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The Consumer Journey: Bridging Webrooming and Showrooming in Omnichannel Retailing with UTAUT2 Insights

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Abstract
Purpose: This research examines the behavioural intents associated with showrooming and webrooming in a retail setting that integrates several channels, using the (UTAUT2) Unified Theory of Acceptance and Use of Technology model. Showrooming is the act of consumers examining things in brick-and-mortar shops but then purchasing them online at lower expenses. On the other hand, webrooming refers to the process of studying products on the internet before making a purchase in a physical store. Design/Methodology/Approach: A cross-sectional study was undertaken in the National Capital Region (NCR) of Delhi, India, with 630 participants. Two sets of questions, specifically designed for showrooming and webrooming, were used. The data were examined using PLS-SEM 4 (Partial Least Squares Modelling) to evaluate the psychometric characteristics and test hypotheses. Findings: The findings suggest that variables such as performance expectation, price value, social influence, and hedonic motivation positively affect both showrooming and webrooming intentions. On the other hand, factors like effort expectancy and Facilitating conditions only have a significant impact on webrooming. Retailers have the option to utilise social influence by displaying product popularity and customer feedback to improve in-store sales and cultivate loyalty via active participation on social media platforms. Limitations: The urban-centric sample, the absence of several UTAUT2 components and demographic moderators, and other limitations point to directions for further study. This research offers retailers practical insights to successfully combine physical and digital channels and advances our knowledge of customer behaviour in omnichannel shopping.

Keywords: Consumer behaviour, Omnichannel retailing, Online shopping, , Showrooming, UTAUT2, Webrooming.

Introduction

The Internet enables a retail practice known as "showrooming": a customer first visits a brick-and-mortar shop to examine a product and, if satisfied, purchases it from an online vendor at a reduced cost. The physical shop is unable to secure the transaction and just functions as a display for the online competition (Zimmerman 2012). Webrooming behaviour, as defined by Flavián, Gurrea, and Orús (2016), is the act of using online channels before to making a purchase in a physical shop. Whereas Omni-channel refers to the integration of physical and digital channels to provide a smooth customer experience, enabling consumers to access channels at any location and time (Lazaris and Vrechopoulos 2014). Multi-

channel retailing is the practice of using many channels or all commonly used channels for selling products. In this case, channel integration is not within store control and the customer does not start channel interaction (Beck and Rygl 2015). Over 1.2 billion Indians would be online in 2023. The South Asian nation has a large market potential for internet services, as shown by the projection that this number would rise to nearly 1.6 billion users by 2050. Actually, India was projected to have the second-biggest internet market in the world in 2022, behind China. Estimates show that internet connectivity is growing dynamically in both urban and rural areas (Statista 2023a). Between 2024 and 2028, there were expected to be an overall increase of 1.2 billion internet users worldwide (+20.83%). The number of users is predicted to reach 7 billion after the sixteenth year of continuous growth, and thus a new high in 2028. Interestingly, throughout the previous years, the percentage of internet users has been rising steadily. 2023c Statistics By the financial year 2023, the internet retail sector in India was valued at 60 billion US dollars. Starting in the fiscal year 2019, it shown a growing tendency. A growing base of digital consumers in India, a favourable gov policy of 100% FDI flows into e-commerce, and the market size of e-commerce might all be credited for the quick growth in the size of online retail. The e-commerce market is predicted to grow dramatically from 2014 to 200 billion U.S. dollars by 2027. Furthermore, the nation has seen an increase in the number of digital consumers since 2014. In 2020, the value of mobile retail e-commerce increased dramatically thanks in large part to the availability of cheap mobile internet, mostly from Reliance's Jio (Statista. 2023b). after Covid it was seen that consumer has different thoughts as per there need for the shopping prospects some uses offline shopping others prefer online shopping and then there is third category they prefer both as per the convenance. To understand this this study focuses on predicting consumers continued intention to use webrooming and showrooming in terms of factor influencing consumer behaviour and to conduct this study a cross sectional survey was conducted. Previous research has mostly examined the relationship between physical showrooms and showrooming behavior (Konur, D. 2021; Li et al., 2020; Joshua, S. 2018) or the relationship between virtual showrooming and webrooming behavior (Sun et al., 2022; Sun et al., 2020). However, these studies fail to analyse both showrooming and webrooming behaviors simultaneously. Furthermore, the existing study mostly centers on the timing and methods of establishing a physical showroom in relation to the showroom and webroom strategy (Dan et al., 2020; Li et al., 2020; Gao et al., 2017; Fan et al., 2021). In contrast, studies conducted by Mahadevan and Joshi (2022) and Salvietti et al. (2022) used bibliometric methodologies, with a primary emphasis on the omnichannel retailing phenomena. Previous evaluations focused only on pre-pandemic outcomes (Lopes et al., 202; Mishra et al., 2021). While in this study we cover the gap by conducting two testes separately for showrooming and webrooming with implicating UTAUT2 with some changes and adding moderator impact of age, education, experiences, gender and income to know the intention of both webrooming and showrooming. Furthermore, it is duly noted that when accounting' UTAUT2 in various research contexts, one might anticipate a need for tweaking' or expanding' UTAUT2 to grasp a focal phenomenon with greater clarity. Venkatesh and his posse advocated for examining' Other important constructs that were highly relevant to various research contexts when applying UTAUT2 to develop the models. Given the potential impact of new constructs, theories may undergo significant changes in various contexts. The remaining sections of the paper are structured in the following manner. The following part discusses the research context and research model, followed by a summary of the research technique in part three. Section four illustrates the study findings. The report then moves on to section five, which contains comments of the research results. In section six, we provide the study's findings and address its shortcomings.

