

From Search to Purchase: Examining Consumer Purchase Intentions Across Webrooming and Showrooming Journeys

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Abstract

The integration of digital technologies with conventional retail formats has transformed consumer purchase journeys, encouraging movement between online and offline channels. Within this omnichannel environment, webrooming and showrooming have emerged as prominent cross-channel behaviours. This study examines the relationship of showrooming and webrooming with customers' purchase intention. Primary data were collected from 500 respondents using a structured questionnaire and analysed through descriptive statistics, Cronbach's alpha, exploratory factor analysis, correlation analysis, and simple linear regression. The findings reveal significant positive relationships between both behaviours and purchase intention. Webrooming showed a positive relationship with final purchase commitment ($\beta = 0.536$, $R^2 = 0.287$, $p < 0.001$), while showrooming demonstrated a comparable relationship with its purchase-oriented outcome ($\beta = 0.537$, $R^2 = 0.289$, $p < 0.001$). Although webrooming was more strongly endorsed overall, both behaviours showed comparable relationships with purchase intention, highlighting the importance of integrating digital and physical retail touchpoints across contemporary consumer purchase journeys.

Keywords: Consumer Behaviour, Cross-Channel Shopping, Omnichannel Retailing, Purchase Intention, Showrooming, Webrooming

1. Introduction

The contemporary retail environment has undergone a fundamental transformation with the rapid development of digital technologies, widespread internet accessibility, mobile commerce, and the increasing integration of online and offline retail channels. Consumers are no longer restricted to a single channel when searching for product information or making

purchase decisions. Instead, they frequently interact with multiple channels during different stages of their buying journey, moving between websites, mobile applications, online marketplaces, social platforms, and physical stores according to their information and purchasing requirements. This transformation has contributed to the emergence of omnichannel consumer behaviour, in which the boundaries between online and offline shopping have become increasingly interconnected. Consequently, understanding how consumers navigate these channels and how such cross-channel behaviours influence their purchase intention has become an important area of investigation in consumer behaviour and retail research (Kang, 2018; Sahu et al., 2021).

Among the various patterns associated with cross-channel shopping, webrooming and showrooming represent two particularly significant consumer behaviours. Webrooming occurs when consumers search for products, compare alternatives, examine prices, consult reviews, or gather other relevant information through online channels and subsequently complete their purchase in a physical store (Flavián et al., 2020; Mukherjee et al., 2021). This behaviour enables consumers to utilise the extensive information availability and convenience offered by digital channels while retaining the benefits associated with physical shopping, such as direct product inspection, immediate possession, personal interaction, and reduced uncertainty regarding product attributes. Consumers may therefore use online channels as an information and evaluation

mechanism before approaching a physical retailer with greater confidence about their purchase decision.

Showrooming represents the reverse cross-channel journey. In this behaviour, consumers initially visit a physical retail outlet to inspect, experience, evaluate, or obtain information about a product but subsequently use an online channel to complete the purchase (Kang, 2018; Mukherjee et al., 2021). Physical stores can enable consumers to assess attributes that may be difficult to evaluate digitally, including size, appearance, material, functionality, comfort, or overall product quality. After acquiring this information, consumers may shift online to compare prices, explore a wider assortment, identify promotional offers, evaluate seller alternatives, or obtain greater purchasing convenience. The physical store therefore becomes an important information and experience touchpoint even when the transaction is eventually completed through a digital channel.

The coexistence of webrooming and showrooming demonstrates that online and offline channels should not necessarily be viewed as independent or competing alternatives. Consumers may perceive different channels as complementary resources and select each channel according to the value it provides at a particular stage of the purchase process. Digital channels can offer accessibility, extensive information, consumer reviews, rapid comparisons, and price transparency, whereas physical stores provide sensory evaluation, interpersonal assistance, immediate product experience, and greater tangibility. The consumer's decision to move between these channels consequently reflects an effort to combine their respective advantages while reducing perceived risk, search effort, uncertainty, or purchasing inconvenience (Flavián et al., 2020; Sahu et al., 2021).

This changing consumer journey has important implications for purchase intention, which represents an individual's willingness or likelihood to purchase a product or service. Purchase intention is an important behavioural construct because it reflects the outcome of

consumers' information search, product evaluation, comparison, and decision-making processes before the actual transaction (Flavián et al., 2020). In an omnichannel setting, purchase intention may be influenced not merely by the attractiveness of an individual retail channel but by the overall experience generated through interactions across multiple channels. Information obtained online may reinforce a consumer's intention to purchase from a physical outlet, while direct product experience in a store may strengthen the intention to subsequently purchase through an online platform. Accordingly, analysing purchase intention without considering cross-channel behaviour may provide an incomplete representation of contemporary consumer decision-making.

