

ISSN 2063-5346



CONSUMER PSYCHOLOGY TO BUY THINGS FROM TRADITIONAL TO DIGITAL MARKETING- AN ANALYTICAL STUDY

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Article History: Received: 01.02.2023

Revised: 07.03.2023

Accepted: 10.04.2023

Abstract

In India, people have been talking a lot about digital marketing, which has been getting more attention than traditional marketing. People have even gone so far as to say that digital marketing will definitely kill traditional marketing in this market, which is good because it's not too far from the truth. The traditional way of marketing is pretty quiet in the face of growth numbers that are almost as high. Even though digital marketing has grown a lot and looks like it will keep growing at an alarming rate, the marketing market as a whole is also expected to grow at a very fast rate. This is because our economy is growing so quickly. Even though organised marketing and digital marketing together only make up 7.5% of the total marketing market in the country, this is still the case. The goal of this paper is to look more closely at the debate between digital and traditional channels, as well as the future of marketing in India.

Keywords: Digital, Traditional, Marketing, Consumer, Price, Market

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DOI: 10.31838/ecb/2023.12.s1.038

Introduction:

Customers go to the market to find things that meet their needs. They will keep looking for a solution until they find something that meets all of their needs, at which point they will buy it. The market is based on three things about consumers: what they need, what they want, and what they buy. Even though you can't find everything in a single place, you can find the vast majority of things. In the modern world, there are two different types of marketing: digital marketing and traditional marketing. Traditional marketing is a type of marketing in which the customer goes from one place to another and buys things directly to meet their needs. This kind of advertising is done in person. Digital marketing, in which the

customer buys the product from the seller via the internet, is the best way to do business right now.

What is marketing?

Marketing is the process that a business uses to facilitate the buying and selling of a product or service to other individuals. In addition, steps such as advertising, selling, and shipping products to customers or other businesses are included in this process. Product, price, place, and promotion are the four components that make up advertising's "four Ps." The marketing mix of a company must include all four of these components in order to successfully sell a product or service.

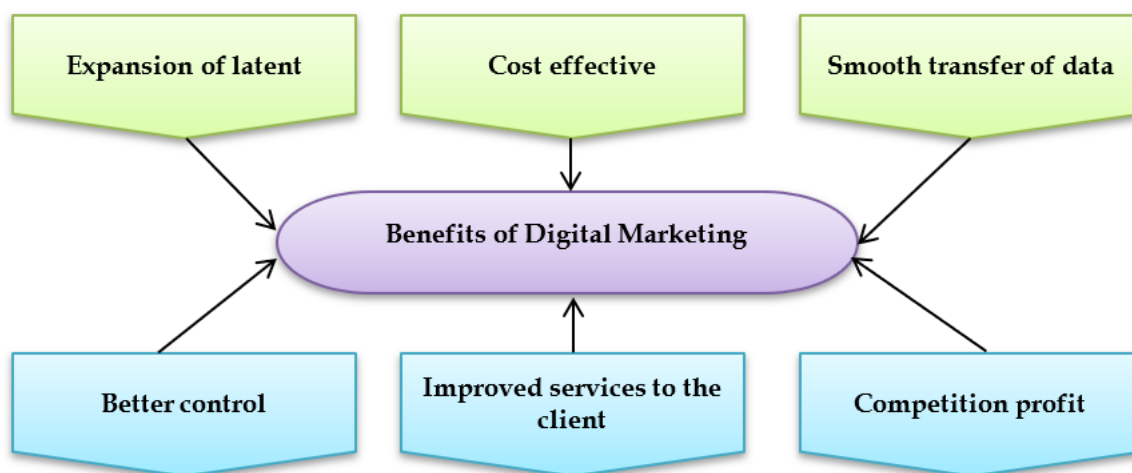


Figure 1: Benefits of Digital Marketing

Web marketing, Digital marketing, and search engine marketing are terms for digital marketing. (SEM).

