SIFT

A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

A Quartely Journal

Vol 1, Issue 1
December 2025

SIFT

A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

A Quartely Journal

Editorial Board

About the Journal

SIFT – Journal of Business and Social Sciences is a peer-reviewed, double-blind academic journal dedicated to advancing high-quality research at the intersection of business, management, and social sciences. The journal provides a global platform for scholars, practitioners, and policymakers to publish innovative studies, conceptual frameworks, case analyses, and empirical research that address emerging challenges in today's dynamic business and societal landscape. With a strong commitment to ethical standards, interdisciplinary dialogue, and impactful knowledge dissemination, SIFT aims to bridge theory and practice, promote responsible leadership, and contribute meaningfully to academic and real-world decision-making. Our mission is to support research that inspires progress, enhances understanding, and drives positive social and organisational outcomes.

Explore our Subject area

- Business Strategy & Policy
- Organizational Behaviour & Theory
- Human Resource Management
- Marketing & Consumer Behaviour
- Finance, Accounting & Auditing
- Entrepreneurship & Innovation
- Operations & Supply Chain Management
- Corporate Governance & Leadership
- Sociology & Social Behaviour
- Psychology & Behavioural Studies
- Consumer Psychology (Behavioural Studies)
- Communication & Media Studies
- International Relations
- Cross-Cultural Studies
- Public Policy & Public Ethics
- Social Impact, Equity & Inclusion
- Business–Society Relations
- Corporate Social Responsibility (CSR)
- Sustainable Business Practices
- Technology, Digital Transformation & Society
- AI, Automation & Workforce Studies
- Ethics & Responsible Management
- Environmental, Social & Governance (ESG) Research

Aims and Scope

SIFT – Journal of Business and Social Sciences is a double-blind, peer-reviewed scholarly journal committed to advancing interdisciplinary knowledge at the crossroads of business studies and the social sciences. The journal serves as an academic platform for researchers, academicians, industry professionals, policymakers, and graduate scholars to publish high-quality research that contributes to theory, practice, and societal development.

SIFT recognizes that contemporary challenges in business and society are interconnected and require a holistic understanding across disciplines. The journal therefore welcomes a wide range of research contributions, including empirical studies, conceptual papers, theoretical advancements, case studies, analytical models, and review articles. Its subject areas span core business fields such as management, marketing, finance,

entrepreneurship, organisational behaviour, and consumer psychology, as well as social science domains including sociology, psychology, communication, public policy, ethics, and cross-cultural studies.

At the heart of the journal is a commitment to academic integrity, ethical research practices, and rigorous scientific standards. Every manuscript undergoes a strict double-blind peer-review process to ensure originality, methodological soundness, relevance, and contribution to existing literature. The journal also promotes responsible research by encouraging authors to address contemporary societal issues such as sustainability, corporate governance, technological transformation, digital behaviour, ethical leadership, and social responsibility.

SIFT aims not only to be a publication outlet but also a knowledge bridge. By fostering dialogue between academics and practitioners, the journal facilitates evidence-based decision-making, policy improvements, and innovative solutions to global business and social challenges. The journal supports the dissemination of impactful research that advances professional practice, stimulates intellectual debate, and enhances the understanding of how businesses operate within social, cultural, and ethical contexts.

Through its inclusive approach, international outlook, and dedication to excellence, SIFT – Journal of Business and Social Sciences aspires to become a leading contributor to scholarly discourse and a trusted resource for researchers and practitioners worldwide.

Scope and Academic Focus

The journal welcomes a wide spectrum of contributions, including original research articles, theoretical papers, applied studies, conceptual frameworks, policy analyses, case studies, systematic reviews, and book reviews. Core areas of interest include:

Business strategy, leadership, and governance

- Human resource management, HR analytics, and organisational development
- Marketing, consumer behaviour, and consumer psychology
- Finance, accounting, financial decision-making, and corporate performance
- Entrepreneurship, start-up ecosystems, and innovation management
- Operations, supply chain, and sustainability practices
- Sociology, psychology, communication studies, and cultural studies
- Public administration, ethics, and social impact research
- Technology, digital transformation, AI in business, and workforce studies
- ESG (Environmental, Social & Governance) frameworks and responsible management

SIFT encourages research that addresses critical societal concerns such as inequality, digital inclusion, sustainable business practices, the future of work, behavioural change, ethical leadership, and globalisation.

Commitment to Ethical and High-Quality Research

Academic integrity is at the core of SIFT's philosophy. Every submission undergoes a rigorous double-blind peer-review process conducted by qualified reviewers and subject experts. Manuscripts are evaluated for originality, methodological integrity, relevance to the field, clarity of argument, and contribution to academic and practical knowledge.

The journal adheres to the highest standards of publication ethics, following guidelines inspired by COPE (Committee on Publication Ethics). We ensure:

Transparent and ethical research practices

- Protection of human participants and responsible data collection
- Proper authorship credit and conflict-of-interest disclosure
- High professional standards in editing, reviewing, and publication

Bridging Theory and Practice

One of the distinguishing features of SIFT is its emphasis on research that not only contributes to theory but also influences real-world decisions. We encourage submissions that provide actionable insights for business leaders, educators, policymakers, NGOs, and social practitioners.

- The journal supports studies that:
- Offer evidence-based solutions to current business challenges
- Influence organisational policy and management practices
- Support public policy development and community-level improvements
- Address socio-economic issues through academic inquiry
- Strengthen the link between academic knowledge and professional application
- Platform for Global Knowledge Exchange

SIFT positions itself as a platform for global academic interaction. Our contributors and reviewers include scholars and professionals from diverse countries, ensuring a wide range of perspectives and global relevance. The journal seeks to amplify voices from emerging economies, promote diverse methodologies, and encourage comparative and cross-cultural research.

Mission and Vision

Mission

To promote high-quality interdisciplinary research that enhances the understanding of business and social systems, supports ethical and responsible organizational practices, and generates knowledge with meaningful social impact.

Vision

To become a globally recognized and trusted academic journal that shapes discussions in business, management, and social sciences by fostering innovation, integrity, and inclusiveness in scholarly publishing.

Why SIFT Matters

- By combining academic depth with societal relevance, SIFT strives to:
- Enhance scholarly dialogue across disciplines
- Provide an accessible platform for emerging and established researchers
- Contribute to global academic thought leadership
- Influence real-world business and social practices
- Support the advancement of ethical, sustainable, and innovative research
- Encourage critical thinking and new theoretical perspectives

A Study on the Adoption of BOPIS and Its Impact on Customer Satisfaction for Home Appliances in Trichy

- Dr K. R Mahalaxmi

Abstract

Purpose : This study aims to examine the adoption of the Buy Online, Pick Up In Store (BOPIS) model and its influence on customer satisfaction in the context of home appliance purchases in Trichy. It evaluates key factors such as consumer awareness, digital literacy, confidence, convenience, and perception to understand their role in shaping BOPIS usage and customer satisfaction.

