Chapter – 2: Review of Literature

2.0   INTRODUCTION

The chapter reviews the various empirical literature available on the subject of **Buying Behaviour, Online Purchase, Offline Purchase** and **The Relation between the Buying Methods and Buying Behaviour**. The literature on the subject is very large and it has been limited to reviewing some important literature to outline the core issues. A literature review is a body of text that aims to review the critical points of current knowledge, including substantive findings as well as theoretical and methodological contributions to a particular topic. Literature reviews are secondary sources, and as such, do not report any new or original experimental work. In depth literature review helps in identifying the research gap, which in turn is very useful in determining the focused problem on which the research is to be carried out.

Keeping in mind all the criteria, this chapter mainly focuses on three things i.e. to review the latest related research article and find out the author(s) and the year of publication, to see the methodology and parameter used in that research and finally the outcome of the research.

2.1   REVIEW OF RELATED LITERATURES

1.   **S. Sajid, R. M. Rashid and W. Haider (2022)** stated that despite the growing tendency, there has always been a significant portion of the consumer market that does not engage in internet shopping, particularly among those from underdeveloped nations like Pakistan. Contrarily, the current COVID-19 epidemic has brought about significant alterations in how customers previously formed their intentions and behaved toward digital solutions. Evidence suggests that during COVID-19, the global e-commerce market had spectacular growth, although Pakistan's e-commerce market still has a great deal of potential and has not yet reached its full potential. These facts open up fresh opportunities for marketers to serve this consumer market and foster long-term expansion. The study sheds light on how changes in customers' internet shopping habits during the COVID-19 epidemic in the context of A framework based on the Technology Acceptance Model (TAM) and Theory of

Planned Behaviour is presented in the study (TPB). 266 respondents provided the information that was gathered. A fresh wave of internet purchasing has overtaken the world market. Interestingly, the internet market flourished and grew by over 30%–50% when enterprises went bankrupt and began to close their procedures. The findings indicate that perceived benefits, perceived usability, perceived enjoyment, and social influence have a large and positive impact on customers' intention, but that the moderating effects of gender and payment method are negligible.[1]

2. **L. Svajdova (2021)** stated that the current scenario in global markets is mostly driven by external factors, such as the COVID-19 epidemic, the effects of political and legislative actions, and the economic environment, according to the report. That is, the elements to which both customers and businesses had to adjust. Because of the limits put in place to combat the spread of COVID-19, there has been a shift in consumer behaviour in the Czech Republic. Food sales, drugstore products, clothes and footwear sales, and electronics sales all saw an increase in volume through online channels. The structure of purchases and the frequency of purchases for pharmacy products and food have changed. Despite an increase in online transactions, demand for apparel, footwear, and gadgets that were closed due to government regulations fell. The question is whether the improvements will last or whether shoppers will revert to their old shopping patterns. [2]

3. **Zolkepli, I. A., Mukhiar, S. N. S., & Tan, C. (2021)** stated a study of how people use mobile apps based on how they think they should be used and how the apps' ratings and prices affect how they use them. With the help of an online survey, 392 questionnaires were filled out and 9 hypotheses were tested. The structural equation modeling analysis led to the creation of a final model with four important factors (functional, social, emotional, and conditional values). It proved that the rating and price of an app have some effect on how people use it. This study shows the variables that could be important in the literature about mobile consumers and shed light on mobile communication marketing in the

area of apps marketing, especially when it comes to making apps with a good user experience (UX) for mobile consumers. [3]

4. **J Moon , Y Choe and H Song (2020)** stated since the end of 2019, the COVID-19 pandemic has wrecked devastation on Korean society. Unlike before the epidemic, when online and physical activities coexisted, many parts of consumers' daily lives, including shopping and meetings, are now conducted entirely online. The characteristics of consumers who used offline shopping channels during the pandemic were examined in this study. Because of this, online buying has become more popular than offline shopping, but it is important to remember that offline retail channels still offer value that online retail channels cannot equal. Because offline distribution channels are a component of the national economy and contain characteristics of the offline retail experience, it is vital to create a way to conduct economic activities that combine online and offline shopping. Consumers can view and touch things in real time in offline distribution channels, have a real-world offline experience, and buy specialised products that aren't available online. The offline retail channel's areas, such as "showrooms" and "meeting spaces," might be relocated to the real world. Furthermore, to survive the decline in demand for offline retail spaces, offline shopping channels must diversify their uses of store locations. Support from the government could assist in changing the retail market's balance between online and offline outlets. [4]

5. **Sheth (2020)** claims that there are four main factors that affect or change the habits of consumers. They are changes in the workplace and how people interact with their neighbours and friends, the use of new technology (such as online shopping and delivery), the effect of new rules on consumption habits (such as the COVID-19 pandemic regulations), and situations that are less predictable (the development of the global COVID-19 pandemic). [5]

6. **Laato et al. (2020)** stated that the government got ready for lockdown by closing schools, restaurants, some shops, and public services, which may have made people worry about what will happen in the future.

Because of this, it's also possible that customers' shopping habits will change in the long run. [6]

7. **Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G., & Zhao, Y. (2020)** in his study mentions that Maslow's theory says that the method was used to look at panic buying, herd mentality, and changing patterns of consumer discretionary spending. This was done by looking at consumer spending data, mostly from the Australian and American markets. Here, the researcher looked at how much and when people spent money, how much they spent on specific, high-demand consumer goods during the research period, and how much they spent on luxury and non-durable goods to see how often these consumer behaviours happened. We also used keyword and phrase data mining and web traffic to media sites to find out how much the media affects consumer behaviour. The researcher came to the conclusion that, so far, how people have acted during the COVID-19 crisis seems to be similar to how people have acted during other shock events in the past. [7]

8. **S. QAZZAFI (2019)** studied consumer purchasing decision-making. According to the findings, consumers employ all five stages of the decision-making process when purchasing things that are purchased only sometimes or with significant participation. If the product is for daily use or is inexpensive, the consumer has little say in the decision-making process. When purchasing everyday items, it is highly likely that one or more steps of the decision-making process will be skipped. When a need arises, individuals purchase commodities or services. This study contributes to a better understanding of how consumers make purchasing decisions. [8]