Digital Marketing:

Digital marketing refers to a set of tactics used to promote and sell a product or service online.

Advantages of Digital Marketing:-

- An e-mail can be sent to the customer to let them know about a sale on a certain product. Also, the customer can get more than one email at once. In short, it's helpful.
- Digital marketing makes it easy for clients to respond quickly.

- Customers can give feedback about the services.
- Getting things done in the right amount of time.

Disadvantages of Digital Marketing: -

- When a market advertisement is based on the Internet, the costs associated with it are higher because the advertiser is required to pay for both the software and the hardware.
- Obtaining the information that one requires is as simple as using one's computer and connecting to the Internet. In the same way that the availability of a product's digital information enables the

user to learn more about the features, appearance, and other details of a product, the user always wants to see how the phone looks in person and therefore visits the store.

- As a result of the difficulties associated with web promotions, hackers may gain access to the personal information of users.
- When people purchase something digital, they want to have a good idea of what it's like to actually use it, but they do not receive that from the digital team. This results in the creation of a point of concern, which is widely recognised as the most essential component of marketing and word-of-mouth advertising.
- It is widely acknowledged that basing digital marketing so heavily on the most recent developments in the field being discussed is a grave error. For instance, if a user is trying to find something and wants to follow a digital promotion but is unable to do so because of technical issues, the user becomes frustrated and quickly stops trying to do those things.

You could say that digital promotion has made things clearer, but at the same time, it has also brought a number of problems and challenges with it. At this point in time, the issues need to

be fixed in order to make digital marketing and shopping more profitable for users.

Traditional/ Traditional's Marketing: -

The term "traditional marketing" refers to an old way of advertising and promoting products that companies used to sell their goods. Also, the marketing plans that were used in the past were mostly about getting the products that the company made out to customers. The old ways of marketing don't give you much chance to talk to people who might buy your product.

Examples: - "Pamphlet, Billboard, Magazine etc"

Features of Traditional Marketing:

- It is unconcerned about the requirements of the customers or their happiness.
- Begins with the creation of goods and services and ends with the purchase and distribution of those goods and services by customers.
- It requires a greater investment of time.
- In contrast to digital marketing, it does not facilitate direct interaction between businesses and their target audiences in any way.
- It is not practical in any way.

