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Investigating Determinants of Customers' Channel Switching Intentions: An Integrated Structural Model Approach

Anuradha Yadav[1], Vijay Prakash Gupta[2], Ritu Sharma[3]

[1]Associate Professor, DPG Degree College, Gurugram, Haryana, India

[2]Associate Professor, Institute of Business Management, GLA University, Mathura, U.P. India.

[3]Professor, Manav Rachna International Institute of Reaserch & Studies , Faridabad, Haryana, India

Abstract

The purpose of this study is to explore at how consumers switch from traditional shopping to online shopping and vice versa in the apparel industry. It begins by identifying the factors driving consumer buying behaviour, then identifies the influencing variables that effect shopping behavior individually (traditional and online shopping behavior), and then identifies the factors responsible for switching behavior across modes. The study also looked at the socio-demographic characteristics that influence conventional and internet purchasing habits. The statistics came from a study of 520 online buyers in three Indian metropolises (Delhi, NCR, Mumbai, and Bangalore). All constructs were evaluated using a modified version of well-known scales, and data was analyzed using AMOS through CFA (Confirmatory Factor Analysis), Path Analysis, and MGA (Multi Group Analysis) of SEM (Structural Equation Modelling), and Stepwise Regression from Linear Regression. Our findings contribute to the body of research on consumers' switching intentions for traditional and online services, which has been consolidated and formalized into a complete model of factors influencing customers' switching behavior (Gupta & Sahu, 2015). The study will assist marketers in learning about the elements and aspects that are more essential in customers' switching behavior.

Keywords: Traditional Shopping, Online Shopping, Socio-Demographic Factors, Switching Behavior, Apparel Shopping, AMOS

Introduction

Shopping methods have created a distinct marketing niche, and significant consumer behavior research has been conducted in the area of the shopping experience *(Radu, 2022; Patel & Gupta, 2024)*. The market has altered drastically during the last two decades. From conventional methods to increasing digitization, numerous changes in consumer purchasing behavior have occurred. One of the primary causes for this development is the personalization approach given by various online shopping mediums, which has revolutionized consumer views toward shopping *(Riegger et al., 2022; Dudi & Tanti, 2023)*. Because of the potential benefits of the channels, consumers are now focusing on more than one channel, known as multichannel. Multichannel retailing is a marketing idea that gives customers multiple options to shop. According to McKinsey Report, (2020), numerous organisations' adoption of a multichannel retailing framework has greatly altered the consumer purchasing experience. Because of internet development, a single online channel has grown quite prominent and can be termed a disruptive development *(Christensen and Raynor 2003)*. The steady increase in consumer retailing made possible by the internet has popularized the concept of e-commerce *(Kim & Ammeter, 2018)*. Not just the internet, but the quick development of mobile commerce due to availability *(Singh & Srivastava, 2019)* and the increase in the utilization of smart devices such as

(Corresponding Author: Vijay Prakash Gupta, Associate Professor, Institute of Business Management, GLA University, Mathura, U.P. India, E-mail: vijayguptacmd@gmail.com

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smartphones and social networking sites has enabled shops to deliver tailored product information *(Piotrowicz & Cuthbertson, 2014)*. However, the reality has altered because each channel has some strengths and limits; as a result, consumers modified their decisions at any moment during the purchasing process. Consumers find product information online and make final purchases in traditional brick-and-mortar retailers. Consumers, on the other hand, look for product information at traditional stores before making a final purchase through an online channel *(Sinha et al. 2017)*. In this indecisive environment, retailers and marketers must learn how customers change their minds and what their motivation is in this regard *(Verhoef, Neslin & Vroomen 2005; Zhou & Wang, 2024)*. With the introduction of a new coronavirus, there has been a dramatic increase in internet buying *(Charm et al., 2020)*. People faced numerous additional issues as a result of Covid 19. For example, millions of employees around the world have adopted the so-called new normal culture of working from home *(Galanti et al., 2021)*. To reduce the risk of covid 19, the government implemented many social distancing measures *(Clemmensen et al., 2020),* resulting in inaccessibility to offline shopping. The shift in consumer purchasing habits has compelled businesses in the digital sector to prioritize their most loyal customers *(Singh, 2024; Ali, 2020)*. The current era's technology and digitalization not only assisted e-commerce platforms in fully recovering from the virus-caused catastrophe, but also modified customers' cautious behavior toward these platforms *(Bucko et al., 2018; Lowe et al., 2020)*.

Many researchers have contributed to the literature in order to evaluate this consumer switching behavior. For example, *(Kumar et al., 2018; Lee & Kim, 2024)* investigated customer decision-making processes in India, with a focus on digital markets. Using user reviews, *Ahani et al. (2019)* discovered the important aspects considered by consumers while purchasing online. To stay in competition many organizations had met with the unprecedented challenge and were prompted to formulate new business strategies" *(Carnevale & Hatak, 2020)*.

