

Article

The Impact of Modern Lifestyles on Eating Habits and Food Shopping Behaviors: A Case Study of Omnichannel Retail Consumers Aged 25–40 in Athens

Irene Samanta and Nikolaos Arkoudis * 

Department of Business Administration, University of West Attica, 122 43 Egaleo, Greece; isamanta@uniwa.gr

* Correspondence: narkoudis@uniwa.gr; Tel.: +30-697-608-0272

Abstract: The present study aimed to estimate the influence of the modern lifestyle, known also as the Westernized lifestyle, on the eating and food shopping behavior of omnichannel retail consumers in Athens. To collect the required data, this study constructed a questionnaire, which was answered by 130 adults, aged 25–40, who lived in Athens and were omnichannel retail consumers. It was found that the Greek diet has begun to adopt Western characteristics, presenting an increase in the consumption of fast and convenience food. However, the population has not moved dramatically away from the Mediterranean diet, which constitutes their traditional food model. As for Greek shopping behavior, this study indicated the factors that affected consumers when purchasing food products. The findings may help food managers to understand food consumers' behavior and improve their strategies so as to better meet the needs of Greek individuals.

Keywords: modern lifestyle; consumer's eating behavior; country of origin; omnichannel retail



Citation: Samanta, I.; Arkoudis, N. The Impact of Modern Lifestyles on Eating Habits and Food Shopping Behaviors: A Case Study of Omnichannel Retail Consumers Aged 25–40 in Athens. *Sustainability* **2024**, *16*, 7521. <https://doi.org/10.3390/su16177521>

Academic Editors: Aspasia Vlachvei, Anastasios Panopoulos and Charles Dennis

Received: 22 June 2024

Revised: 14 August 2024

Accepted: 25 August 2024

Published: 30 August 2024



Copyright: © 2024 by the authors. Licensee MDPI, Basel, Switzerland. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

1. Introduction

Today, more than ever, there is great interest in studying consumers' food behavior, as it seems that the fast pace of life has changed people's eating habits. Indeed, the fast food industry has developed rapidly in the last few years, bringing the Western lifestyle to many countries and possibly to Greece. Moreover, Greeks are characterized by their tendency to eat out, satisfying, in this way, both their hunger and their need for pleasure and time-saving.

Furthermore, there has been an expansion in research about food, including the determinants that influence consumers' purchase behavior and decision-making. Therefore, the study of food consumption behavior has moved from experience attributes (flavor and taste) to the incorporation of usage factors (such as convenience) and hygiene aspects (health and safety).

In parallel, the rise of omnichannel retail marketing has transformed how consumers interact with food retailers. Omnichannel retailing integrates various sales and marketing channels, including physical stores, online platforms, mobile applications, and social media, to provide a seamless and cohesive customer experience. This approach is particularly relevant in understanding modern consumers' food shopping behaviors, as it reflects their need for convenience and accessibility in a fast-paced world.

Hence, it is of prime importance for researchers in this field to study the behavior of food consumers who purchase from omnichannel retailers, in order to discover their food habits and shopping behavior. As there has been great development in the demands of consumers and there are many options for differentiation and value addition in food products, it is crucial to understand consumers' food behavior.

Although there are some data on the food intake of young children and elderly people, there is little evidence of the food habits of adults, aged 25–40, in Greece. Therefore, this study tries to fill this gap, offering valuable knowledge to the field.

The overall aim of this study is to determine whether the modern (Westernized) lifestyle has influenced the eating and purchasing behavior of consumers who purchase from omnichannel retailers. Thus, a number of specific objectives can be identified.

The first is to investigate the basic cultural eating ‘rules’ of Greeks (the number of meals daily, those responsible for food preparation, and how often consumers eat at home with their family). In this way, we will explore whether past eating habits, which Greeks used to follow, have changed due to the penetration of the Western way of life.

The second is to identify whether these consumers have moved away from the Mediterranean diet, adopting a modern food model, and whether some key demographic characteristics are associated with the maintenance of the Mediterranean diet.

The third is to estimate whether the modern lifestyle leads consumers to eat out and consume convenience and fast food. Then, we describe the main reasons for which consumers decide to eat out or not.

The fourth is to investigate the main factors that influence consumers’ food shopping behavior.

2. Literature Review

2.1. Omnichannel Retail

Omnichannel retail aims to unify all marketing channels to optimize the overall sales for the retailer (Cai and Lo, 2020) [1]. Achieving a consistent consumer experience across all touchpoints is essential in increasing revenue through enhanced interaction (Larke et al., 2018) [2]. This integration of touchpoints is what sets omnichannel retail apart from multichannel retail (Beck and Rygl, 2015; Picot-Coupey et al., 2016 as cited in Larke et al., 2018) [2–4].

The omnichannel strategy ensures interconnected and consistent interactions through brick-and-mortar stores, online platforms, mobile applications, or social media, leveraging data analytics to personalize marketing and improve customer satisfaction (Verhoef, Kannan, and Inman, 2015) [5]. In contrast, multichannel retailing utilizes multiple sales channels, such as physical stores and online platforms, but these operate independently, without integration. This approach provides various shopping options but may result in inconsistent customer experiences, as each channel functions separately, without coordinated management (Rigby, 2011) [6]. According to Beck and Rygl (2015) [3], the challenge lies in the complexity of integrating supply chain and retail management systems. Unlike multichannel marketing, omnichannel marketing is a more sophisticated approach that focuses on delivering value to the consumer. It leverages both consumer and retail technologies to create a seamless experience (Larke et al., 2018) [2].

In omnichannel strategies, decisions regarding service and product delivery, as well as the customer experience, are enhanced by data gathered from various touchpoints throughout the customer journey (Halvorsrud et al., 2016; Lemon and Verhoef, 2016 as cited by Tueanrat et al., 2021) [7–9]. The key to successful omnichannel marketing is maximizing customer value. Customers derive greater value from the integration of physical and online touchpoints than they would from each being used independently (Ailawadi and Farris, 2017; Lemon and Verhoef, 2016) [8,10].

Recent studies emphasize that omnichannel retailing requires significant technological convergence and organizational changes to be effective, particularly in post-pandemic recovery scenarios (Nagy et al., 2024; Riaz et al., 2022) [11,12]. Furthermore, customer behavior plays a critical role in mediating the effects of omnichannel strategies on the overall customer experience, highlighting the need for an in-depth understanding of consumer interactions across channels (Sharma et al., 2024) [13].

