

A study of Consumer buying and Multichannel Shopping environment in Oman

Mr. Mohd Nadeemuddin¹, Dr. Jitendra Singh Rathore²

¹Research Scholar, Banasthali Vidyapith Rajasthan, India

²Assistant Professor, Faculty of Management Studies, WISDOM, Banasthali Vidyapith, Rajasthan, India

Abstract:

With multi channels consumers will have various preferences with regards to where they acquire their products, some consumer always prefer to view product in the retail store prior to they make a purchase. Other might browse to the product on application and take a decision. Yet some might view an advertisement and decide to purchase product. And there are few other customers who decided to acquire the product at an exhibition.

This study will try to identify factors why multi channel shopping is not growing rapidly in Oman in spite of huge market potential and adoption of digital technology and it will also try to identify catalysts for the strong growth of multichannel shopping in this region. This study will find out the change in consumer buying with the coming of multichannel shopping option to consumers and how different aspects related to multichannel environment are affecting consumer buying. The various factors responsible for consumer awareness are studied with the equal focus on factors responsible for multi channel shopping. The study also takes into account how informed or aware consumer take advantage of multi channel shopping environment.

Keywords: Multichannel, Consumer buying, Online shopping, Offline shopping

Introduction:

Channels are the vital part of organizations as well as for consumers, and they contribute to organizations in different ways like through customer experience, in operating costs, and finally impact market success and failure. Channels have always had the power to transform markets. They are the main drivers of consumer reach to business, and their composition has much impact on both the revenue generated by business and the costing of the business. Channels are made even more important by the fast changing behavior of both organizations and consumers in the face of new channel choices. Companies focus as much on their innovative channel strategies as on innovative products or services.

Definitions of multichannel:

The term for customer contact through all the steps of a lifecycle between organization and customer – from when the potential customer first discovers the service, all the way through purchase and usage until he or she finally stops using the service. In this way we are covering all customer contact functions – marketing, sales and service.

The increasing range of choice is accompanied by new opportunities to access channels without owning them. Third-party contact centers, internet channels, and field forces for sales or sales support are all on offer and can be combined with increased sharing of information between parties in the channel. In many industries, the use of third-party logistics providers and outsourced call centers can mean that large parts of the customer lifecycle are outsourced by the organizations. Such opportunities have lead many companies to create and use new channels that are located at distant places. Now a days, most businesses do not use a single-channel approach or even one using multiple but separ. By far the majority of organizations need to operate with intertwined, multiple channels. The challenges they face are about optimising a much more subtle set of decisions if they are to compete successfully with this multichannel strategy.

The significance of multichannel strategy:

The correct strategy is key driver of business: Ease of access is very important for customers. Retailers who dominate the right sites in towns and cities have known this for years. Being positioned where the customer is going to be is vital for success of business. In a multichannel world, the same holds true for not just retailers but for other channel partners as well. A well-designed multichannel strategy provides many opportunities for up-selling and cross-selling when the customer is going for purchase, and also for retaining the lost customers. Multichannel strategy demands investment and leads to overheads, but a well-formulated multichannel strategy can manage this dynamic. Better strategies encourage customers to conduct more transactions via lower-cost channels, tailor support to key points in the lifecycle, eliminate wasteful interaction and persuade cheaper costs to serve. These strategies can benefit the

bottom line in lower costs and higher margins. They can also bring better customer appreciation if executed well. An important avenue for knowing the customer better. An effective multichannel strategy will be integral to the financial collection of data to give businesses the ability to understand their consumers at a micro-level. This could become one of the most important capabilities of successful competitors in future markets. Channels are becoming the key communication instrument for the brand – usurping mass media. Effective multichannel operations can also help to address the rapidly increasing difficulty of relevant brand communications to today's customers. The challenge of this goes along with that of increasing customer insight.

