

A COMPARATIVE ANALYSIS OF CONSUMER PREFERENCES BETWEEN ONLINE AND OFFLINE STORE (CASE STUDY ON FASHION PRODUCT)**ANALISA PERBANDINGAN PREFERENSI KONSUMEN ANTARA TOKO ONLINE DAN OFFLINE (STUDI KASUS PADA PRODUK FASHION)**

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Abstract: Consumers have become a demanding target and an important factor to running fashion business. Fashion is accepted by the consumers and influences their behavior in many ways to buy a new product. Shopping is an activity that certainly done because of need or simply to fulfill a desire. The aim of this research is to analyze consumer preferences between online and offline store in Manado based on price, availability of brand and product, promotional schemes, standardization of product and family or social experience. This research is quantitative type of research, which uses primary data obtained through questionnaires and uses independent sample t-test as the analytical tool. The population of this research is peoples in Manado who has experience shopping in Online and Offline Store, where the sample size is taken from 100 respondents who also has experience with Online and Offline Store. The analysis and discussion from this research found that there is significant difference between online and offline store measured by price and promotional schemes. And there is no significant difference between online and offline store measured by availability of brand and product, standardization of product and family or social experience. Besides all these, there are some recommendations for online and offline store in fashion product that can be used as a reference for the development and deepening of knowledge management marketing, especially consumer preferences.

Keywords: *online and offline store, consumer preferences, fashion product.*

Abstrak: *Konsumen telah menjadi target menuntut dan faktor penting untuk menjalankan bisnis fashion. Fashion diterima oleh konsumen dan mempengaruhi perilaku mereka dalam banyak cara untuk membeli produk baru. Belanja adalah suatu kegiatan yang pasti dilakukan karena perlu atau hanya untuk memenuhi keinginan. Tujuan dari penelitian ini adalah untuk menganalisis preferensi konsumen antara toko online dan toko offline di Manado berdasarkan harga, ketersediaan merek dan produk, skema promosi, standarisasi produk dan pengalaman keluarga atau sosial. Penelitian ini dilakukan dengan metode kuantitatif, yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Independent Sample t-test sebagai alat analisis. Populasi dari penelitian ini adalah orang-orang di Manado yang memiliki pengalaman berbelanja di toko online dan offline, di mana ukuran sampel diambil dari 100 responden yang juga memiliki pengalaman dengan toko online dan offline. Analisis dan diskusi dari penelitian ini menemukan bahwa ada perbedaan yang signifikan antara toko online dan offline yang diukur oleh harga dan skema promosi. Dan tidak ada perbedaan yang signifikan antara toko online dan offline yang diukur dengan ketersediaan merek dan produk, standarisasi produk dan pengalaman keluarga atau sosial. Selain semua ini, ada beberapa rekomendasi untuk toko online dan offline dalam produk fashion yang dapat digunakan sebagai referensi untuk perkembangan dan pendalaman pengetahuan marketing manajemen, khususnya preferensi konsumen.*

Kata Kunci: *toko online dan offline, preferensi konsumen, produk fashion.*

INTRODUCTION**Background**

The basic needs approach is one of the major approaches to the measurement of absolute poverty. A traditional list of immediate basic needs is food (including water), shelter and clothing. At first, the clothes are only used as body armor from a variety of weather (hot and cold), but as time goes by the function changed and clothes become one of the important thing to human life. As important clothing right now became a reference for some individuals to create a business.

Business sales procedures that were once traditionally just been growing with the internet that enable online sales. Changing times need changing of strategies. According to Paterson and Plowman (2009), the sale of services or goods that only happens one time only is not business sense. A business is an organization or enterprising entity engaged in commercial, industrial or professional activities. Fashion industry is a part of business. The fashion industry brings many benefits to everybody lives across the globe. Fashion goes beyond simple clothing to express identity, create wellbeing, embrace creativity and connect global communities. Fashion is distinctive and often constant trend in the style in which a person dresses. Fashion is popular style or practice, especially in clothing, footwear, accessories, make up and body. In the fashion field there are some strategies in term to maximize sales, by the internet and through technology development (smart phone or tablet) that called online store and also by traditional brick and mortar (pick, buy and get the product) that called offline store

Online store is mostly reflected in shorter time and less energy spent, including shipping cost reduction, less crowd and queues than real markets, unlimited time and space, which all increase convenience of shopping. In contrast, offline store allows physical examination of the products, interpersonal communication and instant gratification, but involves high travel costs and search (Grewal et al, 2004). The aim of offline store is primarily to build relationships with their customers, being able to track their levels of satisfaction with the product of physical store environment. Consumers may use the two channels differently. Some consumers may use physical stores as the primary shopping channel and the Internet as a supplementary channel, whereas others may follow the reverse pattern. Consequently, the same consumers may exhibit different preference when shopping across online and offline store.