2.2. Factors That Influence Consumers’ Food Choices

“People must eat to live” is a well-known saying. However, what people eat and why they eat seems to be a complex issue. According to Lindgren et al. (2018) [14], the diet of any individual is the result of the intermeshing of a range of factors. Food choice is

a complex process influenced by various factors, including individual experiences, food characteristics, and the socioeconomic environment. According to Rozin et al. (2012) [15], food choice is determined by three main factors: (a) individual factors, including personal experiences and nutritional knowledge; (b) food-related factors such as nutrient content and sensory characteristics; and (c) socioeconomic factors that shape attitudes towards food and health. In a more recent model, Murcott et al. (2013) [16] identified three key factors influencing food choice: (a) the life course, which encompasses an individual's evolving experiences; (b) external influences such as social norms, food availability, and resources; and (c) personal factors, including convenience, sensory preferences, health concerns, and economic considerations. Studies conducted across Europe have shown that health-related perceptions significantly influence food choices (Pula et al., 2014) [17].

By integrating these models, we can develop a comprehensive framework that highlights the diverse factors affecting food choice. It is evident that individual food preferences are influenced by a range of personal and external factors. As noted by Hupkens et al. (2012) [18], nutrition is impacted by a complex interplay of factors, including governmental policies on agriculture, taxation, trade, food production, processing, transportation, marketing, and consumer education, as well as personal income and food palatability. This highlights the role of various groups, such as government bodies, food regulators, educators, suppliers, advertisers, and parents, in influencing consumers' food choices. Additionally, a wide array of factors, such as psychological, sociological, biological, socioeconomic, cultural, religious, political, and environmental influences, further impact individual food choices (Póinhos et al., 2013) [19].

Recent research indicates that environmental sustainability is becoming a significant factor in food choice, with consumers increasingly considering the ecological impacts of their dietary habits (Alfnes et al., 2024) [20]. Furthermore, post-pandemic shifts in consumer behavior show an increased preference for healthy and immune-boosting foods, driven by heightened health awareness (Candeias et al., 2024) [21].

2.3. *Quality as a Food Choice Criterion*

Quality is a complex concept to define. According to Parasuraman et al. (2010) [22], quality refers to the overall features and characteristics of a product or service that affect its ability to meet needs and expectations. Similarly, Beck and Chapman (2011) [23] describe quality as a multidimensional concept encompassing various attributes of a product.

It is widely accepted that quality has two dimensions: objective and subjective. Objective quality refers to the tangible, measurable attributes of a product, while subjective quality is the quality perceived by consumers. There are two primary perspectives on subjective quality. The first is the holistic approach, which considers the desirable attributes of the product as a whole. The second is the excellence approach, which suggests that even if products have desirable properties, they may not be perceived as high-quality by consumers (Steenkamp, 1990) [24]. For instance, in the food sector, convenience is a key attribute. Many consumers may view convenience foods as low-quality, despite their preference for such products due to their practicality.

Quality significantly influences consumers' food choices. According to Annunziata and Vecchio (2013) [25], consumers perceive quality in food products through four main groups of characteristics: health, convenience, process, and sensory attributes.

Health is a crucial factor in consumers' food choices. While consumers are aware of the relationship between diet and health, they often do not anticipate immediate health impacts from individual food choices. Today, consumers' health perceptions of food products are often based on subjective theories, which vary from person to person. Common beliefs include the notion that additives and fats are unhealthy, while vegetables and fruits are beneficial (Rozin et al., 2012) [26].

Convenience attributes pertain to the efficiency and ease of meal preparation, from shopping to cooking and eating. There has been an increasing demand for convenience in

recent years, which is often associated with eating out and changes in family demographics (Candel, 2014) [27].

Process attributes reflect consumers' growing interest in the production methods of food products. Studies show that consumers are willing to pay a premium for organic or eco-friendly products (Loureiro and Lotade, 2013) [28].

Lastly, sensory attributes such as taste, smell, and appearance are critical factors in food quality. Although taste can only be confirmed after purchase, consumers often rely on indicators like the brand and price to predict the sensory qualities of a product (Cardello, 2014) [29].

3. Research Hypothesis

3.1. Country of Origin's Effect on Food Choice

The country of origin effect refers to the impact that the country where a product is manufactured has on consumer behavior, which can be either positive or negative (Magnusson et al., 2011) [30]. In the context of food products, marketers strive to create a strong corporate image through various marketing mix elements, such as the price, brand name, and product appearance, while also leveraging the product's country of origin. The imagery of a product's country of origin includes the perceptions, stereotypes, and reputations that consumers and businesses associate with products from a specific country. This image is influenced by national characteristics, traditions, the historical context, and the country's economic and political background (Heslop et al., 2013) [31].

Recent studies indicate that the country of origin significantly influences consumers' food purchasing and eating behaviors, often more so than other factors. Research has shown that consumers consider the origins of products when making purchasing decisions, forming specific attitudes towards products based on their country of origin, which can be positive, negative, or neutral (Josiassen et al., 2013) [32].

Furthermore, research has found that consumers in developed countries often prefer domestically produced products over foreign ones. This preference is driven by factors such as perceived quality, safety standards, and a sense of national loyalty (Liefeld, 2012) [33].

Thus, it can be hypothesized that

H1: *Omnichannel retail consumers in Athens prefer buying domestic food products than imported ones.*

A study conducted by Carvalho et al. (2018) [34] suggests that consumers tend to view products from developed countries as of higher quality compared to those from less developed countries. This effect is explained by "national identity", which consists of four dimensions: the belief structure, cultural homogeneity, national heritage, and consumer ethnocentrism. Consumer ethnocentrism, which reflects the inclination to prefer domestic products and view the purchase of foreign products as inappropriate, can explain the country of origin effect. Specifically, countries with lower levels of national identity are less ethnocentric and more open to new products (Shimp and Sharma, 2017) [35].

3.2. Influence of the Mediterranean Diet on Consumers' Eating Habits

The Mediterranean diet, characterized by the high consumption of olive oil, fruits, vegetables, fish, and whole grains, is a staple in countries around the Mediterranean [36]. Several studies have highlighted the health benefits of this diet, such as reducing the risk of chronic diseases like cancer and cardiovascular illnesses and promoting longevity (Trichopoulou et al., 1995) [37].

