

“A Structural Equation Modeling Approach to Examine Perceived Omnichannel Convenience and its Effect on FMCG Consumer Purchase Intention”

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ABSTRACT

Due to the rapid digitalization of the retailing process, the omnichannel approach has become widely used, especially in the fast-moving consumer goods (FMCG) industry, where consumers have been using both online and offline channels more often throughout the purchasing process. Perceived omnichannel convenience in this case has become a key factor in consumer purchase intention. This paper investigates the influence of perceived convenience of omnichannel on the consumer purchase intention of FMCGs through Structural Equation Modelling (SEM) model. The 460 FMCG consumers in Chennai City were used as the primary data in the form of a structured questionnaire, which was administered online and offline. Conceptualized as a multidimensional construct, perceived omnichannel convenience was divided into the following dimensions access convenience, information convenience, transaction convenience, fulfilment convenience and post-purchase convenience. The demographic profile of the respondents was done through descriptive percentage analysis and the hypothesized relationships between the constructs were tested using SEM. As demonstrated, perceived omnichannel integration has a positive impact on access and post-purchase convenience, and less significant or negative associations were found concerning information and fulfilment convenience. The convenience of accessing the product, convenience of accessing information, and convenience of fulfilment were shown to positively impact the purchase intention, and it is essential to note that the convenience of access, availability of information and efficiency of delivery is a key factor in the decision to purchase FMCG. The research attempts to bridge the gap in the existing body of knowledge on omnichannel retailing by implicitly confirming the perceived omnichannel convenience as an important factor in the consumer intention to purchase FMCGs and presents practical suggestions on how managers can employ consumer-focused omnichannel strategies.

Keywords: Omnichannel Retailing, Perceived Omnichannel Convenience, FMCG Consumers, Purchase Intention, Structural Equation Modeling (SEM), Consumer Buying Behavior

INTRODUCTION

Retail environment has witnessed a tremendous evolution as a result of fast digitalization and shifting consumer purchasing patterns. Consumers have an increasing number of touchpoints like physical stores, websites, mobile applications, and social media platforms to which they use in a single purchase journey. This convergence of online and offline channels also known as the omnichannel retailing aims at offering a smooth and uninterrupted shopping experience across channels. The omnichannel strategies are essential in determining consumer decision-making in fast-moving consumer goods (FMCG) segment because the purchases are frequent, low-involvement, and time-sensitive. A perceived omnichannel convenience is one of the greatest advantages of omnichannel retailing which is characterised by a perception of consumers to have less effort, less time, and less use of a purchase system. According to previous researches, positive omnichannel experiences result in the perception of convenience as consumers can access information and evaluate products and make transactions easily across channel (Astete-Meza, 2025). Convenience has emerged as a crucial force that determines purchase intention as consumers become more concerned about speed and ease in the purchasing of FMCGs.

Purchase intention is the desire or propensity of a consumer to purchase a product and it has been considered to be a powerful indicator of actual purchase behaviour. The studies indicate that the omnichannel environment could have a positive impact on purchase intention by enhancing the functional value, perception of risk, and convenience (Rakhmanita, 2023). The analysis of these complex relationships has been widely applied with Structural Equation Modelling (SEM), which allows one to test numerous latent correlations and causal paths at the same time. Although the importance of omnichannel retailing has increased, empirical research studies have not examined the perceived omnichannel convenience and its direct impact on the consumer intention to purchase FMCGs. Majority of current studies focus on satisfaction, trust or perceived value and convenience is under-researched as a key construct. Consequently, the Structural Equation Modelling is adopted in this study to investigate the perceived omnichannel convenience and its effects on consumer purchase intention of FMCGs.

Review of Literature

Astete-Meza et al., (2025) observed that the perceived convenience and variety were positively affected by the omnichannel experience, with the latter having a stronger direct impact on the purchase intention, and the importance of the indirect influence of the former.