Regarding to the circumstance above, through this research will analyzed the comparison between that two shopping channel (online and offline store) with the criteria that can influence consumer preferences to choose one of those shopping channel to meet the consumer behavior. Therefore, title of this research is "A Comparative Analysis of Consumer Preferences Between Online and Offline Store (Case Study on Fashion Product)".

Research Objectives

Based on the research problem, the objectives of this research are; to determine if there is any significant difference in consumer preference of

1. Fashion product based on price factors between online store and offline store
2. Fashion product based on availability of brand and product factors between online store and offline store
3. Fashion product based on promotional schemes factors between online store and offline store
4. Fashion product based on standardization of product between online store and offline store
5. Fashion product based on family or social experience between online store and offline store

THEORETICAL FRAMEWORK**Marketing**

Kotler (2008) defined marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. While McDaniel, Lamb and Hair (2011) stated marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and or ideas.

Consumer Behavior

Schiffman and Kanuk (2004:8) defined consumer behavior as the behavior that consumers display in searching for, buying, using, evaluating and disposing of product and services that they expect will satisfy their needs.

Consumer Preferences

The concept of preferences comes from economic theory, with preferences defined as individuals 'utility' for consuming goods and services (Philips, Jhonson and Madala, 2002). According to Rajpurohit and Vasita (2011), preferences indicate choices among neutral or more valued option available. Consumer as an important factor in marketplace has a preference when their making a decision.

Price

Price is the value that is put to a product or service and is the result of a complex set of calculations, research and understanding and risk taking ability (The Economic Times, 2017).

Availability of Brand and Product

Brand and product availability is a critical feature of many markets; firms make both long-run and short-run decisions about the capacity or inventory of different product to stock, which brands to carry and how to respond to changes in the product availability of rivals (Conlon and Mortimer, 2010).

Promotional Schemes

Promotional scheme means a plan or operation by which a participant gives consideration for the opportunity to receive compensation to be derived primarily from any person's introduction of others into participation in the plan or operation rather than from the sale of goods, services, or other intangible property by the participant or others introduced into the plan or operation (Criminal Law Code, 2014).

Standardization of Product

Product standardization strategy refers to a uniform representation of all aspects of the product such as the quality, the materials that had been used, product name and packaging for all markets, regardless of the location around the world. Product standardization is an efficient method to reduce costs and increase quality (Ruwanpahtirana, 2016).

Family or Social Experience

Gartner (2008) stated family or social experience that is called consumer experience is the practice of designing for and reacting to customer interaction to meet and exceed customer expectations to increase customer satisfaction, loyalty and advocacy

Previous Research

Sunil (2013) Bricks or Clicks: Consumer Preference - A Comparative Analysis. The study been observed that consumers have plenty of options to buy their products, not only from domestic market but also from international market. In this study an attempt has been made to assess the consumer's preferences while purchasing their products online and offline. Gupta (2015) Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha. This paper extends the studies while asking the questions from the consumer who are into online shopping as well as traditional shopping to rate both the channels in the terms of performance, products, time of delivery, quality and other related aspects of online and offline shopping. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt a definite channel for shopping. Levin, Levin and Heath (2003) Product Category Dependent Consumer Preferences for Online and Offline Shopping Features and Their Influence On Multichannel Retail Alliances. In summary, our major message is that some features of the shopping experience are seen to be better online and some are seen to be better offline. Metha, Soni and Metha (2010) Review of Literature on Online vs Offline Consumer Behavior. This article shows that there were significant differences between consumers attracted to shopping online versus in traditional store with regard to the parameters described in different studies.

