

Comparative Analysis of Consumer Buying Behavior in Internet Marketing Vis-à-vis Traditional Marketing

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Abstract:

There are lots of talks about on-line retail, leading the traditional retail in India. Some people even say that on-line retail will certainly kill the traditional retail in this market luckily; such sayings are not far, away from the truth. The traditional retail is silent with nearly growth numbers. While the on-line retailers have registered a massive growth and is on path to keep growing very quickly. Also, propelled by the fast growth of our economy, the whole retail market is set to grow very fast because both organized retail and on-line retail together serves as a meager 7.5% of the predicted total retail market in the country. An attempt is made through the paper to have an inside look, at online v/s offline channel and future of retailing in India.

Keywords: Online, Offline, Retail, Consumer, Price, Market

Introduction:

Market is a place where customers search for their needs. They purchase the products which satisfy their needs otherwise they will keep searching for their needs. The entire market depends on the three qualities of customers: - Need, Demand and Purchase. All the things cannot be found in a single area but most of the things can be found out.

In today's world, Marketing is divided into two class:- online marketing and offline marketing. Offline marketing is that marketing in which the customer goes from one place to another place and purchase items as per his needs, this type of marketing is done directly. But in current time online marketing is the preference, in which the customer purchases the items from the internet.

What is marketing?

Marketing is described as a company's operations that facilitate the purchase or sale of a product or service. Advertising, selling, and shipping goods to consumers or other companies are also part of this process. Product, price, place, and advertising are the four Ps in advertising. The Four Ps are the elements of marketing mix that a company has to sell a product or service.

TYPES OF MARKETING STRATEGIES: -

So, that marketing strategy is picked up by the company which is essential to the company.

- **1) Decision Depends On Audience-** the speed in the direction of increasing an appropriate marketing planning is to be toward the friendliness with your addresses. Are they 15 to 25 year old gamers? 21 to 40 years old football fans?
- **2) Creating Psychological Process Profile-** Secondly, you should plan an arguable psychological movement as the user of your manufactured item will take time because, of your marketing efforts.
- **3) Connect a Category of Buying Planning:** -Based on top of your concerned goal viewers with the course you desire on the way towards receiving them from end to end, want a category of marketing policy to you should include the highest positive force.
- **4) Evaluate your Efforts-** With available data and with the help of marketing methods, evaluate whether your expectations were correct and then react accordingly.

Online Marketing can be fruitful in the following ways: -

- ☐ Expansion of latent
- ☐ Cost effective
- ☐ Smooth transfer of data
- ☐ Better control
- ☐ Improved services to the client
- ☐ Competition profit

Online marketing is referred to as web marketing, online marketing, and search engine marketing (SEM).

Digital Marketing:

A collection of tools and strategies for selling goods and services over the internet is known as digital marketing.

Advantages Of Online Marketing:-

- When any offer is going on a particular product, an e-mail can be sent to the customer for information. Also, more than one email can be sent to, the customer at once. In short, it is convenient.
- Online marketing provides a quick response from the side of client
- Clients can give the feedbacks of the services provided.
- Proper usage of time for doing the things.

Disadvantages of Online Marketing: -

- The market ad cost which is based on the internet is more as it also contains the cost of the software and also the hardware required,
- Any people simply use the internet to get the knowledge they need. Like the Online availability makes the user to know more about the features, looks and other things about any product available, Also, the users always wants to have the look for the phone by visiting the store for the real experience.
- The hackers can get the access of the personal data available, of the user because of the challenges of the web promotions
- When, buying something online, they want the real experience of the same as the same product is not provided by the .online team while delivering. This creates the point of concern constructing and is recognized as the major factor in marketing, and mouth to mouth publicity.
- Online Marketing depends hugely on the latest work in the described area, which is also considered as the huge error; For example, when a user is searching for something and wants to follow the promotion available online and Just because of the technical issues user 'fails to do the same then the user gets frustrated and avoid The things very easily.

It can also said that the online promotion has makes the things more transparent but it also contains various issues and challenges. At the present time the need is to make the challenges solved so that the online promotion and buying can be made more profitable for the users.

Offline/ Traditional's Marketing: -

Traditional marketing refers to a form of promotion advertisement that businesses used to sell their products in the early days. Additionally, marketing methods used in the past concentrates on the selling of the product which were produced by the company. Traditional marketing doesn't allow direct interaction with the potential customers.

Examples: - Pamphlet, Billboard, Magazine etc

FEATURES OF TRADITIONAL MARKETING: - Salient features of traditional, marketing areas follows.

