



A comparison of online and offline consumer behaviour: An empirical study on a cinema shopping context



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ABSTRACT

The main objective of this study is to analyse online vs. offline differences in consumer behaviour. To this end, through a proposal applied to cinemas in shopping centres, this study considers values and lifestyles as major factors that influence behaviours and intentions. The partial least squares (PLS) approach is used to evaluate the model. A multi-group analysis is conducted to compare consumers who buy tickets online with those who do so at a box office. We consider 391 valid cases. The results obtained show a link between the use of technology and its effects on behaviour. The relationships between values and behaviour as well as between behaviour and future intent are stronger among online consumers than the effects of lifestyles on behaviour. We consider relevant theoretical and empirical perspectives and offer critical recommendations of use to shopping centre managers, movie theatres, and intermediaries of this sector.

1. Introduction

In recent years, two relevant and transcendental phenomena have emerged through the study of consumer behaviour: the leisure or entertainment sectors of shopping centres have undergone considerable changes and online shopping has undergone exponential growth. Leisure is defined as what is done outside of time spent on routine activities of everyday life (Rodríguez and Agulló, 2002). The concept has been evaluated and described by several authors. Recently, leisure and distribution patterns have evolved considerably, and shopping centres have acquired great importance not only from a commercial perspective but also as they relate to entertainment (Rousseau and Venter, 2014; Panday and Verma, 2013). Leisure and shopping are interrelated with consumer behaviour in shopping centres (Millan and Howard, 2007). Activities involving sports, relaxation, and going to the movies are made available through these commercial spaces, with cinemas being especially notable. The broad variety of films offered and their short-term use render it essential to determine related consumer decision-making processes. Several authors have suggested that leisure behaviours in shopping centres are governed by values and lifestyles owing to consumers' cross-cultural characteristics (Bregman et al., 2005). Values and lifestyles are considered to be better antecedents than demographic characteristics of consumer purchasing behaviour (Ye et al., 2011; Jin and Lee, 2004).

The scope of online shopping has expanded notably, and its utility

lies in identifying factors that cause consumers to use the Internet (Wu et al., 2011; Hwang, and Jeong, 2016). The Web and social networks allow one to acquire information in real time (Norzieiriani et al., 2010; Sunil, 2015). Increasingly, the interrelationship between individuals and their commentaries through virtual settings has been central to the development of shopping platforms for leisure-related products and services (Rondán-Cataluña et al., 2015). Leisure shopping constitutes an important component of the consumer experience and it connects people, organisations, material objects, environments and technologies (Rabbiosi, 2016). However, for entertainment activities such as film viewing, a significant number of consumers acquire their tickets at a box office (Doury, 2001). In addition, online sales of movie tickets have started to be facilitated through intermediaries such as ticket sales portals for shows, and in turn movie theatres have lost control of this process. Two parallel shopping channels have thus formed, and future studies must assess differences between these channels and their impacts on consumer behaviours based on their different characteristics (Hwang and Jeong, 2016).

The main objective of this study is thus to analyse the leisure behaviours of individuals who visit shopping centres and the effects of Internet use on behaviour. A model for measuring consumer behaviour in cinemas based on values and lifestyles is applied by differentiating between customers who purchase tickets online with those who do so at a box office. A multi-group analysis based on this global model is conducted to identify main differences between online and offline

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behaviours.

2. Theoretical background

2.1. Development of leisure behaviour: background and consequences

Purchasing behaviour represents the manner in which individuals choose and acquire products (Ylänne-McEwen, 2000). Behaviour in shopping centres has been studied at length. Rousseau and Venter (2014) argue that store environments and satisfaction levels are closely related to purchasing behaviours. The authors estimate that leisure and entertainment tend to extend how long individuals remain in shopping centres and to their influence their conduct. It has thus been observed that leisure causes a change in purchasing behaviour (Pandey and Verma, 2015), rendering it advisable to use measurement scales that consider both components (Lotz et al., 2010).

