A Conceptual Model of Web-rooming Intention of Gen Y Consumers to Buy Branded Fashion Products

Saffa Maulaya Az-Zahra
School of Interdisciplinary Management and Technology
Institut Teknologi Sepuluh Nopember
Surabaya, Indonesia
saffa.206032@mhs.its.ac.id

Reny Nadlifatin*
Department of Information Systems
Institut Teknologi Sepuluh Nopember
Surabaya, Indonesia
reny@its.ac.id, reny.nadlifatin@gmail.com

Satria Fadil Persada
Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara
University, Jakarta, Indonesia
satria.fadil@binus.ac.id

Nazaria Jotur Siregar
Entrepreneurship Department, BINUS Business School Undergraduate Program, Bina Nusantara
University, Jakarta, Indonesia
nazaria.siregar@binus.ac.id

Abstract

In recent years, a tendency known as "omnichannel buying behavior" has emerged in the global selling of branded fashion products. According to several studies, consumers, particularly millennials, prefer to web-room or review things online before choosing which ones to purchase directly in physical stores. The emergence of online channels and continuous digitization are some of the factors of web-rooming behavior. Branded fashion product retailers must widen their awareness of the drivers behind webrooming behavior to successfully implement the omnichannel shopping technique. This study attempts to identify the variables that may affect Gen Y consumers' intention to engage in webrooming and to create a conceptual framework based on the integrated Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA). Researchers did a review of the literature from several sources that covered webrooming in the context of purchasing branded fashion products. Additionally, this study's conceptual model can be applied to future research.

Keywords
Branded fashion products, Gen Y consumers, Webrooming intention, Conceptual model, Integrated TAM-TRA

1. Introduction
The retail industry has seen a significant increase recently. Some of the causes are competition, increased consumer demand, the addition of new marketing channels by fashion companies to attract customers, and continuous digitalization (Christensen and Raynor, 2003; Verhoef et al., 2015). The buying habits of millennial consumers of branded fashion products are strongly influenced by digitalization. One of the reasons is that digitalization provides flexibility, ease, and convenience or accessibility to branded goods consumers through digitalization and various channels (Jo, Kim, and Choi, 2020). Although digitalization provides benefits for consumers, on the contrary, it is

known to place retailers in a very difficult position (Gensler et al., 2017). The fact that consumers engage in greater webrooming behavior is one of the main challenges. Consumers who engage in webrooming activities prefer to research and test products online before making an offline purchase (Kramer, 2014; Singh and Swait, 2017; Kleinlercher et al., 2020).

Several studies have shown that webroomers benefit businesses by buying more products than consumers who buy goods from stores using a single channel. However, webrooming has also resulted in free-riding behavior from consumers. Free-riding behavior is a situation in which customers frequently switch retailers while switching channels. This has the potential to be both profitable and detrimental to retailers. If retailers are unable to retain customers during channel switching, they will lose sales. Since in the context of webrooming, consumers will complete an actual purchase at a physical store, webrooming only benefits offline retailers. Therefore, offline stores need strategies and plan to prevent webroomers from visiting competitors' physical stores.

By 2025, Gen Y consumers will dominate a market share of 65 to 70 percent for branded items. Additionally, the gen y will account for 180% of sales growth throughout 2019 and 2025. Consumers who fall within the Gen Y category were born between 1982 and 2004 (Strauss and Howe, 1991). This age group is perceived to be technologically competent (Hall et al., 2017), and they are more determined to accomplish their purchasing activity through online channels (Aw, 2019). Unexpectedly, however, research has indicated that over 70% of Gen Y consumers web-room more frequently than they showroom (Nielson, 2016). Therefore, the objective of this study is to investigate why Gen Y consumers of branded goods engage in webrooming activity.

The ultimate goal of this research is to develop a conceptual model based on the Technology Acceptance Model (TAM) which is integrated with the Theory of Reasoned Action (TRA). While Davis et al. (1989) introduced the TAM model to provide a theoretical basis for explaining the factors that influence user acceptance of technology and also predict user behavior outside the bounds of user groups, TRA is widely used to investigate human behavioral intentions by demonstrating that buying is influenced by one's attitude and subjective norm (Ajzen and Fishbein, 1975). Therefore, first, researchers need to determine the variables that influence the tendency of Gen Y consumers to engage in webrooming. The method used by the researcher is a systematic literature review involving various studies on webrooming with several contexts sourced from Google Scholar and ScienceDirect. Future studies for research in the context of branded fashion products can use the conceptual model developed by this systematic review study. In addition, findings from future research can be used to help branded retailers develop effective strategies to deal with harmful free-driving behavior.

2. Review and Methodology

2.1 Research Questions
This systematic review's objective is to give a synthesis of the data from all studies that have been done on webrooming. Therefore, in order to carry out this systematic review, a limited and focused research question is needed. Following the selection of the study objectives, the research questions are chosen.
RQ1: What factors affect Gen Y consumers' decision to webroom?

