

The Impact of Click and Mortar on Consumers Intention to Purchase Online

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Abstract

This paper aims to clarify the impact of click and mortar business model on Lebanese consumers' intention to purchase online. Also to compare the hedonic and utilitarian shopping motivation towards the online option of click and mortar business model. The research methodology is based on Saunders research onion, positivism philosophy, deductive approach, a quantitative method based on a survey distributed to 1365 Lebanese respondents. Using regression analysis and correlation test, the author found that utilitarian and hedonic motivation have a different effect on consumers' intention to purchase online from click and mortar companies. It also shows the moderator variables have different effects on consumers' motivation to purchase online. This paper is unique for its palpation in addressing an important topic in the Lebanese market. Actually, the findings of this study create the floor for marketers and academics to generalize the difference between hedonic and utilitarian shopping motivation towards online shopping from click and mortar business model. The findings reveal that consumers are shifting towards shopping online. So click and mortar business model is a must.

Keywords: Click and Mortar, Hedonic motivation (HEDM), Utilitarian motivation (UTM), Purchase intention (PI)

1. Introduction

The epochal revolution of information technology has changed the way people conduct business. And the implementation of electronic marketing changes the shape of business all over the world by creating new electronic channels for business.

Business models are the cornerstone in managing businesses. The successful business model requires a deep knowledge about business, markets, and stakeholders, aiming to deploying company's capabilities for the target market.

Business model change as the change in business paradigm. In the past, business was done with logistics, physical presence and concentrated more on resource management and efficiency; with the technological revolution the paradigm shifted towards more information management than resources management with the presence of virtual organizations, internet enabling technologies, online relationship and communication with employees, partners and clients.

The latest strategy used by business is known as click and mortar business model. It is based on two business operation ways; the traditional well-known operation at the physical store and the online operation which is based on the internet. So it allows companies to grow in a dramatic and dynamic way. By click and mortar consumers may search and find their needs online and buy them either online or from stores.

While shopping or searching for products, customers may seek either the benefits and value which is affected by utilitarian motivation, or the entertainment and fun affected by hedonic motivation.

Understanding consumer's motivation is the first step in understanding the consumer's behavior, and intention to purchase. Moreover, it is affected by consumers' demographic characteristics and products types as well as the stores location.

1.1 Problem Statement

Lebanese Consumers are affected by technology; they are shifting their behaviors towards the online shopping experience. Most consumers are motivated either by hedonic or utilitarian motivations to buy online from companies that have applied the click and mortar business model. Utilitarian shopping motivation is recognized as a cognitive decision making. Whereas the hedonic shopping motivation is known as affective decision making.

This study will illustrate the relationship between companies that have applied the click and mortar business model and consumer's intention to purchase online, including the hedonic and the utilitarian shopping motivations, to know which one has affected consumers more and how it has affected them.

1.2 Research Question

To what extent does click and mortar business model influence the consumers' intention to purchase online?

- Sub-research questions
 - What is the impact of hedonic motivation on consumer's intention to purchase online from click and mortar companies?
 - What is the impact of utilitarian motivation on consumer's intention to purchase online from click and mortar companies?

1.3 Research Purpose

- To develop an interaction between click and mortar and hedonic and utilitarian motivation that affect consumer's buying intention online
- To develop an interaction between click and mortar and the consumer's purchase intention online
- To compare between the hedonic and utilitarian motivation towards online shopping

2. Literature Review

The internet has become a way of doing business and sending marketing messages (Albarn, 2006). Electronic business was born from technological revolution, which refers to using digital forms in trading and commerce, to enhance sales, revenues and profits (Judy, Adel, & Raymond, 2006).

Internet users are increasing every day (Jeffrey & Eun-Ju, 2006), and companies that already existed in the markets are adding new online tools to reach more customers (Markeline, 2013). Because customers are depending on online search even if they are going to buy their products from physical stores (Chadwick, 2013).

Consumers nowadays are using different channels, since companies on the other side are relying on a number of channels to reach their entire target customer and a broad number of customers. These channels are known as multichannel retailing, which consists of catalog, physical presence, storefront website or web page, these channels allow customers to contact the company either online or offline (Jones, 2008).

After the burst of the online business, many companies add the digital technologies to their business models (Rigby, 2011). The technological advancements added new characteristics (quick and easy access, online shopping, free delivery) to help and serve their customers better; All these features were behind the transformation applied by many brick and mortar stores to become click and mortar stores (Fernando, Jing-Sheng, & Xiaona, 2006).

Click and mortar is a business model that integrated the electronic and online business with the traditional and offline business. Click and mortar was firstly attributed by David Pottruck's in July 1999 (Rouse, 2007). Click and mortar was the most suitable decision in the year 2011 (Ewing, January 7, 2011).

Jeremiah Owyang said that the combination between the physical stores and the online presence is essential nowadays (Wallace, 2015), because it allows customers to search/buy products either online or from physical stores as shown in the figure 1 below.

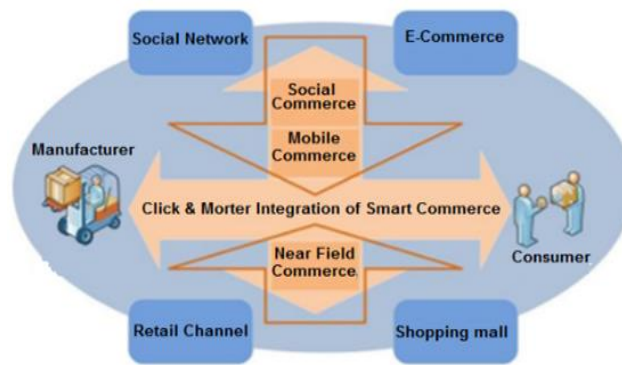


Figure 1. Click and Mortar business model

Source: (Tzu-Chun Weng et al, 2014).

Click and mortar provides sellers with many benefits such as; lower costs, value added services, improved trust, product market and geographic extension (Steinfeld, 2000). And the ability to compare products and prices (Rigby, 2011).