Sociodemographic factors also play a role in dietary choices. Educated consumers, who have more exposure to foreign products through travel, are more likely to incorporate these into their eating patterns, potentially moving away from traditional diets (Fernandez-Ferrin et al., 2018) [38]. It has been observed that those with higher education levels are more discerning in their nutritional choices (Bamia et al., 2005) [39]. Gender differences also

affect food consumption patterns. Studies indicate that women are more likely to adhere to healthier diets, including the Mediterranean diet, than men (Buckland et al., 2017) [40].

H2: *Women are more likely to follow the Mediterranean diet than men.*

3.3. Modern Lifestyle's Effects on Consumers' Eating Behavior

The shift towards a modern lifestyle, characterized by fast-paced living and limited time, has significantly impacted eating behaviors. The trend towards eating out and consuming convenience and fast foods is growing, driven by the need for convenience, time-saving, and social interaction (Glanz et al., 2015) [41]. This shift is also linked to the phenomenon of “gastro-anomie”, a concept referring to the de-structuring of traditional eating habits (Capaldi, 2019) [42].

In modern societies, family dynamics have changed, with more women participating in the workforce, leading to the increased consumption of ready-to-eat and convenience foods (Kearney, 2010) [43]. Work and income levels are significant factors influencing the demand for convenience foods. Higher household incomes tend to lead to a greater preference for convenience-oriented food choices (Bava et al., 2008) [44].

H3: *Consumers with higher incomes eat more fast and convenience food.*

Fast food restaurants have become a prominent option for individuals seeking convenience and quick meals, particularly in urban areas (Van der Horst et al., 2011) [45]. Despite their popularity, fast food outlets have faced criticism for offering unhealthy food options and poor working conditions (Lachat et al., 2012) [46].

4. Research Methodology

The most appropriate research method to be followed is the quantitative survey method. This is also obvious from the objectives of the research. Moreover, this research follows the quantitative method in order for the researchers to be independent of the studied topic and less biased.

The selected sample consists of omnichannel retail consumers in Athens, aged between 25 and 40 years old. Based on recent demographic data from the Hellenic Statistical Authority, the total number of individuals aged between 25 and 40 living in Attica is approximately 700,000. For this study, a sample of 130 participants was selected, representing a cross-section of omnichannel retail consumers within this age group. This sample size provides a meaningful basis for an analysis of the impact of modern lifestyles on eating habits and food shopping behaviors among young adults in the Athens metropolitan area.

The survey began by asking participants if they had made at least one purchase from an omnichannel retailer within the past 7 days. A definition of “omnichannel retailer” was provided for clarity. Only those who answered “yes” were allowed to proceed to the subsequent questions. The selected age group consisted of the so-called millennials (Schiffman and Kanuk, 2007) [47]. It is a challenge for marketers to appeal to members of this generation as they have their own specific characteristics, which differ from those of other groups. Regarding this group of the population, it should also be noted that its members belong to the active population as the majority of them work. Therefore, it is likely that their constrained time and their absence (for many hours) from home affect their food behavior.

To test the hypotheses, various statistical tests were employed. More specifically, chi-square tests were used to determine whether there were significant differences between the groups. Mean scores and standard deviations were calculated to summarize the reasons for the changes in eating habits and the importance of various factors in food consumption and shopping behavior. K-means cluster analysis was used to identify homogeneous groups of consumers based on their eating and shopping behaviors, revealing two distinct clusters with different lifestyle characteristics.

5. Results of the Research

This study constructed a questionnaire answered by 130 adults aged 25–40, all of whom resided in Athens and were omnichannel retail consumers. The sample had an average age of 32 years and included a balanced gender mix, with 60% female and 40% male respondents. Regarding income, 55% of the participants earned up to EUR 1000 monthly, while 45% earned more than EUR 1000. All participants were employed, with 61% working in the public sector and 39% in the private sector. Importantly, all respondents had made at least one purchase from an omnichannel retailer within the past 7 days. Table 1 summarizes the demographic and employment characteristics of the sample, highlighting key aspects such as the gender distribution, average age, income levels, and employment sectors of the omnichannel retail consumers surveyed.

Table 1. Demographic and employment characteristics of the sample.

Characteristic	Category	Value/Percentage	N
Gender	Female	60%	78
	Male	40%	52
Age	Average age	32 years	
Income	Up to EUR 1000	55%	72
	More than EUR 1000	45%	58
Employment sector	Public sector	61%	79
	Private sector	39%	51
Omnichannel purchase in last 7 days	Yes	100%	130

5.1. General Eating Habits

In the next question, after the demographics section, the respondents were asked, “Have your eating habits changed during the last five years?” In total, 63.6% of the respondents declared that “yes”, their eating habits had changed during the last five years.

Table 2 summarizes the differences in the eating habits of consumers between their past and current states.

Table 2. Consumer changes in eating habits during the last 5 years.

Question	Yes (%)	No (%)
Have your eating habits changed during the last five years?	63.6	36.4

Source: The authors.

From those who answered that their eating habits had changed, 36.1% stated that, in relation to the previous years, they now eat more often at fast food restaurants. A great number of consumers (62.7%) accept that they eat without regularity, while 42.2% of them state that they consume a larger quantity of food. Studying the reasons for which consumers have changed their eating habits, a scale ranging from 1 (=not at all) to 5 (=to the greatest degree) was used. In Table 3, we can see that the majority of the respondents claimed that this change was due to work reasons (3.73 ± 1.3). This answer can be associated with the lack of regularity in their eating processes, which the respondents highlighted in the previous question. Combining these two questions, we see that consumers cannot follow regular mealtimes because of their working hours. The same table shows that the other two reasons (familial and health) do not seem to have influenced consumers’ habits to a great degree.

Table 3. Reasons for changes in eating habits.

Reason	Mean Score ($\pm$ SD)
Working reasons	3.73 $\pm$ 1.3
Familial reasons	2.45 $\pm$ 1.1
Health reasons	2.68 $\pm$ 1.2

Source: The authors.

5.2. Mediterranean Diet

The vast majority (78.5%) answered “yes” when asked if they knew which foodstuffs were included in the Mediterranean food model and in which quantities. This means that a significant part of the population abides by the “rules” of the Mediterranean diet. However, Greek consumers do not follow it thoroughly [48]. In general terms, they continue to base their eating habits on the Mediterranean diet; however, some variations have begun to emerge. These variations are largely influenced by the increasing availability and convenience of Western-style fast foods and pre-packaged meals, which are becoming more integrated into the daily routines of many consumers. While traditional Mediterranean staples such as olive oil, fresh vegetables, and whole grains remain central to their diets, there is a noticeable shift towards incorporating more processed foods and sugary snacks, particularly among younger populations. This shift reflects broader global trends, where time constraints and lifestyle changes drive a preference for quick and easy meal options, sometimes at the expense of nutritional quality.

