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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

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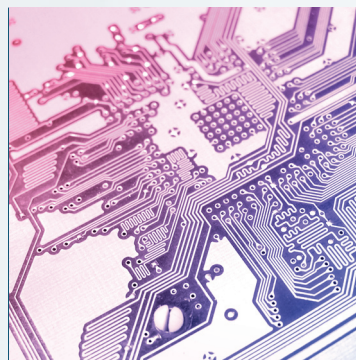
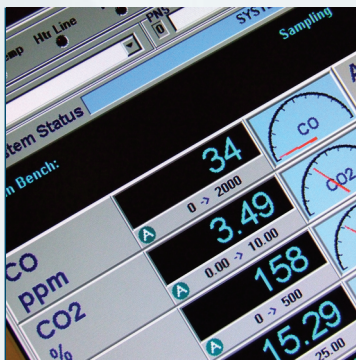
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