Design/methodology/approach The research adopts a descriptive design and employs both primary and secondary data. A structured questionnaire was used to collect responses, and a pilot study with 30 samples yielded a Cronbach's alpha of 0.97 for reliability. The study utilizes percentage analysis, Chi-square tests, correlation analysis, and multiple regression techniques to analyze the responses and identify statistically significant relationships.

Findings The findings reveal strong associations between consumer attitude and satisfaction, as well as between perception and convenience. The study confirms that digital engagement, ease of use, and trust in the BOPIS process significantly affect adoption rates and satisfaction levels. Consumers prefer BOPIS due to time savings, reliability, and reduced in-store hassle.

Originality/value This study addresses a specific gap by focusing on BOPIS adoption in a semi-urban Indian context, particularly for high-involvement goods like home appliances. It highlights the need for improved digital awareness and operational streamlining to enhance customer experience. The findings provide actionable insights for retailers to strengthen their omnichannel strategies and meet evolving customer expectations.

Keywords*: BOPIS, omnichannel retailing, customer satisfaction, home appliances, Trichy, consumer behavior, digital literacy, convenience, perception, retail strategy, emerging markets, sustainability*

Dr K. R Mahalaxmi, *Assistant Professor(SL.Gr), Department of Management Studies, University College of Engineering, Anna University- BIT Campus, Trichy*

Introduction

The retail sector has undergone a profound transformation, propelled by the rise of e-commerce and shifting consumer expectations for seamless, convenient, and flexible shopping experiences. Buy Online, Pick Up In-Store (BOPIS) has emerged as a critical omnichannel strategy that blends the advantages of online shopping with the immediacy of in-store pickup, particularly for high-involvement purchases like home appliances. This study explores the adoption of BOPIS and its influence on customer satisfaction in Tiruchirappalli (Trichy), a semi-urban market where digital adoption is growing but traditional retail remains prevalent. By examining key variables such as consumer awareness, digital literacy, consumer confidence, intention to use BOPIS, consumer perception, hedonic motivation, consumer attitude, and consumer convenience, this research aims to provide actionable insights for retailers. A comprehensive review of literature underscores BOPIS's significance in modern retailing. **Aditi and Jain (2024)** highlight omnichannel retailing's ability to integrate online, mobile, and physical channels, enhancing customer satisfaction and loyalty through personalized experiences. **Aouad (2020)** demonstrates BOPIS's operational efficiency, achieving 22% cost savings in a US grocery retailer's distribution network by optimizing online and offline integration. **Briedis et al. (2020)** note a 28% surge in BOPIS usage during the COVID-19 pandemic, with 56% of consumers intending to continue using it due to its safety and convenience. **Braholi (2022)** observes a decade-equivalent e-commerce growth during the pandemic, driven by shifts in consumer behavior, particularly among Generation Z. **Chen et al. (2024)** propose an integer programming model for quick-commerce assortment planning, emphasizing real-time inventory systems to boost BOPIS profitability. **Chen and Chi (2021)** find that channel integration in fashion retail increases BOPIS adoption by enhancing trust and convenience. **Chung (2023)** identifies awareness, digital literacy, and trust as key drivers of BOPIS use in clothing purchases. **Feng et al. (2022)** highlight BOPIS's ability to reduce in-store hassles, boosting retailer revenue through additional purchases. **Kim et al. (2020)** emphasize perceived convenience and security as critical for BOPIS adoption in high-value purchases. **Kumar et al. (2023)** underscore BOPIS's role in bridging online convenience with in-store trust for brick-and-mortar retailers. **Liu et al. (2023)** note BOPIS's flexibility in reducing delivery wait times, enhancing satisfaction. **Mansour and Hoque (2021)** link the pandemic-driven rise in BOPIS to its contactless appeal, while Mookerjee and Chattopadhyay (2022) highlight digital literacy barriers in unstructured retail settings. **O'Connor (2020) and Purcarea (2019, 2020)** emphasize BOPIS's role in adapting to pandemic-induced consumer shifts and aligning with modern shopping trends. **Shin et al. (2024)** advocate for robust inventory models to optimize BOPIS operations, while **Viejo-Fernández and Sanzo-Pérez (2020)** stress trust and retailer reputation as adoption drivers. **Wani and Palkar (2022)** compare pandemic-driven BOPIS adoption in India and Belgium, highlighting regional consumer preferences. This study leverages these insights to assess BOPIS's potential in Trichy, offering strategies to enhance its adoption and customer satisfaction in the home appliances market.

Conceptual Background

Omnichannel retailing has evolved from multi-channel retailing, which operated channels independently, to a unified approach that ensures a seamless consumer experience across touch points **(Verhoef et al., 2015)**. BOPIS, as a hybrid model, bridges the digital and physical realms, offering a solution to logistical challenges in emerging markets like India **(Kumar et al., 2023).** The rise of BOPIS was catalyzed by the COVID-19 pandemic, which shifted consumer preferences toward contactless and flexible shopping options **(Braholi, 2022).**

In Trichy, a tier-2 city with a growing retail sector, BOPIS holds significant potential due to its ability to address last-mile delivery issues and cater to consumers' preference for in-store interactions **(Mookerjee & Chattopadhyay, 2022)**. The study focuses on home appliances, a high-involvement product category where consumers value reliability and convenience, making BOPIS an appealing option **(Bell et al., 2017).**

Variables of the Study

Consumer Awareness

The extent of consumer awareness directly influences BOPIS adoption. It involves the level of familiarity with the service, understanding the steps involved, and recognizing the potential benefits. In Trichy, how well consumers know about BOPIS offerings significantly determines their engagement with the system.

Digital Literacy

Digital literacy is the capability of consumers to navigate online platforms and use digital tools effectively for researching, comparing, and purchasing products. It includes knowledge of using websites, apps, secure payment systems, and understanding online procedures. In regions like Trichy, differing levels of digital skills among consumers can influence how smoothly they adopt BOPIS.

Consumer Confidence

Trust in online retail platforms and digital processes is essential for encouraging BOPIS usage. Consumer confidence encompasses belief in website authenticity, payment security, data protection, and consistent service delivery. Given the cost and complexity of purchasing home appliances, trust becomes a pivotal factor that affects initial engagement and continued usage.

Intention to Use BOPIS

A consumer's intention to adopt BOPIS reflects their willingness and likelihood to use the model. This intent is shaped by perceived convenience, system usability, prior experience, and peer influence. Analyzing intention helps identify consumer readiness and points towards areas where interventions can boost participation.

Consumer Perception

Consumer perception refers to individual interpretations and opinions regarding the BOPIS model. It is influenced by personal experiences, societal influences, brand interactions, and service performance. A favorable perception increases usage and satisfaction, while negative views can discourage even tech-savvy users. Studying perception offers insight into consumer expectations and how to better fulfill them.