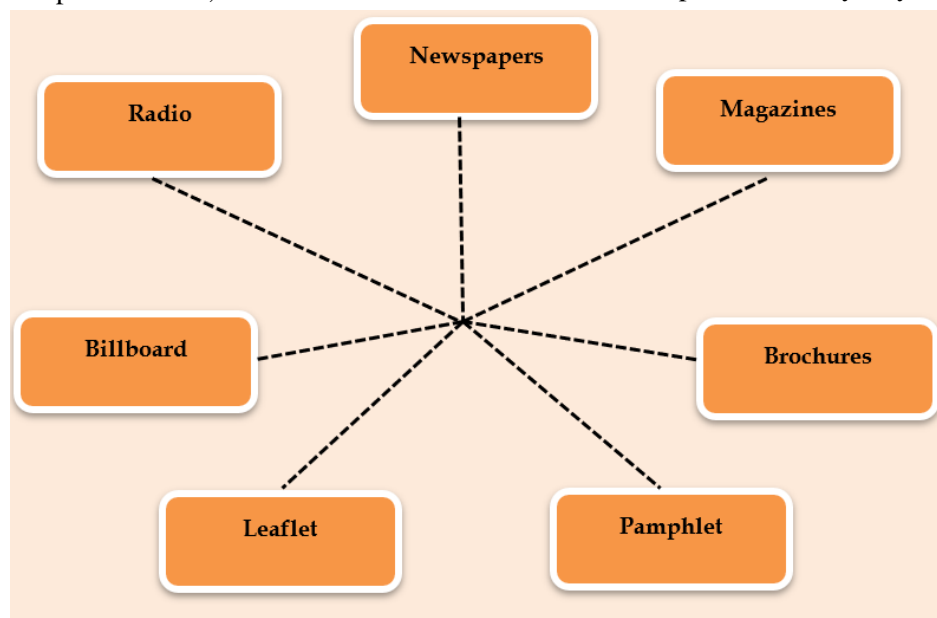


Figure 2: Examples of Traditional Marketing

Consumer Behavior and Psychology:-

The marketing department of a business needs to follow three rules of consumer psychology if it wants to meet the needs of its customers. Also, the company needs to realise how important its customers are to the whole picture. When making a product, the most important thing to think about is how well it will be liked by customers. During the design phase, the items should be made so that they can meet the needs of the customers while also taking into account other important factors. The client's main job is to find a clear way to reach their goal. When a customer is forced to buy something, whether it's a service or a product, they will never come back for the same thing. Customers may have problems on certain days of the week when stores are open, and they may also be unhappy when the item they want is out of stock. To predict a user's behavior, it's important to know what they want, why they want it, and what drives them to want it.

What are the things people want to buy?

The most important part of making a plan is talking about it with others. Customers' actions show that the value of products on the market needs to be raised. A marketer's success depends almost entirely on how customers act around the product.

Factors Affecting Digital-to-Traditional Adoption in Terms of Purchasing Price and Promotion

Several academics have theorised that price and marketing have a big impact on which channel a customer chooses during the buying process. Bakos (2007) says that price is one of the most important things to think about when deciding options there that are cheaper for them. Several surveys have found that most of the time, people look for products on traditional platforms. When prices at traditional stores are very high, the same customers turn to online stores to buy the same things "(Crespo & Del Bosque, 2020)"

How Marketing on the Internet Changes Customers Behaviour

Before the Internet was widely available, people made decisions about what to buy based on what other people said. How the product changes in the future will depend on what other customers have to say about it. If they said

good things about it, it must be a good product. If not, you should stay away from it.

Because of the Internet and digital marketing, users within a business no longer need to depend on each other. The user looks at how other people have rated and reviewed the product before deciding to buy it. There is no question that digital marketing has a big effect on how customers act. We hear a lot of stories about people getting different products than the ones they bought online. In reality, these people are tricked by fake pictures of the product that have been digitally changed and pasted. It can be hard to choose between products in the same category because there are so many to choose from. Customers first look at the reviews, and then they look at the price. Studies show that if there are two products on the market that both have good reviews, but one is cheaper than the other, people will choose the cheaper one.

In the past, customers could only choose between a small number of different brands. Like NOKIA for mobile phones. This is no longer the case, though. Because there are so many different brands on the market, and each one sells different products at different prices and quality levels, it can be hard to choose the right one. Some customers will only buy goods from one business because they trust that company completely. New business owners often sell high-quality goods at very low prices because they want to make a name for themselves in their field. Even though there is sometimes bad news about products in the news, many people still choose inexpensive but high-quality options. Because the internet has changed to work with Google, a very powerful search engine, you can now find information about anything online.

When you buy a certain product, you get a full explanation of how it works. Customers look at the ratings and comments about a product before they buy it to help them decide what to get. Even the product's technological features will be compared to those of a competitor's product.

Because there is so much competition, the only way for a business to be successful is to sell something that is both cheaper and better than what other businesses are selling. Before digital marketing came along, traditional marketing was the most popular way to

promote and advertise businesses. Because there aren't many sources, like newspapers, TV channels, and radio stations, the conversion rate is very low, and there's no way to tell if this marketing strategy is working or not.

Most people spend most of their time on social media, and almost everyone has a smartphone. Every day, millions of people use and follow "Facebook, Snapchat, WhatsApp, Instagram", and a number of other websites and tablets. The places where most people spend most of their time should be the focus of marketing campaigns. People who use social media often are the main people who digital marketing is aimed at. If the right audience is targeted and the right strategy is used, a large number of leads can be made. Even if only a small number of those people buy something, there is still a chance to make a good amount of money.