While a broad marketing literature contains many areas of consumer buying behavior and retailing in marketing, there are numerous stages for consumer purchasing from the market in a traditional shopping setting *(Sahay and Baul, 2016)*. In this form of purchase behavior, the consumer has the chance to physically choose and inspect what a thing looks like and what its attributes are. Traditional shopping's strengths include its touch and feel ability and rapid satisfaction of the goods, but its drawbacks include less variety, fewer options, fewer deals, less product evaluations, and less product information. On the contrary, internet purchasing differs in some ways. It is a type of E-commerce that includes customers' product selection from a huge variety, a lot of product evaluations, and after-sales services from a seller and previous purchasers through the internet using a web browser. Consumer evaluations made in digital markets help spread the information about a product or service *(Thakur, 2016)*. Many researchers have discovered that word-of-mouth communication has a substantial impact on customer preferences *(Gupta & Harris, 2010; Yang et al., 2012)*. However, there are many factors that impact the shopping behavior but there is very less evidence which study all the factors combinedly. This research focused on finding answers for following research questions:

RO1: What are the factors affecting traditional and online shopping behaviour?

RO2: What causes switching intentions for traditional and online shopping?

RO3: What are main variables which impact the switching intention in context of traditional and

online shopping?

Online retailers' strengths include product information, more deals and discounts; product reviews, simpler product comparison, convenience, friends and family opinions, and so on. Its disadvantages include no instant satisfaction of goods and a loss of touch and feel. There is a wealth of study on the impact of discounting on customer purchasing behavior in online shopping. *Sheehan et al. (2019)* provided a statistical methodology to investigate the effect of price discounts on customer purchasing intentions *(Jaiswal and Singh, 2022)*. *'Agmeka et al., (2019)* concluded that the purchase intention along is strongly influenced by discounts along with brand reputation and brand image *(Raja et al., 2023)*.

Consumers can haggle with the retailer and acquire the product with pleasure in the conventional marketplace. The current trend of the internet's expansion and low-cost smart-phone and internet knowledge are the most influential elements for the increase in online commerce. Traditional shopping is being impacted by changes in lifestyle, convenience, increased traffic, family quality time, trust, and speedy delivery.

The remainder of this paper is organized as follows. Section 2 presents a literature review on consumer behavior and its traditional and online models and outline of switching intentions in consumers. Section 3 describes the methodology, measurements, and data utilized in this investigation. Section 4 presents the results of the measurement model and hypothesis testing outcomes. Section 5 discusses the discussion and the conclusion of the study. Section 6, outline the implications of the research.

Literature Review

Marketers' new marketing approach is boosting multichannel selling. Because of the introduction of mobile technology, the present retail scene has undergone significant shift *(Aw et al., 2021)*. Consumers are no longer reliant on a single channel or physical offline businesses for purchasing *(Aw et al., 2021)*. This win-win technique will benefit marketers since customers now seek product information from one channel and purchase it from another *(Hussain et al., 2022; Albesa, 2007)*. Consumers transition from bricks to clicks and back again based on their happiness with the final transaction. Webrooming occurs when people browse for information online and purchase it through a conventional or traditional channel *(Flavián et al., 2016)*. In practice, this cross-channel purchasing poses issues for enterprises by allowing them to lose control over their consumers' shopping experiences, which encourages free riding *(Chiu et al., 2011; Flavián et al., 2016)*. Show rooming occurs when customers visit traditional establishments to acquire information before making a purchase online.

Customers may find it simple to do informational searches online, read product reviews, compare products, and then purchase items from physical stores *(Jaiswal and Singh, 2022; Verhoef et al., 2007)*. For example, because consumers cannot touch or feel the product, they may visit traditional stores to obtain information before purchasing from online businesses *(Gensler et al., 2017)*. The majority of consumers mix both channels to obtain the goods at the lowest possible cost and with the most possible benefit *(Gensler et al., 2012)*. According to *Arora & Sahney (2018)*, consumers prefer online shopping channels because of the availability of discounts, user reviews, and thorough information, but physical channels allow direct access to the goods with touch and feel. It has been discovered that the price range in offline physical stores is substantially greater than in online shopping malls, and if such a price difference is abolished, buyers would no longer reflect webrooming behavior *(Aw et al., 2021; Manss et al., 2020)*. Prior to the internet, ideas focussed on the link between intention and

conduct *(Fishbein and Ajzen, 1975; Ajzen, 1985)*. Service quality, equity and value, customer satisfaction, historical loyalty, expected switching cost, and brand choice all play a part in consumer purchase intention research *(Hellier et al., 2003; Raja et al., 2023)*. Furthermore, it is probable that consumers are shifting between channels and retailers *(Kumar and Venkateshan, 2005)*. Consumers buy from any retailed channel, that is, they obtain information from any convenient channel, such as virtual shopping channels, and then make their final purchase from traditional storefronts.

Each channel has certain strengths, but they also have some limits. There are aspects influencing consumer behavior that can help us comprehend this switching intention behavior.

With new retail market presence, online purchasing takes on a new approach, with several aspects affecting and influencing customer decision making. Consumers abandon their old shopping habits in favor of new modes of transportation such as internet shopping, television, and telephones *(Hussain et al., 2022)*. Now, in this multichannel economy, consumers have several alternatives. They (consumers) find product information from one channel and purchase it from another *(Albesa, 2007)*. This consumer behavior makes it harder for shops to retain customers owing to switching intents *(Albesa, 2007; Pookulangara et al., 2011)*.

