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**Articles** 

## To Buy or Not to Buy: Indian Consumers' Choice of Online Versus Offline Channels for Air Travel Purchase

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## **Abstract**

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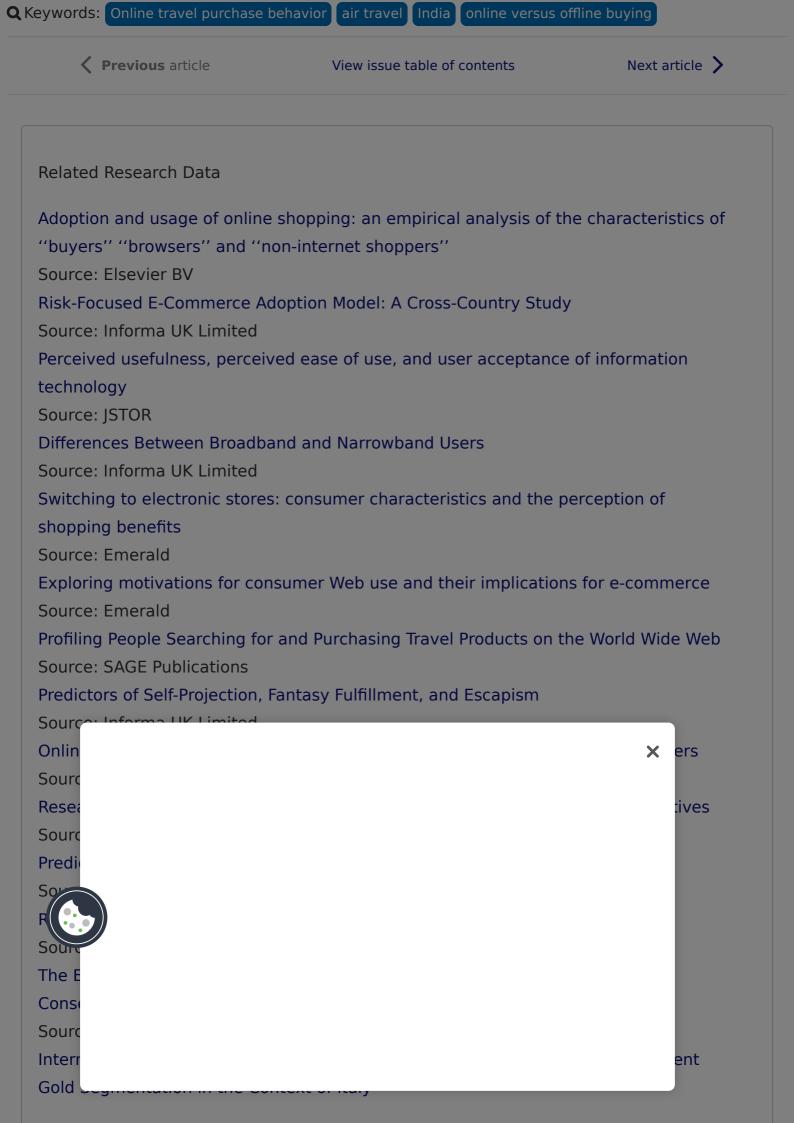
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Essential Onlight tickets.

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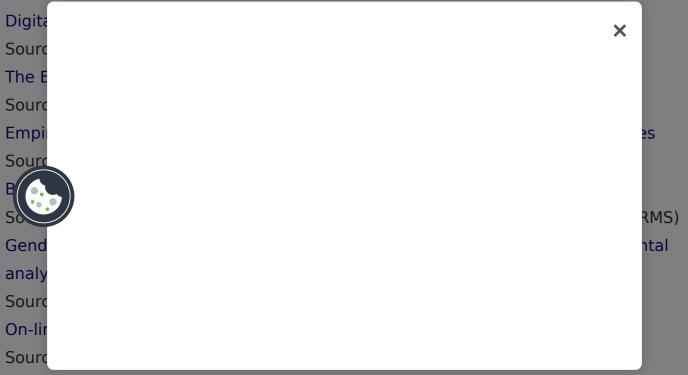
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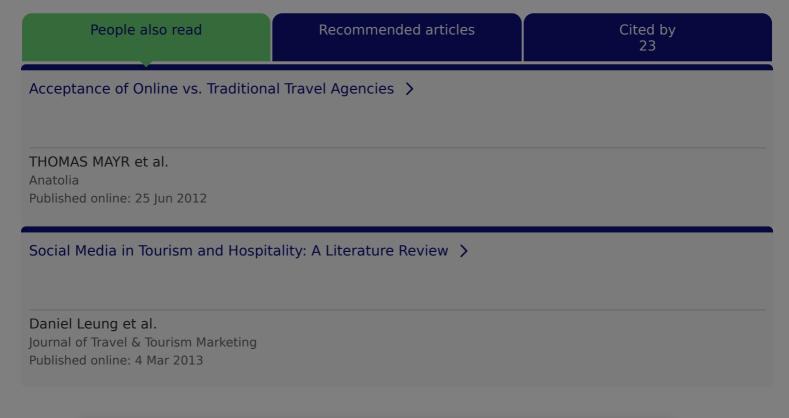
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