UNDERSTANDING "WEBROOMING" & "MULTICHANNEL PURCHASE" BEHAVIOUR AMONGST PAKISTANI CONSUMERS- AN EXPLORATORY STUDY

By

AMBER ZAHRA
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Supervised by

Dr. Hassan Rasool

PIDE SCHOOL OF ECONOMICS
Pakistan Institute of Development Economics, Islamabad
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Pakistan **I**nstitute of **D**evelopment **E**conomics, **I**slamabad
PIDE School of Economics

CERTIFICATE

This is to certify that this thesis entitled: **"Understanding Webrooming & Multichannel Purchase Behaviour Amongst Pakistani Consumers-An Exploratory Study."** submitted by **Ms. Amber Zahra** is accepted in its present form by the School of Economics, Pakistan Institute of Development Economics (PIDE), Islamabad as satisfying the requirements for partial fulfillment of the degree in Master of Philosophy in Business Economics.

Supervisor: Dr. Hassan Rasool   Signature: _____

External Examiner: Dr. Muhammad Arif Khattak   Signature: _____ 14|1|2?

Head,
PIDE School of Economics: Dr. Shujaat Farooq   Signature: _____

DECLARATION

I **Amber Zahra D/O Ch. Amjad Hussain**, hereby state that my M.Phil. thesis titled "Understanding "Webrooming" & "Multi-Channel Purchase" Behavior Among Pakistani Consumers- A Causal Study" is my own work and has not been submitted previously by me for taking any degree from Pakistan Institute of Development Economics or anywhere in the country/ world.

At any time if my statement is found to be incorrect even after my M.Phil. the University has the right to withdraw my M.Phil. degree.

Signature

Date: 19th January, 2022

AMBER ZAHRA

19/1/2022

DEDICATION

I dedicate this dissertation work to my beloved father **CH. AMJAD HUSSAIN** who is my strong pillar, my source of inspiration, wisdom and knowledge. On his wings I soared and been able to complete this work.

ACKNOWLEDGEMENT

There are few people without their support, I might not have been able to write this thesis, and to whom I am greatly indebted in accomplishing this task to my Father **Chaudhary Amjad Hussain**, to my mother **Ms. Sameena Yasmeen**, who always think I can be trusting my success and for encouraging me to go on. To my husband **Mr. Bilal Gulzar**, for having faith in me and for pushing me to complete this gigantic task, for his affection, tolerance and time. To my father-in-law **Mr. Gulzar Hussain** & mother-in-law **Mrs. Farzana Gulzar** for their constant support. To my supervisor **Dr. Hassan Rasool** for directing me when I was lost, for sharing his insight when I most required it, and uniquely instructing me that toning it down would be best.

ABSTRACT

 "Webrooming" (web-influenced offline purchase) and "Showrooming" (store influenced online shopping) is becoming a common practice Among modern consumers in current era of technological world. Statistics are depicting rapid increase in "Webrooming" phenomena which has made it trendy and vital in the multichannel retailing domain. The behavior has both positive and negative impacts over the multi-channel retailers, as it exploits one channel on the cost of other. Though it's a widely spread phenomena but very few studies are found to represent this particular phenomenon. This study empirically validates a comprehensive research model on the basis of Anticipated utility theory that integrates consumer channel related variables (such as Past experiences, and perceived price-comparison orientation), psychographic variables (Choice making decision, Time savings, variety and possession) consumer related smart shopping perception as antecedents of factors (i.e., online search convenience, perceived usefulness of online reviews, perceived helpfulness of in-store salespeople, and perceived risk of buying online), and smart shopping perception as antecedents of factors (i.e., online search convenience, perceived usefulness of online reviews, perceived helpfulness of in store salespeople, and perceived risk of buying online).The intended research will offer extended understanding on antecedents of "Webrooming" Behavior Among Pakistani consumers and insight for businesses induce in extending their retail channels. By collecting data set of 250 consumers from the respective malls in Islamabad we tried to dissent the potential webrooming antecedents. Cronbach Alpha technique is used to check the reliability of data. The results of the study depict that most influential antecedents of Webrooming are Sales Assistance, Variety and Bargain, Shopping Fun.

Key Words: Webrooming, ROPO, Multi-Channel Retailing, Omni-Retailing, O2O

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LIST OF ABBREVIATIONS

BD	Better Decision
ROPO	Research Online Purchase Offline
ST	Saves Time
VB	Variety and Bargain
QP	Quick Possession
SA	Store Assistance
PA	Price Assessment
PE	Past Experience
SF	Shopping Fun
EC	Ease and Comfort

CHAPTER 1

INTRODUCTION

1.1 Background

It is profoundly realized by the retailers that keeping clients consistent is significantly more troublesome than attracting new (Marmol & Fernández Alarcón, 2019). The figure is distinctive as indicated by various sources that considering all other important factors, securing new client is somewhere in the range of 5 to multiple times costlier than holding a current one. Not just that the expense of holding a current client causes low expense than procuring another one, but additionally existing clients cost less to keep up with than recently gained consumers. So, it is important for retailers to get know how to retain customers by keeping in view their needs. To get understanding of the dynamic cycle of customers purchasing behavior, in order to foresee their future expectations and behavior has been the objective of psychology, showcasing customer behavioral theories (Han & Ryu, 2012). To augment client's, repurchase expectations, retailers need to know the factors affecting repurchase expectations and their general importance. Because customers search around to get the best arrangement for their needs and demands (Rajamma, Paswan, & Ganesh, 2007). Rapidly increasing competition in retailing markets are enabling retailers to expand their structure for sales growth by adding more channels that may ease to the customer's service. Likewise, the rapid growth of technology is renovating and improving the lifestyle of human being expeditiously. To cater those growing needs, new channels ae also being added by retailers promptly. The purpose or ultimate goal of increasing consumer's touchpoint is making customer's shopping journey easier and exciting. This has also tremendously change the consumer pattern of purchase from single

linear to multi-channel purchasing. Now a day, consumers are using different combinations of channels in order to make single purchase for smart shopping. According to (Bloomberg Report 2020) (Lafontaine & Sivadasan, 2020) Pakistan is the most fastest growing retail market with exponential growth rate, which is most promising in Asian Retailing Zone. In this vein, shopper conduct along the buying interaction has been transforming from a straight, single-channel shopping conduct to an unpredictable, network-organized Omni channel conduct, that ranges over a large number of various retailers on the web and offline channels (physical markets and stores).

The global era of technology and multi-channel retailing is enabling shoppers to switch between online and offline channels from multi providers due to multiple strong reasons. Consumers in this Web age employ a number of marketing channels to purchase various things; yet, the wide and simple accessibility has confounded modern consumer purchasing behavior online. As a result, one can observe the rise of two contemporary events, namely, "Showrooming" and "Webrooming" which are the two terms for the same phenomena. While the former seeks out knowledge about items online and buying offline, the latter seeks out information about products and brands in brick-and-mortar retailers setting to compare. This act is sometime made intentionally and sometime it happens to be unintentionally. This complex multi-channel process includes webrooming, Omni-channel purchasing, and showrooming that are in trend nowadays.

In the present Omni channel retail setting, clients frequently search in one channel yet wind up buying at another, and frequently switch between on the web and the physical stores between different suppliers due to multiple reasons. This complex system is organized by consumer's buying protocol and is usually alluded to as the client venture

that envelops the "client's inquiry and buy utilization of everything on the web and offline touchpoints from different sources, including retailers owned, contender possessed extra touchpoints. (Verhoef, Neslin, & Vroomen, 2007) pioneered the idea of exploration of multi-channel shopping behavior and characterized it as "the affinity of customers to investigate the item in one channel and afterward buying it through another channel. In 2007, (Verhoef et al., 2007) proved that searching on the web and buying offline is the most usual kind of shopping behavior prevailing all over the world. These days this behavior is alluded as "WEBROOMING".

Next to webrooming, "SHOWROOMING" behavior is likewise normal, in which shoppers first hunt offline and then tends to buy product online (Gensler, Neslin, & Verhoef, 2017). With more than 66% of clients investigating on the web prefers to buy offline, webrooming is likewise turning out to be increasingly pervasive and is significantly more predominant among clients than showrooming (Fuhrer and Hotz, 2018). As webrooming has become normal practice in Omni channel customer behavior across the world. Latest researches on the webrooming is turning out to be to an ever increasing in trend and more significant. Considering the recently acquired intricacy that has emerged with the large number of various touchpoints and suppliers, that client can browse along their require needs, retailers battle to recognize, comprehend, and serve webroomers.

The expansion of retailing channels brought ease to customers on one side but on the retailer's end it has created extensive challenges for those businesses who are facing "FREE−RIDERS" problem. As a matter of reality, a recent Shopper Research Report has shown that 74% of buyers are found to be in "Webrooming" or multi-channel purchase

behavior (JRNI, 2019). People tends to use different retailing channels in order to achieve their purchase goals with same purchase process, which has made the shopper's channel choice making more complicated, erratic (Coughlan, 2007) (Coughlan et al., 2001). Apparently, client looks for crossover utilities in this modern era by misusing specific channel qualities over distinctive stages of the buying process. Online buyers are progressively getting into "Webrooming" i.e., web-influenced offline sales (Flavián, Gurrea, & Orús, 2016) . Advancement of modern of retailing channels of web facility has assisted to this unconventional behavior which researchers within the previous researches has alluded as free riding behavior and now researchers and academicians acknowledge it as "analytical consumer behavior" (Hsu, Lin, Miao, & Networking, 2020)) and "online retailing behaviour"(Kalyanam & Tsay, 2013) .

According to (Koetsier, 2018) (Digital Commerce Report, 2016) youngsters are more attractive towards "Webrooming" behavior. (Koetsier, 2018). "Webrooming" is found as a common practice Among free riders who use multiple channels for maximizing shopping benefits(Verhoef et al., 2007). Online retailers like Amazon and Ali Express have been facing considerable losses due to free rider's "Webrooming" behavior (Ecommerce Nation, 2019). The Forrester Research Report 2014 claims that "Webrooming" impact are far greater than online deals by 500 per cent. PWC's Annual Global Total Retail Consumer Survey (2015) has indicated in their report that 70% of the consumers are inclined towards "Webrooming" behavior. So, it became crucial for all the concerned bodies and retailers to deal with this trending issue, as it is significantly affecting the profit margins of online retailers (Ailawadi & Farris, 2017). Notable researches has indicated that "Webrooming" has significant impact on retailing, as digital-

influenced offline deals capture an impressive share of total retail deals and sales (Izogo & Jayawardhena, 2018) (Oyedele, Simpson, & Services, 2018). Past researches has shown serious concern over web-rooming because of its sale channel switching that leads to loss for service provider and advantage to a retailer who closes deal in physical store (Cheung, Chiu, & Lee, 2011).

Present researches over the phenomena has identified various angles of webrooming and showrooming behavior Among the modern customer in different countries perspective. This study will focus most on webrooming behavior and its antecedents Among consumers in Islamabad. The extant literature is limited in this context. In addition, further, the study aims to explore why multi-channel retailing particularly webrooming is increasing day by day amongst internet users in Pakistan and what are their driving forces? This research will serve as an addition to contribution on retailing and buyer's behavior in the multiple accompanying ways. To begin with, we will analyze the webrooming behavior at an individual level from a buyer's buy dynamic point of view.