Conceptual Framework

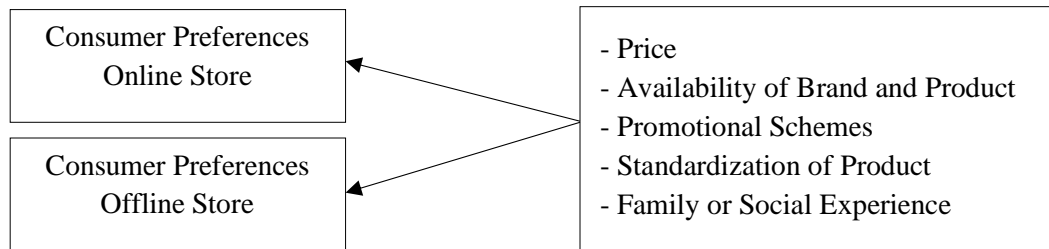


Figure 1. Conceptual Framework

Source: Data Processed, 2017

Research Hypothesis

- H₀: There is a significant difference in consumer preference of fashion product based on price, availability of brand and product, promotional schemes, standardization of product and family or social experience between online and offline store in Manado
- H₁: There is a significant difference in consumer preference of fashion product based on price factors between online store and offline store in Manado.
- H₂: There is a significant difference in consumer preference of fashion product based on availability of brand and product factors between online store and offline store in Manado.
- H₃: There is a significant difference in consumer preference of fashion product based on promotional schemes factors between online store and offline store in Manado.
- H₄: There is a significant difference in consumer preference of fashion product based on standardization of product factors between online store and offline store in Manado.
- H₅: There is a significant difference in consumer preference of fashion product based on family or social experience factors between online store and offline store in Manado.

RESEARCH METHOD

Type of Research

The type of this research is quantitative research. Quantitative research is defined by Bryman and Bell (2005:154) that 'entailing the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality.

Place and Time of Research

This research will be held in Manado for two months, from July - August 2017.

Population and Sample

The population of this research is peoples in Manado who has experience shopping in Online and Offline Store. Due to the unknown number of the population, the technique used to determine the sample size is as follow:

$$n = \frac{Z^2}{4} \left[\frac{(moe)}{2} \right]^2 = \frac{[1.96]^2}{4} \left[\frac{(0.1)}{2} \right]^2 = 96.04 \approx 100$$

The sample taken is using purposive sampling. The sample size of the research will be 100 respondents who has experience with Online and Offline Store.

Data Collection Method

The data used in this research consist of two types between primary data through questionnaires and secondary data taken from books, journals and relevant literature from library and internet to understand of theoretical support on this research.

Operational Definition of Research Variables

Consumer Preference defined as the subjective tastes that allow an online and offline consumers to rank various bundles of goods according to levels utility, or the total satisfaction of consuming a good or services.

Data Analysis Method Validity and Reliability

Validity for each variable is good where the values are above minimum level of 0.5. Reliability tests in this study using Cronbach's Alpha formula. If Alpha is less than 0.6 the it is unreliable.

Normality Test

The distribution of data with normal distribution pattern (data distribution is not skewed to the left or right). If the probability value > 0.05 then population is normally distributed.

Independent Sample T-Test

Horn (2008) stated the independent sample t-test evaluates the difference between the means of two independent or unrelated groups. That is, we evaluate whether the means for two independent groups are significantly different from each other. This *t-test* is to analyze the difference in behavior based on consumer preferences between online and offline store on fashion product in terms of price, availability of brand and product, promotional schemes, standardization of product and family or social experience.

RESULT AND DISCUSSION

Validity Test

Table 1. Correlation

		Price	Availability _of_brand_ and_produc t	Promotio nal_sche mes	Standardiza tion_of_pro duct	Family_or_ social_expe rience	Total
Price	Pearson	1	.629**	.469**	.346**	.499**	.723**
	Correlation		.000	.000	.000	.000	.000
	Sig. (2-tailed)						
	N	100	100	100	100	100	100
Availability _of_brand_ and_produc t	Pearson	.629**	1	.635**	.529**	.616**	.850**
	Correlation			.000	.000	.000	.000
	Sig. (2-tailed)						
	N	100	100	100	100	100	100
Promotiona l_schemes	Pearson	.469**	.635**	1	.458**	.551**	.781**
	Correlation		.000		.000	.000	.000
	Sig. (2-tailed)						
	N	100	100	100	100	100	100
Standardiza tion_of_pro duct	Pearson	.346**	.529**	.458**	1	.732**	.782**
	Correlation		.000	.000	.000	.000	.000
	Sig. (2-tailed)						
	N	100	100	100	100	100	100
Family_or_ social_expe rience	Pearson	.499**	.616**	.551**	.732**	1	.854**
	Correlation		.000	.000	.000	0.000	.000
	Sig. (2-tailed)						
	N	100	100	100	100	100	100
Total	Pearson	.723**	.850**	.781**	.782**	.854**	1