2.2 Search Strategy
At this stage, articles pertaining to case studies are searched for as part of a systematic literature review. [("Webrooming Intention" OR "Webrooming Behavior" OR "Cross-channel Behavior") AND ("Luxury Shopper" OR "Gen Y Luxury Shopper" OR "Branded Fashion Product" OR " Gen Y Branded Fashion Products")] were the search terms used to find the article. A number of online libraries, including Google Scholar and Science Direct, were searched for articles. 435 publications from Google Scholar and 43 papers from Science Direct were discovered when the search was restricted to studies that began in 2012.

2.3 Determine the Article
At this stage, the paper that will be used to carry out a systematic literature review is determined in advance by the researcher. The selected article examines the factors that motivate Gen Y shoppers to conduct online research before making a purchase. 30 articles about Gen Y customers' webrooming behaviors were discovered by researchers. Table 1 displays a thorough evaluation of the literature.

Table 1. Articles used for Systematic Literature Review

No	Source Article	Findings	Object	Methods
1	Flavián et al. (2016)	Motivation to interact, online customer reviews, online-offline integration, choice, happiness with the search process, and choice assurance	63 college students in Europe	Qualitative Survey with ANOVA and PROCESS Macro
2	Arora and Sahney (2017)	Online risk perceptions, lack of trust, subjective standards, perceived behavioral control, product kind, and category are some of the factors that influence how beneficial and profitable searches are seen to be conducted online.	-	Qualitative and Quantitative Survey with Structural Equation Modeling
3	Kang (2018)	Obtaining information, comparing prices, interacting with others, looking for an assortment or convenience, and social-local-mobile.	Omni-channel consumers in the USA	Qualitative and Quantitative Survey with Structural Equation Modeling
4	Kang (2019)	Values associated with showrooming and webrooming, as well as fashion lifestyle, personality, knowledge, brand status, and usefulness.	601 So-Lo-Mo service users in the USA	Qualitative and Quantitative Survey with Structural Equation Modeling
5	Arora and Sahney (2018)	Online search benefits, behavioral control benefits, offline purchase benefits, e-distrust, perceived hazards of online shopping, and subjective standards are some of the perceptions that influence behavior.	374 respondents	Quantitative Survey with PLS-SEM
6	Flavián et al. (2019)	Sentiments of assurance, happiness with the search process, and wise purchasing.	368 respondents in Europe	Quantitative and Qualitative Survey with ANOVA
7	Aw (2019)	Efficiency buying, looking for deals, variety, the perception that salespeople are readily available, immediate ownership, offline purchasing effort, and anticipated price loss.	300 young shoppers in a university	Quantitative Survey with PLS-SEM
8	Santos and Gonçalves (2019)	Obtaining information, comparing prices, empowering consumers, a desire for touch, assessing risk, and being confident in one's decision-making.	263 faculty members and students from a Portuguese institution, each with a different degree.	Quantitative Survey with Discriminant analysis (DA) and fuzzy-set qualitative comparative analysis (fsQCA)
9	Arora and Sahney (2019)	Online risk perceptions, e-distrust, attitude toward webrooming, anticipated regret, normative beliefs, product involvement, intentions toward webrooming, and perceived behavioral control. Perceived search benefits (online), perceived purchase benefits (offline), sales-staff additional help, after-sales services, utilizing online reviews, perceived ease of searching online, perceived usefulness of webrooming, and online risk perceptions.	264 respondents	Quantitative Survey with PLS-SEM
10	Orus et al. (2020)	Impressions and emotions related to smart purchasing, consumer perceptions of financial savings from webrooming, and individual attribution.	210 customers consumers who have previous online shopping experience in Spain	Quantitative Survey with ANOVA
11	Aw (2020)	Product categories, product participation, contact and touch requirements, and perceived value of online reviews,	210 Gen Y customers in Malaysia	Quantitative Survey with fuzzy-set qualitative comparative analysis (fsQCA)