The study's theoretical understanding is derived from the examination of consumer behavior itself and is new and exceptional in the channel choice making decision literature. Secondly, we explore the webrooming as a multistage dynamic measure in setting particularly to shoppers in Pakistan. This is novelty of the research and addition to the marketing analysis. Further, we look into some other, measure in the buyer's buying decision cycle, in particular, efficient, assortment and quality, time saving, variety and possession, replacement and sale staff assistance, physical inspection and risk hazard which decides if the purchaser will choose webrooming. The concept was first studied by (Verhoef et al., 2007). Earlier multiple surveys has shown that people are more inclined

towards webrooming in US, UK and Asia. A shopper concentrate in nine major urban communities in Asia yields that practically 80% of these clients participate in both showrooming and webrooming practices when buying(Today, 2019).

To understand phenomena in better way we had implied Anticipated Utility Theory, in order to get better understanding of the consumer decision making of webrooming. In past many researchers has argued that increasing the constructs improve the reliability of AUT so we had added perceived past experience (Novak, Hoffman, & Yung, 2000), perceived good time at shopping(Holmqvist & Lunardo, 2015) and ease and comfort , (Avery, Steenburgh, Deighton, & Caravella, 2012), time savings, sales assistance (Avery et al., 2012) and Price difference that are major constructs in our study.

1.2   Significance of The Study

The research intends to identify the underlying phenomena and reasons that causes "Webrooming" behavior within the e-commerce industry. There are numerous reasons for the said behavior like customers perceives offline trade more secure, convenient due to not waiting much and additional services like easy return (Khandelwal, Yadav, & Kumar, 2020). The study will make significant contributions to the marketing literature and will offer a theoretical contribution by providing insight over different components of "Webrooming" behavior which will make a difference for analysts and theory builders to create vigorous scale of ROPO and theoretical model respectively. Besides, this study will provide a comprehensive picture of alternate channel retailing behavior Among Pakistani consumers to help retailers, especially online retailers, analysts and practitioners to frame policies accordingly in order to achieve sales goals. This will also help online retailers to get depth knowledge about reducing this free rider behavior. It is evident from

the literature and previous researches that clients look item and service information online before moving towards offline stores. This gives an opportunity to the online retailers to change these potential buyers into clients by overcoming the underlying issues that are persisting overtime.

1.3. Problem Statement

Pakistan is one of the fastest emerging economy in the world. The numbers of smart phones and internet users are increasing rapidly. Ecommerce is also expanding its wings in Pakistan like other third world countries, but potential of this industry is not meeting at full. On the other hand, renowned brands and multinational retailers are expanding their retail channels particularly through internet. But in Pakistan, an unusual behavior is observed that people tends to be involved in "Webrooming" behavior i.e., (customers do investigate online about products, compare costs, reads reviews, check social media ratings and online communities, look at product specification, etc. and after, goes to a store to do eventually make a buy). For the purpose literature was carefully observed and number of reasons were identified for prevailing "Webrooming" behavior across the world. But no researches has been done in Pakistani consumer's context since far, while online shopping goals are eagerly pointed by entrepreneurs and multiple brands. The current research intends to identify the antecedents of webrooming behavior in Pakistan by uncovering most influential factors. whether demographic factors (culture, taste, age, education) makes any difference in consumer intention of webrooming and suggesting policy measures for retailers to cope free rider's behavior.

1.4   Research Gap

Existing literature and notable researches carried out on this highly trending "Webrooming" behavior has been studied mostly in context of developed countries phenomena. No work has yet been done over Pakistan and little work is done so far in underdeveloped and emerging economies context. Moreover, consumers who are directing towards multi-channel retailing are more valuable to retailers (Fernández et al., 2018). So, it is important to study about the effect and causation of this rapidly increasing trend. Little is known about those consequences that enables consumers to indulge themselves in multi-channel retailing and how this combination impacts their purchase choices(Hsu et al., 2020). Moreover previous studies was done over cross sectional data in developed economies retailing setting beside time saving and other dimensons were overlooked. With the intention of bridging the gap, the research will help knowing whether it makes intention/opinion/behavioral difference in Pakistani consumer's intentions towards "Webrooming" and particularly uncovering those most influential factors that enable consumers to adapt multi-channel webrooming behavior and their reasoning. There is a gap in the existing literature concerning consumers 'response towards the arising retail settings and the executives rehearses. Existing literature has identified psychographic factors and has segmented the client's attributes over various discernments of the expenses and advantages of multichannel search and purchase behavior.

The related psychological, psychographic, channel related and product related variables will depict the top notch factors that suppressed consumer to adopt the multi-channel behavior while making smart choice making while buying. Also how can businesses overcome this free rider behavior to enhance their sales.

1.5   Research Questions

Q1. Do "Webrooming" conduct exists in Pakistani consumer?

Q2. What are the main antecedent of "Webrooming" Among consumers in Islamabad?

Q3. Do demographic factors influence consumer's webrooming behavior?

Q4. Why people prefer buying offline over online?

Q5. What are most influencing constructs to make webrooming decision?

1.6   Underpinning Theory

Anticipated utility theory will be used in this research following from (Kleinlercher, Linzmajer, Verhoef, & Rudolph, 2020) because its more close to human nature and psychology of maximum utility. The Anticipated Utility theory is a psychological hypothesis that joins convictions to the attitude and desire of maximum utility. It comprises four segments for hypothesis, psychographic variables, channel related variables, product related variables, shopping motivation together shape a person's conduct goals. Thus, fundamental of Anticipated utility theory is that conduct aim is the exact form of predictor of human social conduct. Many researches and authors has used this theory to define the social subject and behavioral studies of their address (Sheppard, Hartwick, & Warshaw, 1988). They considered it too be most widely accepted theory in human conduct. Many researchers have used this theory in term of retailing world in order to explain Omni retail setting and multi-channel retailing conduct of consumers (Pookulangara, Hawley, Xiao, & Services, 2011).

1.7.   Research Objectives

The specific aim of study is:

1.   To identify main antecedent of webrooming in Pakistan.

2.   Characterizing webroomers and assessing their prevalence Among Pakistani consumers.

3.   To identify underlying reasons that enable consumer to adopt multi-channel retailing or "Webrooming".

4.   To provide policy framework for businesses who are facing free rider's problem.

CHAPTER 2

LITERATURE REVIEW

2.1   Background of the study

2.1.1   Origin of Channel Multiplicity

Historical development of retail and distribution industry has indicated the fact that consumer's disposable income together with rapid technological development has resulted transformation in consolidatíon of retailing sector (Chandler, 1990). Advancement in technology has apparently changed the consumption and retailing environment completely. Easy access to internet and constantly improving technology has connected consumers and retailers through multiple sales and purchase processes and points. In the last few decades, a continually changing behavior has been observed by notable researchers regarding the shift of market from single channel retailing format to multichannel purchasing and retailing behavior. The increasing retailing mix and consumer's expectations are pushing retailers to expand their retailing channels and to modify and upgrade their business models accordingly (Verhoef, Kannan, & Inman, 2015).

Various studies have reflected multiple reasons of this shift in retailing market. (Messinger & Narasimhan, 1995) has found in their research that technological development, changes in consumer behavior, government legislations and supplier's networks are the most influencing factors that enables retailers to expand their channels to cater customer's needs. Internet now a day, has become a very significant channel of distribution for generating traffic on sale points (Flavián, 2017). Technological progress along with expansion in

retailing channels brings opportunities for scale and scope economies accordingly. It also brings improved procurement practices and supply chain systems in retailing world. The evolution of retailing world has been identified in researches as a multi-stage process.

The era of 1840 to 1880 was the era of growth for wholesaler's channel across the world. From 1850 to 1880 the rise of departmental stores was observed tremendously. In late 80's and the beginning of 90's century, a rapid rise was seen in mail order houses in rural areas across the world. The expansion of the retailing channels continues progressing till now in world. After the evolution of chain stores, foreign brands also started to accomplished their businesses in foreign countries which resulted the expansion of consumer channels to online platforms for retailing just like every country to cater need of its consumers.

2.2   Multi-Channel Retailing and Online/Offline Purchasing Behavior a Brief Review of Literature

The addition to purchase and retail channels has made it difficult for the researchers and analysts to investigate the trends of multi-channel behavior for the executives to plan, organize and coordinate via multiple interface in order to achieve successfully client's attraction and advancement. The addition to retailing channels has provided motivation on consumer's end to use multiple channel in purchase processes. Multi-channel purchasing refers to old thematic purchasing channels use by converging them into new form or combination. Consumers are using various old channels in a new way to achieve maximum choice benefit. Online to Offline, Online to Store, Webrooming and Showrooming behavior's presence is confirmed in new researches.

Multi-channel purchase behavior is a hot topic now-a-days because it stresses the retailers to integrate different channels to cater consumer demand (Kim, 2012). Literature showed a colossal interest by researchers and experts towards the multi-channel marvel, up to a

great extent due to its impacts on brand value and reliability and for better decision making by consumers. But, still there is a gap in the existing literature concerning consumers 'response towards the arising retail settings and the executives rehearses. Existing literature has identified psychographic factors and has segmented the client's attributes over various discernments of the expenses and advantages of multichannel search and purchase behavior.

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Webrooming refers to be a most extended practice in multi-channel retailing (Flavián et al., 2016). It is a cross-channel measure with a dynamic stage isolated into two sections. In the main stage, the shopper looks for and finds on the Internet a desired item that is likely best matches their needs; in the subsequent stage, the buyer affirms the data at the actual store and makes the buy. It is rapidly increasing amongst all age groups who have access to smart phones and internet facility. Though, it is rapidly prevailing phenomena across the world but still the literature is scant. A significant exact examination by (Flavián et al.,

2016) inspected buy insight of webrooming behavior. In his study he founded that webrooming are induced by the integration of three info-processing motivations and two risk reduction factors. He argued that webroomers research about product online and then buy them physically at the store in order to avoid uncertainty attached and to induced higher confidence in their purchase. With a blast of versatile innovations and online media, multi-channel shopping has become an excursion in which clients pick the item they take, which, apparently, should be planned to be perceived. Existing buyer dynamic models were created in pre-web days and have stayed generally unchallenged in the computerized advertising discourse.

Our definition of "webrooming" is in great understanding to that of (Flavián, Ibáñez-Sánchez, & Orús, 2019) in which webrooming could be a two-stage decision-making process. In specific, webrooming starts with consumers' item data looking for behavior through online channels, taken after by data confirmation, and finishing with completing their actual buy in physical stores.

Research Online Buy Offline (ROPO) behavior is rapidly expanding behavior these days and hence get a genuine talk point for academicians, analysts and companies. Former literature researched on multichannel retailing has affirmed the presence of ROPO/webrooming behavior where goods and service data is accumulated through internet and purchasing have been fulfilled through offline stores. This marvel is increasing in recent times but the related concepts have been investigated prior such as crossover retailing (Kalyanam & Tsay, 2013) and investigate customer phenomenon (Verhoef et al., 2007).Some of the main elements discussed in study are subject of our study.

Consumers' shopping channel utilization designs can be decided by their inspirations and objectives. Shopping inspiration relates to phenomena that consumers' want to fulfill specific needs through choice making of what retail groups comprehensive data they need, as well as to feel control of the shopping decision. Previous studies, which are more focused on channel choice than on webrooming/showrooming, investigate further channel-related aspects. (Choi, Yang, & Systems, 2016) examine various benefits as drivers for channel attractiveness, namely assortment, information availability, and after-sales service. Buyer's impression of similar channel benefits at various phases of the buy cycle are the main thrust behind research shopping behavior.

(Verhoef et al., 2007) has diverted the study as advantages and expenses of the said phenomena and looking at online-shops with enlisting online and actual stores. They contend that clients who take part in webrooming benefit the most from nearly available retailing channel and its benefits and track down that the Internet is favored in term of that hunting of reliable channel since it gives quick and simple admittance to a tremendous measure of data and subsequently works with item assessments. Shoppers commonly shop depending on various intentions, either principally experiential or objective coordinated.