9. **R. Sama (2019)** stated that hundreds of promotional messages are flooding consumers. As a result, managers must devise a media mix strategy that will cut through the clutter and deliver the desired impact. The media used to display advertising should be carefully chosen to guarantee that the advertiser's objectives are met. Many studies have been conducted to determine the impact of commercials on CB. However, few studies have taken into account the five stages of CB. This is the research's one-of-a-kind addition to theory. Furthermore, this

research reveals that newspaper advertisements have an impact on all five stages of CB. Another notable addition made by this study is the finding that magazines and newspapers are important sources of media that influence consumers' PUR and PPUR behaviour. [9]

10. **Akalamkam, K., & Mitra, J. K. (2018),** In online purchases, researchers looked into some possible antecedents of consumer preference for various sorts of information sources. The proposed antecedents were chosen because they accurately represented two factors that influence customer search behaviour: product type and individual differences. From a theoretical standpoint, this study adds to our understanding of consumer information search behaviour in online shopping situations as well as their preferences for various online and offline information sources. From the perspective of practitioners, this study sheds light on how product type and specific individual traits can influence consumer preference for different types of pre-purchase information sources. The findings indicate that the type of goods purchased has a substantial impact on the preference for various offline and online information sources. This has significant consequences for marketers, as alternative communication methods may be required depending on the nature of the product. [10]

11. **Suraj Debbarma and Sutapa Debbarma (2018)** carried out a study in which they looked at the most important factors that affect how useful, easy to use, and convenient online shopping is seen to be. Customers prefer online shopping because of price promotions and product availability, and they are mostly technology savvy, but only if it is simple to use and convenient. [11]

12. **T. Jukariya and R. Singhvi (2018)** carried out a study in which they found that people's decisions about what to buy depend on a lot of different things. The main things that influence a student's decision to buy something online are privacy and security, followed by transaction security and multiple payment options, convenience, and saving time. The study found that people who know more about e-commerce in general would help get past this barrier. [12]

13. **S. fenrianto et al. (2018)** conducted research on consumer happiness, security, and trust-based decision-making in the garment business in Indonesia, as well as other online quality criteria. The study looked at the most important variables and challenges that major Indonesian clients face while dealing with online commerce. The data supported the hypothesis that security, trust, and online quality are important elements in a client's purchase decision. [13]

14. **V. Kumbar, S. Hiremath and D. Gopinath (2017**) stated that there is a big difference between the number and variety of products available in stores and online. Customers believe that there is a difference in sales due to heavy discounts, price deductions and offers given online and in retail stores. They came to the conclusion that there is a direct link between when people buy and how much they buy, since most people buy during the day and evening. [14]

15. **Seema Rani and Anju Sigroha (2017)** stated a comparative study of the online and offline commerce market: A Case Study of Sonipat in their study showed that women are more likely to shop online because they like shopping in general, whether it's at a store or online. It also says that women are more likely than men to shop online. People are becoming more interested in online shopping because it gives them a lot of options at reasonable prices, sometimes even cheaper than the market. The research and findings show that shoppers between the ages of 18 and 25 are more comfortable with online shopping than the rest of the group. People under the age of 40 aren't very aware of how many shopping sites there are, and they aren't really ready to shop online. They are afraid that the product they order won't be real, so they prefer to shop at traditional markets. So, it's clear from the results that online shopping is more popular among young people. [15]

16. **Gupta and Arora (2017)** analyzed the adoption of shoppers to the M-platform was studied utilizing the Behavioural Reasoning Theory in order to determine the relative impact and cause for adoption among Indian customers. The PLS-SEM approach was used to analyse a sample value of 237. The outcomes were determined based on goals and

attitudes as well as cost-cutting measures. The study reveals that readiness to adopt has a significant impact on acceptance but has no effect on attitudes against M-shopping. The findings of the study emphasize the importance of examining both pro- and anti-adoption elements when developing a marketing strategy. [16]

17. **R. Sarkar, Dr. S. Das (2017)** concluded that the Indian retail market is regarded as one of the world's top five in terms of economic worth. India's retail sector is one of the fastest growing in the world. Indian customers are picky when it comes to their purchases. Consumer preferences differ depending on whether they favour online or offline purchasing. Both the internet and traditional shopping have their own set of benefits and drawbacks. Online shopping eliminates the need to travel large distances, provides more variety, is available 24 hours a day, offers substantial discounts, and allows for consumer evaluations. Traditional buying, on the other hand, allows shoppers to personally inspect things, which is not possible with internet purchasing. Consumers may use both online and conventional modes of purchasing depending on their choices at the time, resulting in fundamentally distinct behaviours in both modes of shopping. Based on specific factors, there are considerable disparities in customer purchase styles in the online and offline mediums of shopping. Despite India's significant rise in online sales and the expectation of continued expansion, the majority of Indian consumers still prefer the so-called "genuine" shopping experience of retail stores. The introduction of online shopping has undoubtedly had a significant impact on offline retailers. Large discounts offered by e-tailers have put tremendous pressure on their profit margins. Furthermore, the ever-increasing cost of real estate in India has cast doubt on the feasibility of physical retail businesses. On the other hand, despite an ever-growing consumer base, no online store has yet to break even. Massive discounts on items and services have proven to be their undoing. The massive amounts of venture capital and private equity funding that used to fuel these businesses have recently dried up. The concept of an omni-channel strategy has begun to take centre stage, with retailers attempting to be

active in both online and offline channels in order to meet the needs of as many customers as possible. [17]

18. **Lakshmi S (2016)** in her study focused on the buying behaviour of consumers, which influences the buyer's decision making process. Convenience and trust, pricing, and product quality are the top criteria that influence customers when purchasing online. When customers decide to purchase online, the variables are really important. According to the report, internet shopping is becoming more popular among the younger population, such as students and professionals. [18]

19. **Bhumika Pahwa (2016)** stated that consumer behaviour research is vital for the market since it assists retailers and sellers in determining marketing tactics for new items. The study's main goods were fashion and personal care items purchased through e-commerce and mobile commerce. [19]

20. **A.Baskaran and Dr. K. Krishnamurhy (2016)** performed research in Kanchipuram District and discovered that brand loyalty among customers of durable products is insufficient. They anticipate a positive experience with the brand they purchase. They are more likely to switch brands in order to gain additional benefits from the product. Aggressiveness, level of anticipation, and level of satisfaction were all given significant weight in the current study. [20]