Leisure behaviour in shopping centres is influenced by values and lifestyles (Brunso et al., 2004; Wahlen and Laamanen, 2015). This proposal is innovative relative to those of other more traditional proposals focused on demographic or socioeconomic aspects, and it allows one to obtain extensive information on clients (Lee et al., 2009).

Values refer to ethical considerations that determine the behaviours of individuals. They relate to the specific attitudes of each person (Brunso et al., 2004; Fraj and Martínez, 2006). For their measurement, numerous studies have combined values and lifestyles (VALS) (Herrero et al., 2014). However, other authors have distinguished between the two concepts to limit the complexities of analyses and to achieve higher levels of study effectiveness (Fraj and Martínez, 2006). Green et al. (2006) present a scale with items related to values and with other items related to lifestyle. Values pertain to current life, educational, social, and home activities. One's current life refers to cultural, health-related, technological, social, and environmental elements; education refers to learning and knowledge; social activities concern collaboration in social settings; and home elements refer to activities carried out in the kitchen or garden and to child rearing.

Studies have also examined the effects of values on behaviour (Bardi and Schwartz, 2003). While some authors have focused more on individuals and on their educational and family dynamics, others have focused more on issues of socialization. Studies of such relationships have been applied to distribution products and services offered through shopping and leisure centres (Cai and Shannon, 2012).

A lifestyle refers to a set of patterns that determine the specific perceptions of each individual (Rodríguez and Agulló, 2002; Brunso et al., 2004). In regards to shopping activities, Millan and Howard (2007) argue that consumers are becoming increasingly demanding, less loyal, and more interested in expressing their lifestyle choices through belongings and entertainment activities. Following a measurement of values, et al., 2006 proposal is presented as a valid explanation. Identified components include sports, vacations, hobbies, and nature. Sports are related to health and self-esteem, vacations are related to travelling and resting, hobbies are related to activities undertaken for pleasure purposes, and nature is related to leisure activities involving natural settings and animals. Studies that link lifestyles to behaviours have been conducted (Norziesiriani et al., 2010; Wahlen and Laamanen, 2015). This relationship has been analysed in reference to bowling alley distribution and leisure and in regards to restaurants in shopping centres (Doury, 2001; Brunso et al., 2004).

Some authors have focused on the indirect effects of values on behaviours through lifestyle patterns (Grunert and Grunert, 1995). Values predict lifestyles (Brunso et al., 2004), and factors such as cultural traits, time spent caring for children or the elderly, and leisure activities carried out in the home have a direct impact on lifestyles.

Finally, the effects of behaviour on intentions have been highlighted. Chang and Liu (2009) defined purchase intent as a customer's plan to repurchase a specific brand or request a service used before. For Suman et al. (2012), individuals visit shopping centres for two reasons:

hedonism and utility. The former involves activities related to leisure occurring in the present or future.

2.2. Effects of the Internet on leisure purchasing behaviours

Studies have shown that values, lifestyles, and behaviours have changed over the years. Such changes are referred to as the generational evolution of values (González, 2000). One principal factor that has induced this change is the Internet (Alonso and Bartolomé, 2014; Sunil, 2015). Herrero et al., 2014 study is one of the most important works focused on the relationship between the use of technology and its effects on values and lifestyles. In addition, the incremental development of the Internet has caused changes in purchasing behaviours and in intentions to repeat purchases (Lee et al., 2009; Wu et al., 2011). Several authors have studied online purchasing behaviours (Jayawardhena, 2004) and have shown that higher levels of user satisfaction incentivize repeated purchasing behaviours and future purchases (Hernández et al., 2011). Hwang and Jeong's (2016) research presents two theoretical perspectives that have been applied to the study of online purchasing behaviours and that are focused on cultural factors and consumer lifestyles.

Through leisure activities, behavioural patterns are repeated throughout history both offline and online (Genoe et al., 2016). Leisure has taken new forms; Facebook and Twitter are "the new gathering spots" that now act like physical locations. In regards to films, businesses born from the digital world such as Filmotech occupy spaces on the Internet that should be controlled by large film distributors. In addition, the consumption of movies has involved new agents that participate in ticket sales (Doury, 2001) or that contribute to the digitalization of traditional leisure activities through streaming (iTunes). A study by Alonso and Bartolomé (2014) refers to groups related to "communication and cultural media", which include cinema and which influence a reduced number of webpage followers.

