

# Online And Offline Consumer Buying Behaviour A Literature

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## NICHOLSON EMERSON

Handbook of Marketing John Wiley & Sons

Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3 (A), Stellenbosch University (Department of Industrial Psychology), 72 entries in the bibliography, language: English, abstract: This paper attempts to gain a better understanding of consumer behavior on Internet purchases. To address this objective a secondary literature survey was conducted. In the first part, the paper focuses on characteristics of Internet consumers through briefly exploring online demographics and activities, and then through classifying several shopper types. Second, the established five stages model of the consumer decision process is examined in the online shopping context. Third, potential drivers of Internet shopping are derived, focusing on benefits of online shopping, Web loyalty and Web site design quality. The fourth part deals with acceptance barriers to Internet shopping, in particular with general barriers, security issues and privacy concerns. Implications for online marketers are derived after each part of the paper. Finally, several conclusions, a summary of implications and further notes are presented at the end.

**Advances in National Brand and Private Label Marketing**  
 Emerald Group Publishing

Make the most of your online business resources The growing acceptance and use of the Internet as an increasingly valuable travel tool has tourism and hospitality businesses taking a critical look at their business-to-customer online environments while pondering such questions as, "How do I get people to visit my Web site?" "Is my Web site attracting the 'right' kind of e-consumers?" and "How do I turn browsers into buyers?" The Handbook of Consumer Behavior, Tourism, and the Internet analyzes the latest strategies involving Internet business applications that will help you attract—and keep—online travel customers. Researchers from the United States, Europe, and Asia present the latest findings you need to make the right decisions regarding long-term e-commerce development and planning. The Handbook of Consumer Behavior, Tourism, and the Internet examines vital issues affecting the travel and tourism industry from an online perspective. This book analyzes the latest theory and research on general online buyer characteristics, the differences between online and offline consumer behavior, the differences between broadband and narrowband users, the online search process, quality and perception of lodging brands, and Web site design, maintenance, and development. Each section of the book includes a model/diagram that serves as an overview of

the topic, followed by a thorough discussion on the topic from several sources. Each section ends with commentary on the areas where future research is needed. The book's contributors use a variety of research methodologies ranging from qualitative data analyses using artificial neural network analysis, to experimental design, non-parametric statistical tests, and structural equation modeling. Topics examined in the Handbook of Consumer Behavior, Tourism, and the Internet include: the need for businesses to use internal examinations to determine and meet online consumer needs the emerging field of e-complaint behavior—consumers taking to the Web to voice complaints about travel services how to use e-tools to measure guest satisfaction how to measure consumer reaction to Web-based technology the Internet's impact on decision making for travel products and how to use e-mail marketing, electronic customer relationship management (eCRM), Web positioning, and search engine placement The Handbook of Consumer Behavior, Tourism, and the Internet is equally valuable as a classroom resource or professional reference, providing up-to-date material on Internet applications and their impact on consumers and e-commerce. *Online Shopping Habits and Consumer Behavior* GRIN Verlag Master's Thesis from the year 2021 in the subject Business economics - Offline Marketing and Online Marketing, Hamburg School of Business Administration gGmbH, language: English, abstract: The goal of this study was to elaborate the differences between COVID-19 induced and a potentially restriction free consumer behavior in 2024 regarding a sustained change of online shopping and the usage of digital services. Two different scenarios were developed (I) asking participants about their behavior during the COVID-19 pandemic and (II) asking participants about their behavior in a pandemic and restriction free environment in 2024. In order to elaborate potential effects, a research model was derived based on a conceptual framework investigating the long-term adherence of behavioral changes combined with item relationships regarding the sustained usage of services. The data was derived through online questionnaires. Afterwards, the conducted data was operationalized and elaborated through multiple (M)ANOVA. The key findings were that the satisfaction levels for both online shopping as well as for the digital services significantly decreased in scenario II. According to the research model this allows the conclusion that a sustained usage is negatively affected. Therefore, the observed acceleration of online shopping could potentially slow down and return to average growth levels. The reduction of satisfaction levels was supported by a correlation reduction of the frequency of use and money spent items which confirmed the reduction of online shopping as well as the usage of digital services. For the retail and e-commerce industry the findings allow strategic implications to prepare for the post pandemic consumer behavior.

