

- **Project Title:** Conversion Rates in Online Stores of Hybrid retailers: Impact of Image congruity with Parent Physical Store and Rival Online Prototype

Investigator: Enrique Becerra

Department: Department of Marketing

Project Summary:

The study successfully tested the influence of store image congruity on online conversion rates. The study yielded two manuscript, which are being revised before submitted to journals for review. One of the studies entails testing the influence of culture (i.e., thinking tendencies) on store image congruity and its effect on online conversion rates. The other study tests the impact of store image congruity in the domestic market. For both studies, students, from Texas State and a major South Korean University, were used (with IRB permission) as subjects. The studies were successfully presented in two important marketing conferences.

Presentation:

1.) Becerra, Enrique P. and Vishag Badrinarayanan (2007). Store Image Congruity, Culture, and Online Conversion Rates: A Framework for Hybrid Retailers. 2007 Academy of Marketing Science Conference. OIC(CP)

2.) Badrinarayanan , Vishag, and Enrique P. Becerra (2007). Conversion rates in Online Stores of Hybrid Retailers: Impact of Image Congruity with Parent Physical Store and Rival Online Prototype. Marketing Management Association 2007 Conference. OIC(CP)

Student Number: Approx. 400