
Investigate the effect of multi-channel customers' behavior on purchasing the store

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In the modern world today, customers are able to obtain product information different ways, including the Internet, mobile, catalogs and even stores in the process of purchasing (before, during and after purchase). Given the competitive market, it's essential to provide product information to make customer purchasing intent. The purpose of this study was to investigate the effect of multi-channel customers' behavior on purchasing the store. In this research, we tried to investigate the relationship between perceived control and the purchase intention of multidimensional customers with regard to adaptive sales. The approach of this research is quantitative by using empirical and survey methods. This study focuses on a reliable and suitable sample of undergraduate business students at the Azad University of Rasht. The data needed to measure the variables of the research model were collected by census method and through a 18-item questionnaire of 380 people. To test the conceptual model of the research, partial least squares were used with the help of pls software. The search for multi-channel and perceived customer control has a positive and direct relationship with customer intent, as well as the search for multichannel clients have a positive and direct relationship with perceived control, the mediating role of perceived control in the search for multi-channel customer searches, and the purchase intention of the customer, as well as the moderating effect Adaptive sales in terms of perceived control and customer intent were also confirmed.

Keywords : Key words: Multi-Channel Customer Search, Perceived Control, Adaptive Sales, purchase Intent

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