

Challenge of Understanding Multichannel Customer Behavior in 21st Century: A Meta-analysis

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Abstract

The purposes of this study are to provide comprehensive reviews on multichannel consumer behaviors published in peer-reviewed academic journals from 2005 to 2014, to develop a conceptual framework that demonstrates multichannel determinants such as psychographics, demographics, social influences, and situational factors on consumers' search and purchase behavior based on customers' profits or costs judgment, and to provide possible direction for future research in multichannel consumer behavior. Three steps were taken in the process of analyzing consumers' channel determinants presented in the 37 studies, and 12 most frequently used factors that appear in the studies were extracted. These factors include convenience, service, trust/risk, saving money, product knowledge, experience, efficacy/usefulness, involvement, shopping environment/situation factors, demographics, product types, and social influence. With 12 determinants of multichannel consumers' search and purchase behavior, a conceptual framework was proposed based on expectancy theory. The directions for future research were also discussed.

Key words : meta-analysis, multichannel, search and purchase behavior

1. Introduction

Multichannel retailing consists of selling products or services to consumers via more than one channel (Levy & Weitz, 2009). Multichannel, or cross-channel, shopping is d

efined as the patronage to more than one retail setting (Murphy, 2000; Scally, 2000).

There are two strategic options that multichannel retailers use. One option is operating channels as independent entities (order and receive or pick up at the same channel) ; and the other is integrating multiple channels, (cross

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channel movements of products or services, money, and information), but they need to have same pricing and positioning (Chatterjee, 2010a). Multichannel retailers, so-called brick-and-click retailers, and market customers use more than one channel or medium: this includes the Internet, catalogs, television, and traditional retail stores (Burt & Sparks, 2003; Stone, Hobbs, & Khaleeli, 2002) in traditional multichannel business. Because of advanced technology, smart phones and tablets are becoming more innovative, and the rate of consumer technology adoption is growing (Walker, 2011). This causes consumer behavior constantly to change. Mobile phones and tablets are used not only for communication, reading, mobile coupons, comparing prices, searching products, or checking ratings and reviews, but also for purchasing products or services. Therefore, the modern multichannel retailers, so-called brick – click-and-touch retailers, serve customers using more than one channel or medium. These channels include the Internet, catalogs, kiosk, television, mobile phones, tablets, and traditional retail stores to retain customers, ensure satisfaction, increase sales.

Multichannel distribution has become the norm. Home Shopping Network (HSN), for example, started as a television home shopping company and became a multichannel retailer through acquisition of Cornerstone. Cornerstone distributes more than 300 million catalogs annually, operates online retail sites for all brands, and runs 11 retail and outlet stores (“General information”, 2014). Similarly, Talbots originally marketed to their customers through catalogs and expanded their business to brick-and-mortar and online channels. Originally an online retailer, Threadless.com, became a multichannel retailer by selling their T-shirt

products through vendors and operating one brick-and-mortar store. Likewise, traditional brick-and-mortar retailers such as Macy’s and Urban Outfitters have become multichannel retailers utilizing both the Internet and catalogs.

Non-store sales increased 9.7% between 2012 and 2014 to \$447 billion and increased 75% since 2005 in the United States (“U.S. Census”, 2014). Electronic shopping and mail-order house sales increased 10.9% between 2011 and 2012 to \$323 billion and increased 83.4% compared to sales in 2005 (“U.S. Census”, 2014). According to IBM (2012), 15.6% of all online sessions on a retailer’s site were initiated from a mobile device in the December 2011 holiday season, more than double the rate of 5.6% over this same period in 2010. Sales from mobile devices doubled, reaching 11% of online sales versus 5.5% in December 2010. A commissioned consumer survey from more than 6,500 consumers in European countries examined the differences in attitudes toward online shopping consumers about their satisfaction, likes and dislikes, common frustrations, and spending habits related to online shopping, revealing fair differences in buying behaviors among the countries surveyed (“European consumer”, 2010). Amazon’s Price Check Application even allows customers to make sure a deal is real savings while shopping in physical retail stores (“Amazon app”, 2011).