Making multichannel a source of competitive advantage:

Three strategic criteria for change

a). Cost- lowering the cost to serve: Companies often need to review their channel approach because they need to reduce the cost to serve customers.

b) Experience- Improving the customer experience: In the past few years, an increasing number of organizations have started to reconsider their channel strategy in order to improve the customer experience. This trend has been growing in importance and frequency as executives have started to raise the priority of finding an effective growth engine for the revenue line of the business, and as sources of advantage from products have proved difficult to attain and sustain. Experience is the second of the key criteria to consider when assessing the need to change a channel strategy – not only to assess competitive exposure, but also because it offers a more powerful growth stimulant than simply cost base because of the innovative pressure it injects.

c) Access: Reaching the right type of customers: This is to extend or sustain access to chosen customer segments – based on geographic, demographic or behavioral segments. Through digital channels, companies can now offer their products or services anywhere to sales, service and impart customer information. They can access segments up till now unreachable or unprofitable to serve.

What is the right combination of channels to offer each customer group? It involves:

Differentiation – treating different customers differently: Everyone knows that customers are not all the same; they have different needs, and are of different value to the organization. They also behave differently, and use channels in different ways. Despite this, many times businesses start out on a multichannel strategy with no segmentation in mind as a basis for the channel approach, and this makes any innovation difficult to focus.

Coverage and control: In addition to how many channels are to be offered, consideration also needs to be given to which channels will be offered to which customers, and whether this choice is to be made by the organisation or by its customers. Forcing customers down one channel, especially when they would prefer another, is at best ineffective and can even be counterproductive. As many studies and analysts have observed, the most effective way to ensure that a customer uses the channel combination that you would like is to design it in a way that makes it easy to use. Failure to do this by customer can totally go wrong your channel strategy. The more often customers complain against a channel choice, the higher the operational cost in handling them and the worse the customer experience. Defining channel combinations to serve different customer segments is the first step to be taken once a decision to shift multichannel strategy has been made.

How to build an integrated multichannel strategy?

For a multichannel strategy to work successfully it must be cautiously linked together, putting the essential joins in place, matching company goals, brand values and customer needs. Setting goals for each customer group The first point is to set goals for each of the identified customer groups, not just in terms of the criteria for the channel strategy but also in terms of the business objectives with that group. This is an important distinction, because business goals might be different by group (not necessarily always seeking to maximise immediate short-term profit but potentially seeking to increase penetration, reduce risk exposure, promote multiple product holding or other goals). This segmentation should draw on the proven channel usage by different groups, and their different needs. Bringing the product offer and the segments together The main challenge that most companies face when they try to craft a strategy is finding the integrating elements that help to set boundaries. There are two aspects to this: first, integrating the nature of the transaction being conducted with the customer segment, and secondly, understanding the nature of the channel chain that needs to be created to deliver to each group effectively.

a.) Handling the channel-hopping customer

The justification of any strategy needs to consider carefully the impact on customers of the change envisaged. This helps to avoid gaps and to ensure that customers' needs as well as companies' business goals are matching. Justification is needed both at the beginning and through the multichannel strategy change, and can be provided in many ways – for example, customer research, pilot studies, competitive observation, benchmarking in parallel industries, and iterative customer feedback

b).Setting priorities

At this point in the multichannel review, there will be many exciting possibilities in terms of – creative ways to transform cost, experience or access. However, it becomes vital to define the key priorities of channel due to constraints of time, budget etc.

The challenges of channel change:

a).How to measure effectiveness in a multichannel environment?:However, in a multichannel organisation measurement is vital not only because of what gets measured but also because how it is measured, and therefore the amount of attention that gets paid to it. Preventing unhealthy competition between channels. In large, multiproduct, multichannel operations, this is one of the key challenges. Metrics both help and hinder because of the way that they try to promote accountability.

b). How to encourage customers to use channels most effectively?: Customers ' behaviour in the use of your channel configuration is the ultimate shaper of the value that is gained both by the company and by the customers themselves. Their behaviour will also help set the level of competitive risk that an organization is exposed to. If your customers do not make best use of the strategy that you have designed, then the value that they receive in return for the price they have to pay may be too low.supply-side view manifests itself in the way the challenge is perceived in the business. The most frequent supply-side approach to this step betrays itself in a rather different question: ' how do we shift our customers to cheaper channels?' The two are not the same, and the difference is important. The latter assumes that the lowest-cost channel is the best route to engage customers. It also sometimes comes with a management mandate to move customers to cheaper channels (if necessary by force, it sometimes seems!). Often organisations leap from the cost of customer interaction straight to the desired outcome, without considering either the customer perspective or the organisation 's needs.