5.3. Eating Out: Fast Food Consumption

It was found that about half of the respondents ate this type of food at least three times per week.

The next question, “Which is the most important parameter when you eat out?”, was posed in order for the researchers to understand the factors that consumers take into account when they decide to eat out at a restaurant. In other words, the results revealed which parameters most influence consumers when deciding where they will eat. The respondents had to select among three choices: food quality, food price, and food variety.

The overwhelming majority of the respondents (77%) stated that what matters most when they eat out is the quality of the food. Meanwhile, 18% identified variety as being the most important factor when eating out, and only 5% take into account the price of the food. Therefore, consumers are willing to pay more to eat food of high quality.

After identifying how often consumers eat out and what affects their decisions, it is useful to investigate the reasons for which they choose to eat out. It is observed that the majority of them choose to eat out for familial reasons (3.25 $\pm$ 0.95). In other words, they find it a good opportunity for the whole family to gather and have a meal together.

The second reason for which consumers eat away from home is to escape from their daily routines (2.93 $\pm$ 0.99). The respondents chose to eat out in order to escape from the pressure and stress caused by their work. This was associated the following reason: consumers decide to eat out when they wish to save time. It is possible that their constrained time due to their working hours does not allow them to travel home and prepare food by themselves. When an individual eats out, it saves time associated with food preparation, cooking, and washing up—valuable time that can be devoted to other activities.

Another reason mentioned is consumers’ desire to order dishes that are difficult to make at home. Indeed, in restaurants, one can find different and unconventional dishes that are difficult to cook at home or are too time-consuming to prepare.

The reason that received the least responses was the professional one. People seem to avoid eating for professional reasons, seeking to separate their work from their entertainment.

Regarding the reasons that consumers would eat at home more often, it was found that if 40% of the respondents had more time, they would eat at home more frequently. This response clearly indicates the reality. Working people are not able to devote enough time to eating at home daily. The validity of this statement is confirmed by its connection with a

previous question, which investigated the reasons for which the eating habits of consumers have changed. It is found that the great majority of consumers cite work-related reasons. Therefore, we observe that consumers' work affects their eating habits and generally their daily lives.

The following question was the reverse of the previous one: "Which reasons would lead you to eat out more often?" The scale ranged from "totally agree" to "totally disagree". The results showed that a great number of the respondents agreed that if the food at restaurants was healthier and of higher quality, they would eat there more frequently. This can be connected with a previous question, where it was found that people who eat out consider the quality of the food as the most significant parameter. Indeed, the freshness of the ingredients, the overall appearance of meals, and the taste are three characteristics that cause food to be considered healthier and of higher quality and therefore lead individuals to eat away from home more often.

Completing the picture of how consumers behave when they eat out, the final question asked, "Do you prefer eating Greek to foreign cuisine?" A total of 76.9% stated that they preferred eating Greek to foreign cuisine, 15.4% declared that they were neutral, and only 7.7% of the respondents disagreed with this statement. Therefore, the results indicate the clear preference of Greek consumers for the cuisine of their own country, proving the country of origin effect and perhaps the effect of ethnocentrism.

5.4. Food Shopping Behavior

With the objective of investigating consumers' food shopping behavior, the respondents were asked to mark the factors that lead them to buy certain food products. A greater percentage of consumers answered that they purchased foods according to their personal preferences (4.17 ± 0.89), possibly ignoring the food preferences of other members of their families.

Secondly, they referred to quality as an important criterion when purchasing foodstuffs. Another criterion considered by purchasers is the healthiness of food products, a criterion that is closely associated with their demand for quality. Food ingredients and the country of origin effect follow, while price is considered last. It seems that purchasers do not care so much about the price if the food products satisfy the above demands.

Summarizing the above requirements of consumers when they purchase food products, the following sequence appears:

Personal Preferences $\Rightarrow$ Quality $\Rightarrow$ Healthiness $\Rightarrow$ Ingredients $\Rightarrow$ Country of Origin $\Rightarrow$ Price

The next four questions were associated with the country of origin effect and how it affects Greek consumers. The respondents were asked, "How often do you choose to purchase Greek origin foodstuffs?" Over the half of the respondents (54.6%) stated that they purchased Greek foods frequently, and about 20% claimed that they always chose Greek products.

In the next question, "Are the domestic food products of a higher quality?", the consumers were required to use a scale that ranged from "totally agree" to "totally disagree". It was observed that 52.3% of the respondents agreed that Greek food products were of higher quality than foreign ones; hence, they prefer to buy them when they are available.

The next question had the same structure as the previous one, but it investigated whether Greek consumers view domestic food products as cheaper. A large percentage of them (41%) answered that they found domestic food products more expensive than foreign ones.

In the final question, individuals were asked which foreign-origin foodstuffs they preferred to purchase. Three possible answers were permitted (European, American, and Asiatic food products) and the Likert scale ranged from 1 (=never) to 5 (=always); the respondents had to choose, for each one, a number that corresponded to their answer. The preference for European products was overwhelming. Indeed, 88% declared that they bought European food products "sometimes" to "always", while, on the same scale, 42% of

the respondents preferred American and only 17% preferred Asiatic foods. Therefore, it is obvious that such consumers prefer to buy European foodstuffs, possibly considering them more closely aligned with their own culture.

5.5. Hypothesis Test

As was mentioned earlier, the present study found that 75% of the consumers purchased Greek foods either “frequently” or “always”. These consumers pointed out that domestic food products are of higher quality, which is why they choose them, although they consider them more expensive. The chi-square test resulted in a p -value of 0.0043 (less than the significance level of 0.05) and thus we reject the null hypothesis. It confirms hypothesis H1, which states that “Omnichannel retail consumers in Athens prefer buying domestic food products over imported ones”. Indeed, Table 4 depicts the abovementioned consumers’ tendency.

Table 4. Frequency of purchasing Greek food.

Frequency of Purchasing Greek Food	Percentage of Consumers
Always	20.4%
Frequently	54.6%
Occasionally	25%

Source: The authors.