In the digital market of today, it is very hard for a smaller company to grow because there are so many different products. People seem to choose well-known brands over others because of the reputations those brands have. You have to show evidence that shows why the goods are better than those. People will choose the product that gives them the most for the least amount of money. It doesn't guarantee that customers will be able to buy goods at low prices, but it is a good way to start offering more features at a lower price.

Digital advertising needs to be done the right way. Without good planning, the business will lose a lot of money and may not have any customers at all. With the help of internet marketing, you can avoid spending money on things like marketing staff salaries and other similar costs. This saves money for the business. Because of this, a lot of e-commerce sites now offer deals and promotions that can only be used once. When you compare prices for the same item on different digital websites and at different stores, you can see how they vary. When people buy things digitally, they save money on repair costs that would have been needed otherwise.

Review of Literature

Digital to Traditional Marketing:- This way of advertising is also called the Digital and Traditional communication paradigm. Alex

Rampell, the CEO and founder of TrialPay, says that it is very important to find customers, and it is just as important to get digitally available products into retail stores for O2O marketing. (TechCrunch, 2020) For merchants to use the traditional shopping model, they need a way for customers to pay and a lot of people to walk into their stores. Any kind of digital presence, for example, can't offer a real dining experience and can only be used to buy and sell goods in one direction. Traditional channels, on the other hand, can't give customers insider information about store locations or special deals. Because of this, businesses would need an integrated model to get more customers to shop at their physical locations. The Digital Economy (2022) says that users can now get the best information about a product from all platforms before buying it from a physical store. This is a direct result of the growth of social media and location-based websites on the Internet. Business Insider says that for O2O models, there are a number of different choices. Also, the idea of "out-of-home marketing" is being talked about more and more in the field of "channel convergence." (Business Insider, 2021) Customers think about a number of factors when choosing the method that best fits their needs so they can finish their transactions. Customers who need data quickly, for example, may find it easier to use their mobile devices to shop at digital retailers. People who want to try out a new product, on the other hand, will go to a store to do so. So, we think it's important to know what makes people go shopping and buy things, as well as what makes them do things after that. Also, marketers need to combine their digital and traditional marketing skills to attract their ideal customers in an efficient and accurate way.

Information Availability :- Verhoef, Neslin, and Vroomen (2017) did research on this and found that the amount of relevant information available to consumers affects their choice of which medium is best for finding product information and being aware that it is available. Wolfenbarger and Gilly (2021) say that people use the internet to look for products because it is easy to find information. Many experts in the academic world think that the best way for consumers to find out about products is to use the Internet. People go to the same place where

they can easily find information to look for products and buy them “(Noble, Griffith & Weinberger, 2015)”.

Convenient Search : Customers are more likely to shop at places where they can quickly find out about products. (Verhoef et al., 2017). The authors “(Gupta, Su, and Walter , 2014)” say that digital platforms will soon be able to give quick answers while consumers search for product details. Bang, Lee, Han, Hwang, and Ahn (2013) also say that mobile devices let people look for information at any time and from anywhere. Based on the results of a number of surveys, people's desire for convenience is thought to be a factor in how they choose their channels “(Kacen, Hess, & Kevin, 2013, Schroder & Zaharia, 2018; Verhoef, Neslin, & Vroornen, 2017)”.

Search Enjoyments :- According to Forsythe, Liu, Shannon, and Gardner, most people aren't aware of how to take pleasure in their work. (2016). People often make extravagant purchases while out shopping, according to research by Schroder and Zaharia (2018). Many studies have found that these customers routinely visit stores in ways that maximise their shopping pleasure. Customers are more comfortable making purchases and interacting with store employees in person than they are when shopping online “(Jones, 2019; Rohm & Swarninathan, 2014; Konus, Verhoef & Neslin, 2018; Levin, Levin, & Weller, 2015; Schroder & Zaharia, 2018)”.

