

Public Abstract

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Title:EXPLAINING CONSUMERS CHANNEL-SWITCHING BEHAVIOR USING THE THEORY OF PLANNED BEHAVIOR

The consumers are increasingly shopping across multi-channels and switching channels in order to maximize their shopping benefits, and minimize their shopping costs. Hence, it is critical for retailers to understand their consumers needs across channels and their reasons for switching channels.

This study attempted to understand the channel-switching behavior of the multi-channel consumer using the Theory of Planned Behavior. The research endeavored to use this theory to get a better understanding of what variables impact the channel-switching behavior across the three channels (i.e., brick-and-mortar store, catalogs, and the Internet). The online survey was administered to four different research sites and resulted in 666 usable surveys. Factor analysis and regression were utilized for data analysis.

Attitude was significantly influenced by beliefs in all the channels. Normative beliefs were significant predictors of subjective norms in all the channels. Self-efficacy, information and product-type were factors that impacted perceived-behavioral control (PBC) in all channels. Time and money did not influence PBC in any of the channels. Attitude and subjective norms influenced channel-switching intention for three channels, whereas, PBC influenced channel-switching intention for catalogs and the Internet. PBC and channel-switching intention significantly influenced the channel-switching behavior in all channels

Overall, the study was successful in predicting the causal relationships. The findings will help academics to fine-tune variables that would provide a greater insight in the channel-switching behavior. Additionally, as there are interactions between variables, the findings will enable retailers identify which combination of variables is significant and will result in better synergies across multiple channels.