Comparing the suggested frequency of consumption of certain foodstuffs from the Mediterranean diet to the actual frequencies followed by each gender, it is found that there are no significant differences between the two genders. However, in most food categories, women are closer to the desirable frequencies than men. Therefore, women adhere more closely to the Mediterranean diet overall. The chi-square test resulted in a p -value of 0.0003, indicating a significant difference. Consequently, hypothesis H2, “Women are more likely to follow the Mediterranean diet than men”, is accepted. Table 5 shows the relevant frequencies.

Table 5. Frequencies of Mediterranean diet components by gender.

Foodstuff	Recommended Frequency	Male ($n = 52$)	Female ($n = 78$)
Olive oil	Daily	39 (75%)	66 (85%)
Fruits	Daily	31 (60%)	55 (70%)
Vegetables	Daily	29 (55%)	51 (65%)
Fish	Weekly	23 (45%)	43 (55%)
Legumes	Weekly	26 (50%)	47 (60%)
Whole grains	Daily	34 (65%)	59 (75%)
Red meat	Weekly	36 (70%)	51 (65%)
Dairy products	Daily	42 (80%)	66 (85%)

Source: The authors.

Moreover, the consumers were divided into two groups according to their incomes. The first included those who earned up to EUR 1000 monthly and the second one included those who earned more than EUR 1000. Several questions were combined in order to test the third hypothesis, H3: “Consumers with higher incomes eat more fast and convenience food”.

Firstly, we investigated how these two groups behaved. In total, 23 individuals in the lower-paid group stated that, nowadays, they eat fast food more frequently, while, from the higher-paid, group only seven individuals noted this.

Observing how often the two groups consumed ready-to-eat foods, it becomes clear that those who earn less order this type of food more often, and they eat at fast food restaurants more frequently. Therefore, it is clear that people who earn more money eat fast food less often than those who are lower-paid. The cheaper price of fast food may be the reason that lower-paid individuals eat it more frequently. To confirm this, a chi-square

test was conducted, resulting in a p -value of 0.0011. Since the p -value is less than the significance level of 0.05, we reject the null hypothesis. Based on this, it seems that the behavior of omnichannel retail consumers in Athens differs from the expected behavior based on Bava et al. (2008) [44], whose research indicated that higher household incomes tend to lead to a greater preference for convenience-oriented food choices.

5.6. Cluster Analysis: Determination of “Eating at Home” and “Eating Out” Lifestyles

After describing the results, we conduct a K-means cluster analysis in order to investigate the existence of homogeneous groups of consumers in terms of their eating and shopping behavior.

Indeed, two clusters, equal in number (66 vs. 64), emerge: the first one includes those consumers who prepare food by themselves and eat at home traditionally, and the second cluster comprises those individuals who prefer eating out at fast food restaurants or taverns or, when they eat at home, they consume ready-to-eat foods. Table 6 presents more information regarding these clusters.

Table 6. Demographic and behavioral characteristics of consumer clusters.

Characteristic	Cluster 1 ($n = 66$)—Consumers Who Prepare Food by Themselves and Eat at Home Traditionally	Cluster 2 ($n = 64$)—Consumers Who Prefer Eating Out at Fast Food Restaurants or Taverns or, When They Eat at Home, They Consume Ready-to-Eat Foods
Gender	44 female (67%), 22 male (33%)	47 male (73%), 17 female (27%)
Marital Status	33 married (50%), 33 unmarried (50%)	15 married (23%), 49 unmarried (77%)
Educational Level	44 university graduates (67%), 10 postgraduate/PhD (15%), 12 other (18%)	17 university graduates (27%), 11 Master’s (17%), 36 other (56%)
Employment Sector	45 in public sector (68%), 21 in private sector (32%)	18 in public sector (28%), 46 in private sector (72%)
Income	40 earn EUR 1000–1500 (61%), 26 earn EUR 500–999 (39%)	48 earn EUR 501–1000 (75%), 16 earn < EUR 500 (25%)
Change in Eating Habits	36 reported no change (55%), 30 reported change (45%)	39 reported change (61%), 25 reported no change (39%)
Eating Habits	55 regular, home-prepared meals (83%)	40 frequent eating out, fast food (63%)
Mediterranean Diet Adherence	50 adhere to Mediterranean diet (76%)	25 adhere to Mediterranean diet (39%)
Fast Food Consumption	30 consume fast food rarely (45%)	45 consume fast food frequently (70%)
Shopping Behavior	54 prefer Greek products (82%)	30 prefer Greek products (47%)

Source: The authors.

Describing the demographic characteristics of the first cluster, it is noticed that the majority of them are female; half of them married and half are unmarried; and 44 out of 66 have a university-level education, while 10 of them have gained postgraduate qualifications and PhDs. A greater number work in the public sector and earn EUR 1000–1500.

In this group, over half of the respondents declared that there had been no change in their eating habits in the last 5 years. However, 17 out of 30 claimed that, compared with the past, they eat without regularity, but they do not eat more frequently at fast food restaurants. Moreover, the members of this group are in the habit of eating at home.

Furthermore, almost all members of this group are familiar with the Mediterranean diet, and, in most cases, they follow it. Indeed, they avoid fatty foods such as fried potatoes and they consume large quantities of fruits and legumes. A key characteristic of this group is the daily consumption of olive oil, an essential component of the Mediterranean diet.

Moreover, the members of this group visit taverns and fast food restaurants rarely, and they visit foreign food restaurants even more rarely.

As for their shopping behavior, 54 of them stated that they choose to purchase Greek food products as they consider them to be of higher quality.

Unlike the first cluster, the second one includes individuals who are mostly male and unmarried, and their education is diverse, with small differences in number: 17 have finished university, 11 have a Master's degree, 10 have finished a technological educational course, and nine have attended the lyceum. The majority of them work as private servants and earn between EUR 501 and 1000.

Most of the individuals who belong to this group stated that, in the last five years, their eating habits have changed. Therefore, they eat more often at fast food restaurants, they do not eat with regularity, and half of them (25 out of 53) consume larger quantities of food. Even in this group, the members claim that they are familiar with the Mediterranean diet. However, they do not seem to follow it, as they consume fried potatoes frequently and legumes sometimes, and they do not consume sufficient quantities of fruit. In addition, these individuals consume olive oil "sometimes" or "frequently" and not daily, as the Mediterranean diet suggests.

As expected, members of this category eat out very often; the majority of them do so because they like ordering dishes that are difficult to prepare at home.

Finally, they also choose to purchase Greek food products but to a lower degree than the first group.

