

The Influence of Digital Marketing and After Sales Service in Online Shopping Towards Purchasing Decisions

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Abstract: The rapid development of technology has strongly shaped human lifestyles, particularly in online shopping behavior. In response, businesses increasingly depend on digital marketing and after-sales service to attract customers and maintain satisfaction in a highly competitive digital environment. Nevertheless, many previous studies have examined these two factors separately, and only a limited number have explored how both jointly influence consumers' purchasing decisions in online shopping contexts. This research therefore investigates the effects of digital marketing and after-sales service on purchasing decisions in online shopping among consumers in Lamongan District, Indonesia. A quantitative method was applied using purposive sampling, involving 130 respondents who met the criteria of residing in Lamongan District, having made at least one online purchase within the last six months, and having experienced digital marketing promotions and after-sales services during the purchasing process. Data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach with SmartPLS 3.0. The findings indicate that both digital marketing and after-sales service have a positive and statistically significant effect on purchasing decisions. After-sales service exerts a stronger influence, positioning it as the dominant predictor. These results suggest that online businesses should not only prioritize marketing strategies but also strengthen their after-sales service systems to build customer trust, enhance satisfaction, and encourage purchasing decisions. Strong after-sales service can serve as a key competitive advantage in fostering long-term customer relationships and ensuring business sustainability.

Keywords: Digital Marketing, After-Sales Service, Purchasing Decisions, Online Shopping, Consumer Behavior

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INTRODUCTION

The rapid advancement of information and communication technology has significantly transformed various dimensions of human life, particularly in economic and business activities. Technological progress has reshaped the ways individuals communicate, access information, and conduct transactions, resulting in the increasing integration of digital platforms into everyday life. Among these developments, the internet has become one of the most influential technologies in the business sector, serving as a primary medium for communication, information exchange, and commercial activities. As a result, many companies have shifted from traditional business models toward digital-based strategies in order to remain competitive in a fast-changing and

highly dynamic market environment (Chaffey & Ellis-Chadwick, 2019; Laudon & Traver, 2023).

The continuous development of internet technologies has further driven the expansion of digital marketing on a global scale. Digital marketing refers to the utilization of digital channels, including websites, social media platforms, search engines, and mobile applications, to promote products and services while building and maintaining customer relationships (Kotler et al., 2021). Compared to conventional marketing approaches, digital marketing provides several advantages, such as broader audience reach, lower operational costs, real-time communication, and more precise targeting of consumers through data-driven analysis. These advantages have led many organizations to increasingly adopt digital marketing strategies to enhance brand awareness, improve customer engagement, and influence purchasing behavior (Ryan, 2017).

Previous studies have highlighted the important role of digital marketing in shaping consumer behavior. For instance, Tiago and Veríssimo (2014) found that digital marketing strategies enhance customer interaction and strengthen purchase intention through more personalized communication. In addition, Dwivedi et al. (2021) emphasized that social media marketing, influencer strategies, and interactive digital content play a significant role in influencing consumer decision-making processes. Similar findings were reported by Lamberton and Stephen (2016), who argued that digital technologies have fundamentally altered the customer journey and purchasing process.

The rapid growth of social media usage has also become a key driver in the development of digital marketing strategies. Social media platforms enable companies to communicate directly with consumers and facilitate interactive, two-way communication that can shape customer perceptions and build trust. According to Tuten and Solomon (2018), social media marketing allows businesses to establish stronger relationships with consumers through more engaging and customer-centered communication approaches. This argument is supported by Kaplan and Haenlein (2010), who highlighted the strategic role of social media in fostering consumer engagement and value creation. Nevertheless, existing studies show mixed results regarding its effectiveness, as some research indicates a strong positive influence on purchasing decisions, while others suggest that digital marketing alone is insufficient to ensure long-term customer loyalty without adequate service support (Alalwan et al., 2017).

