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Shopping mode choice: Physical store shopping versus e-shopping

Ming-Hsiung Hsiao

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Abstract

This study aims to explore how consumers evaluate these time attributes; i.e., the value of time, when they are facing a shopping mode choice between physical store shopping and e-shopping. For this purpose, it conducts an experiment to acquire data on respondents' stated preference choices between physical bookstore shopping and online bookstore shopping. It is finally found that the value of delivery time for a purchased book from an online bookstore to a consumer is approximately \$0.53 per day, which means an online bookstore will have to lower a book's price by \$0.53 to attract a physical bookstore shopper if the delivery is delayed for one day. It is also found that in terms of monetary values, avoiding a shopping trip produces far more benefits than bearing waiting for the delivery of books for an online purchase.



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Keywords

E-shopping; Shopping mode choice; Stated preference experiment; Value of travel time; Value of product delivery time

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