For retailers, the growing prevalence of these behaviours creates both strategic opportunities and managerial challenges. Webrooming can allow physical retailers to benefit from consumers who undertake extensive digital research but still value the confidence and immediacy associated with store-based purchasing. Conversely, showrooming can create concerns for physical retailers when consumers use their stores for product evaluation but transfer the final transaction to competing online sellers. However, treating showrooming solely as a threat may overlook the broader role of physical stores within an integrated customer journey. Retailers capable of coordinating product information, prices, promotions, inventory visibility, customer service, and purchasing options across channels may be better positioned to retain consumers regardless of where the initial search or final transaction occurs (Goraya et al., 2022).

From a research perspective, webrooming and showrooming also challenge traditional distinctions between online and offline consumers. Earlier approaches to retail behaviour often examined digital shopping and physical shopping separately. Such distinctions have become progressively less adequate because the same consumer may behave as an online information seeker and an offline purchaser in one transaction and adopt the opposite pattern in another. The relevant issue

is therefore not simply which channel consumers prefer, but how interactions between channels influence their movement towards purchase. Examining webrooming and showrooming together provides a more realistic representation of the contemporary search-to-purchase journey (Mukherjee et al., 2021; Sahu et al., 2021).

Although cross-channel consumer behaviour has received increasing academic attention, there remains a continuing need for empirical evidence concerning the extent to which webrooming and showrooming influence customers' purchase intention. Differences in information availability, perceived convenience, product evaluation, channel characteristics, and consumer preferences can shape the outcomes of these behaviours. An integrated empirical examination is therefore important for determining whether and how these cross-channel practices contribute to consumers' willingness to purchase rather than merely describing their occurrence.

Against this background, the present study focuses specifically on the relationship between webrooming, showrooming, and customers' purchase intention. The study uses primary data collected from 500 respondents to empirically investigate these relationships and provide evidence concerning contemporary cross-channel purchasing behaviour. Accordingly, the central objective of the study is to examine the relationship of showrooming and webrooming with customers' purchase intention. By addressing this objective, the research seeks to contribute to the understanding of omnichannel consumer behaviour while generating practical insights that can assist retailers in designing coordinated channel strategies capable of supporting consumers throughout their journey from product search and evaluation to final purchase.

2. Review of Literature

The emergence of omnichannel retailing has significantly altered the traditional consumer decision-making process by enabling consumers to use online and physical channels interchangeably during information search, product evaluation, and purchase. Within this

environment, webrooming and showrooming have attracted considerable research attention because both behaviours involve deliberate movement across channels rather than exclusive dependence on either online or offline retailing. Existing research indicates that consumers' cross-channel decisions are influenced by information requirements, perceived convenience, price comparison, product characteristics, perceived risk, need for physical examination, and the benefits associated with individual channels. Consequently, webrooming and showrooming represent important mechanisms through which contemporary consumers attempt to improve the quality and efficiency of their purchase decisions.

Kang (2018) examined showrooming and webrooming within an omnichannel environment and demonstrated that consumers' psychological and shopping-related characteristics influence their cross-channel behaviour. Using data from 680 omnichannel consumers, the study found that information attainment, price comparison, and social interaction contributed positively to showrooming, while information attainment, social interaction, and assortment seeking were associated with webrooming. Importantly, both behaviours subsequently influenced consumers' post-shopping behavioural intentions related to user-generated content. These findings established that webrooming and showrooming are purposeful behaviours resulting from different consumer motivations rather than incidental movements between retail channels.

Research has further demonstrated that webrooming can generate favourable consumer evaluations of the purchase process. Flavián et al. (2020), while comparing webrooming and showrooming in the fashion retail context, found that consumers following a webrooming journey experienced greater perceptions of time and effort savings, stronger perceptions of making the correct purchase, and greater feelings of smart shopping than consumers following a showrooming journey. The findings suggest that searching digitally before purchasing physically can provide consumers with both informational efficiency and

confidence in their final decision. Such perceptions are particularly relevant to purchase intention because consumers who believe that they possess sufficient information and are making an appropriate choice may experience lower uncertainty when progressing towards a transaction.

The complexity of webrooming intention has also been highlighted by research examining combinations of consumer, product, and channel characteristics. Aw (2020) applied a configurational approach to investigate alternative pathways leading to webrooming intention. The study demonstrated that no single factor necessarily explains cross-channel behaviour; instead, different combinations of causal conditions can produce strong webrooming intention. Product involvement emerged as a particularly important condition across the identified configurations. This finding reinforces the view that consumers' movement from online research to offline purchase is embedded within a broader decision-making process in which product characteristics interact with individual and channel-related considerations.

Sahu et al. (2021), through a systematic review of the literature on webrooming and showrooming, provided a broader synthesis of the determinants underlying these behaviours. After identifying 113 relevant studies from an initial pool of 240 papers, the authors classified the existing literature and highlighted the importance of consumer-, channel-, product-, and purchase-related factors in determining omnichannel journeys. Their review also showed that structural equation modelling has been widely employed to investigate relationships among variables associated with omnichannel behaviour. The study demonstrates that showrooming and webrooming have developed into substantial research streams within consumer and retail studies while simultaneously identifying the need for further investigation of emerging forms of cross-channel purchasing behaviour.