c).Win–win, not win–lose: The goal is to find ' win–win ' outcomes, where both the business and the customer think that they have gained from the choice of channel used. This is a mix of policy and practices: policy to avoid mismatched incentives and information, and practices to encourage the desired behavior at the same time as respecting fully the rights of customers to make their own choice. Some firms seem to excel at this. Many of the Canadian retail banks like the Bank of Canada or the Bank of Montreal provide great case studies in doing this effectively. Similarly, businesses like JetBlue also do the groundwork to make sure that they can find actions consistent with the brand and with greater operational effectiveness. Surprisingly simple actions can have a powerful effect. Moving the ticketing kiosks to prominent locations in the check-in terminal, flagging opportunities to use online/mobile channels on statements, regular correspondence and receipts, and using desktop pop-ups for support services all encourage customers to take the risk to change their behaviour, or prompt them to try something new.Businesses use many different tools to encourage optimum channel usage, and almost all of the best are informational, incentive or designbased. These treat the customer with respect and empower them. They naturally treat customer traffic like water – rapidly flowing to the easiest and most convenient route as long as no obstacles are put in its way. The corporate goal is to remove the obstacles

d).Managing the flows: However, planning to stimulate and encourage channel usage is essential. Many online channel initiatives have quickly foundered because of the lack of traffic.

e).Multichannel diagnostic: First, it is an aid to those considering the need to innovate. It provides questions, a structure and the opportunity to focus on the need to address channels. It can lead the way into a critical foundation for successful change, by providing a forum and route to define the rationale forchanging how the channels of the organisation are operating. As such, it provides one input into the management dialogue that needs to take place when considering whether this important enough to do now .

Research Methodology:

The objectives of this study are as follows:

1. To find out the level of consumer awareness in Oman with respect to multi channel shopping environment.
2. The different factors that affect consumer awareness.
3. To compare the advantages and disadvantages of traditional mode of shopping and multi channel shopping.

Data was collected from the consumers through structured questionnaires to find out the awareness level of consumers towards multichannel shopping environment. In total, 700 responses were received from both students and faculty members. Out of them 201 questionnaires were rejected as some of them were not properly filled and some were left blank, hence were not considered for the analysis.

To measure the internal consistency and reliability of the instrument developed for measuring Consumers' awareness about multichannel, Cronbach's Alpha Coefficient was calculated by using SPSS. The value of Cronbach's Alpha is summarized below in table:

Table : Reliability Statistics

Cronbach's Alpha	N of Items
.947	28

As it can be observed that the instrument for Consumers' awareness about multichannel shopping has attained a Cronbach Alpha value as 0.947.

Identification of Factors

As it has already been discussed that a separate section containing 28 statements was inserted in questionnaire so as to measure different aspects of consumer awareness. To eliminate the problems in analyzing large number of variables i.e. 28, closely related variables have been clubbed using factor analysis. The technique factor analysis provides an easy and proper way to reducing number of variables in a research problem to a concise or manageable number by combining selected ones in to factors (Nargundkar, 2005). A four factor solution was sought from factor analysis using Statistical Package for Social Sciences (SPSS). The principle component analysis method of extraction and varimax method of rotation has been used. Before using factor techniques, the appropriateness of data set for factor model was tested using Kaiser Meyer Olkin (KMO). The value of KMO statistic 0.904 was found which is greater than the desirable value 0.5. Thus the correlation between the pairs of variables is explained by other variables and hence factor analysis was found to be an appropriate analysis technique.

Bartlett's-test of sphericity was used to test the null hypothesis that variables are uncorrelated, thus the correlation matrix is identity matrix. As it can be seen from the below table that the appropriate chi-square statistic is significant at 0.05 level. The appropriateness of factor analysis is thus automatically proved.

4.2.iii KMO and Bartlett's Test

Table 4.14 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.904
Approx. Chi-Square		14209.682
Bartlett's Test of Sphericity	Df	378
	Sig.	.000

The four factor solution given by SPSS has explained 72.557 % variance. These factors were extracted by using rotated component matrix and were identified according to largest loading values in a particular factor. The loading values of rotated component matrix are shown in table.