Consumers will potentially carry their positive experiences with them and translate those into future expectations towards retail and e-commerce. To mention are that due to the decreased satisfaction levels the traditional stationary retail store remains r *Clickology* GRIN Verlag Master's Thesis from the year 2014 in the subject Business economics - Offline Marketing and Online Marketing, grade: 3.5, , language: English, abstract: Currently all the businesses are facing cut throat competition and companies and retailers are using different components of store atmospherics to attract the customers and to get competitive edge in the market by differentiating themselves from their competitors and consequently to be successful in the market. Current research is among very few on the components of store atmospherics and Impulse Buying in Pakistan. It will be helpful for producers, retailers and marketers by providing them roadmap to develop different strategies to increase sales and ultimately getting a larger market share by influencing buying decision making process of the consumers. Quantitative research approach has been used in this study and data has been collected through survey research method in which adapted questionnaire is used as instrument of survey. The sample size was 600 consisting of different cities (Islamabad, Lahore, Okara, Sahiwal, Pakpattan, Arifwala and Multan). Research data has been analyzed by applying descriptive statistical techniques through SPSS software. Descriptive statistics, pie graphs, scatter diagram, correlation and linear regressions tests have been applied to draw the results of the study. Results of the study have shown that the questionnaire is reliable to measure the constructs. Correlation values show that store layout, point of purchase displays, atmospherics and human factors have positive moderate correlation with impulse buying behavior. The results of regression analysis have shown that store layout, point of purchase displays, atmospherics and human factors have significant impact on impulse buying behavior. The study has some limitations as well; data has been collected through adapted questionnaire although there are other instruments as well to measure the constructs. In this study mere quantitative research approach has been used, while a mixed method approach can also be used to measure the constructs. The study has been conducted in only seven cities of Pakistan therefore it will be difficult to generalize the results of the study. *Toward Cross-Channel Management* Oxford University Press The world of shopping is at a crossroads. While online sales are growing at runaway speed, many businesses are finding themselves left behind, discovering that what has worked so long in offline does not work online, and what works online does not necessarily translate offline: it simply doesn't click. Packed with tips, guidance and real-world case studies from online niche stores Bellabox and Facetache to the universal appeal of

Groupon, and from offline discount stores Dollar Tree and Poundland to the luxury Selfridges in this informative book internet psychologist Graham Jones reveals: \*Why most online shopping carts are abandoned before a purchase is ever made and how to stop this happening in your store \*Why having a centrally positioned search box aids navigation and increases sales \*Why offering free shipping online pays off \* Why it makes sense to be sociable He also reveals the why of consumer behaviour online, how it differs from offline behaviour, and how you can use this understanding to create a store that connects with and engages your customers on both a practical and a psychological level a store that demonstrates true clickology. Using an accessible five-step CLICK system for turning clicks into dollars, the book shows how to learn from the experience of both on- and offline, and apply lessons to both. Whether you're running a small business website or that of a big corporation, whether you're operating purely online or offline too, Clickology shows you how to thrive.

GRIN Verlag

Research Paper (postgraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, , language: English, abstract: Online shopping is having very bright future. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. In present scenario customers are busy that they don't have enough chance and time to go to shopping centers and purchase the things they need, everybody likes to do online shopping. In online, Product assortment is very huge to choose, and make immediate comparison in price, quality, variety, colour and also get product based information like customer feedback. The main purpose of this paper is to determine the "Factors Influencing Consumer Perception towards Online Shopping". The objective for this research is to know the customer perception and identify the factors which influence the online customer's. A quantitative research design which is descriptive and exploratory in nature was selected to gain insights about customer perception towards online shopping. The questionnaire prepared by using Likert's five-point scale ranging from (1-5) where 1 Means 'not at all important and 5 Means 'most important '.The research has taken use of closed ended questions. The data collection was done over a period of 8 weeks this was done by going directly to the respondents or through mails. A total number of respondents taken for this study are 154. The collected data is analyzed in statistical method of factor analysis in the IBM SPSS 20.0 software. The data collected on 30 variables was deduced into five factors in the software and analyzed accordingly. The survey revealed that different customers have different perception towards online shopping; most of them having a very good attitude towards online shopping but there are certain customer who still find difficulties or we can say apart from several benefits has some disadvantage in mind of customer. Customer perception keeps on changing with time to time which is to be taken in the consideration. The most important factors that can be taken into account to understand the Internet shopping (Customer Service, Convenience, Experience, Value added service and Product related information).