1.1 Literature Review

a. Performance Expectancy

The performance expectation variable in the UTAUT put forth by Venkatesh et al. (2003) captures the capacity of technology to achieve the goals for which it is utilised. This idea has its origins in the utility variable of TAM (David et al., 1989), extrinsic motivation (Vallerand et al., 1997), and the comparative advantage taken into account in the innovation diffusion theory (Rogers et al., 1983). It has been shown again and again to have a big influence on the desire to use or accept a technology (Venkatesh et al., 2012). Performance expectation is validated by Juaneda Ayensa et al. (2016) as a factor in behavioural intention prediction and online shop purchasing intents. Therefore, showrooming intention will rise if the customer believes that it also helps to achieve the goals of the buying process.

Performance expectation is further described by Venkatesh et al. (2012) as the degree to which customers would profit from utilising webrooming services while carrying out certain buying activities. According to Yang et al. (2020) (Lin et al., 2019; Kang et al., 2019), customers are more likely to see webrooming services favourably or to want to utilise them. Perception of usefulness constantly affects users' intention across temporal stages of technology usage, as shown by Davis et al. (1989) and Karahanna et al. (1999). Webrooming meal delivery services are one example of this (Agarwal et al., 2022; Lee et al., 2019). Performance expectation may thus be used to forecast webrooming persistence very well. Proposed is the following hypothesis:

H1-SI: Performance Expectancy positively influence Showrooming intention.

H1-WI: Performance Expectancy positively influence webrooming intention.

b. Effort Expectancy

According to David et al. (1989), in TAM, effort expectancy refers to how easily consumers perceive technology to be used. Verhoef and colleagues (2007) suggest that the reason for using both online and physical channels for search and purchase is due to the perceived characteristics of these channels in relation to search and purchase activities. According to a study by Juaneda Ayensa et al. (2016), it was found that the level of effort expected by consumers strongly influences their purchase intentions in the context of omnichannel shopping. Based on our analysis, we have formulated the following hypothesis:

H2- SI: Effort Expectancy positively influence Showrooming intention.