Summarizing the above and performing a comparison, it is easy to devise a profile for each group of people. Generally, the first group includes individuals who usually eat at home, avoiding fast food restaurants and unhealthy food as they adhere to the Mediterranean food model. Moreover, they have a preference for domestic food products. As for their demographic and economic characteristics, they are female in the majority, with a high education level, and a large number of them are civil servants. Therefore, hypothesis H2, "Women are more likely to follow the Mediterranean diet than men", is confirmed.

Contrary to the above-mentioned group, there are those who eat out frequently and consequently do not follow the Mediterranean diet. They are males in the majority and work in the private sector, earning less than the members of the first group.

Consequently, hypothesis H3, "Consumers with higher incomes eat more fast and convenience food", is not valid.

6. Managerial Implications and Discussion

Food marketers who wish to enter the Greek market and especially omnichannel retailers should be aware of the eating and shopping behavior of the target group. The present study shows that food providers should focus mainly on the quality of food as Greek consumers consider this as the most important parameter, both when they eat away from home and when they purchase food products.

We observed a tendency for Greeks to eat out, mainly due to their constrained time. This research suggests that the habit of eating out will increase if consumers are assured of the high quality and healthiness of the food. Therefore, fast food marketers need to focus on the food content so as to communicate further information to consumers about the nutritional value and quality of fast food. In addition, this research suggests that fast food companies should focus mainly on lower-paid consumers, as they are the group of people that consume fast and convenience foods more frequently.

Another implication of this study is that omnichannel marketers should promote food dishes and products that are not too different from the Mediterranean diet. In general terms, Greeks' nutrition continues to be based on the Mediterranean food lifestyle. A useful insight derived from this research is that women are more influenced by the Mediterranean food model, as a large number of them take care of their bodies and eat healthily. Consequently, food companies that wish to promote Mediterranean food products to Greek consumers should focus mainly on women's needs.

Furthermore, an obvious managerial implication is the finding that Greek consumers, and especially those who engage with omnichannel retailers, purchase domestic food

products when they are available. Home-country loyalty leads consumers to obtain domestic foodstuffs even if they have to pay a significant price premium. Therefore, Greek food companies should take advantage of their assets, focusing on the country of origin information of food products.

As for imported foods, this study indicates that when Greek products are unavailable, consumers prefer buying European-made foods, considering them closer to domestic ones. Consequently, foreign importers from European countries could also emphasize the countries of origin of food products. Meanwhile, food importers from other countries, who wish to enter the Greek market, should promote other benefits of their products, so that they can gain an important part of the population. Alliances with domestic distributors may also improve their sales.

Currently, there is limited available evidence to compare these findings with existing data on eating patterns in Greece. The lack of comprehensive studies in this area highlights a significant gap in the literature. In response to a reviewer's comment, it is acknowledged that this study addresses a relatively unexplored area, which poses challenges in finding directly comparable research. However, some parallels can be drawn with studies conducted in other contexts that examine the impact of modern lifestyles on eating habits and food shopping behaviors. For instance, a study in Serbia during the COVID-19 pandemic observed significant changes in consumer behavior—particularly an increase in convenience food consumption and altered food shopping patterns due to heightened health concerns (Marinković and Lazarević, 2021) [49]. Similarly, research in Germany has highlighted how modern, fast-paced lifestyles drive consumers to eat out more frequently, often choosing convenience over nutrition (Hansen and Schröder, 2017) [50]. These findings align with our study, which reveals a shift in Greek consumers towards more Westernized eating habits, including increased fast food consumption, while still maintaining elements of the Mediterranean diet.

From the perspective of the impact of omnichannel marketing on consumer behavior, a study by De Carvalho et al. (2024) [51] highlights that successful omnichannel strategies depend on effectively balancing the perceived risks and benefits for consumers. In our research, this balance is reflected in how consumers in Athens choose convenience foods due to time constraints, yet still seek the perceived health benefits of the Mediterranean diet. This suggests that while omnichannel platforms make fast food more accessible, the inherent risks (e.g., health concerns) are mitigated by consumers' continued adherence to traditional dietary elements. Similarly, Gök (2020) [52] discusses how omnichannel marketing transforms consumer behavior by enhancing brand loyalty and perceived value (Emerald). Based on our study, omnichannel consumers demonstrate loyalty to local food traditions even as they embrace modern convenience, indicating that omnichannel strategies are effective in blending new consumer demands with established cultural practices.

Although direct comparisons with studies in Greece are limited, these international examples provide context and robustness to our results, illustrating that the influence of modern lifestyles on food-related behaviors is a widespread phenomenon. Further research is necessary to explore these dynamics specifically within the Greek context, addressing the current gap in the literature. Therefore, this study serves as a call to action for more extensive research on Greek eating habits and food shopping behaviors. By addressing this gap, future research can provide more detailed insights and comparisons, ultimately contributing to a better understanding of consumer behavior in Greece. This additional research is crucial in developing targeted marketing strategies and improving the food retail sector's responsiveness to consumer needs.

7. Limitations of the Research

This study has some limitations; however, these do not affect the value of the research. A key limitation of this research is that its findings may only be generalized to the food sector.

Another limitation is its focus on one country (Greece) and the fact that the sample was obtained from a specific region of the country (Prefecture of Athens). Furthermore, the age of the selected sample was limited (25–40), and it is likely that individuals who are of different ages have different eating habits and food shopping behaviors. Thus, future research could focus on different age groups and possibly on different regions or countries.

Additionally, this study employs a cross-sectional survey design, which presents certain limitations. Cross-sectional surveys capture data at a single point in time, limiting the ability to infer causality or examine changes over time. As a result, the findings may not reflect longer-term trends or shifts in consumer behavior. Furthermore, the study may be subject to social desirability bias, where the respondents might have provided answers that they perceived as socially acceptable, rather than reflecting their true behaviors or attitudes. This bias can affect the accuracy of self-reported data on eating habits and food shopping behaviors. Future research should consider employing longitudinal designs or incorporating methods to mitigate social desirability bias to enhance the robustness of the findings.

Author Contributions: The research questions were designed by I.S. and N.A. and the field work was done by I.S. and N.A., the supervision of the study was done by I.S. The article was written by both two authors. All authors have read and agreed to the published version of the manuscript.

Funding: University of West Attica.

Institutional Review Board Statement: The study was conducted according to the guidelines of the Declaration of Helsinki. Approval for the study was not required in accordance with local legislation.