*Grocery E-commerce* GRIN Verlag

Doctoral Thesis / Dissertation from the year 2016 in the subject Business economics - Business Management, Corporate Governance, Comenius University in Bratislava (Management), language: English, abstract: The present work explores the impact of the global megatrend of digitalization on the business model of small and midsize companies, especially on retail. Fundamentally, the revolutionized search and purchasing behavior of consumers is in the center of the analysis. Businesses around the world need to adapt to the digital consumer, otherwise they will simply be consolidated. The core question this work tries to answer, is the further development of online purchase behavior, precisely the hypothesis, that only online purchase will stagnate or even slow down for certain product categories. In order to have a better understanding of the current situation among small and midsize companies on the knowledge about digitalization, an online survey with more than 100 participating leaders from retail companies has been executed. The main part for discussing the hypothesis is based on the model of asymmetric information between buyers and seller, the Principal Agent Theory by Georg Akerlof. Information asymmetry is the key to understand different aspects that impact on e-commerce. Key leavers (selected) to influence information search and purchase are big data, social isolation, cyber crime and aggressive marketing. One of the conclusions is, that The Principal Agent Theory, developed quite a long time before digitalization began, is still valid and there are different pros and cons in "the old" and the digital world, in regard to asymmetric information. Truly digitalization is unstoppable, but for certain products and industries, online purchase behavior will stagnate or decrease. The model of asymmetric information permits clear recommendations and guidance for small and midsize companies to evaluate urgency to adapt digital consumer purchase behavior. Key words:

digitalization, e-commerce, digital convergence, information asymmetry, Principal Agent Theory, digital consumer, omni-channel retail

*Statistical Methods in e-Commerce Research* SAGE

This book attempts to shed light on why it is so difficult to develop and maintain successful businesses in the grocery e-commerce arena. Within the last five years, grocery e-commerce has experienced both consistent successes such as Tesco.com and irrevocable failures such as Webvan.com. Niels Kornum and Mogens Bjerre bring key researchers together to investigate the factors contributing to the success of grocery e-commerce, particularly in countries that had the earliest and most extensive experiences in this field: the USA, the UK and Scandinavia.

*Online Shopping Habits and Consumer Behavior* GRIN Verlag

Master's Thesis from the year 2013 in the subject Business economics - Offline Marketing and Online Marketing, grade: 2.0, University of Plymouth (Business School), language: English, abstract: Consumers' environment has always been influencing consumers' decision-making processes. With the end of the seller dominated marketing approach and the rise of a customer orientated marketing approach, at the end of the 1960's, the significance of marketing communication increased, in order to inform consumers and to establish a customer relationship. The dissemination of new technologies and innovations such as colour television, home computer and the internet has contributed to an increasing benefit for consumers and organizations. Consumers' choices increased in terms of product variety and hence the complexity of consumers' decision-making processes rose. Therefore, it has been ever since relevant for marketers to analyse and evaluate consumers' decision-making processes and consumers' behaviour. With the evolution and diffusion from mobile phones to smart phones a new horizon for consumers opened and a new dimension to mobile devices added, consisting of the accessibility and availability of information regardless location and time. Consequently, consumers' decision-making processes have been influenced and the relevancy of mobile-location based marketing and related services for consumers and organizations increased. The present master dissertation constitutes on the increasing importance of mobile location-based marketing and services. The objective is to investigate the impact of location-based services on consumers' buying behaviour which is significantly impacted by consumer-decision making processes. Therefore, relevant theoretical models and theories concerning consumers' decision-making process and buying behaviour are described and evaluated. Furthermore, primary data is collected via online questionnaires and face-to-face interviews, in order to conduct an empirical analysis. The results reveal that consumers' requirements, towards mobile-location based marketing including location-based services such as shopping apps and mobile advertisement, are segmented. It is identified that technology affine consumers are more likely to purchase across-channels. Further, these consumers show a higher acceptance of stimuli conveyed by mobile advertisement. Personal and psychological factors such as price sensibility, lifestyle orientation and consumers' involvement are identified as impacting factors on consumers' decision-making process within this research.

*Factors Influencing Consumers' Intention to Purchase Clothing* Online GRIN Verlag

This book takes an in-depth look at consumer behavior in the context of multichannel commerce and explores how the convergence of physical and electronic channels influences consumer decision-making in a multichannel environment. In this regard, it goes far beyond explaining choices between online and offline sales channels, instead providing insights into how the interplay between different channel types is valued by different consumer types and for different products. The book extends previous conceptualizations of multichannel commerce to reflect and incorporate recent technological advances. The results provide valuable guidelines on how, why and when multichannel integration services can be exploited by classical retailers, helping them to compete with their purely online competitors on the internet.