Perceived omnichannel convenience was an empirically validated mediating variable between channel synchronisation, seamless checkout, personalised marketing, and FMCG purchase intention that was empirically validated in Evaluating How Consumer Purchase Intentions Are Affected by Integrated Omnichannel Strategies in FMCG Retailing (2025).

Rakhmanita et al. (2023) showed that functional value, which is strongly correlated with convenience and ease of use, is important in determining purchase intention in omnichannel retailing with the help of PLS-SEM.

In line with the significance of low-effort and convenient omnichannel systems, Wulandari and Jajuli (2022) established that the effort expectancy and perceived security have a positive impact on the purchase intention.

Cattapan and Pongsakornrungsilp (2022) demonstrated that integrated information access and transaction systems lower the perceived risk and improve the satisfaction, which leads to the purchase intention.

Alang and Nguyen (2022) to improve the perceived value, which directly predicts a shopping intention in omnichannel settings.

Facilitating conditions and habit were found to be major predictors of purchase intention by Ongko and Hati (2021), as convenience-oriented behavioural reinforcement was of great importance.

Convenience as a behavioural force in omnichannel retail is validated by Utaminingsih and Sumiyati (2024), who discovered that the perception of ease of use has a significant influence on the intention to repurchase.

As shown, customer satisfaction and trust, which have a close connexion to perceived convenience, are observed to affect the omnichannel experience directly, making the influence on repurchase intention (Fernanda et al., 2025).

Jayasingh et al. (2022) affirmed that the effort expectancy and perceived value are significant predictors of omnichannel shopping intention, with SEM findings focusing on the constructs of convenience.

Song and Jo (2023) discovered that perceived ease of use and usefulness impact the continuance intention positively in the omnichannel use due to the influence of accessibility.

According to Khalid (2024), perceived ease of use and integrated transactions are the two more important factors that improve omnichannel experiences and customer satisfaction, which indirectly affects purchase intention.

As it was determined by Rahmawati and Arifin (2022), personalization enhances emotional and cognitive experiences, which in turn contribute to having a higher purchase intention in omnichannel environments.

Agustin (2024) demonstrated that purchase intention is positively influenced by the performance expectancy and the perceived security which proves that convenience and reliability are essential factors.

Rizvi and Siddiqui (2019) found out that the complete implementation of the omnichannel systems offering seamless experiences has a significant positive effect on consumer purchase intention, which confirmed the strategic significance of convenience.

RESEARCH GAP

Omnichannel retailing has already received extensive research, there is a clear gap in research about the importance of perceived omnichannel convenience, especially in the FMCG sector. The available literature focuses largely on the higher-order constructs like perceived value, satisfaction, trust, and customer experience in general, and convenience is frequently viewed as an implicit factor, as opposed to being conceptualized as a multidimensional construct. Furthermore, the vast majority of empirical studies have concentrated on the high involvement product category, which includes fashion, electronics and durable goods, not recognizing the specifics of the buying behavior of the FMCG, which can be described as frequent, habitual, low-involvement, and highly time-conscious. These attributes are indicative that convenience can have a more powerful effect on purchase intention when it comes to FMCGs as compared to other retail industries. Moreover, earlier studies have often used simplified analytic formulations that test the direct relationships, and little has been done to use the full Structural Equation Modelling to estimate the mediating relationships. As a result, a lack of empirical data describing how perceived omnichannel convenience operations are implemented in a structured causal system to produce effects on the consumer purchase intention of FMCG constitutes the necessity of the given work.