Hedonic Motivation

Hedonic motivation relates to the enjoyment and pleasure derived from shopping. Though BOPIS is generally utilitarian, it can still offer emotional rewards such as reduced stress, better time management, and a sense of control. Consumers who enjoy tech-enabled shopping experiences or value convenience may show stronger preference for this model.

Consumer Attitude

Consumer attitude indicates their overall viewpointpositive or negative towards BOPIS. This attitude is shaped by prior knowledge, emotional responses, and expected outcomes. A constructive attitude promotes usage, while resistance can hinder it. Retailers must aim to develop favorable attitudes by offering reliable service and customer-centric innovations.

Consumer Convenience

Convenience is a fundamental benefit of the BOPIS system. It includes aspects such as time efficiency, easy accessibility, flexible pickup scheduling, and simplified return procedures. In urban centers like Trichy, where traffic and logistical delays are common, BOPIS presents a practical solution to many shopping challenges, significantly enhancing consumer convenience.

Customer Satisfaction

Customer satisfaction is the ultimate measure of BOPIS success. It reflects how effectively the system meets or exceeds consumer expectations at every stage from online search to physical pickup. High satisfaction leads to customer loyalty, repeat transactions, and positive referrals. Evaluating satisfaction among home appliance buyers in Trichy provides useful feedback for improving BOPIS services.

Literature Review

Aditi, R. K., & Jain, P. (2024). This study focuses omni channel shopping refers to a seamless and integrated retail experience across multiple channels, such as online, mobile, and physical stores. It allows customers to browse, purchase, and return products through various channels, giving them flexibility and convenience as they can easily switch between online and offline channels, making it easier to browse, compare prices, and make purchases. By adopting omni channel strategies, retailers can enhance customer satisfaction, increase sales, and build

stronger brand loyalty. In the world of omni channel shopping, customers can enjoy a consistent and personalized experience across distinct touch-points. This integrated approach not only enhances convenience but also allows retailers to gather valuable insights about customer behaviour and preferences. It describes a retailer's efforts to provide a consistent, coordinated customer experience across all possible customer channels, using consistent, universal data.

Aouad, W. (2020). This study discuss with the rising adoption of e-commerce and online shopping, many retailers are facing the challenge of transitioning across channels to offer a seamless customer experience. One way of addressing this challenge consists of leveraging omnichannel retailing. Our sponsor company, a large US grocery retailer, is striving toward providing an omnichannel customer experience in the US retail grocery market. Finally, the scenario analyses demonstrate that our omnichannel model is flexible and reliable, allowing our sponsor to absorb a 37% increase in the online customer demand in the most cost-effective manner (i.e., without having to incur additional costs on top of the current network's costs).

Briedis, H., et.al. (2020). The COVID-19 pandemic has upended the retail industry, forcing the closure of physical stores and causing uncertainty for the future of the in-store experience.. Many customers have also tried new omnichannel models: buy online, pick up in store (BOPIS) grew 28 percent year-over-year in February compared with 18 percent in January, and grocery delivery is up by 57 percent. More important, many of these new engagement models are here to stay. Consumers report high intention to continue using models such as BOPIS (56 percent) and grocery delivery (45 percent) after the pandemic. To remain relevant in this changed environment, retailers should set a North Star to guide their aspirations for customer experience, with specific goals across five actions: double down on digital, inject innovation into omnichannel, transform store operations and win on "Safe X," re-imagine the physical network, and embrace an agile operating model.

Braholi, A. (2022). This study focused online commerce in recent years has received a great development becoming a key element of all economic sectors. During the period of February-May 2020 from various studies results an abnormal behavior of consumers for purchases. Before making a decision about investment in e-commerce, it may be wise to analyze consumer behavior, their attitudes towards online shopping and also towards other social and cultural factors. The study aimed to scrutinize the consumer behavior during the pandemic and its impact on the development of e commerce. The participants were composed of randomly selected 350 respondents between the ages of 16-50. The data were collected via questionnaires, Shopify reports and pandemic situation reports. In the data analysis process, linear regression analysis was conducted, and 95% reliability level was used to validate the hypotheses. The results revealed that consumer behavior changed during the Covid-19

pandemic, and even divided into age groups, the Z generation of age became the consumers of hand-made food products.

Chen, Y., et.al. (2024). This study develops an integer programming model for assortment planning in quick-commerce, akin to BOPIS, to optimize product offerings for local stores and personalize online assortments. The model aligns offline and online decisions to maximize revenue and meet immediate demands, using consumer preference and store capacity data. Results show coordinated planning boosts profitability by catering to diverse segments. Retailers need robust analytics and real-time inventory systems for implementation. This work offers a framework for omnichannel retailers to enhance BOPIS efficiency. The study emphasizes data-driven strategies for competitive advantage.

Chen, Y., & Chi, T. (2021). This study focused on fashion brands and retailers have been advancing rapidly to provide U.S. consumers more seamless omni-channel shopping experiences. This study aimed to explore the effects of channel integration in six aspects (i.e., promotion, product and price, transaction information, information access, order fulfillment, and customer service) on the U.S. consumers' intentions to use three omni-channel shopping methods: buy online pick-up in-store (BOPI), buy online curbside pickup (BOCP), and buy in-store home delivery (BIHD). We proposed a mediation model to test the effects through consumer perceived values (hedonic value, utilitarian value), perceived risk, and perceived behavioral control. Furthermore, this study explored the moderating effect of perceived COVID-19 vulnerability on the relationships between consumers' internal evaluations of channel integration and their shopping method selection intentions. A total of 516 eligible responses were gathered through a survey of U.S. consumers. Overall, the proposed model exhibits a satisfactory explanatory power.

Chung, Z. H. (2023). This study examines in the ever-evolving landscape of omnichannel retailing, comprehending the fundamental drivers behind the adoption of Buy Online, Pick Up In-Store (BOPIS) becomes crucial as it shapes consumer behavior. This study is designed to identify the factors influencing consumers' intentions to use BOPIS service for clothing purchases with the application of the Extended Unified Theory of Acceptance and Use of Technology (UTAUT2) model. Through a quantitative survey method, individuals without prior BOPIS experience were surveyed to examine the role of performance expectancy, effort expectancy, social influence, and hedonic motivation impact their willingness to embrace BOPIS. The empirical data collected through self-administered questionnaires from 215 valid respondents by using convenient sampling technique and subsequent data analysis was conducted using SPSS software. The findings reveal that performance expectancy, social influence, and hedonic motivation significantly influence consumers' behavioral intentions toward adopting BOPIS.

Feng, Y., et.al. (2022). This study focused on omnichannel sales surge in the corona virus pandemic. This paper establishes an analytical model to study when a firm can benefit from implementing the omnichannel strategy of buy-online and pick-up in-store (BOPS), where the market characteristics are captured by the two-dimensional heterogeneity of product valuation and online waiting cost. The increase in the store visiting cost will reduce BOPS consumers' willingness to pay, but it will also strengthen the encroachment of BOPS on traditional dual-channel. The results show that the firm can benefit from the BOPS strategy when the store visiting cost is relatively high. This well explains the rapid development of the omnichannel with BOPS because of a high store visiting cost during COVID-19.

