factors. Influences on purchase intentions through integrated retail channels were attitude factors towards channel switching behaviors. The self-efficacy factor, the time factor and the data search factor, while the reference group norm factor and money factor had no influence on the intention to shop through integrated retail channels.

Attitudes towards channel switching behavior positively influenced purchase intentions through integrated retail channels. statistically significant If you want consumers to have an intention to buy a product Entrepreneurs need to make consumers feel satisfied or help make customer purchases easy, convenient and efficient.

Self-efficacy has a positive effect on purchasing intentions through integrated retail channels. statistically significant Demonstrates perceived ability to make purchasing decisions through new options with good incentives. Therefore, operators should encourage consumers to feel confident in every step of their use.

Time positively influences purchase intentions through integrated retail channels. statistically significant It is expected that the decision of customers to buy products or use services through channels is expected to save consumers the most time. Therefore, operators need to design channels or implement channel strategies that will help customers can access products quickly Including being able to offer or deliver products in a short time as well

Data browsing has a positive effect on purchasing intent through integrated retail channels. statistically significant Demonstrates the importance of the consumer purchasing decision process. Therefore, entrepreneurs need to focus on presenting useful information of goods and services to consumers sufficiently.