21. **Kanupriya, Dr Rita and Anupreet Kaur(2016)** concluded that the ease and customer service that attract individuals to online buying were the key driving factors identified during the investigation. Rather than going to a store, they log on to a website and purchase airline and train tickets, books, home appliances, electronic devices, movie tickets, and so on. Because of changing lives and purchasing patterns, a large number of shoppers and sellers from all demographics are shopping online. Despite its vast capabilities, the internet is primarily used for mailing, talking, and surfing. E-mail apps continue to account for the majority of internet traffic in the country. [21]

22. **Ummul Wara Adrita and Tanzina Shahjahan (2016)** in their study, Preference of Shopping Online Vs Offline in Bangladesh, they discovered that offline buying is preferred over online shopping due to

pricing uncertainty, a lack of confidence, disappointment with the delivery procedure, and an uncomfortable payment method. In the context of Bangladesh, this article highlighted the most relevant elements that create hurdles for customers to shift to online purchasing rather than physical shopping. Despite living in a digital environment, the survey found that individuals in Bangladesh prefer to purchase in stores rather than online businesses. It has been discovered that variables such as fair pricing, trust, and delivery methods are preventing customers from making online purchases. A total of 77 people took part in the survey for this investigation. [22]

23. **Kwarteng (2016)** stated that the Internet's arrival aims to push digital marketing to new heights. One notable internet marketing impression has been the increase in marketer earnings, allegedly as a result of online transactions and consumer happiness. The quality of online service pertaining to the consumer website experience is determined by the ease of access, the elasticity, and the consistency of the website. Online service quality was designed to be a one-dimensional paradigm. The most important attribute, according to regression analysis, was ease of use, followed by flexibility and reliability (Gera, 2011). Students were picked as responses in a purposeful testing technique. Consumers like characteristics that enable them to shop on the internet. E-reliability with the office supplier has improved in a roundabout way. The client's esteem is genuinely boosted by the excellent e-administration quality. According to the study, the appraisal of a buyer's apparent satisfaction determines the reliability of online administration. The type of administration had little impact on e-fulfilment. Repurchase motivations and extensive conversational interchange have a significant impact on the shopper's regard knowledge. [23]

24. **Lim. et al. (2016)** The purpose of this study was to determine the relationship between perceived utility, subjective norm, and online purchasing behaviour, despite the fact that the purpose of purchase interfered. The theme of analysis was nominated by university students aged 18 to 34 who are currently pursuing their studies at the University of Malaysia Perlis. 662 of the 800 questionnaire groups distributed were

useful for analysing, coding, and testing the hypothesis. SPSS version 18.0 and AMOS version 16.0 were used to analyse the model hysterics and conduct hypothesis testing on the data gathered. The premise is that subjective norm and perceived worth have a significant impact on online buying objectives, but that individual norm has a negative impact on shopping behaviour. It's worth noting that perceived utility had just a minor impact on internet purchase behaviour. Purchase intent has a considerable favourable impact on online shopping behaviour, according to the findings. [24]

25. **A. Bhatt(2014)** Customer attitudes regarding online buying were investigated in the Gujarat area, and it was discovered that knowledge, perceived utility, perceived enjoyment, and security/privacy are the five prominent elements that impact consumer perceptions of online purchase. Consumers' attitudes towards products and services are shifting throughout time. It is still considered complicated and uncomfortable in a country like India to engage in internet activities. People are tradition-bound and have reservations about the issue of online shopping/product purchase, but we discovered that Indian consumers find online shopping extremely convenient because of a variety of factors such as cash on delivery, customization or personalization of websites, home delivery, and so on. [25]

26. **Iyer and Eastmen (2014)** found that seniors who are more educated, experienced, and aware of technology, as well as those who have a positive attitude towards the internet, were shown to be more interested in online shopping. However, older citizens who are less familiar with the internet and shopping sites are less likely to use them because they have a negative attitude toward online buying and are much more interested in offline shopping. Seniors who are more familiar with the internet and shopping sites compare both online and offline shopping for their purchases. However, their understanding of the internet and how they utilize it has little bearing on their age or their degree of happiness when making online purchases. [26]

27. **Isabel P. Riquelme and Sergio Román (2014),** The study looked at how consumers' cognitive and personality traits affect how they think

retailers are being dishonest ("perceived deception"), as well as how online shopping affects perceived deception differently than shopping in stores. [27]

28. **Renuka Sharma (2014)** stated that there are numerous possibilities for web-stores in various countries and in practically every industry. The industry's main draw is the younger generation, which might contribute greatly to the growth of Indian internet shopping. The majority of internet users are young people, and the majority of goods and services are exclusively available to this generation. Travel planning is also one of the most popular services among Indian online consumers. For business strategists, the current outcomes have several implications. [28]

29. **Dipti Jain (2014)** stated that consumers' online shopping behaviour is influenced by four important factors: perceived enjoyment, perceived chance, perceived comfort of use, and perceived usefulness. There is a link between attitude and perceived danger when it comes to online shopping, but no such link exists between online shopping and purported enjoyment, perceived ease of use, or apparent usefulness. Perceived risk is the most important factor influencing online shoppers' purchase behaviour out of the four. It demonstrates that a lack of trust among consumers, as well as a variety of other factors, such as nonreturnable policies, inadequate product quality, and so on, can lead to resentment. [29]

30. **Pooja Bhatia. et al. (2014)** The study "A Factorial Study of Shopper Buying Behaviour towards Durable Goods with Reference to Urban Working Women" looked into the purchasing habits of urban working women and the sources that entice them to buy. According to the research, commodities that were once considered luxuries have now become necessities. As a result, the customer's mindset determines the buying style. Females are now in charge of 85 percent of family purchases. Indian women today are hardworking professionals with a distinctive shopping style. Females have become more price, quality, and service aware, according to the findings. [30]

31. **Karim (2013)** In his research, he found that poor delivery systems, hard-to-use online payment systems, a lack of trust in personal privacy, and

bad customer service are all negative things about online shopping. On the other hand, people shopped online because it was open all year, easy to get to, less stressful, and saved them time. [31]

32. **Koen Pauwels et.al. (2011)** found that the offline revenue effects of an informational website depend a lot on the type of product and the type of customer. The lower costs of searching online were especially helpful for products that people could feel and for people who lived far away from the store. On the other hand, customers in a certain segment go shopping less often, which suggests that their online actions partially replace the experience of shopping in a store. [32]

