

# A review on Online Vs Offline Marketing: The future of retailing in India

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**Abstract---** *Nowadays, online retail sector is seeking interest over the traditional retail business in India. The momentum of online retail business has gained so much pace that it is hampering the conventional retail business market. Luckily, more and more business deals are been provided online with better prices leading to the attention of larger population. While the online merchants have reported a record-breaking growth and is on track to keep expanding fast, the conventional retail merchants were observed to have struggling business with reduced annual sales. Moreover, stimulated by the swift growth of our financial system, the whole of retail market is not only set to develop very rapidly but both organized retail and online retail jointly characterize an insignificant 7.5% of the calculated total retail market in the country. Therefore, in this paper an attempt is made to have an insight about online vs offline channel and future of retailing in India.*

**Keywords---** *Online, Offline, Retail, Consumer, Price, Market*

## I INTRODUCTION

Marketing is a place where a customer or consumer's search their requirement. If their requirements are completed than they purchase that product otherwise they continue the process. The whole market is totally relying on the three things of customers that is requirement, demand and purchase. Everything cannot find on a single place but mostly things can be completed.

According to today's life Marketing are separated into two part one is online Marketing and offline Marketing. Offline Marketing is the Marketing in which the customer got from one store to another and takes the things of his choice. The shopping is done by going directly to the shop and it is called offline Marketing. But today's time is about offline as well as a new shopping method called online Marketing. The purchase made from the net is called online shopping.

## II What is Marketing?

Generally the term promoting is being defined as the process of making the product of any company to be available or making known to the clients, which actually defines the need of them and also the client is seeing the buy the same after going the market study. The promoting activity for any product is said to be good if transfers the products to the clients and also provides some short of benefits to the organization.

### **Types of marketing strategies**

Consequently, picking a marketing tactic that fits the organization goal is of crucial significance.

- 1) Decision Relies On Audience

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The primary pace in the direction of rising a suitable Marketing planning be toward the familiarity with your addressees.

2) Create a Psychological Process Profile

Secondly, you should plan a debatable cognitive movement as user of your manufactured item will take as a result of your Marketing efforts.

3) Connect a Category of Buying Planning

Base on top of your sympathetic of the goal viewers with the course you desire on the way toward receiving them from end to end; want a category of Marketing policy to you should include the maximum optimistic bang.

4) Evaluate your Efforts

Collect marketing efforts data by any means and then evaluate your efforts and also take corrective actions wherever and whenever necessary. Web Marketing can be advantageous in the following ways:

- Enlargement in latent
- Lessening the cost
- Well-designed transfer of data
- Good controlling
- The services provided to the clients is improved
- Benefits of competition

Online promotion is also termed as web Marketing, digital Marketing and SEM.

### **III Online Marketing and its benefits**

Media that is based on the different level of communication considered from two way interaction. In the case when any offer related to off is going on, which makes the things much easier for electronic mail to customers and the customer can purchase that product directly. Web also makes to send more than one messages to the client at once, which actually has replaced the work of sending the post letter to every client. Web promoting provides a quick output from the side of client. On the same the clients can also give their feedbacks on the services provided. Web promoting actually makes the proper usage of the time for doing the things.

### **IV Limitations of Online Marketing:**

The market reach of the ads based on the web is more, and also it might cost more in starting. Where the cost of the software and also the hardware required is also included. As per the study it is quite clear that some of the clients just surf the web for having some additional information about the service or merchandise and then go for personal feel for the same. Like the online availability makes the customer to know about the features, looks and more things about any product available, beyond this all the clients always desires to have the look for the phone by visiting the store for the hand experience. As the challenges for the web promoting is being considered the spamming is the most critical in all as the hackers might get the access of the personal data available online. One of the most considered factor for the clients when buying something online is the hand experience of the same where the same is not provided by the online team while delivering. This hampers the concern of point constructing and is considered as the major factor in marketing and mouth to mouth publicity. Web Marketing

relies majorly on the latest work in the defined field, which is also considered as the major fault. Taking an example when a client is searching for something and want to follow the promotion available online and just due to the technical issues, he/she fails to do the same then the clients get irritated and bypasses the things very easily.