The importance of understanding today’s ever-connected and empowered customers’ behavior cannot be overemphasized. Customers are adopting new technologies and are more comfortable interacting with retailers via a variety of touch points such as brick-and-mortars, catalogs, the Internet, call centers, e-mail, interactive TV, mobiles, kiosks, tablets, et cetera. As well as being pressured to expand to these

complex channels, marketers are competing for limited customers (Walker, 2011). Satisfying the customers' needs and wants is not an easy task as their expectations and choices become ever greater. To satisfy and retain customers, retailers need to take steps to fully understand what motivates consumers, what they think, and how they behave. These steps make retailers build better channel development and manage consumers' channel choices effectively.

In this study, the researchers provide comprehensive reviews of studies of multichannel consumer behaviors published in peer-reviewed academic journals from 2005 to 2014. Secondly, this study proposes a conceptual framework that demonstrates multichannel determinants such as psychographics, demographics, social influences, and situational factors on consumers' search and purchase behavior based on customers' benefits or costs judgment. Finally, the researchers hope to provide possible future research directions in multichannel consumer behavior.

The present meta-analysis is organized as follows: methodology, including data collection, description, and a description of the analysis; proposed framework and findings; and the conclusion.

II. Data Collection

Computer databases (Ebsco, Web of Science, Google Scholar) were initially searched to identify appropriate researches done in multichannel retailing areas. Search terms included different combinations of multichannel, cross channel, retail, channel switch, consumer behavior, purchasing behavior, search behavior, and decision making. Data collection efforts also included a systematic search of academic journals within the timeframe of January 2005 to

March 2014. The next step in this data collection process involved a type of snowball sampling; references were listed by the obtained studies or by tracking citations using Web of Science. The identified papers were then evaluated for their appropriateness for inclusion in the study. Seventy-eight academic reviewed papers were collected. For this meta-analysis study, all papers that used secondary data or qualitative studies were eliminated. Out of the 38 studies selected for final stage, one study was eliminated because it used almost the same samples for another paper by the same authors. This resulted in a final sample of 37 papers.

Description of Sample

Out of 37 journal papers, more than half (n=19) of the studies were done in the USA, 12 studies in Europe, and 5 studies in Asia. The most used product category is apparel including cosmetics and shoes (n=19), financial and other services such as travel and mobile plans (n=9), CD/audio (n=7), and consumer electronics (n=6), followed by home furnishing, books, computer related products, and others. Twenty-five studies used more than 300 samples, and college students were used as the samples in 14 studies. For the multichannel settings, brick-and-mortar, the Internet, catalogs, and in-home shopping formats were utilized to analyze multichannel channel consumer behavior.

III. Conceptual Framework for Multichannel Customer Behavior

The study presented in Figure 1 shows a framework that exhibits the customers' purchasing decision process through consumers' perceived

utilities of multichannel use, multichannel customers' search and purchase behaviors, and moderators, based on expectancy theory. Expectancy theory posits that an individual behaves or acts in a certain way because they link particular utilities or consequences to product or service attributes so that they select a specific behavior over other (Oliver, 1974; Rosenberg, 1956). Therefore, this study assumes that the customers choose certain channels for product or service search and purchase to achieve their goals with maximizing benefits and minimizing costs based on their perception of multichannel utilities. As shown in Figure 1, consumers' assessments of benefits and costs for using channels may influenced by their psychographics, demographics, social influences, and situational/

environmental factors. In addition, the conceptual model shows moderating factors on multichannel behavior. For example, suppose a customer needs an outfit for a special event. Then the customer may search information about price, promotion, design, and material through various channels. The customer may ask friends' opinions on the outfit he or she chose. The customer may place an online order for the outfit and purchase and pick it up at a designated store because he/she wants to feel and touch the product. Once the customers have a good experience with multichannel decision making, this may reinforce his/her perception of channel. This also causes the possibility of the use of the same channels for future purchases.