33. **Yaobin Lu (2011)** Users' intentions to switch their usage from an offline to an online channel that provides similar services were studied. According to the findings, users' intentions to transfer use were positively influenced by new technological innovation and relative benefit. Furthermore, the study's findings revealed that internet experience moderates the link between relative benefit and customers' willingness to switch from offline to online services. [33]

34. **C. Katawetawaraks and C. L. Wang (2011)** stated that there are many factors due to which shoppers purchase online like convenience, available products and services, cost efficiency and time efficiency. However, there are a number of factors that prevent individuals from purchasing online, including the intangibility of goods and previous encounters. [34]

35. **Zendehdel et al. (2011)** has examined Malaysian students' faith in online shopping behaviour. In addition, the obtained data was used to investigate three characteristics of trust that influence consumers' attitudes on online shopping and their desire to buy in Malaysia. The SEM was used to assess the hypotheses and confirm the model's fit. The findings revealed that the only two criteria that affected attitudes about internet buying were integrity and ability. Furthermore, consumers' attitudes toward online purchasing were shown to be unrelated to their intentions; yet, there was a link between their intentions and their online shopping attitudes. [35]

36. **Chuang & Fan, (2011)** studied the act of trust as a link between a customer's intention to shop online and the quality of the e-retailer. Information, service, and system quality indicators were applied jointly as E-retailer quality and antecedents to dissolve client trust, and thus the aim towards online-shopping was driven. Structural Equation Modelling was used to test a sample of 589 e-bookstore members (SEM). Consumer trust was found to be a key mediator between consumer intent to shop online and E-retailer quality in the study. Similarly, directly impacting the character of both the administration and framework that influence e-retailer trust, while indirectly influencing the consumers' intention to shop online. However, there was a level of non-significance impact on contributors' trust awareness and online purchase intent connected to quality. [36]

37. **Feng Zhu and Xiaoquan (Michael) Zang (2010)** studied using data from the video game industry, they demonstrated how product and customer factors minimize the effect of online user reviews on product sales. Understanding how online reviews influence customer purchasing decisions is critical for companies that rely on the internet. This study also finds evidence to back up the idea that online reviews have more sway when customers have more Internet experience. Consumers will certainly get more experience with the Internet as the Internet population grows. According to our findings, marketing managers will increasingly regard online customer reviews as being significant over time, and hence should commit more resources to online platforms. [37]

38. **Junhong Chu et.al. (2010),** The impacts of household (e.g., shopping frequency) and product (e.g., sensory nature) variables on brand loyalty, size loyalty, and price sensitivity for grocery goods were investigated across online and offline channels. The data was gathered from one of Spain's top five supermarket companies. The study discovered that in the internet channel, families were more brand loyal and size loyal but less price sensitive than in the offline channel. [38]

39. **Vijay, Sai. T. & Balaji, M. S. (May 2009)** concluded consumers all across the world are progressively moving away from congested storefronts and toward one-click internet buying. Despite the ease,

internet buying is not the most popular mode of purchase in India. A poll of 150 internet users, including both online shoppers and non-shoppers, was conducted to determine why some people buy online while others do not. The findings indicated that convenience and time savings motivate Indian customers to purchase online, whereas security and privacy concerns deter them. [39]

40. **Hansen and Jensen (2009)** conducted a study to look at buying preferences and online clothing purchases in four distinct gender-related contexts. A conceptual model is provided and tested in a general setting as well as across purchasing contexts to understand the influence of shopping orientation on consumer online clothes purchases. The "drop of call back" survey method was used to send questionnaires to 1,150 Danish residential locations. A total of 906 examples were dispersed among the four purchase scenarios, with the majority of individuals responding in favour of buying clothing for themselves and their spouse. The expectations and hypotheses were investigated using T tests and linear structural equation modelling. They discovered that there are predicted differences in men's and women's buying preferences when it comes to their readiness to buy clothes online. When shopping for online apparel, consumers say a decreased difficulty in picking products is 20 times more important, however when compared to other purchase circumstances, it is harder to recognise when selecting items just for women. Men's online clothing purchases were considerably influenced by the lack of enjoyment, whereas women's purchases were not. [40]

41. **Tabatabaei (2009)** has looked at the perspectives of consumers who shop online and those who shop in stores. The goal is to figure out why conventional customers choose to buy online and what factors affect their decision to do so, as well as what factors prevent them from doing so. He conducted a poll of 264 respondents at a local mall and then analysed the results. This study's participants are all literate and computer and internet savvy. Some of the questions in the survey include demographic information, computer expertise, and internet knowledge. Consumers of online shopping shop more than once per

month, whereas consumers of offline shopping shop one to five times per year on shopping sites, according to the findings of the study. [41]

42. **Hausman and Siekpe (2009)** conducted an analysis of a US-based study on the impact of web interface features on consumer online purchase intent. Traditional information systems differ from e-commerce systems. It has both information systems and marketing channel properties. It has both a machine and a human component. An empirical research reveals that cognitive and psychological elements have importance in understanding the motivating factors for online shoppers. According to the research, both human and computer elements are required as antecedents for online purchase. [42]

43. **Okazaki, Li & Hirose, (2009)** examined the implications of consumers' privacy concerns in the context of mobile advertising. Based on social contract theory, the proposed model is linked to a number of psychological elements such as data privacy concerns, previous negative experience, perceived ubiquity, perceived danger, and trust, as well as a tendency for the level of governmental power. According to a poll of 510 mobile operators in Japan, those who had previous negative experiences with information disclosure had more privacy concerns and felt a greater danger, leading them to seek strict regulatory control in mobile advertising. Both perceived sensitivity and ubiquity increased the negative impact of confidentiality on belief. [43]

44. **Koo et.al (2008)** studied the motivating impacts of personal values on advantages, quality, and re-patronage intention in the context of online buying in an empirical study. According to the findings, consumers' online purchase intentions are shaped by their own values of social connectedness and self - realization. In addition, pre-patronage intention is strongly associated to online shop quality. [44]

45. **Suki and Suki (2007)** Their research was conducted in Malaysia. This is an exploratory study. They develop a model that identifies the impact of real value, real risk, and real delight on online shoppers. Consumers who use the internet to shop are at a higher risk and have more prominent indicators. The Malaysian online shopper has a sense of the danger

involved in shopping, with the majority of the risk being tied to security and privacy. It encompasses the security and privacy of the customer's personal information, online buying transactions, product quality, and the ambiguity about whether the goods will reach the consumer or not. [45]