2.1 Factors Affecting Click and Mortar Business Model

The cornerstone of any marketing strategy is to analyze the environmental factors. The main factors that affect click and mortar business model are the technological factors, since click and mortar is based on IT infrastructure (Mentzer, Min, & Bobbit, 2004), the cultural factors, as “Hofstede, 1980 & Triandis et al., 1988” said that it is the most critical factor that affect customers buying behavior (V.Bhuvanewari & Jayasree, 2015). And also the marketing stimuli that entuse customers to search and buy either online or from stores these stimuli’s are the traditional marketing tools that are altered nowadays to be platform, people, participation and promotion (Nekatibebe, 2012). Finally, the demographic factors (age, gender, income, education and marital status) have a direct impact on consumers during shopping (Muhammad & Nasir, 2011).

The success drivers for click and mortar business model are the information quality which is related to accurate products information and the privacy of personal data (Dan, Donald, Raghav, 2007). Also the reliable information, delivery of products and safe payment can increase customer satisfaction (Lee & Lin, 2005). And the system quality id crucial for companies that want to have an online presence (Heikela, 2015). From the other hand customer service is essential in click and mortar nosiness model because it helps customers to know more about the products and to trust the organization (Khadka & Mahrajan, 2017).

2.2 Consumer Reaction Towards Click and Mortar

Lebanese consumers are becoming more digital in their purchase decision (Amine, 3 May 2017). Some are searching for products online and then buy them from stores or they may search and buy online and they may either pay online or the cash on delivery option (Stephan, 2008). The factors that motivate consumers to buy online are exclusivity, group offers and discounted prices (Amine, 3 May 2017), and also due to the increased number of online store

(Yi-Fen & Hui-Fen, 2015).

Some authors stated that shopping centers must enhance the online shopping experience by excitements, fun and adventurous (Charles, Lisa, & Balraj, 2002), because the internet has changed consumers behavior (Glenn, John, & James, July–August 2004). According to Berber Brand, both physical store and online presence are both crucial for companies' long term goals (Brand, 8, July 2014). Since some customers prefer to explore the products at store before buying them online (Wallace, 2015). Even though some consumers are still afraid from the online shopping (Bukola, Adetoun, Mojisola, & Sunday, 2016). And others are searching/purchasing online using their mobile devices that facilitate the relationship between firms and customers (Michel & John, 2010). Mobile technology enable marketers to compete in the cyberspace and to increase sales, since consumers are using their mobiles on a daily basis, they become in-hand personal computer in terms of usability and functionality (Wahkberg, 2012).

2.3 Hedonic and Utilitarian Shopping Motivation

Motivation is the heart of marketing; It was developed around 1950's (Deci & Ryan, 2000). It is the driving force behind humans' effort, which is produced by a state of tension. Individuals seek consciously and unconsciously to decrease their tension via behavior (Schiffman, 2007). From the companies side, understanding consumers motivation is vital for companies survival (Sua, 2006).

The most known motivation theories are:

- 1) Motivation-Need Theory that was introduced by Abraham Maslow in 1943 which assume that consumers are motivated to prioritize thier purchases toward the base of Maslow's hierarchy of needs (Ohio, 2016).
- 2) McClelland Motivation Theory which was introduced in 1960s based on Maslow's theory; and stated that there are three main needs; need for achievement, need for affiliation and need for power (Nagar & Sharma, 2016).
- 3) Hezberg Motivation theory that was introduced in 1959 and it is based on two main factor; satisfaction and dissatisfaction (Dharma, 2014).

Hedonic and utilitarian motivations focus on knowing the reasons behind consumers shopping behavior (O'Brien, 2010). Recently shopping is considered as hedonic and utilitarian shopping values (Guler & Bozaci, 2013).

Hedonic motivation is a psychological emotional satisfaction, that consumers gain from a successful shopping purchase experience (Bukola, Adetoun, Mojisola, & Sunday, 2016). Hirschman and Holbrook (1982) said that the hedonic motivation factors are aesthetics, emotion, and enjoyment (Patrick, Michail, & Adamantia, 2012).

Babin et al. (1994), stated that hedonic factors affected the unplanned shopping, whereas the utilitarian do not" (Patrick, Michail, & Adamantia, 2012).

On the other side, utilitarian motivation is characterized by effective and critical decision

making, (Ozen & Kodaz, 2012) since it depends on the success and completion of that decision (Hirschman & Holbrook, 1982). Some online consumers are attached to the traditional local store while buying (Tzu-Chun Weng et al., 2014). Chitturi (2009) found that products provide more utilitarian benefits than hedonic enjoyments (Mijeong, Rodney, & Jon, 2014).

Utilitarian consumers are more goal oriented, whereas hedonic consumers are more experiential oriented (Narges, Laily, & Ali, 2011). And consumer's hedonic motivation online effects purchase intentions online. (Davis, Lang, & San, 2014).

On the other hand, mobile in-store advertising is becoming increasingly important, as it offers new options for retailers to communicate with customers at the point of sale (Bues, 2017).

3. Methodology

This study is an explanatory research; because it is based on logical relationships and not just beliefs (Ghuri, 2005). The ontological position is objectivism since the study exist in reality but external to human social actors. And the epistemology is applied because it is related to the acceptable knowledge in the study field. From the other side the positivism philosophy is used, where the author developed hypotheses which will be either accepted or rejected depending on the findings of the research.

Regarding the approach, it is deductive; it started from theory to specific and tested different hypotheses. And the research method is the multi-quantitative method, since the author conducted a questionnaire based on observations and different interviews with experts. And the survey strategy is used, because we collected quantitative data using a questionnaire and analyze it quantitatively, by using the SPSS software.

The population represent the Lebanese consumers (6,089,112). Sampling technique used is the non-probability, convenience sampling. The author selected respondents that are easiest to obtain and are willing to participate. Additionally, it requires continuing the sample selection process until getting the needed sample size. Based on Saunders research method, the sample size with 3% margin of error is at least 1067 respondents, so in this study the sample size was 1365 respondents.