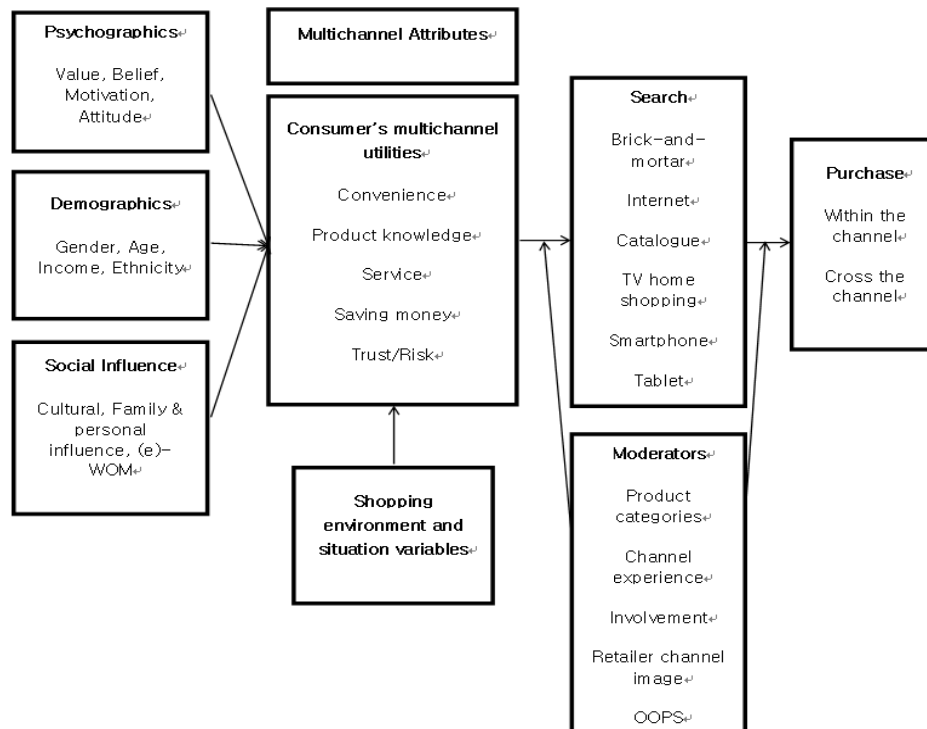


Figure 1. Conceptual Model of Multichannel Consumer Behavior

IV. Understanding of Customer Behavior in Multichannel Environment

Each channel has distinct advantages and drawbacks for different types of consumers during their purchasing process. Each channel may represent unique offers to meet customers' wants and needs and have comparative advantages in the multichannel environment (Kollmann, Kuckertz, & Kayser, 2012). Customer perception of a channel drives their channel choice behavior, and may be influenced by how a customer learns/evaluates the channel choice. The importance of the different channel attributes for consumers' channel choices might differ across the stage of buying process, depending on the goals consumers pursue in each stage of the buying process (Frambach, Roest, & Krishnan, 2007; Gefen, Benbasat, & Pavlou, 2008). For example, consumers address on gathering accurate and relevant product or service information in the search stage (Carlson et al., 2008). In the purchasing stage, consumers may aim for buying the selected product at the lowest price (Hamilton, Chernev, & Chernev, 2010) unless they are under time pressure.

Data Analysis

Three steps were taken in the process of analyzing consumers' channel determinants presented in the various studies. First, as shown in Table 1, the factors/determinants used (n= 70) in the various studies were extracted from the text of the papers. Second, determinant descriptions as given in the papers were reviewed, and then concepts were re-sorted into fifteen categories. These were further condensed based on their logical relationship to

the applicability to multichannel choice. For example, the fewer the risk factors involved with the product, delivery, and financing, the more trust may be elicited. Therefore, risk and trust factors were merged into one factor. This effort led to the twelve most-used factors that appear in the studies. These factors are convenience, product knowledge, service, product types, trust/risk, involvement, experience, saving money, shopping environment/situation factors, efficacy/usefulness, social influence, and demographics (See Table 2).

Channel Determinants

Choi and Park (2006) segmented multichannel customers into three groups: utilitarian shoppers, recreational shoppers, and apathetic shoppers. According to the research collected from Korean respondents (Choi & Park, 2006), about 46% of the respondents were single-channel offline purchases and preferred both information search and purchase at offline channels. Thirty-six percent of the sample were inclined to search information online but purchase at offline channels. Single channel online purchasers (8.8%) searched information and purchased online. Among multichannel shoppers, about nine percent of them tended to search offline and purchase online. Choi and Park (2006) argued that single-channel online purchasers were more likely to be economic- and recreation-oriented shoppers. Schröder and Zaharia's research (2008) on the purchasing behavior of 525 multichannel customers of a German multichannel retailer operating five channels found that 48.6% were one-channel offline shoppers and 32.6% were multichannel shoppers for grocery and bakery products.