Indonesia is recognized as one of the largest digital markets in Southeast Asia, driven by the rapid growth of its internet user base. Recent data indicate a continuous increase in internet penetration, supported by widespread smartphone adoption and the ongoing development of digital infrastructure. This growth has significantly contributed to the expansion of e-commerce and online shopping activities. Consumers are increasingly engaging in online transactions due to their convenience, flexibility, and ability to overcome geographical limitations (Statista, 2024; APJII, 2024). Consequently, businesses operating in Indonesia are intensifying their digital marketing efforts to attract and retain customers in an increasingly competitive online environment.

The rising trend of online shopping has fundamentally changed consumer purchasing behavior, as individuals now rely more heavily on digital platforms to search for information, compare products, and make purchasing decisions. This shift is strongly influenced by improved internet accessibility and the widespread use of mobile devices, which enable consumers to engage in online shopping activities anytime and anywhere. As a result, online shopping has become an essential part of modern consumer lifestyles,

compelling businesses to continuously adapt their strategies to meet evolving consumer expectations and maintain competitiveness in the digital economy (Verhoef et al., 2015).

Competition among online businesses has intensified significantly, leading consumers to increasingly rely on digital information, online reviews, and social recommendations when making purchasing decisions. Chevalier and Mayzlin (2006) argue that online reviews play a crucial role in shaping purchase behavior by reducing information gaps and strengthening consumer trust. In a similar vein, Kannan and Li (2017) highlight that customer-oriented digital marketing strategies can enhance user experience and improve overall organizational performance. Furthermore, Liu (2006) demonstrated that online consumer reviews significantly influence product sales performance in e-commerce settings.

However, beyond attracting consumers, firms must also pay attention to service quality after transactions occur. In online shopping, customers are unable to physically evaluate products before purchasing, which increases uncertainty and perceived risk. As a result, after-sales service becomes an essential element in maintaining customer satisfaction and trust. After-sales service includes support activities such as warranties, complaint resolution, technical assistance, maintenance, and product returns (Murali et al., 2016), all of which demonstrate a company's commitment to customer satisfaction. The importance of service quality in customer evaluation has long been emphasized by Parasuraman et al. (1988) through the SERVQUAL framework.

Previous research has shown that after-sales service contributes positively to customer satisfaction and loyalty. Homburg et al. (2009) found that strong after-sales support improves customer retention because consumers tend to value companies that provide reliable post-purchase assistance. Similarly, Hidayat and Nursito (2020) reported that effective after-sales service increases satisfaction and encourages repeat purchasing behavior. Consistent with these findings, Cronin and Taylor (1992) argued that service quality directly affects customer behavioral intentions and purchasing outcomes. Moreover, Anderson and Sullivan (1993) found that customer satisfaction serves as a key determinant of future purchasing behavior and loyalty.

In addition, many studies have examined digital marketing and after-sales service separately, with limited integration of both variables in analyzing purchasing decisions in online shopping contexts. Most prior research emphasizes outcomes such as satisfaction or loyalty, while purchase decisions themselves receive less attention. Moreover, empirical studies focusing on online consumers in regional areas of Indonesia, particularly Lamongan District, remain limited, as most existing research has been conducted in urban settings where consumer behavior and digital adoption may differ.

From a theoretical standpoint, this study is based on consumer behavior theory, which explains that purchasing decisions are influenced by both external marketing stimuli and post-purchase experiences. Digital marketing serves as an external stimulus that attracts attention and shapes consumer perception, whereas after-sales service reinforces trust and perceived value after the purchase. Combining these variables provides a more comprehensive understanding of consumer behavior in competitive online markets. This perspective aligns with the consumer decision-making model proposed by Schiffman and Wisenblit (2019).

RESEARCH METHODS

Research Design

This study employs a quantitative research approach with a causal research design. Quantitative research is used to examine the relationships among digital marketing, after-sales service, and purchasing decisions through statistical analysis. The causal approach is applied to determine the extent to which digital marketing and after-sales service influence purchasing decisions among online consumers. This design is considered appropriate because the study aims to test hypotheses and measure the direct effects between independent and dependent variables in a structured manner.