Informed Consent Statement: Informed consent was obtained from all subjects involved in the study. Participants were informed about the purpose of the research, their right to withdraw at any time, and the measures taken to ensure confidentiality and anonymity. The data collected were stored securely and were accessible only to the research team. No personal identifying information was used in the analysis or presentation of the results.

Data Availability Statement: The data supporting the reported results are available upon request by contacting the authors via email.

Acknowledgments: The authors received financial support from University of West Attica for the publication of this article.

Conflicts of Interest: The authors declare no conflict of interest.

References

1. Cai, Y.J.; Lo, C.K. Omni-channel management in the new retailing era: A systematic review and future research agenda. *Int. J. Prod. Econ.* **2020**, *229*, 107729. [CrossRef]
2. Larke, R.; Kilgour, M.; O'Connor, H. Build touchpoints and they will come: Transitioning to omnichannel retailing. *Int. J. Phys. Distrib. Logist. Manag.* **2018**, *48*, 465–483. [CrossRef]
3. Beck, N.; Rygl, D. Categorization of multiple channel retailing in multi-, cross-, and omnichannel retailing for retailers and retailing. *J. Retail. Consum. Serv.* **2015**, *27*, 170–178. [CrossRef]
4. Picot-Coupey, K.; Huré, E.; Piveteau, L. Channel design to enrich customers' shopping experiences: Synchronizing clicks with bricks in an omnichannel perspective—The Direct Optic case. *Int. J. Retail. Distrib. Manag.* **2016**, *44*, 3. [CrossRef]
5. Verhoef, P.C.; Kannan, P.K.; Inman, J.J. From Multi-Channel Retailing to Omni-Channel Retailing: Introduction to the Special Issue on Multi-Channel Retailing. *J. Retail.* **2015**, *91*, 174–181. [CrossRef]
6. Rigby, D. The Future of Shopping. *Harv. Bus. Rev.* **2011**, *89*, 65–76. Available online: <https://hbr.org/2011/12/the-future-of-shopping> (accessed on 23 November 2023).
7. Halvorsrud, R.; Kvale, K.; Følstad, A. Improving service quality through customer journey analysis. *J. Serv. Theory Pract.* **2016**, *26*, 840–867. [CrossRef]
8. Lemon, K.N.; Verhoef, P.C. Understanding customer experience throughout the customer journey. *J. Mark.* **2016**, *80*, 69–96. [CrossRef]
9. Tueanrat, Y.; Papagiannidis, S.; Alamanos, E. A conceptual framework of the antecedents of customer journey satisfaction in omnichannel retailing. *J. Retail. Consum. Serv.* **2021**, *61*, 102550. [CrossRef]
10. Ailawadi, K.L.; Farris, P.W. Managing multi- and omnichannel distribution: Metrics and research directions. *J. Retail.* **2017**, *93*, 120–135. [CrossRef]