Correlation						
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
N	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Data Processed, 2017- IBM SPSS 22

From the table 1, it is shows that the correlation index is greater than 0.3 and the significance which are below the 0.05 therefore, the data is considered as valid

Reliability Statistic

Table 2. Reliability Test

Cronbach's Alpha	N of Items
.856	3

Source: Data Processed, 2017- IBM SPSS 22

From the table 2, it is shows that the Cronbach's Alpha far above the acceptance limits of 0.6. Therefore, the research instrument is assumed to be reliable.

Normality Test

Table 3. Tests of Normality

Customer		Shapiro-Wilk		
		Statistic	Df	Sig.
Price	Online	.972	50	.289
	Offline	.965	50	.140
Availability of brand&product	Online	.976	50	.387
	Offline	.965	50	.142
Promotional schemes	Online	.971	50	.256
	Offline	.974	50	.325
Standardization of product	Online	.962	50	.108
	Offline	.962	50	.105
Family or social experience	Online	.964	50	.125
	Offline	.958	50	.074

Source: Data Processed, 2017- IBM SPSS 22

Group Statistic Result

Table 4. Group Statistics

Customer		N	Mean	Std.Deviation	Std. Error Mean
Price	online	50	19.2800	2.90699	.41111
	offline	50	17.9200	2.67902	.37887
Availability of brand and product	online	50	19.0600	3.03994	.42991
	offline	50	18.1400	2.98985	.42283
Promotional Schemas	online	50	19.2800	2.96262	.41898
	offline	50	17.4200	3.13043	.44271
Standardization of Product	online	50	18.0200	3.37149	.47680
	offline	50	18.9000	3.41814	.48340
Family or Social Experience	online	50	18.3800	3.02972	.42847
	offline	50	18.6400	3.08227	.43590

Source: Data Processed, 2017- IBM SPSS 22

Table 4 shows that the mean of price for online store is 19.28 while mean of price for offline store is 17.92, in mean of availability of brand and product for online store is 19.06 and mean of availability of brand and product for offline store is 18.14. While mean on promotional schemes for online store is 19.28 whereas mean of promotional schemes for offline store is 17.42. However, mean of standardization of product for online store is 18.02 and mean of standardization of product of offline store is 18.90. And the last mean of family or social experience for online store is 18.38 and mean of family or social experience of offline store is 18.64.

Independent Sample T-Test

Table 5. Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price	Equal variances assumed	.026	.871	2.433	98	.017	1.36000	.55907	.25055	2.46945
	Equal variances not assumed			2.433	97.354	.017	1.36000	.55907	.25046	2.46954
Availability of brand and product	Equal variances assumed	.085	.771	1.526	98	.130	.92000	.60300	-.27663	2.11663
	Equal variances not assumed			1.526	97.973	.130	.92000	.60300	-.27664	2.11664
Promotional Schemas	Equal variances assumed	.084	.773	3.051	98	.003	1.86000	.60954	.65039	3.06961
	Equal variances not assumed			3.051	97.704	.003	1.86000	.60954	.65035	3.06965
Standardization of Product	Equal variances assumed	.225	.636	-1.296	98	.198	-.88000	.67898	2.22741	-.46741
	Equal variances not assumed			-1.296	97.982	.198	-.88000	.67898	2.22741	-.46741
Family or Social Experience	Equal variances assumed	.149	.700	-.425	98	.671	-.26000	.61122	1.47295	-.95295
	Equal variances not assumed			-.425	97.971	.671	-.26000	.61122	1.47295	-.95295

Source: Data Processed, 2017- IBM SPSS 22

Discussion

Revolution in fashion sector has increased and brought paradigm shift in the functioning of business. With the transformation in the information technology, easy accessibility of the Internet, improved and reliable of physical store make customers have plenty of options to buy product especially for fashion product. It has become imperative to assess the preferences, behavior and the factors influencing consumers while they shop.