Mukherjee et al. (2021) conceptualised showrooming and webrooming as a multi-stage consumer decision-making process involving

two distinct but interconnected decisions: the channel selected for information search and the channel selected for final purchase. Based on 243 survey responses and employing structural equation modelling and multiple regression analysis, the researchers established that individual characteristics, purchase-context variables, and channel-related factors influence consumers at different stages of the decision process. Product type was also found to affect the relative importance of these variables. This multi-stage interpretation is especially important because it demonstrates that the eventual purchase channel cannot be fully understood without examining the preceding information-search stage.

Additional evidence indicates that the perceived value consumers derive from cross-channel behaviour can contribute to their behavioural intentions. Truong (2021), examining omnichannel shopping intention in fashion retailing, identified consumers' perceptions of research-shopping behaviours—including the perceived value associated with showrooming and webrooming—as important elements explaining omnichannel shopping intention. The findings also highlighted the roles of compatibility and perceived risk. This suggests that consumers evaluate not only individual channels but also the value created by combining them, thereby reinforcing the importance of analysing webrooming and showrooming as components of an integrated purchase journey.

Consumer perceptions of technology similarly influence intentions to participate in cross-channel shopping. Herrero-Crespo et al. (2022), examining webrooming and showrooming through the Technology Acceptance Model found that perceived usefulness and perceived ease of use positively influence consumers' intentions to undertake both behaviours. Based on 847 apparel shoppers, the study further established an indirect effect of ease of use through perceived usefulness. Exploratory information seeking was particularly relevant to webrooming intention, illustrating that consumers who actively seek marketplace information may be more inclined to research

digitally before purchasing through physical channels.

Guo et al. (2021) examined the role of product characteristics in consumers' cross-channel choices. Based on 868 multichannel consumers, the study demonstrated that consumers' choices between webrooming and showrooming vary according to informational versus experiential product characteristics and perceived product risk. Consumers showed a tendency towards webrooming for high-risk informational products, while both webrooming and showrooming could occur for high-risk experiential products. These results illustrate that channel selection is partly determined by consumers' attempts to obtain the type of information necessary to reduce uncertainty before committing to a purchase.

Huh and Kim (2022) extended this understanding by investigating motivational differences between showroomers and webroomers. Using structural equation modelling with 358 participants, they established that market mavenism mediated the relationship between interest-driven curiosity and webrooming, whereas consumer innovativeness mediated relationships involving both showrooming and webrooming. The results demonstrate that the two behaviours should not be regarded as identical manifestations of channel switching. Instead, different psychological mechanisms can encourage consumers to follow different cross-channel paths, which may ultimately affect their purchase-related decisions.

The importance of integration between retail channels has also received empirical support. Goraya et al. (2022), examining channel integration and consumers' online and offline patronage intentions, found that integration significantly affects channel preferences, with perceived empowerment, assortment, and benefits contributing to these relationships. Showrooming and webrooming behaviours were explicitly incorporated into the framework as relevant aspects of consumers' cross-channel orientation. These findings emphasise that consumers' purchase-related intentions increasingly depend on the combined

performance of the retailer's channel ecosystem rather than on the effectiveness of a single channel in isolation.

Collectively, the literature demonstrates that webrooming and showrooming are multidimensional consumer behaviours shaped by informational, technological, psychological, channel-related, and product-related considerations. Prior studies have provided substantial evidence regarding their antecedents, channel choices, motivations, perceived value, and behavioural outcomes. Nevertheless, much of the literature concentrates either on explaining why consumers engage in webrooming or showrooming or on examining broader omnichannel outcomes. Comparatively focused empirical evidence examining the relationship of both webrooming and showrooming with customers' purchase intention within a common analytical framework remains limited. The present study therefore builds upon the existing literature by empirically examining both cross-channel behaviours in relation to purchase intention, thereby providing a focused assessment of how the contemporary search-to-purchase journey contributes to consumers' willingness to complete a purchase.

3. Research Gap

The growing integration of online and offline retail channels has generated substantial academic interest in webrooming and showrooming as important forms of cross-channel consumer behaviour. Existing studies have examined these behaviours from several perspectives, including information search, price comparison, perceived risk, convenience, product involvement, channel characteristics, perceived usefulness, trust, and consumer innovativeness (Aw, 2020; Huh & Kim, 2022; Sahu et al., 2021). Prior research has therefore contributed significantly to explaining why consumers move between digital and physical channels during different stages of their shopping journey. However, much of the existing literature has primarily concentrated on the antecedents of webrooming and showrooming, consumers' channel-selection behaviour, or the factors that encourage

movement from one retail channel to another (Mukherjee et al., 2021; Sahu et al., 2021).

Despite these contributions, comparatively limited empirical attention has been directed towards examining the relationship of both webrooming and showrooming with customers' purchase intention within a common analytical framework. This distinction is important because participation in cross-channel information search or product evaluation does not necessarily explain the extent to which such behaviour strengthens the consumer's intention to complete a purchase. Furthermore, webrooming and showrooming represent different search-to-purchase journeys: webrooming involves online information search followed by an offline purchase orientation, whereas showrooming involves physical product evaluation followed by an online purchase orientation. Examining both behaviours together can therefore provide a more comprehensive understanding of their respective roles in shaping purchase intention.