Kim, K., et.al. (2020). This study discusses the effect of the antecedents of the buy-online-pick-up-in-store (BOPIS) service on consumer's BOPIS choice and shopping behaviour. The convenience of BOPIS benefits retailers and consumers; therefore, we used online surveys of consumers and the unified theory of acceptance and use of technology 2 (UTAUT2) model. The results of the study show that performance expectancy, trust, compatibility with BOPIS shopping, hedonic motivation and social influence affected the behavioral intentions in omni-channel BOPIS. However, price value and effort expectancy were not considered to be important factors in choosing BOPIS shopping. A moderating effect of the different age generations was analyzed in the model. The managerial implications and the limitations of the study are also discussed.

Kumar, S., et.al. (2023). This study focused on future of brick-and-mortar retail is undergoing a remarkable transformation in response to the digital age. This article explores the evolving landscape of traditional retail, highlighting key strategies that are shaping its future. Enhancing the customer experience is at the forefront of retail evolution, with technologies like augmented reality and data analytics creating immersive and personalized shopping journeys. Click-and-Collect and BOPIS models bridge the gap between online and offline shopping, offering convenience and immediacy while increasing foot traffic to physical stores. Sustainability practices have become paramount, driving retailers to adopt eco-friendly sourcing, energy-efficient systems, and waste reduction initiatives.

Liu, Y., et.al. (2022). This study discusses omnichannel strategies buy-online-and-return-in-store (BORS) and buy-online-and-pick-up-instore (BOPS) have attracted attention from both industry and academia. In practice, major retailers adopt BORS and BOPS both individually and jointly, which motivates us to explore when it is profitable for a retailer to adopt BORS or/and BOPS strategy. We formulate a stylized model that captures consumers' uncertainty about product match, the offline search cost for consumers, and the cross-selling effect of the consumers' store visit. We find that the cross-selling benefit and the offline search cost have a significant impact on the retailer's optimal omnichannel strategy. When the cross-selling benefit is sufficiently low, adopting BORS alone is optimal for the retailer.

Lovelace, C. R. (2023). This study focused on omni-channel retailing has grown exponentially since the onset of the COVID-19 pandemic and the associated increase in demand for fully online and buy-online pickup-in-store (BOPIS) shopping options. As part of the evolution of demand fulfillment, retailers must reassess their fulfillment strategies with a focus on maintaining or improving customer service (in the form of product availability, shortened order fulfillment cycle times, and order accuracy) while maintaining or reducing inventory and order fulfillment costs (which incorporate order pick, packaging, and delivery costs). Achieving these objectives may include store fulfillment in addition to direct fulfillment from distribution facilities. The purpose of this research is to evaluate inventory allocation decisions in a retail dual-channel order fulfillment process, incorporating store fulfillment, for the purpose of minimizing order fulfillment costs and order fulfillment cycle time.

Mansour, R., & Hoque, R. (2021). The purpose of this thesis is to first describe and secondly to create a deeper understanding of what purpose a store has in omnichannel retailing. It is important to clarify that the study is to be of use for companies as to help them understand their customers' perspective. And how to adapt their omnichannel strategy when one of their channels gets affected. This is to see if a new model is viable in a post pandemic world. The study applied a qualitative method where semi-structured interviews was held with employees and with consumers. The stores' main purpose during the pandemic has been to act as a hybrid warehouse where you can view the product before fully purchasing it or to utilise BOPIS.. As our findings from data and literature both cases suggest that price and product evaluation are the main reasons why consumers are showrooming.

Mookerjee, J., & Chattopadhyay, S. (2022). This study focused on innovations have been made in retail due to the rapid development of digital and automated technologies. Retail technology is leveraging advances and digital technologies in the retail and e-commerce industries to improve the shopping experience. Therefore, we may conclude that the integration of retail technology into a firm has a direct impact on the consumer experience. Now, both brick-and-mortar and online retailers engage in various facets of this technology to match customers' expectations for the shopping experience. From 2019 to 2030, Kearney Research anticipates a 9% increase in India's retail industry. By 2030, the retail sector's market will reach $1.8 trillion. This paper illustrates the measurement of technology adoption distribution among retailers in Kolkata. For this empirical study, 110 retailers were randomly chosen from the suburban markets of Kolkata.

Kate O'Connor (2020). This study focused on fashion retail industry has already been undergoing an extensive transformation since the introduction of e-commerce in the late 1990s. However, changes in consumer shopping behavior caused by the COVID-19 pandemic have fundamentally altered the industry in a matter of months. Because the COVID-19 pandemic is relatively recent, there is a lack of literature regarding the challenges and

opportunities for fashion retailers in light of these changes in consumer behavior. This project will illuminate the challenges and opportunities created by the COVID-19 pandemic for the different distribution modes in the fashion retail industry: brick and mortar stores, e-commerce, and omnichannel retailing.

Purcarea, T. (2020). This study discusses the new corona virus impact on businesses (and not only) forced the reviewing of the supply chains' processes, considering autonomous warehouse solutions, inventory management techniques, autonomous inventory delivery, and robots' use in retail. We are witnessing a quick evolution of BOPIS and BORIS, of the automated merchandising, of the "meals on wheels", and even going beyond the standard vending machine offering, while considering practical considerations of an unstaffed operation, including the security concerns. It is now the time to also recognize essential workers, and to forge a retailers' healthy work culture so as to adequately servicing customers

Shin, Y., et.al. (2024). This article proposes the distributionally robust multi-period inventory model incorporating the buy-online-pickup-instore (BOPIS) and out-of-stock-home-delivery-service (OSHDS), which are the representative services of omnichannel retailing. Under this omnichannel system, the retailer operates both online and brick-and-mortar (B&M) stores simultaneously, which allow interactive flows of customer demands and desired products. The BOPIS allows customers who buy products through the online store to pick them up in the B&M store. Meanwhile, the OSHDS allows customers who find the product they want out of stock in a B&M store to receive it later, through express delivery from the online store. To capture the correlated uncertain demands of the BOPIS and OSHDS, we adopt a factor-based demand model that is affinely dependent on predefined uncertain factors.

Viejo-Fernández, N., & Sanzo-Pérez, M. J. (2020). This paper analyses the drivers that lead the omni-channel behavior. Particularly, the research evaluates (1) the customers' motivations purchase, (2) customer involvement in the purchase journey, and (3) the existence of incentives in the retailer to lead customers visit their offline and online shops. The empirical research is based on a survey with a sample of 636 smartphone users. The results derived from the application of a binomial logit model using STATA 12 show that personal motivations not linked to the saving of the purchase costs, and high involvement in the customer journey of the product enhances the development of omni-channel behavior.