STATEMENT OF THE PROBLEM

Although the omnichannel strategies are quickly adopted by retailers, a number of FMCG companies still struggle with the transfer of integrated channel activities into real consumer purchase intention. As consumers become more demanding in terms of smooth access to information, time savings, and convenience in making transactions both online and offline, retailers are not provided with empirical data on how the perceptions of convenience affect the purchasing decisions. The available literature is inclined to dwell upon general concepts, e.g., customer satisfaction, perceived value, or omnichannel experience on the whole, which does not give much clarity on the role of perceived omnichannel convenience. In addition, the peculiarities of the FMCG buying process with its frequent, low-involvement, and time-constrained decisions have not been properly incorporated into the framework of systematic analytical models. This leads to the fact that systematic knowledge of the effect of perceived omnichannel convenience on FMCG consumer buying intention and that the relationship can be measured effectively by Structural Equation Modelling does not exist, making both the academic theory and managerial choice-making more challenging.

IMPORTANCE OF THE STUDY

The strength of this study is that it will improve the theoretical and practical implementation of omnichannel retailing in the FMCG sector. The research paper adds to the literature by clearly analysing the perceived omnichannel convenience as determinant to consumer purchase intention and also making use of Structural Equation Modelling to systematically explain the relationships between these constructs. As a manager, the results can be useful in helping FMCG retailers develop and adopt more efficient omnichannel strategies by enhancing the convenience issues that are based on accessibility, convenience of transaction, and a smooth integration between the channels. Moreover, the study plays a important role in bridging the gaps in the available empirical evidence in the FMCG setting and provide a framework, which can be used in subsequent research and strategy formulation in more competitive and digitally integrated retail settings.

OBJECTIVES OF THE STUDY

1. To determine the impact of perceived omnichannel convenience on the purchase intention of FMCG consumers.

Scope of the Study

This study has been restricted to the investigation of the impact of the perceived omnichannel convenience on the consumer purchase intention in the fast-moving consumer goods (FMCG) industry. The research is dedicated to those consumers who went through several retail outlets, including brick-and-mortar facilities, online platforms, and mobile apps, in the process of making a purchase. It explores, in particular, major dimensions of perceived omnichannel convenience and examines their interdependence with the purchase intention by Structural Equation Modelling. The study fails to take into account the other possible behavioural outcomes like brand loyalty, after-sales satisfaction and also fails to generalise this to non-FMCG product categories. Further, the results are limited to the chosen sample and geographical environment, and thus, might not be used to represent all retail sectors and markets.

RESEARCH METHODOLOGY

The research design of the study is the descriptive and explanatory research design to determine the impact of the perceived omnichannel convenience on the purchase intention of FMCG consumers. It is empirical as such and is based on primary data that is obtained using a structured questionnaire. The study was conducted in the City of Chennai which is one of the biggest metropolitan centres because of high level of urbanisation, high digital usage and high existence of omnichannel FMCG retailing formats such as physical shops, e-commerce and mobile applications. The study population will comprise of the FMCG consumers living in the Chennai City who have history of purchasing FMCG products using various mediums including offline retail outlets and online shopping mediums. The sample size of the study was 460 respondents, which can be regarded as sufficient to use Structural Equation Modelling (SEM) as it satisfies the minimum criteria of estimating the parameters and also model fit. The non-probability convenience sampling method was employed to collect data, and the respondents were selected with regard to their availability, volunteerism, and previous experience of omnichannel FMCG shopping. A structured questionnaire was used to collect primary data which was collected in both online and off-line format to have a wider coverage and representativeness of various consumer segments in various areas of the Chennai City.

TOOLS AND TECHNIQUES OF ANALYSIS

The data gathered were analysed with the help of SPSS (percentage analysis) and Structural Equation Modelling (SEM) was conducted with the help of AMOS / Smart PLS to test the postulated relationship between the constructs of the study. The percentage analysis was used to provide a summary and descriptive statistics of the demographic profile of the respondents and their FMCG purchasing characteristics giving a clear picture of the sample composition. The hypotheses were tested with the help of SEM investigating the causal relationship among the constructs of perceived omnichannel convenience and the dimensions of the perceived omnichannel convenience, including Access Convenience, Information Convenience, Transaction Convenience, Fulfilment Convenience, and Post-Purchase Convenience, and their impact on purchase intention. The structural model allowed simultaneous examination of numerous relationships and direct impact of latent variables in order to provide a complete test of the hypothesised study model.