H2- WI: Effort Expectancy positively influence webrooming intention.

c. Social Influence

To what degree social conventions encourage a user to utilise a technical system is known as social influence (Ajzen, 1991; Venkatesh et al., 2003). Social influence is used to customers (Norazah, 2013). Based on idea of planned behaviour, a number of research have shown how subjective norms in society affect showrooming (Rejón Guardado et al., 2017) and channel switching intentions (Pookulangara et al., 2011). As such, a customer will have a higher showrooming intention when social media has an impact on him.

Webrooming services are social, hence social influence is seen to come from the user community and society as well as from powerful people. To provide one example, webrooming customers like to share their pertinent experiences on social media and in comment sections, which may raise acceptance and social approval (Chen et al., 2019). As such, it may be defined as the impact that users believe society and other people have on their usage of webrooming services. Consumer views of social impact may change after adoption, which affects attitude and long-term intention (Venkatesh et al., 2011). Social impact significantly influences ongoing intention in a webrooming situation, as shown by Lee et al. (2019). Furthermore proof of the beneficial impact of subjective norm on customers' intention to keep using the community webrooming platform was shown by Zhu et al., (2022). As such, the theory that follows implies

H3- SI: Social influence positively influence Showrooming intention.

H3- WI: Social influence positively influence webrooming intention.

d. Facilitating Conditions

Facilitating are "the extent to which an individual believes that an organisational and technical infrastructure exists to support use of the system," state Venkatesh et al. (2003). Online technology may therefore help showrooming habits and the buying process since, they provide the external resources required for quickly attaining the performance of a certain action (Ajzen, 1992). Applying these results to the showrooming context, we propose that showrooming intention will be influenced by factors that make online technology purchase easier.

Many online enabling circumstances, like mobile Internet and mobile devices, will be easily available and quite constant among seasoned customers because of the prominence of webrooming commerce. On the other hand, the offline support that is accessible to every customer in their environment might vary greatly depending on the location, kind of company, traffic, etc. This research therefore focuses on offline enabling circumstances in the webrooming setting. When customers utilise webrooming services, offline enabling circumstances refer to their impressions of offline resources and assistance (Venkatesh et al., 2012). Customers are probably going to be more inclined to employ a certain technology if they have access to positive set of enabling circumstances (Venkatesh et al. 2012). Facilitating circumstances improve post-adoption continuing intent, according to earlier studies (Venkatesh et al., 2003). Alalwan (2020) has also shown that consumers' intention to continue using webrooming services is favourably impacted by favourable circumstances. We have thus developed the following theory.

H4- SI: Facilitating Conditions positively influence Showrooming intention.

H4- WI: Facilitating Conditions positively influence webrooming intention.

e. Price Value

Consumers are often expected to pay for services, which affects their adoption behaviour, unlike in organisational contexts. Research looking at how customers consider pickup and delivery characteristics when choosing last-mile choices indicates that delivery cost is a major consideration. Additional factors that have (equivalent) influence include delivery method, time frame, trip time to the food shop, and return possibilities (Buldeo Rai et al., 2019; Milioti et al., 2020). These results correspond to the marketing research idea that customers assess their "perceived value" by comparing the prices of goods and services with their quality (Zeithaml et al., 1988). Under the UTAUT2 concept, PV is positive and helps the BI to (re-)use the service if the perceived advantages (which might vary across users) surpass the financial costs.

Numerous contexts have proven this connection, including e-learning (Ali et al., 2016), m-health (Dwivedi et al., 2016), mobile Internet (Venkatesh et al., 2012), and e-commerce (Escobar-Rodríguez et al., 2014, Singh et al., 2017 & Tandon, et al., 2018). In the literature on e-grocery, PV has only been used once. Human et al. (2020) discover evidence in support of a positive influence on the purchasing intentions of potential adopters in Mauritius. Moreover, a significant number of participants in the qualitative study conducted by Van Droogenbroeck and Van Hove (2019) expressed that the cost of the service was compensated for by the time and money saved as well as the increased convenience.