Determinants of Switching Intentions

The current study employs models such as the Economic Model, the Veblenian social-psychological model *(Needle, 2021; Kotler, 2000),* the Pvlovian Model, the Howard Sheth model, and the Engell-Blackwell Models of consumer behavior *(Vijayalakshmi & Gurumoorthy, 2018; Sharma & Yadav, 2018; O'Shaughnessy, 1992: 116)*. and retrieves the behavioral characteristics (Table 1) that may influence customer behavior. These models are frequently used to improve the relationship between belief structure and intention antecedents. There is always an impact from society, and the person is live for buying objectives. Sociological and socio-psychological models are used to conceptualize societal impact on buying intentions *(Fajer Saleh et al., 2023; Hussain et al., 2022; Needle, 2021)*. Moreover, consumers have some perceived behavior about the purchasing channels available in the market. Mostly customer perceive risk in online as compared to physical shopping channel, these customers also have perceived benefits. TRA (Theory of Reasoned Action) and TPB (Theory of Planned Behaviour) used perceived behavior such as, perceived ease of use and perceived usefulness have an impact on consumers' behavioral intention *(Dudi & Tanti, 2023: Yadav, 2021)*.

Because of technological advancements, convenience has become a significant factor in channel selection. TAM, TAM1, TAM2, TAM3, TAM4 (Technology Adoption Model) *(Malatji, et al., 2020; Davis (1996); Venkatesh & Davis (2000); Venkatesh & Bala (2008); and Allen (2020)* show how security and external control may be technical elements that influence customer behavior. In this work, we claim that purchasing experience should be included as an initial element in predicting purchase intentions in connection to social context for shopping behavior intentions aspects such as social presence and trust (Francisco Leonardo Soler et al., 2023) (Table 1). We devised and tested a model that explains both the shopping context of purchasing and switching intentions by studying the previous influence of purchase determinants and the method of channel choice *(Xu et al., 2021; Lin et al., 2021; Babu and Sundar, 2019; Chang et al., 2017; Bansal and Taylor,2002)*. This topic is important in both academics and business. Numerous research has examined at the different factors that influence customers' switching intentions and behaviors. However, the major focus has been on using either the Theory of Planned

Behavior (TPB) or the Push-Pull Theory (PPT) to investigate customer switching behavior *(Hussain et al., 2022; Dudi & Tanti, 2023)*. Notably, there has been little integration of these notions in current research, preventing a thorough comprehension of the phenomena *(Kordi Ghasrodashti, E. 2018)*. Furthermore, there is a significant lack of empirical study on an integrated model that includes both traditional and online platforms, which contributes to the development of consumer switching attitudes and intents *(Ek & Söderholm, 2008, 2010)*. As a result, the goal of this study is to combine features from conventional and online consumer behavior models. The goal is to investigate the influence of these elements, together with crucial variables, on customer attitudes about switching and intentions to move between traditional and online purchasing platforms, as well as vice versa. The theoretical framework aims to explain the complexities of switching between complicated social activities such as online and traditional buying.

Table 1: Variable Identification Table

Model	Grouped Variable	Adapted from	Variables Identified
The Nicosia Model	Behavioral Factor	Majumdar, (2010); Needle, (2021), Madahi, (2014)	Product Information, Intention, Trust, Search, Beliefs, Choice, Price, Convenience
"Howard-Sheth Model"			
"Engell-Kollat Blackwell Model"			
The Socio-logical Model	Sociological Factor	Ashley, (2007); Vijayalakshmi & Gurumoorthy, 2018; Fajer Saleh et al., 2023	Friends & Family Influence, Reference Group, Social Class, Lifestyle, Level of Income
"The Veblenian Social Psychological Model"			
"Theory of Reasonable Action (TRA)"	Perceived Behavior Factor (Perceived Benefits, Perceived Risk)	Davis (1996); Venkatesh and Davis (2000); Venkatesh and Bala (2008); Hussain et al., (2022); Dudi & Tanti, 2023: Zaineldeen et al., 2020	Behavioral Beliefs, Outcome Evaluation, Perceived Usefulness, Perceived Ease of Use
"Theory of Planned Behavior (TPB)"			
"Technological Acceptance Model" (TAM 1, TAM2, TAM3)			
"Technological Acceptance Model" (TAM 3)	Technological Factor	Venkatesh and Bala (2008), Allen, (2020)	Security, External Control, Subjective Norms, Experience
"Stimulus Theoretical Framework" (STF), TAM3	Neural Factor	Lai (2016); Venkatesh and Bala (2008)	Design, Image
UTAUT "(Unified Theory of Acceptance and Use of Technology)"	Demographic Factors	Venkatesh, Morris, Davis and Davis, (2003)	Age, Gender, Occupation

Based on the above literature following are the objectives of the research study:

To identify the factors impacting switching intentions for traditional and online shopping behaviors, and after finding the important variables, the study will investigate the specific variables influencing switching intentions for traditional and online shopping behaviours of consumers respectively.