No	Source Article	Findings	Object	Methods
12	Shankar and Jain (2021)	Online danger perception, socializing, the desire for touch, perceived convenience of doing searches online, perceived usefulness of conducting searches online, hedonic value, and utilitarian value are all factors.	374 branded fashion consumers in Delhi and Mumbai	Quantitative Survey with Structural Equation Modeling
13	Jain and Shankar (2021)	Online risk perception, attitude, subjective norm, socialization, the incentive to touch, perceived usefulness of online searching, perceived convenience of searching online, and online motivation to touch	274 branded fashion consumers in India	Quantitative Survey with PROCESS Macro
14	Shankar and Jain (2022)	The perceived value of online searches, assistance from salespeople, socialization, and a need for touch all significantly improve attitudes toward webrooming. The results of the moderation effect imply that subjective norm considerably modifies the relationship between attitude toward webrooming and intention to webroom.	374 Indian luxury consumers	Quantitative Survey with Structural Equation Modeling and PROCESS Macro
15	Guo et al. (2021)	Channel attitudes, product preferences, and risk perceptions of consumers.	China's 868 multichannel consumers replies	Quantitative Survey Using STATA 12.0 and Simultaneous Equation Modeling
16	Viejo-Fernández et al. (2019)	Perceived utility and usability, as well as the consumer's unique propensity for acquiring and exploring knowledge.	847 apparel shoppers	Quantitative Survey with Structural Equation Modeling
17	Mukherjee and Chatterjee (2021)	Purchase-related to context, channels, and product type.	243 respondents	Quantitative Survey with Structural Equation Modeling and multiple regression analysis
18	Kaduskeviciute and Urbonavicius (2019)	Aversion to uncertainty, risk, impending regret, craving for touch, and online mavenis.	263 Gen Y consumers in Lithuania	Quantitative Survey with Structural Equation Modeling
19	Sánchez-Torres et al. (2022)	Need for touch, the ability to compare prices, the security of one's decision, informational success, and consumer empowerment.	168 Gen Y consumers in Spain and Colombia	Quantitative Survey with PLS-SEM
20	Aw et al. (2021)	The perceived value of online reviews, immediate possession, the perceived value of in-store salespeople, perceived risk, the perception of smart shopping, the product category, the convenience of online search, the orientation toward price comparison, the knowledge of the product, the need for interaction, and the need for touch.	12 in-depth interviews with Gen Y consumers who have to have recently engaged in webrooming	Qualitative Survey
21	Roy et al. (2022)	The results show a variety of reasons why people cross-shop and the excitement of learning new things, while novel kinds of fulfillment, such as process satisfaction, and social satisfaction, arise. Contextual variables of the cross-shopping procedure were also indicated by the data.	52 in-depth interviews with Gen Y consumers	A qualitative survey was conducted using an interpretive approach.
22	Shankar (2021)	Accessibility, searchability, benefit and post-benefit accessibility, perceived hedonic and utilitarian values, and perceived security concerns among consumers.	534 respondents in India	Quantitative Survey with Structural Equation Modeling and PROCESS Macro

No	Source Article	Findings	Object	Methods
23	Olearova et al. (2022)	Savings in time and effort, wise purchases, and financial savings.	486 respondents in Slovak	Quantitative Survey with Mann-Whitney U test
24	Truong (2020)	Perceived risk, perceived feasibility, and potential value of webrooming.	257 customers in Vietnam who are accustomed to buying at fashion and accessory stores through multiple channels. From the date of purchase to the date of sample, purchases must be made within three months.	Quantitative Survey with Structural Equation Modeling
25	Huh and Kim (2022)	Market maverickery, interest- and deprivation-based curiosities, and consumer innovation	Amazon M Turk served as the recruitment tool for 358 participants.	Quantitative Survey with Structural Equation Modeling
26	Sahu et al. (2021)	Price, potential risk, trust, perceived informativeness, social interaction, usability, online savviness, feedback from customers, and salesperson effectiveness.	240 research papers from USA and UK	Systematic Literature Review
27	Manss et al. (2020)	Consumers' perceptions of the after-sales experience, quality dispersion, information accessibility, purchase effort, risk, retailer-channel interaction effects, retailer assortment, retailer price attractiveness, retailer reassurance, retailer's shop atmosphere, and price dispersion.	839 German retail Gen Y customers via online panel	Quantitative Survey with Structural Equation Modeling
28	Kim (2022)	Negative reviews, the desire for physical contact, the nature and caliber of reviews, and mistrust of online shopping.	204 participants focusing on Gen Y respondents who have experience with online purchases	Quantitative Survey with ANOVA and PROCESS macro
29	Hermes and Riedl (2021)	Innovation on the part of consumers, a need for touch and connection, and a focus on price comparison.	24 research papers published from 2003–2021	Systematic Literature Review
30	Reid et al. (2016)	Price, visual appeal, clothing fit, clothing quality, product attribute prediction, financial ramifications of online shopping, website design, security and retailer trust, no restrictions, and out-of-stock items/options are some other factors to consider.	109 Gen Y respondents in the UK	Qualitative and Quantitative Survey with Spearman's rho correlation coefficient

3. The Factor and Discussion

These factors were discovered using a systematic literature study that searched for the factors that were mentioned most frequently in each article. Each element is chosen depending on other factors connected to the primary component after mapping the most factors. To establish the characteristics that encourage consumers to engage in webrooming, a conceptual model was created in this study based on the factors that emerged.