Consumers should compare the prices of webrooming and traditional purchasing methods to make an informed decision. Understanding the price value, which encompasses the expenses associated with purchasing desired products or services and utilising a webrooming application, cooperates a crucial role in forecasting ongoing usage. In a study by Venkatesh et al. (2012), it come across that the price value has a significant impact on long-term usage of information technology. Studies have shown that factors related to pricing, such as price value and other price-related considerations, positively impact on the intention to continue using or reusing webrooming food delivery services (Choi et al., 2021; Alalwan, 2020). After careful analysis, a hypothesis is put forward:

H5- SI: Price Value positively influence Showrooming and intention.

H5- WI: Price Value positively influence webrooming intention.

f. Hedonic motivation

According to Tamilman et al. (2019), the addition of hedonic motivation to UTAUT2 is seen as a significant theoretical advancement, as it brings in the necessary emotional aspect to the predominantly cognitive-focused model. Experiencing hedonic motivation is all about finding intrinsic pleasure and enjoyment in using a new technology, product, or service. The level of novelty and innovation in using a new system plays a significant role in shaping the amount of pleasure or enjoyment one derives from it (Venkatesh et al., 2012; Alalwan, A.A. 2020). The research focuses on the pleasure individuals experience when using webrooming services. According to Venkatesh et al. (2012), the continued usage of information technology is influenced by hedonistic motivation. According to Babin et al. (1994), the act of purchasing can encompass both practical and enjoyable elements. Hedonic incentives are associated with enjoyment, delight, and satisfaction (Holbrook and Hirschman, 1982; Kim and Forsythe, 2007; To et al., 2007; Venkatesh et al., 2012). Rational and objective are utilitarian incentives, on the other hand (Batra and Ahtola, 1991). Because clothing is symbolic, experimental, and enjoyable, it is categorised as a highly hedonic product (Crowley et al., 1991). Because they provide chances for social contact, product appraisal, and sensory stimulation, strong physical settings improve mood (Nicholson et al., 2002). Customers are therefore more inclined to buy hedonic fashion items from a real shop. But new research shows that people like shopping for clothes online and use this platform to do so in their leisure time (Blázquez, 2014). As per Venkatesh et al. (2003), utilitarian motivation is a component of the performance expectancies construct in UTAUT2. However, UTAUT2 included hedonic motivation as a separate construct (Venkatesh et al., 2012). Studies have shown that the desire for pleasure and enjoyment greatly influences people's decision to adopt and utilise technology. It is related to the enjoyment or fulfilment that people experience when using a specific technology (Brown and Venkatesh, 2005). Several researchers, including Van Der Heijden (2004) and Thong et al. (2006), have highlighted the significant influence of hedonic motivation on individuals' inclination to use and buy technology. Thus, the subsequent theory was put forth.

H6- SI: Hedonic motivations positively influence Showrooming intention.

H6- WI: Hedonic motivations positively influence webrooming intention.

1. Data Collection

The present research is conducted in NCR Delhi specifically with the aim to examine the intention of the consumers whether they are more into webrooming or showrooming. The research can be characterized as quantitative. The questionnaire was constructed on the bases of UTAUT2 variables, also in order to identify factors that motivates consumer to prefer certain types of process. To examine showrooming and webrooming two set of questionnaire were drown up. The question were made to use five point Likert scale.

Upon gathering data through both physical and online methods, a grand total of 630 responses were obtained. Next, we move on to the data cleansing stage, which is necessary to address any issues with the questionnaire, such as incomplete or irrelevant information. The survey was conducted over a span of seven months. Researchers in the field of behavioural and social science are well-acquainted with a widely-used table developed by Krejcie and Morgan in 1970. This table is utilised to determine appropriate sample sizes for research studies. According to the KMT, a sample size of 384 is sufficient for a population of 1,000,000 or more. Therefore, in our investigation, we decided to use a sample size of 384 for further analysis.

In the case of showrooming sample consist of 37.2% female and 62.8% male, whereas in webrooming the sample consist of 28.9% female and 71.1% male. Other demographic details like age, education, income and experience of both showrooming and webrooming are shown in table 1.