- It does not care about customer need and satisfaction.
- begins with production of goods and services and is completed with the sale of product and services.
- It is more time absorbing.
- It does not allow interaction with the customers directly as compared to that of digital marketing.
- It is not convenient.

EXAMPLES OF TRADITIONAL MARKETING: - The best examples of traditional marketing are as follows: -

1. Newspapers.
2. Magazines.
3. Brochures.
4. Pamphlet
5. Leaflet.
6. Billboard
7. Radio

Consumer behavior:-

Marketer follows, three rules of the consumer behavior to fulfill the need of the clients it is compulsory for the firm to recognize the role of the users in the whole scene. In the design phase of the merchandise client recognition is the most important thing. The things should be like that they are able to meet the needs of the clients and also by recognizing the other related characteristics' during the design phase of the merchandise.

The described role of the client is to find the way which is clearly stated to have it. The client will never go for the same either talking about the services or the merchandise when they are forced for anything. When the stores are available in a particular days in the week clients are supposed to have problems and also sometimes the unavailability of the merchandise in the store makes the client unhappy too.

It is essential to know the requirements of the clients about the motivations, aims and desires and also the recognition of the decision for buy, to make the forecasting of the behavior of the user.

What do the customers want?

- The conversations which are made strategically are very crucial. The behavior of consumer always shows that there is a need to increase the market product value. Marketer always depends on the consumer behavior in accordance with the product.

Review of Literature

Online to Offline Marketing:-

The online and offline communication paradigm is another name for this marketing system. Alex Rampell, CEO and founder of TrialPay, said that finding the customers it is also crucial to take products that are available digitally and get them into retail stores to O2O marketing (TechCrunch, 2010) The model combines to make offline shopping, retailers need a payment model and a heavy traffic generation (as well as a forward because for buyers). Any online presence, for example, cannot have a true dining experience and is only used to exchange merchandise in one direction. In comparison, offline channel cannot give people who have knowledge about shop locations or exclusive offers As a result, businesses would need an integrated model to draw more customers to their physical stores. According to The Online Economy (2012), as a result of the rise Internet sites for social media and location-based resources users now get preferred product knowledge from all platforms and then buy items from

physical retailers. The standard online shop, location-based services, social shopping, and group purchasing are all options for O2O models, according to Business Insider (2011). Furthermore, the idea of out-of-home marketing is becoming a hot subject in channel convergence (Business Insider, 2011) to perform their transactions consumers look at different factors for choosing the most suitable channel. For example, Customers can prefer online retailers using mobile devices if they need data efficiently. In comparison, will visit a physical store if they want to try out a new product So, we assume that it is critical to comprehend the causes that lead to customers shopping for and buying products, as well as those that lead to subsequent behaviours. Additionally, To effectively and accurately attracting the target consumers Marketers must combine their online and offline marketing capabilities.

Information Availability

According to Verhoef, Neslin, and Vroomen (2007), the volume of critical knowledge influences consumers' choice of the best medium for finding and recognising the availability of product details. According to Wolfinbarger and Gilly (2001), users use internet platforms to browse for products because information is readily available. Academics claim that the internet is the most effective way for consumers to access product information. Consumers go to the search and purchase using that same channel from where they get the information easily (Noble, Griffith & Weinberger, 2005).

Convenient Search

Consumers would choose outlets that can provide them with fast product details (Verhoef et al., 2007). According to Gupta, Su, and Walter (2004), online platforms will provide quick answers while looking for product details. Furthermore, according to Bang, Lee, Han, Hwang, and Ahn (2013), mobile devices allow users to search for knowledge at any time and from any place. Consumers' channel choices are allegedly influenced by their search for convenience, according to numerous surveys (Kacen, Hess, & Kevin, 2013, Schroder & Zaharia, 2008; Verhoef, Neslin, & Vroomen, 2007).

Search Enjoyments

Many people are unaware about enjoying the task process, according to Forsythe, Liu, Shannon, and Gardner (2006). Schroder & Zaharia (2008) found that customers choose extravagant products as part of their buying experience. Many researchers have discovered that such customers take routes that provide them with pleasurable shopping experiences. Shops and stores are preferred by customers who tend to buy in person and have more face-to-face encounters with sales representatives than they really do online. (Jones, 1999; Rohm & Swarninathan, 2004; Konus, Verhoef & Neslin, 2008; Levin, Levin, & Weller, 2005; Schröder & Zaharia, 2008).

Tangibility

Shin (2007) suggests that consumers cannot evaluate the real quality of products while purchasing through online channels so they refrain themselves from purchasing through online channels, I'm still unsure about the goods. To reduce uncertainty, customers want to compare physical goods in supermarkets (Jiang & Balasubramanian, 2014). Furthermore, tangibility is essential in O2O marketing, according to several studies (Kacen et al., 2013; Levin et al., 2005; Yu, Niehm, & Russell, 2011).