Research Gap

Although extensive literature exists on omnichannel retailing and customer satisfaction, specific research on the BOPIS (Buy Online, Pick Up In Store) model in the context of tier-2 Indian cities remains limited. Prior studies have addressed factors like consumer awareness, perceived ease of use, digital literacy, and convenience **(Chung, 2023; Saini & Narang, 2022;**

Aditi & Jain, 2024), yet few have explored how these variables interact in smaller urban environments with varying levels of digital infrastructure.

Furthermore, most existing studies focus on developed markets or metropolitan regions, where technological readiness, logistics, and consumer familiarity with e-commerce are well-established **(Manser Payne & Smith, 2023; Krupkevich & Ladutska, 2023)**. However, semi-urban areas like Trichy present unique behavioral, infrastructural, and service delivery challenges that have not been adequately examined.

Limited attention has also been paid to the influence of BOPIS in the home appliance sectoran area involving high-involvement, high-value purchases where consumer trust and post-purchase support play critical roles **(Radhakrishnan & Iyer, 2023; Ramanathan, 2021)**. While previous research highlights the potential of BOPIS in fast-moving consumer goods and fashion retail, its effectiveness in capital goods retail remains under-researched.

Moreover, although individual constructs such as consumer perception, hedonic motivation, and digital confidence have been studied in isolation, there is a lack of comprehensive, integrative frameworks that evaluate their collective impact on customer satisfaction in a BOPIS setting, particularly using robust multivariate analysis.

This study aims to bridge these gaps by examining the multidimensional relationship between BOPIS adoption factors and customer satisfaction in a tier-2 city context, with a specific focus on home appliance purchases. The findings will contribute to both academic literature and practical strategies for enhancing BOPIS implementation in emerging urban markets.

Proposed Framework

This study proposes an integrated framework to examine the influence of key consumer factors on the adoption of the Buy Online, Pick Up In Store (BOPIS) model and its relationship with customer satisfaction in the home appliance retail sector. Grounded in prior literature and empirical studies, the framework conceptualizes BOPIS adoption as a function of both behavioral and technological antecedents that shape consumer attitudes and satisfaction outcomes.

The model is structured around three interconnected dimensions:

Adoption Factors

- **Consumer Awareness** Level of familiarity and understanding of BOPIS services.
- **Digital Literacy** The ability to navigate online platforms, place orders, and engage with digital interfaces.
- **Consumer Confidence** Trust in the security, reliability, and service quality of the BOPIS process.

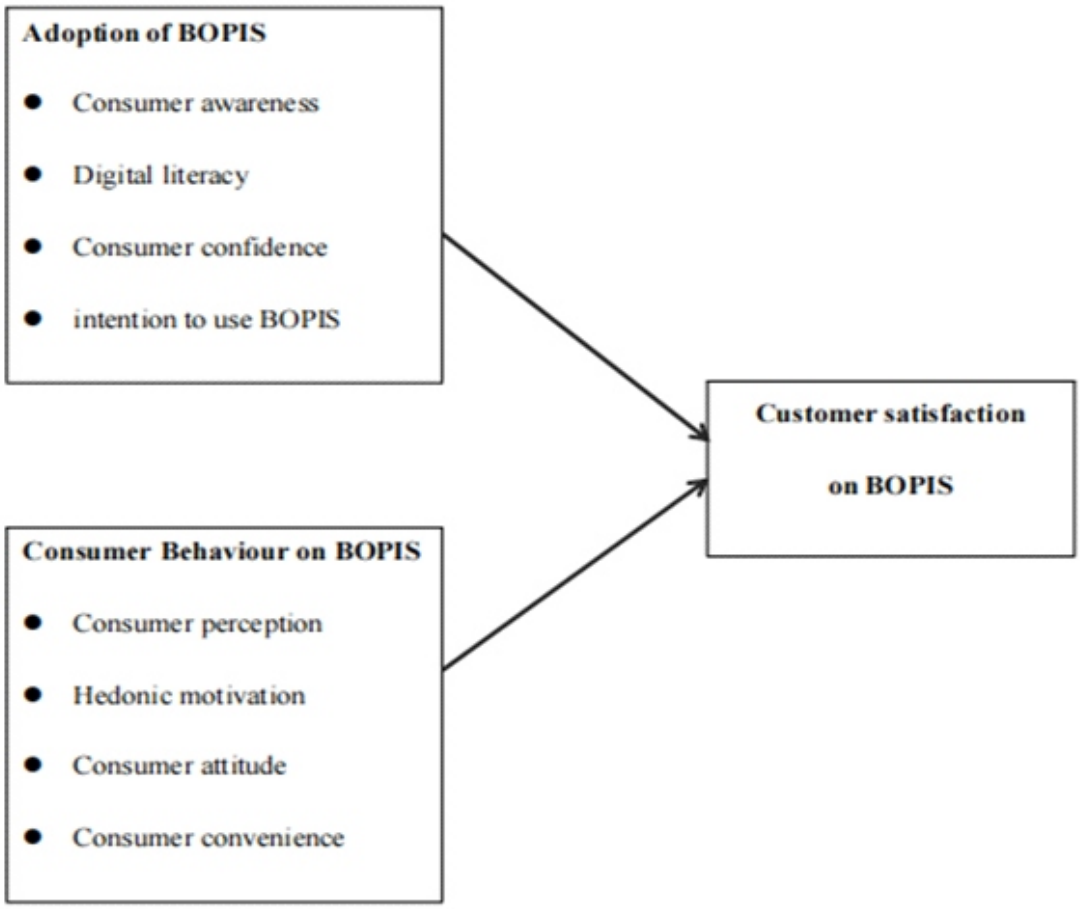
- **Intention to Use** The likelihood of the consumer engaging with the BOPIS model in future transactions.

Behavioral Influencers

- **Consumer Perception** Individual evaluations of the ease, trustworthiness, and value offered by BOPIS.
- **Hedonic Motivation** Emotional satisfaction and convenience derived from using tech-based hybrid services.
- **Consumer Attitude** General positive or negative sentiment toward the BOPIS experience.
- **Consumer Convenience** Perceived efficiency, flexibility, and time-saving benefits of using BOPIS.

Outcome Variable:

- **Customer Satisfaction** The overall fulfillment derived from the BOPIS service, from online ordering to in-store pickup.



Research Methodology

Type of study

Research design

The research design adopted for the study is descriptive research. A research design is to represent what how to approach and condition for collection and analysis of the data to continue relevance to research purpose. The research design is the conceptual structure with in which research is conducted. It constitutes the blue print for the collection measurement and analysis of data.

Questionnaire design

The data was collected through a structured questionnaire, which was prepared based on the objectives and the variables that affects the study. The structured questionnaire consists of various types of questions like closed end questions and 5 point Likert scale has been used.

Sampling framework

Sample size

The sample size of 143 was taken to collect the data for the study.