Table 1. Factor Categorization

Convenience	Product knowledge	Service	Product types
Accessibility Around clock Convenience Distance Energy Immediate possession Seeking flexibility Time	Assortment Brochure quality Information availability Local store offering Product quality Touch & feel Touch & try Usefulness of information Variety	Agent Better advice OOPS Service Service complexity Service quality Social presence	Experience goods Search goods
Trust/Risk	Involvement	Experience	Saving money
Confidentiality Credit card ownership Risk (product, delivery, financial) Security/privacy Trust	Channel involvement Community attachment Fashion innovativeness Product involvement	Experience Frequency of information search Internet experience Offline image Offline influence Vicarious experience	Price Negotiation possibility Promotion Switching cost
Shopping environment / situation factors	Efficacy/Usefulness	Social influence	Demographics
Internet connectivity Store atmosphere Store design Store quality Time-of-day of purchase Time pressure Web quality	Ease of use Multichannel efficacy Perceived efficacy of sanction Perceived usefulness Self-affirmation needs of expertise Self-efficacy	Clientele Culture Reference group Normative belief Subjective norm WOM	Age Gender Income Job Education Urbanity

Table 2. Most Prominently Used Factors

Factor (N)	Convenience (n=17)	Service (n=13)	Trust/Risk (n=13)	Saving money (n=12)
Reference	Chatterjee, 2010a; Chatterjee, 2010b; Chiange & Li, 2010; Fernandez-Sabiote & Roman, 2012; Frambach et al., 2007; Gensler et al., 2012; Heitz-Spahn, 2013; Johnson et al., 2006; Y. Kim, Park, & Pookulangara, 2005; Kollmann, Kuckertz, & Kayser, 2012; Lee & Kim, 2008; Lu & Rucker, 2006; Oppewal et al., 2013; Schramm, Swoboda, & Morschett, 2007; Schröder & Zharia, 2008; Verhoef, Neslin, & Vroomen, 2007; Yu et al., 2011	Chatterjee, 2010a; Chatterjee, 2010b; Chiange & Li, 2010; Chiu et al., 2011; Choi & Park, 2006; Fernandez-Sabiote & Roman, 2012; Kollmann et al., 2012; Lueg et al., 2006; Schramm et al., 2007; Schröder & Zharia, 2008; Toufaily et al., 2013; Verhoef et al., 2007; Yu et al., 2011	Chiu et al., 2011; Gensler et al., 2012; Johnson et al., 2006; Jones & Kim, 2010; J. Kim & Lee, 2008; Y. Kim, Park, & Pookulangara, 2005; Kollmann et al., 2012; Lee & Kim, 2008; Lu & Rucker, 2005; Piercy, 2012; Schröder & Zharia, 2008; Toufaily et al., 2013; Verhoef et al., 2007	Chandrashekar & Suri, 2012; Chatterjee, 2010a; Chatterjee, 2010b; Chiange & Li, 2010; Chiu et al., 2011; Fernandez-Sabiote & Roman, 2012; Heitz-Spahn, 2013; Lee & Kim, 2008; Lu & Rucker, 2006; Schramm et al., 2007; Verhoef et al., 2007; Yu et al., 2011
Factor (N)	Product knowledge (n=12)	Experience (n=10)	Efficacy/Usefulness (n=7)	Involvement (n=7)
Reference	Bickle et al., 2006; Chiange & Li, 2010; Cho & Workman, 2011; Gensler et al., 2012; Heitz-Spahn, 2013; Johnson et al., 2006; Y. Kim et al., 2005; Kollmann et al., 2012; Oppewal et al., 2013; Schramm et al., 2007; Verhoef et al., 2007; Yu et al., 2011	Bock et al., 2012; Chiu et al., 2011; Fernandez-Sabiote & Roman, 2012; Frambach et al., 2007; Gensler et al., 2012; Hahn & Kim, 2009; Jones & Kim, 2010; J. Kim & Lee, 2008; Lu & Rucker, 2006; Piercy, 2012	Bock et al., 2012; Chiu et al., 2011; Choi & Park, 2006; Frambach et al., 2007; Hahn & Kim, 2009; J. Kim & Lee, 2008; Schröder & Zharia, 2008	Cho & Workman, 2011; Johnson et al., 2006; Jones & Kim, 2010; Lee & Kim, 2008; Lu & Rucker, 2006; Lueg et al., 2006; Piercy, 2012
Factor (N)	Shopping environment/situation factors (n=7)	Demographics (n=6)	Product types (n=6)	Social influence (n=3)
Reference	Bock et al., 2012; Fernandez-Sabiote & Roman, 2012; Jones & Kim, 2010; Lu & Rucker, 2006; Oppewal et al., 2013; Schramm et al., 2007; Seock & Norton, 2007	Chandrashekar & Suri, 2012; Cho & Workman, 2011; Choi & Park, 2006; Johnson et al., 2006; Joo & Park, 2008; Lueg et al., 2006	Baal & Dach, 2005; Bickle et al., 2006; Chiang & Li, 2010; Heitz-Spahn, 2013; Kian & Kim, 2006; Piercy, 2012	Bock et al., 2012; Pookulangara et al., 2011; Verhoef et al., 2007