Table 4.15: Rotated Component Matrix

	Component			
	1	2	3	4
One face to cust.	.119	.869	-.102	.056
Effective Segment	.084	.910	.106	.022
Consistent Exp.	.040	.897	.145	.095
Cust. Feedback	.074	.907	.143	-.007
Innovation need	.102	.918	.077	.039
Contact staff role	.269	.106	.035	.786
Differentiated Exp.	.411	.088	.406	.500
Traffic match desired profile	.291	.070	.134	.780
Effective Target	.387	.069	.345	.575
Under penetration	.396	.075	.303	.679
Sig. Growth oppor.	.342	.090	.751	.130
Use of web	.283	.092	.779	.214
Reach grow spaces	.329	.052	.821	.100
Not well served	.368	.160	.734	.168
Future solutions	.409	.072	.689	.134
More cost	.802	.248	.204	.202
High unit cost	.752	.120	.303	.191
Unmanageable cost	.822	.178	.183	.175
Unpredictable cost	.776	.130	.252	.189
More Varieties	.759	.178	.264	.169
More convenience	.779	.026	.227	.230
Different purposes	.720	.091	.300	.220
Customer Loyalty	.602	.183	.350	.284
Brand Equity	.777	.093	.215	.221

Overall cust. exp.	.732	.061	.303	.276
Use of technology	.249	.722	-.074	.116
Price Difference	.115	.858	.159	.018
Product quality	.129	.819	.108	.131

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 4.16: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	Total	% of Variance
1	12.297	43.919	43.919	12.297	43.919
2	5.136	18.343	62.261	5.136	18.343
3	1.607	5.738	68.000	1.607	5.738
4	1.276	4.557	72.557	1.276	4.557
5	.891	3.181	75.738		
6	.832	2.972	78.710		
7	.693	2.476	81.187		
8	.647	2.310	83.496		
9	.507	1.812	85.308		
10	.436	1.557	86.866		
11	.402	1.436	88.302		
12	.326	1.164	89.465		
13	.318	1.135	90.600		
14	.305	1.091	91.691		
15	.294	1.048	92.739		
16	.275	.984	93.722		

17	.257	.916	94.639		
18	.240	.859	95.498		
19	.206	.736	96.233		
20	.197	.705	96.938		
21	.165	.588	97.526		
22	.155	.553	98.079		
23	.122	.437	98.516		
24	.110	.392	98.907		
25	.098	.351	99.258		
26	.096	.343	99.601		
27	.067	.238	99.839		
28	.045	.161	100.000		

Total Variance Explained

Component	Extraction Sums of Squared Loadings	Rotation Sums of Squared Loadings		
	Cumulative %	Total	% of Variance	Cumulative %
1	43.919	7.061	25.216	25.216
2	62.261	6.276	22.415	47.631
3	68.000	4.067	14.525	62.156
4	72.557	2.912	10.401	72.557
5				
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Relationship between cost factor involved in channels and awareness of multichannel shopping environment.

Awareness of multichannel shopping environment (AggAware) is measured by the cumulative responses of consumers of different factors awareness of multichannel shopping environment while cost factor involved in channels (CostFact) is measured by the responses of consumers about the different variables of it.

Here, Awareness of multichannel shopping environment (AggAware) is taken as dependent variable and cost factor involved in channels (CostFact) is taken as independent variables. The relationship between these two is measured through Multiple Linear Regression with suitable assumptions of Linearity, and Multicollinearity.

Table : Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	CostFact	.	Enter

a. Dependent Variable: AggAware

b. All requested variables entered.

In the above table , there is only one model with Awareness of multichannel (AggAware) as dependent variable and cost factor involved in channels (CostFact) as independent variables and during fitting the regression line no variable was removed and the method was Enter.

Table 4.18: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	1.000a	1.000	1.000	.004	1.000	3731474.994

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1a	497	.000

a. Predictors: (Constant), CostFact

b. Dependent Variable: AggAware

The above Table of Model Summary is providing the information such as R, R², adjusted R², R² change and the standard error of the estimate while fitting the regression line between Awareness of multichannel (AggAware) and cost factor involved in channels (CostFact) .As illustrated in the table, 100% of the total variance in the Awareness of multichannel (AggAware) is explained by the regression model. Here, R explains the correlation between the observed and expected values of cost factor involved in channels (CostFact). The standard error of the estimate measures the dispersion of the cost factor involved in channels (CostFact) around their means which is 0.004. This is the standard deviation of the error term and the square root of the Mean Square for the Residuals in the ANOVA table given below.