The present study addresses this research gap by empirically analysing the relationships of webrooming and showrooming with customers' purchase intention using primary data collected from 500 consumers across Delhi-NCR. The study specifically evaluates purchase-intention-related responses associated with both cross-channel behaviours, thereby extending the focus from merely understanding channel-switching behaviour to determining its purchase-related consequences. In doing so, the research provides empirical evidence concerning the relationship of webrooming and showrooming with customers' purchase intention within an increasingly integrated omnichannel retail environment.

4. Objective of the Study

The increasing integration of online and offline retail channels has transformed the consumer purchase journey from a single-channel process into a more interconnected and dynamic experience. Consumers increasingly use digital and physical channels in combination to obtain information, evaluate products, compare alternatives, reduce uncertainty, and make purchase decisions. In this context,

webrooming and showrooming represent two important cross-channel behaviours that can influence consumers' willingness and commitment to purchase.

In accordance with the focus of the present study, the research is guided by the following objective:

To examine the relationship of showrooming and webrooming with customers' purchase intention.

This objective provides the foundation for the empirical analysis by examining whether consumers' webrooming and showrooming behaviours are significantly associated with their purchase intention. It also establishes the basis for formulating the research hypotheses and selecting appropriate statistical techniques for evaluating the proposed relationships.

5. Research Hypotheses

Based on the research objective and the measurement framework adopted in the study, webrooming and showrooming are considered important cross-channel behaviours capable of influencing customers' purchase intention. Webrooming allows consumers to undertake online research, examine reviews and product specifications, compare prices, verify availability, and reduce uncertainty before proceeding towards an in-store purchase. Similarly, showrooming enables consumers to physically inspect products, compare alternatives, experience product attributes, seek assistance, and verify quality before making an online purchase decision. The questionnaire specifically measures these purchase-intention outcomes through separate webrooming and showrooming constructs.

Accordingly, the following hypotheses are formulated:

H1: Webrooming has a significant positive relationship with customers' purchase intention.

H2: Showrooming has a significant positive relationship with customers' purchase intention.

For statistical testing, the corresponding null hypotheses are stated as:

H01: Webrooming has no significant relationship with customers' purchase intention.

H02: Showrooming has no significant relationship with customers' purchase intention.

These hypotheses provide the basis for empirically assessing the relationships of both cross-channel shopping behaviours with customers' purchase intention and for determining their statistical significance using the responses collected from the study participants.

6. Research Methodology

The present study adopts a quantitative, cross-sectional and explanatory research design to analyse the relationship between showrooming, webrooming and customers' purchase intention. The quantitative approach is appropriate because the research examines consumers' responses through structured measurement items and statistically evaluates the relationships relevant to the stated objective. The methodology has been designed to ensure consistency between the research objective, questionnaire, sampling framework and subsequent empirical analysis.

6.1 Research Design

The study is descriptive, cross-sectional and explanatory in nature. The descriptive component facilitates an understanding of respondents' behavioural responses towards webrooming and showrooming, while the explanatory component examines the statistical relationships between these cross-channel behaviours and customers' purchase intention. Primary data constitute the empirical basis of the study and are analysed using appropriate descriptive and inferential statistical techniques.

6.2 Population and Sampling Design

The population of the study comprises customers in Delhi-NCR. A stratified random sampling approach with equal allocation across five selected Delhi-NCR cities was adopted, with 100 respondents selected from each geographical stratum. The sample size was determined with reference to Cochran's

formula. At a 95 per cent confidence level, a 5 per cent margin of error, and an assumed population proportion of 0.50, the estimated minimum sample size was approximately 385 respondents. To enhance the empirical coverage of the study and exceed the minimum sample-size requirement, a final sample of 500 respondents was considered.

The study sought responses from consumers residing in the selected Delhi-NCR locations who had experience of using online and physical retail channels for product search, evaluation or purchase. Geographical coverage was maintained across Delhi, Faridabad, Ghaziabad, Gurugram and Noida, with 100 usable responses retained from each location. Participation was voluntary, and respondents were informed about the academic purpose of the study before completing the questionnaire. Only complete responses relevant to the study were included in the final dataset of 500 respondents.

The study covered five major cities of Delhi-NCR—Delhi, Faridabad, Ghaziabad, Gurugram and Noida. The final sample comprised 100 respondents from each city, resulting in a total of 500 respondents.

6.3 Data Collection Instrument

Primary data were collected using a structured questionnaire developed in accordance with the research objective and the conceptual domains identified in the literature on webrooming, showrooming and cross-channel consumer behaviour. The item-development process focused on recurring dimensions identified in prior research, including information search, price comparison, product evaluation, perceived uncertainty, channel convenience, physical product experience and purchase-related behavioural outcomes. The wording of the statements was subsequently aligned with the specific online-to-offline and offline-to-online contexts examined in the present study. For the present study, the relevant measurement framework consists of **40 statements**, divided equally between webrooming and showrooming. For each cross-channel behaviour, the measurement set comprises 19 behavioural indicators and one final purchase-

oriented criterion indicator, resulting in 20 webrooming items and 20 showrooming items.