2.3. Online versus offline consumer behaviour

Considerable progress has been made in the field of information technology in recent years, and particularly with regards to how such technologies relate to the Internet as purchasing channels. Some studies have analysed differences in sociocultural attributes and their effects on behaviours by focusing on differences between online and offline channels (Hwang, and Jeong, 2016). Most research has employed differences in demographic and socioeconomic factors as a basis from which to analyse levels of knowledge and Internet use (Hirunyawipada and Paswan, 2006). In fact, few studies, in considering values and lifestyles, have found differences in uses of these technologies during times of purchasing and their effects on behaviours (Lee et al., 2009) despite the advantages of businesses understanding personal characteristics valued through an individual's family and leisure time activities (Herrero et al., 2014). To further knowledge on the leisure-seeking community, it would be helpful to expand this dimension to explicitly identify values and lifestyles. The Internet has changed values and lifestyles, i.e., the ways in which individuals relate socially, read the news, listen to music, and reserve movie tickets through online channels rather than through a box office (Doury, 2001). However, one study shows that those who make purchases online and offline maintain different values and lifestyles that influence their behaviours and intentions (Swinyard and Smith, 2003). It is therefore necessary to explore this trend in greater depth.

Regarding the theory analysed, various studies have highlighted the importance of new channels for establishing relationships with customers and have analysed differences in behaviour in online and offline spheres (Wu et al., 2011). Distributors now consider the Internet is a new opportunity owing to its potential for growth and expansion. However, the management of online channels does not necessarily need to be reproduced in the form of an offline channel, as the process

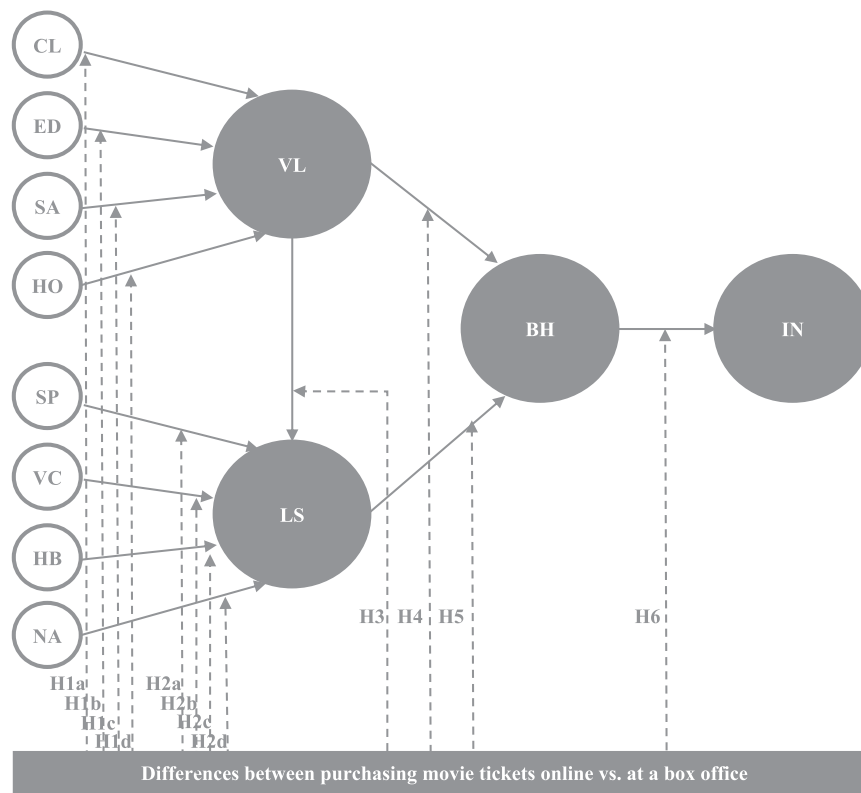


Fig. 1. Model of leisure behaviours in cinemas based on the ways tickets are purchased. CL: current life; ED: education; SA: social action; HO: home; VL: values; SP: sport; VC: vacations; HB: hobbies; NA: nature; LS: lifestyle; BH: behaviour; IN: intent.