LIMITATIONS

The research sample is restricted to FMCG consumers in Chennai City, and hence the results might not be applicable to other cities and rural areas with unfamiliar socio-economic and technological backgrounds. Non-probability convenience sampling could also affect sampling bias because the respondents might not be a perfect representative of the total population of FMCG consumers. The research is based on self-reported data gathered by the questionnaire, prone to the response bias and social desirability bias. This cross sectional study design only captures at a given time the perceptions and purchase intentions of the consumer and fails to consider how the consumer may change over time. The perceived omnichannel convenience considered only the dimensions that were selected and other possible influencing factors that could actually happen like price sensitivity, brand loyalty, trust, and promotional influence were not incorporated in the model. Lastly, the research is based on purchase intention and not actual purchase behaviour which could vary in in-shopping context.

DATA ANALYSIS AND INTERPRETATION

TABLE-1

DEMOGRAPHIC FACTORS (SAMPLE SIZE 460)

DEMOGRAPHIC FACTORS	CLASSIFICATION	Frequency	Percentage (%)
Age	Up to 20 years	96	20.9
	21–30 years	184	40
	31–40 years	102	22.2
	41–50 years	56	12.2
Gender	Male	248	53.9
	Female	212	46.1
Marital Status	Single	302	65.7
	Married	158	34.3
Educational Qualification	Higher Secondary	72	15.7
	Diploma	58	12.6
	Undergraduate	168	36.5
	Postgraduate	124	27
	Doctorate / Professional	38	8.3
Occupation	Student	136	29.6
	Private Sector Employee	142	30.9
	Government Employee	64	13.9
	Self-employed / Business	78	17
	Homemaker / Retired	40	8.7
Monthly income	Below 20,000	94	20.4
	20,001 – 40,000	132	28.7
	40,001 – 60,000	108	23.5
	60,001 – 80,000	72	15.7
	Above 80,000	54	11.7
Place of Residence	Urban	238	51.7
	Semi-urban	142	30.9
	Rural	80	17.4
Frequency of FMCG Purchase	Daily	148	32.2
	Weekly	176	38.3
	Fortnightly	62	13.5
	Monthly	48	10.4

	Occasionally	26	5.7
Preferred FMCG Purchase Channel	Physical Store	124	27
	Online Platforms	98	21.3
	Both Online & Offline	238	51.7
Average Monthly Spending on FMCG (₹)	Below 2,000	74	16.1
	2,001 – 4,000	164	35.7
	4,001 – 6,000	138	30
	Above 6,000	84	18.3

Source: Primary Data

Age: The age-wise breakdown reveals that the largest segment of the respondents (40.0%) are aged 21-30 years, and the next biggest segment is aged 31-40 years (22.2%), and last but not the least is those aged 20 (20.9%). This shows that the youth and early middle-aged are the prevailing group in online and physical shopping in the FMCG sector due to the increased levels of digital and convenience-seeking attitudes.

Gender: The sample size is composed of 53.9 percent of male respondents and 46.1 percent of female respondents. Gender balance is almost equal which means that both male and female consumers will be sufficiently represented on the study.

Marital Status: The findings indicate that most of the respondents are single (65.7 percent), and 34.3 percent are married. This implies that single shoppers, who tend to be more flexible and willing to use the technology, contribute to the purchase of the omnichannel FMCG significantly..

Educational Qualification: The education profile shows that undergraduates constitute the highest number (36.5%), then there are the postgraduates (27.0%). There is also a representation of respondents with higher secondary (15.7%), diploma (12.6%), doctorate/professional level (8.3%), which underscores the fact that the respondents were highly educated.