It studies the relationship between different variables; starting from the click and mortar as main concept, and the consumer's intention to purchase as the dependent variable; while hedonic shopping motivation and utilitarian shopping motivation are considered as independent variables. On the other hand, the moderator variables are the demographic factors, types of products, company origin, and marketing tools. All these variables are consistent in making the conceptual model of this thesis.

Each variable is measured by different factors (as shown in figure 2); the customer's intention to purchase is measured via ease of use, efficiency, and usefulness. Hedonic motivation is measured via fun, enjoyment, and gratification while shopping online and the factors while shopping at a store in addition to socializing; while utilitarian motivation is measured online and at the store via convenience, value, and efficiency.

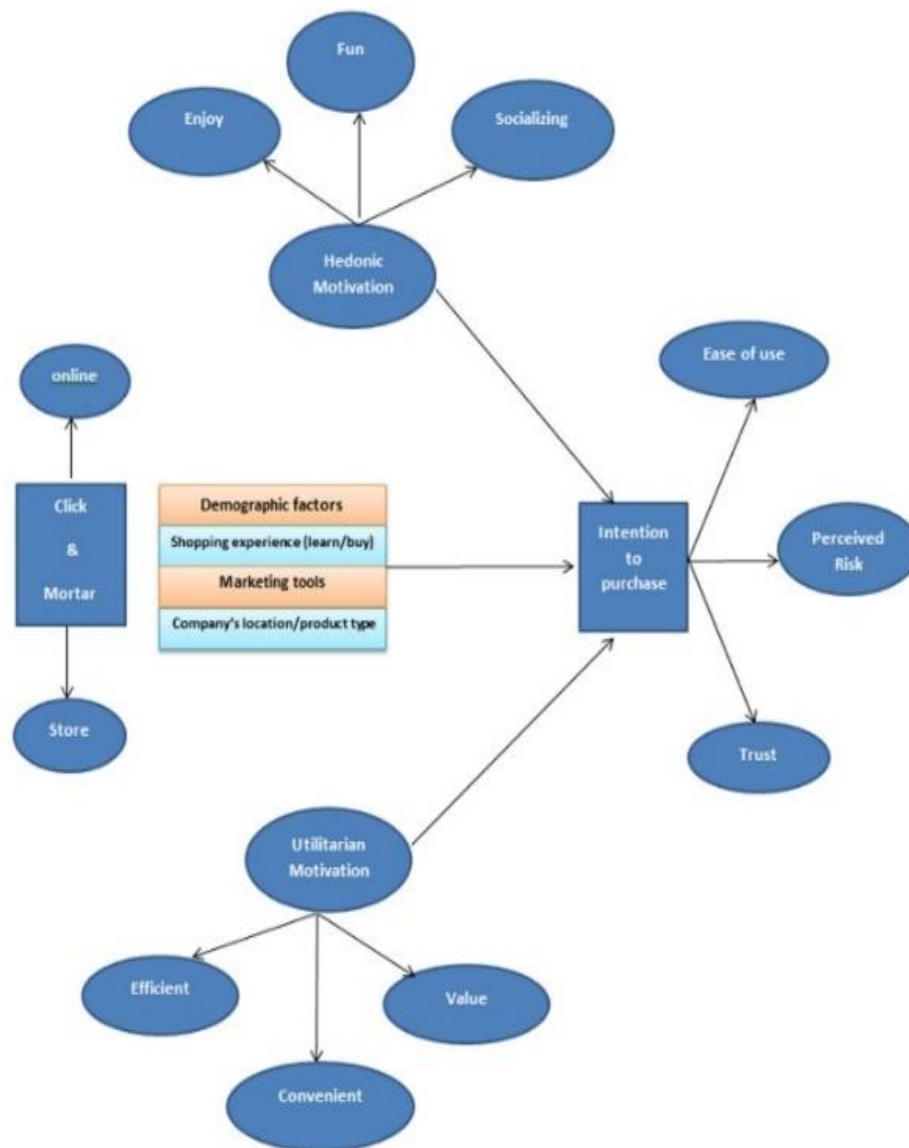


Figure 2. Conceptual model

Source: Prepared by the author.

Research hypotheses

- H1: There is a positive significant relationship between UTM online and PI online
- H2: There is a positive significant relationship between UTM at store and PI online
- H3: There is a positive significant relationship between HEDM online and PI online
- H4: There is a positive significant relationship between HEDM at store and PI online
- H5: Consumers with different demographic factors have different online purchase intention from click and mortar companies.

- H5a: Consumers income, age and gender and marital status affect purchase intention online from click and mortar companies
- H5b: Consumers education level and occupation affect their online purchase intention from click and mortar companies
- H5c: Consumers from different Lebanese governorate have different online purchase intention from click and mortar companies
- H6: Consumers different shopping experience way has different effect on consumers' online purchase intention from click and mortar companies
- H7: marketing tools have a significant effect on consumers purchase intention from click and mortar companies
- H8: Companies location and product type have different effect on consumer's intention to purchase online

All these hypotheses are shown in figure 3 below:

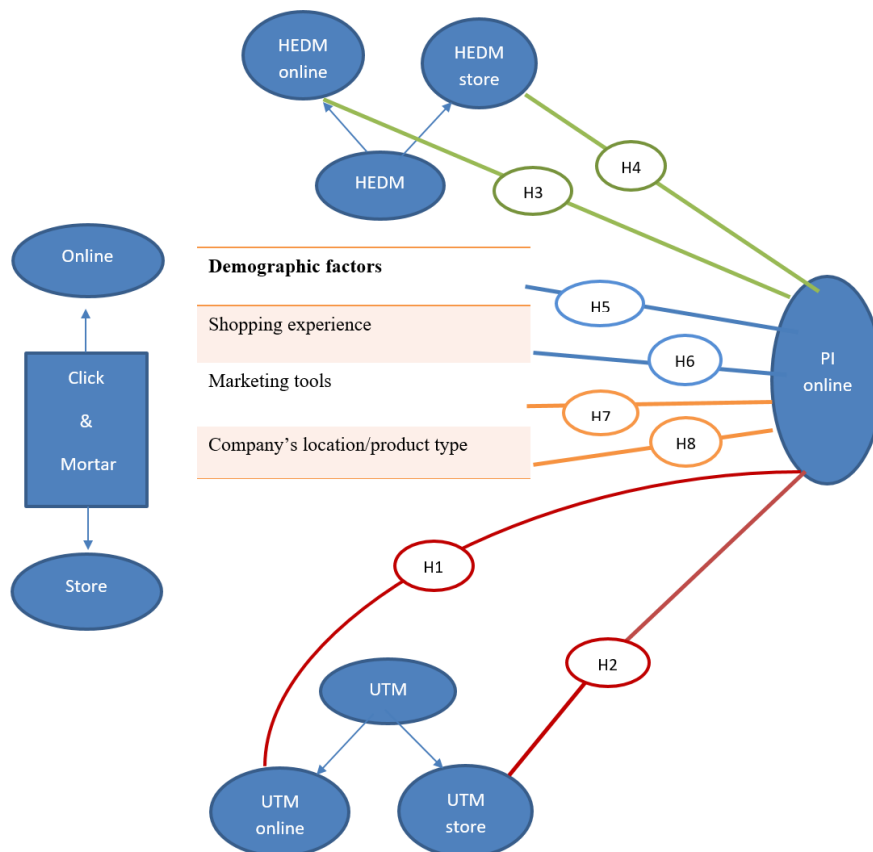


Figure 3: Hypotheses on the conceptual model
Source: Prepared by the author

- : Relationship between Utilitarian shopping motivation and intention to purchase online
- : Relationship between Hedonic shopping motivation and intention to purchase online
- : Relationship between Demographic factors/marketing tools and purchase intention online
- : Relationship between shopping experience/ company's location/ product type and purchase intention online

4. Findings

The findings supported the researcher to deeply understand the variables relation and to reach a well-defined conclusion about the research study. The data analysis is significant in this paper because it was based on a statistical treatment for variables starting with the Cronbach alpha and using correlation and regression tests.

4.1 Cronbach Alpha

The Cronbach alpha reliability normally ranges between 0 and 1. The more the result of the Cronbach alpha is closer to 1, the more it indicates a very good internal consistency of the items in the scale and it ensures that the study is valid and reliable.

In this study, the Cronbach alpha is 0.905 as shown in the below table number 1, which is a very good result and illustrates that the variables of hedonic and utilitarian motivations, in addition to the consumer intention to purchase variables regarding the click and mortar business model, are valid and reliable results.

Table 1. Cronbach alpha

Reliability Statistics	
Cronbach's Alpha	N of Items
.905	70

Source: Prepared by the authors based on the SPSS program.

4.2 Correlation Tests and Simple Regression Analysis

4.2.1 H1: There Is a Positive Relationship between UTM Online and PI Online

It is well shown from the table 2 below that the first hypothesis was accepted that reflects the positive relationship between utilitarian motivation online and purchasing intention online with (0.625), which is considered as a strong correlation because it is greater than 0.5.

Table 2. The correlation between utilitarian motivation online and purchase intention online

		Correlations	
		UTM_online	PI_online
UTM_online	Pearson Correlation	1	.625
	Sig. (2-tailed)		.000
	N	1364	1364
PI_online	Pearson Correlation	.625	1
	Sig. (2-tailed)	.000	
	N	1364	1364

Source: Prepared by the authors based on the SPSS program.

After testing the correlation between the two main variables, UTM online and IP online, a simple regression analysis used to examine the relationship between the dependent and the independent variables. The regression analysis is an added value for its prediction capabilities. The table 3 below represents the prediction for the two main variables UTM online and PI online.

Table 3. Simple regression analysis between UTM online and PI online

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	416.345	1	416.345	872.870	.000 ^b
	Residual	649.652	1362	.477		
	Total	1065.996	1363			

a. Dependent Variable: PI_online
b. Predictors: (Constant), UTM_online

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.625 ^a	.391	.390	.69064

a. Predictors: (Constant), UTM_online

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.193	.049		24.397	.000
	UTM_online	.601	.020	.625	29.544	.000

a. Dependent Variable: PI_online

Source: Prepared by the authors based on the SPSS program.

From the mentioned table (3) the linear regression model between the two variables is significant (0.00) in the Anova table. Secondly, based on the Adjusted R square the UTM online is explaining by 39.1% of the variation in PI online.

The above table (3) shows that the linear regression formula for the two variables is:

Equation 1: Linear regression model for IP_online and UTM_online

$$IP \text{ online} = 1.193 + 0.601 \text{ UTM online}$$

This formula is used to predict the criterion or the dependent variable using the regression as a prediction method.

4.2.2 H2: There Is a Positive Relationship between UTM at Store and PI Online from Click and Mortar Companies

The hypothesis that there is a positive relationship between utilitarian motivation variable at store and consumers' purchase intention online was rejected since it is a non-significant relationship because the significant level is 0.188 which is greater than 0.05, as shown in table 4 below.

So H2 is rejected because it has a negative relationship as it is shown in the below table number 14.

Table 4. The relationship between utilitarian motivation at store and intention to purchase online

		Correlations	
		UTM_store	PI_online
UTM_store	Pearson Correlation	1	.036
	Sig. (2-tailed)		.188
	N	1364	1364
PI_online	Pearson Correlation	.036	1
	Sig. (2-tailed)	.188	
	N	1364	1364

Source: Prepared by the authors based on the SPSS program.

After testing the correlation between the two variables UTM store and IP online, and after knowing that there is no relationship between the two variables, no regression analysis was used here due to the non-significant relationship (0.188).

4.2.3 H3: There Is a Positive Significant Relationship between HEDM Online and PI Online

Based on the survey, there is a moderate positive relationship between Lebanese customers' hedonic motivation online and their intention to purchase online (0.403) from a click and mortar company as shown in table 5, so the third hypothesis was accepted.