Comparison Consumer Preferences between Online and Offline Store Based on Price

Definition price comes from Alma (2002) defined that price is a specified value for an item or service that determined by money. Price mean the customer will buy a product whether the price is high or low with the good quality. The results showed that there is significant difference on consumer preference based on price factors between online and offline store. By looking at the mean result from table 4.3, the mean value of price in offline store is higher than offline store. It indicates that, price in online store is more affected by consumer, rather than offline store. This finding discloses that price in offline store did not affects the customer equally. It is not a good result in fact, because the customer is not only the 100 respondents.

Comparison Consumer Preference between Online and Offline Store Based on Availability of Brand and Product

Definition availability of brand and product comes from Conlon and Mortimer (2010) defined that brand and product availability is a critical feature of many markets; firms make both long-run and short-run decisions about the capacity or inventory of different product to stock, which brands to carry and how to respond to changes in the product availability of rivals. Results showed that there is no significant difference of consumer preference based on availability of brand and product factors between online and offline store. Meaning availability of brand and product of both online and offline store still have the same or not much different or affected equally. It is because both store have same availability of brand and product like seat apparel, shoes, accessories and also fashion product to give the consumer feel more complete to choose between those two store.

Comparison Consumer Preferences between Online and Offline Store Based on Promotional Schemes

Promotion schemes comes from Criminal Law Code (2014), Promotional scheme means a plan or operation by which a participant gives consideration for the opportunity to receive compensation to be derived primarily from any person's introduction of others into participation in the plan or operation rather than from the sale of goods, services, or other intangible property by the participant or others introduced into the plan or operation. The results showed that there is significant difference on consumer preference based on promotional schemes between online and offline store. The mean value of promotional schemes in online store is higher than offline store. It indicates that, promotional schemes in online store are more affected by consumer, rather than offline store. This finding discloses that promotional schemes in offline store did not affect the customer equally.

Comparison Consumer Preferences between Online and Offline Store Based on Standardization of Product

Definition of standardization of product comes from Levit (1983) argues that companies that are managed well the standardization of product have moved away from customizing items to offering globally standardized products that are advanced, functional, reliable and low priced. The results showed there is no significant different on consumer preferences based on standardization of product factor between online and offline store. That mean the standardization of product by these two store still have the same or not much different. They have good standardization of product to sell their product.

Comparison Consumer Preferences between Online and Offline Store Based on Family or Social Experience

Gartner (2008) defined customer experience is the product of an interaction between an organization and a customer over the duration of their relationship. The results showed there is no significant different on consumer preferences based on family or social experience factor between online and offline store. Implying

that the consumer preference based on family or social experience are affected equally, whether they are a online or offline store. By taking the result into account, the online and offline store just have to keep maintaining and improving its social environment in terms both of its customer.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the data analysis and discussion, the conclusion of this research as follows:

1. There is significant difference in consumer preferences of fashion product between online and offline store in Manado measured by price.
2. There is no significant difference in consumer preferences of fashion product between online and offline store in Manado measured by availability of brand and product.
3. There is significant difference in consumer preferences of fashion product between online and offline store in Manado measured by promotional schemes.
4. There is no significant difference in consumer preferences of fashion product between online and offline store in Manado measured by standardization of product.
5. There is no significant difference in consumer preferences of fashion product between online and offline store in Manado measured by family or social experience.

Recommendation

Recommendations of this research are:

1. Both stores, online and offline store should more considering on the factors that influence the consumer behavior. As seen from the results both store have their own price. So both store should improve their marketing to take the advantage and maintain the sales or developed the marketing strategy in order to capture the loyalty of consumer from the competitor. There is also availability of brand and product and standardization of product factors that have been considered both products have great quality, good materials, good packaging and new arrival product for the consumer, it means both store should have retained the achievement and also improve the standardization of product as the consumer needs and wants. The other factors are promotional schemes, it means both store should have developed their promotion in order to deliver the information to the consumer. And the last factor is family and social experience, which both store should considered making a good impression to the customer therefore they may visit and buy again.
2. The results of this study can be used as a reference for the development and deepening of knowledge management marketing, especially consumer preferences.
3. In this study examined only in terms of consumer preferences online and offline store. While other factors that have not been revealed how much influence, hopefully in future studies may discuss other factors that have not been examined in this study.

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