of online purchasing different from that which occurs offline, and consumer behaviours also differ depending on the channel used (Ye et al., 2011). What types of consumers prefer online or offline channels? Online channels are newer, more accessible and make it easier to compare products and prices while offline channels allow purchasers to physically examine a product and to come into personal contact with a sales agent (Grewal et al., 2004). In other words, companies should be interested in examining behaviours characteristic of both channels to adapt their strategies as well as possible.

As a result of technological progress, research studies have identified differences between individuals on the basis of their more or less frequent use of the Internet for purchases. Furthermore, numerous studies examined differences between online and offline purchases due to changes in relationships between companies and customers owing to new sales channels (Wu et al., 2011) based on the following focuses.

First, studies have evaluated different attributes. We have found various studies on differences between online and offline consumers that focus on prices and branding (Degeratu et al., 2001) and on prices, sales, purchase costs and time spent making purchases (Zettelmayer et al., 2006; Pozzi, 2008). Leelakulthanit and Hongcharu (2011) focused on factors related to loyalty and principally in regards types of customers. More recently, Sunil (2015) identified principal factors that condition the search for information online as well as online and offline purchases: sales, products and service policies. Other works such as Degeratu et al. (2000) refer to information theory, which indicates that consumers ascribe more importance to attributes on which they have more information at the time of purchasing something. As information on certain aspects may be more accessible online, some attributes may be more important for online channels than for offline channels and vice versa.

Second, studies have evaluated types of products and services. Some studies have analysed companies' tendencies and differences that appear when consumers use online or offline channels. Levin et al. (2003), Levin et al. (2005) and Chen et al. (2014) reveal differences in

behaviour when individuals search for information online or offline in regards to various types of product purchases (airline tickets, books, electronic products, clothing and computers). Sunil (2015), in focusing on the banking sector and in a more detailed manner shows that consumers who use online channels focus more on functional factors while offline consumers focus more on quality and social value. Other studies have also reveal differences between consumers' attitudes and preferences when using online or offline channels (Kwon, and Lennon, 2009; Yap et al., 2010; Molina et al., 2017). These authors highlight divergences between both forms of media in contexts of retail and tourism services but point to the positive effects of multichannel collaboration on companies' results. Kim et al. (2012) analyse behaviours in relation to three products (books, electronic products such as CDs, and I-BOOKS). These authors show that CDs and books are purchased in ways similar to how cinema tickets are purchased (low/medium prices, standard products, and no touch services required) and that is it therefore possible to study consumer behaviours based on new types of products and to differentiate them from traditional purchases. Genoe et al. (2016) also focus on leisure and related links to the Internet based on activities such as playing games and storytelling. With regard to this criterion, some authors show that for products characterized by higher levels of intangibility, purchases are more likely to be made online (Levin et al., 2003).

The behaviours of online and offline consumers are therefore different in spite of the fact that consumers are generally interested in the Internet. Thus, bearing in mind these antecedents in regards to the intangibility of services such as leisure services, the progressive increase in popularity of online channels and consumer behaviours based on values and lifestyle, it is necessary to study differences in the relationships between these three concepts based on the types of channel used by consumers (Swinyard and Smith, 2003; Wu et al., 2011). This study attempts to address this gap by suggesting that there are differences between online and offline channels in regards the influence of values and lifestyles on consumer behaviours in reference

to cinemas in shopping centres. The theoretical review shown above was used to formulate the following hypotheses (Fig. 1):

H1. In forming values, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office in the following dimensions: (H1a) current life; (H2b) education; (H3c) social action; and (H4d) home.

H2. In developing a lifestyle, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office in the following dimensions: (H2a) sport; (H2b) vacations; (H2c) hobbies; and (H2d) nature.

H3. With regards to effects of values on lifestyles, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office.

H4. With regards to the influence of values on behaviour, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office.