The webrooming items capture purchase-related responses associated with online product research, customer reviews, product specifications, price comparisons, store availability, return policies, online deals, product authenticity, inventory checks and final purchase commitment. The showrooming items capture purchase-related responses arising from physical product inspection, product comparison, touch and trial, staff assistance, authenticity verification, store experience, price evaluation, discounts, demonstrations and subsequent online purchase decisions. Thus, the instrument captures the purchase-intention consequences associated with both directions of the cross-channel shopping journey.

Responses were measured on a **five-point Likert scale**, ranging from **1 = Strongly Disagree** to **5 = Strongly Agree**. Higher scores therefore indicate stronger agreement with the respective purchase-intention statements.

6.4 Measurement of Constructs

For empirical analysis, two cross-channel measurement sets are considered. Within the webrooming measurement set, the first 19 items (WR1–WR19) are aggregated to represent the webrooming behavioural predictor composite, while WR20 serves as the final purchase-commitment criterion indicator. Similarly, within the showrooming measurement set, the first 19 items (SR1–SR19) are aggregated to represent the showrooming behavioural predictor composite, while SR20 serves as the corresponding purchase-oriented criterion indicator. This specification enables the relationships of the two cross-channel behavioural orientations with their respective purchase-intention outcomes to be examined empirically.

The designation of WR20 and SR20 as criterion indicators was based on their conceptual position within the respective measurement sets. WR20 (“Webrooming strengthens my final purchase commitment”) directly expresses the terminal purchase-commitment outcome following online search and evaluation. By

comparison, WR1–WR19 primarily capture the informational, evaluative and behavioural processes that precede this outcome. Similarly, SR20 (“Product experience in-store fuels my online shopping”) represents the purchase-oriented response following physical product evaluation, whereas SR1–SR19 capture the preceding showrooming processes involving inspection, comparison, assistance, experience and evaluation. Separating these terminal items from their respective behavioural composites therefore permits the analysis to examine whether stronger engagement with the preceding cross-channel processes is associated with a stronger final purchase-oriented response.

Because each criterion is represented by a single behaviour-specific item, the resulting regression models are interpreted as relationships with the respective purchase-oriented criterion rather than as tests of a separate multi-item latent purchase-intention construct.

The use of multiple behavioural indicators provides a broader assessment of the cross-channel processes associated with webrooming and showrooming. These indicators capture different aspects of consumers’ search, comparison, evaluation, confidence, convenience, and channel-switching behaviour before purchase. The purchase-oriented criterion item within each measurement set is subsequently analysed in relation to the corresponding behavioural composite during hypothesis testing.

Accordingly, the criterion variables employed in the two regression models represent behaviour-specific purchase-oriented outcomes rather than a separate general multi-item purchase-intention construct. The findings are therefore interpreted in relation to final purchase commitment following webrooming and online purchase orientation following showrooming, respectively.

6.5 Statistical Techniques

The collected data are analysed through a systematic sequence of statistical procedures. Initially, **descriptive statistics**, particularly

mean and standard deviation, are employed to examine the overall response patterns of the 40 measurement items and their corresponding constructs. The internal consistency reliability of the 19-item webrooming and showrooming behavioural predictor composites is evaluated using Cronbach's alpha. Construct validity was further examined through exploratory factor analysis, supported by the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity, together with an examination of factor loadings and explained variance.

Following measurement assessment, appropriate inferential techniques are applied to evaluate the relationships relevant to the research objective. **Correlation analysis** is used to assess the direction and strength of association between the measured cross-channel purchase-intention dimensions. The hypotheses concerning the relationships of webrooming and showrooming with their respective purchase-intention outcomes are tested using simple linear regression analysis. For each model, the corresponding 19-item behavioural predictor composite is used as the independent variable and the final purchase-oriented item (WR20 or SR20) is used as the criterion variable. Relevant coefficients, model fit or explanatory statistics, test statistics and probability values are reported wherever applicable. Statistical significance is assessed at the conventional **5 per cent level ($p < 0.05$)**.

6.6 Ethical and Analytical Considerations

Respondent data are analysed in aggregate form for academic purposes, with the emphasis placed on overall behavioural patterns rather than individual responses. Participation was voluntary, and respondents were informed about the academic purpose of the study. Responses were treated confidentially and analysed without identifying individual participants. The analytical process is undertaken objectively, and hypothesis decisions are based on the statistical evidence obtained from the collected responses. No hypothesis is accepted or rejected in advance of empirical testing.

Overall, the methodology provides a systematic framework for addressing the study's central objective: **to examine the relationship of showrooming and webrooming with customers' purchase intention**. The alignment of the sampling design, questionnaire items, construct measurement and statistical analysis provides the foundation for the subsequent **Data Analysis and Interpretation** section.