Table 1. **Demographic**

Showrooming	**Gender**		**Webrooming**	
	Frequency	Percent	Frequency	Percent
Male	241	62.8	273	71.1
Female	143	37.2	111	28.9
Total	384	100	384	100
Age				
Less than 18 years	11	2.9	0	0
18-26	75	19.5	62	16.1
27-35	131	34.1	116	30.2
36-45	162	42.2	86	22.4
46 year	5	1.3	120	31.3
Education Level				
High School	45	11.7	48	12.5
Intermediate	43	11.2	32	8.3
Graduate	212	55.2	200	52.1
PG	84	21.9	104	27.1
Income				
Less than Rs 3,00,000	31	8.1	31	8.1
Rs. 300,000 to Rs. 6,00,000	117	30.5	75	19.5

Rs. 6,00,000 to Rs. 900,000	167	43.5	122	31.8
More than Rs. 9,00,000	69	18	156	40.6
Experience				
< 1 Years	127	33.1	54	14.1
1 - 3 Years	178	46.4	191	49.7
> 4 Years	79	20.6	139	36.2

2. Methodology

The theories were tested quantitatively. Two personal surveys measuring showrooming and webrooming were used to gather data. Every questionnaire provided a short explanation so that the respondents understood the questions. Particularly, the model's variables were incorporated in both surveys and customised for every activity. According to the original authors, all of the scales used in the study were 5-point multi-item measures that evaluated various constructs. The pretest confirmed that they were appropriately modified and understood. The research model was tested using Smart PLS 4.1.0.2 software and Partial Least Squares Modelling (PLS-SEM). Considering the nature of the research, it is only reasonable to utilise this method. Furthermore, it has the capability to evaluate both the structural model, which includes the hypotheses, and the measurement model, which encompasses the psychometric properties of the scales, at the same time.

a. Measurement model

The validity of the measure was assessed for both showrooming and webrooming. According to ChinW.W. (1998), the concept has convergent validity when the Average Variance Extracted (AVE) score is at least 0.60, and ideally 0.70. As per Ghozali's research in 2011, it is recommended that new model studies should have a communality score of at least 0.5 and a loading factor of 0.5. According to Ghozali (2011), it is considered sufficient discriminant validity when the square root of AVE and the concept correlations are larger. As per Hair (1995), it is recommended to have a composite reliability score and Cronbach's alpha of at least 0.70 for the variables and measuring dimensions. But according to Churchil (1979), a Cronbach's Alpha value of 0.6 is reasonable as it was in showrooming in effort expectancy thus, Validity and reliability assessments were successful for every variable in the models (tables 2). The model's HTMT criteria was used to assess the discriminant validity. Table 3 and table 4 demonstrated that none of the HTMT values above the suggested threshold of 0.9, suggesting that there is no problem with discriminant validity for any of the three models.

Table 2 **Measurment model assesment**

Showrooming		loadings	Cronbach's alpha	**Webrooming**		loadings	Cronbach's alpha
Effort Expectancy	EE_1	00.883	00.768	Effort Expectancy	EE_1	00.808	00.799
	EE_2	00.686			EE_2	00.930	
	EE_3	00.886			EE_3	00.793	
Facilitating Conditions	FC_1	00.727	00.754	Facilitating Conditions	FC_1	00.730	00.764
	FC_2	00.867			FC_2	00.860	
	FC_3	00.857			FC_3	00.862	
Hedonic Motivation	HM_1	00.765	00.823	Hedonic Motivation	HM_1	00.918	00.896
	HM_2	00.916			HM_2	00.883	
	HM_3	00.893			HM_3	00.926	
Showrooming Intention	I_1	00.907	00.881	Webrooming Intention	I_1	00.923	00.857
	I_2	00.928			I_2	00.903	
	I_3	00.861			I_3	00.818	
Performance Expectancy	PE_1	00.886	00.842	Performance Expectancy	PE_1	00.827	00.845
	PE_2	00.908			PE_2	00.861	
	PE_3	00.819			PE_3	00.930	