Sampling technique

The sampling technique adopted for the study is non-probability purposive and convenience-sampling techniques. Purposive sampling is non-probability technique involves intentionally selecting participants for the study based on their specific characteristics, experiences or knowledge that are relevant to the research question. Convenience sampling is a non-probability sampling technique commonly used in qualitative research to identify and recruit participants who are difficult to reach or locate.

Data collection method

The data was collected from both primary and secondary sources.

Primary Data

Primary data was collected using survey based method and direct interview was conducted for collecting the data from the respondents in Trichy for the study.

Secondary Data

The secondary data are those, which have already been collected by someone else and for this study secondary data collected from various journals, websites, research thesis and projects.

Results

Descriptive Statistics

Descriptive statistics provide an overview of respondent responses (Table 1).

Table - 1
Descriptive Statistics

Questionnaire	N	Mean	Std Dev
Age	143	3.08	1.14
Gender	143	1.62	.49
Education level	143	2.06	1.04
Monthly income	143	2.44	1.03
Employment status	143	2.80	1.65
Frequency of purchase	143	2.15	1.19
Product category	143	2.70	1.65
Awareness	143	1.79	.41
Preferred shopping mode	143	1.68	.75
Easy to learn BOPIS	143	4.08	.70
BOPIS understandable	143	4.13	.81
Confidence if clear instructions provide	143	3.84	1.05
Can become skillful at using BOPIS	143	3.70	1.07
Willing to explore digital tools	143	3.77	1.20
Confident using BOPIS in future	143	3.38	1.22
Trust products will be ready	143	3.56	1.22
Bopis provides secure experience	143	3.68	1.14
Rely on BOPIS for expensive items	143	3.50	1.26
Trustworthy process for purchasing	143	3.49	1.18
Intend to use BOPIS	143	3.57	1.20
Plan to use BOPIS frequently	143	3.62	1.14
Recommend BOPIS to others	143	3.57	1.28
Prefer BOPIS long-term	143	3.52	1.28
Make BOPIS your preferred method	143	3.59	1.20

Questionnaire	N	Mean	Std Dev
BOPIS improves shopping experience	143	3.43	1.18
BOPIS is faster and efficient	143	3.41	1.19
BOPIS is reliable	143	3.59	1.14
BOPIS reflects modern trends	143	3.59	1.15
BOPIS increases shopping convenience	143	3.40	1.31
BOPIS is enjoyable	143	3.50	1.11
Look forward to using BOPIS	143	3.56	1.15
BOPIS makes shopping exciting	143	3.52	1.19
Enjoy in-store pickup	143	3.53	1.21
Sense of satisfaction and control	143	3.43	1.23
Positive attitude toward BOPIS	143	3.42	1.22
Open to changing habits for BOPIS	143	3.39	1.25
BOPIS fits personal preferences	143	3.49	1.13
Support retailers offering BOPIS	143	3.50	1.15
BOPIS aligns with tech-savy habits	143	3.49	1.30
BOPIS saves time	143	3.52	1.17
BOPIS reduces in-stores hassle	143	3.44	1.22
Avoid lines with BOPIS	143	3.64	1.18
Flexible pickup experience	143	3.49	1.28
Convenient with daily schedule	143	3.30	1.23
BOPIS meets expectations	143	3.49	1.24
Satisfy with smooth pickup	143	3.48	1.18
More satisfy than traditional	143	3.58	1.12
Recommend BOPIS after experience	143	3.70	1.04
Avoiding delivery wait time BOPIS improves satisfaction	143	3.36	1.21

The table 1 details the descriptive statistics reveal several key insights into consumer behavior and perceptions regarding BOPIS adoption in Trichy. Firstly, the average age and gender distribution indicate that a majority of respondents fall in the working-age group and include a balanced mix of male and female participants. Secondly, the educational background, with a mean pointing towards graduate-level attainment, suggests that most respondents are educated and digitally aware. In terms of monthly income, the respondents largely belong to a middle-income group, with the employment status mean indicating stable job holders or self-employed individuals. Respondents reported a moderate frequency of purchasing home appliances, primarily within the kitchen and laundry categories. High mean values across

indicators such as ease of learning (Mean = 4.08), system understandability (Mean = 4.13), and confidence when clear instructions are given (Mean = 3.84) reflect a positive learning curve and trust in the BOPIS process. Furthermore, respondents expressed strong agreement that BOPIS is a modern trend (Mean = 3.59), time-saving (Mean = 3.59), and efficient (Mean = 3.41), reinforcing its appeal among digitally literate users. Positive perceptions extended to emotional factors like satisfaction, enjoyment, and willingness to reuse or recommend the service. Overall, the consistency in responses and relatively low standard deviations across most items indicate a high level of acceptance and alignment among users, suggesting that BOPIS is both practically feasible and favorably received in the home appliance segment.

Multiple Regression Analysis

Multiple regression predicted customer satisfaction.

Step 1

Null Hypothesis (H0): There is no relationship between a linear combination of the variables (digital literacy, customer confidence, intention to use BOPIS, consumer perception, hedonic motivation, consumer attitude. and consumer convenience) and the customer satisfaction.

Alternative Hypothesis (H1): There is a relationship between a linear combination of the variables (digital literacy, customer confidence, intention to use BOPIS, consumer perception, hedonic motivation, consumer attitude, and consumer convenience) and the customer satisfaction.

Table - 2.1
Step 2
Model Summary (Customer satisfaction)

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.67*	.45	.42	.49

Table - 2.2
Step 3
Anova (Customer satisfaction)

MODEL	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.97	7	3.71	15.49	<.001
Residual	32.34	135	.24		
Total	58.31	142			

Table - 2.3
Step 4
Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.83	.31	.00	2.66	.009
Digital Literacy	.02	.08	.02	.19	.848
Consumer Confidence	.10	.08	.10	1.18	.239
Intention to use BOPIS	-.10	.08	-.10	-1.16	.249
Consumer Perception	.26	.09	.25	2.95	.004
Hedonic Motivation	.01	.08	.01	.10	.923
Consumer Attitude	.19	.08	.20	2.41	.017

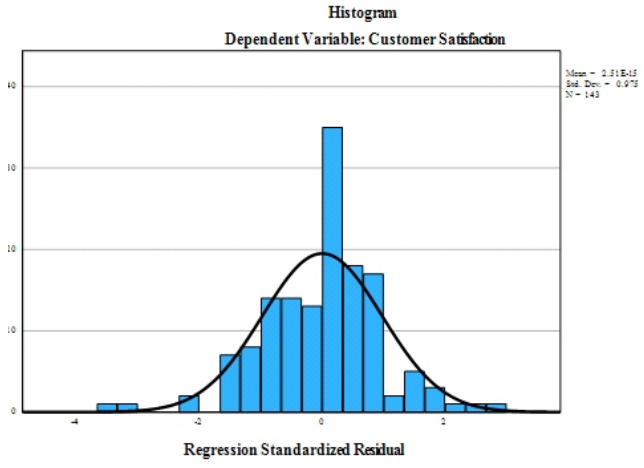
Dependent Variable: (Customer satisfaction)