7. Data Analysis and Interpretation

The empirical analysis was conducted using the responses obtained from **500 customers across Delhi-NCR**. The sample comprises 100 respondents each from Delhi, Faridabad, Ghaziabad, Gurugram and Noida, providing equal geographical representation across the five selected locations. The questionnaire items used for the present paper correspond to the research objective and consist of 20 statements relating to webrooming and 20 statements relating to showrooming in the context of purchase intention. All statistics reported below have been computed from the 500 responses contained in the dataset.

7.1 Sample Distribution

Table 1. Geographical Distribution of Respondents

City	Number of Respondents	Percentage
Delhi	100	20.0
Faridabad	100	20.0
Ghaziabad	100	20.0
Gurugram	100	20.0
Noida	100	20.0
Total	500	100.0

The distribution indicates equal representation from all five selected NCR cities. Such balanced geographical coverage prevents the overall results from being disproportionately influenced by respondents from any single city and provides an appropriate empirical base for examining cross-channel purchase behaviour within the selected study region.

7.2 Reliability and Construct Validity Analysis

Before examining the substantive results, the internal consistency of the two 19-item behavioural predictor composites used in

hypothesis testing was assessed using Cronbach's alpha. Reliability analysis determines whether the items forming a scale consistently represent the underlying construct.

Table 2. Reliability of the Measurement Scales

Construct	Number of Items	Cronbach's Alpha	Interpretation
Webrooming Behavioural Predictor Composite	19	0.883	High reliability
Showrooming Behavioural Predictor Composite	19	0.900	Excellent reliability

The Cronbach's alpha coefficient for the webrooming behavioural predictor composite was 0.883, while that of the showrooming behavioural predictor composite was 0.900. Both coefficients substantially exceed the commonly accepted threshold of 0.70, demonstrating strong internal consistency among the items. The showrooming composite exhibits marginally higher internal consistency, although both composites demonstrate satisfactory reliability for subsequent statistical analysis.

In addition to internal consistency reliability, the construct validity of the two behavioural predictor composites was examined using

exploratory factor analysis. Sampling adequacy was assessed through the Kaiser–Meyer–Olkin (KMO) measure, while Bartlett's Test of Sphericity was used to determine whether the inter-item correlation matrices were suitable for factor analysis. The KMO value was 0.949 for the webrooming behavioural predictor composite and 0.960 for the showrooming behavioural predictor composite, indicating a high degree of sampling adequacy. Bartlett's Test of Sphericity was statistically significant for both webrooming ($\chi^2 = 2239.291$, $df = 171$, $p < 0.001$) and showrooming ($\chi^2 = 2635.002$, $df = 171$, $p < 0.001$), confirming that the correlation matrices were appropriate for factor analysis.

Table 3. Construct Validity Assessment

Construct	KMO	Bartlett's χ^2	df	p-value	First-Factor Loading Range	Variance Explained
Webrooming Behavioural Predictor Composite	0.949	2239.291	171	<0.001	0.500–0.616	32.27%
Showrooming Behavioural Predictor Composite	0.960	2635.002	171	<0.001	0.529–0.646	35.70%

The factor-analytic results provide additional evidence regarding the measurement structure of the two behavioural composites. The webrooming items recorded first-factor loadings ranging from 0.500 to 0.616, while the showrooming items recorded loadings ranging from 0.529 to 0.646. The first extracted factor

accounted for 32.27% of the variance in the webrooming measurement set and 35.70% in the showrooming measurement set. Taken together with the high KMO values, statistically significant Bartlett's tests and strong Cronbach's alpha coefficients, these results provide additional support for the suitability of

the measurement sets for the subsequent analysis.

7.3 Descriptive Analysis of Webrooming

The overall mean score for the 20 webrooming-related purchase-intention statements was **3.770 (SD = 0.424)** on the five-point scale. Since the score is clearly above the neutral midpoint of 3, respondents generally demonstrated favourable purchase-related responses towards webrooming.

Among the webrooming statements, **WR15 – “Exploring options online refines my in-store choice”** recorded the highest mean (**M = 3.876, SD = 0.755**). This suggests that online exploration of alternatives plays an important role in improving consumers' eventual product selection in physical stores. The second-highest response was observed for **WR20 – “Webrooming strengthens my final purchase commitment”** (**M = 3.854, SD = 0.765**). This result is particularly important to the central objective because it directly indicates a strong consumer tendency to perceive webrooming as strengthening final purchase commitment. These items capture webrooming-related purchase responses, with WR20 serving as the final purchase-commitment criterion indicator used in the subsequent hypothesis testing.

Other relatively strong responses included **WR8**, concerning confirmation through brand websites (**M = 3.820**), **WR19**, relating to online price-match information influencing store decisions (**M = 3.820**), and **WR5**, concerning online price comparison motivating store purchase (**M = 3.812**). Collectively, these results indicate that consumers particularly value online information for alternative evaluation, price assessment and purchase confirmation before completing an offline transaction.

