

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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**INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE**



Working Paper

**IIMK/WPS/535/MM/2022/09**

**March 2022**

**Studying The Role Of Online Store Layout On Variety Seeking Behavior**

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## **Studying the Role of Online Store Layout on Variety Seeking Behavior**

**Abstract:** When making decisions under uncertainty, customers use heuristics to make decision. In an online environment, when customer cannot touch and feel the product, the heuristics are valuable guides for decision making. The store environment created by the website serves as one such heuristic. The current study looks at how online store layout induces variety seeking behaviour. The study also proposes that the relationship between online store layout and variety seeking is mediated by affect.

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