Table : ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	95.629	1	47.814	3731474.994	.000b
1 Residual	.006	498	.000		
Total	95.635	499			

a. Dependent Variable: AggAware

b. Predictors: (Constant), CostFact

The ANOVA is given in the Table and the significance value is 0.000 which is less than critical value of 0.05, therefore the Awareness of multichannel (AggAware) has significant different mean than cost factor involved in channels (CostFact) and consequently, has linear relationship. Henceforth there is significant difference between Awareness of multichannel (AggAware) and cost factor involved in channels (CostFact). The Sum of Squares associated with the three sources of variance, Total, Regression and Residual. The Total variance is divided into the variance which is possibly explained by cost factor involved in channels (CostFact) i.e. 95.629 and the variance which is not explained by the cost factor involved in channels (CostFact) i.e. 0.006.

Relationship between product varieties offered and awareness of multichannel shopping environment.

The relationship of awareness of multichannel shopping environment is measured by their individual dimensions stated in the instrument. Awareness of multichannel shopping environment (AggAware) is measured by the cumulative responses of consumers about the about the different variables of Awareness of multichannel while product varieties offered (ProdVariet) is measured by the responses of consumers about the different variables of it.

Here, Awareness of multichannel shopping environment (AggAware) is taken as dependent variable and product varieties offered (ProdVariet) is taken as independent variables. The relationship between these two is measured through Multiple Linear Regression with suitable assumptions of Linearity, and Multicollinearity.

Table : Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	ProdVariet	.	Enter

a. Dependent Variable: AggAware

b. All requested variables entered.

In the above Table, there is only one model with Awareness of multichannel (AggAware) as dependent variable and Product Varieties offered (ProdVariet) as independent variables and during fitting the regression line no variable was removed and the method was Enter.

Table : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.843a	.711	.710	.235	.711	611.950

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1a	498	.000

a. Predictors: (Constant), ProdVariet

b. Dependent Variable: AggAware

The above Table of Model Summary is providing the information such as R, R², adjusted R², R² change and the standard error of the estimate while fitting the regression line between Awareness of multichannel (AggAware), Product Varieties offered(ProdVariet)and Packaging of HUL cosmetic products (AvgHULCos). As illustrated in the table, 71.10% of the total variance in the Awareness of multichannel (AggAware) is explained by the regression model. Here, R explains the correlation between the observed and expected values of Product Varieties offered(ProdVariet). The standard error of the estimate measures the dispersion of the Product Varieties offered(ProdVariet) around their means which is 0.235. This is the standard deviation of the error term and the square root of the Mean Square for the Residuals in the ANOVA table given below:

Table: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	68.015	2	34.008	611.950	.000b
1 Residual	27.620	497	.056		
Total	95.635	499			

a. Dependent Variable: AggAware

b. Predictors: (Constant), ProdVariet

The ANOVA is given in the Table and the significance value is 0.000 which is less than critical value of 0.05, therefore the Awareness of multichannel (AggAware) has significant different mean than Product Varieties offered(ProdVariet)and and consequently, has linear relationship. Henceforth, there is significant difference between Awareness of multichannel and the Product Varieties. The Sum of Squares associated with the three sources of variance, Total, Regression and Residual. The Total variance is divided into the variance which is possibly explained by the Product Varieties offered(ProdVariet)and i.e. 68.015 and the variance which is not explained by the Product Varieties offered(ProdVariet) (Residual) i.e. 27.620.

Relationship between customer experience and awareness of multichannel shopping environment.

The relationship of awareness of multichannel shopping environment is measured by their individual dimensions stated in the instrument. Awareness of multichannel shopping environment (AggAware) is measured by the cumulative responses of consumers about the about the different variables of Awareness of multichannel while customer experience(CustExp) is measured by the responses of consumers about the different variables of it.