Web promotion is having number of challenges and issues attached with it, and it can also state that the online promotion has makes the things more transparent and ease in buying. At the present time the requirement is to make the challenges solved so that the online promotion and buying is more beneficial for the users.

## **V Offline/Traditional Marketing**

Traditional marketing alludes to a sort of advancement, in which organizations utilized this technique in the early period to advertise their item. Additionally, conventional promoting centres around the selling of the item which was delivered by the organization. Traditional marketing doesn't allow direct interaction with the potential customers. It is the process of interesting potential customers and clients in your products or services. Salient features of traditional marketing are

1. It ignores customer need and satisfaction.
2. It started with production of finished goods and services and is completed with the sale of product and services.
3. It is more time consuming.
4. It doesn't allow direct interaction with the customers as in case of digital marketing.
5. It is not very convenient when compared with other modern method of marketing.

Some of the best examples of traditional marketing are newspapers, magazines, brochures, pamphlet, leaflet, billboard, and radio.

## **VI Consumer behavior**

For consumer behaviour there are three rules followed by marketer. So as to fulfil the requirement of the clients it is mandatory for the enterprises to consider the role of the users the overall scenario. The client consideration is the most considerable in the design phase of the merchandise. During the design phase of the merchandise the things should be like that they are able to meet the needs of the clients and also by considering the other related features of the same. Where both the roles considered are critical and also important.

The defined role of the client is to find the path which is properly defined to have it. In the case when the clients are forced for anything then they will never go for the same either talking about the services or the merchandise. The lists of problems for the clients are like when the stores are available in the specific days in the week. And also sometime the unavailability of the merchandise in the store makes the client unhappy.

So as to make the proper prediction of the behaviour of the user it is quite necessary to know the needs of the clients about the motivations, aims and desires of the clients and also the consideration of the decision for buy.

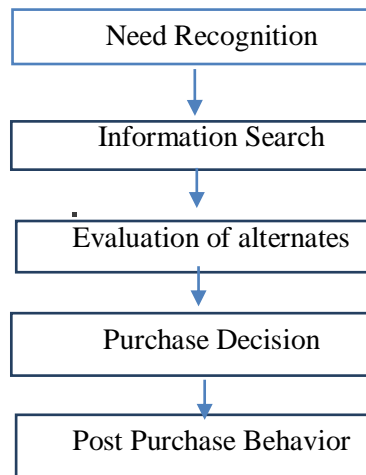


Figure 1: Decision Making Process of Consumer

## VII Consumer Needs

The discussion which are made strategically are very important. The behavior of consumer always shows what is major to increase market product value. Marketer always relies on consumer behavior according to product.

## VIII Online-to-Offline Marketing (O2O)

The online and offline integration model is often known as O2O marketing model. Alex Rampell who was the CEO and organizer of TrialPay said that the essential purpose of O2O advertising is finding customers on the web and bring them into genuine stores (TechCrunch, 2010). The O2O model is a blend of an instalment model and pedestrian activity generator for vendors that permit disconnected buying. For example, an online channel can't give a genuine café experience and is just applied to work merchandise singularly. Then again, a disconnected channel can't offer individuals with data on store position or supports. Accordingly, a blending model that is proficient to pull in an ever-increasing number of customers to genuine stores is basic.

The Online Economy (2012) indicated that with the broad utilization of person to person communication destinations and area-based administrations, purchasers presently can without much of a stretch access to exceptional data on items through both on the web and disconnected stage before purchasing the items from physical stores. An overview directed by Business Insider (2011) demonstrated four accessible strategies for O2O models for example the customary online store, area-based administrations, social business, and gathering buying. In addition, the O2O advertising model has advanced as a critical point in channel joining (Business Insider, 2011). Customers consider differing factors for tolerating the most appropriate channel to do their exchanges. For instance, if purchasers need to have quick data, they will depend on online stores and mobiles gadget to do as such. Then again, if shoppers are keen on an item, they will decide to visit a disconnected retailer

store. Thusly, it is conjectured that perceiving the components prompting customers looking and buying, just as those of consequent practices is urgent. Additionally, advertisers should club their promoting resources on disconnected and on the web/portable channels to effectively draw target customers.