2.2.1 Channel choice and Shopping inspiration:

It is actuated by the measure of objectives, outlining that how customers perform shopping exercises (Büttner, Florack, Göritz, & Marketing, 2013). To explain, buyers with an objective coordinated shopping inspiration, retailers see shopping as an errand to be achieved in a proficient way. Unexpectedly, customers who shop depending on experiential shopping inspiration will in general look for incitement during the shopping process, and they see shopping as a pleasant encounter. Acquiring items with limited cost

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gives this gathering of customers a feeling of enjoyment and impression of being a savvy customer.

2.2.2   Channel Choice and Cost situated customers:

Customers are more proactive in looking for cost bargains as opposed to holding on to be educated. Thusly, these customers are probably going to begin their shopping measure from looking on the web in light of the fact that online channels have won as the most unrivaled shopping setting for value correlations contrasted with actual stores (Choi, Yang, & Systems, 2016) . Contrasted with unadulterated offline shopping and looking through data online in advance empowers customers to get a handle on logical costs and along these lines permitting them to improve choice in actual stores later. It has been confirmed that online price assessment gives rich data and impact over customers' resulting disconnected cost assessments, convincing the development of web-to-store shopping system. Correspondingly, value examination cost assessment has been recognized as a shopping thought process driving cross-channel shopping behavior. Webroomers are slanted to acquire traits and value information to upgrade their item related information furthermore, acquire strengthening of their required product data.

2.2.3   Channel choice and product choice making:

Customer behavior around choice making is troublesome to define and needs a framework of brief cuts to be represent in better manner. The short cuts in choice making shift from individual to individual and focusing on the past experience of shoppers is usual; who foresee long-term patterns by bringing profitable products and administrations into the showcase.

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2.2.4 Channel choice and financial inclusion:

With ecommerce ventures making their presence felt, laws and directions have been introduced to empower the existing money-related institutions to cater for electronic transactions and empower unused private segment mediators to enter the field (Ailawadi & Farris, 2017). To debilitate COD (cash on delivery) conveyance and digitization of economic share is the need of today's world. Several e-payment arrangements are accessible be while, a lot more is required to be done to address the requirements of a huge fragment of the people which the e-commerce industry shall target as its buyer base in the future. In connection to this, it is basic to empower Card-not present (CNP) transactions and investigate the plausibility of co-badging with universal card payment plans. Besides, that banking administrations ought to be moved forward for promoting utilization of local Online-Merchant accounts by online businesses and investigating the possibility of building up a worldwide installment. Existing shopper security laws don't contain specific arrangements for addressing problems of buyers executing in digital environment.

2.2.5 Channel choice and digital media influence:

Channel choice making and media role goes side by side. The explosion of digital media and usage represents one of the most significant trends in marketing communications today. Digital media allows an unprecedented degree of consumer participation and content creation (Pauwelset al.,2011). However, one of the major challenges in this environment is which type of media is most effective at communicating a message to consumer. This is especially difficult because building strong customers using digital media can be hampered by consumers' generating their own content, consuming media simultaneously, and fleeting attention spans (Brasel & Gips, 2011). Social media have become part of individuals' lives and thus provide an important platform for companies to promote their

products and services (Ko et al., 2020). People are more preferring online purchasing due to its ease and time saving quality. On a single clicked item is booked and delivered. And along that no face to face interaction is required for bargaining. Apart from ease social media platforms are providing people to build with desirous trust level with different retailers (Chatterjee, 2010; Heitz-Spahn, 2013). Online shopping is a growing phenomenon around the world but the inclination towards online shopping in Pakistani culture is still in its primary phase(Sajjad, Dad, & Review, 2012). The explosion of digital media and usage represents one of the most significant trends in marketing communications today. Digital media allows an unprecedented degree of consumer participation and content creation. Social media have become part of individuals' lives and thus provide an important platform for companies to promote their products and services (Neslinet al.,2006). As social media have become part of individuals' lives, SMA (Social Media Advertisement) has also become more popular. The application of social media in advertising has inherent advantages, particularly in targeting and tailoring Ads by using information about consumers and their peers (Puccinelliet al.,2009). According to the social influence theory, the social character of a social media platform enables advertisers to spread marketing messages through consumers' social networks and affect their responses by social cues. The interaction between advertising and revenue is well documented in the extant literature and appears to be present in companies of different sizes and industries (Häubland Trifts, 2000). Advertising does not only strengthen a company's valuation in eyes of customer, but it can also undermine that of a competitor. Print, social and electronic media now a day is playing vital role in the lives of people across the world. Social media has become the most influencing factor affecting the buying behavior of people particularly youth. Majority of the young women and men prefer social

media for online shopping.(Spurgeon & Linda, 2019). The landscape of advertising is shifting resources from traditional advertising in recent years worldwide in favor of new media. The advertising industries always attempt to follow where consumers go especially with the existence of social media whereby is the amount of creative freedom is limitless especially when it comes to photos, posts, tutorials. No doubt, social media is the best opportunity available for a brand to connect with prospective consumers with low cost as mention by but yet they add value to the lives of their potential customer. Apart from ease social media platforms are providing people to build with desirous trust The explosion of digital media and usage represents one of the most significant trends in marketing communications today. Digital media allows an unprecedented degree of consumer participation and content creation. Social media have become part of individuals' lives and thus provide an important platform for companies to promote their products and services. As social media have become part of individuals' lives, SMA (Social Media Advertisement) has also become more popular (Pauwelset al.,2011). The application of social media in advertising has inherent advantages, particularly in targeting and tailoring Ads by using information about consumers and their peers. According to the social influence theory, the social character of a social media platform enables advertisers to spread marketing messages through consumers' social networks and affect their responses by social cues (Greenleaf and Lehmann,1995). The interaction between advertising and revenue is well documented in the extant literature and appears to be present in companies of different sizes and industries. Advertising does not only strengthen a company's valuation in eyes of customer, but it can also undermine that of a competitor. Print, social and electronic media now a day is playing vital role in the lives of people across the world (Racherlaet al.,2012). Social media has become the most influencing factor affecting the

buying behavior of people particularly youth. Majority of the young women and men prefer social media for online shopping level with different retailers (Abadi et al., 2018). Producers, retailers now a day has increased their advertisement campaign budgets to meet their sale goals. It is so because youth now a day is more attractive toward buying product of their choice through online platforms. With 2 billion of active users globally, the businesses have more opportunities to create resonance and recognition Among customers. (Keith, Ginnis, & Miller, 2016) this exponential growth of user has opened more avenues to the advertisement strategies and reach of the customers. With a captivating hold on customers, marketing ventured into social media and continues to have an important role in reaching consumers via advertisement (Creyer andKozup, 2003). Beavering individual statistical analysis will allow business to access more consistent figures and more personalized correlations that can helps businesses make more profitable and precise decisions when investing in social media.

2.2.6 Channel choice and branding

The primary exception is companies like Proctor & Gamble, who divorce the corporate brand from any product branding. Although even with companies like P&G, corporate brand judgments can be held by multiple segments such as shareholders, employees, customers, and communities, and drive critical outcomes such as firms' market value and shareholder wealth (Eisingerich, Rubera, Seifert, & Bhardwaj, 2011; Luo & Bhattacharya, 2006) and be held by multiple segments such as shareholders, employees, customers, and communities. In this manner, corporate-brand attitude that can have a direct influence on company performance from many directions and numerous constituencies. Therefore, managing corporate-brand perceptions to produce a positive attitude is instrumental for the majority of firms. Corporate-brand attitude stems from many potential influences.

These include multiple representations of the company's voice, such as corporate-brand positioning, communications and product performance, and customers' voices. Customers express their voices by actively creating brand content (Muñiz & Schau, 2007) and companies have limited control over these messages, their placement, and how and when they are linked together (J. Park, Yang, & Lehto, 2007)). New types of media empower consumers to share their preferences, experiences and relationships with brands (Trusov, Bucklin, & Pauwels, 2009) which can then directly influence the shopping channel choice making.

2.2.7   Channel choice and Risk Assurance:

A vital viewpoint of buyer risk assurance is compulsory. Dispute determination mechanism framework is needed to chalk out as a suggestive measure for consumer's security and scam preventions and enabling online shopping trend (Puccinelliet al.,2009). Approach is needed ought to be carried out for all online businesses to supply for a productive client bolster and dispute determination components and government and local governments are supposed to make arrangements for building up free interchange dispute resolution centers for settlement of clashes (Dholakiaet al.,2010). This will help enabling E-commerce trend.

2.3   Retailing market

Recently, these new multi-channel buyer practices have prompted new improvements in promoting practice. These down to earth decision making systems arose because of the way that the web is where buyers can gather data rapidly and in various unique designs.

A portion of the practices investigated in this examination are as per the following:

2.3.1 Zero Moment of Truth (ZMOT)

This alludes to the principal openness a client has to perceived over an item or administration through different online media organizations (Schul and Mayo, 2003). It is a term instituted by Jim Lecinski at Google, which is characterized as 'a dynamic second that happens a hundred million times each day on cell phones, PCs and wired gadgets. In no time advertising occurs, where data occurs and where shoppers settle on decisions that influence the achievement and disappointment of essentially every brand on the planet (Huet al.,2009; Williamset al.,2010).

2.3.2 Showrooming

It refers to the buying behavior of consumer in which consumer buy product online while he/she looks for product specification at traditional store. The situation leads to customers leaving the store flat broke and submitting a request for product online(Parket al.,2007). Showrooming happens when buyers use stores to assess product information face to face, and afterward go online to buy at a superior cost. With the advancement of technology, customers progressively purchase on the web (Van Bruggenet al.,2010).

2.3.4 Webrooming

It refers to the consumer behavior where the consumer looks for items in online store and then tends to buy it from physical shop or traditional stores. Taken on the whole, these impacts show that individuals are presented to progressively perplexing multi-channel shopping ventures. This intricacy, nonetheless, is added uniquely according to the advertiser's viewpoint. From a buyer viewpoint, those new practices have arisen as a

method of disentangling the dynamic cycles in the consistently extending computerized online universe.

2.4   Showrooming Phenomenon

Buyers has begun to restructure the retailing market use. Public Foundation of Retailing looks the earth shattering pattern for showrooming on different convex of the retailers(Schul and Mayo, 2003). The act is an outcome of retailing modes variety and another type of exploration shopping.

Buyers accumulate data and buy the products from multiple channels. In any case, this Multi-channel retailing form is another danger for ecommerce, on the grounds that "to see retail locations as stock provided to the conveyance of clients" is increasingly penetrating in buyers, far more atrocious is purchasers embrace to this thought unexpectedly. The ascent of innovation use and ease of data search is modified by the control component in retail industry(Eisingerich, Rubera, Seifert, & Bhardwaj, 2011; Luo & Bhattacharya, 2006). Controlling the channel in Omni retailing setting units are characterized or directed by external factors. In showrooming, customers profit with multi-channel use to expand their item information and additional services so then they buy the items from another provider in the channel. As per an examination, majority of customers are showrooming consistently (Puccinelliet al.,2009).. Another exploration expresses that more than half of purchasers had showroomed in the previous 6 months' period. Shoppers assess products on the web and buy from offline channels considering diverse measurements (Dholakiaet al.,2010). As per recent researches, customers' channel decision is influenced by various model and rule that additionally control buyers showrooming and webrooming practices(Eisingerich, Rubera, Seifert, & Bhardwaj, 2011; Luo & Bhattacharya, 2006).