Media Richness

Because of the variety of media available, marketing outlets will provide customers with content that will assist them in making decisions (Maity & Dass, 2014). The way people look for facts is influenced by media richness, according to relevant literature. Brunelle (2009) suggests that consumers changed their purpose and when looking for information, go with e-commerce. that has

been influenced by the media richness. Offline, web, and mobile platforms all have varying degrees of media richness, according to Maity and Dass (2014). Customers should contact a salesperson in a physical shop for more information or emergency assistance. Customers' search channel preferences are thought to be influenced by media richness.

Factors Affecting Online-to-Offline Adoption in Terms of Purchasing Price and Promotion

Several academics have proposed that price and marketing influence customers' channel preference during the buying process. According to Bakos (1997), price is a significant factor in determining which channel to use to purchase products. Consumers, for example, use internet platforms to look for deals and discounts because they think they can find cheaper options there. Consumers often use offline platforms to browse for items, according to many surveys. And when the costs across offline outlets are incredibly high, these same consumers use online retailers to purchase these items (Crespo & Del Bosque, 2010; Kacen et al., 2013; Konus et al., 2008; Maity&Dass, 2014; Schroder &Zaharia, 2008; Van Baal &Dach, 2005; Verhoef et al., 2007).

Varieties of Products

According to Keeney (1999), if supermarkets have a wider variety of items, more consumers would be able to buy them. According to Verhoef et al. (2007), as a store offers a variety of items, customers can adjust their purchasing channel (e.g., popular or new products). Several research have shown that e-retailing can provide a wide range of products as well as a lot of information. These benefits are often discussed in the context of improved e-merchandising, which encourages consumers to shop online (Clemes, Gan, & Zhang, 2013 Evanschitzky, Iyer, Hesse, &Ahlert, 2004).

Convenience of Purchase

According to Verhoef et al. (2007), many consumers choose to buy products from channels that have highly efficient shopping processes. Customers who see shopping as a practical problem-solving method, according to Schroder and Zaharia (2008), are said to be comfort oriented. Consumers value obtaining a bankable commodity with the least amount of time and physical or mental commitment. According to Gupta et al. (2004), customers choose to look for and buy goods for which they have invested a significant amount of time and physical activity. When customers look for a product in a physical store, for example, they invest a lot of time and money. Furthermore, if customers are unable to locate a viable commodity, they must expend additional time and effort in their quest (when prices are extremely high or the products do not have suitable attributes). The advantage of mobile devices, according to Lee Han, Hwang, and Ahn (2013), is that all details can be searched and goods can be bought at any time and from any place. According to many polls, purchasing comfort is a major factor in the decision-making process. Chocarro, Cortinas, and Villanueva (2013); Kwon and Jain (2009); Schroder and Zaharia (2009); Kwon and Jain (2009); Schroder and Zaharia (2009) (2008).

Purchase Risks on the Internet

Danger perception is described by Cox and Rich (1964) as a feeling of unease during the purchasing process. Customers change their purchase networks, according to Taylor (1974), because of various risks that affect their decisions; he also specifies that product risk perception and protection risk will influence purchasing decisions. Consumers must be concerned about the potential lack of influence over personal information, according to Featherman and Pavlou (2003). For eg, occasional purchases from internet retailers that use customer personal information without their consent. Consumers' channel preference can be influenced by the risk of making an internet order, according to various surveys (Clemes et al., 2013;Liu& Forsythe, 2011; Schroder &Zaharia, 2008).

Quality of Sales Service

According to some surveys, if stores have decent sales support, customers would change their final buying channel choice. Sales service efficiency, according to Parasuraman, Zeithaml, and Berry (1988), includes tangibility, durability, openness, assurance, as well as empathy. Parasuraman, Malhotra, and Zeithaml (2005) discuss the continuity of e-sales operations, highlighting the quality gap between offline and online, and suggest that e-quality be included more refund options or improve the accessibility of products for distribution within a reasonable time frame. Even, according to Kacen et al. (2013), shoppers choose to shop at offline shops that value customer service. According to several reports, the consistency of sales service is an important consideration in the purchasing process. (Yu, Niehm, and Russell, 2011; Verhoef, Neslin, & Vroomen, 2007).