3.1 Perceived Ease of Online Search

As has been found by previous research, PEOS is defined as the extent to which a person can easily access the information they need through online channels (Davis et al., 1989), in this case regarding branded fashion products that consumers will buy in physical stores. Currently, information about products can be quickly and efficiently accessed by consumers through digital platforms (Wang et al., 2018; Dhir et al., 2020). This easy access to information online directly can save a lot of time, effort, and money that might otherwise be spent (Shankar and Rishi, 2020; Wang et al., 2018). This enables brand-conscious shoppers with limited time to conveniently gather a lot of information about the products they wish to purchase (Adams, 2013). With only a few clicks, customers can rapidly compare branded fashion products across multiple online stores (Liu et al., 2013). The usability of webrooming has been greatly enhanced by the ease with which consumers can find information about fashion branded products online (Riley and Lacroix, 2003; Arora and Sahney, 2019). Table 2 displays the findings of the Systematic Literature Review on Perceived Ease of Online Search.

Table 2. Perceived Ease of Online Search Factor

Factor	Aspect	Source
Perceived Ease of Online Search	Online customer review, Perceived search benefits online, information attainment, search process satisfaction, accessing online reviews, negative review, type of review, quality of review	[1] [2] [3] [5] [8] [9] [12] [13] [16] [20] [22] [23] [26] [27]

3.2 Perceived Usefulness of Online Search

Quality-conscious customers of branded items perceive substantial knowledge benefits through omnichannel shopping, according to Jain et al. (2015). Webrooming is a multi-stage buying process. In the early stages of the buying process in webrooming behavior, consumers use digital platforms as search tools to find relevant information about products, such as the latest design of a product, product variations, promotions offered by retailers, and so on (Kang, 2019; Shankar et al., 2020). This information-seeking activity helps brand-conscious shoppers in n reducing possible risks and choosing the best product to buy (Willmott, 2014). The next stage of the webrooming process is the consumer's need to touch and feel the item directly. This can assist them in evaluating the product further and give them confidence in their final item choice (Shankar and Jain, 2021). Furthermore, apart from being driven by the desire to touch the product directly, according to Kang (2018), webrooming behavior is also driven by the consumer's need to socialize. Socialization is possible through information exchange activities that occur with the online community before the final purchase is made in person. In addition, interaction with family, co-workers, salespeople, and other customers are also needed during the shopping process. As a result, while the consumer may exert less effort in terms of time, money, and potential risk, they may have more pleasure and delight. Due to the convenience of acquiring information and the satisfaction experienced while making direct purchases at real establishments, Flavianus et al. (2019) arrived at the conclusion that webrooming produces higher satisfaction than showrooming. Last but not least, webrooming consumer perceptions are influenced by the advantages of online search, according to Wang et al. (2015). The results of the systematic literature review on the perceived usefulness of online search are shown in Table 3.

Table 3. Perceived Usefulness of Online Search Factor

Factor	Aspect	Source
Perceived Usefulness of Online Search	Online customer review, Perceived search benefits online, information attainment, search process satisfaction, accessing online reviews, negative review, type of review, quality of the review	[1] [2] [3] [4] [5] [6] [8] [9] [11] [12] [13] [14] [16] [19] [20] [26] [27] [28] [30]

3.3 Need for Touch

The need for touch refers to the buyer's need for information that can only be acquired by direct interaction with an actual object (Peck and Childers, 2003). It is very important for consumers, especially those who will buy branded fashion products, to touch and see these items in person because it provides a more fulfilling experience and a better opportunity to assess the quality of the product (Liu et al., 2013a). The mere appearance of an item online or through photos may not do a high-end product justice in terms of its various aesthetic and practical features. Research by (Choi et al., 2015; Aw, 2020) concluded that the demand for touch among consumers drives their intention to do webrooming, especially in the case of high-involvement products.

Direct contact with these objects enhances the experience and gives consumers a better chance to judge their quality, consumers place a high value on how branded objects feel and touch (Liu et al., 2013). Previous research has found that when making purchasing decisions about certain products, Consumers place a lot of reliance on tactile information (Dholakia et al., 2010; Peck and Childers, 2003). In addition, brand-conscious shoppers believe that it is difficult to access sensory experiences online through photos (Baker et al., 2018), as it makes it difficult for them to evaluate products properly (Kim et al., 2018). Therefore, the desire to touch will significantly affect consumers' purchase

intentions when the information obtained through internet searches is confirmed by a direct product evaluation process (Flavián et al., 2016). Touch is an important element of omnichannel behavior (Dholakia et al., 2010). Peck and Childers (2003) conducted a study that found customers who are highly motivated to interact feel more confident, which supports positive perceptions about webrooming. Table 4 shows the results of the literature review for the Need for Touch variable.

Table 4. Need for Touch Factor

Factor	Aspect	Source
Need for Touch	Desire to touch and appearance	[1] [8] [11] [12] [13] [14] [18] [19] [20] [28] [29]

3.4 Socialization

Customers who purchase branded goods online miss out on quality time with their loved ones (Rohm and Swaminathan, 2004; Baker et al., 2018). When buying branded goods in brick-and-mortar stores, consumers have the opportunity to connect with their buying partners (Liu et al., 2013). Furthermore, according to (Kang, 2018), research revealed that consumers' desire to interact with others has a significant impact on whether or not they engage in webrooming. The results of a comprehensive literature review on socializing are shown in Table 5.