Table 5. The relationship between hedonic motivation online and purchase intention online

		HEDM_online	PI_online
HEDM_online	Pearson Correlation	1	.403
	Sig. (2-tailed)		.000
	N	1364	1364
PI_online	Pearson Correlation	.403	1
	Sig. (2-tailed)	.000	
	N	1364	1364

Source: Prepared by the authors based on the SPSS program.

To ensure the correlation between the correlation between the hedonic shopping motivation online and the customers intention to purchase online, linear regression analysis was made to predict whether purchase intention online can be predicted based on hedonic motivation online.

The below table (6) shows the significance relationship between the two variables (0.000), and the adjusted r square (0.265) illustrated that the variation in hedonic motivation online is explaining in 16.2% in the variation in intention to purchase online.

Table 6. Simple regression analysis between HEDM online and PI online

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.258	1	173.258	264.330	.000 ^b
	Residual	892.738	1362	.655		
	Total	1065.996	1363			

a. Dependent Variable: PI_online
b. Predictors: (Constant), HEDM_online

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.403 ^a	.163	.162	.80961

a. Predictors: (Constant), HEDM_online

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.917	.043		44.123	.000
	HEDM_online	.263	.016	.403	16.258	.000

a. Dependent Variable: PI_online

Source: Prepared by the authors based on the SPSS program.

The coefficient table illustrates the related formula for the dependent variable (IP online) and the independent one (HEDM online), as shown in the below equation:

Equation 2: Linear regression model for IP_online and HEDM_online

$$\text{IP online} = 1.917 + 0.263 \text{ HEDM online}$$

4.2.4 H4: There Is a Positive Significant Relationship between HEDM at Store and PI Online from a Click and Mortar Company

when testing the relationship between the hedonic shopping motivation and the customer intention to purchase online and from a store of click and mortar company, it showed that customers who have the hedonic shopping motivation at store don't tend to buy from a click and mortar company online, because there is a non-significant relationship with customer intention to buy online from the click and mortar companies with non-significant level 0.357 as shown in table 7 below. So the fourth hypothesis is rejected.

Table 7. The relationship between hedonic shopping motivation from a store and customers intention to purchase online from click and mortar companies

Correlations			
		HEDM_store	PI_online
HEDM_store	Pearson Correlation	1	.025
	Sig. (2-tailed)		.357
	N	1364	1364
PI_online	Pearson Correlation	.025	1
	Sig. (2-tailed)	.357	
	N	1364	1364

Source: Prepared by the authors based on the SPSS program.

4.3 Multiple Regression Models

Multiple regression model is critical to know the effect of the independent and the moderator variables on the dependent one, mainly after making the correlation tests and the simple regression tests.

4.3.1 Multiple Regression Model Estimation for Consumers Intention to Purchase Online From Click and Mortar Companies with the Independent Variables

The consumer's intention to purchase online from click and mortar companies was measured by two main independent variable hedonic and utilitarian shopping motivation, where each one of them is divided into two sub variables; online and store.

The variables of these hypotheses are UTM online, UTM store, HEDM online, HEDM store; these variables are considered as explanatory variables. In order to build a multiple regression estimation model, the SPSS program was used and resulted with the tables below, shown in

table 8 below.

Table 8. IP online multiple regression estimation model

Variables Entered/Removed ^a					
Model		Variables Entered	Variables Removed	Method	
1		HEDM_store, UTM_online, HEDM_online, UTM_store ^b	.	Enter	

a. Dependent Variable: PI_online
b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.647 ^a	.419	.417	.67522

a. Predictors: (Constant), HEDM_store, UTM_online, HEDM_online, UTM_store

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	446.402	4	111.600	244.781	.000 ^b
	Residual	619.595	1359	.456		
	Total	1065.996	1363			

a. Dependent Variable: PI_online
b. Predictors: (Constant), HEDM_store, UTM_online, HEDM_online, UTM_store

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.100	.075		14.581	.000
	UTM_online	.531	.022	.552	24.436	.000
	UTM_store	.025	.028	.021	.879	.379
	HEDM_online	.119	.015	.183	8.064	.000
	HEDM_store	-.034	.025	-.033	-1.340	.180

a. Dependent Variable: PI_online

Source: Prepared by the author via the SPSS program.

From the above tables the adjusted r square is 0.419, showing that the four variables are explaining 41.9% of the variation in IP online. On the other hand, the third table (ANOVA) reflects a highly significance model with ($f=244.78$, $sig=0.000$), so the model explains a significant amount of the variance in consumer's intention to purchase online. The coefficients table emphasis the high significance level for two of the entered variables that are UTM online and HEDM online and resulted with the following model:

Equation 3: Multiple regression model for IP_online

$$\text{IP online} = 1.100 + 0.531 \text{ UTM online} + 0.119 \text{ HEDM online}$$

As shown in the above formula the hedonic and utilitarian shopping motivation online are increasing the intention to purchase online. An increase of UTM online by 1 unit will increase the IP online by 0.531 units. Also an increase of HEDM by 1 unit online will increase the IP online by 0.119 units.

4.3.2 Multiple Regression Model Estimation for Consumers Intention to Purchase Online From Click and Mortar Companies with the Moderator Variables

After making and analyzing the multiple regression model based on the dependent variable (PI_online) with the independent variables (HEDM_online, HEDM_store, UTM_online and UTM_store), it was necessary to test the moderator variables of the study; age, gender, marital status, occupation, education, income, geographic location, experience (learn and buy), companies location, product type and marketing tools.

The moderator variables used in our study are the demographic factors, company's location, customers experience (online/store), product type and marketing tools. Each variable category was transformed into a new variable coded as 0 or 1.

The strategy used to test the moderator variables was the reference category since the category that has the highest percentage in each variable was chosen. The below table number 8 reflects the results of the PI online regression estimation model including the moderator variables by using the enter model first then the stepwise model as shown in the below table number 9.