Convenience was the most frequently used predictive variable on multichannel choice ($n=17$). Convenience refers to consumers' perception regarding easy access to information, and the amount of time and effort required in searching information (Chiang & Li, 2010). Convenience factor is a frequently studied value or motive for shopping (Schröder & Zharia, 2008). In their study, Schröder and Zharia (2008) reported that single-channel customers seek convenience during their decision process more than multichannel customers. The second most frequently-used variables were service (Chatterjee, 2010a; Chatterjee, 2010b; Chiange & Li, 2010; Chiu, Hsieh, Roan, Tseng, & Hsieh, 2011; Choi & Park, 2006; Fernández-Sabiote & Román, 2012; Kollmann et al., 2012; Lueg, Ponder, Beatty, & Capella, 2006; Schramm, Swoboda, & Morschett, 2007; Schröder & Zharia, 2008; Toufaily, Souiden, & Ladhari, 2013; Verhoef, Neslin, & Vroomen, 2007; Yu, Niehm, & Russell, 2011) and trust/risk (Chiu et al., 2011; Gensler, Verhoef, & Böhm, 2012; Johnson et al., 2006; Jones & Kim, 2010; J. Kim & Lee, 2008; Y. Kim, Park, & Pookulangara, 2005; Kollmann et al., 2012; Lee & Kim, 2008; Lu & Rucker, 2005; Piercy, 2012; Schröder & Zharia, 2008; Toufaily et al., 2013; Verhoef et al., 2007). Saving money is the fourth most frequently used predictor variable for consumers' multichannel choices (Chatterjee, 2010a; Chatterjee, 2010b; Chiange & Li, 2010; Lu & Rucker, 2006; Schramm et al., 2007; Verhoef et al., 2007; Yu et al., 2011). Interestingly, apparel consumers may not mind spending time and money to purchase the product they want because they consider more hedonic aspects (Y. Kim, Park, & Pookulangara, 2005). Also, price is not major predictor for online purchases (Fernández-Sabiote & Román, 2012), for financial service products (Gensler et

al., 2012), and in time-pressed situation (Heitz-Spahn, 2013; Oppewal, Tojib, & Louvieris, 2013). The reason might be that today's Internet users may use new tools for price comparison in stores, and major retailers provide low price guarantee policies to their customers. Experience was another key influential variable for channel choice (Bock, Lee, Kuan, & Kim, 2012; Chiu et al., 2011; Fernández-Sabiote & Román, 2012; Frambach et al., 2007; Gensler et al., 2012; Hahn & Kim, 2009; Jones & Kim, 2010; J. Kim & Lee, 2008; Lu & Rucker, 2006; Piercy, 2012). Verhagen and van Dolen's study (2009) on online shopping intention showed that online service did not influence online shopping intention. This result may be because the studied items, CDs, are low-risk items and may not need services. Frambach et al. (2007) found that the channel usage intention for mortgage customer was moderated by the customer's Internet experience. Shopping environment and situation factors also influence consumers' channel choice. Shopping environment and situation factors are time pressure (Oppewal et al., 2013), internet connectivity (Fernández-Sabiote & Román, 2012; Lu & Rucker, 2006), website quality (Bock et al., 2012; Jones & Kim, 2010; Seock & Norton, 2007), and quality of channel (Oppewal et al., 2013). Oppewal et al. (2013) demonstrate that time pressures force respondents to visit a travel agent or other channels to complete the purchase quickly.