Characterizing the purposes for showrooming is a multidimensional idea. Analysts should analyze changes in shopper's behavior, change of retailing channel design and innovation improvement.

Showroomers who are for the most part esteem searchers try to utilize at their level best. They became used to visit unique stores, before buying and are familiar with look at items thinking about different properties. Contacting and attempting an item is fundamental for showroomers and staying faithful that particular retailer and he is anything but a significant issue for them (Rapp, Baker, Bachrach, Ogilvie, & Beitelspacher, 2015) . A customer may visit an actual store, attempt the store which the individual in question acclaimed, decide the reasonable size, utilize the versatile mode in order to explore the best arrangement furthermore, moving from the retailer without buying. Afterward, the person in question returns and purchase the item from an online retailer. E-retailer can be a contender of the Physical store which the client normally visits. The act of showrooming incorporates extraordinary designs I,e, purchasing the items in a physical store; utilizing versatile innovation for looking at changed qualities of the item; purchasing the item from an online retailer.

2.5   Antecedents of Webrooming

 Internet is enabling consumer to interact retailers and purchase goods through a single click base on their cyberspace experience description and product pictures etc.   (Lohse & Spiller, 1998) . The commercialization of internet in late 1990's has significantly impact the ecommerce industry growth and revenues. This explosive growth of ecommerce industry has increased the number of internet users. But, still the gloomy era of internet cannot manage to retain its customers in retailing market. According to recent reports of

different journals 75 percent of the people usually dropped their shopping carts on the final stage of purchasing online. Number of studies over this phenomenon that "why consumers are reluctant to adapt online retailing mode?", has come up with many critical reasons including abandon hesitation, risk, payment and logistic issues at top. Following these examinations, diverts are picked consecutively in a hunt and buy stage with a potential direct change of mode in the middle. Subject to this behavior, a few analysts has briefly discussed on this exchanging episode of the assignments showrooming and webrooming, for example (Flavián et al., 2016). Showrooming, the personal behavior standard of looking for an item offline yet buying it on the web, was seen as a likely danger for conventional physical retailers. Shopper interest and rivalry in retailing industry are expanding quickly. To draw in more buyers, retailers has come up with multiple channels and mode of retailing and spotlight on further developing clients' shopping experience. The basic reason for buyers' cross-channel behavior is advantage augmentation. They join various channels and amplify their advantages by consolidating characteristics of both webrooming and showrooming (Arora, Sahney, & Management, 2017). Thus, research on this marvel particularly in the last few years from 2014-18 is increasing. A recent research explored the reasons and qualities of buyers who tends to be influence by the showrooming (Flavián et al., 2016; Rejón-Guardia & Luna-Nevarez, 2017; S. Zhang & Zhang, 2020). Different investigations zeroed in on the items accumulation of showrooming by exploring suggestions and insight for retailers to deal with this spread (Manss, Kurze, Bornschein, & Research, 2020).

Webrooming that is considered to be a multichannel shopping, cross-channel use for shopping is influential part of the Omni channel shopping. Webrooming measure makes

out of various sections as researching online stage and offline buy choice. During on the web search stage, shoppers assess the entirety of the potential options that match with their item necessities. On account of buyer's negative discernments about online buys, they go through second stage and visit an actual store for definite buy of that item.

Promotions and online media measurements show that 74% of shoppers see their informal community accounts prior to buying and 55% of purchasers told that they purchase items through online directs in the wake of finding them in web-based media. Online audits, elaborative data about items in online channels, item suggestions in online climate make clients utilize on the web channels for social interaction for item's data. With the assistance of surveys, proposals and data in online channels, buyers settle on the last choice and buy the item from a physical market. This act is the converse of showrooming and is characterized as webrooming behavior.

The researchers found that webrooming improves buying decision, search-measure fulfillment, and decision certainty. For particularly online clients, it has been exhibited an incredible piece of those positive outcomes. Moreover, in multiple studies it has uncovered that purchasers take part in webrooming for the need of a touch most of the time.

(Flavián et al., 2016) found in his study that webrooming improves the intentional behavior of consumer to purchase good, feels protection in the online search process, confidence in choice making. He asserted that online reviews of product enable consumers to make choice confidently.

Webrooming is becoming a most prevailing practice in multi-channel environment across the globe. According to (Davis, Piven, Breazeale, & services, 2014). Asian shoppers are more inclined towards the webrooming behavior. A renowned firm Deliotte in its report said that 56 percent of the offline sale is generated through online influenced of product reviews and ratings. And the number of digital influence sale customers are surprisingly growing higher in the current retailing environment. The has too impacted the online giants like Amazon, Ali Express who has lost vulnerable customership due to webrooming behavior (Ecommerce nation, 2019). Numerous online retailers are confronting an unfortunately low customership from high online store traffic, proposing that webrooming behavior has become a serious threat to online retailer (E. C.-X. J. I. J. o. R. Aw & Management, 2019)) On the one hand webroomers are valuable to the platforms run by online retailers because they are more incline towards spending, but on the other hand this act is also negatively associated with free-riding behavior (Flavián et al., 2019).

Multichannel retailers hazard losing deals on the vein that they neglected to secure clients throughout process of switching channels by customers. Therefore, retailers have arisen as the sole recipient of webrooming, as the last buy is made in actual stores. In any case, online retailers do require systems to proactively catch webroomers and keep them from making a beeline for contenders' actual stores. Multichannel retailers hazard losing deals on the vein that they neglected to secure clients throughout process of switching channels by customers. Therefore, retailers have arisen as the sole recipient of webrooming, as the last buy is made in actual stores.

(Lemon & Verhoef, 2016) focused on that future examination of those endeavors that ought to be coordinated to the working of models thinking about both shopper and

channels related elements in getting "what drives webrooming. Existing literature has defined webrooming in terms of the channel benefit and cost of switching. For instance, in light of their exploration grounded in the hypothesis of behavior and innovation acknowledgment model, (Arora, Sahney, & Planning, 2019)) demonstrated that the critical characteristics of online channel, in particular low pursuit cost and high buy hazard, increment webrooming expectation. Essentially (Reid, Ross, Vignali, & Globalisation, 2016) uncovered that, as online channel doesn't allow full article of clothing assessment, the apparent hazard energizes webrooming behavior. Consumers are inclined towards the multi-channel research behavior in shopping due to the motivation of perceived advantages from the touchpoints e.g., (Burke (Burke, 2002) (Pan, Ratchford, & Shankar, 2003), (Gensler, Verhoef, & Böhm, 2012). Webroomers spend additional endeavors to look for item data on the web in prior to settling on their buy choice (Fernandez et al., 2018 For this reason, both on the web and in-store purchasers go to online surveys, for they accept that they are more level headed and in this way more dependable than business advertisement ((Flavián et al., 2016; Pookulangara et al., 2011).Specifically, online surveys permit customers to be more certain with their offline buys (Flavián et al., 2016)(E. C.-X. J. J. o. R. Aw & Services, 2020). Thus, seen handiness of online surveys is theorized in the current investigation to contribute in clarifying webrooming intention.

2.5.1 Better choice confidence

Shoppers effectively collaborate with companies on the web and various channels to look for data and purchase items. They by and large receive two shopping designs. With showrooming, they visit actual retailers to look for data and afterward sign on to the

Internet to make their purchases. When making huge, costly buys, customers may go through longer than a month exploring item data through on the web and offline sources, and right around 66% go through a webrooming shopping experience, while 30% like to display area (Push On 2018). Past research reports that buyers who use different channels buy more items, spend more and are more fulfilled than single channel purchasers (Mukherjee, Chatterjee, & Planning, 2021). Fulfillment is one of the vital components of client experience the board (Lemon & Verhoef, 2016) stated notwithstanding, there are not many examinations that explore the particular channel mixes that impact purchaser fulfillment. Search measure confidence is characterized as the fulfillment with the real data search measure (Pasharibu, Lubalu, & Paramita), Past research takes note of that confidence is a vital result of cross-channel shopping (Balasubramanian, Raghunathan, & Mahajan, 2005). Pentane and Viassone (2015) find that find that utilizing various channels increments saw administration quality, prompting confidence in purchase, in a multichannel retail climate. Different researchers show that multichannel data look give upgraded fulfillment with the involvement with correlation with single-channel look (Flavián et al., 2016). Shopping sentiments are probably happening in cross channel shopping settings. Utilizing numerous channels assists with allowing individual characteristics, like frugality or ability (Balasubramanian et al., 2005). Cross channel customers may feel brilliant on the grounds that they accept that "looking on one channel permits them to improve buy choices on another channel because of their own 'keen' search behavior"(Verhoef et al., 2007). It is suggested that webrooming can prompt shopping sentiments also, accordingly impact the buyer's hunt interaction fulfillment.(Pauwels, Leeflang, Teerling, & Huizingh, 2011) track down that enlightening sites may help customers to make more intelligent buys. The data accessibility,

straightforwardness and accommodation of the Internet decrease data imbalances and enable buyers in their relationship with retailers (Hennig-Thurau, Walsh, & Walsh, 2003) , The most recent web innovations have disintegrated the transfer of data between the customers and data suppliers (Wiljer et al., 2008) at minimal expenses (Grewal, Iyer, & Levy, 2004) . Data accessible online as buyer audits assists shoppers with lessening hazard and settle on better decisions(Clemons, Gao, & Hitt, 2006).. Various examinations have affirmed that item surveys online assistance; clients diminish the dangers implied in dynamic(Cadot, Fernandes, Gourdon, & Mattoo, 2011),settle on all around educated and proficient choices(Claffey & Brady, 2014; C. Park & Lee, 2009), help in seeing how items work (Hennig-Thurau et al., 2003; C. Park & Lee, 2009) saves time(Hennig-Thurau et al., 2003)(Claffey & Brady, 2014; J. Park et al., 2007); (Goldsmith & Horowitz, 2006) and serves to affirm the choice (Flavián et al., 2016; Kim, 2012) emphatically suggested that in the webrooming arrangement, customers visit to an online store ends up being productive because of the purchasers use of online surveys for settling on all around educated choices by lessening vulnerabilities and acquiring trust in the purchasing cycle. Another side to decreasing vulnerabilities by means of webrooming behavior can be credited to the visit to actual store to 'contact and feel' the item for better item diagnosticity

2.5.2 Assessing Prices

Various studies in multi-channel research behavior has indicated mixed results on association between prices and webrooming. So, it is very difficult to summarize the role of prices in webrooming behavior. A study done by (Gensler et al., 2012) has compared costs and benefits of traditional and multi-channel shopping behavior. The results of the study indicated that customers who are more inclined towards webrooming and

showrooming are more likely to take price advantage as compare to others. The literature has also indicated that two factors i.e., lower risk and service quality are the key factor of webrooming behavior.

(Gensler et al., 2012) (Rapp et al., 2015) has indicated in their study that the prices are most driving factor causing rapid increase in showrooming and webrooming behavior. Shoppers who are indulge in webrooming pay less prices than the shoppers in store, while the shopper involved in showrooming behavior end up their purchases by paying more due to their sensitivity towards brand labels (Fernández, Pérez, & Vázquez-Casielles, 2018) pointed out in their study that price is one of the most influential driver of webrooming behavior Among shoppers.

On the other hand, (Flavián et al., 2019)argued that prices are not that influential driver of webrooming behavior. A study done by (E. C.-X. J. I. J. o. R. Aw & Management, 2019)also indicated that price and webrooming go side by side.

