Consumers channel choice behavior in multi-channel environments: what are the influences on consumers to choose the online distribution channels over other alternative offline channels

Original Citation


This version is available at http://eprints.hud.ac.uk/9319/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
Future Technologies in Computing and Engineering

Proceedings of

Computing and Engineering Annual Researchers' Conference 2010

CEARC’10

Edited By
Prof. Gary Lucas      Dr Zhijie Xu

Organising Committee
Prof. Gary Lucas      Dr Zhijie Xu      Mrs Gwen Wood      Mrs Trudy Lockwood

Inspiring tomorrow’s professionals