Price Value	PV_1	00.804	00.835	Price Value	PV_1	00.863	00.866
	PV_2	00.892			PV_2	00.890	
	PV_3	00.904			PV_3	00.908	
Social Influence	SI_1	00.842	00.722	Social Influence	SI_1	00.809	00.748
	SI_2	00.805			SI_2	00.758	
	SI_3	00.758			SI_3	00.863	

Table 3 **HTMT RATIO Showrooming**

	EE	FC	HM	PE	PV	SI	SIE
EE							
FC	0.877						
HM	0.856	0.828					
PE	0.805	0.685	0.666				
PV	0.587	0.722	0.655	0.357			
SI	0.668	0.723	0.846	0.593	0.747		
SIE	0.871	0.794	0.803	0.579	0.498	0.694	

Table 4 **HTMT RATIO Webrooming**

	EE	FC	HM	PE	PV	SIE	WI
EE							
FC	0.886						
HM	0.890	0.843					
PE	0.814	0.766	0.703				
PV	0.781	0.844	0.847	0.700			
SIE	0.840	0.818	0.809	0.718	0.716		
WI	0.655	0.814	0.774	0.683	0.789	0.740	

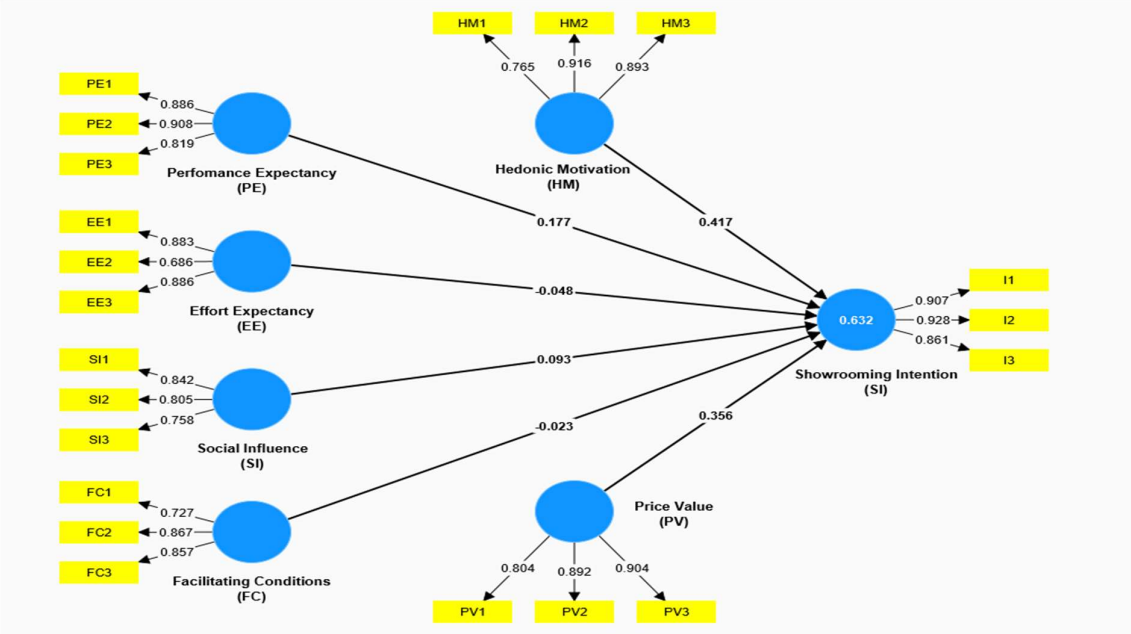

Fig 1. Showrooming Intention

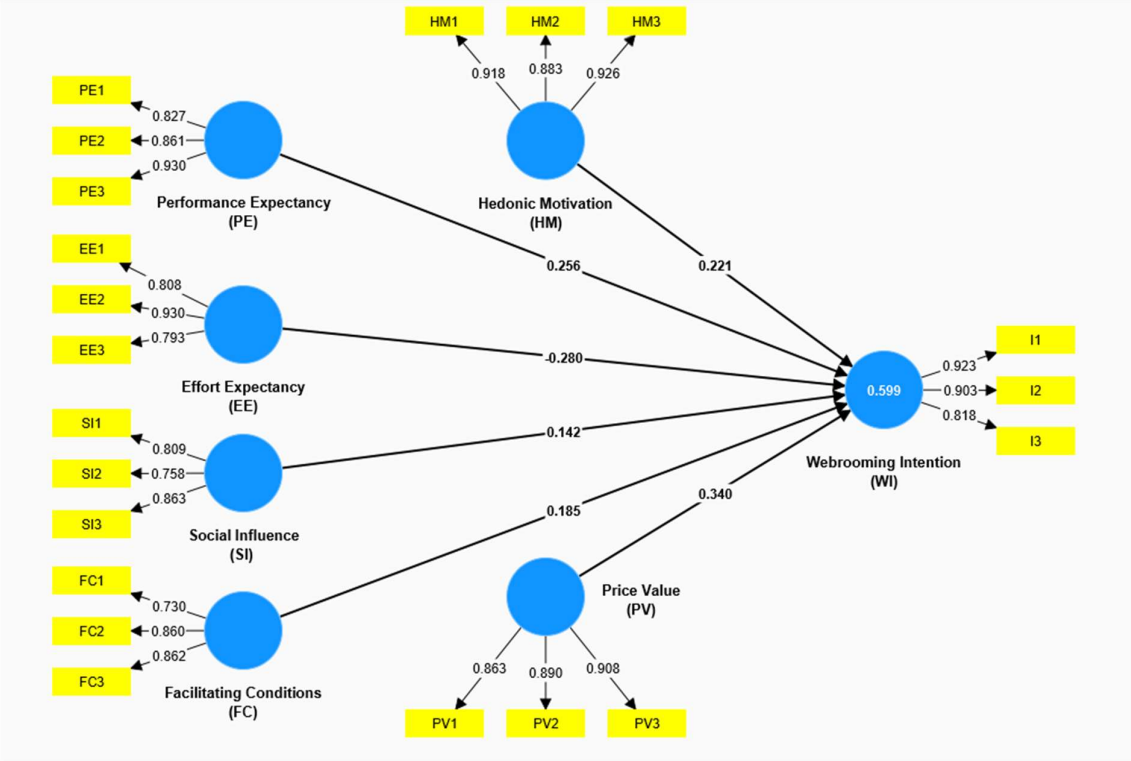

Fig 2. Webrooming Intention

a. Structural Equational Model

In this study, hypotheses were tested for both showrooming and webrooming via bootstrapping data interpretation employing SEM via partial least square (PLS 4). Figure 1 and figure 2 illustrates the outcomes. In case of showrooming (table 5) H1, H3, H5 and H6 were supported as there P values were less than 0.05 as shown in table 