

**Safer product (β)
only purchased
offline**

**Riskier product (α)
only purchased
offline**

No pure
strategy eq.
exists

**Safer product (β)
purchased online and
offline**

**Riskier product (α)
only purchased
offline**

No pure
strategy eq.
exists

**Both products
purchased online and
offline**

0

k_1

k_2

k_3

k_4

k_H