H5. With regards to the influence of lifestyles on behaviours, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office.

H6. With regards to the influence of behaviours on intent, there are significant differences between purchasing movie tickets online and purchasing tickets at a box office.

3. Research method

3.1. Sampling and data collection

To achieve the objectives proposed in this study, cinemas located in a shopping and leisure centre in central Spain were examined. Probabilistic sampling was performed as a function of days of the week, show times, types of movies shown, and consumer profiles (age and company) at the cinema exit for a week attracting the largest audience. To establish a sampling frame, we analysed cinema attendance data for the last five years and studied the week with the highest audience numbers. We used a personal interview survey as follows. All spectators waiting in a queue outside of the cinema were given a number to take part in a raffle after the session. The raffle offered various prizes to encourage people to take part in the survey. When the session ended, all of the spectators entered the main hall where the raffle took place by means of a probabilistic sample. Those fortunate enough to receive a prize also completed the survey. When there were two prize winners from the same family, a prize was given to both of them, but only one of them filled the questionnaire to avoid errors related to respondents belonging to the same group.

After processing the questionnaires, 391 valid questionnaires were obtained. This sample size implies an error of $\pm 5.06\%$ for a confidence interval of 95.5%. Of the total number of surveys administered, 72.1% were completed on the weekend (Friday, Saturday, and Sunday), corresponding to the typical percentage of viewers on the weekend in relation to the workweek. In total, 75.2% of the individuals surveyed acquired their tickets at a box office, and 24.8% acquired their tickets online.

3.2. Scales and measurement model

The measuring scales were designed based on Green et al.'s (2006) validated measure for values and lifestyles with a total of 17 and 11 indicators, respectively. To measure behaviours and intentions, Lotz et al.'s (2010) study, which combines shopping and entertainment (Millan and Howard, 2007), was used as a reference. An evaluation was performed using a five-point Likert scale.

The model has a second-order structure in which values and

lifestyles shape behaviours and where behaviour in turn influences intention (Brunso et al., 2004). Values and lifestyles are considered as multidimensional concepts involving several dimensions. Each dimension is related in a reflective manner to its indicators and in a formative manner to its construct. Although reflective measurements have been used in most studies, the formative model is more accurate when considering multidimensional concepts (Podsakoff et al., 2006).

The concepts analysed within the sphere of behaviour have an integration focus, i.e., they consider various aspects and characteristics of consumers as human beings. In this respect, when stating that a consumer behaves in a certain way, we are referring to the fact that behaviours result from a set of aspects that lead individuals to purchase particular products from one place or another, to seek information from different channels, etc. The sum of these aspects shapes a person's behaviour. In this study, the concepts analysed refer to peoples' behaviours and therefore to the sum of dimensions considered to be integrated into an individual's behaviour. We thus use a formative measurement model following Jarvis et al. (2003).

The first criterion refers to a causal relationship and the second verifies whether the measures are conceptually interchangeable. The third is related to covariance between the measures while the fourth addresses similarities between the nomological networks. The dimensions analysed are not interchangeable, as they share neither a common theoretical origin nor theoretical results with similar applications.

In this study, values and lifestyles are considered as formative constructs. Moreover, these two concepts affect behaviours. Furthermore, according to recommendations made by authors such as Diamantopoulos and Winklhofer (2001) and MacKenzie et al. (2005), an analysis of the external validity of formative scales requires consideration of at least two reflective indicators: the so-called MIMIC models.

To evaluate the measurement instrument, we used partial least squares (PLS), a technique that is accurate when conducting reflective and formative measurements. SmartPLS 3 software and bootstrapping tools were used to calculate significance levels. We compare consumers who buy tickets online with those who buy tickets a box office using the following formula developed by Henseler et al. (2009):

$$P(b^{(1)} > b^{(2)} | \beta^{(1)} \leq \beta^{(2)}) = 1 - \sum_{\forall j,i} \frac{\Theta(2b^{(1)} - b_j^{(1)} - 2b^{(2)} + b_i^{(2)})}{J^2}$$

$b^{(1)}$ and $b^{(2)}$ = estimated *path* coefficients;

$\beta^{(1)}$ and $\beta^{(2)}$ = population parameters;

J = number of bootstrap subsamples;

$b_j^{(1)}$ and $b_i^{(2)}$ = estimated *path* coefficients in each J bootstrap subsample;

$b^{(1)}$ and $b^{(2)}$ = means of estimated *path* coefficients in the J bootstrap subsamples; and

Θ = function taking a value of 1 if its argument exceeds 0 and of 0 if its argument is less than or equal to 0.