Table 5. Socialization Factor

Factor	Aspect	Source
Socialization	Social interaction, social satisfaction, need for interaction	[3] [11] [12] [14] [20] [21] [26] [29]

3.5 Sales-Staff Assistance

Previous research has shown that customers are happier when they are assisted by salespeople while shopping, especially when they are shopping for branded goods (Sharma and Stafford, 2000). This finding is confirmed by other studies which state that customers of branded products want individualized services (Atwal and Williams, 2017). Other studies have found that lack of access to a sales force can confuse customers, this can be detrimental to businesses because it results in decreased sales (Haas and Kenning, 2014). Therefore, branded goods sellers prioritize recruiting and training top salespeople in order to consistently provide outstanding service to their customers (Gupta et al., 2019). In addition, consumers feel comfortable purchasing branded items after speaking with salespeople because they are one of the more complicated products (Haas and Kenning, 2014). Online purchases involve less direct interaction with salespeople, which has been highlighted as a significant barrier to online sales of branded items (Lee, 2017; Shankar and Datta, 2018). Arora and Sahney (2019) highlight assistance from salespeople as a key factor in webrooming activities. Customers are assisted in reducing the uncertainties associated with online purchases by hired sales staff assistance and online information search, which promotes a positive attitude towards webrooming (Aw, 2020). Table 6 displays the findings of the systematic literature review on Sale-staff Assistance.

Table 6. Sales-Staff Assistance Factor

Factor	Aspect	Source
Sales-staff Assistance	Availability of salespeople, perceived helpfulness of in-store salespeople, salesperson performance, retailer's reassurance	[7] [9] [12] [13] [14] [20] [26] [27]

3.6 Online Risk Perception

One factor that affects whether someone intends to webroom is their perception of online risk (ORP). This comprises a person's individualized assessment of the degree of danger connected to their online shopping behavior (Brewer et al., 2004; Slovic, 2016; Godovykh et al., 2021). The perception of risk can be influenced by a number of things. The first is the affective variety, which includes sensations, moods, and emotions. The second is cognitive and includes the significance of the event, media coverage, and risk-reduction strategies. The third is contextual, which includes how risk information is presented and the presence of additional information sources. The fourth element is contextual, which entails framing information on risk and age. The final consideration is the individual, which includes personality

qualities, prior experience, and age. As a result, perceived risk and actual risk are distinct (Godovykh et al., 2021). The concept of customer-perceived risk in marketing was initially put forth by Bauer in 1960; since then, the topic has undergone substantial study and given rise to a number of detailed formulations. According to an earlier study, researchers frequently describe the basis of perceived risk in terms of impossibility and repercussions. The perceived level of danger may seem higher while purchasing online because there is less access to products and salespeople physically (Forsyth and Shi, 2003). Table 7 displays the findings of the systematic literature review on online risk perception.

Table 7. Online Risk Perception Factor

Factor	Aspect	Source
Online Risk Perception	Risk aversion, lack of trust, e-distrust, predicted price loss, confidence in one's ability to make a wise purchase, cost savings, perceived risks associated with making an online purchase, retailer and security trust, perceived regret	[2] [5] [8] [9] [12] [13] [15] [18] [20] [24] [26] [27] [28] [30]

3.7 Consumer Innovativeness

Based on research by Midgley and Dowling (1978), consumer innovation is a person's level of acceptance of a new information and a person's ability to make decisions related to that information without the influence of others. (Table 8) Another study by Goldsmith and Hofacker (1991) regarding consumer innovation is the tendency of consumers to recognize and adopt new products and processes. This consumer innovation may be prompted naturally or be driven by something (Zhang et al., 2020). Actualized innovation, according to research by Zhang et al. (2020), is innovation connected to the choice to purchase or test a new good or technology (Rakovi et al., 2016). Consumer inherent innovation, on the other hand, relates to psychological and personality characteristics (Bartels and Reinders, 2011; Chang and Chen, 2021). Technology innovation (willingness to accept risks) reflection occurs when employing technology, whereas product innovation reflection occurs when selecting new goods or services (Zhang et al., 2020). (Al-Jundi et al., 2019). Consumer innovativeness—rather than technological innovation—is seen in this study as the real innovation that is distinctive to the product. As a result, the concept of consumer innovation used in this study is the propensity of consumers to purchase or experiment with new branded fashion products.

According to research by Fatima et al. (2017), customer innovativeness has an impact on channel preference, value derived from the product (Noh et al., 2014), and purchase intention (Fowler and Bridges, 2010). Innovative consumers are individuals who prefer innovation to tradition and are more receptive to following global trends (Rakovi et al., 2016). High inventive consumers take greater chances to stand out from low innovative consumers (Das et al., 2021). Customers who shop online perceive a higher level of risk since they cannot physically see, touch, or feel the things (Thakur and Srivastava, 2015; Nawi et al., 2019). Online outlets, however, guarantee the availability of popular fashion items faster than traditional sources do. As a result, it is projected that customers who value innovation would favor online shopping over brick-and-mortar stores. This is due to the fact that by adopting the newest fashion trends, such purchases enable people to stand out from other members of society. In contrast, consumers with little inventiveness will have higher webrooming inclinations to purchase fashion branded items. This is due to the risks that customers may encounter when making purchases online.