Research Hypothesis

Based on the study's objectives, the hypotheses below explain the significant factors affecting the switching intentions for traditional and online shopping of the consumers. First objective which explains the significant factors of switching and second objective explains the cause of switching intention and third identified the significant factors causing switching intentions for two modes of shopping platforms.
Hypotheses are as below:

H_{01}: There are significant factors affecting switching intention for traditional and online shopping.

H_{02}: There are significant specific variables affecting switching intention for traditional and online shopping behavior.

H_{03}: There is significant impact of traditional and online variables on switching intention.

Proposed Framework

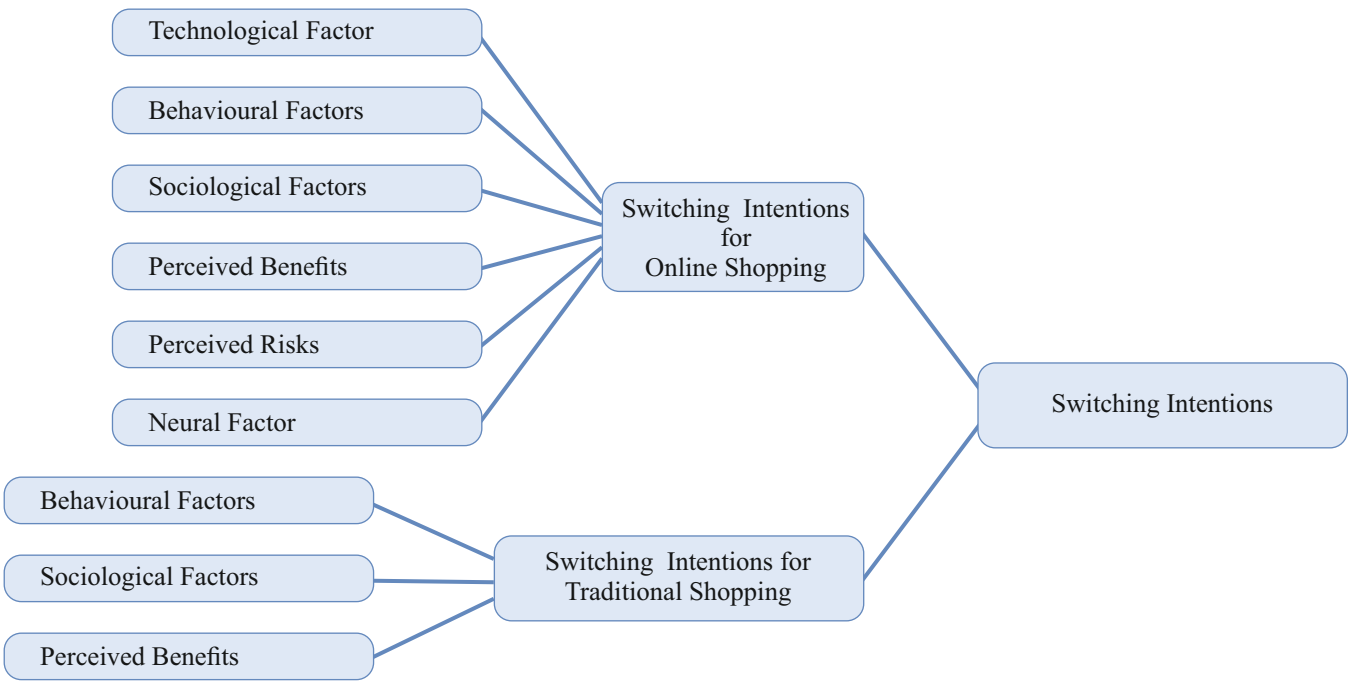


Figure 1: Proposed Model

Methodology

This paper used SEM (Structural Equation Modeling) commonly used techniques for simultaneous combination of factor analysis and multiple regression *(Dash & Paul, 2021; Gao & Li, 2022; Afshar, 2024; Tian et al., 2024)*. SEM seeks to comprehend the link between latent constructs (factors). It is sometimes referred to as latent variable analysis and covariance structure analysis.

This technique will help us simplify single complicated model with numerous dependence and interdependence links between the constructs (Hooper et al., 2008).

Measures

The study conducted an empirical investigation to evaluate research objectives and validate the proposed model. The survey tool was distributed in three prominent Indian cities—Mumbai, Bangalore, and Delhi & NCR—chosen for their diverse population. The sample included individuals with a fundamental understanding of the internet and online commerce, with a focus on exploring the emotional factors influencing consumers' intentions to switch channels. Data collection utilized survey platforms, such as Survey Monkey and Google Forms, complemented by physical surveys conducted in various locations across the cities to ensure comprehensive coverage. The model's constructs were adapted from prior research, and a pre-test involving 100 customers was implemented to establish the proposed scale's acceptability level, reliability, and validity. Table 2 provides details on the questionnaire items, with responses recorded on a 7-point Likert scale, ranging from strongly disagree to strongly agree. The study population consisted of 520 respondents and their profile is as shown in Table 2 below:

Table 2: Respondents Demographic Profile

Characteristics	N	%
Gender		
Male	312	60
Female	208	40
	Age	
15-19	55	10.6
20-28	229	44
29-38	165	31.7
39-48	49	9.4
49-58	22	4.2
Marital Status		
Married	254	48.8
Single	266	51.2
Occupation		
Business	59	11.3
Salaried Person	266	51.2
Student	143	27.5
Home-Maker	52	10
City		
Delhi & NCR	200	38.5
Mumbai	120	23.1
Bangalore	200	38.5
Buying Mode		
Online	105	20.2
Traditional	132	25.4
Both	283	54.4
Total	520	100

According to Table 2, 60% of respondents were male and 40% were female, a significant percentage of respondents (44%) are under 30 years old, 51.1% are single, the majority of occupations are salaried, and 54.4% of respondents in the three cities prefer both modes of shopping for apparel.