Here, Awareness of multichannel shopping environment (AggAware) is taken as dependent variable and customer experience(CustExp) is taken as independent variables. The relationship between these two is measured through Multiple Linear Regression with suitable assumptions of Linearity, and Multicollinearity.

Table : Variables Entered/Removeda

Model	Variables Entered	Variables Removed	Method
1	CustExp	.	Enter

a. Dependent Variable: AggAware

b. All requested variables entered.

In the above Table , there is only one model with Awareness of multichannel (AggAware) as dependent variable and Customer experience(CustExp) as independent variables and during fitting the regression line no variable was removed and the method was Enter.

Table : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.847a	.718	.717	.23290	.718	633.083

Model Summary

Model	Change Statistics		
	df1	df2	Sig. F Change
1	1a	497	.000

a. Predictors: (Constant), CustExp

b. Dependent Variable: AggAware

The above Table of Model Summary is providing the information such as R, R², adjusted R², R² change and the standard error of the estimate while fitting the regression line between Awareness of multichannel (AggAware), Customer experience(CustExp). As illustrated in the table, 71.80% of the total variance in the Awareness of multichannel (AggAware) is explained by the regression model. Here, R explains the correlation between the observed and expected values Customer experience(CustExp). The standard error of the estimate measures the dispersion of the Customer experience(CustExp) around their means which is 0.23290. This is the standard deviation of the error term and the square root of the Mean Square for the Residuals in the ANOVA table given below:

Table : ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	68.677	1	34.339	633.083	.000b
Residual	26.958	498	.054		
Total	95.635	499			

a. Dependent Variable: AggAware

b. Predictors: (Constant), CustExp

The ANOVA is given in the Table and the significance value is 0.000 which is less than critical value of 0.05, therefore the Awareness of multichannel (AggAware) has significant different mean than Customer experience(CustExp) and consequently, has linear relationship. Henceforth, there is significant difference between Awareness of multichannel (AggAware) and Customer experience(CustExp). The Sum of Squares associated with the three sources of variance, Total, Regression and Residual. The Total variance is divided into the variance which is possibly explained by the Customer experience(CustExp) i.e. 68.677 and the variance which is not explained by the Customer experience(CustExp) (Residual) i.e. 26.958.

Findings & Conclusion:

The present study is done in the country of Oman. The most of consumers were young and aged between 20-25 years in which female consumers were more than male consumers. Most of the females were house wives and well educated. The economic status of the sampled respondents was well to do. Retail stores were the most preferred place of purchasing and they tend to purchase selected products on monthly basis.

The consumers were focused on service criteria provided by the particular brand and the discount is least considerable. Since, the survey is done in the urban areas of the selected cities, the respondents were quite aware about different brands.

The present study is extracted the following dimensions which significantly affect the Consumer Behaviour with respect to packaging:

Table 5.1: Crucial Dimensions for Multichannel Shopping Environment

1.	Cost more to company	15	Need to innovate
2	High unit cost in multichannel	16	Use of technology
3	channel cost as unmanageable	17	Price Difference
4	channel cost as unpredictable	18	Product quality
5	More options in terms of varieties	19	Significant opportunities for growth

6	Multichannel is offering more convenience	20	Effective use being made of the web
7	For different different purposes	21	Reaching the growing product/market spaces
8	More customer loyalty	22	Specific customer groups that are not well served
9	Enhances brand equity	23	New market propositions in terms of future solutions
10	Enhances overall customer experience	24	The contact staff provide an effective experience
11	Presents 'one face'to the customer	25	Providing a differentiated experience to consumers
12	Operationalise its segmentation effectively	26	Customer traffic match the desired profiles
13	Consistent experience being delivered	27	To target customer segments effectively.
14	Customer feedback considered as important	28	Customer groups are under-penetrated

The study is showing that there are many factors related to awareness of multichannel shopping environment. The benefits or advantages offered by multichannel shopping environment is much more than a single channel.. The study is also showing that consumers prefer multichannel shopping environment in comparison to a single channel.

The consumers are made aware of multichannel shopping environment by companies through various ways and it is win-win situation for both consumers and companies as it help the companies in better segmentation and penetration, similarly for consumers they got advantage of cost and better product varieties.

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