Table 8. Consumer Innovativeness Factor

Factor	Aspect	Source
Consumer Innovativeness	Product type and category	[25] [29]

3.8 Subjective Norm

Pookulangara and Natesan's (2010) earlier research revealed the significance of subjective norms in defining everyone's behavior in switching channels. Consumer intentions to participate in webrooming are positively influenced by subjective norms, per a study by Arora and Sahney (2019). Prior research has demonstrated that attitudes have a greater influence on behavioral intentions when subjective standards are favorable (Al-Swidi et al., 2014). Jain (2020) also asserts that the link between attitudes and intentions might shift at a variety of subjective norm levels. Therefore, our study suggests that subjective norms can more successfully explain the relationship between

webrooming attitudes and intents in a culture where significant individuals have an impact on people's decisions (Jain and Mishra, 2018). The results of the systematic literature review related to subjective norms can be found in Table 9.

Table 9. Subjective Norm Factor

Factor	Aspect	Source
Subjective Norm	Personal attribution	[2] [5] [9] [13] [14]

3.9 Attitude

Previous studies discovered that attitude is one of the key indicators of a consumer's desire to make a purchase (Jain and Khan, 2017). Because of the high price, which is one of the key reasons why consumers believe branded items are valued (Kapferer and Bastien, 2012), extensive study on various purchase channels is required in this era of rapid digitization (Frasquet et al., 2015). By participating in webrooming activities, buyers of branded goods can increase control over the purchasing process and decrease information variability (Heitz-Spahn, 2013). Consumer views toward webrooming intents are influenced, in accordance with Arora and Sahney (2017), by their opinions of the advantages of online search (PUOS and PEOS), friendliness, support from salespeople, and need for touch. The results of the Systematic Literature Review related to attitudes towards webrooming can be found in Table 10.

Table 10. Attitude Factor

Factor	Aspect	Source
Attitude	The perceived value of webrooming, perceived behavioral control	[2] [9] [13] [14] [15]

Researchers have discovered factors that affect consumer intentions to engage in webrooming after performing a comprehensive review of the literature utilizing 30 papers. Next, we integrate the nine variables together to create a conceptual model that will help us pinpoint the determinants that affect Gen Y consumers' intentions to engage in webrooming, particularly when it comes to purchasing branded fashion items. The following conceptual model is based on the Technology Acceptance Model (TAM) which is integrated with the Theory of Reasoned Action (TRA). TRA is widely used to investigate human behavioral intentions by demonstrating that buying is influenced by one's attitude and subjective norm whereas TAM is a model introduced by Davis et al. (1989) to provide a theoretical basis to explain the factors that influence user acceptance of technology and also predict user behavior beyond the boundaries of user groups (Ajzen and Fishbein, 1975). We created the integrated TAM-TRA framework since it has been identified as the most popular method for gauging consumers' willingness to adopt Internet-related technologies that include individual consciousness (Shankar and Kumari, 2019; Islam et al., 2019). Figure 1 shows the conceptual model.
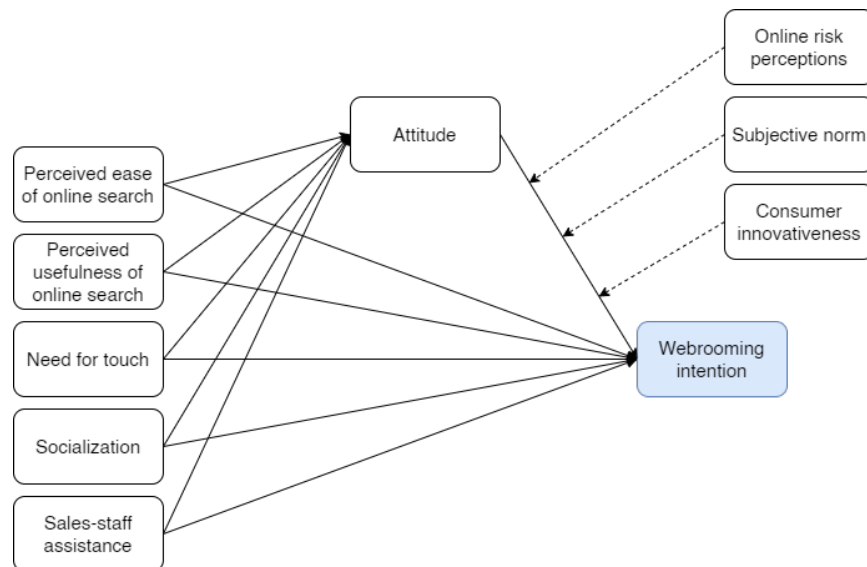
Figure 1. Integrated conceptual model