Statistical Inferences

The analysis of the path model occurred in two phases. Initially, an assessment of the reliability and validity of the measurement scales was conducted, focusing on the measurement model. Subsequently, the examination shifted to evaluating the relationship between exogenous variables and the constructs, along with assessing the overall fit of the model, constituting the structural model.

Evaluation of the measurement model

The model was created using AMOS and is tested in two phases. The first part consists of measurement testing to determine factor loadings, while the second phase, structural testing, assesses metrics such as GFI, AGFI, RMSEA, and others.

For Hypothesis 1:

Table 3 displays the standard first-order loadings of the constructs and the individual reliability of each item. The assessment of construct reliability involved factor loadings, and the reliability of each individual item was determined through confirmatory factor analysis. The calculation of Cronbach's alpha was performed using SPSS version 23. A value above 0.7 indicates that the shared variance between the constructs is greater than the error variance *(Hair et al., 2014).* The results presented in Table 3 indicate that the item loadings surpass the recommended level of acceptance, confirming a good fit of the constructs to the data. Further details are outlined below:

Table 3: Factor Loadings

Constructs/ Items	Factor Loadings
Online Behavior	
Perceived Benefit (PB); α=0.822	
24/7 Availability (PB1)	0.73
Product information (PB2)	0.71
Better deals (PB3)	0.79
Price comparison (PB4)	0.72
Options for Payment (PB5)	0.54
Perceived Risk (PR); α=0.785	
Quality of Product (PR1)	0.69
Delivery Charges (PR2)	0.59
Credit card security (PR3)	0.49
Price of the Product (PR4)	0.49
After Sale services (PR5)	0.41

Behavioral Factor (BF); α=0.764	
Product Information Search (BF1)	0.54
Information Search (BF2)	0.63
Discount/Offers (BF3)	0.68
Neural Factors (NF); α=0.746	
Layout of the stores (NF1)	0.73
Product's picture (NF2)	0.66
Technological Factor (TF) α=0.790	
Well Organized (TF1)	0.63
Navigation (TF2)	0.77
Site Content is Easy (TF3)	0.78
Slow Web page download (TF3)	0.62
Easy Transaction (TF4)	0.75
Sociological Factor (SCF); α=0.714	
Shopping is easy (SCF1)	0.81
Friend's Opinion (SCF2)	0.65
Traditional Behavior	
Perceived Benefit (PBT); α=0.751	
Less Waiting Time (PBT1)	0.75
Help from Sales Persons (PBT2)	0.74
Better deals (Bargain) (PBT3)	0.63
Behavioral Factor (BFT); α=0.712	
Product information Search (BFT1)	0.61
Traditional shopping is Enjoyable (BFT2)	0.58
Better Offers (BFT3)	0.74
Traditional shopping is Trustable (BFT4)	0.57
Sociological Factor(SCFT); α=0.752	
Opinion of Friends and family (SCFT1)	0.66
Enjoy going out (SCFT 2)	0.73

The variables with loadings below 0.50 were eliminated from the analysis. Subsequently, the factors were recalculated. Additionally, the overall sample (n=520) exhibited a high level of internal consistency, as indicated by the calculated Cronbach's alpha of 0.919, surpassing the acceptable threshold. Construct validity was examined to assess validity, affirming that the constructs effectively represented the dataset.

Evaluation of the structural model (For Hypothesis 2):

Evaluation of the structural model involves the assessment checking the nature, direction and strength of the association between the various latent variables within the research framework through path coefficients, significance levels, and the appropriateness of the overall model fit. Statistical indicators, for example, R-squared, the significance of paths, along the impact size enables

the identification of the predictive validity of the proposed model.