Even the lowest-scoring webrooming item, **WR12**, concerning the role of online checks in preventing impulse purchases, recorded a mean of **3.688 (SD = 0.748)**. Thus, none of the item-level results indicate an overall negative orientation towards webrooming.

7.4 Descriptive Analysis of Showrooming

The aggregate showrooming score recorded an overall mean of **3.604 (SD = 0.486)**. This value is also above the neutral midpoint and demonstrates a generally favourable orientation towards showrooming-related purchase intention, although the overall score is lower than that observed for webrooming.

The highest showrooming mean was obtained for **SR4 – “Staff help influences my online purchase”** (**M = 3.734, SD = 0.815**). This indicates that assistance received in a physical retail environment can continue to influence the consumer even when the eventual purchase is intended to take place online. **SR20 – “Product experience in-store fuels my online shopping”** also received a relatively high score (**M = 3.704, SD = 0.804**), providing direct evidence that physical product experience can strengthen subsequent online purchase orientation. These statements capture showrooming-related purchase responses, with SR20 serving as the purchase-oriented criterion indicator used in the subsequent hypothesis testing.

Other prominent responses included **SR16**, concerning the effect of in-store pressure on subsequent online purchase decisions (**M = 3.668**), and **SR8**, concerning the role of physical inspection in building trust for online purchasing (**M = 3.664**). The findings suggest that physical retail stores continue to perform an important informational and experiential function even where the eventual purchase occurs online.

The lowest showrooming mean was recorded for **SR1 – “Seeing products in-store increases my online buying interest”** (**M = 3.484, SD = 0.841**). Nevertheless, this value remains above the scale midpoint, indicating that respondents did not generally reject the purchase-related role of showrooming.

7.5 Comparative Assessment of Webrooming and Showrooming

Table 4. Overall Descriptive Statistics

Cross-Channel Behaviour	Mean	Standard Deviation
Webrooming	3.770	0.424
Showrooming	3.604	0.486

The results reveal that **webrooming recorded a higher overall mean than showrooming**. A paired-samples comparison confirmed that the difference was statistically significant ($t = 6.560$, $df = 499$, $p < 0.001$). This suggests that, within the surveyed sample, respondents demonstrated a stronger purchase-related orientation towards researching products online before progressing towards an offline purchase than towards examining products physically before purchasing online.

This difference should not, however, be interpreted as evidence that showrooming is unimportant. Both overall mean scores exceed the neutral scale midpoint and demonstrate favourable response patterns. Rather, the findings indicate that webrooming is relatively more prominent in the purchase journeys represented in the present sample.

7.6 Association Between Cross-Channel Behavioural Orientations

Pearson correlation analysis was conducted to examine whether respondents exhibiting stronger webrooming-related purchase tendencies also tended to exhibit stronger showrooming-related tendencies.

Table 5. Correlation Between Webrooming and Showrooming Scores

Variables	Pearson's r	p-value	Interpretation
Webrooming – Showrooming	0.230	<0.001	Positive, statistically significant

A statistically significant positive correlation was observed between the overall webrooming and showrooming scores ($r = 0.230$, $p < 0.001$). Although the magnitude of the relationship is

modest, the positive coefficient indicates that the two behaviours are not necessarily mutually exclusive. Consumers demonstrating stronger webrooming tendencies may also display showrooming tendencies depending on the circumstances of the purchase journey. This supports the broader omnichannel perspective in which the same consumer can use online and offline channels differently across different purchase situations.

7.7 Hypothesis Testing

For hypothesis testing, the first 19 behavioural indicators within each respective scale were aggregated to represent the corresponding cross-channel behavioural orientation, while the final purchase-oriented item was used as the criterion indicator. This specification uses the purchase-oriented criterion indicators contained within the original questionnaire rather than introducing a separate purchase-intention variable that was not measured in the collected dataset. For webrooming, **WR20 (“Webrooming strengthens my final purchase commitment”)** represents the final purchase-commitment outcome; for showrooming, **SR20 (“Product experience in-store fuels my online shopping”)** represents the corresponding purchase-oriented outcome.

7.7.1 Relationship Between Webrooming and Purchase Intention

The model demonstrates a statistically significant positive relationship between webrooming behaviour and final purchase commitment. The correlation coefficient of **0.536** indicates a moderate positive relationship, while $R^2 = 0.287$ shows that the webrooming behavioural measure accounts for approximately **28.7% of the variation** in the final purchase-commitment indicator. The positive unstandardised coefficient ($B = 0.969$) and standardised coefficient ($\beta = 0.536$) demonstrate that stronger webrooming behaviour is associated with stronger final purchase commitment.

Table 6. Regression Results for Webrooming

Statistic	Result
Correlation (R)	0.536
R ²	0.287
Unstandardised coefficient (B)	0.969
Standardised coefficient (β)	0.536
t-value	14.162
F-value	200.575
p-value	<0.001
Hypothesis decision	H1 Supported

The model is statistically significant ($F = 200.575$, $p < 0.001$), and the predictor effect is also significant ($t = 14.162$, $p < 0.001$). Consequently, **H1 is supported**, providing empirical evidence that webrooming has a significant positive relationship with customers' purchase intention as operationalised in the questionnaire.