Occupational Status: Occupational analysis reveals that the largest proportion of respondents (30.9) is the employees in the private sector and students (29.6). It is then (self) employed/ business respondents (17.0), government employees (13.9) and homemakers/retired respondents (8.7) with varying employment backgrounds.

Monthly Income: Distribution of incomes shows that the greatest percentage of the respondents (28.7) is between 20,001-40,000 and then 40,001-60,000 (23.5 nat and 23.5 nat). The existence of the higher income groups implies different purchasing power of the respondents.

Place of Residence: most of the respondents are living in urban (51.7) and semi-urban (30.9) areas with rural (17.4) representing the minority. Such distribution indicates the higher point of penetration and adoption of omnichannel retailing of FMCG in the urban and semi-urban areas.

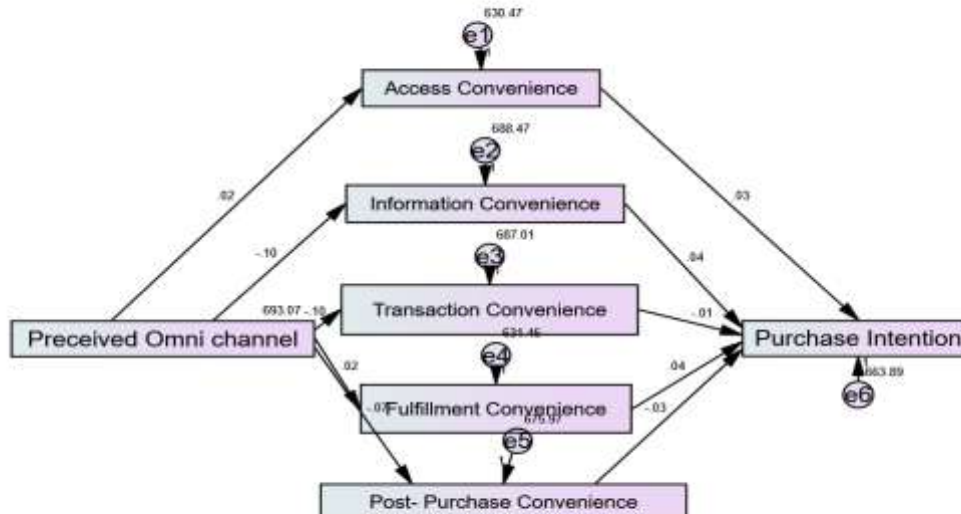
Frequency of FMCG Purchase: The results show that the FMCG purchases are most frequent (38.3) weekly and secondly (32.2) daily. It indicates the high frequency and repetition of the consumption of FMCG, and thus omnichannel convenience is vital.

Preferred FMCG Purchase Channel: The majority of the respondents (51.7) favours the use of both online and offline stores, which indicates a high preference to the omnichannel shopping. Physical shops (27.0-% and on-line sources (21.3-%)) continue to be significant but second-best options.

Average monthly expenditure on FMCG: The expenditure pattern reveals that 35.7% of people spend 2,001-4000 on the FMCG products every month, and then it is 4,001-6000 (30.0 percent). High-value FMCG consumers do exist as a good percentage (18.3) is above 6,000.