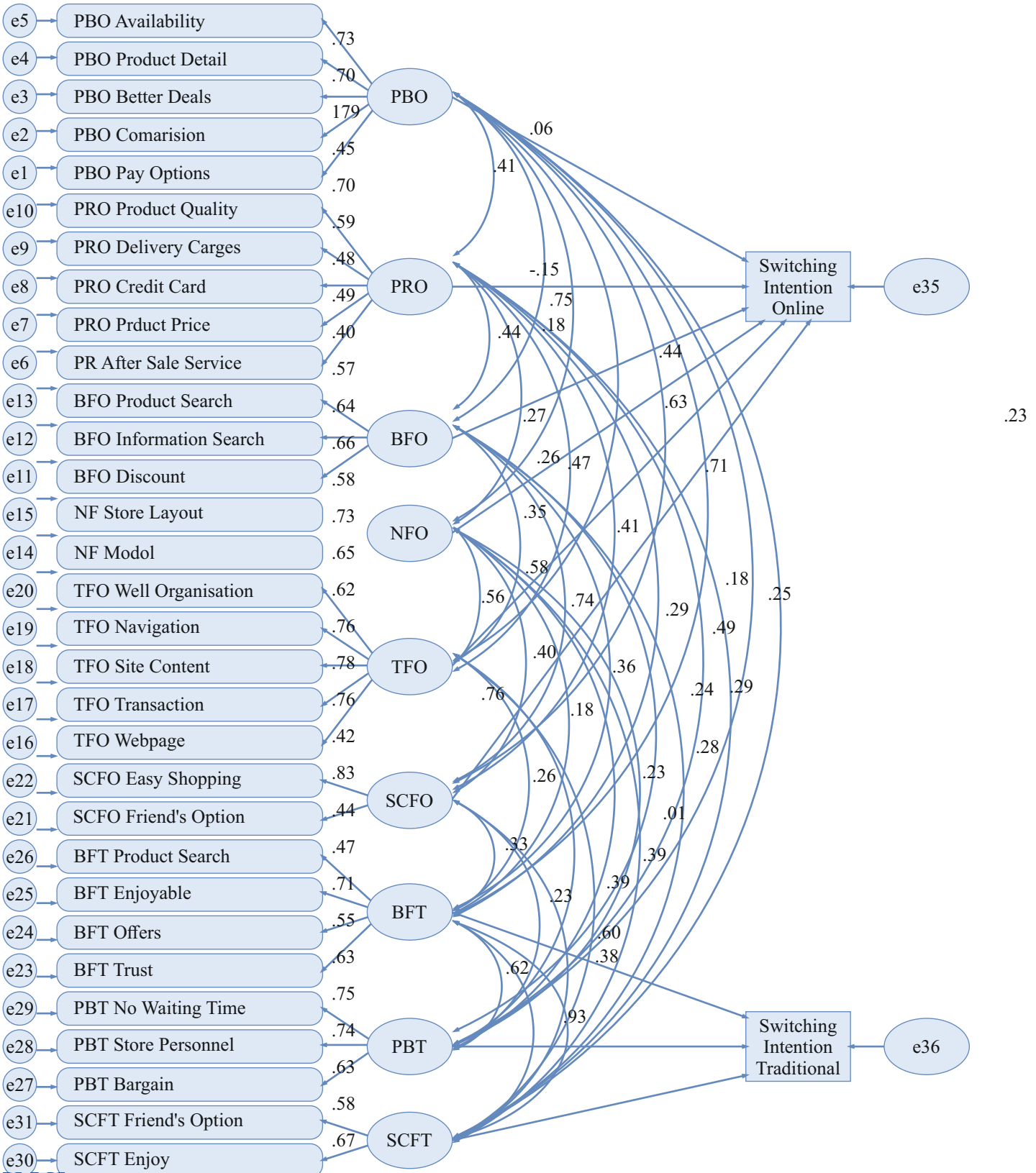
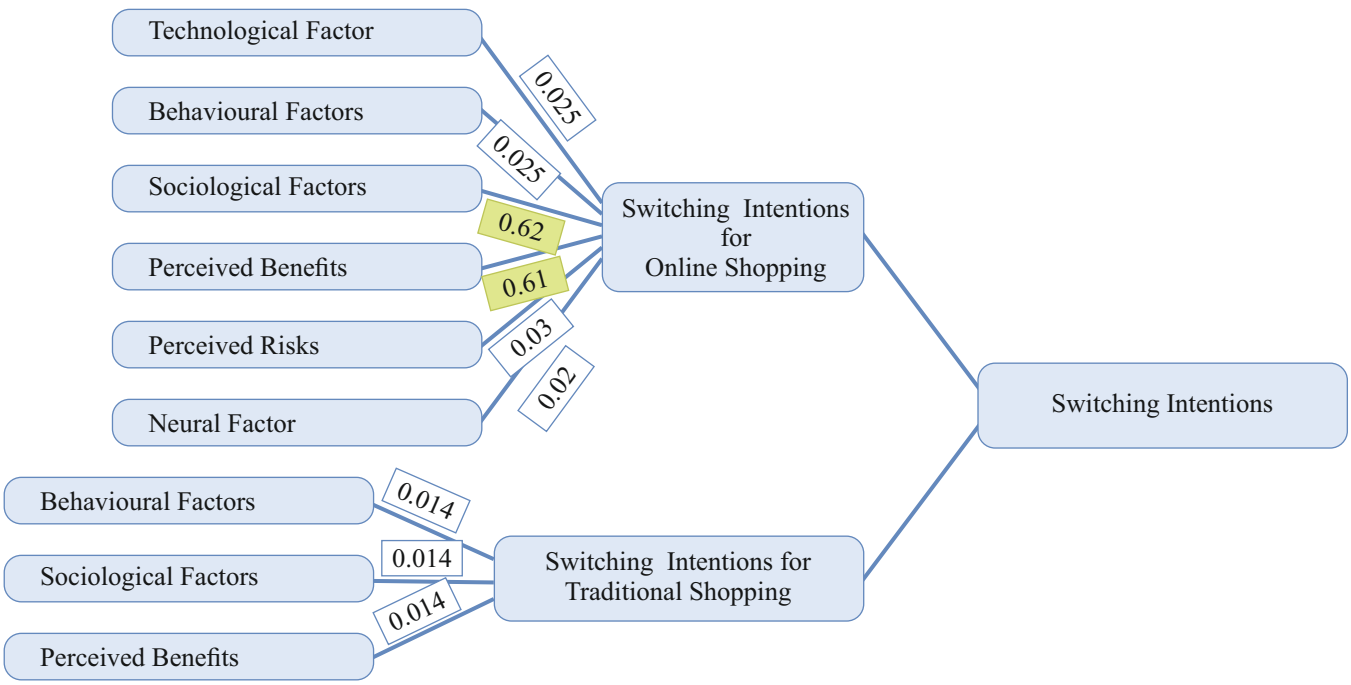