Possession is available immediately

According to some surveys, direct advertisers can reduce buyer resistance to catalogues and Internet orders by shortening shipping times. As a result, shoppers would choose physical shops over online stores to gain immediate possession of items (Balasubramanian, 1998, Rohm & Swaminathan, 2004). According to Alba et al. (1997), buying from a brick and mortar store results in absolute possession of the items, while purchasing from an internet retailer results in a time delay. Consumers are more likely to switch buying channels if they can get their items immediately, according to some surveys (Chiang, Zhang, & Zhou, 2006; Kacen et al., 2013; Noble, Griffith & Weinberger, 2005; Rohm & Swaminathan, 2004).

Many customers' cross-channel habits have been discovered in earlier studies (such as offline channel search to online purchase or mobile search to offline purchase). Pookulangara, Hawley, and Xiao (2011) propose that customers look at price, discounts, purchasing time, and purchase risk to conduct the purchase (Frag, Schwanen, Dijst, & Faber, 2007, Schroder & Zaharia, 2008; Verhoef et al 2007). Gupta et al. (2004) further say that a number of considerations influence shoppers' decision to switch purchase platforms when looking for goods in physical stores, including the time it takes for online outlets to arrive, online product evaluation, and online distribution or payment threats.

OBJECTIVE: -

- To study the strategy for selling product in offline market.
- To identify and validate the determinants influencing the purchase of products.
- Measuring consumer trust in making offline transactions.
- Measuring the degree of consumer confidence in purchasing through online.
- Identifying the main features of denim that consumers seek out when shopping.
- Identifying the main features that consumers search for in denims while shopping online.

Methodology:-

A thorough and impartial examination of a subject or an issue in order to uncover important facts or concepts is known as research. The data collection method is referred to as research methodology. The following is details about our research:

Type of research: Our study was realistic in nature since we were dealing with behavioural or qualitative evidence.

Data collection and analysts: Communication with managers and clients, as well as observation of employee behaviours, are used to capture and analyse data.

Sampling, procedure and sample size: 50 people, both staff and clients, were chosen at random

from various age classes, sexes, and educational backgrounds. This diversification is necessary to account for the many choices and desires that customers have democracy.

Hypothesis: -

H1- Sales service quality has no influences on consumers shopping medium.

H2- Price and promotional offers has direct impact on shopping medium: used for purchase.

H3- Online purchase risks influence consumers looking to buy offline are looking for ways to do so online.

Tools and Techniques Used:-

For analysis and for descriptive statistics of data SPSS was used. As it has big and useful set of graphs, pie charts, bar charts and formulas. We have used one way ANNOVA for testing the hypothesis and co-relation is used for controlling variables.

H1- Sales service quality has no influences on consumers shopping medium.

ANOVA

	Sum of Squares	Df	Mean square	F	Sig.
.Betucrigroups	.007	1	.007	.027	.869
Within Groups	44.648	186	.240		
Total	44.654	187			

As it can be seen from the above table the value of significance is 869 and .219 respectively which is much higher than .05. So the above hypothesis that sales service quality has no impact on shopping medium used for purchase is not relevant and thus rejected.

H2- Price and promotional offers has direct impact on shopping medium used for purchase.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.365	1	1.365	1.430	.033
Within Groups	177.545	49	.955		
Total	178.910	50			

As it can be seen from the above table the value of significance is .33 which is lower than .05. So the above hypothesis that price and promotional offers has a direct impact on consumer shopping medium is relevant and thus accepted.

H3 Online purchase risks influence consumers to make the transition from online to offline shopping, do some research online.

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.196	1	1.196	1.224	.021
Within Groups	146.011	49	.785		
Total	147.207	50			

As it can be seen from the above table the value of

significance is .033 which is lower than .05. As a result, the theory that online shopping threats affect shoppers browsing online to make offline purchases is valid and acknowledged.

Findings:-

Consumers' willingness to buy online is naturally influenced by the efficiency of the sales service. The second assessment of shopping behaviour (Offline vs. Web) reveals that price, advertising, and immediate possession have a major impact on consumers' decision to buy online. Customers who place a higher value on the risk of making an internet transaction are often more likely to make a transaction offline.

HOW INTERNET MARKETING AFFECTS CONSUMER BEHAVIOUR: -

People used to buy product based on the opinion of other people, before the advent of internet. The future course of the product will depend on the opinion of other people. If they said good about it then it is good otherwise it is a bad product.

With the advent of the internet and digital marketing, enterprise users are no longer reliant on one another. The user goes through the ratings and review before deciding to buy that product.

Online marketing certainly influence consumer behavior greatly. We often hear news where people get different products to what they purchase online

In reality, these people are cheated by the fake pictures of the product which is pasted online.

It is difficult to choose the product as there are various products available in the same category. Customers first check the reviews then they see the price.