### **Information Availability**

Verhoef, Neslin, & Vroomen (2007) stated that the right and useful product information available could help and influences consumers while choosing the most suitable channel for searching. Wolfenbarger and Gilly (2001) reveal that entrance to data is fundamental for customers to utilize online vehicle for investigating merchandise. Analysts and researchers have expressed that the web offers the efficient methods for shoppers to get item data. On the off chance that shoppers can without much of a stretch get data and assess costs by utilizing one channel, they are probably going to search out and buy utilizing that equivalent channel (Noble, Griffith and Weinberger, 2005).

### **Search Convenience**

Numerous consumers will probably go for channels that can rapidly supply product information (Verhoef et al., 2007). Gupta et al. (2004) pointed out that online portals have the capability to offer fast results in terms of product information. Bang et al. (2013) reported that mobile devices facilitates in information search anytime and anywhere. Many studies have also showed that ease in searching techniques have large impact on the channel choice for consumers (Kacen et al., 2013; Schröder & Zaharia 2008; Verhoef et al., 2007).

### **Search Enjoyment**

Forsythe et al. (2006) reported that several consumers are worried about enjoying the search process. Buyers call for epicurean components (hedonic products) from the shopping experience (Schröder and Zaharia, 2008). Many researchers have expressed that such customers use channels that give simple and streamlined shopping encounters. Customers who are slanted to purchase merchandise in stores do so in light of the fact that they experience additionally shopping delight and appreciate more eye to eye communications with deals staff than they do on the web (Jones, 1999; Rohm and Swaminathan, 2004; Konuş et al., 2008; Levin and Weller, 2005; Schröder and Zaharia, 2008).

### **Tangibility**

Shin (2007) call attention to that customers who didn't purchase merchandise through online direct act in such a manner since they can't evaluate the real nature of items while buying, staying questionable about the products. Shoppers who like to contemplate physical items at stores to diminish vulnerability (Jiang and Balasubramanian, 2014). Furthermore, various investigations have indicated that substance is a significant factor in O2O promoting (Kacen et al., 2013; Levin et al., 2005; Yu et al., 2011).

### **Media Richness**

Media flourishing encourages promoting channels to impart data to customers and help them make choices (Maity and Dass, 2014). Appropriate writing has built up that the credibility of media impacts the strategy individuals chase for data. Brunel (2009) shows that buyers who are affected by the lavishness of media changed their goals and embraced internet business for data revelation. Maity and Dass (2014) express that disconnected, on the web and portable channels give a few degrees of media wealth. Customers need to get further data or convenient input; they can ask a seller in a physical store. Accordingly, we conjecture that media extravagance influences the decision of quest channel for buyers.

## **IX Online-To-Offline Adoption Factors**

### **Price and Promotion**

As stated by researchers price and promotion are two major factors that manipulate choices of the channel. Bakos (1997) showed that pricing is a decisive aspect affecting the channel preference in purchasing. For example, consumers consider that they can find low-cost items using online channels and thus employ these channels to explore for prices and promotions. Several papers have also disclosed that consumers explore for items and products via offline channels; however, on the other hand these same customers also used online stores for buying these products when the prices in the conventional retailer's stores are relatively high.

### **Product Variety**

Keeney (1999) demonstrated that offline medium provide more number of varieties in order to attract potential consumers. Verhoef et al. (2007) reported that if stores are able to sell new and exclusive products, then consumers might be able modify their purchase channel in response. Furthermore, several papers have revealed that e-retailing have advantage over offline retail as online marketing can provide huge range of exclusive products and their information. These benefits are proven to have lead over offline merchandizing appealing people to shop online.

### **Purchase Convenience**

Verhoef et al. (2007) studied that loads of consumers choose to buy goods via channels providing extremely capable purchasing processes. In 2008 Schröder and Zaharia showed that easy shopping course and process attracts more consumers who refer shopping as realistic and indicative process. Attaining a useful product with least time, physical and mental investment are important features to consumers. Gupta et al. (2004) pointed out that when consumers prefer to buy useful products, they think of devoting significant time and effort while purchasing them. For example, if consumers opted for offline store they tend to spend more time and effort. Moreover, if consumers are unable to find suitable product, they can spend additional time and effort searching for best products. Lee et al. (2013) reported that the novelty of mobile devices is that any information of any product is found easily and proper survey can be done anytime and anywhere before purchasing any product. Several reports and papers have revealed that easy and hassle free purchase is a vital factor in the purchasing practice.