Population and Sample

The population of this study consists of online consumers in Lamongan District who have experience purchasing products through online platforms or e-commerce applications. Online consumers were selected because they are directly exposed to digital marketing activities and after-sales service practices provided by online sellers or platforms.

The sampling technique used in this study is purposive sampling, which is considered more appropriate and sufficiently justified for this research. Purposive sampling allows researchers to select respondents based on specific criteria relevant to the objectives of the study. The criteria for respondents include:

1. Consumers residing in Lamongan District,
2. Consumers who have made at least one online purchase within the last six months, and
3. Consumers who have experienced digital marketing promotions and after-sales services during the purchasing process.

This technique ensures that the selected respondents possess the necessary experience and knowledge related to the research variables, thereby improving the relevance and accuracy of the collected data. The total sample used in this research consists of 130 respondents, which is considered adequate for analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM).

Data Collection Methods

Data were collected using several techniques, namely questionnaires, interviews, and observations.

1. Questionnaires

The questionnaire served as the primary instrument for data collection. It consisted of several statements related to digital marketing, after-sales service, and purchasing decisions. Respondents were asked to provide responses using a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire was distributed online to facilitate access for respondents and increase response efficiency.

2. Interviews

Interviews were conducted with selected respondents to obtain deeper insights regarding their experiences in online purchasing activities, particularly related to digital marketing exposure and after-sales service quality. The interviews also functioned as supporting data to strengthen the interpretation of quantitative findings.

3. Observations

Observations were conducted to understand consumer behavior when interacting with online marketplaces, promotional content, and online customer service features. This method helped researchers gain contextual understanding of consumer purchasing behavior in digital environments.

Data Analysis Technique

The data analysis technique used in this study is Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach using SmartPLS 3.0 software. PLS-SEM was selected because it is suitable for predictive and exploratory research, can handle relatively small sample sizes, and is capable of simultaneously analyzing complex relationships between latent variables and their indicators.

The analysis process consists of several stages as follows:

1. Descriptive Statistical Analysis

Descriptive statistical analysis was conducted to describe respondent characteristics and summarize responses to each research variable. This analysis includes the calculation of frequencies, percentages, means, and standard deviations to provide an overview of the data distribution.

2. Outer Model Evaluation (Measurement Model)

The outer model evaluation was performed to assess the validity and reliability of the research instruments. Several tests were conducted, including:

- **Convergent Validity:** Measured using factor loadings and Average Variance Extracted (AVE). Indicator loadings above 0.70 and AVE values above 0.50 indicate acceptable convergent validity.
- **Discriminant Validity:** Evaluated using the Fornell-Larcker Criterion and cross-loading values to ensure that each construct is distinct from other constructs.
- **Composite Reliability and Cronbach's Alpha:** Used to assess the internal consistency reliability of the constructs. Reliability values above 0.70 indicate that the constructs are reliable.

3. Inner Model Evaluation (Structural Model)

The inner model evaluation was conducted to examine the relationships between variables and test the proposed hypotheses. The evaluation includes:

- **Coefficient of Determination (R^2):** Used to measure the explanatory power of independent variables on the dependent variable.
- **Predictive Relevance (Q^2):** Used to assess the predictive capability of the research model.
- **Effect Size (f^2):** Used to evaluate the contribution of each independent variable to the dependent variable.
- **Path Coefficient Analysis:** Used to determine the direction and strength of the relationships between variables.

4. Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS 3.0. The significance of relationships between variables was determined based on T-statistics and P-values. A hypothesis is accepted if the T-statistic is greater than 1.96 and the P-value is less than 0.05 at a 5% significance level.

RESULTS AND DISCUSSION

Discussion

The findings of this study indicate that both digital marketing and after-sales service play a significant role in shaping consumers' purchasing decisions in the context of online shopping. Effective digital marketing strategies are shown to enhance consumer awareness and interest in products, which subsequently increases the likelihood of purchase.

