

## ABSTRACT

Purchase Intention has been an area that has received much scholarly focus considering its importance towards marketing of products and services by organizations. With the rapid advancements of technology, Marketing has evolved from a single channel approach to multiple parallel channels to omnichannel marketing where all marketing activities and channels are seamlessly interconnected. Companies and marketers are striving towards delivering a strong omnichannel marketing program, but are unable to meet the growing and demanding expectations of customers. Omnichannel Marketing related research is an emerging scholarly area both globally and locally, and thus, no theoretical model is able to fully explain this new consumer behavioral phenomenon. This research attempts to expand the extant knowledge of purchase intention in the context of Omnichannel Marketing and to develop an integrated model of internal and external determinants of Sri Lankan Millennials' Omnichannel Purchase Intention.

A critical review of all prior literature was undertaken, and the Theory of Planned Behavior (TPB) was selected as the underpinning theory for this research. Perceived Omnichannel Customer Experience and Perceived Technology Self Efficacy were postulated to be internal determinants and Perceived Channel Integration Quality was postulated to be external determinants contributing towards Omnichannel Purchase Intention.

This study undertook a quantitative research based on the positivist research philosophy and deductive approach. A cross sectional self-administered survey instrument was utilized focused towards Urban Millennials in Sri Lanka who have had experience in Omnichannel Purchases. 321 responses were thereafter collated for data analysis using Partial least square based Structural Equation Modeling to test the hypothesis of this research. A necessary condition analysis and a comparative multigroup analysis was also undertaken.

This research is one of the first to attempt to develop an integrated model of internal and external determinants of Urban Sri Lankan Millennials' Omnichannel Purchase Intention. Thus, the findings from the research have much theoretical, empirical and managerial significance. Most importantly, this research has empirically validated the importance of Omnichannel Customer Experience and Channel Integration Quality towards the development of a strong Omnichannel Marketing program, which will have much implications for both scholars for future research as well as for practitioners for marketing activities.