4. Results

First, the two measurement models were estimated for Internet users and box office shoppers. The reliability of the measurement instrument was guaranteed based on three indicators (Cronbach's alpha, the composite reliability index, and the average variance extracted (AVE)), with values exceeding 0.7 for the first two indicators and exceeding 0.5 for the third indicator. Convergence validity was confirmed through loads based on values exceeding 0.6 and significantly different from 0. Six items integrated within the next three dimensions were eliminated: current life, education, and nature (Table 1). A lack of collinearity in the formative constructs was confirmed for variance inflation factor (VIF) values of less than 3.3. Similarly, discriminant validity was verified when AVE values were

Table 1
Measurement, reliability and convergence validity models.

Dimension	Indicators		Loadings		(α; CR; AVE)	
			Internet (online)	B-office (offline)		
Current life	CL2	Business news	0.894***	0.735***	Internet	(0.880; 0.917; 0.735)
	CL5	Recycles at home	0.775***	0.731***	B-office	(0.779; 0.810; 0.517)
	CL6	Technological advances	0.836***	0.699***		
	CL7	Social life	0.917***	0.709***		
Education	ED2	Language classes	0.974***	0.986***	Internet	(0.944; 0.973; 0.947)
	ED3	Computer and Internet	0.973***	0.982***	B-office	(0.968; 0.984; 0.969)
Social action	SA1	Volunteer	0.862***	0.932***	Internet	(0.737; 0.846; 0.734)
	SA2	Beneficial causes	0.851***	0.948***	B-office	(0.868; 0.938; 0.883)
Home	HO1	Grows vegetables and fruits	0.947***	0.946***	Internet	(0.941; 0.958; 0.851)
	HO2	Cooks at home for pleasure	0.891***	0.878***	B-office	(0.931; 0.951; 0.828)
	HO3	Cares for children	0.898***	0.884***		
	HO4	Cares for pets	0.952***	0.930***		
Values	VL1	Person with values	0.821***	0.945***	Internet	(0.727; 0.842; 0.727)
	VL2	Values are a reflection of me	0.883***	0.946***	B-office	(0.882; 0.944; 0.895)
Sport	SP1	Practices a sport	0.968***	0.939***	Internet	(0.923; 0.963; 0.928)
	SP2	Sport on television	0.959***	0.967***	B-office	(0.901; 0.952; 0.908)
Vacations	VC1	Vacations outside the home	0.989***	0.977***	Internet	(0.974; 0.983; 0.951)
	VC2	Vacations in the home	0.977***	0.880***	B-office	(0.927; 0.953; 0.872)
	VC3	Private club events	0.959***	0.942***		
Hobbies	HB1	Painting, writing, or playing	0.980***	0.973***	Internet	(0.944; 0.964; 0.900)
	HB2	Craft projects	0.926***	0.941***	B-office	(0.955; 0.971; 0.917)
	HB3	Collect stamps, etc.	0.939***	0.959***		
Nature	NA1	Nature magazines	0.975***	0.969***	Internet	(0.944; 0.973; 0.947)
	NA2	Cares for the environment	0.972***	0.955***	B-office	(0.920; 0.961; 0.925)
Lifestyles	SP1	Own lifestyle	0.973***	0.964***	Internet	(0.938; 0.970; 0.942)
	SP2	Activities reflect me	0.968***	0.962***	B-office	(0.922; 0.963; 0.928)
Behaviour	BH1	Shops downtown	0.939***	0.934***	Internet	(0.853; 0.931; 0.872)
	BH2	Entertainment	0.928***	0.918***	B-office	(0.834; 0.923; 0.857)
Intent	IN1	Intent to return	0.958***	0.958***	Internet	(0.916; 0.960; 0.923)
	IN2	Perform activities	0.963***	0.968***	B-office	(0.922; 0.963; 0.928)

CL: current life; ED: education; SA: social action; HO: home; VL: values; SP: sport; VC: vacations; HB: hobbies; NA: nature; LS: lifestyle; BH: behaviour; IN: intent.
*** p < 0.01.

greater than the squares of the correlations.