Digital marketing offers substantial advantages for firms in reaching and engaging potential customers. Through digital channels such as websites, social media platforms, and search engines, companies are able to promote products more efficiently than through conventional marketing approaches. As noted by Chaffey and Ellis-Chadwick (2019), digital marketing enables direct interaction with consumers while allowing firms to deliver more personalized promotional messages.

In addition, digital marketing supports the dissemination of product-related information that influences consumer perception. The presence of online reviews, ratings, and user recommendations helps potential buyers evaluate products prior to making a purchase decision. Chevalier and Mayzlin (2006) found that electronic word-of-mouth communication has a strong impact on consumer buying behavior.

Website design quality and digital content presentation also contribute significantly to online purchasing decisions. Bai, Law, and Wen (2008) emphasized that well-structured websites with clear information and user-friendly navigation can improve customer trust and increase purchase intention.

The study further reveals that after-sales service has a positive and significant effect on purchasing decisions. Reliable after-sales support, including warranties, customer service responsiveness, and technical assistance, strengthens consumer confidence in purchasing online products. Lin, Wang, and Chang (2010) argue that effective service recovery can improve perceived service quality and encourage repeat purchasing behavior.

Moreover, after-sales service contributes to the overall customer experience. Verhoef et al. (2009) highlight that the entire customer journey significantly affects satisfaction and loyalty outcomes. Strong after-sales support helps build long-term relationships between businesses and consumers.

Overall, these findings suggest that companies should integrate effective digital marketing strategies with high-quality after-sales services to strengthen customer trust, enhance purchasing decisions, and foster long-term customer loyalty.

Model Measurement Outer Validity Test Model

The results of the validity test in this study show that all items in the indicator variables of digital marketing, after-sales service, and purchasing decisions are valid.

Reliability Test

The results of the reliability test in this study show that each variable of digital marketing, after-sales service, and purchasing decisions obtained Cronbach's Alpha values above 0.70 and Composite Reliability values above 0.70, indicating that all constructs meet the threshold for acceptable internal consistency reliability.

Table 2. Composite Reliability

Variables	Composite Reliability
Digital Marketing	0.941
After Sales Service	0.952
Buying decision	0.935

Source : Data Processed SEM-PLS 3 2024

Table 3. Cronbach's Alpha

Variables	Cronbach's Alpha
Digital Marketing	0.921
After Sales Service	0.937
Buying decision	0.913

Source : Data Processed SEM-PLS 3 2024

Table 4. Average Variance Extracted (AVE)

Variables	AVE
Digital Marketing	0.761
After Sales Service	0.798
Buying decision	0.935

Source : Data Processed SEM-PLS 3 2024

Testing Model Structural (InnerModel) Hypothesis Testing

The results of the structural model evaluation and hypothesis testing using bootstrapping (5,000 subsamples) are presented as follows.

Hypothesis 1: The Effect of Digital Marketing on Purchasing Decisions

The SEM-PLS analysis shows that digital marketing positively and significantly influences purchasing decisions, indicated by an Original Sample value of 0.402, a T-Statistic of 15.283 (above 1.96), and a P-Value of 0.000. These results confirm that Hypothesis 1 is supported. This implies that stronger implementation of digital marketing strategies increases the likelihood of consumer purchasing decisions.

From a theoretical standpoint, these findings align with consumer behavior theory, which explains that marketing communications significantly shape consumer perceptions, attitudes, and intentions to buy. Digital marketing allows companies to deliver information quickly, engage directly with consumers, and provide personalized promotional content through platforms such as social media, websites, and online advertisements. These capabilities enhance consumer awareness and trust, which ultimately encourage purchasing behavior.

The results are consistent with earlier studies by Abdu (2018) and Indonesiagio (2018), which also found a significant positive relationship between digital marketing and purchasing decisions. This study further extends those findings by emphasizing that digital marketing is not only an information channel but also a strategic tool that influences consumer engagement in competitive digital markets. Since consumers increasingly rely on online information before making purchases, digital marketing becomes a key determinant of buying behavior.