Tangibility :- Shin (2017) says that consumers are less likely to buy through digital channels because they don't think they can accurately judge the quality of the goods they are buying. I agree with this evaluation, but I still don't know much about the products. In supermarkets, customers want to be able to compare real products in order to feel less uncertain. (Jiang & Balasubramanian, 2014). According to a number of studies, the importance of tangibility in business-to-business marketing cannot be overstated “(Kacen et al., 2013; Levin et al., 2015; Yu, Niehm, & Russell, 2021)”.

Media Richness :- Because there are so many different kinds of media, marketing outlets will give customers information that will help them make decisions “(Maity & Dass, 2014)”. According to the relevant literature, the number and types of media affect how people look for

facts. Brunelle (2019) says that the richness of media has caused consumers to change their goals and use e-commerce when they want to find information. Maity and Dass say that there are different levels of media richness on traditional, web, and mobile platforms. (2014). Customers who need more information or help in an emergency should talk to a salesperson in a store. Media richness is thought to affect how customers choose which search channels to use.

Varieties of Products : Keeney (2019) says that if supermarkets carried a wider range of goods, more people would be able to shop there. Verhoef et al. (2017) say that when a store sells a lot of different things, customers have more ways to choose what they want to buy.

Convenience of Purchase : “Verhoef et al. (2017)” found that a large number of customers prefer to buy products through channels that make shopping easy. Schroder and Zaharia (2018) say that a customer is comfort-oriented if they see shopping as a way to solve a practical problem in their lives. Consumers put a lot of value on being able to get something they want with as little time and mental or physical effort as possible. Also, customers have to spend more time and energy looking for a solution if they can't find a product that meets their needs. “(Lee Han, Hwang, and Ahn, 2013)” say that the benefit of mobile devices is that users can search for information at any time and from anywhere, and they can buy goods wherever and whenever they want. Multiple surveys have shown that how easy it is to buy something is one of the most important things for consumers to think about when making a choice.

Purchase Risks on the Internet : Cox and Rich (1964) say that one of the signs of danger perception is a feeling of unease during the buying process. “Taylor (1974)” says that customers change their buying networks because of a number of risks that affect their choices. He also says that how risky a product is seen to be and how risky it is to protect will affect buying decisions. Featherman and Pavlou's research shows that consumers have a right to be worried about losing control of their personal information. (2013). A number of surveys have found that how dangerous people think it is to place an order over the internet can affect which channel they prefer “(Clemes

et al., 2013; Liu & Forsythe, 2021; Schroder & Zaharia, 2018)".

Quality of Sales Service :- Surveys show that customers are willing to change their preferred way to make a final purchase if a store has good sales support. "Parasuraman, Malhotra, and Zeithaml (2015)" talk about the consistency of e-sales operations. They point out traditional and digital methods and suggest that e-quality be improved by giving customers more ways to get their money back or by making it easier to get products in a reasonable amount of time. Even so, Kacen et al. say that people tend to shop at traditional stores because they care more about getting good service. (2013). Several reports say that the reliability of the customer service is one of the most important things to think about when buying something "(Yu, Niehm, and Russell, 2021; Verhoef, Neslin, & Vroomen, 2017)".

Possession is available immediately : Some studies suggest that direct advertisers can get more people to order from catalogues and the Internet by speeding up the time it takes to ship packages. As a direct result of this, people will choose to buy their goods from stores with real walls instead of online stores "(Balasubramanian, 2018, Rohm & Swaminathan, 2014)". Alba et al. (2007) say that when you buy something from a traditional store with bricks and mortar, you get it right away, but when you buy something from an online store, there is a delay. Some surveys have found that if customers can get their items right away, they are more likely to switch to a different way of buying "(Chiang, Zhang, & Zhou, 2016; Kacen et al., 2013; Noble, Griffith

Research Methodology: -

1	Population or Universe: - The scope of the study has been limited to the Mumbai-Maharashtra region.
2	Sampling technique: - Within the population that will serve as the focus of the research, the sample will be drawn at random using a technique known as non-probability sampling.
3	Sample size: - The goal of the present study is to collect approximately fifty representative samples from the population under investigation.
4	Questionnaire design: - In order to gather information with the purpose of finding a solution to the problem that was investigated, a self-structured questionnaire was developed, tested, and then used.
5	Research Type: - The type of research is behavioural and qualitative evidence.