(Arora et al., 2019) (2017, 2018, 2019) studied depicted that perceived prices are also one of the main factor that causes consumer to indulge in webrooming behavior.(Wagner, Rudolph, & Services, 2010) has indicated in their study that price oriented shoppers are more inclined towards webrooming behavior due to their search for shopping coupons. Therefore, they start their purchase journey by making price comparison through online platforms instead of physical store, because its more convenient. With the accessibility of both the on the web and offline channels, customers can without much of a stretch analyze the costs across various channels prior to making buy decisions. The value correlation behavior may stimulate a intellectual predisposition – the reference value impact – among

buyers. Purchasers utilize recorded costs, publicized costs, recommended retail costs or contender costs to frame "reference costs". Consumers may assess the cost of an item by contrasting the cost which is probably charged by different retailers in a similar exchange region. If the genuine cost is lower than the reference value, the customer sees an addition; and in the event that the real cost is higher than the reference value the buyer see a loss (J. Zhang, Chiang, & Liang, 2014). A similar rationale applies at the allure of costs of an online channel contrasted with an offline channel. Past studies has shown that buyers choose the purchase in the channel where he hopes to improve costs and more appealing offers. Hence, we propose that shoppers choose not to webroomed, when they see that no better costs are accessible in physical stores in the wake of looking on the web.

2.5.3 Time saving

Buyers spend over one month for looking through the items on the web and physical stores and majority of them choose to purchase the item from physical stores while remaining few like to showroomed (Flavián et al., 2019).

2.5.4 Variety and Quality

It has been prompted up that online channels offer more complete item varieties than actual stores, provoking customers to look for items through online first prior to going to actual stores (Kang, 2018). With regards to retail shopping channel, assortment searchers tend to change channels to connect a more extensive item arrangement (Konuş, Verhoef, & Neslin, 2008). Cross-channel shopping empowers assortment searchers to get a more extensive and more specific items data contrasted with single channel shopping. A more extensive scattering in cost or quality builds the shots at discovering better costs or better item quality

(Gensler et al., 2012). Hence, for scattering, we hypothesize that customers choose not to webroomed on the off chance that they see more noteworthy cost or quality scattering on the web than offline.

2.5.5 Quick Possession

Certain customers lean toward immediate possession of items, and they visit actual stores exclusively for this reason. Therefore, it is meant that customers are probably going to look for momentary ownership of products, which subsequently is convincing for them to webroomed. Providing the good in time is a significant marker of physical store shopping. On the off chance that customers are dubious that the conveyance time of an E-Shopping, they can choose to shop from physical store. Quick ownership of items is an indication of trust for purchasers, since they get their cash's worth in the wake of finishing the process. (Arora et al., 2017)

2.5.6 Replacement and sales staff assistance

The consumers with good purchase background desire that they need apparent sale service for them (Atwal & Williams, 2017). One of the major reason that enables customers to buy offline is non presence of sales assistance in online stores. (Kacen, Hess, Chiang, & Review, 2013) . Consumers when plan to buy luxury item they look for sale guidance and assistance usually. Purchasers incline toward accessibility of deals staff to help them during their shopping journey. Inability to get to deals work force may irritate buyers as well as lead to loose of item deals. Even after sales service are required which means to provide customer help and guidance after sale of product (Verhoef et al., 2007). As the primary purpose of research is looking into webrooming matter so we will also consider

this element of customer service.(i.e. delivery) and sales assistance .At the point when the intricacy of an item expands, the requirement for deals staff help increments too. Thus, if shoppers are purchasing an intricate item they need to request data from a specialist sort of a dealing retailer (Rapp et al., 2015). Cooperation with a gifted deals staff increments clients' fulfillment and assists them with tracking down an appropriate item. This can make an upper hand for physical stores in contrast to online stores. Lack of deals staff help with online channels turns into a significant benefit for physical stores. During an offline buy, buyers can have an advantage with the ability of the business staff. By giving extra data for shoppers, deals staff can offer suggestions to customers which impact their buy choices

2.5.7   Physical inspection

Customers need to contact and feel the items previously buy choice. Item assessment in actual stores aids client for exploring the items they need to purchase unmistakably. The quality empowers actual stores to acquire upper hand against online retailers (Arora et al., 2017). Actual communication of products expands buying expectation of clients (Flavián et al., 2016). Actual stores are display areas where shoppers intently analyze their items. Physical inspection is need of clients which may be fulfilled in physical stores (Arora et al., 2017). Product assessment impacts decision certainty of shoppers. Shopper inspects an item in online retail settings and end up buying from other retailer. Yet, s/he chooses to purchase an opponent item after actual association. On the off chance that this customer had purchased the objective item which s/he had inspected in online channel, the decision certainty of the purchaser would have been higher. Item diagnosticity influences search measure fulfillment straightforwardly. On the off chance that the

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requirement for contact factor has a high significance level, the impact of item diagnosticity on search-measure fulfillment expands (Flavián et al., 2016).

2.5.8 Risk

Another side to decreasing vulnerabilities through webrooming behavior that is credited to access actual store to contact the item for better item assessment. Contacting and feeling the item assists individuals with being more positive about making the buy. Shoppers lessen vulnerabilities by not just perusing the reviews and ratings (Flavián et al., 2016) yet in addition by diagnosticity of item at the physical setting (Peck & Childers, 2003) (Flavián et al., 2016). A buyer sees more elevated levels of dangers in web based purchasing when contrasted with a customary store (Bezes & Management, 2016) due to unoriginal and far off nature of the online stages(Ling, Chai, & Piew, 2010) and this blocks clients from purchasing on the web (Grewal et al., 2004) .Past researchers has affirm the negative connection between web based purchasing and hazard insights (Levy, Weitz, Grewal, & Madore, 2004; Roggeveen, Grewal, Townsend, & Krishnan, 2015). An assortment of dangers implied in web based purchasing like monetary danger, mental dangers, execution dangers and security and protection issues included drive clients to actual stores for finishing the buy interaction (Gupta, Lehmann, & Stuart, 2004) . While purchasing on the web buyers are stressed over the abuse of classified data (Grewal et al., 2004)receipt of unsatisfactory and inadequate quality things. (Ludvigson, 2004) ,deceitful exercises(Wu, Wang, & Tai, 2004).Every one of these factors make web based purchasing unsafe and questionable. (Wu et al., 2004). Shoppers in general feel a similarly undeniable degree of hazard in online buys when contrasted with a physical store because of absence of touch and missing physical approach to confront cooperation's which influences trust

towards an online vendor. Dissimilar to purchasing from offline channels, on the web purchasing implies different dangers including hazard of getting crisscrossed thing money related danger and classification hazard money related danger and classification hazard.

2.5.9 Shopping Lover

Customers venerate the time went through with their close ones while shopping, which they apparently miss while purchasing extravagance items on web (Baker, Boyer, Peterson, & King, 2018). (Kang, 2018)) guaranteed that webrooming is driven by friendly communication, which is empowered by trade with online local area accompanied by conclusive buy in physical stores through collaboration with relatives, friends deals partner, clients, companions, and so on. Socialization with loved ones in actual stores influences the channel inclination of clients (Arora et al., 2017).

2.5.10 Ratings and Reviews

As it is expressed by (Kang, 2018) client created content is a basic force for dealing with buyers' absence of trust. Information in online channels assists buyers with improving examinations and to discover exact items which they need. With the assistance of surveys and remarks, purchasers can undoubtedly get capacities and specialized items. Additionally, data in online channels assists customers with finding the closest store and illuminate purchasers about the installment strategies regarding the brick and click stores. Such components are compelling on purchaser's channel choices(Arora et al., 2017). Perusing on the web item remarks during the actual collaboration in actual stores further develops client experience and choices and influences target item decision, search measure fulfillment and decision certainty decidedly. Online remarks diminishes the apparent

vulnerability of items (Flavián et al., 2016; Flavián et al., 2019). Shoppers who have procured and utilized the item create online audits and convey their encounters, assessments, and conclusions about it in online stores, audit locales or interpersonal organizations (J. Park et al., 2007). This paper centers around the effect of positive online item surveys, which plan to support and build up people's inclinations. Along these lines, any influential endeavor may have digestion or contrast impacts. As indicated by (Janssen & Jager, 2001) digestion impacts happen when the shopper will likely shape a precise judgment of the article. On the off chance that webroomers consolidate channels to acquire certainty and make the most ideal buy, the positive data of an online item survey will be more steady with this inclination than negative data(Khare, Labrecque, & Asare, 2011).The data produced by different customers is viewed as more dependable and pertinent than that from the organization(Berger, 2014) (Berger, 2014(J. Park et al., 2007). Shopper suggestions may not just assistance shoppers at the underlying phases of the buy venture by moving them furthermore, showing novel plans to frame starting inclinations (Aragoncillo & Orus, 2018) ,yet can likewise favor the buy aims and the decision of the at first thought about item.

Regardless of whether on the web and offline sales are incorporated as consistent and one of a kind structures in Omni channel world, assessment of Omni channel shopping ought to be considered as different settings. E- hunting, inquiry, E buying and offline buy stages ought to be planned as capacities which give the most extreme worth to clients. In showrooming offline pursuit and online buy are commonly influence one another while in webrooming offline buy and online inquiry are in a similar circumstance. (Flavián et al., 2016) demonstrated online communication of clients with items is upheld by

assessment, research measures fulfillment increments. Because of this arrangement, Omni channel retailers ought to make amazing encounters in each period of the Omni channel shopping structure.

2.5.11 Ease and Comfort

Convenience is quite possibly the main shopping inspirations that is related with the online store. Low search costs online give the client tremendous freedoms to analyze items, brands, and costs in a short measure of time. Research on channel exchanging behavior shows that clients who experienced limitations on their shopping behavior because of helpless traffic associations or unsatisfactory opening times in the actual world change from the actual store to a more advantageous channel (Keaveney, 1995). Remaining in the online channel for buy after an online inquiry is considered more advantageous for clients as it might help them to decrease actual exertion.

Regardless of whether on the web and offline sales are incorporated as consistent and one of a kind structures in Omni channel world, assessment of Omni channel shopping ought to be considered as two separate settings. Online hunt, offline inquiry, online buy and offline buy stages ought to be planned as capacities which give the most extreme worth to clients. In showrooming offline pursuit and online buy are commonly influence one another while in webrooming offline buy and online inquiry are in a similar circumstance.(Flavián et al., 2016) states that if the online communication of clients with items is upheld by physical assessment, search-measures fulfillment increments. Because of this arrangement, Omni channel retailers ought to make amazing encounters in each period of the Omni channel shopping structure. Like the other researchers as used we will base this research on AUT anticipated utility theory (Gensler et al., 2017)and (Verhoef et

al., 2015)On the basis of this theory we assume customer choose channel in order to maximize utility(Flavián et al., 2019).The entire journey of customer purchase and channel choice moves around his perception about channel and intended product. The theory comprises 4 general categories psychographics, channel-related variables, product related variable. Psychographic variables are those variables that help customers to profile them in attitude, interest. Customers' shopping motivations are formed by their individual goals and needs and refer to all the characteristics that are important to customers throughout their entire shopping process and along various channels. Channel related Variable capture customers experience in and assessment of specific channels in the customer journey hypothesis (4). Product-related variables(H4) refer to different characteristics of products and to customers. Psychographic variables (H1, H2) and shopping motivation (H3).