46. **Soopramanien and Robertson (2007)** conducted a study in the UK to find out how people there feel about and use online shopping. Their research shows that people who buy things online act in different ways based on what they seem to believe. They found out how sociodemographic factors, attitudes, and beliefs about online shopping affect both the decision to use online shopping channels and whether or not to use them. They put people into three groups based on how they shop online: those who buy from online sites, those who only look at online sites and buy in stores, and those who don't buy online. The study didn't look at people who shop in stores and then buy online. [46]

47. **Christopher P. Blocker, Daniel J. Flint (2007)** has studied that "The Relationship between Satisfaction, Loyalty and Buying Intention Perceived by Spanish Consumers". Reviewing the most relevant literature on food marketing and agribusiness led to the development of the scales. A structured questionnaire was used to get the information. A structural equations model was used to figure out how customer satisfaction, loyalty, and plans to buy are related. The results show that when customers are more satisfied, they are more loyal and more likely to buy again. [47}

48. **Khatibi, Haque, & Karim (2006)** stated that the biggest advantage of internet shopping is that customers can purchase whenever they want, 24 hours a day, 7 days a week, from wherever they are. In fact, unlike conventional purchasing, customers may enjoy window browsing on the internet without feeling obligated to buy. [48]

49. **Devaraj et.al (2006)** An empirical study in the United States on internet channel choice was critically examined. He looked at the behavioural and economic factors that influence online consumers' happiness and influence their choice of online channel. The findings show that asset specificity and uncertainty structure factors in the electronic marketplace

are linked to online channel conduct structures such as personalisation, website design, time responsiveness, security, and dependability. Personalization, time responsiveness, security, and dependability were also shown to be highly associated with consumer satisfaction with the channel. The contentment of internet customers is unaffected by website design. Finally, satisfaction resulting from the aforesaid conduct characteristics was found to be substantially associated with the consumer's choice of online channels. [49]

50. **Scarborough and Lindquist (2006)** An empirical research on E-shopping in a multi-channel environment was conducted, and a segmentation schema was proposed based on patterns of epurchasing and e-browsing, which included internet browsing combined with offline buying. They look at self-reported browsing and purchase behaviour on the internet, television, infomercials and advertising that runs alongside regular television programming, television shopping channels, and print catalogues. The findings of this study reveal that buyers who explore or buy online use multichannel alternatives differently depending on their perceived comfort. Some customers like to shop in stores and do not wish to undertake numerous types of non-store purchasing. Others choose to explore non-store media and have expanded their surfing on the internet while maintaining their loyalty to in-store purchases. [50]

51. **Aron M. Levin, Irwin P. Levin and Joshua A. Weller (2005)** studied two samples of 199, which were used from a large mid-western American university and an online survey panel. The study discovered that online and offline purchasing preferences differed among items, individuals, and stages of the shopping experience. Online shopping was chosen when features such as a large variety and the ability to purchase quickly were important. Offline purchasing was preferred when qualities such as personal service and the chance to see-touch-handle the goods were important. [51]

52. **Kim H R (2005)** This study integrates and utilises the notion of satisfaction from three fields, namely marketing, management information systems (MIS), and e-commerce, in order to establish an index of online consumer satisfaction in the United Kingdom. The

primary goal of this study is to investigate the elements that influence satisfaction. The findings reveal that 10 index components are good predictors of satisfaction, repurchase behaviour, and repurchase intention. [52]

53. **Tony Ahn, Seewon Ryu and Ingoo Han (2004)** studied the online and offline features of Internet shopping malls, as well as their links to customer acceptance behaviours. A web survey of 932 people was conducted in 6 Korean shopping malls. The technology acceptance model (TAM) was validated in predicting the acceptability of Internet shopping malls in this study. User approval, usefulness, attitude and intentions to use are all positively influenced by online and offline features. [53]

54. **Rick L.AndrewsOurso and Imran S. Currim,(2004)** examined behavioral differences between people attracted to online shopping and traditional supermarket shopping utilizing real choice data from an online supermarket and traditional supermarket scanner panel data. The study discovered that online users prefer larger sizes to smaller sizes, screen more on the basis of brand names and less on the basis of sizes, and have higher choice set effects than traditional supermarket shoppers. [54]

55. **Bhatnagar et al. (2004)** found various vendor/service/product attributes were discovered to have a substantial impact on customers' online buying attitudes and behaviour. (1) physical existence of the store/physical location, (2) store reputation, (3) store size, (4) reliability, (5) number of Internet store entrances, (6) assurance-building mechanisms (e.g. seals, warranties, news clips), and (7) use of testimonials were all used to value vender characteristics in the empirical study. [55]

56. **Monsuwe, et. al. (2004)** Product characteristics were shown to be another aspect that influences a consumer's decision to buy over the internet. A product feature might be tangible or intangible, standard or customized. The lack of physical touch and support in the purchasing process causes poorer tangibility of a product in an online setting;

consumers' desire to shop on the internet will be low if they need to seek guidance from a salesperson about the selected goods. [56]

57. **Gupta et al. (2004)** Consumers' inclination to change channels (from offline to online) was researched, and the drivers and hinderers of this propensity were found and analysed based on the consumer purchase decision process. The findings of this study assist us in better understanding the attitudes of consumers who have diverse shopping channel preferences. [57]

58. **A. Kolsaker, L. Lee-kelley and P. Ching Choy (2004)** identified risk and convenience are two things that affect a person's willingness to buy, such as privacy, security, bad customer service, saving time, how easy the site is to use, and how much information it gives. Even though there are many benefits to buying travel online, there is still a lot of resistance to it. The researcher has found that Hong Kong consumers spend a lot of time on the Internet and use it for business, communication, and fun. But people don't want them because they are complicated, expensive, and mistakes could be expensive to fix. There are also ongoing concerns, especially about security and privacy. [58]

59. **Chung-Hoon Park and Young-Gul Kim (2003)** found that the main factors that affect consumers are the quality of the user interface, the quality of the information about products and services, the way people feel about security, and how aware they are of the site. The information about the factors that influence consumers' site loyalty and their decisions about whether or not to shop at the store. It was found that the quality of the service information was the most important of all of them. [59]