### **Online Purchase Risk**

Cox and Rich (1964) characterize chance observation as the impression of vulnerability in the buying procedure. Taylor (1974) demonstrates that shoppers change their buy channels on account of the various dangers that impact their choices; he additionally expresses that item execution hazard and security hazard may influence buy choices. Featherman and Pavlou (2003) show that shoppers could be worried about the potential loss of power over close to home data, for instance, customers only here and there buy from online stores that utilization their own data without consent. A few examinations have demonstrated that online buy hazard influences the channel selection of shoppers.

### **Sales Service Quality**

Various examinations have shown that in the event that stores give unrivalled sales and service quality, at that point customers may change their last buy channel decision. Parasuraman, Zeithaml, and Berry (1988)

demonstrate that business administration quality incorporates substance, dependability, responsiveness, affirmation, and compassion. Parasuraman, Zeithaml, and Malhotra (2005) talk about e-deals administration quality, affirming the quality contrast among disconnected and on the web, and suggest that including e-quality could offer different methods for returns or increment the accessibility of things for conveyance inside an appropriate time period. What's more, Kacen et al. (2013) shows that customers who care about deals administration quality will in general buy from disconnected stores. Various investigations have demonstrated that business administration quality is a basic factor in the buy procedure.

### **Immediate Possession**

A few investigations recommend that immediate advertisers can lessen shopper protection from indexes or making Internet buys by diminishing the conveyance time. Along these lines, buyers may choose to utilize disconnected stores instead of online stores to increase quick ownership of items (Balasubramanian, 1998; Rohm and Swaminathan, 2004). Alba et al. (1997) states that physical retailers give quick ownership of items, while buying through online retailers brings about a period delay. Various investigations have demonstrated that if buyers can get items quickly, they will change the buy channel to do as such (Chiang et al., 2006; Kacen et al., 2013; Noble, Griffith and Weinberger, 2005; Rohm and Swaminathan, 2004).

Early examination results have found numerous shoppers' cross-channel practices, (for example, disconnected channel search to online buy or versatile pursuit to disconnected buy). To finish the exchange (Farag et al., 2007; Schroder and Zaharia, 2008), Pookulangara et al., (2011) demonstrate that the buyers think about value, advancements, buy time and buy hazard, prompting cross-channel conduct. Gupta et al. (2004) likewise demonstrates a few factors that impact buyers to change buy channels while looking for items in physical stores, for example, the ideal opportunity for online channels to convey, online item assessments, and conveyance or installment dangers of online channels. Deals administration quality hazard fundamentally impact customers to buy on the web. The buy conduct (disconnected versus on the web) uncovered that cost and advancement and prompt belonging altogether impact shoppers to buy on the web. In addition, buyers setting more prominent need on online buy chance are bound to buy disconnected.

### **How internet marketing affects consumer behaviour**

Advanced advertising without a doubt influences customer conduct enormously. We frequently go over news where here and there shoppers get items not the same as what they booked on the web. It is in truth a similar item however the vender cheated by posting decent photos of that item.

We additionally realize that there are a ton of items inside same classes. It's difficult to pick among all. First thing buyers check is the surveys and next one is sticker price. As indicated by reports, on the off chance that they need to pick between two items with equivalent positive audits, they go for cost and take an item which is low cost. Prior there used to be sure brands fixed to purchase like for instance Nokia for mobiles. Presently it isn't the situation. Such a significant number of brands are offering items with high highlights at less expense and it's extremely hard to pick one and continue to purchase that. There are still a few people who have confidence in one brand and purchase those items. New comers in business need to set up themselves and they discharge items at low costs with more details. Antagonistic exposure will likewise be finished depicting like Quality never comes modest yet at the same time the majority of the individuals go for that items as it were.

There are huge number of purchasing option are available on internet. Before picking one among many, purchasers check the evaluations and audits. Adding to these, they will likewise contrast specialized determinations of your item and other contender items. The possibility of all the more evaluating with not many determinations will fizzle at the market. Because of colossal rivalry, business will progress admirably if an item accompanies low cost with a bigger number of highlights than contenders.