& Weinberger, 2015; Rohm & Swaminathan, 2014)". Studies done in the past have shown how a lot of customers use different channels together. (such as Traditional channel search to Digital purchase or mobile search to Traditional purchase). When making a purchase, "(Pookulangara, Hawley, and Xiao, 2021)" say that customers should think about things like price, discounts, time of purchase, and purchase risk "(Farag, Schwanen, Dijst, & Faber, 2017, Schroder & Zaharia, 2018; Verhoef et al 2017)". Gupta and colleagues (2014) say that there are a number of things that affect a shopper's decision to switch platforms when looking for goods in a store. Some of these factors are how long it takes for digital outlets to become available, how digital products are evaluated, and the possible risks that come with digital distribution or payment.

Objectives of the Study: -

- To research product marketing tactics in traditional markets.
- To recognize and validate the factors driving product purchases.
- Assessing customer confidence in conventional transactions.
- Determining the level of consumer confidence in online purchases.
- Determining the key characteristics of denim that customers look for when shopping.

Determining the key characteristics that shoppers look for when buying online.

Hypothesis of the Study: -

Ho1- Consumers buying methods are unaffected by the quality of the sales service.

Ha1- Consumers buying methods are affected by the quality of the sales service.

Ho2 - The shopping medium utilised for a purchase is directly impacted by price and promotional offers.

Ha2 - The shopping medium utilised for a purchase is not directly impacted by price and promotional offers.

Ho3 - Consumers looking to buy are influenced by the risks of digital purchases

Traditional are searching for digital ways to do this.

Ha3 - Consumers looking to buy are not influenced by the risks of digital purchases Traditional are searching for digital ways to do this.

Tools and Techniques Used: -

SPSS was used for both the analysis of the data and the descriptive statistics of the data. We tested the hypothesis with a one-way analysis of variance (ANNOVA), and we controlled the variables with a correlation analysis.

Table 1: Research Demographics

VARIABLE		PERCENTAGE
GENDER	MALE	26
	FEMALE	24
AGE	less than 18 years	02
	19-30 years	28
	31-45 years	14
	46-60 years	04
	More than 60 years	02
MONTHLY INCOME	less than Rs.10,000	02
	Rs.10,000-Rs. 20,000	07
	Rs.20,000-Rs. 30,000	17
	Rs.30,000-Rs. 50,000	6
	More than Rs. 50,000	7
	Not Applicable	11

Ho1- Consumers buying methods are unaffected by the quality of the sales service.

Ha1- Consumers buying methods are affected by the quality of the sales service.

Table 2 - ANOVA Analysis

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

As can be seen from the table that was just presented, the values of significance are 869 and.219 respectively, both of which are significantly higher than.05. Therefore, it can be concluded that the quality of the sales

service does not have an effect on the purchasing strategies of consumers, which means that the null hypothesis that asserts this cannot be accepted.

Ho2 - The shopping medium utilised for a purchase is directly impacted by price and promotional offers.

purchase is not directly impacted by price and promotional offers.

Ha2 - The shopping medium utilised for a

Table 3 - ANOVA Analysis

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

As can be seen from the table that was just presented, the value of significance is .033, which is a number that is less than .05. Therefore, it is relevant to accept the null hypothesis that the shopping medium that is utilised for a purchase is directly impacted by price and promotional offers. This hypothesis is accepted because it is relevant.