Table 4 below shows the structural model assessment and the hypothesis analysis. All correlations between traditional switching intentions and latent factors show significant results ($p < 0.005$). The relationship between online switching intentions and constructs is statistically significant ($p < 0.005$), except the correlation between perceived benefits online (PBO) and sociocultural factors online (SCFO). The total model fit was also evaluated, and the results indicated that the data was well-fitted.

Table 4: Results of Hypothesis

		Factors	Estimates	S.E.	C.R.	P	Decision
SI Traditional	←	BFT	-0.655	0.267	-2.453	0.014	Accepted
SI Traditional	←	PBT	0.523	0.13	4.016	***	Accepted
SI Traditional	←	SCFT	1.356	0.249	5.452	***	Accepted
SI Online	←	PBO	-0.088	0.173	-0.51	0.61	Rejected
SI Online	←	PRO	-0.34	0.164	-2.074	0.038	Accepted
SI Online	←	BFO	1.762	0.301	5.851	***	Accepted
SI Online	←	NFO	-0.364	0.157	-2.325	0.02	Accepted
SI Online	←	TFO	0.458	0.299	1.534	0.025	Accepted
SI Online	←	SCFO	-0.741	0.397	-1.867	0.062	Rejected

Note: SI: Switching Intention; Significance is denoted by $p < 0.05$, with *** indicating $p = 0.000$ in a sample of n=520. The abbreviations such as BFT is for Behavioral Factor Traditional, PBT for Perceived Benefits Traditional, SCFT for Sociological Factors Traditional, PBO for Perceived Benefits Online, PRO for Perceived Risks Online, BFO for Behavioral Factor Online, NFO for Neural Factor Online, TFO for Technological Factors Online, and SCFO for Sociological Factors Online



All the assessments of indices for goodness of fit meet the predefined criteria, signaling that the original model is statistically well-fitted to the sample data. The indices for initial model fit affirm the statistical goodness of fit. The reported chi-square value is (188.23%) (Dash & Paul, 2021; Kline, 2015; Hooper et al., 2008), and while this serves as one metric, it is imperative to consider other fit indices before reaching conclusions *(Dash & Paul, 2021; Shi & Maydeu-Olivares, 2020; Mueller & Hancock, 2018).*

Following the chi-square values, the most frequently reported fit measures include the Comparative Fit Index (CFI = 0.980) *(Hu and Bentler, 1999; Kline, 2005),* Root Mean Square Error of Approximation *(RMSEA= 0.078) (Kline, 2005; Shi & Maydeu-Olivares, 2020; Browne and Cudeck, 1993)*, Tucker Lewis Index (TLI = 0.743), and Goodness of Fit Index (GFI= 0.998) (Kelloway, 1998). These values collectively suggest that the model is a well-suited fit. The p-value of 0.000 is highly significant.

For Hypothesis 3:

Moving forward, an exploration into the relationship between switching intentions for traditional and online behavior and exogenous variables was conducted. The link between switching intention for traditional behavior and perceived benefits (p= ***) is statistically significant ($p < 0.05$), indicating that consumers gravitate towards traditional shopping due to perceived benefits. Similar significance is observed for behavioral factors and sociological factors.

Similarly, the analysis of the relationship between switching intention for online shopping reveals generally acceptable significance values, except for perceived benefits (p=0.61) and sociological factors (p=0.62). This implies that consumers do not take into consideration the influence of family, friends, and perceived behavior when transitioning from traditional to online shopping. To identify the specific variables impacting switching intention traditional and online shopping behaviour Stepwise regression was used in SPSS. Data normality was checked before further analysis and data got normal in the existed within the curve area. Details of analysis is as below:

$$D = \phi + \eta 1E\mathbf{1} + \eta 2E\mathbf{2} + \eta 3E\mathbf{3} + \eta 4E4 + \eta 5E5 + \eta 6E6$$

Where,
D = Switching Intentions Traditional
E1= Trust,
E2 = No Waiting Time,
E3= Product Search
E4= Enjoy with Family & Friends,
E5=No Online Options, E6= Bargains