Table 9. PI_online and moderator variables

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.713 ^a	.508	.493	.62107

a. Predictors: (Constant), web_ads, professional, <15, catalog_ads, 41-50, beqaa, south, fb_ads, store_store, nabatiyeh, license, slf_employed, Chinese_companies, baalbek, doctorate, automobiles_product, billboard_ads, aakar, HEDM_online, online_store, furniture_product, beirut, 21-30, professional_degree, electronic_product, books_products, tv_ads, Lebanese_companies, married, accessory_products, intermediate, highschool, clothes, >51, UTM_online, female, online_online, 15-20, never_online, employee, mountleb, single

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	526.753	42	12.542	32.515	.000 ^b
	Residual	509.543	1321	.386		
	Total	1036.295	1363			

a. Dependent Variable: PI_online

b. Predictors: (Constant), web_ads, professional, <15, catalog_ads, 41-50, beqaa, south, fb_ads, store_store, nabatiyeh, license, slf_employed, Chinese_companies, baalbek, doctorate, automobiles_product, billboard_ads, aakar, HEDM_online, online_store, furniture_product, beirut, 21-30, professional_degree, electronic_product, books_products, tv_ads, Lebanese_companies, married, accessory_products, intermediate, highschool, clothes, >51, UTM_online, female, online_online, 15-20, never_online, employee, mountleb, single

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.033	.135		7.642	.000
	UTM_online	.409	.024	.431	16.938	.000
	HEDM_online	.106	.014	.164	7.539	.000
	female	-.025	.044	-.015	-.572	.568
	<15	.142	.156	.021	.911	.363
	15-20	.026	.074	.011	.350	.726
	21-30	-.010	.052	-.005	-.181	.856
	41-50	.045	.057	.019	.789	.430
	>51	-.013	.076	-.004	-.174	.862
	single	.105	.076	.060	1.375	.169
	married	.013	.071	.007	.182	.856
	slf_employed	.204	.068	.092	2.993	.003
	employee	.139	.062	.075	2.248	.025
	professional	.199	.088	.061	2.250	.025
	intermediate	-.036	.055	-.015	-.650	.516
	highschool	.034	.079	.014	.430	.667
	license	-.013	.042	-.007	-.311	.756
	doctorate	.021	.105	.004	.198	.843
	professional_degree	-.155	.068	-.050	-2.277	.023
	beirut	-.099	.088	-.032	-1.131	.258
	mountleb	.293	.064	.167	4.550	.000
	aakar	.224	.086	.071	2.606	.009
	beqaa	.528	.091	.153	5.801	.000
	nabatiyeh	.430	.099	.106	4.342	.000
	baalbek	.287	.084	.095	3.428	.001
	south	.389	.086	.118	4.546	.000
	store_store	.143	.040	.077	3.562	.000
	online_store	-.002	.039	-.001	-.045	.964
	online_online	-.143	.045	-.082	-3.169	.002
	Lebanese_companies	-.058	.046	-.033	-1.249	.212
	Chinese_companies	-.021	.044	-.011	-.476	.634
	never_online	.151	.069	.067	2.183	.029
	clothes	.038	.045	.022	.840	.401
	automobiles_product	-.163	.050	-.077	-3.246	.001
	electronic_product	-.018	.043	-.010	-.414	.679
	furniture_product	.070	.050	.031	1.403	.161
	books_products	-.094	.051	-.041	-1.845	.065
	accessory_products	.058	.043	.032	1.338	.181
	billboard_ads	.017	.049	.007	.349	.727
	tv_ads	.000	.040	.000	-.004	.997
	catalog_ads	.000	.054	.000	-.008	.993
	fb_ads	-.064	.040	-.035	-1.597	.111
	web_ads	-.058	.041	-.032	-1.424	.155

a. Dependent Variable: PI_online

11	(Constant)	1.361	.063		21.578	.000
	UTM_online	.420	.023	.442	17.944	.000
	HEDM_online	.107	.014	.167	7.753	.000
	beirut	-.369	.062	-.120	-5.933	.000
	never_online	.163	.055	.072	2.976	.003
	automobiles_product	-.173	.044	-.081	-3.956	.000
	store_store	.157	.039	.084	4.038	.000
	online_online	-.154	.041	-.088	-3.794	.000
	beqaa	.234	.069	.068	3.413	.001
	housewife	-.115	.048	-.048	-2.400	.017
	nabatiyeh	.190	.080	.047	2.366	.018
	professional_degree	-.135	.061	-.044	-2.207	.027

a. Dependent Variable: PI_online

Source: Prepared by the author via the SPSS program.

First of all, it is obvious from the above table 9 that the r square was increased from 0.419 (previous PI-online regression model) to 0.508 after adding the moderator variables and it reflects the 50.8% variation of the variation in PI online that is explained by UTM_online, HEDM_online, Lebanese governorate, occupation, education, shopping experience and product type. Secondly the new PI_online regression estimation model is significant with (0.000) significance level shown in the ANOVA table. In this step a multiple regression model is conducted by using the enter method, then stepwise method to clearly detect the significant variables as shown in table 9.

Thirdly the new PI_online regression model equation is as follow:

Equation 4: Multiple regression model for PI_online with moderator variables

$$PI_online = 1.361 + (0.420 \text{ UTM online}) + (0.107 \text{ HEDM online}) - (0.369 \text{ Beirut}) + (0.163 \text{ never-online}) - (0.173 \text{ automobiles}) + (0.157 \text{ store-store}) - (0.154 \text{ online/online}) + (0.234 \text{ beqaa}) + (0.115 \text{ housewife}) + (0.190 \text{ nabatiyeh}) - (0.135 \text{ professional degree})$$

Based on the discussed PI_online regression equation:

H5a: Consumers with different income, age and gender and marital status have different purchase intention online from click and mortar companies, was rejected because as shown in the coefficient table there was no difference in online purchase intention between male and female, and between consumers from different ages and different income level and from different marital status, they all have the same online purchase intention (there is no significance level for any related variable)

H5b: Consumers with different education level and different occupation have different online purchase intention from click and mortar companies, was accepted because respondents who are housewife have 0.115 lower online purchase intention than student (reference category). As for the educational level, respondents with professional degree have 0.135 purchase intention less than those who have master's degree, knowing that the other educational levels

have similar purchase intention as master's degree holders (reference category).