60. **Heijden et al. (2003)** looked at the factors that affect a consumer's decision to buy online from two different points of view: one focused on technology and the other on trust. It was found that the trust-antecedent "perceived risk" and the technology-antecedent "perceived ease-of-use" had a direct effect on how people felt about buying things online. [60]

61. **Danaher et.al (2003)** focused on the loyalty of the 100 brands instead of the online and offline sales of 19 grocery products. They compared the grocery items from both shopping trips with the starting model, which is

a new segmented version of the Dirichlet model. This model has very strong features that give the exact classes for brand choice and 14 real models for how people buy things. The study's results showed that the reality of high brands with high market shares led to online shopping that was much better than expected. But with the small share brand, it's just the other way around. But in traditional shopping, what you expect and what you see have nothing to do with the brand's share. [61]

62. **Chaing and Dholakia (2003)** conducted a study in which they looked at why people buy things online when they shop. In their study, there are three main factors that affect whether a customer buys something online or in a store. These are the features of shopping sites that make them easy to use, the types of products and how they are made, and the prices of the products themselves. The study showed that when people have trouble buying things online, they switch to buying things in person, and when they have trouble buying things in person, they switch to buying things online. After comparing the two ways to shop, the customer said that online shopping is more convenient and makes them happier, which makes them more likely to buy things on the internet. [62]

63. **Sarwade (2002)** The author did a study in the villages of Adul, Paithan, and Sangvi in the Marathwada region and found that most of the people who answered the survey owned consumer durables. In all three villages, more than half of the people who answered the survey owned a TV, radio, tape recorder, bicycle, fan, clock, and wrist watch. The least number of people in each village owned a sofa, camera, motorcycle, or sewing machine. Price, not the quality of the product, was the most important factor in deciding whether or not to buy. A standard or quality mark on the equipment is a sign that using it safely is guaranteed. Authorities and institutions have set minimum standards for how well many consumer durables work and how safe they are. When these labels or marks are on a product, it's worth more when it's time to buy it. [63]

64. **Gambhir (2002)** A survey done in Chandigarh showed that 63.47 percent bought packed goods and out of this only 36.53 percent were satisfied and 67.59 percent were not satisfied with the quality of packed products. Also, 54% of people knew about the ISI mark and 46% didn't.

This study showed that consumer protection is important for long-lasting home goods. [64]

65. **Shim, Eastlick, Lotz and Warrington (2001)** stated that a consumer's past online shopping experiences affect whether or not they want to buy something online. Consumers will continue to shop on the internet in the future because they are happy with online shopping and it was rated well. [65]

66. **Lee and Turban (2001)** Consumers' lack of trust in online purchasing is one of the reasons they opt not to purchase online. Online purchase intents for apparel products are predicted by attitudes regarding security transactions such as payment security, customer information privacy, return policy, and product delivery assurance. [66]

67. **Andrew and Currim (2000)** Based on projected variations in consumer choice and behaviour for two product categories, statistically significant differences in parameters reflecting the choosing process are observed between customers attracted to shopping online and traditional supermarkets. According to the survey, internet shoppers are less price sensitive, prefer larger sizes over smaller sizes, and are more size loyal than traditional grocery shoppers. More broadcasting option set effects are done by the consumer. [67]

68. **Bellman, Lohse and Johnson (1999)** examine the connection between demographics, personal qualities, and internet buying attitudes. People with a more diverse lifestyle, according to these authors. Those who use the internet as a regular tool and/or those who are more time pressed prefer to purchase online. [68]

2.2 RESEARCH GAP

Online Buying has been gaining importance for the reasons of large number of consumers who prefer buying through online mode as compared to offline mode yet a large number of the consumers are restricted to buy durable products from only mode. There is a noticeable gap in this domain, and we determined a good opportunity to carry out research on Indian consumers in Western India. Based on previous studies, many types of research have not attempted to recognize the

buying behaviour for both the modes of buying considering both durable and non-durable products.

Amidst pandemics and high demanding lifestyles, consumers are compelled worldwide to adopt an online buying mode as an alternative to the offline buying mode. So there is a great need to study the changing Buying Behaviour in online buying and offline buying method with respect to both Durable and Non-Durable products.

The majority of the research is conducted either on a small scale or in foreign countries, which is one such reason why it is suggested to undertake studying the buying behaviour of consumers for durable and non-durable products online and offline in the Western part of India to understand the changes taking place in the buying behaviour of consumers for durable and non-durable products while shopping in offline and online mode.

The review of prior relevant research studies indicated the following gaps:

⇒ The review of prior relevant research, studies, indicated the following gaps: This also results in a significant shift in their purchasing patterns or purchasing behaviour. In order to understand the changing customer behaviour in both online and offline buying methods, it is necessary to research the subject.

⇒ The number of studies being conducted in this sector is extremely limited. There have been few studies that discuss comparative studies of customer buying behaviour when shopping in both contexts, i.e., offline buying and online buying. Prior studies have been conducted either in a foreign setting or at a very low degree of sophistication.

⇒ For both durable and non-durable products, the researchers were unable to find any major literature accessible in the Indian context that addressed customers' buying behaviour in relation to offline and online shopping for durable and non-durable products.

⇒ Previous studies in the Indian context were primarily carried out in urban areas or metropolitan areas rather than rural ones. The Western

Indian is divided into urban and rural areas, each of which has a distinct pattern of purchasing. Consequently, their buying behaviour and motivations may differ from those of metropolitan residents in several respects. This raises the need for further research into the buying behaviours of customers, particularly in the context of online and offline buying for durable and non-durable products in western India.

⇒ The majority of the research undertaken so far has concentrated on a small number of characteristics that influence consumer purchasing behaviour. As a result, there is a significant need for comprehensive research into consumer buying behaviour, especially online and offline, for both durable and nondurable products.

References:

1. Sajid, S., Rashid, R. M., & Haider, W. (2022). Changing Trends of Consumers' Online Buying Behavior During COVID-19 Pandemic With Moderating Role of Payment Mode and Gender. *Frontiers in Psychology*, *13*.

2. Svajdova, L. (2021). Consumer behaviour during pandemic of COVID-19. Journal of International Business Research and Marketing, 6(3), 34-37.

3. Zolkepli, I. A., Mukhiar, S. N. S., & Tan, C. (2021). Mobile consumer behaviour on apps usage: The effects of perceived values, rating, and cost. Journal of marketing communications, 27(6), 571-593.