Table 5: Regression Model 1

Y	Coef.	Std Error	t	sig	Durbin-Watson
Switching Intention Traditional					
_cons	0.924	0.285	3.249	0.001	1.777
Variable1	0.344	0.043	8.081	0.000	
Variable2	0.166	0.039	4.21	0.000	
Variable3	0.181	0.036	4.972	0.000	
Variable4	0.194	0.044	4.396	0.000	
Variable5	-0.12	0.032	-3.697	0.000	
Variable6	0.111	0.042	2.629	0.009	
Regression Equation D= .924+ .344E1+ .166E2 + .181E3 + .194E4 - .120E5 + .111 E6					

The model summary, derived from Table 5, indicates that the R-square value is 0.391, signifying that 39.1% of the changes in the response variable (switching intention for traditional shopping) can be explained by variations in the controlled variables. Specifically, factors such as Trust, absence of waiting time, product search, enjoyment with family and friends, absence of online options, and bargaining play a significant role in influencing consumer switching intentions for traditional shopping. This underscores that the model fits the data effectively. Consequently, the null hypothesis positing that there are no significant variables impacting switching intention for traditional shopping is rejected.

H_{0b}: There are no significant variables influencing switching intentions for online shopping behavior.

$H_{1b:}$ There are significant variables influencing switching intentions for online shopping behavior.

$$D = \phi + \eta 1E\mathbf{1} + \eta 2E\mathbf{2} + \eta 3E\mathbf{3} + \eta 4E4 + \eta 5E5 + \eta 6E6$$

Where,
D = Switching Intentions Online
E1= Discounts/Offers
E2 = Searching Product Information,
E3= Product Details
E4= Family & Friends Opinion,
E5= Better Deals, E6=Payment Options

Table 6: Regression Model 2

Y	Coef.	Std Error	t	sig	Durbin-Watson
Switching Intention Online					
_cons	0.511	0.225	2.27	0.024	1.838
Variable 1	0.287	0.038	7.488	0.000	
Variable 2	0.193	0.033	5.938	0.000	
Variable 3	0.162	0.037	4.399	0.000	
Variable 4	0.084	0.032	2.604	0.009	
Variable 5	0.071	0.03	2.385	0.017	
Variable 6	0.085	0.036	2.381	0.018	
Regression Equation D= .511+ .287E1+ .193E2 + .162E3 + .084E4 + .071E5 + .085 E6					

The model summary, derived from the information in Table 6, discloses an R-square value of 0.449, signifying that 44.9% of the variations in the response variable (switching intention for online shopping) are explained by changes in the controlled variables. Specifically, crucial factors such as Discount/Offers, Product Information Search, Payment Options, concerns from Family and friends, and Better Deals play a substantial role in shaping consumer switching intentions for online shopping. This analysis supports the assertion that the model aligns well with the provided data. Consequently, the null hypothesis, which posits that there are no significant variables impacting switching intention for online shopping, is rejected.

Discussion and Conclusion

The current study explored and provided evidences of customer channel switching intentions in one integrated model, concentrating on the role of perceived advantages, behavioral, social, perceived hazards, and technology on switching intentions for traditional and online buying behavior. According to the data analysis and results, exogenous variables

for traditional and online shopping impact customers' switching intentions. Both approaches are affected by perceived advantages, behavioral variables, and sociocultural factors, but in distinct ways *(Hussain et al., 2022; Ferreira et al., 2017). (Fishbein and Ajzen, 2011; Weigel et al., 2014)*. Online buying behavior in three major cities is influenced by technological variables, neural factors, and perceived hazards. The findings of this study show the necessity to integrate conventional and online consumer behavior characteristics in order to understand customer intents to switch service providers marketplaces (traditional and online market).

Some influencing elements have a considerable influence on switching intentions for both modes. The contradiction in shopping patterns, as stated by respondents, is clear evidence that consumers prefer purchasing online due to ease, offers and discounts, product reviews, and simple transaction procedures *(Hsieh, 2021; Ajzen et al., 2018)*. Furthermore, this work extends the TAM model.

Implications & Limitations

The study reveals the characteristics influencing customers' online and conventional behavior, which might be used for various marketing methods such as advertising and point of purchase selection. These data suggest that consumer buying orientations are a blend of traditional and online modes of purchase. As a result, both researchers and marketers should see internet as an extension of the Omni channel strategy.

Analyzing the factors influencing online and conventional consumer behavior investigates how marketers may impact the result of the purchase process by concentrating their marketing efforts on components defining the customer's online shopping experience.

The study analyzes the correlations of the primary aspects that are significantly reliant on customers' switching intentions for conventional and online purchasing, which might be useful for marketers as well.

The study identifies a model in which choice satisfaction is a moderating element and other variables effecting consumer switching behavior, which might be employed by various marketers for customer satisfaction and converting prospective consumers into loyal customers. They can devise methods such as advertising and other expenditures, for example. Researchers can utilize the aforementioned model as a foundation for Omni-channel, which is a current market trend.

Investigating the factors of consumers' channel switching intentions within the context of knowledge management theory yields useful theoretical insights. This method enables an evaluation of how knowledge accessibility, trust, and integration impact consumer preferences and behaviors across channels.

However, the theoretical framework has limitations. It may oversimplify consumer behavior, ignore emotional variables. Furthermore, the study's emphasis on rational decision-making and organizational views may not capture the whole range of factors on channel switching, limiting its generalizability across varied contexts and populations.

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