H5c: Consumers from different Lebanese governorate have different online purchase intention from click and mortar companies was not rejected because Beirut consumers have 0.369 lower online purchase intention than North consumers, whereas, Beqaa consumers have 0.234 more purchase intention than North as well as for Nabatiyeh that has 0.190 more intention to purchase online.

H6: Consumers different shopping experience way have different effect on consumers online purchase intention from click and mortar companies was not rejected because consumers who used to learn about products directly from stores and buy them from stores (store/store) have more online purchase intention with 0.157 than those who learn at store and buy online (reference category), and this reflect the future of online shopping since those who were still using the traditional and known shopping ways are having a positive intention to buy online. Whereas others who learn and buy online have -0.154 less purchase intention than those who learn at store and buy online, maybe because they prefer to explore products physically. And the last category learns online and buy at store have similar results with online learn and buy. It also shown that, consumers who never purchase online have a 0.163 more purchase intention towards online shopping and that is maybe due to the new online shopping trends and to other consumer's satisfaction.

H7: Different marketing tools have different effect on consumers online purchase intention from click and mortar companies was not accepted because all the marketing tools; T.V ads, billboards, catalog, Facebook and websites have similar effect on consumers online purchase intention as for mobile applications (reference category)

H8: Companies location and product type have different effect on consumer's intention to purchase online was not rejected because the reference category for company's location variable was the any pure company in the world, and the coefficient table shows that consumers who never purchase online have 0.163 more intention to purchase online than those who buy from any company in the world (reference category). For the product type variables, the clothes were chosen as a reference category for product type, and the coefficient table resulted by lower online purchase intention to automobiles (-0.173) and all the other product types such as accessories, groceries and electronic products have similar online purchase intention as for the clothes.

So the accepted hypotheses are as shown on the conceptual model (figure 4).

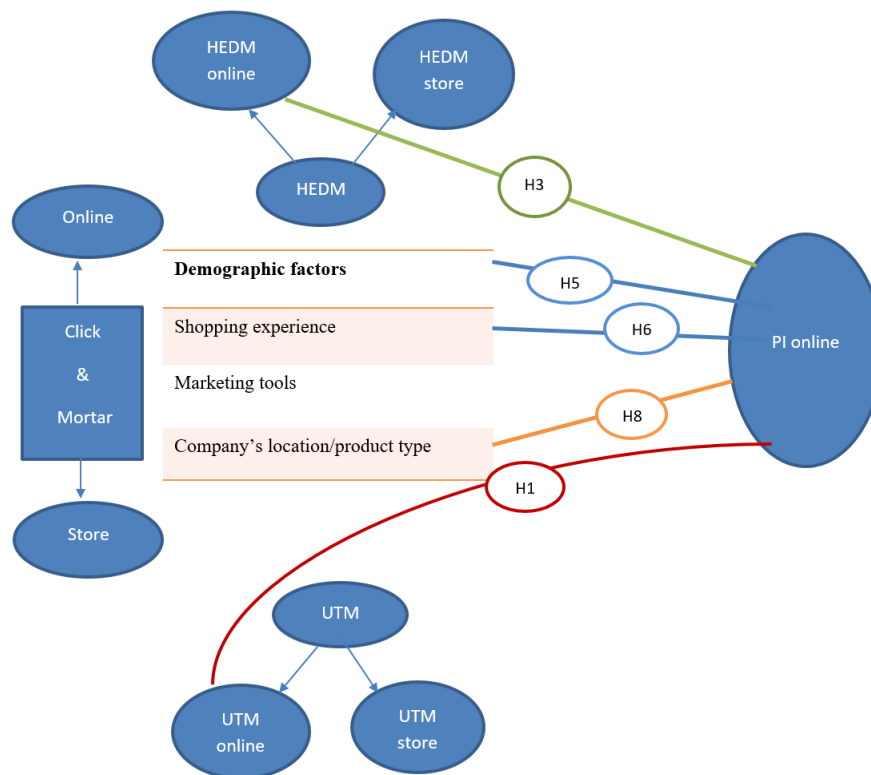


Figure 4: The accepted hypotheses

Source: Prepared by the author

- Relationship between Utilitarian shopping motivation and intention to purchase online
- Relationship between Hedonic shopping motivation and intention to purchase online
- Relationship between Demographic factors/marketing tools and purchase intention online
- Relationship between shopping experience/ company's location/ product type and purchase intention online

5. Results Compared with Previous Studies

In this part a comparison was made between the results of this study with the previous and discussed ones to know if similarities occur or there are contradictions with other studies from different countries.

According to Childers et al. 2001, Hedonic aspects of the new media play have an equal role like utilitarian (Childers et al 2001), and this is consistent with our results since UTM & HEDM have a significant positive relationship with PI online.

From the other side, Overby, J. & Lee, E. in 2006 said that utilitarian has a greater effect and value towards the internet retailer than the hedonic value (Overby & Lee, 2006). And Abhigyan Sarkar (2011) stated that individual with higher utilitarian shopping motive is likely to perceive greater benefits in online shopping and consumers with high hedonic shopping values tend to avoid online shopping (Sarkar, 2011). These two studies are similar to the results of this study, because this study found that the relationship between UTM and PI online is (0.625), and it is greater than HEDM and purchase intention (0.403).

Menendez and Jonsson (2010) said that consumer's emotional state, influence consumers intention to purchase (Menendez & Jonsson, 2010). And Davis et al. (2014) found that

consumer's hedonic motivation online effects purchase intentions online (Davis, Lang, & San Diego, 2014). These results are similar to this study results because consumers the correlation test showed a relationship between HEDM online & PI online (0.403).