4. Moon, J., Choe, Y., & Song, H. (2021). Determinants of consumers' online/offline shopping behaviours during the COVID-19 pandemic. International journal of environmental research and public health, 18(4), 1593

5. Sheth, J., (2020). Impact of Covid-19 on consumer behavior: will the old habits return or die? J. Bus. Res.

6. Laato, S., Islam, N.A.K.M., Farooq, A., Dhir, A., (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: the stimulus-organism-response approach. J. Retailing Consum. Serv.

7. Loxton, M., Truskett, R., Scarf, B., Sindone, L., Baldry, G., & Zhao, Y. (2020). Consumer behaviour during crises: Preliminary research on how coronavirus has manifested consumer panic buying, herd mentality, changing discretionary spending and the role of the media in influencing behaviour. Journal of risk and financial management, 13(8), 166.

8. Qazzafi, S. H. E. I. K. H. (2019). Consumer buying decision process toward products. International Journal of Scientific Research and Engineering Development, 2(5), 130-134.

9. Sama, R. 2019. Impact of media advertisements on consumer behavior. Journal of Creative Communications 14 (1):54–68.

10. Akalamkam, K., & Mitra, J. K. (2018). Consumer pre-purchase search in online shopping: Role of offline and online information sources. Business Perspectives and Research, 6(1), 42-60.

11. Modern Business Organization and Management: Shelekar & Shelekar, Himalaya Publishing House.

12. Marketing Management : Philip Kotler, 15thEdition

13. Sfenrianto, S., Wijaya, T., Wang, G. (2018), 'Assessing the buyer trust and satisfaction factors in the E-marketplace', Journal of theoretical and applied electronic commerceresearch,13(2), 43-57.

14. Ailsa Kolsaker, Liz Lee-Kelley and Pui Ching Choy, The reluctant Hong Kong consumer: purchasing travel online, International Journal of Consumer Studies, Volume 28, Issue 3, pp 295–304.

15. Suraj Debbarma and SutapaDebbarma – "An empirical study of the consumer"s behaviour towards online shopping in northeast India" International Journal of Engineering Development and Research. Vol. 6, 2018, pp. 394-401.

16. Gupta, A., Arora, N. (2017), 'Understanding determinants and barriers of mobile shopping adoption using behavioral reasoning theory', Journal of Retailing and Consumer Services, 36, 1-7.

17. Sarkar, R., & Das, S. (2017). Online shopping vs offline shopping: A comparative study. International Journal of Scientific Research in Science and Technology, 3(1), 424-431.

18. T. Jukariya and R. Singhvi – " A Study of Factors Affecting Online Buying Behaviour of Students". International Journal of Current Microbiology and Applied Sciences. Vol. 7, 2018, pp. 2558-2565.

19. Vishwanath Kumbar, Shashank Hiremath and D. Gopinath (2017) In Store Shopping: Motivations Behind Consumer-Inveigle Shoppers To Store, Aarmss International Journal Of Management And Social Sciences Research, Volume III, Issue 1, pp 23-32.

20. Seema Rani and Anju Sigroha (2017) A comparative study of Online and Offline Commerce Market: A Case Study of Sonipat: The Expression: An international Multi-Disciplinary e-journal Volume 03 Issue 04

21. UmmulWaraAdrita and Tanzina Shahjahan (2016) Preference of Shopping on Online Vs Offline in Bangladesh, International Refereed Research Journal, Vol.-VII, Issue-3, July 2016

22. A . Baskaran and Dr. K. Krishnamurthy (2016), A Study on Pre and Post Purchase Behaviour of Consumer Durable Goods in Kanchipuram District, International Journal of World Research, Vol.1, Issue 36, pp 21-28

23. Kwarteng, M. A., Pilík, M. (2016), 'Exploring consumers' propensity for online shopping in a developing country: A demographic perspective', International Journal of EntrepreneurialKnowledge,4(1), 90-103.

24. Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors influencing online shopping behavior: the mediating role of purchase intention. Procedia economics and finance, 35, 401-410.

25. Lakshmi. S – "Consumer Buying Behaviour Towards Online Shopping". International Journal of Research – Granthaalayah. Vol. 4, August 2016, pp.60-65.

26. Kanupriya ,Dr. Rita, Anupreet kaur (2016), A Study Of Behaviour Of Consumer Towards Online Shopping, Orbit-Biz-Dictum Volume 1, Issue 1, pp 43-55.

27. Bhumika Pahwa – " A Review of Consumer Online Buying Behaviour". International Conference On Technologies For Sustainability – Engineering, Information Technology, management and the Environment, DAV Institute of Management, Faridabad, November 2015, pp. 570 – 576.

28. Sharma, R., Mehta, K., Sharma, S. (2014), 'Understanding online shopping behaviour of Indian shoppers', International Journal of Management & Business Studies, 4(3),9-18.

29. Jain, D., Goswami, S., Bhutani, S. (2014), 'Consumer behavior towards online shopping: an empirical study from Delhi', IOSR Journal of Business and Management, 16(9), 65-72.

30. Bhatia, P., Ali, S. H., Mehdi, Z. (2014), 'A Factorial Study of Consumer Buying Behaviour towards Durable Goods With Reference To Urban Working Women', International Journal on Recent and Innovation Trends in Computing and Communication,2(3), 424-434.

31. Ashish Bhatt. (2014), "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat", Journal of Marketing Management, Vol. 2, Issue 2, pp. 29-56.

32. Isabel P. Riquelme and Sergio Roman (2014), The influence of consumers" cognitive and psychographic traits on perceived deception: A comparison between online and offline retailing contexts, Journal of Business Ethics, Volume 119, Issue 3, pp- 405-422.

33. Rajesh Iyer& Jacqueline, Eastman (2014). The Elderly and Their Attitude Toward s the Internet : The Impact of Internet use, Purchases, and Comparison Shopping . Journal of Marketing Theory and Practice, Vol.14, No.1.

34. Al Karim, R. (2013). Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions. IOSR Journal of Business and Management, 11(6), 13-20.

35. Zendehdel M. The Effects of Trust on Online, Malaysian Students Buying Behavior. Australian Journal of Basic and Applied Sciences 2011; 5(12): 1125-1132

36. Chuang, H. M. and Fan, C. J. (2011), 'The mediating role of trust in the relationship between e-retailer quality and customer intention of online shopping', African Journal of Business Management, 5(22), 9522-9529. 5-302. of Business Research 66(9),1436-1447.