Second, a multi-group analysis was conducted to consider the two ways of buying movie tickets (Table 2). First, from the values, there is an inverse and non-significant relationship for the current life dimension for both groups, and no differences are observed between Internet and box office purchases (p-value = 0.432). In addition, no differences are observed for the home variable, although in this case for both groups, the effect on values is positive and significant (Internet β = 0.109; p < 0.01; box office β = 0.102; p < 0.01). However, for the other two dimensions, the two groups differ. Education generates significantly higher Internet sales values than box office sales (p-value = 0.001). Meanwhile, social action scores are significantly higher among individuals who purchase tickets at a box office (p-value = 0.017). Second, differences in lifestyle development patterns, which were observed in the four dimensions, were analysed. Sports (p-value = 0.006) and vacations (p-value = 0.000) show significantly higher values for purchases made online. The relationship is actually insignificant for the second dimension for purchases made at a box office (β = 0.032; p > 0.10). Meanwhile, for hobbies (p-value = 0.062) and nature (p-value = 0.000), the opposite is true. In this case, for individuals who purchase tickets online, nature has an inverse effect on lifestyles (β = -0.049; p > 0.10).

Regarding the effects of values on lifestyles, this relationship is

Table 2
Hypothesis test results.

Structural relationship	β Estimate		Multi-group comparison	
	Internet (online)	Box office (offline)	p-value	Result
H1a: CL _N →VL _N	-0.008	-0.001	0.432	I = B
H1b: ED _N →VL _N	0.133***	0.024	0.001	I > B
H1c: SA _N →VL _N	0.775***	0.849***	0.017	B > I
H1d: HO _N →VL _N	0.109***	0.102***	0.432	I = B
H2a: SP _N →LS _N	0.312***	0.149***	0.006	I > B
H2b: VC _N →LS _N	0.381***	0.032	0.000	I > B
H2c: HB _N →LS _N	0.105**	0.239***	0.062	B > I
H2d: NA _N →LS _N	-0.049	0.221***	0.000	B > I
H3: VL _N →LS _N	0.160***	0.098*	0.192	I = B
H4: VL _N →BH _N	0.628***	0.200***	0.000	I > B
H5: LS _N →BH _N	0.090**	0.413***	0.000	B > I
H6: BH _N →IN _N	0.923***	0.896***	0.055	I > B

CL: current life; ED: education; SA: social action; HO: home; VL: values; SP: sport; VC: vacations; HB: hobbies; NA: nature; LS: lifestyle; BH: behaviour; IN: intent; I: internet; B: box office.

* p < 0.10.

** p < 0.05.

*** p < 0.01.

positive and significant for both groups (Internet $\beta=0.160$; $p < 0.01$; box office $\beta=0.098$; $p < 0.10$) with no differences observed (p -value = 0.192). With regards to the formation of behaviours, values have a stronger influence on individuals who buy tickets online (p -value = 0.000). However, lifestyles have a stronger effect on those purchasing tickets at a box office (p -value = 0.000). The influence of behaviours on intentions is significantly greater when movie tickets are purchased online (p -value = 0.055).

To ensure the validity of the measurement instrument, relationships between the constructs were formulated in a manner consistent with theory. The results show that the variables maintain positive correlations, reaffirming the presence of nomological validity. Most of the hypotheses considered are not rejected, as we confirmed a lack significant difference in effects of current life (H1a) and home (H1d) variables on values and of values on lifestyles (H5), leading to a rejection of these hypotheses.