5 and both H2 and H4 are found to be not supported as both have the P values greater than 0.05, thus they are not supported, effort expectancy does not show any significant relationship with the showrooming intention, also facilitation condition does not show any significant relationship with the showrooming intention. Whereas in case of webrooming all the hypothesis were supported, as they all have P values less than 0.05, thus they were all excepted (table 6).

Table 5 **Hypothesis Testing Showrooming**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values P values	Supported
EE -> SI	-0.048	-0.048	0.028	1.740	0.082	NO
FC -> SI	-0.023	-0.020	0.033	0.694	0.488	NO
HM -> SI	0.417	0.413	0.038	10.980	0.000	YES
PE -> SI	0.177	0.177	0.025	7.203	0.000	YES
PV -> SI	0.356	0.358	0.035	10.040	0.000	YES
SIE -> SI	0.093	0.093	0.016	5.845	0.000	YES

Table 6 **Hypothesis Testing webrooming**

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Supported
EE -> WI	-0.280	-0.277	0.047	5.993	0.000	YES
FC -> WI	0.185	0.186	0.047	3.956	0.000	YES
HM -> WI	0.221	0.217	0.068	3.265	0.001	YES
PE -> WI	0.256	0.256	0.033	7.875	0.000	YES
PV -> WI	0.340	0.341	0.031	11.144	0.000	YES
SIE -> WI	0.142	0.142	0.038	3.742	0.000	YES