FIG.2.6   Theoretical Framework
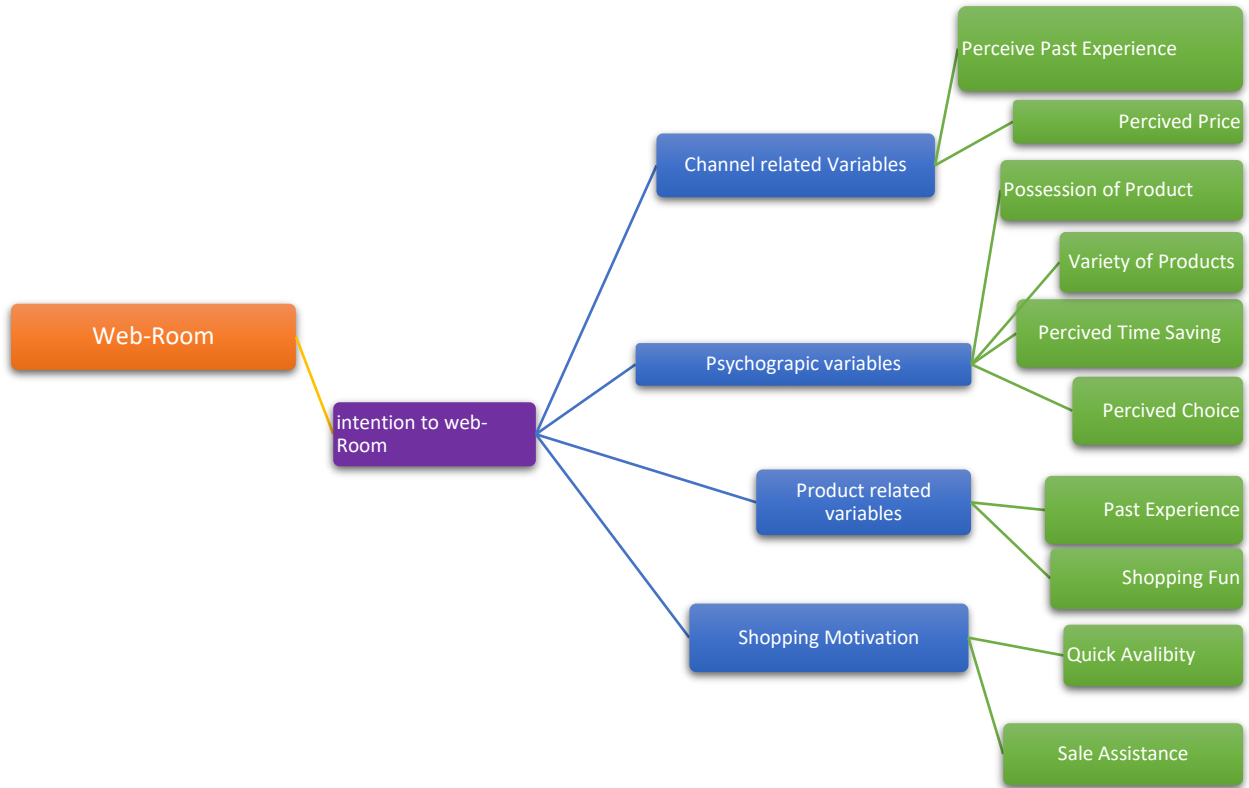
2.7   HYPOTHESIS

2.7.1 Smart choice, time saving & webrooming intention

Aw et al. (2021), explored the perception of webrooming via assimilating channel and product-related elements jointly echoed upon the effect of the smart shopping (Arora and Sahney, 2019; Aw, 2019) and webrooming intentions through stimulation of smart shopping perceptions., (Flavian et al. 2019) also demonstrated the association among smart shopper choices, buying pleasure and webrooming. The scholars asserted thatwebrooming enables consumers make confident product choices through giant pre-buying search, leading to buying pleasure and a smart shopping behavior. Besides, the

researchers affirmed webrooming to be a powerful method of choice making (Aw et al., 2021; Santos and Gonçalves, 2019) and time savings (Shankar, 2021). People tends to make final purchase choice by using multiple channels in order to save time and make smart choice or do shopping in better manner.

H1 The conduct of searching products online is positively connected with better choice making at online search and b) positively associated with time saving in online search.

2.7.2 Variety, Possession & webrooming Intention

(Verhoef et al., 2007) in his study alludes to the accessibility of an assortment and variety of product helpful in making choice of buying. Because of space limitations in a physical setting, retailers have restricted space to feature the item varities, in comparison to online retailers who can feature a wide scope of item verity on catalogues (Kang, 2018; Goraya et al., 2020). On the web retailers can likewise utilize online inventory to highlight quality and profundity of items. Also, online customers can show a wide assortment of items as far as shading, size, and plan (Kang, 2018). Aside from that, online retailers can show comparative brands of an item too as a correlative item to upgrade clients' decision (Goraya et al., 2020). Over web-based stages, buyers get better combination and save time, cash, and endeavors in the assessment of the items (Rubio et al., 2017). Data provided over online stores about products helps consumers to immediately assemble similar data with respect to highlights, value, quality, guarantee, and purchaser evaluations of items and brands (Duarte et al., 2018; Shankar et al., 2020), which is troublesome to acquire in offline retailing. Because of a few seen or experienced hazard related with online buy, shoppers like to buy from offline stores (Shankar and Datta, 2018). Shoppers see a few advantages during offline buy, including vulnerability decrease, contact and feel the

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experience, socialization and quick possession. Consumers have the chance to have items promptly while buying from brick and mortar stores; nonetheless, in the web-based buy setting, there is a delay between purchasing items delivery (Noble et al., 2005). Now and again, clients need items on an critical premise or urgent basis, for instance, items needed for day by day use (i.e., staple things) for which they need early and quick possession of product (Park et al., 2012; Barbopoulos and Johansson, 2016). In such conditions, they need to buy from actual stores. Purchasers are additionally questionable with regards to item conveyance time furthermore, item execution when buying on the web (Chou et al., 2016). Prompt ease and diminishes the vulnerability related with the delivery or possession of item and conveyance (Aw, 2019). The requirement for prompt ownership drives individuals to look for items on the web and buy them through actual stores. In like manner, we conjecture the accompanying hypothesis;

H2 Consumer behavior of purchase offline is positively associated with more variety in physical store and b) positively associated with late possession of product in online shopping.

2.7.3. Sale Assistance, prices and physical inspection

The non-presence of close and personal collaboration or assistance with sales representative is a significant impediment of web based shopping. Clients anticipate a communication with salesmen to acquire later deals administration just as to get information about product traits, cost, and execution of the purchase items. Purchasers trust the data shared by salesmen about item characteristics and item execution (Haas and Kenning, 2014; Shankar et al., 2020)so they prefer to buy offline .While ,in the internet based buy setting, clients barely get assistance of salesmen or feel reluctant to accept their

quick help (Collier et al., 2015).Consumers who are in over various internet based stages like to analyze the comparison of execution, and cost of elective items and brands for settling on a reasonable buy choice (Kang, 2018).Consumers can likewise analyze the cost of explicit items over various web-based stages for settling on a superior or smart buying choice (Arora and Sahney, 2019). Additionally, over internet based stages, shoppers can look at the cost of the various items in a couple of snaps, which assists them with making insightful buy choices (Lee et al., 2009; Shankar and Datta, 2019). So, we hypothesize:

H3 Consumer behavior of research online and purchase offline is positively associated with the client's significance of sales assistance in physical store b) positively associated with better prices at physical store c) positively associated with physical inspection at stores.

2.7.4. Past experience, shopping fun & ease and comfort

Buyer commitment in explicit channels assumes as a crucial part in improving purchaser experience and customer channel determination for buying an item or benefiting of administrations (Shankar et al., 2020). Due to the shortfall of up close and personal communication over web-based stages among buyers will generally try not to make online buys due to bad past experience(Shankar et al., 2020.. Also, the simplicity of online data access, lower search cost and accessibility of online assessment of product customers tends to look for data on the web (Verhoef et al., 2007; Shankar et al., 2020).

H4 Consumer behavior of purchase offline is positively connected with the client's bad experience with internet shopping b) positively connected with customer perceived

importance of having good time at shopping c) is negatively connected with ease and comfort in finding products in physical stores.

CHAPTER 3

METHODOLOGY

This part ponders on different methodological procedures that are utilized in this study. This examination shows the quantitative exploration. It comprises of examination configuration, inspecting, information assortment procedure, estimation of factors, implies, Cronbach alpha (CA) through utilizing SPSS approaches and reliability analysis.

3.1   Research Method

Research design method comprises of the consistent and specialized technique to anticipate results of the investigation. The questionnaire was adapted and adopted in this research. In this study the technique is viewed as how to gather the information and prerequisites to be explained. Information was gathered in the wake of getting consent from the respondents. This study is quantitative strategy and Causal in its nature. Likert scale strategy is use to gather the information as done in past researches. The method was trailed by information assortment from particular populace from Islamabad (respondents). As per(Kothari, 2004) research process design is the strategy of assessing and examining the information in order to explore results. There are two strategies for research quantitative exploration or qualitative. This study is quantitative in nature where information gathered from primary resources. Also, in the quantitative strategy for research a current issue is planned to be settled by evaluate the issue into number for a superior   arrangement   then   again   in   subjective   examination pondering/conversation/collaboration are being scrutinized to determine a specific issue his is a causal study where the webrooming buying behavior under the antecedent risk

aversion, possession, price discrimination, shopping fun, variety and bargain, time, physical assistance, ease and demographic factors.

3.2 Study Strategy

Mall Intercept survey strategy is use to collect data through a semi structured questionnaire at The Centaurus Mall, Safa Gold Mall, Giga Mall following (Bush & Hair Jr, 1985) as it appears that the mall intercept is useful method for studies seeking information on forms of desirable and undesirable behaviors.. The questionnaire was based upon questions about the webrooming behavior and demographic factors like age, gender, shopping experiences.

3.3 Research Interference

Screening question was asked to refine the targeted customers by asking them "Keeping in your mind the last purchase you have done, "Did you have collected data online about that purchase and then bought it at physical store intentionally?" Those who replied positively by saying "Yes" was the one to proceed with more advance questions in order to dissecting the arrangement of the "Webrooming" conduct. Same strategy has been utilized in past examinations which intends to dissect the cross-channel free riding conduct of the shoppers (Van Baal & Dach, 2005). To identify antecedents of webrooming we used questionnaire measure.

3.4 Research Approach

Generally studies comprises two research approaches namely inductive approach and deductive approach. This study is based on deductive approach which means to move from general to specific outcomes on the other hand inductive approach means to move from

specific to generic outcomes. Questionnaire based survey will be conduct. Following the methodology(Arora et al., 2017)we will perform Cronbach alpha to check the reliability of scale. To check strengthen of relation we will perform correlation analysis and to check the odds and significance binary logistic regression variable will be performed same technique is followed by (Kleinlercher et al., 2020).

3.5 Population and Sampling

 Population and sampling technique are explained below for this study.

3.5.1 Population

This study was conducted in Islamabad Pakistan. The targeted population was Consumers in Islamabad who research about item on the web and get it from actual stores. To limit normal biasness, prior to giving up information to respondents, all the critical and essential data was scattered, and 350 surveys were disseminated among purchasers in separate shopping centers at Islamabad under appropriate research ethics.

3.5.2 Size of Sample

Because of time and budget constraint research restricted 400 respondents to sum up the outcomes. As per researcher omme sacral we can take test size from 100 to 500 any reasonable figure so this examination dependent on 400 example size Questionnaire was distributed in respective malls in Islamabad among individuals who show their free consent. First and foremost, 400 individuals provided data at initial step 50 individuals deny topping off the poll while 25 survey questionnaires were not returned back. Non probability purposive sampling technique is use to select webroomers.