Demographic Variables

This study presents a review of the findings regarding the relationship between multichannel customer demographics and multichannel behavior as presented in Table 3. The results are not consistent. Gender significantly

influenced fashion innovativeness and opinion leadership (Cho & Workman, 2011), but not multi-channel choice (Cho & Workman, 2011; Heitz-Spahn, 2013). Choi and Park (2006) revealed that single-channel online channel purchasers are younger (ages of 10s) and more males with a higher education level than multichannel offline purchasers.

Attachment to the community influenced multichannel shopping in rural areas (Johnson et al., 2006). Joo and Park (2008) insisted that age is positive predictor for television channel choice and wealthy customers are inclined to use the catalog channel for purchasing. They also reported that customers who have jobs are not disposed to use the catalog for product purchasing, and more educated customers show propensity for TV channels but do not choose the catalog channel for product purchasing.

Even though findings show demographics positively related with channel choice, results may be different based on product types. Also, customers' Internet experience and multichannel research shopping and purchasing experience are extended to broader age groups. Customers' technology adoption rate is increasing, and their work environment is changing. Furthermore, consumers can easily connect to the Internet through smart phones and tablets during travel or at the beach. Those factors may change multichannel customers' purchasing behavior. As shown in the Table 3, only five studies dealt with demographics toward multichannel customer behavior and three studies (Chandrashekar & Suri, 2012; Cho & Workman, 2011; Heitz-Spahn, 2013) are current, and their findings relationship between socio-demographics and multichannel choices are not consistent. In the case of teenagers,

Table 3. Demographics Factors

Research	Dependent variable	Impact of demographics					
		Age	Gender	Income	Job	Education	Urbanicity
Chandrashekar and Suri (2012)	Multichannel choice	NI	(+)	NI	NI	NI	NI
Cho & Workman (2011)	Multichannel choice	NI	NS	NI	NI	NI	NI
Choi & Park (2006)	Channel choice behavior	(+)	(+)	(+)	NI	(+)	NI
Johnson et al. (2006)	Multichannel shopping behavior	NI	NI	NI	NI	NI	(+)
Heitz-Spahn (2013)	Multichannel behavior	NS	NS	NI	NS	NI	(+)
Joo & Park (2008)	Channel choice	(+)	NI	(+)	(+)	(+)	NI
Lueg et al. (2006)	Channel choice	Teenager (+)	NI	NI	NI	NI	NI

(NI: Not Investigated, NS: Not Significant, +: Positive Relationship)

their shopping channel choices are influenced by channel involvement (Lueg et al., 2006). In some studies, customers showed significantly different purchasing behavior by gender, age (Bendoly, Blocher, Bretthauer, Krishnan, & Venkataramanan, 2005; Chatterjee, 2010a), and education (Chatterjee, 2010a), but demographics were not analyzed in those studies.

Social Influence

Multichannel offline customers perceived the Internet and family/friends as most important for information sources, as compared to multichannel online customers (Choi & Park, 2006). Normative beliefs influenced significantly, but negatively, on subjective norm toward channel migration for brick-and-mortar stores and catalogs. It may be that college students are mainly part of the social media generation and therefore are easily influenced by social network opinion (Pookulangara, Hawley, & Xiao, 2011). In addition, Bock et al. (2012) found word-of-mouth (WOM) is a predictor of channel choice.

Product Types

Product features such as style, shape, and color in catalogs are significant predictors of purchasing behavior in home décor items. Product rarity at brick-and-mortar stores is also a significant predictor of purchasing behavior in home décor products (Bickle, Buccine, Makela, & Mallette, 2006). Bock et al. (2012) found that with increases in product uncertainty, the effects of WOM, offline trust, and efficacy of sanctions on online trust are greater for experience products than for search products. Chiang and Li (2010) insisted that the most important factors

affecting consumers' channel preference for books and CDs are price, convenience, and product variety. For electronics, product variety, price, and service provided are the most important criteria. For fashion goods, accessibility, quality, and product variety are the most important.

Beyond Determinants

The aims of this study did not include analyzing channel integration, cross-cultural study, or cross channel and free-riding tendency to competitors' channels. However, in discussing future research recommendations, this study would like to briefly mention on those aspects.