4. Conclusion

In this thorough systematic literature, the contemporary literature on webrooming is discussed in a number of different contexts. In addition, we also specifically address Gen Y consumers as identified in our sample. Nine factors have been discovered by this study as having an impact on customers' intentions to engage in channel switching behavior, particularly when it comes to webrooming to buy branded fashion products. Following a thorough investigation, it was discovered that these frequently occurring factors include the perceived ease of searching for information online, the perceived value or benefit of searching for information online, the desire to touch the product in person before making an actual purchase, the need for direct assistance of sales staff, socialization, attitudes, subjective norms, perceived risk of searching and purchasing online, and level of consumer innovativeness. A thorough literature review of 30 publications from Google Scholar and ScienceDirect was successful in obtaining these factors. We established a conceptual model based on the Technology Acceptance Model (TAM), which was integrated with the Theory of Reasoned Action (TRA), in addition to establishing what influences the intention of Gen Y customers to engage in webrooming.

Although webroomers were found to be more likely to purchase more items than customers who purchased using a single channel, webrooming was also associated with free-riding behavior. Unfortunately, besides being profitable, this free-riding behavior can also bring losses. If a business doesn't retain consumers throughout channel switching, especially in the context of webrooming, it's quite possible that lost sales will occur. Due to the fact that the final transaction is completed in a brick-and-mortar store, webrooming only benefits offline retailers. When it comes to offline retailers, a strategy is needed to actively deter webroomers from visiting competitors' physical stores. There are a number of ways to deal with this behavior, one of which, according to the findings of a literature review, is to improve the shopping experience for customers by using interactive technologies like AR and VR to provide information about branded goods in retail settings. Retailers must convert from transactional stores to experience-based stores in order to appeal to branded fashion product consumers, who highly appreciate experiences.

Retailers can also offer unique solutions to people who purchased branded fashion products because this group of customers tends to be technology literate, very intelligent, and short on time (Adams, 2013). Retailers of branded fashion products should make every effort to make it simple for consumers to not only get detailed information about products online but also deal with their inquiries promptly through a website equipped with a virtual assistant feature, etc. in order to ensure that customers are satisfied with the product and eager to visit the physical store to make the actual purchase.

When trying to upsell customers, salespeople frequently fail, especially when dealing with millennials. Retailers must therefore empower their in-store sales staff with more flexible and customer-focused techniques. Additionally, by leveraging more advanced technology, retailers can offer several options so that customers can still examine things

without physically visiting the store. A favorable online product evaluation can also be facilitated by the use of visual technology and kinesthetic communication. This technology is very diverse and has already begun to be applied in various sectors. Finally, apart from optimizing their online channels, retailers must of course also optimize their offline channels in order to direct consumers to physical stores. Retailers might implement marketing plans that encourage customers to visit their physical stores. This is anticipated to decrease consumers' free-riding behavior and boost their brand loyalty.

References

Arora, S., & Sahney, S. Webrooming behaviour: a conceptual framework. *International Journal of Retail & Distribution Management*. (2017).

Arora, S., & Sahney, S. Consumer's webrooming conduct: an explanation using the theory of planned behavior. *Asia Pacific Journal of Marketing and Logistics*. (2018).

Arora, S., & Sahney, S. Examining consumers' webrooming behavior: an integrated approach. *Marketing Intelligence & Planning*. (2019).

Aw, E. C.-X. Understanding the webrooming phenomenon: shopping motivation, channel-related benefits and costs. *International Journal of Retail & Distribution Management*. (2019).

Aw, E. C.-X. Understanding consumers' paths to webrooming: A complexity approach. *Journal of Retailing and Consumer Services*, *53*, 101991. (2020).

Aw, E. C.-X., Kamal Basha, N., Ng, S. I., & Ho, J. A. Searching online and buying offline: Understanding the role of channel-, consumer-, and product-related factors in determining webrooming intention. *Journal of Retailing and Consumer Services*, *58*, 102328. (2021). https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102328

Flavián, C., Gurrea, R., & Orús, C. Choice confidence in the webrooming purchase process: The impact of online positive reviews and the motivation to touch. *Journal of Consumer Behaviour*, *15*(5), 459–476. (2016).

Flavián, C., Gurrea, R., & Orús, C. Feeling confident and smart with webrooming: understanding the consumer's path to satisfaction. *Journal of Interactive Marketing*, *47*, 1–15. (2019).

Guo, Y., Zhang, M., & Wang, V. L. Webrooming or showrooming? The moderating effect of product attributes. *Journal of Research in Interactive Marketing*. (2021).

Hermes, A., & Riedl, R. Influence of personality traits on choice of retail purchasing channel: literature review and research agenda. *Journal of Theoretical and Applied Electronic Commerce Research*, *16*(7), 3299–3320. (2021).

