

# EXPLAINING CONSUMERS' CHANNEL-SWITCHING BEHAVIOR USING THE THEORY OF PLANNED BEHAVIOR

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## ABSTRACT

The study was exploratory and examined channel-switching behavior using Theory of Planned Behavior in three retail channels (i.e. brick-and-mortar stores, catalogs, and the Internet). The theory assumes that individual attitudes and beliefs, along with subjective norms and control factors will lead to an intention to perform a certain behavior, i.e. whether to switch channels or not.

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 hedonic and utilitarian beliefs in stores and catalogs. Utilitarian beliefs were significant predictor for the Internet. Normative beliefs were significant predictors of subjective norms in all the channels, the relationship was negative. Self-efficacy, information and product type were important 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 was a significant predictor for channel-switching intention for only catalogs and the Internet. PBC and channel-switching intention significantly influenced the channel-switching behavior in all the three channels.