Ho3 - Consumers looking to buy are influenced by the risks of digital purchases Traditional are searching for digital ways to do this.

Ha3 - Consumers looking to buy are not influenced by the risks of digital purchases Traditional are searching for digital ways to do this.

Table 4 – ANOVA Analysis

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

The table just shown shows that the value of significance is .021, which is a lot less than .05. Because of this, the idea that consumers who want to buy are put off by the risks of making digital purchases doesn't stand up to scrutiny. It is not only okay, but also expected, for traditional businesses to look into digital alternatives to help them reach their goals.

Findings of the study

The effectiveness of the sales service has a natural impact on the consumers' level of interest in purchasing digital products. The second analysis of shopping behaviour (traditional versus online) reveals that price, advertising, and immediate possession have a significant impact on the decision of consumers to purchase digital goods. Customers who place a higher value on the risk of making a transaction via the internet are typically more likely to make a transaction via traditional means.

Conclusion: -

This new information has provided a thorough analysis of the consumer psychology behind the decision to buy things, ranging from traditional to digital marketing. An increase in knowledge will be beneficial to consumers and purchasers, as well as to businesses, which will allow them to expand their trade benefits and failure, as well as the factors connected to the performance of the same. According to the findings of our research, we are able to draw the conclusion that customer psychology is shifting more towards online shopping these days rather than traditional shopping for the following reasons:

- The convenience is the most important aspect of living. Where else are you going to be able to shop without much difficulty at night? We won't have to wait in line for very long, which means we can get our shopping done quickly. Digital shopping

websites not only grant us the liberty to shop at any time of day or night, but they also provide us with a sterile environment in which to do so. After the payment is processed, digital products that provide information, such as e-books, can be downloaded in a split second. Things that can be downloaded and obtained eliminate the requirement for any kind of material products whatsoever, which is also beneficial to the environment.

- Better costs and deals are available Digital. Without any involvement of a middleman in the transaction between the individual and the producer or vendor, as the goods are purchased directly from the source. There are a number of digital stores that offer rebates and coupons for discounts and promotions.
- There is an incredible variety of options online. A person can get products from a variety of vendors all in one location if there are multiple brands and merchandise options available. People are able to keep up with the most recent trends in international fashion without having to spend money on plane tickets. People are able to make purchases from retailers located in other parts of the country or even the world. At your location, there is a significantly wider selection of colours and sizes available than you will find in the surrounding area. In addition to this, there is a substantially larger quantity of stock. Some online stores even take orders for goods that are temporarily unavailable but promise to fulfil them as soon as more inventory is brought in. You also have the option of taking your business to a different Digital store that carries the product if you don't like the selection there.
- When we go out for traditional shopping, we typically end up spending more money than we have on hand almost every time. We have a tendency to overlook our purchases because there are other costs involved, such as those associated with eating out, transportation, and so on.
- Looking at various products and inquiring about their prices and availability can be done much more quickly and with much

less effort on the internet. In addition, we are able to get data and surveys from various customers who have first-hand involvement with a product or retailer if they volunteer their information.

- There is the potential for a significant amount of stress, particularly during celebrations and other special events. When there are more people present, it often gives the impression of being more disordered, which can cause an individual to feel rushed or hurried. When going shopping, one is frequently irritated by smelly, obnoxious, and obnoxious crowds. When you purchase something digitally, you steer clear of a lot of these common issues.

As a matter of routine, most people end up purchasing items that they do not even require. A significant portion of this is attributable to the demand from shopkeepers, as well as their capacity to convince us to engage in these kinds of transactions. Customers frequently feel forced to make moral concessions as a result of the limited selection available at these supermarkets.

Suggestions: -

The traditional industry needs to take into account all of the above reasons and points, which are the main reasons why people prefer to shop online instead of through traditional channels. They should try to make sure that customers have access to a wide range of options in one place, and the prices should be very low compared to digital options.

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