As per the reports, if there are two products available with an equal positive reviews then the user will choose the product of low price.

Previously, there used to be only specific brands to choose from. Like NOKIA for mobile phones. But, now this is not the case.

There are so many brands available which offers different products at quality cost and it equally becomes difficult to choose from those products.

Some consumers even purchase goods from a single company and they believe in it. New entrepreneur offers quality products at very low cost as they want to establish themselves in the market.

Negative publicity of products also happens from time to time, but still people opt for the cheap quality products.

With the evolution of the internet connecting with powerful search engine Google, details of everything are available online.

When you buy a certain product, there is given a detailed explanation of how that product works.

Before choosing a product from a large selection, customers look at the ratings and feedback. They'll even equate the product's technological characteristics to those of a competitor's.

Due to intense rivalry, a company can only succeed if a product has a lower price and more features than its competitors.

Prior to the rise of digital marketing, conventional marketing was used to promote and advertise businesses.

The conversion rate is very poor, and there is no way to measure success with this marketing strategy as there are few sources available like newspaper, TV channels acts and radio.

The majority of people expend their time on social media and almost everyone has access to a Smartphone. Facebook, Snapchat, WhatsApp, Instagram, and other websites and tablets has millions of followers and active members on a daily basis.

Wherever the bulk of people expend their time, marketing should be handled. People who are active on social media are the focus of online marketing. Many leads can be produced if the right audience is addressed with a strategic strategy. And if only a small percentage of them turn to customers, a significant sum of money can be made.

Since there are so many goods available online, it is very difficult for a small company to expand.

Popular labels have a reputation, and consumers seem to choose them over others. You must demonstrate how the goods are superior to those.

People will choose the product with the most features and the lowest price. It doesn't guarantee that consumers can just purchase low-cost goods, so it's a nice start to provide more features at a lower cost.

Online ads must be carried out correctly. Without careful preparation, a lot of money will be lost, and the company will have less or no clients. Extra costs such as paying wages for marketing personnel and other similar expenses can be avoided with the aid of internet marketing.

As a result, many e-commerce websites sell exclusive promotions and deals. When comparing to online websites and retailers, you can see how a product's price varies. Since repair costs are avoided, products are more cost competitive when purchased online.

Conclusion: - .

This learning has given a comprehensive evaluation of offline and online buying behavior. Improved knowledge will profit consumers and purchasers and even to firms to increase their trade benefits and failure as well as the factors connected with the performance of the same. So from our study we can conclude that customer behavior is more towards online shopping now a days instead of due to the following reasons:-

1. **Accessibility:** The comfort is the biggest living. From where else you will be able to shop easily at night? We can do shopping in the few minutes without standing in the queue. To shop all day, each day, online sites give us the freedom and moreover compensate us with a 'no contamination' shop background. Informational merchandise like e-books is available in a split second, as soon as the payment is done. Downloadable things obtained wipe out the need for a type of material products whatsoever, also, which helps nature!
2. **Better Prices:** Better costs and deals are available online. Without any involvement of middleman to individuals as items come directly from the producer or vender. Several online stores also gives promotional rebates and discount coupons.
3. **Ample variety:** There are amazing choices online. With various brands and merchandise a person can get products from different sellers all in one place People get in on the latest international fashion without spending money on air tickets. People can shop from merchants in other parts of the country or even the world. A far higher choice of colors and sizes are available than you will find locally are at your place. Also, the stock is in much more abundance. Some online shops even accept orders for items that are out of stock and ship it when the stock becomes available. You also have the choice of taking your business to another online store where the product is available.
4. **Less Expense:** Generally, whenever We go out for traditional shopping we tend to spend more than available. On things like eating out, transportation, there are other outside costs on and so we tend to overlook our purchases.
5. **Cost comparisons:** It is considerably less, hectic on the internet looking at and inquiring about items and costs also Additionally, from different customers we can get data and surveys whose having first hand involvement with an item or retailer.
6. **No crowds:** There can be a big headache, particularly during special events or festivals. Often, as there are more people, it appears to be more disordered, and may make one feel rushed or hurried. Shopping is often irritated by obnoxious, obnoxious, and smelly crowds. Many of these problems are avoided when you buy something online.
7. **Less obsessive shop:** People normally end up buying stuff they don't even need out of habit. Much of this is due to the demand from shopkeepers and their ability to persuade us to make these transactions. Owing to the lack of options in these supermarkets, customers can often compromise on their values.

Suggestions:-

The offline industry should recognize all the above reasons and points because of which people wants to shop online more than offline channels They should try to enforce a variety of choice at one place and price should be very competitive compared to online.

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