*OMNICHANNEL CONSUMER BUYING BEHAVIOR* Routledge

What new directions in China's digital economy mean for us all China is the largest homogenous digital market on Earth: unified by language, culture, and mobile payments. Not only a consumer market of unrivaled size, it's also a vast and hyperactive innovation ecosystem for new technologies. And as China's digital economy moves from a consumer-focused phase to an enterprise-oriented one, Chinese companies are rushing to capitalize on ways the newer wave of tech—the Internet of Things, AI, blockchain, cloud computing, and data analytics (iABCD)—can unlock value for their businesses from non-traditional angles. In China's Data Economy, Winston Ma—investment professional, capital markets attorney, adjunct professor of digital economy, and bestselling author—details the profound global implications of this new direction, including how Chinese apps for services such as food delivery expand so quickly they surpass their U.S. models within a couple of years, and how the sheer scale and pace of Chinese innovation might lead to an AI arms race in which China and the U.S. vie aggressively for leadership. How China's younger netizens participate in their evolving digital economy as

consumers, creators, and entrepreneurs Why Online/Office (OMO, Online-merge-with-Offline) integration is viewed as the natural next step on from the O2O (Online-to-Offline) model used in the rest of the world The ways in which traditional Chinese industries such as retail, banking, and insurance are innovating to stay in the game What emerging markets can learn from China as they leapfrog past the personal computer age altogether, diving straight into the mobile-first economy Anyone interested in what's next for Chinese digital powerhouses—investors, governments, entrepreneurs, international business players—will find this an essential guide to what lies ahead as China's flexes new digital muscles to create new forms of value and challenge established tech giants across the world.

*The Oxford Handbook of the Digital Economy* Edward Elgar Publishing

Essay from the year 2015 in the subject Business economics - Trade and Distribution, grade: 64%, University of Ulster, course: BSc Business Studies, language: English, abstract: Car retailing is an increasing challenge with the steady decline in the size of dealer networks. Those that continue to operate are looking at ways of improving profitability. The internet has suffered from difficulties in this sector, as evidenced by the departure of companies such as Autoquake and Tesco Cars. To compare the offline and online sales of Cars consideration of the potential reach of consumers is required, looking at the growth of the internet and potential customer base. Internet usage has grown from 16 million users in 1995 to 3,035 million users in 2014. The use of Smart Phones for web search is growing at an immense rate. In countries such as Africa where Internet coverage is sparse, data usage is being pushed by organisations such as Huawei and their \$25 mobile phone campaign. This shift will mean that smartphone technology will be the platform of the future in testing, purchasing, and servicing cars.

*Impact of location-based services on consumers' buying behaviour, illustrated by the German market* REDSHINE Publication

This paper investigates online and offline consumer choice behavior. Empirical research comparing online and offline consumer behavior has traditionally been based on comparisons between different sets of consumers, and therefore has been unable to isolate the effect of the Internet on consumer behavior from consumer-specific effects. Using online and offline grocery shopping data from the same sample of consumers, we show that consumer choice behavior differs across the two channels. When shopping online, consumers are less price-sensitive, while displaying stronger brand and size loyalty. In addition, results show that product category characteristics play a role in these differences. The price effect differences are greater in sensory and food categories, whereas the differences in brand loyalty effects are stronger in sensory and, surprisingly, non-food categories. These results should help firms to design better online business strategies.

*Economic and Empirical Analysis of Consumer Purchase Intentions in Electronic and Traditional Retail Channels, Internet Retailer Pricing Strategies, and Price Dispersion on the Internet* IGI Global

Online Shopping Habits and Consumer Behavior

*Managing Customer Experiences in an Omnichannel World* GRIN Verlag

Diploma Thesis from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 2,7, University of Duisburg-Essen, language: English, abstract: "A profound shift in the economy is underway - the industrial age economy is rapidly giving way to the Internet age economy."1 Four years after the New Economy crash the Internet Economy is booming and hopes that mobile offers will further increase the speed.2 With the number of online sales for goods and services increasing every day3, online shopping - with sales growth rates outpacing traditional retailing purchases - has become one of the fastest growing forms of shopping4. The statement above explains the reason why the term Electronic Commerce has kept both business research and business practice as occupied as barely any other term, in the last years.5 Warren D. Raisch writes about this shift in the economy that "the global development and acceptance of the Internet as the new standard for communication and commerce provides us with a powerful new global Internet-based E-Business network (...)."6 Realizing that we live in a global marketplace with international trade7 additionally pushed by the Internet, companies face a stronger competition and the need to create more value for customers than their competitors. In this context, it is important for companies to realize that, through the Internet, there is a power shift to the customer. Furthermore, as customers will demand and tolerate only delightening buying experiences, it is a necessity to capture and analyze information about buying behavior in the 21st century business.8 When talking about E-Commerce, which is a part of Electronic Business (E-Business), describing the sale of goods and services via the Internet targeting a mass market9, the following two areas have to be differentiated: Business-to-Customer (B2C) E-Commerce, meaning the settlement of buying contracts between a commercial seller and an end-consumer via electronic media, and Business-to-Business (B2B) E-Commerce, describing the same