3.5.3   Data Collection

This study acknowledged out by utilizing questionnaire because survey technique is economical, legitimate and dependable and gives quick outcomes additionally it's a best instrument to decide the examination destinations and focus at the rear of the investigation. So current examination utilized questionnaire survey as an instrument for information assortment.

3.6   General Variables

This study includes general variables also known as demographics gender, marital status, age, year of schooling, monthly income, occupation, and specific variables intention to webrooming, better choice making,time, price, physical assistance, ease and comfort, quick possession, extra charges, past experience, shopping fun and variety and bargain.

3.7   Instrument Development

To satisfy the prerequisite of this research and information assortment, the data was collected from the respondents through surveys. The questionnaire is taken from past researches and is self-detailed and created at own by the guidance of researchers and past researches. The choice of the survey technique was selected for analysis, which were consumers which were buyers who bought items in the web based stores and in customary stores. It is especially significant for the investigation of the effect of the ROPO impact to recognize the conduct of clients of conventional stores. The investigation utilized Cronbach Alpha Technique to check the reliability of scale and data. The surveys comprise of segment factors such are respondent profile (sex, age, marital status, education), other

segment is based on 5-point Likert scale that were 1 is strongly agree, 2 is agree, 3 is undecided, 4 is disagree, 5 is strongly disagree.

3.7.1 Measures of Time saving (TS)

Sample items of these variables are taken from (Verhoef et al., 2007)

- Online product search helps me in saving time

- Shopping the stores wastes my time.

- Physical stores save my time in making choice about product.

- Online shopping takes extra time in delivery so I prefer offline

- I think at physical store product are time savvy and less efforts are required in choice making

All 5 items responses are based on 5-point Likert scale which is used to measure.

3.7.2 Measures of Price Assessment (PA)

For measure of price assessment 4 items will be used. Sample items are taken from(Jepsen, 2007)

- I bargain at physical store.

- Offline shopping is more affordable in term of prices.

- I avoid online shopping because of delivery charges I have to pay.

- Online stores have high prices.

5 point Likert scale and the scales used in the study.

3.7.3   Measures of Sales Assistance (SA)

For physical assistance 3 sample items are taken from (Arnold & Reynolds, 2003) (Reynolds and Beatty, 1999)

- I buy product from physical store due to sales assistance and advice available.

- Online purchase has drawback of no sales assistance.

All items responses are based on 5-point Likert scale which is used to measure.

3.7.4   Measures of Risk aversion (RA)

For Measures of Risk aversion 3 sample items are taken from(Cheung et al., 2011)

- Offline shopping has low risk attached to it.

- Online shopping is risky

- Offline product purchase is more trustable in purchase manner.

- All items responses are based on 5-point Likert scale which is used to measure.

3.7.5   Measures of Ease and comfort (EC)

For Measures of Ease and comfort 2 sample items are taken from(Verhoef et al., 2007)

- I feel comfortable searching about product online than in physical stores.

- It is easier to buy from physical store.

All items responses are based on 5-point Likert scale which is used to measure.

3.7.6 Measures of Quick Possession(QP)

For measure of Quick Possession 2 sample items are taken from (Noble et al., 2005)

- I prefer offline purchase due to quick possession of product

- Online shopping take lots of time in possession of product.

All items responses are based on 5-point Likert scale which is used to measure.

3.7.7   Measures of Extra charges/ price discrimination(PD)

 For measure of price discrimination 3 sample items are taken

- I prefer offline buying due to delivery charges

- I believe prices are high in online stores.

- I avoid online shopping due to extra delivery charges attached by.

All items responses are based on 5-point Likert scale which is used to measure.

3.7.8   Measure of Past experiences(PE)

 For measure of Past experience 3 sample items are taken from (McKnight, Kacmar, & Choudhury, 2004).

- In online purchase replacement and pay back system is complex.
- Bad online purchase experience pushes me to buy product from physical store
- Offline store purchase has smooth system of replacement in case of defective item.
- All items responses are based on 5-point Likert scale which is used to measure.

3.7.9   Measure of Shopping fun(SF)

 For measure of Shopping Fun 2 sample items are taken from(Rohm & Swaminathan, 2004) (Arnold & Reynolds, 2003)

- I prefer buying from physical store due to shopping fun
- Offline shopping is more relaxing than online in term of fun.

All items responses are based on 5-point Likert scale which is used to measure.

3.7.10 Measure of Variety and bargain (VB)

- For measure of variety and bargain 2 sample items are taken from (Zaichkowsky, 1994).
- Variety in offline stores are more than available online
- I prefer offline buying because I can bargain at physical store.

All items responses are based on 5-point Likert scale which is used to measure

CHAPTER 4

RESULT AND ANALYSIS

4.1 Overview

This part described the findings of the questionnaires, as well as how the data was evaluated and the tests that were utilized for analysis. The questionnaires were utilized in the current study to determine the role of various variables that push consumers to adopt webrooming. Questionnaires has been divided into two major categories one is for demographics like (age, gender, marital status, education, occupation, income, intention to web roomed) and second part encompassed major variables which were risk, quality, variety, sales assistance, choice confidence, quick possession, physical inspection and shopping love.

4.2   Reliability of scale

Measurement scale of reliability is usually considered Cronbach alpha. Cronbach's alpha, α or coefficient alpha was created by Lee Cronbach in 1951, measures unwavering quality, or internal consistency. Cronbach's alpha tests the various constructs of Likert. These inquiries measure dormant factors covers undetectable factors. It ranges from 0.6 to 1. Alpha below 0.6 should be improve or exclude from study.

Table 4.1 Cronbach alpha of factor

on Standardized Items	Cronbach's Alpha	Cronbach's	Alpha Based N of Items
Better Decision	.769	.771	3
Saves Time	.859	.860	4
Variety and Bargain	.684	.687	2
Product Possession	.927	.929	2
In Store Assistance	.782	.783	3
Price Assessment (E)	.868	.869	3
Physical assessment	.917	.919	2
Past Experience	.658	.659	3
Shopping Fun	.892	.899	2
Ease and Comfort	.932	.934	2

N=325

To analyses the data, we had used multiple tests. To identify the main antecedents of webrooming we had performed Binary Logistic Regression Analysis by indicator 0 (webroomed intentionally) and 1(Not web roomed). By entering 23 continuous and 1 predictor (webrooming search good) we had run regression. Nagelkerke's R-square equals 0.527.

4.2   Correlation testing

	Table 4.2. Correlation amongst independent variable									
Variables	**1**	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**
1.BD	1									
2.ST	0.455	1								
3.VB	0.742	0.309	1							
4.PP	0.496	0.821	-0.183	1						
5.SA	0.193	0.232	-0.029	0.234	1					
6.PA	0.089	0.799	0.122	-0.284	0.447	1				
7.PH	-0.006	0.471	0.127	0.122	0.285	0.132	1			
8.PE	0.132	-0.864	0.143	0.134	0.062	0.121	-0.156	1		
9.SF	0.167	0.087	-0.075	-0.075	-0.098	-0.163	0.072	0.072	1	
10.EC	0.089	0.276	0.042	0.042	0.084	-0.152	-0.124	0.089	0.408	1

1.Better decision 2. Saves Time, 3. Variety and Bargain, 4. Product Possession, 5. In-Store Assistance, 6. Price Assessment, 7. Physical Assistance, 8. Past Experience, 9. Shopping Fun, 10. Ease And Comfort

The values of table indicate that ST is positively correlated with BD (r= .455, P<0.01).

VB is strong positively correlated with BD (r= .742, P<0.01) and moderate correlated with ST (r= .309, P<0.01). The value of PP is positively correlated BD (r= .496, P<0.01) strong positively correlated with ST (r= .821, P<0.01) and weak negative correlated with VB (r= -0.183, P<0.01). SA is weak positive correlated with BD (r= .193, P<0.01), ST, PP is weak negative correlated with VB (r= .232, P<0.01). PA is not correlated with BD (r= .089, P<0.01), strong correlated with ST(r= .799, P<0.01), weak correlated with VB(r= .122, P<0.01), negatively correlated with PP(r= .084, P<0.01), positively correlated with SA(r= .447, P<0.01). PA is not correlated with BD (r= .089, P<0.01) and VB (r= .143, P<0.01), positively correlated with SA and has weak negative relation with SA (r= -0.284, P<0.01). PH Is not correlated with BD (r= -.0006, P<0.01)-, positively correlated with ST (r= .471, P<0.01). SF in uncorrelated with other independent variables. EC is positively correlated with SF (r= .408, P<0.01).

4.4   Logistic Regression

Table 4.3   LOGISTIC REGRESSION

Variables	Parameters	Standard Error	P-Value	Odds Ratio
Better Decision	0.058	0.048	0.452	1.048
Saves Time	0-52	0.049	0.350	1.058
Variety And Bargain	0.748	0.168	0.000	2.113
Product Possession	0.015	0.039	0.005	1.015
In Store Assistance	0.599	0.052	0.001	1.689
Price Assessment	0.472	0.029	0.005	1.573
Physical Assistance	-0.198	0.076	0.001	0768
Past Experience	-0.334	0.068	0.000	0729
Sopping Fun	0.165	0.042	0.003	1128
Ease And Comfort	-0.048	0.058	0.461	0652
Webrooming search	-3.172	0.0599	0.000	0.0092
(constant)				

To analyses the data, we had used multiple tests. To identify the main antecedents of webrooming we had performed Binary Logistic Regression Analysis by indicator 0 (webroomed intentionally) and 1(Not web roomed). By entering 23 continuous and 1 predictor (webrooming search good) 0 for webroomed 1 for not webroomed, we had run regression. Nagelkerke's R-square equals 0.527.

4.5   Demographics of Sample

Current study contained eight demographic which discussed following tables one by one and before regression analysis demographic variables controlled because, to control the variables effect on dependent variable.

Following tables shown the responses and consumer typical behavior toward webrooming. SPSS software is used for data analysis and Cronbach alpha technique is use to check reliability of scale.

Table 4.4 : Gender of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	142	43.7	43.7	43.7
Female	183	56.2	56.2	100.0
Total	325	100.0		

100.0

The table provided above is depicting the gender of the respondents. Of 325 respondents 44 percent were male while 56.2 percent are female.

Table 4.5 : Age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
20 and below	19	5.8	6.0	6.0
21-30	65	20.0	20.6	26.7
31-40	90	27.7	28.6	55.2
41-50	82	25.2	26.0	81.3
Above50	59	18.2	18.7	100.0
Total	315	100.0	100.0	

The data has indicated that 5.8 percent of respondents are below 20 years, 20 percent are belonging to 21 to 30 group, 31 to 40 is 27.7 percent, while above 50 are 18.2 percent.

Table 4.6: Occupation of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Government employee	66	20.3	21.0	21.0
Private	96	29.5	30.5	51.4
Self employed	80	24.6	25.4	76.8
Other	71	21.8	22.5	100.0
Total	315	100.0	100.0	

This table has shown that 66 percent of the webroomers are government employee, 29.5 percent are private jobs holder, 25 percent are self-employed, and 21 percent has chosen the other option.

Table 4.7: Year of schooling respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
PRIMARY	6	1.8	1.9	1.9
SECONDARY	27	8.3	8.6	10.5
HIGHER SECONDARY	74	22.8	23.5	34.0
UNIVERSITY	147	45.2	46.7	80.6
OTHER	61	18.8	19.4	100.0
Total	315	96.9	100.0	
Total	315	100.0	100.0	

The table has indicated that 1.8 percent of webroomers are primary, 8.3 percent secondary, 22.8 percent higher secondary educated and 45.2 percent are university going. The statistic shows that webroomers are of every education level but university students and youth are more addicted to it.