From the other side, Sultan and Uddin in 2011, found that the demographic factors of online shoppers are the main differences between online shoppers and they have a direct influence on them while shopping (Sultan, & Uddin, 2011). And, Yunus Bahadır Guler & Ibrahim Bozaci in 2013, found that there is differences in hedonic motivation levels due to different demographic factors, except for gender, and people who have more regular and satisfactory income, job, high education and who are middle aged can be motivated by hedonic motivators (Guler & Bozaci, 2013). Also, Bauboniene and Guleviciute (2015) said that men shop more online than women (Bauboniene, & Guleviciute, 2015). These three studies are in contradiction with the results of this study, whereas the results revealed that PI online is different based on consumers occupation, educational level and geographic location.

Finally, Miraj Bues (2017) found that mobile in-store advertising is becoming increasingly important, as it offers new options for retailers to communicate with customers at the point of sale (Bues, 2017), is also contradicted to the results of this study because all marketing tools, traditional and digital one have same effect on consumers intention to purchase online.

6. Implication to Research and Practice

The main research question in our study was: To what extent does click and mortar business model influence the consumers' to purchase online? Our questionnaire's respondents have confirmed that the click and mortar business model has a direct impact on Lebanese purchase intention online based on the utilitarian and the hedonic shopping motivation. Consumers nowadays are more willing to buy online from trusted click and mortar companies.

There are two sub-research questions in our study. The first sub-research question is: What is the impact of hedonic motivation on consumer intention to purchase online from click and mortar companies? Findings have proved that there is a positive relationship between hedonic motivation and consumer's intention to purchase online. When consumers are seeking fun or enjoyment online, they are more willing to buy online from click and mortar companies.

The second sub-research question is: What is the impact of utilitarian shopping motivation on consumers' intention to purchase online from click and mortar company? Actually, results showed that consumers' intention to purchase online from click and mortar companies were influenced positively by the utilitarian shopping motivation.

Logical conclusions to these results are that marketers and consumers are becoming more and more depending on electronic sources. Companies are using the electronic media such as SMS, Facebook, Email and blog in providing their products as well as their related information and descriptions concerning ingredients, features, characteristics, prices, and designs. Also, consumers are shifting towards searching and buying products online. On the other hand, both consumers and marketers, even though they are using electronic media, they are still using the traditional way of shopping and selling products. So, click and mortar business model is a must nowadays since it allows customers to use both shopping ways.

Findings of this dissertation clearly fit with its research purpose since click and mortar business model has a direct impact on Lebanese consumer behavior. Also, a relationship has been discovered between utilitarian and hedonic shopping motivation as well as between utilitarian shopping motivation and consumers' intention to purchase from click and mortar companies as well as between hedonic shopping motivation and consumers' intention to purchase from those companies.

The importance of this study is present in the fact that companies worldwide are more depending on electronic marketing and selling, and they are still using their physical stores as well, and they are attracting customers online to purchase. Therefore, all organizations worldwide and in Lebanon should use the click and mortar business model in their business structure for survival for the long term.

Finally, findings consisted with previous studies conducted by professionals, experts, authors, and scholars in this field and they are all mentioned in the study.

7. Conclusion

Finally, while shopping online from click and mortar companies, the utilitarian shopping motivation online and the hedonic shopping motivation online have approximately similar or equal impact on customers' intention to purchase online. According to the regression prediction model, consumers purchase intention online is affected and increased by hedonic and utilitarian shopping motivation.

Most customers prefer to buy online from trusted companies with (73.9%). And the most attractive factor for shopping online from click and mortar companies is the issue of time-saving (76.2%). And some Lebanese customers prefer to buy online to avoid traffic jam (84.9%). Loyal customers enjoy surfing online to know everything new in their loyal brands and stores (64.2%). Since online shopping from click and mortar companies fulfills leisure time and joy for customers (57.7%).

From the other side, some Lebanese customers don't prefer the online shopping because they are more legally protected while purchasing from stores (70.5%). And also due to the insufficient internet access that prevents their online search and shopping (50.9%). Other customers still prefer to explore products physically before buying (64.9%).

Also consumers who have never purchased online have a positive intention towards online shopping due to the new accepted shopping way and other customer's satisfaction and positive feedbacks.

Moreover, other factors affect consumer's intention to purchase online, as it was shown after adding the moderator variables; such as consumer's geographic location, demographic factors, shopping experience and product type. Since, consumers in Beqaa and Nabatiyeh have more online purchase intention than North consumers. Also consumers who have never purchased online have a positive intention towards online shopping due to the new accepted shopping way and other customer's satisfaction and positive feedbacks, also housewife have more online purchase intention than students.

The increased number of internet users in Lebanon is an essential key for the Lebanese companies that have applied the click and mortar model, and for those who have not applied it yet. As they used the internet progressively, consumers will increasingly search for products online, and they will seek products from local stores they already know. So it is a win-win strategy for both consumers and marketers as well.

Recommendation

In the domain of the impact of click and mortar business model on Lebanese consumer behavior, we recommend some proposals:

- Customers nowadays are more active on online shopping ways, so companies that have applied click and mortar business model should base such model on a well-planned strategy in order to achieve the required goals.
- Companies that have applied the click and mortar business model should be aware of the risks that customers may face online, such as privacy of personal information, fraud, hackers, etc...
- Click and mortar companies should always provide quick feedback to customers and know the customer's opinion about their products.
- The issue of returning products in case they didn't match customers' needs should be studied and have special procedure especially when purchasing online from click and mortar companies.
- Governmental procedures should be taken to enhance and encourage more customers to purchase online from click and mortar companies because sometimes customers feel that they are not secure and safe while shopping especially online and when providing their personal information.
- The electronic law should be applied in the Lebanese market, in order to protect both customers and business owners or marketers online and in order to organize the marketing and advertisement tools and strategies, as well as for the implementation of ways for e-marketing and e-commerce.

8. Future Studies

For future studies, I would like to study the click and mortar business model from the business owner's point of view as well as from marketing agencies.

- So, Are the click and mortar business owners satisfied from this new business strategy?
- Do they need any changes or improvements for operating online and physically together?
- What are the new merits and demerits that marketer and business owners face in click and mortar business model?
- What will be the case if the customers lose the internet connection, and are not able to connect online anymore?

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