Table - 2.4
Step 5
Residuals Statistics

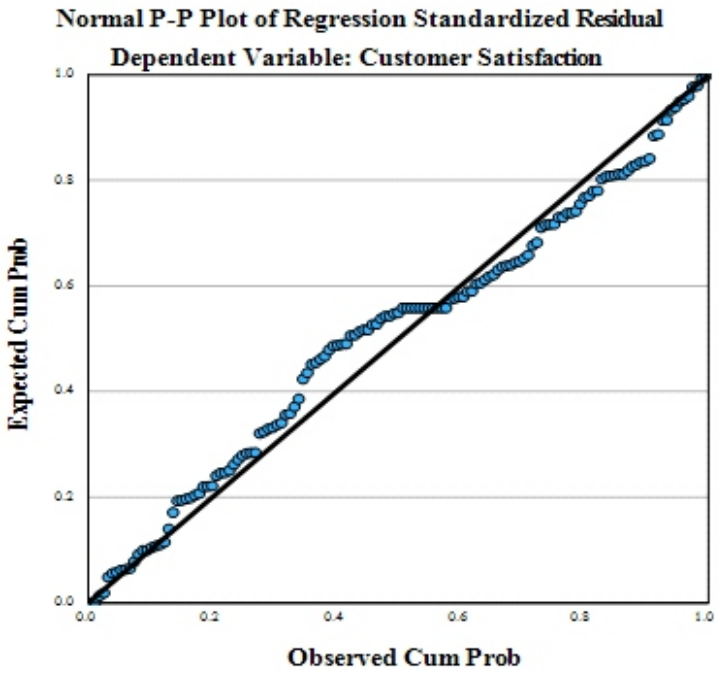
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1402	4.7001	3.5231	.42768	143
Residual	-1.77483	1.35362	.00000	.47723	143
Std. Predicted Value	-3.233	2.752	.000	1.000	143
Std. Residual	-3.626	2.766	.000	.975	143

Dependent Variable: (Customer satisfaction)

Step 6



Step 7

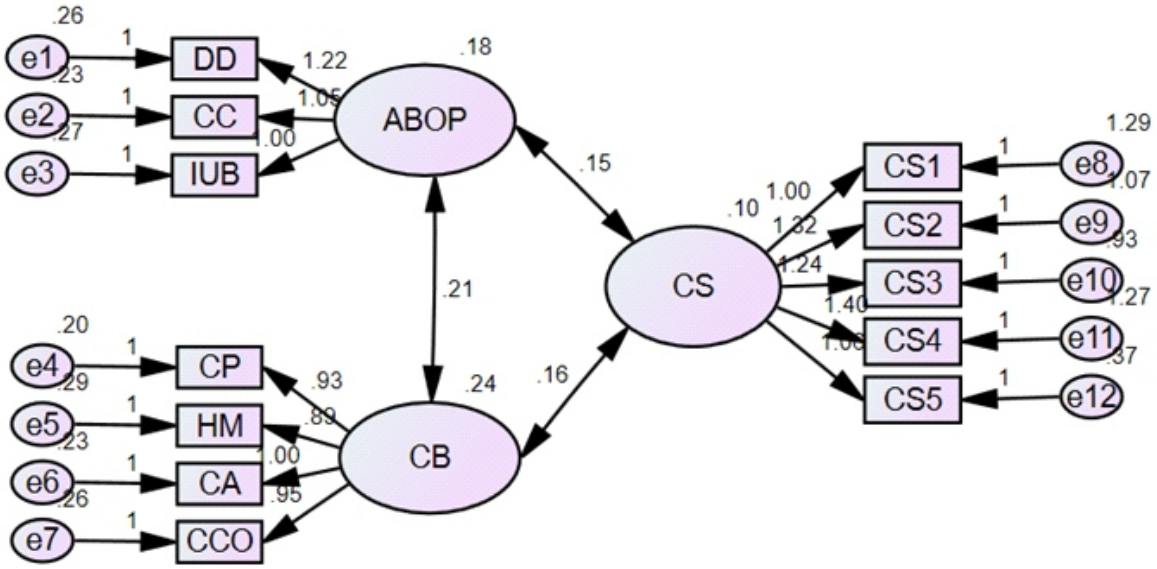


Interpretation

The tables (2.1),(2.2),(2.3),(2.4) examine the influence of multiple independent variables on customer satisfaction in the BOPIS context, a multiple regression analysis was performed. The model included seven predictor variables: digital literacy, consumer confidence, intention to use BOPIS, consumer perception, hedonic motivation, consumer attitude, and consumer convenience. The model summary indicated a multiple correlation coefficient (R) of 0.67, suggesting a moderately strong relationship between the predictors and the outcome variable. The R^2 value of 0.45 indicates that approximately 45% of the variance in customer satisfaction can be explained by the combined influence of these independent variables. The adjusted R^2 of 0.42 confirms the model's explanatory power even after adjusting for the number of predictors involved. The ANOVA results revealed a significant F-statistic ($F = 15.49$, $p < 0.001$), indicating that the overall regression model is statistically significant. This confirms that the set of independent variables, taken together, reliably predicts customer satisfaction. Consumer perception ($\beta = 0.25$, $p = 0.004$) has the strongest positive influence on satisfaction, highlighting that favorable perceptions of the BOPIS service significantly enhance consumer satisfaction. Consumer attitude ($\beta = 0.20$, $p = 0.017$) also emerged as a significant contributor, indicating that a positive mental disposition towards BOPIS correlates with higher satisfaction levels. Other variables such as digital literacy ($p = 0.848$), consumer confidence ($p = 0.239$), intention to use BOPIS ($p = 0.249$), and hedonic motivation ($p = 0.923$) were not statistically significant in this model, suggesting they have limited direct influence when combined with the more dominant perceptual and attitudinal factors. Residual statistics showed no extreme outliers or deviations,

confirming the model's robustness and fit. In summary, the regression analysis confirms that consumer perception and attitude are the primary drivers of satisfaction in BOPIS adoption for home appliances. This underscores the importance for retailers to manage customer expectations, simplify the process, and maintain a positive brand image to enhance satisfaction and continued usage in semi-urban markets like Trichy.