Huh, J., & Kim, H.-Y. Showrooming versus webrooming: Examining motivational differences in omnichannel exploratory behaviors. *The International Review of Retail, Distribution and Consumer Research*, 1–17. (2022). https://doi.org/10.1080/09593969.2022.2048413

Jain, S., & Shankar, A. Exploring Gen Y Luxury Consumers' Webrooming Behavior: An Integrated Approach. *Australasian Marketing Journal*, (2021). 18393349211022050.

Kaduskeviciute, V., & Urbonavicius, S. Webrooming: a way of dealing with uncertainties in purchasing. *Market-Tržište*, *31*(2), 139–152. (2019)

Kang, J.-Y. M. Showrooming, webrooming, and user-generated content creation in the omnichannel era. *Journal of Internet Commerce*, *17*(2), 145–169. (2018).

Kang, J.-Y. M. What drives omnichannel shopping behaviors? Fashion lifestyle of social-local-mobile consumers. *Journal of Fashion Marketing and Management: An International Journal*. (2019).

Kim, H. I can't believe online. A study on how negative reviews move online shoppers to offline channel. *Asia Marketing Journal*, *24*(1), 3. (2022).

Manss, R., Kurze, K., & Bornschein, R. What drives competitive webrooming? The roles of channel and retailer aspects. *The International Review of Retail, Distribution and Consumer Research*, *30*(3), 233–265. (2020).

Mukherjee, S., & Chatterjee, S. Webrooming and showrooming: a multi-stage consumer decision process. *Marketing Intelligence & Planning*. (2021).

Olearova, M., Gavurova, B., & Bacik, R. (2022). *Consumer Shopping Motive Identification: Study of Webrooming vs. Showrooming*.

Reid, L. F., Ross, H. F., & Vignali, G. An exploration of the relationship between product selection criteria and engagement with'show-rooming'and'web-rooming'in the consumer's decision-making process. *International Journal of Business and Globalisation*, *17*(3), 364–383. (2016).

Roy, S., Sharma, K., & Choudhary, S. I "showroom" but "webroom" too: investigating cross-shopping behaviour in a developing nation. *International Journal of Retail & Distribution Management*, *ahead-of-print*. (2022).

Sahu, K. C., Naved Khan, M., & Gupta, K. das. Determinants of webrooming and showrooming behavior: A systematic literature review. *Journal of Internet Commerce*, *20*(2), 137–166. (2021).

Sánchez-Torres, J. A., Argila-Irurita, A., Sole-Moro, M.-L., Fernández, J. C., & Serna-Ramírez, J.-A. Omnichannel: Factors that Determine Adoption of Webrooming and Showrooming for Three Product Categories. *Advances in Digital Marketing and ECommerce: Third International Conference, 2022*, 208. (2022).

Santos, S., & Gonçalves, H. M. Multichannel consumer behaviors in the mobile environment: Using fsQCA and discriminant analysis to understand webrooming motivations. *Journal of Business Research*, *101*, 757–766. (2019).

Shankar, A. (2021). How does convenience drive consumers' webrooming intention? *International Journal of Bank Marketing*.

Shankar, A., & Jain, S. Factors affecting luxury consumers' webrooming intention: A moderated-mediation approach. *Journal of Retailing and Consumer Services*, *58*, 102306. (2021). https://doi.org/https://doi.org/10.1016/j.jretconser.2020.102306

Shankar, A., & Jain, S. (2022). Investigating webrooming behavior: a case of Indian luxury consumers. *Journal of Fashion Marketing and Management: An International Journal*, *ahead-of-print*.

Truong, T. H. H. The drivers of omni-channel shopping intention: a case study for fashion retailing sector in Danang, Vietnam. *Journal of Asian Business and Economic Studies*. (2020).

Viejo-Fernández, N., Sanzo-Pérez, M. J., & Vázquez-Casielles, R. Different kinds of research shoppers, different cognitive-affective consequences. (2019) *Spanish Journal of Marketing-ESIC*.

Biographies

Saffa Maulaya Az-Zahra received a bachelor's program at the Department of Industrial Product Design, Institut Teknologi Sepuluh Nopember (ITS) Surabaya in 2020. She took part in an internship program at King Mongkut's Institute of Technology Ladkrabang Business School, to conduct research on Consumer Behavior. She is currently continuing her education at the School of Interdisciplinary Management and Technology, Institut Teknologi Sepuluh Nopember (ITS) Surabaya, to earn a master's degree. Her research interest is marketing management.

Reny Nadlifatin is an Assistant Professor at Department of Information System, Institut Teknologi Sepuluh Nopember. Dr. Nadlifatin research area is about human behavior and technology acceptance.

Satria Fadil Persada is an Assistant Professor at Entrepreneurship Department, Bina Nusantara University. Dr. Persada research area is about consumer behavior and behavioral science.

Nazaria Jotur Siregar is undergraduate student at Entrepreneurship Department, Bina Nusantara University. Ms. Siregar research area is about entrepreneurship and business creation.