

Message Amount Consistency, Flow and Retailer Image Perception

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Keywords

Image perception, B2C, e-commerce, online retailers, multi channel marketing, shopping experience

Abstract

Global business-to-consumer e-commerce sales will pass the 1 trillion euro (\$1.25 trillion) mark by 2013 (internet retailer). Such tendency obliges traditional retailers to establish online and mobile presence with their best understanding of consumer needs. More than ever, retailers are facing new challenges of adequate multi-channel marketing strategy. It is apparent that creating isolated and new channels that fracture the buying experience is no longer an efficient way to engage consumers. As such, cross-channel consistency has been in the top of mind for retailers (Cross View 2012). However, even though academic research on multi-channel marketing focuses on the interaction between the retailers and the consumers, it didn't fully explore the impact of shopping experience consistency across different channels of marketing on shoppers' final decision making. Previous research shows that the perceived congruence in the consumer held images of a multi-channel retailer's physical and online stores is expected to influence evaluation of a multi-channel retailer's online store (Kwon and Lennon 2009). As well, image congruence ensues and impacts consumers' attitude toward and beliefs regarding the online store (Badrinarayanan et al. 2012). Further, an example in communication consistency is that the use of same spokes characters in campaigns, in advertisements and on product packages may result in more favorable brand attitudes (Garretson and Burton 2005).

Under-investigated issues include how to approach and understand consumer perception of shopping experience consistency in multi-channel environment, whether and how the experience consistency would affect shoppers' final decision and how to enable consistent, fluid and intelligence-based shopping experiences haven't been explored.

This current research will focus on the investigation of elements that result in shopping experience consistency and their effect on shoppers' final consumption decision making, notably between mobile and in-store channels.