INTER-RELATIONSHIP BETWEEN PERCEIVED OMNI CHANNEL AND PURCHASE INTENTION OF CONSUMERS TOWARDS FMCG

The Structural Equation Model focuses on the effect of Perceived Omni-Channel on Purchase Intention on the basis of various dimensions of convenience Access Convenience, Information Convenience, Transaction Convenience, Fulfilment Convenience and Post-Purchase Convenience. These findings depict that Perceived Omni-Channel is positively correlated with Access Convenience ($= 0.02$) and consumers who have a stronger perception of omni-channel integration have an easier time accessing FMCG purchase channels. Conversely, the correlation between Perceived Omni-Channel and Information Convenience ($= -0.10$) is negative, which means that the channel integration still could not help consumers receive the clear or consistent information about the product. The line that indicates the relationship between Perceived Omni-Channel and the Transactions Convenience (0.02) a weak positive relationship is observed, which means that there is marginal enhancement in transaction-related convenience like payment and cheque-out. Nevertheless the correlation with Fulfilment Convenience ($= -0.07$) is negative implying problems with delivery, or availability, or order fulfilment even in an omni-channel setting. Perceived Omni-Channel has the greatest positive effect on Post-Purchase Convenience, which means that integrated channels make it easier to make a returns, complaint handling, and after-sales support. About the effect on the Purchase Intention, there is a positive influence of Access Convenience ($= 0.03$) and Information Convenience ($= 0.04$), which suggests that the more convenient access and availability of information consumers are ready to purchase FMCG products. The effect of Transaction Convenience ($0 = -0.01$) is negligible as a negative, which makes it clear that transaction processes do not have a significant effect on purchase intention. Fulfilment Convenience (0.04) has a positive effect on the purchase intention and it is important to deliver goods on time and with no mistakes in order. On the other hand, there is a weak negative relationship between Convenient of post purchase ($= -0.03$) and purchase intention, implying that the post-purchase services are not so likely to influence the purchase intention by itself.



FINDINGS OF THE STUDY

1. According to the age-based distribution, young consumers (21-30 years) represent the greatest number of the respondents, which implies that the concept of Omni channel FMCG shopping is more common in younger generations that are more digital and convenience-seeking.
2. The sample is comparatively gender balanced though slightly skewed towards the male gender. This implies that Omni channel FMCG buying is not gender-biased and is embraced by both male and female buyers.

3. Most of the respondents are single, which means that unmarried customers are more engaging in Omni channel FMCG shopping, which may be attributed to the flexibility of the lifestyle and the tendency to use digital solutions.
4. The profile of education indicates that the majority of respondents have undergraduate and postgraduate degrees that imply that individuals with higher educational levels are more likely to be more aware and use the Omni channel retailing platforms.
5. The occupational analysis suggests that the sample of respondents that represent the most prevalent are employees in the privatised sector and students, as they are more exposed to the technology-based shopping experience and time-saving retail options.
6. The distribution of income reveals that a large percentage of respondents occupy the middle-income segments, which means that the Omni channel FMCG shopping is highly accepted by consumers with the median purchasing power.
7. Most of the respondents are urban and semi-urban, which points to the fact that Omni channel FMCG retailing is more established and available in urban and semi-urban regions than rural ones.
8. The frequency of purchase analysis shows that the most frequent purchases are weekly and daily FMCG purchases which further supports the constraints and importance of measuring Omni channel convenience in the decision making process regarding routine consumptions.
9. The majority of the respondents would choose both online and offline platforms, which proves the high tendency to consider Omni channel shopping instead of depending on one purchase outlet.
10. This expenditure trend implies that a high percentage of respondents are in the medium and high FMCG spending brackets, which means they are interested in using FMCGs products at the Omni channel platforms.
11. In general, the results affirm that Perceived Omni-Channel has an indirect impact on Purchase Intention via chosen convenience dimensions, especially, access, information and fulfilment convenience.