37. Koen Pauwels, Peter SH Leeflang, Marije L Teerling, KR EElkoHuizingh (2011) Does online information drive offline revenues? : only for specific products and consumer segments! , Journal of Retailing, Volume 87 Issue 1, pp 1-17

38. YaobinLu(2011) A study on factors that affect users" behavioral intention to transfer usage from the offline to the online channel, Computers in Human Behaviour Volume 27 Issue 1 pp 355-364.

39. ChayapaKatawetawaraks , Cheng Lu Wang (2011), Online Shopper Behavior: Influences of Online Shopping Decision, Asian Journal of Business Research Volume 1 Number 2, pp 66-74.

40. Feng Zhu & Xiaoquan (Michael) Zhang (2010), Impact of Online Consumer Reviews on Sales: The Moderating Role of Product and Consumer Characteristics, Journal of Marketing Vol. 74, pp-133–148.

41. Bellman, S., Lohse, G. and Johnson, E. 2010.Predictors of online shopping behavior. Communications of the ACM. 42:32-38.

42. Junhong Chu and et. al.(2010), An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics, Journal of Interactive Marketing, Volume 24, pp 251-268.

43. Okazaki, S. et al. (2009), 'Consumer privacy concerns and preference for degree of regulatory control', Journal of advertising38(4), 63-77.

44. Vijay, Sai T. & Balaji, M.S (2009), " Online Shopping in India: Findings from a Consumer Research", Marketing Mastermind, Volume 5.

45. A. V. Hausaman and J. S. Siekpe (2009), The effect of web interface features on consumer online purchase intentions, Journal of Business Research, Volume 62, Issue 1, pp 5-13.

46. Manouchehr Tabatabaei. (2009). Online Shopping Perception of Offline Shoppers. Issue in Information System, Vol. X, No.2.

47. T. Hansen and J. Jensen (2009), "Shopping orientation and online clothing purchases: the role of gender and purchase situation", European Journal of Marketing, Volume 43, Issue 9/10, pp 1154-1170.

48. D. M. Koo and et. al. (2008), Personal Values as underlying motives of shopping online, Asia Pacific Journal of Marketing and Logistics, Volume 20, Issue 2, pp 156-173.

49. N. M. Suki, T. Ramayah and N. M. Suki (2008), "Internet Shopping acceptance: Examining the influence of intrinsic and extrinsic motivations", Direct Marketing: An International Journal, Volume 2, Issue 2, pp 97-110.

50. D.G.R Soopramanien, R. A. Fildes and A. Robertson – "Consumer Decision making, e-commerce and perceived risks" (2007). Applied Economics, Vol. 39, pp. 2159-2166.

51. S. Devaraj, M. Fan and R. Kohi (2006), Examination of online channel preference: Using the structure –conduct-outcome framework, Volume 42, Issue 2, pp1089-1103

52. Aron M. Levin ,Irvin P. Levin &Joshua A. Weller . (2005). A Multi-Attribute Analysis of Preference For Online and Offline Shopping : Difference Across Products, Consumer, and Shopping states: Journal of electronic commerce Research , Vol.6, No.4.

53. H. R. Kim (2005), Developing an index of online customer satisfaction, Journal of financial service marketing, Volume 10 Issue 1, pp 49-64

54. R. L. Andrews and I. S. Currim (2004), Behavioural differences between consumers attracted to shopping online versus traditional supermarkets: Implications for enterprise design and marketing strategy, Journal of Internet Marketing and Advertising, Volume 1, Issue 1.

55. T. Monsuwe and et al. (2004), What drives consumers to shop online? A literature review , International Journal of Service Industry Management Vol.15 Issue 1, pp 102-121

56. Bhatnagar, A., Misra, S. and Rao, H. R. 2004.Online risk, convenience, and internet shopping behavior. Communications of the ACM. 43:98-105.

57. Tony Ahn, Seewon Ryu and Ingoo Han (2004) ,The impact of Online and Offline features on the user acceptance of internet shopping malls, Electronic Commerce Research and Applications Volume 3 Issue 4, pp 405-420.

58. Rick L. Andrews and Imran S. Currim (2004) Behavioural differences between consumers attracted to shopping online versus traditional supermarkets: implications for enterprise design and marketing strategy, International Journal Internet Marketing and Advertising Volume 1, Issue 1, pp 38-61

59. Gupta, A., Su, B. C., & Walter, Z. (2004). An empirical study of consumer switching from traditional to electronic channels: A purchase-decision process perspective. International Journal of Electronic Commerce, 8(3), 131-161

60. Hans van der Hejiden, TibertVerhagem, Marcel Creemers (2003), Understanding online purchase intentions : contributions from technology and trust perspectives, European Journal of Information Systems, Volume 12 Issue 1, pp 41-48.

61. Chung-Hoon Park and Young-Gul Kim (2003), Identifying key factors affecting consumer purchase behavior in an online shopping context, International Journal of Retail & Distribution Management Volume 31, Number 1, pp. 16-29.

62. P. Danaher (2003), A Comparison of Online and Offline Consumer Brand Loyalty, Marketing Science, Volume 22, Issue 4, pp 461-476

63. Kuan –Pin Chaing& Ruby Roy Dholakia. (2003). Factor Driving Consumer Intention to Shop Online: An Empirical Investigation: Journal of Consumer Psychology, Volume 13 Issue (1&2), 177-183.

64. Sarwade, W.K. (2002). Emerging dimension of buyers behaviour in rural area. Indian Journal of Marketing, 32, 13-21.

65. Gambhir, C. (2002). Consumer protection: Law and practice. Indian Journal of Marketing, 32, 17-20.

66. C. K. Scarborough (2002), "E-Shopping in a multiple channel environment", Journal of Consumer Marketing, Volume 19, Issue 4, pp 333-350.

67. Li, N., & Zhang, P. (2002). Consumer online shopping attitudes and behavior: An assessment of research. AMCIS 2002 proceedings, 74.

68. Matthew K. O. Lee and Efrain Turban (2001), A Trust Model for Consumer Internet Shopping, International Journal of Electronic Commerce, Volume 6 Issue 1, pp75-91

69. Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online prepurchase intentions model: the role of intention to search: best overall paper award—The Sixth Triennial AMS/ACRA Retailing Conference, 2000☆. Journal of retailing, 77(3), 397-416.