Before Digital showcasing accepted the position, advancing and publicizing of business is finished with customary promoting. Sources are barely any like papers, TV channels advertisements and radio. Change rate is low and following of progress is beyond the realm of imagination with this promoting.

These days, nearly everybody has cell phones and greater part of individuals invest their energy in online life. Sites and applications like Facebook, Snapchat, Whatsapp, Instagram and a lot more are administering with a great many devotees and dynamic individuals day by day.

Promoting ought to be done in a spot where more individuals invest their energy. Computerized showcasing is centered around crowd present in web based life. On the off chance that correct crowd is focused with key methodology, numerous leads can be gotten. Regardless of whether not many of them convert to customers, heaps of income is produced.

As there are numerous items effectively accessible on the web, it is hard for another business to develop. Existing brands have their impression and individuals give first inclination to them as it were. You need to show how your items are increasingly extraordinary and why individuals should get them?

Individuals will purchase an item which is unrivaled in particular savvy and generally low cost. It doesn't imply that purchasers just purchase less evaluated items, yet all together for a head start it is acceptable to give more highlights with low valuing factor.

Advanced showcasing must be done in right manner. Without appropriate arranging, bunches of cash will be squandered with lessor no clients to your business. With the assistance of computerized showcasing, additional charges like paying pay rates for advertising individuals and a few things like these can be maintained a strategic distance from.

That is one reason why online business sites give unique limits and offers. You can watch the distinction in valuing of an item when contrasted with online sites and shops. Items are modest online as upkeep costs are maintained a strategic distance from for the most part.

## **X Conclusions**

The present paper highlighted a detailed analysis of buying behaviour of offline and online mode. The deep information about various aspects of buying behaviour will help consumers, purchasers and companies to adopt such methods that will benefit the trade and will improve business revenues. It is inferred from the study that customer behaviour that the customer today is more inclined towards online shopping rather than offline medium due to the following reasons:

**Accessibility:** In today's busy world comfort is the greatest liven. People opt for sources where they can skip the long queue, can shop anytime of the day and can have ample information of the product. The following freedom of shopping is provided by online sites these days where one can easily have access to each and every



essential item. One such trendy and informational product is e-books. It is through internet that an e-book can be purchased or accessed in a split second with rapid payments.

**Prices are better:** Internet and online medium offers better deals and cost effective products. The online retail chain involves no middleman; hence the delivery to individuals becomes a direct link from the producer or vendor. Frequent online stores also provide exclusive deals, discount coupons.

**Ample variety:** There are plenty of products and amazing choices to buy any product online. Through online medium an individual can seek several brands and products from various sellers and shops all at one place. People tend to attain latest clothes and accessories from around the world without spending money on airfare. People can order exclusive and rare products or items from other parts of the country or city with no limits by geography. Much better choices of colours and sizes than one can find in any store locally are at the disposal of one click. Some online stores even have these facilities to accept orders for merchandize which are out of stock and deliver them when the stock becomes available. Through online medium one has the freedom to take the option to another online store where the product is available.

**Lesser expenses:** Generally, people have this tendency of over budgeting. Whenever we opt for traditional shopping expenses like dining out, transportation, parking tickets, etc. is also there. Using online mode not only provides plenty of product choices but also help in cutting additional expenses.

**Cost comparisons:** Due to the association of large stores and ample choices it is very easy to compare cost of any product or item available. This type of transparency causes the vendor to impose no additional cost for its profit. Furthermore, online mode also provides to exchange information from various customers and can have knowledge of who's having direct association with an item or retailer.

**No crowds:** While opting for conventional shopping specially during festive season people have to face huge gathering leading to chaos and confusion. Also, in today's world where pandemic situation can rise anytime and person's health could be at risk it is much safe to opt for online shopping.

**Less obsessive shop:** The most important feature of conventional shopping is that people generally end up buying those products which they don't really need. The main factor for compulsive buying is the pressure build by the shop keepers on customers to make these purchases. Occasionally, people even negotiate on their choices due of the shortage of choices in those shops.

The people who are involved in the offline industry should reconsider the points elaborated and can innovate their business strategies in order to attract customers. They should employ wide ranges of options at one place and price should be very economical compared to online.

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