Table 4.8: Monthly income respondents

	Frequency	**Valid**	**Cumulative**
		Percent	Percent	Percent
BELOW 20000	5	1.5	1.6
21000 TO 35000	25	7.7	7.9
36000 TO 45000	67	20.6	21.3
46000 TO 55000	83	25.5	26.3
ABOVE	134	41.2	42.5
11.000	1	.3	.3
Total 315	96.9	100.0	

This table revealed income level of targeted population along with frequencies and percentages as well. This table categorized 23.8% people were less than 30000incomes, 15% targeted population come into range of 30000- 60000 and 11.5 % people income level ranging Rs. 60000100000, 8.5% people income level range Rs. 100000-125000. 5.8% people income range more than 125,000 and 35.5% people come in category of can't tell.

Table 4.9:   Have you visited online stores before buying offline?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	243	74.8	77.1	77.1
	72	22.2	22.9	100.0
	315	96.9	100.0	
Missing	10	3.1		

This above table revealed perception of people for buying online. Majority of the people are reluctant to buy online due to multiple reason attached by.

Table 4.10: Frequency of Do you prefer online shopping?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	20	6.2	6.2
	no	303	93.2	93.5
Invalid	3.00	1	.3	.3
	Total	324	99.7	100.0

Above table revealed frequency of targeted population preferring online shopping 93.2 percent of the people are reluctant to do online shopping. While, only 6 percent prefer to buy online. The figure is drastic and need is to accommodate online shoppers in order to

Table 4.11 Summary of Hypothesis Accepted and Rejected

DESCRIPTION	HYPOTHESIS	ACCEPTED-REJECTED
The conduct of searching products online is positively connected with better choice making at online search and	*H1a*	*Rejected*
	H1b	*Rejected*
b) positively associated with time saving in online search.		
Consumer behavior of purchase offline is positively associated with more variety in physical store and b) positively associated with late possession of product in online shopping.	*H2a*	*Accepted*
	H2b	*Accepted*
Consumer behavior of research online and purchase offline is positively associated with the client's significance of sales assistance in physical store b) positively associated with better prices at physical store c) positively associated with physical inspection at stores.	*H3a*	*Accepted*
	H3b	*Accepted*
	H3c	*Accepted*
Consumer behavior of purchase offline is positively connected with the client's bad experience with internet shopping b) positively connected with customer perceived importance of having good time at shopping c) is negatively connected with ease and comfort in finding products in physical stores.	*H4a*	*Accepted*
	H4b	*Accepted*
	H4c	*Rejected*

CHAPTER 5

RESULT DISCUSSION

5.1 Conclusion

The primary purpose of this Causal study is to identify the antecedent of webrooming Among consumers in Islamabad. Further empirical testing is needed to be done in future researches. The study will serve to know the figures of webrooming in Pakistan. It will also help them in adopting strategies in order to increase their sales and revenues. Producers will be able to plan their market sale accordingly. The data was collected from different mall in Islamabad. This study will help to confirm the presence of webrooming Among consumers in Islamabad. The study intends to provide an outlook of this newly prevailing phenomena to the retailing industry in order to formulate policies and overcome free riders. The study will be an addition to scant literature over webrooming phenomena in Pakistan. The results has also indicated few strong elements that push customer to search online and purchase offline.

P value of hypothesis H1a is 0.452 hence, we will reject the hypothesis that people rush toward finding products online because it enables them to make better choice. Majority of respondents think that this is not the primary reason that enables them to research about products online.SO, there are other reason more influential that enable people to search products online. The hypothesis H1b is rejected, the p value is greater than 0.05 i.e., 0.350 and odd ratio is 1.058 > 1.048. So, people more strongly believe that online shopping waste their time more strongly than no better choice making in research online. Hence, the statistics indicated that most of the people who tends to research online waste a lot of

time surfing irrelevant products and information. Thus respondents were of view that online product search doesn't helps them in saving their time. The hypothesis H2a is accepted as the value is highly significant, people consider that they prefer to buy in offline store or traditional physical stores because they have many options and varieties there as compared to online store with limited items due to low sale volume's value is 0.000 which is highly significant. Thus people prefer to buy offline due to more variety in traditional stores. The hypothesis H2b is accepted, As the p value is equal 0.05 so we will accept hypothesis of the study that online shopping takes lots of time in delivery so people change retailing mode and prefer to buy offline. As physical stores give them product possession in no time. The odd value 2.113> 1.015 so we believe H2a has more influential over webrooming behavior. Hypothesis H3a is highly significant and is accepted. The p value is 0.001. Hence, consumer prefer to buy from traditional stores due to sales assistance available to them in stores and unpresence of guidance and counter assistance in online mode. Majority of the consumer are of view that in case of any issue it became very difficult for them to connect to store for reimbursement or repairs, so, they prefer to buy product from physical stores. Hypothesis H3b is accepted as p value is equals to 0.005, we hypothesized that people thinks that in store buying is reasonable in price which is indirectly indicating that people consider online shopping expensive in comparison. Majority of the respondents agreed to it. Hence we may summarize that people prefer buying from traditional stores due to price attractiveness. Hypothesis H3c is accepted. P value is 0.0001. Respondents believe that they prefer to buy from physical stores due to inspection of product. Majority of the people believe that online shopping has drawback of no inspection of good that most of the time leads to wrong product delivery so they highly prefer shopping at physical store. 1.689 >1.573 >0.768. So, we may summarize

sales assistance is prime reason of avoiding online shopping. H4a is accepted. Most of the people research about product online but avoid to buy online due to bad experience they had. Majority of the people were being of view that they were delivered either wrong products or defective piece so they highly prefer to buy product offline due to this reason. Hypothesis H4b is accepted as p value is highly significant. The odd value 0.729 is showing high endorsement of the statement. Usually people consider smart choice to research about product online and to buy it from physical store due to shopping fun they don't want to loose from physical stores and malls. So, we hypothesized that people buy from offline store due to good time they can send with their friends and family and friend at shopping. Majority of the respondent highly agreed to it that shopping in stores make them enjoy their time. This is one of the main reason people tends to buy from malls and stores in this era of ecommerce. Value 1.128 is showing significant impression on people mind that they enjoy doing shopping. Hypothesis H4c is rejected. Most of the respondent believe that it is very hectic to find product in physical market so we may summarize that people feel online shopping more comfortable in compare to traditional market shopping. As 0.729<1.128 so we concluded shopping fun is more influential than other 2 factors.

Our finding indicated that in webrooming behavior customer mainly purchase from traditional stores due to sales associate(Marmol & Fernández Alarcón, 2019) and shopping fun.They consider that sales associates holds most latest information. Antecedents of webrooming behavior was tested in consumers by their time quality. It alludes with convenience seeking in order to minimize the cost of time incurred over the purchase. Time saving construct refers to the rationale in which purchasers endeavor to limit time costs, boost shopping openings and gain the pursued item with a base venture

of time and physical and mental exertion. Majority of the respondent expressed that online product search don't helps them in deciding what product to purchase in less time.the reason could be the distraction of goals and time spending. In comparison when they were asked that why they choose to search online the cost effectiveness was also the factor they were able to tell. Most of them think that having hand held devices and internet connectivity didn't help them to save their time in fact this online search journey wastes more time. The importance of pertaining bargain feature in offline shopping and excessive variety push people to change channel from offline to traditional stores purchases. Further, we found that shopping fun is more fruitful element to steer people toward physical buying from traditional stores. Prices are also one of the important element that pushes customers to offline mode, because people think that they can buy products in low cost at physical store. While, online stores have multiple charges that increased the prices. Product possession is the element that is very significantly associated with in store shopping. People consider it as an important characteristic of in store shopping that they receive their product in no time. While, late deliveries and product possession stop people from using online shopping mode by executing second mode of webrooming and changing the channel. The demographic factors indicate that most of the consumers prefer to buy from physical stores while most of them are females. The data from respondent revealed that consumers preferred to buy from physical stores due to convenience of buying at physical stores, the convenience includes all those factors that helps a general buyer in buying process from product decision to final purchase. wide range of variety in traditional stores as they believe that online stores acquainted less variety and lower quality and quick possession of product in offline stores while, online stores takes more time in delivery. Majority of consumer prefer to buy offline due to sales assistance available to them in

stores and the physical inspection of product they can do at store. Most of the consumer are reluctant to buy from online stores due to their bad experience with online shopping in multiple forms from product quality to delivery. They believe that though online shopping provides them ease and comfort but they don't want to miss the shopping fun and good time at traditional shops and store. Most of the respondents believe that online search doesn't helps them in saving time and making better choice but rather make them more confused about product purchase decision, so they prefer to search online for another reason of price assessment which helps them in bargaining at stores and may be for product description as found in literature.

5.2 Discussion

The result of our study is limited in knowledge and testing, yet it didn't unfold all the antecedents of webrooming retailers. And researches are not able to cover the complete phenomena of this newly prevailing behavior. Due to this widely spread practice online retailer lose their customer in the second phase of purchase after product search. To prevent the customer loosing, and free rider's retailer should manage both modes of retailing which will help them to keep their customers not to shift to their competitor retailing mode. People have lots of strong reservations over online shopping including lack of sales assistance, risk of product variation and bad experiences they had attached to. Retailers are needed to address the issues by manipulating their networks making it more efficient to quickly address issues and complaints. The descriptive analysis of our 350 sample respondents reveals that people are reluctant to adopt one channel due to unavailability of assistance and price hikes. Retailers are needed to induced psychographic variables like sales assistance to their online platform that can help them retain their

customers. Existing literature also argue that sale assistance is important in retailing world that enable customer to get advice regarding their purchase and suitable product. Our data set has revealed that 77% of the people in physical stores has searched products online before visiting physical store while, 94 percent (N=325) of the consumer don't want to complete their transactions from online stores and rather prefer to buy from malls. This is very alarming situation for showroomers retailers and online services. Our data has further revealed that online retailers should increase the product variety in their store with good quality. Variety and quality with bargaining feature is also the reason people adopt webrooming by leaving online store without purchase. Consumer experience of online shopping is needed to enhance by adding sales assistance, more update information of product description and value, and offering coupons and schemes in online purchase with more discounts to shift the trend once from offline to online stores. Training to online store staff may also be persuasive in this context. A model sale channel system is needed to developed in order to retain existing and pulling new customers in online setting.

5.3   Managerial Implications

To retain customers and achieving high profits in multichannel sales process, retailers are needed to concentrate on factors that shift consumer from online to offline in final purchase. Sales service should be ensured, prices should be regulated along with smooth system of in time delivery to customers on very first preference.

5.4 Policy implication

To prevent the customer loosing, and free rider's retailer should manage both modes of retailing which will help them to keep their customers not to shift to their competitor retailing mode. In addition, on state level policies are needed to frame in order to protect customers from scams and to make transactions convenient by addressing financial inclusion problem. Furthermore, Ecommerce should be promoted on domestic level to provide work opportunities to people at home. This will not only improve economic condition but also provides employment to people connected to this industry and those who are unemployed.

5.5 Limitations and Future Research

Every research has some limitation in the current study we had used questionnaire to collect data and run LR Analysis to examine the main antecedent of webrooming. We examine the association between psychographic factors and webrooming intention. Experimental study is needed to perform in future in order to uncovered more antecedent and true relations. More research on multichannel retailing, webrooming and showrooming phenomena has needed to done under other relevant theories. The data used in research is limited to few malls in Islamabad only due to time and financial constraint. Other areas of country are also needed to study in order to know if rural consumer or urban consumers are more inclined towards webrooming.

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