action but between two commercial business partners. 10 11 In this paper, the focus lies on B2C E-Commerce as this is the most interesting area regarding marketing. 12 13 Therefore, to better understand the online purchase behavior of private consumers, in the frame of the following analysis the influencing factors of shopping over the Internet are examined. Since determining the factors influencing online shopping behavior also discovers those factors hindering the usage of the Internet as a shopping platform, suggestions to improve and adjust online offers appropriately can be made. 14

*Factors Affecting Buying Decision of Customers' in Apparels Retailing* GRIN Verlag

This proceedings volume highlights the latest research presented at the 9th International Conference on Research on National Brand & Private Label Marketing (NB&PL2022). The topics covered include: retailing, private label portfolio and assortment management, private label pricing and promotion, national brand strategies, among other related issues. The volume specifically addresses the needs of researchers and students of advanced marketing courses.

*Impact of Store Atmospherics on Impulse Buying Behavior Regarding Shopping Goods in Pakistan* GRIN Verlag

Master's Thesis from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1.0, Thames Valley University, London, language: English, abstract: This dissertation is a study in the area of e-commerce. The aim of this study was to examine the adoption of online shopping and online shopping for clothing in particular and factors influencing the intention to purchase clothing online. A quantitative research method was used and a questionnaire designed on the website [www.surveymonkey.com](http://www.surveymonkey.com)

and then distributed by sending out the link leading to the survey via facebook and emails. 94 useful questionnaires were gathered from female and male UK students. SPSS 17 was used to analyse the collected data by conducting chi-square tests and Spearman's rho correlation tests to examine the relation between different variables. The constructs of the technology acceptance model (TAM) were used as a framework and basis for this research and were extended by further constructs. Therefore, the impact of perceived usefulness, perceived ease of use, prior online shopping experience, perceived risk and product involvement on the intention to purchase clothing online was analysed. Perceived usefulness, perceived ease of use and prior online shopping experience had positive effects on the intention to purchase clothing online. Perceived risk had a negative effect on the intention to purchase clothing online. These findings supported the hypotheses. Other than hypothesised, clothing product involvement did not have a significant positive effect on the intention to purchase clothing online.

*Understanding the Showrooming Phenomenon* Emerald Group Publishing

This two-volume set LNCS 11588 and 11589 constitutes the refereed proceedings of the 6th International Conference on Business, Government, and Organizations, HCIBGO 2019, held in July 2019 as part of HCI International 2019 in Orlando, FL, USA. HCII 2019 received a total of 5029 submissions, of which 1275 papers and 209 posters were accepted for publication after a careful reviewing process. The 63 papers presented in these two volumes are organized in topical sections named: Electronic, Mobile and Ubiquitous Commerce, eBanking and Digital Money, Consumer Behaviour, Business Information Systems, Dashboards and Visualization, Social Media and Big Data Analytics in B  
*The Impact of Interactive Media on Consumer Buying Behavior De*

Gruyter Oldenbourg

The Handbook of Marketing presents a major retrospective and prospective overview of the field of marketing, and provides a landmark reference at a time when many of the traditional boundaries and domains within the marketing discipline have been subject to change. The Handbook frames, assesses and synthesizes the work in the field and helps to define and shape its current and future development. It includes contributions from leading scholars in the field, and the input of an international and extremely distinguished advisory board of marketing academics. The Handbook of Marketing will be invaluable to advanced undergraduates, graduate students and academics in marketing.  
*DIGITAL TRANSFORMATION IN EMERGING BUSINESS ENVIRONMENT* Springer

Today, the advancements of the Internet and new technologies have affected consumer behavior. This has led to the emergence of more and more channels which is causing consumers to change their purchasing habits. The omnichannel refers to retailers with a presence on both physical and digital platforms. It is a modern approach to commerce that focuses on designing a cohesive user experience for customers at every touchpoint. This paper deliberates on the omnichannel behavior of consumers in India towards mobile phones. It analyses the channel preferences of mobile consumers, the selection of omnichannel during mobile purchase, and brand preferences in the omnichannel business environment. The outcome of this paper confirms that there is a significant relationship of socio-economic class with consumer information search, consumer evaluation of alternatives, and consumer purchase decisions through online and offline sources which indicates the omnichannel behavior of consumer India for mobile products.

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