11. Nagy, I.D.; Dabija, D.C.; Cramarenco, R.E.; Burcă-Voicu, M.I. The Use of Digital Channels in Omni-Channel Retail—An Empirical Study. *J. Theor. Appl. Electron. Commer. Res.* **2024**, *19*, 797–817. [\[CrossRef\]](#)
12. Riaz, H.; Baig, U.; Meidute-Kavaliauskiene, I.; Ahmed, H. Factors Effecting Omnichannel Customer Experience: Evidence from Fashion Retail. *Information* **2022**, *13*, 12. [\[CrossRef\]](#)
13. Sharma, N.; Fatima, J.K.; Sharma, S.; Amin, S.Z. Omnichannel shopping habit development. *Int. J. Consum. Stud.* **2024**, *48*, e13072. [\[CrossRef\]](#)
14. Lindgren, E.; Harris, F.; Dangour, A.D.; Gasparatos, A.; Hiramatsu, M.; Javadi, F.; Loken, B.; Murakami, T.; Scheelbeek, P.; Haines, A. Sustainable food systems—A health perspective. *Sustain. Sci.* **2018**, *13*, 1505–1517. [\[CrossRef\]](#)
15. Rozin, P.; Fischler, C.; Shields-Argelès, C. Additivity dominance: The additive biases and their ubiquity. *Appetite* **2012**, *58*, 105–115.
16. Murcott, A.; Belasco, W.; Jackson, P. (Eds.) *The Handbook of Food Research*; Bloomsbury Academic: London, UK, 2013.
17. Pula, K.; Parks, C.D.; Ross, C.F. Regulatory focus and food choice motives. Prevention orientation associated with mood, convenience, and familiarity. *Appetite* **2014**, *78*, 15–22. [\[CrossRef\]](#)
18. Hupkens, C.L.H.; Knibbe, R.A.; Drop, M.J. Socio-economic differences in food consumption and the explanation of inequalities in food choice. *Appetite* **2012**, *59*, 746–754.
19. Poínhos, R.; Franchini, B.; Afonso, C.; Correia, F.; Teixeira, V. Food choice determinants and perceptions of healthy eating among Portuguese university students. *Appetite* **2013**, *71*, 477–485.
20. Alfnes, F.; Biasetton, S.; Brunori, M.; McCarthy, M. Sustainable and Purchasing Behaviour of Online Food Shoppers: Survey Results from Italy, Ireland, and Germany. In *Digital Food Provisioning in Times of Multiple Crises: How Social and Technological Innovations Shape Everyday Consumption Practices*; Springer International Publishing: Cham, Switzerland, 2024; pp. 45–66.
21. Candeias, A.A.; Félix, A.S. Eating Behavior and Chronic Stress in a Post-pandemic Context Study with Portuguese Young People Aged 15–26 Years. *Preprints* **2024**, 2024010762.
22. Parasuraman, A.; Zeithaml, V.A.; Malhotra, A. A multiple-item scale for assessing electronic service quality. *J. Serv. Res.* **2010**, *7*, 213–233. [\[CrossRef\]](#)
23. Beck, D.; Chapman, S. Defining product quality: A multidimensional perspective. *J. Consum. Res.* **2011**, *36*, 302–309.
24. Steenkamp, J.B.E.M. Conceptual model of the quality perception process. *J. Bus. Res.* **1990**, *21*, 309–333. [\[CrossRef\]](#)
25. Annunziata, A.; Vecchio, R. Consumer perception of functional foods: A conjoint analysis with probiotics. *Food Qual. Prefer.* **2013**, *28*, 348–355. [\[CrossRef\]](#)
26. Rozin, P.; Remick, A.K. Experience and attitudes in the domains of food and health: Relations to dietary variety and weight regulation. *Food Qual. Prefer.* **2012**, *24*, 192–200.
27. Candel, M.J.J.M. Consumers' convenience orientation towards meal preparation: Conceptualization and measurement. *Appetite* **2014**, *42*, 251–261. [\[CrossRef\]](#)
28. Loureiro, M.L.; Lotade, J. Do fair trade and eco-labels in coffee wake up the consumer conscience? *Ecol. Econ.* **2013**, *53*, 129–138. [\[CrossRef\]](#)
29. Cardello, A.V. Consumer expectations and their role in food acceptance. *Food Qual. Prefer.* **2014**, *27*, 130–140.
30. Magnusson, P.; Westjohn, S.A.; Zdravkovic, S. "What? I thought Samsung was Japanese": Accurate or not, perceived country of origin matters. *Int. Mark. Rev.* **2011**, *28*, 454–472. [\[CrossRef\]](#)
31. Heslop, L.A.; Papadopoulos, N.; Bosshart, L. How single source and secondhand information about a country's image influence perceptions of specific products. *J. Int. Consum. Mark.* **2013**, *25*, 262–276.
32. Josiassen, A.; Lukas, B.A.; Whitwell, G.J. Country-of-origin contingencies: Competing perspectives on product familiarity and product involvement. *Int. Mark. Rev.* **2013**, *30*, 294–316.
33. Liefeld, J.P. Consumer knowledge and use of country-of-origin information at the point of purchase. *J. Consum. Behav.* **2004**, *4*, 85–87. [\[CrossRef\]](#)
34. Carvalho, S.W.; De Farias, S.A.; De Oliveira Santini, F.; De Oliveira, M.O.R. The country-of-origin effect on consumer buying behavior: A meta-analysis. *J. Int. Bus. Stud.* **2018**, *49*, 633–658.
35. Shimp, T.A.; Sharma, S. Consumer ethnocentrism: Construction and validation of the CETSCALE. *J. Mark. Res.* **2017**, *24*, 280–289. [\[CrossRef\]](#)
36. Mediterranean Diet Pyramid. Available online: <https://oldwayspt.org/resources/oldways-mediterranean-diet-pyramid/meet.htm> (accessed on 10 December 2023).
37. Trichopoulou, A.; Kouris-Blazos, A.; Wahlqvist, M.L.; Gnardellis, C.; Lagiou, P.; Polychronopoulos, E.; Vassilakou, T.; Lipworth, L.; Trichopoulos, D. Diet and overall survival in elderly people. *BMJ* **1995**, *311*, 1457–1460. [\[CrossRef\]](#)
38. Fernandez-Ferrin, P.; Calvo-Turrientes, A.; Bande, B.; Artaraz-Minon, M.; Galan-Ladero, M.M. The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism and food neophobia. *Food Qual. Prefer.* **2018**, *64*, 138–147. [\[CrossRef\]](#)
39. Bamia, C.; Orfanos, P.; Ferrari, P.; Overvad, K.; Hundborg, H.H.; Tjønneland, A.; Olsen, A.; Kesse, E.; Boutron-Ruault, M.-C.; Clavel-Chapelon, F.; et al. Dietary patterns among older Europeans: The EPIC-Elderly study. *Br. J. Nutr.* **2005**, *94*, 100–113. [\[CrossRef\]](#)
40. Buckland, N.J.; Finlayson, G.; Hetherington, M.M. Slimming on a diet: Influence of slimming and non-slimming friends on food intake. *Appetite* **2017**, *112*, 209–217.

41. Glanz, K.; Bader, M.D.; Iyer, S. Retail grocery store marketing strategies and obesity: An integrative review. *Am. J. Prev. Med.* **2015**, *42*, 503–512. [CrossRef] [PubMed]
42. Capaldi, E.D. *Why We Eat What We Eat: The Psychology of Eating*; Psychology Press: London, UK, 2019.
43. Kearney, J. Food consumption trends and drivers. *Philos. Trans. R. Soc. B Biol. Sci.* **2010**, *365*, 2793–2807. [CrossRef]
44. Bava, C.M.; Jaeger, S.R.; Park, J. Constraints upon food provisioning practices in ‘busy’ women’s lives: Trade-offs which demand convenience. *Appetite* **2008**, *50*, 486–498. [CrossRef]
45. Van der Horst, K.; Brunner, T.A.; Siegrist, M. Fast food and take-away food consumption are associated with different lifestyle characteristics. *J. Hum. Nutr. Diet.* **2011**, *24*, 596–602. [CrossRef] [PubMed]
46. Lachat, C.; Nago, E.; Verstraeten, R.; Roberfroid, D.; Van Camp, J.; Kolsteren, P. Eating out of home and its association with dietary intake: A systematic review of the evidence. *Obes. Rev.* **2012**, *13*, 329–346. [CrossRef]
47. Schiffman, L.G.; Kanuk, L.L. *Consumer Behaviour*; FT Prentice Hall: London, UK, 2007.
48. Survey: Healthy Eating Habits in Greece. Available online: <https://www.acg.edu/news-events/news/healthy-eating-habits-in-greece/> (accessed on 25 November 2023).
49. Marinković, V.; Lazarević, J. Eating habits and consumer food shopping behaviour during COVID-19 virus pandemic: Insights from Serbia. *Br. Food J.* **2021**, *123*, 3970–3987. [CrossRef]
50. Hansen, H.; Schröder, M. What leads to lunch—How social practices impact (non-)sustainable food consumption/eating habits. *Sustainability* **2017**, *9*, 1437. [CrossRef]
51. De Carvalho, G.J.; Machado, M.C.; Correa, V.S. Omnichannel and consumer and retailer perceived risks and benefits: A review. *Int. J. Retail. Distrib. Manag.* **2024**, *52*, 295–311. [CrossRef]
52. Gök, Ö.A. How does omnichannel transform consumer behavior? In *Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey*; Dirsehan, T., Ed.; Emerald Publishing Limited: Leeds, UK, 2020; pp. 27–42.

Disclaimer/Publisher’s Note: The statements, opinions and data contained in all publications are solely those of the individual author(s) and contributor(s) and not of MDPI and/or the editor(s). MDPI and/or the editor(s) disclaim responsibility for any injury to people or property resulting from any ideas, methods, instructions or products referred to in the content.