In addition, the construct demonstrates strong measurement quality, as shown by a composite reliability of 0.941, Cronbach's Alpha of 0.921, and AVE of 0.761, confirming that the indicators are both reliable and valid.

Hypothesis 2: The Effect of After-Sales Service on Purchasing Decisions

The SEM-PLS results indicate that after-sales service has a strong positive and significant effect on purchasing decisions, with an Original Sample value of 0.581, a T-Statistic of 14.311 (greater than 1.96), and a P-Value of 0.000. Therefore, Hypothesis 2 is accepted, showing that improvements in after-sales service contribute to higher consumer purchasing decisions.

From a theoretical perspective, this finding supports relationship marketing theory, which highlights the importance of long-term customer relationships. After-sales services such as warranties, maintenance support, complaint handling, and customer assistance create a sense of security and trust among consumers after they make a purchase. Customers tend to prefer companies that can ensure product reliability and provide responsive support when issues arise.

These findings are in line with previous research by Dewi (2016) and Simanjuntak et al. (2018), which also confirmed the positive and significant influence of after-sales service on purchasing decisions. This study adds further insight by showing that after-sales service is not just a supporting function but a strategic factor that builds customer confidence and satisfaction. In competitive markets, consumers evaluate not only product quality but also the quality of post-purchase services.

Moreover, the measurement results indicate strong reliability and validity, with a composite reliability of 0.952, Cronbach's Alpha of 0.937, and AVE of 0.798, confirming that the construct is measured consistently and accurately.

Coefficient Determination**Table 5. R Square**

	R Square	R Square Adjusted
Buying decision	0.761	0.758

Source : Data Processed SEM-PLS 3, 2024

The R-Square value of 0.761 indicates that 76.1% of the variance in Purchasing Decisions can be explained by the variables Digital Marketing and After-Sales Service, while the remaining 23.9% is influenced by other variables outside this research model. According to SEM-PLS criteria, an R-Square value above 0.67 is categorized as strong, indicating that the research model has good explanatory power in predicting purchasing decisions.

CONCLUSION AND RECOMMENDATIONS

Based on the findings of this research, it can be concluded that both digital marketing and after-sales service significantly and positively influence purchasing decisions. The results show that digital marketing has a crucial role in shaping consumer buying behavior. Through effective digital marketing, consumers are able to easily obtain product information, evaluate different options, and develop a clearer understanding of the products being offered. Therefore, companies are encouraged to enhance their digital marketing efforts by utilizing social media platforms, official websites, and other online channels to attract and maintain customer interest.

In addition, the study reveals that after-sales service also has a significant positive effect on purchasing decisions. This indicates that customers place great importance on services received after a purchase, including warranties, maintenance support, customer service, and complaint resolution. Strong after-sales service helps build consumer confidence and reduces concerns about product reliability and potential issues in the

future. Consequently, firms that provide high-quality after-sales support are more likely to gain consumer trust and encourage repeat purchases.

From a theoretical standpoint, this research enriches the understanding of consumer behavior by confirming that both digital marketing and after-sales service are key factors influencing purchasing decisions. Practically, the results offer valuable guidance for businesses in designing marketing strategies and improving service quality to increase customer satisfaction and competitiveness.

From a managerial perspective, companies should focus on developing innovative digital marketing strategies while continuously improving their after-sales service systems. This includes providing responsive customer support, clear warranty policies, and efficient problem-solving processes to strengthen customer loyalty and satisfaction.

However, this study has several limitations. The scope of the research and the sample size are relatively limited, so the results may not fully represent all consumer segments or industries. Moreover, the study only examines two independent variables—digital marketing and after-sales service—while other factors such as price, product quality, brand image, and consumer trust may also play important roles in influencing purchasing decisions. Therefore, future research is recommended to use larger and more diverse samples, expand the scope of the study, and include additional variables. Future studies may also apply different methodologies or conduct cross-industry comparisons to obtain more comprehensive and robust findings.

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