SUGGESTIONS

1. FMCG retailers are encouraged to enhance the use of omnichannel integration to enhance the ease of entry in the physical stores, websites and mobile applications.
2. All the channels should be consistent and accurate in terms of product information to minimise confusion by the consumers and maximise information convenience.
3. Retailers are to simplify the process of transactions providing faster checkout, a variety of secure payment options and integrated digital payment systems.
4. The efficiency of fulfilment needs to be given more focus on through better coordination of inventory, delivery schedule and channel accuracy in making orders.
5. As the introduction of the omnichannel integration greatly improves the convenience of the post purchase, the retailers are advised to keep on advancing the return policies, complaints facilities, and after sales facilities.
6. Access convenience and information convenience: as the key drivers of FMCG purchase intention in omnichannel retailing, access convenience and information convenience should be given a priority.
7. Retailers ought to aim at enhancing reliability in fulfilment because punctual delivery and correct implementation of the order considerably affect the intention to purchase of the consumer.
8. Please, refer to the fact that transaction convenience is rather a fundamental service attribute compared to a significant differentiator in FMCG omnichannel approaches.
9. The marketing strategies must be aimed at young and middle-aged consumers that demonstrate greater levels of omnichannel FMCG shopping adoption.
10. In urban and semi-urban areas, the omnichannel services must be enhanced, but at a slow pace, the simplified solutions should be extended to rural markets.
11. Retailers: The retailers are advised to come up with value pricing, subscription, and promotional packages to meet the needs of the middle-income, students, and working class households.
12. Future studies can take into account the investigation of the demographic variables as moderating variables in the relationship between perceived omnichannel convenience and purchase intention.

13. Future research needs to include other constructs like trust, perceived risk, customer satisfaction and loyalty to strengthen the model.
14. The generalizability of the findings is proposed to be enhanced by conducting comparative studies across regions, retail format, or types of products.

CONCLUSION

The current paper has explored the effects of perceived omni-channel integration on the consumer purchase intention of FMCGs based on the various dimensions of convenience such as access, information, transaction, fulfilment and post purchase convenience. The results show that the integration of omnichannels is an effective factor in the development of consumer perceptions that are not uniform in all dimensions of convenience. Although perceived omni-channel integration has a positive effect on access convenience and post-purchase convenience, there are still difficulties in information consistency and fulfilment efficiency. The research also confirms that access convenience, information convenience and fulfilment convenience have a positive effect on FMCG purchase intention hence their relevance in the decision making process of the consumer. Conversely, there is an insignificant effect of transaction convenience which also demonstrates that consumers view transaction-related features as the simplest expectation but not as motivation. Nevertheless, in spite of the fact that omnichannel integration can help strengthen post-purchase convenience, which in turn positively impacts purchase intention, the contribution of the latter depends more on post-purchase satisfaction and the creation of long-term relationships.

Demographic data reveal that younger, educated, urban and middle income consumers are those who use omnichannel FMCG platforms most and that digital preparedness and convenience orientation are becoming increasingly important among these groups. All in all, the research has found out that perceived omni-channel convenience does not have a direct effect on purchase intention in FMCG but has indirect effects through the dimensions of convenience of choice. The results help fill the literature gap as they offer an empirical evidence of the multidimensionality of the omnichannel convenience in the FMCG industry and can be used to practise and improve the way retailers adopt the omnichannel approach. Through enhancing access, information consistency and fulfilment efficiency channel, FMCG retailers can improve consumer purchase intention and gain sustainable competitive advantage in a highly integrated retailing environment.

SCOPE FOR FURTHER RESEARCH

The current paper presents some potential areas of exploration regarding the field of omnichannel retailing and the consumer behaviour of the FMCG. Further research can determine the moderating effect of demographic factors, including age, sex, income, and place of residence, on the relationship between perceived omnichannel convenience and purchase intention, to understand more segment-specific information. The existing model can also be extended by the scholars with the help of including more constructs like trust, perceived risk, customer satisfaction, brand loyalty, and technology readiness to increase the explanatory potential of the model. More studies can be done on comparative studies between various products, retail format or geographic locations so as to enhance the generalizability of the results. To monitor the change in consumer perceptions and behaviour with time as the omnichannel strategies develop, longitudinal studies can be performed. Moreover, the next generation of research can follow the mixed-method framework, including both quantitative analysis of SEM with quantitative interviews to get a deeper understanding of consumer experiences. The review of how new technologies, artificial intelligence, big data analytics, and rapid-commerce platforms influence the convenience of the omnichannel would also leave important guidelines to pursue in the future.

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