Channel integration

Perceived integration is associated with a reduced likelihood of firm switching upon initial channel failure (Bendoly et al., 2005). However, perceived multichannel integration does not significantly influence on within-firm lock-in (Chiu et al., 2011). This may be because many multichannel retailer functions are still not relatively integrated. Verhoef et al. (2007) argued that the Internet had little lock-in compared to stores and found that catalog customers are inclined to search catalogs and purchase Internet patterns. While another study found that all in-home shopping had considerable lock-in, no cross-channel synergy was found between in-home channels (Joo & Park, 2008). The different results might be brought because the studies were conducted in different countries, and compared channels for the studies were different.

Cross-cultural Research

Culture represents a shared set of values that

influence social beliefs, attitudes, intention, and actual behavior (Zhou, Dai, & Zhang, 2007). Lu and Rucker (2006) studied cross-cultural research with the intention of using multiple channels based on consumers' characteristics. The team found that innovation in preference for shopping is positively related to convenience orientation and Internet connectivity in China, but is negatively related to age in the US.

Channel-switching tendency and free riding to competitor's channels

When consumers employ more than one channel within a single transaction, they can obtain services from retailer A and place their business with retailer B, engaging in free riding of competitors. Other customers, however, may be inclined to stay with the same retailer, even when they switch channels. van Baal and Dach (2005) found that over 20% of consumers are free riders, and that retailers retain substantially fewer customers. Chiu et al. (2011) found that 64% of research shoppers are cross-channel free riders. The research found that free riding on the services provided online is likely for products with dominant search characteristics, rapid technological changes, and a low frequency of purchases (Van Baal & Dach, 2005). Two of the reviewed studies (Chatterjee, 2010a; Chatterjee, 2010b) assessed online order pickup store (OOPS) to find influences on channel choice. Consumers with shorter purchase horizons are less likely use OOPS than those with longer purchase horizons. Also, more price-conscious customers are more likely to use OOPS. Purchase size, purchase deferral, and repurchase intentions are higher at the retailers offering OOPS (Chatterjee, 2010a). Retailer satisfaction, unplanned purchasing, and sizes of purchase orders are higher for cross-channel retailers (Chatterjee, 2010b).

V. Conclusion

The purpose of this study is, first, to provide comprehensive reviews of studies of multichannel consumer behaviors published in peer reviewed academic journals from 2005 to 2014. Second, this study is to develop a conceptual framework that demonstrates multichannel determinants such as psychographics, demographics, social influences, and situational factors on consumers' search and purchase behavior based on customers' benefits or costs judgment. Finally, this study is to provide possible future research direction in multichannel consumer behavior.

To achieve these aims, three steps were taken in the process of analyzing consumers' channel determinants presented in the 37 studies. First, a total of 70 factors/determinants used in the various studies were extracted from the text of the papers and were re-sorted into 15 categories, which were further condensed to twelve most-used factors that appear in the studies. These factors are convenience, product knowledge, service, product types, trust/risk, involvement, experience, saving money, shopping environment/situation factors, efficacy/usefulness, social influence, and demographics. With 12 determinants of multichannel consumers' search and purchase behavior, a conceptual framework was proposed based on expectancy theory, which posits that an individual behaves in a certain way because he or she links particular utilities to product or service attributes so that he or she selects a specific behavior over other behavior.

This meta-analysis covered research with only primary data, not dealing with studies containing only secondary data sources. Therefore, it was impossible to access actual purchase and

multichannel customer behavior after sales. Also, 14 out of 37 studies got data from student samples. This sampling practice limited generalized analysis of multichannel customer behavior.

For future study, some studies analyzed relationships between socio-demographics and channel choices, but results did not show consistency. Therefore this area should be investigated further. Another significant question is whether or not customers across the continents and countries show similar behavior or not? Answering this question will be critical to global retailers. Global companies must understand customers in different countries to gain global market share; however, only one study dealt with cross cultural analysis. Therefore, cross-cultural multichannel behavioral analysis is recommended. Finally because of advanced technology, recent customers receive promotional message via their mobiles. They visit a store to check and compare the price of the product they want to purchase inside of the store. Eventually they purchase it through online. It means that showrooming is a big trend now. To overcome free riding behavior, multichannel retailers are integrating their marketing mix with better services such as OOPS (order online and pay at the store), store locator, return to store policy, and price matching services. These options let web based buyers avoid added shipping costs, lead time to receive products, and risks. Those services may lead customers to have positive attitudes toward multichannel retailers and result in customer satisfaction and loyalty. Therefore, it will be helpful to study how retailers' service choices elicit trust and satisfaction.

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