3. Conclusion

For this study, we analysed two types of channel showrooming and webrooming. We chose six categories from UTAUT2 to focus on: performance expectation, effort expectancy, social influence, enabling condition, price value, and hedonic motivation. According to Venkatesh et al. (2012), it is recommended to assess UTAUT2 in various technologies to identify the factors that make it suitable for a different consumer shopping technology use context. This is because the original model was designed for workplace technology. For this reason, we have not incorporated habit. Keeping the practice of utilising the technology as a direct driver, which was part of the original UTAUT2, might be deceptive in the setting of non-routine purchases. We think using this concept might change the connection between other variables in the model rather than encouraging additional purchases. As we want to express the consumer's showrooming and webrooming intention rather than the usage of technology. Similar constructions for both webrooming and showrooming are presented.

Nowadays, omnichannel context gives clients many channels and touchpoints, which complicates the customer experience. Popular cross-channel practices include showrooming and webrooming. It appears that store-based retailers are facing a significant threat known as showrooming. This occurs when customers visit physical stores to gather information about products they intend to buy online, often from a competitor (Fassnacht et al., 2019 and Schneider et al., 2020). Based on research findings, it is evident that various factors play crucial role in influencing consumers' intention to use webrooming for shopping. These factors include performance expectancy, social influence, facilitation condition, price value, and hedonic motivation. It is worth noting that all of these factors have positive and significant impact on webrooming intention. While analysing the showrooming intention performance expectancy, it is observed that factors such as social influence, price value, and hedonic motivation have positive and significant impact. However, the factors of effort expectancy and facilitation condition do not show any significant intention towards showrooming. Effort expectancy refers to ease of use and the effort required to perform a certain behavior. In the context of showrooming modern consumers are generally tech-savvy and accustomed to using smartphones and the internet. Therefore, the perceived effort required to search for information or make purchases online is already low. For many consumers, showrooming has become a routine that doesn't require much effort. They are accustomed to comparing prices and looking for product reviews online after visiting physical stores. The availability of user-friendly apps and websites makes the online purchase process straightforward, further diminishing the significance of effort expectancy.

Facilitating conditions refer to external environment, resources, and support available to perform a behaviour. In context of showrooming, Most consumers have ready access to the necessary infrastructure (smartphones, internet connectivity, etc.) to engage in showrooming. This ubiquitous access makes facilitating conditions less of a distinguishing factor. Physical stores often encourage showrooming by providing free Wi-Fi and a conducive environment for customers to check prices and reviews online. This support is expected and doesn’t vary much across different retail environments.
The impact of social influence on showrooming intention should be recognised by retailers. Digital displays that show showroomers the number of individuals who have purchased certain products, how they rated their purchase, or their social network product evaluations, for instance, can persuade them to make a purchase. Furthermore, loyalty programmes might be put in place for those who post information on social media following a physical store purchase; customers could receive a reward (points that can be used for gifts, discounts, or raffle entries) for posting a photo of the store's shopping bag on social media. Even in cases where salespeople do not make a purchase from showroomers, retail managers should educate them to see encounters with them as chances to develop valuable connections. This would lessen the

disappointments. All the recommended steps might deter showroomers from leaving the business empty-handed and motivate them to make a purchase there.

4. Limitation

This study has some limitation as the research was conducted mainly in the urban areas of Delhi which have ahigh internet penetration rate. In developing cities or even in remote parts of Delhi, the reason for online and offline shopping may carry different weights. The study did not question the moderating effect of age, gender and experience as suggested in original UTAUT2. Further research could be conducted with additional construct like habit, trust and many more along with the UTAUT2 constructs, in different geographical regions of the world. Also in this the study was not looking for specific product category or specific product itself, in future there can be a particular product to specifically find the difference in showrooming and webrooming intention a customer.

Reference:

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