All R^2 coefficient of determination values exceeded the minimum recommended value. The Stone-Geisser Q^2 test generated values of greater than 0, confirming the predictive relevance of the model. Additionally, the goodness of fit (GoF) index generated a high value (GoF > 0.36).

5. Discussion

From a theoretical perspective, this study makes a relevant contribution in its comparison of online and offline behaviours in relation to leisure consumption decisions. Along with such considerations, however, firms must also understand the effects cultural and lifestyle variables. Studies have analysed these differences from various perspectives (e.g., based on relationships between companies and clients as a result of new sales channels; evaluations of attributes such as prices, sales, timing and loyalty; differences across countries; stages of information searching; and types of products or services offered). However, no comprehensive studies have compared online and offline leisure purchasing behaviours based on values and lifestyles despite the fact that this is a more innovative proposal than other more traditional proposals based on demographic or socioeconomic aspects (Lee et al., 2009; Hwang, and Jeong, 2016). Therefore, in its analysis of online and offline movie ticket purchases, this study presents a novel perspective from the existing scientific literature. In addition, while several studies have examined different samples for each channel, representing a limitation, this study considers only one consumer group.

This study also contributes to literature on the development of behaviours based on values and lifestyles and with a focus on the relevant area of shopping centre leisure. Previously validated scales were applied, and a proposal for measuring values and lifestyles separately has been presented (Fraj and Martínez, 2006). In presenting a formative model that improves the specification of concepts analysed (Podsakoff et al., 2006), this paper makes a novel contribution.

From an empirical point of view, regarding main differences between online and offline behaviours, the effects of values on behaviour were found to be more significant for the former group (online shoppers) (Bardi and Schwartz, 2003). For the values, dimensions such as education, which refers to Internet use and proficiency, have been considered. This result coincides with a formulation created by Herrero et al. (2014), who relate the use of technologies to the values of individuals. Education was found to have a stronger effect on the values of the group that purchases tickets online in line with previous findings (González, 2000). Social action on the other hand has a strong effect on the values of offline shoppers (Alonso and Bartolomé, 2014).

Regarding the lifestyle variable, for individuals who purchase tickets online, there is a stronger relationship between vacations and lifestyles. According to the reviewed literature, intangible products are purchased online more than tangible products. Among them, plane and train tickets are typical online purchases (Levin et al., 2003).

The results of this study also show how the Internet changes purchasing behaviours and future intent (Chang and Liu, 2009), as this relationship is stronger among those who make purchases online (Jayawardhena, 2004; Lee et al., 2009; Hernández et al., 2011).

The implications of this research are noteworthy. As is shown through the literature, Internet purchases are important. However, in this study, only 24.8% of those surveyed reported buying their tickets online. Therefore, as a first recommendation, this form of purchasing should be encouraged (1) by controlling the purchasing process and improving webpages that sell movie tickets and (2) by combating the lack of security inherent in online sales by creating customer assistance telephone lines, forming forums and chat rooms (Agrawal et al., 2009), introducing avatars (Holzwarth et al., 2006), transforming Internet users into online shoppers, and maintaining online clubs.

Our second recommendation is related to the multi-screen use habits of Internet users and to interactive effects that result when several screens are used at once. In this regard, the use of computers during ticket buying facilitates multiple ways to buy tickets; additionally, apps may be used to broaden content related to movies.

Our third recommendation is related to the need for more distributor activity with on-going changes in Internet services. For example, distributors should commercialise films online, as this business area is quickly being dominated by film portals that have developed very attractive websites (e.g., Filmotech).

This study presents limitations and we can identify avenues for future research. The study's first limitation is related to the fact that we should in the future extend the model to consider new variables (online purchase satisfaction, perceived usefulness, time availability, etc.). The second limitation concerns the fact that future studies should analyse behaviours related to other leisure activities. As additional limitations, our study was conducted in a single shopping centre and our data collection process was completed within a single week. These parameters could be broadened in future studies. Finally, our comparison of online and offline purchases only considers online and box office movie ticket purchases. Future studies may consider other online channels that facilitate informational searches on cinemas, movies, and prices.

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