SEM model



Structural Equation Modeling (SEM) was employed to assess the causal relationships among the key constructs: Adoption of BOPIS (ABOPIS), Consumer Behaviour (CB), and Customer Satisfaction (CSaw). The model fit indices confirm that the proposed structural model achieved an acceptable level of fit. The Chi-square statistic (CMIN = 96.79, df = 51, $p < 0.001$) with a CMIN/DF ratio of 1.898 indicates a good model fit, falling well within the acceptable threshold of less than 3. The RMSEA value of 0.080 with a PCLOSE value of 0.026 further supports the model's reasonable approximation to reality, especially for medium-complexity models. Other key indices such as GFI = 0.902, AGFI = 0.850, and CFI = 0.906 all exceed the 0.90 threshold, reflecting a satisfactory model in terms of absolute and comparative fit. Covariance paths between constructs revealed significant and positive relationships. The correlation between Adoption of BOPIS and Consumer Behaviour was high (Estimate = 0.206, CR = 5.397, $p < 0.001$), suggesting that better understanding and execution of BOPIS leads to more favorable consumer behavioral responses. Similarly, a positive and significant covariance was observed between Adoption of BOPIS and Customer Satisfaction (Estimate = 0.150, CR = 2.954, p =

0.003), indicating that effective implementation of BOPIS features enhances overall customer satisfaction. Additionally, Consumer Behaviour showed a significant influence on Customer Satisfaction (Estimate = 0.161, CR = 2.985, p = 0.003), implying that consumer attitudes and motivations significantly mediate satisfaction outcomes. Parsimony-adjusted measures such as PNFI (0.638) and PCFI (0.700) demonstrate that the model maintains both simplicity and explanatory power. The ECVI value of 1.062 with a lower 90% confidence interval of 0.893 and upper limit of 1.286 indicates good cross-validation capability of the model. In summary, the SEM results validate the proposed conceptual framework by confirming strong, significant relationships among BOPIS adoption, consumer behavior, and satisfaction. These results underscore the critical role of integrating digital retail services with customer-centric strategies to enhance satisfaction, particularly in high-involvement product categories like home appliances in tier-2 markets such as Trichy.

Conclusion

This study focused on adoption of BOPIS and customer satisfaction towards purchase of home appliances in Trichy. The key variables of the study is consumer awareness, Digital literacy, consumer confidence, intention to use BOPIS, consumer perception, hedonic motivation, consumer attitude, consumer convenience, consumer satisfaction. Positively impact variables are digital literacy, consumer perception, attitude and satisfaction, suggesting that increased digital engagement faster and greater confidence and adoption of BOPIS. Negatively impacted variables are hedonic motivation, awareness intention to use BOPIS and convenience. Overall, the research suggest that with enhanced awareness and retailer participation, BOPIS has the potential to become a favoured shopping method for home appliance purchase in the area. This study only focus in Trichy, BOPIS needs more awareness for more areas.

References

Aditi, R. K., & Jain, P. (2024). An investigation on consumer purchase intentions towards omni-channel shopping. In Contemporary Issues in Marketing and Finance (pp. 166-172).

Aouad, W. (2020). An omnichannel distribution model to better serve online customers [Master's thesis, Massachusetts Institute of Technology]. DSpace@MIT.

Bell, D. R., Gallino, S., & Moreno, A. (2017). How to win in an omnichannel world. MIT Sloan Management Review, 58(3), 45-53.

Berman, B., & Evans, J. R. (2010). Retail management: A strategic approach. Pearson Education.

Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. Journal of Marketing, 66(3), 1-17.

Bharadwaj, N., Niranjan, T. T., & Sathish, A. S. (2020). Omnichannel retailing in India: A study on consumer perception. Journal of Retailing and Consumer Services, 52, 101923.

Braholi, A. (2022). An investigation of consumer behavior in online trade during the COVID-19 pandemic: A case study. QUALITY, 23(186).

Briedis, H., et al. (2020). Adapting to the next normal in retail: The customer experience imperative. McKinsey & Company.

Chaudhuri, A. (2020). Consumer behavior in the digital age: Insights from India. Palgrave Macmillan.

Chen, Y., & Chi, T. (2021). How does channel integration affect consumers' selection of omni-channel shopping methods? An empirical study of U.S. consumers. Sustainability, 13(16), 8983.

Chung, Z. H. (2023). Factors influencing intention to use 'buy online pickup in-store (BOPIS)' service for purchasing clothing [Undergraduate dissertation, University Tunku Abdul Rahman]. UTAR Institutional Repository.

Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 13(3), 319-340.

Feng, Y., et al. (2022). Hedonic motivation in technology acceptance: A meta-analysis. Computers in Human Behavior, 126, 106994.

Hilbert, M. (2016). The bad news is that the digital access divide is here to stay: Domestically installed bandwidths among 172 countries for 1986-2014. Telecommunications Policy, 40(6), 567-581.

Huseynov, F., & Yildirim, S. Ö. (2019). Internet users' attitudes toward business-to-consumer online shopping: A survey. Information Development, 35(3), 452-465.

Juaneda-Ayensa, E., Mosquera, A., & Sierra Murillo, Y. (2016). Omnichannel customer behavior: Key drivers of technology acceptance and use and their effects on purchase intention. Frontiers in Psychology, 7, 1117.

Kim, K., et al. (2020). The effects of the antecedents of 'buy-online-pick-up-in-store' service on consumer's BOPIS choice behaviour. Sustainability, 12(23), 9989.

Kumar, V., et al. (2023). Last-mile delivery in India: Challenges and solutions. International Journal of Logistics Research and Applications, 26(2), 156-174.

Liu, Y., et al. (2023). Omnichannel retailing: A review and future research directions. Journal of Retailing, 99(1), 3-22.

Lovelace, J. (2023). Inventory management for omnichannel retailing. Journal of Business Logistics, 44(2), 145-160.

Mansour, M., & Hoque, M. R. (2021). Impact of COVID-19 on retail operations: A case study of Walmart. International Journal of Retail & Distribution Management, 49(5), 567-584.

Mookerjee, J., & Chattopadhyay, S. (2022). Statistical measurements of technology adoption among unstructured retailers. Journal of Management Science and Engineering Applications, 71(4), 2262.

O'Connor, J. (2020). The future of retail: How COVID-19 is reshaping the industry. Harvard Business Review, March-April.

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. McGraw-Hill.

Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. International Journal of Electronic Commerce, 7(3), 101-134.

Purcarea, A. A. (2019). Omnichannel retailing: The future of shopping. International Journal of Business and Management, 14(1), 1-10.

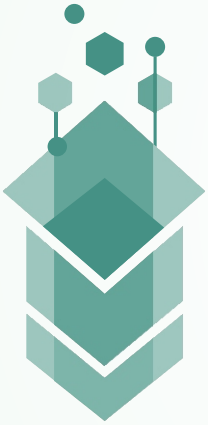
Purcarea, A. A. (2020). Artificial intelligence in retail: Opportunities and challenges. Journal of Retailing and Consumer Services, 57, 102212.

Saunders, M., Lewis, P., & Thornhill, A. (2016). Research methods for business students. Pearson Education.

Shin, H., et al. (2024). Customer satisfaction with buy online pick up in store (BOPIS): A systematic review. Journal of Retailing, 100(1), 1-15.

Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. MIS Quarterly, 27(3), 425-478.

Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. MIS Quarterly, 36(1).



SIFT

A JOURNAL OF BUSINESS AND SOCIAL SCIENCES

Publishing House : SIFT JBS ACADEMY
53, 4th Street Saibaba Colony, Thiyagaraja Nagar,
Tirunelveli - 627011 Tamil Nadu, India