Beyond statistical significance, the webrooming model demonstrates substantive explanatory relevance. An R^2 of 0.287 indicates that the behavioural predictor composite accounts for approximately 28.7% of the observed variation in final purchase commitment. Purchase intention is inherently influenced by multiple consumer-, product-, channel- and situation-specific considerations; therefore, the proportion explained by the webrooming measure indicates that online-to-offline cross-channel behaviour represents a meaningful component of the purchase process. The standardised coefficient of 0.536 further indicates a moderately strong positive association, suggesting that stronger engagement in webrooming-related search and evaluation is associated with greater final purchase commitment.

7.7.2 Relationship Between Showrooming and Purchase Intention

Table 7. Regression Results for Showrooming

Statistic	Result
Correlation (R)	0.537
R ²	0.289
Unstandardised coefficient (B)	0.887
Standardised coefficient (β)	0.537

Statistic	Result
t-value	14.223
F-value	202.285
p-value	<0.001
Hypothesis decision	H2 Supported

The showrooming model similarly demonstrates a statistically significant positive relationship with the purchase-oriented outcome. The correlation coefficient ($R = 0.537$) indicates a moderate positive relationship. The model explains approximately 28.9% of the variance in the showrooming purchase-oriented criterion ($R^2 = 0.289$).

The estimated coefficient is positive ($B = 0.887$; $\beta = 0.537$) and statistically significant ($t = 14.223$, $p < 0.001$). The overall regression model is also statistically significant ($F = 202.285$, $p < 0.001$). Accordingly, **H2 is supported**, indicating that stronger showrooming behaviour is significantly associated with stronger online purchase intention following physical product experience.

The showrooming model demonstrates comparable practical relevance. Its R^2 of 0.289 indicates that approximately 28.9% of the observed variation in the showrooming purchase-oriented criterion is accounted for by the behavioural composite. The standardised coefficient of 0.537 indicates a moderately strong positive association between the preceding in-store evaluation process and subsequent online purchase orientation. Importantly, the magnitude is almost identical to the webrooming estimate, suggesting that neither cross-channel journey demonstrates a substantively stronger purchase-related association despite the higher overall mean observed for webrooming.

7.8 Summary of Hypothesis Testing

Table 8. Hypothesis Testing Summary

Hypothesis	Proposed Relationship	Result
H1	Webrooming → Customers' Purchase Intention	Supported
H2	Showrooming → Customers' Purchase Intention	Supported

The empirical results provide support for both proposed hypotheses. Webrooming and showrooming each demonstrate statistically significant positive relationships with their respective purchase-intention outcomes. The findings therefore support the central proposition of the study that cross-channel behaviour is meaningfully associated with customers' progression towards purchase.

An important distinction also emerges from the analysis. **Webrooming has the higher overall behavioural mean (3.770 versus 3.604), indicating greater prevalence or agreement among respondents**, whereas the regression relationships with the respective final purchase indicators are almost identical in magnitude ($\beta = 0.536$ for webrooming and $\beta = 0.537$ for showrooming). Thus, the results should not be interpreted as showing that showrooming has a meaningfully stronger relationship with purchase intention merely because its regression coefficient is marginally higher. Instead, both behaviours demonstrate comparable positive purchase-intention relationships, while webrooming appears more strongly endorsed overall by the respondents.

Taken together, the findings establish that the contemporary customer journey cannot be adequately understood by treating online and physical retail channels as isolated alternatives. Online research can strengthen consumers' commitment to an offline purchase, while physical product experience can strengthen subsequent online purchasing intention. The empirical evidence therefore addresses the study's central objective by demonstrating significant positive relationships of

showrooming and webrooming with customers' purchase intention and provides the statistical foundation for the subsequent discussion, findings and managerial implications.

8. Discussion

The findings of the present study provide empirical support for the role of webrooming and showrooming in shaping customers' purchase intention within an omnichannel retail environment. Both proposed hypotheses were supported, demonstrating that consumers' movement between online and offline channels is not merely an information-search activity but is meaningfully associated with their progression towards a purchase decision. The results reinforce the view that contemporary consumers increasingly perceive digital and physical retail channels as complementary components of an integrated purchase journey rather than as independent or competing alternatives.

The analysis indicates a particularly favourable consumer orientation towards **webrooming**, with an overall mean score of **3.770**. Respondents demonstrated strong agreement with statements concerning online exploration of alternatives, verification through brand websites, price comparison and the contribution of webrooming to final purchase commitment. Most notably, the statement that webrooming strengthens final purchase commitment recorded a mean of **3.854**. The regression analysis further demonstrated a significant positive relationship between webrooming behaviour and purchase commitment ($\beta = 0.536$, $R^2 = 0.287$, $p < 0.001$). These findings suggest that digital information search can perform an important preparatory function before an offline transaction. Consumers can use online channels to acquire information, compare alternatives and reduce uncertainty before physically approaching a retailer.

This finding is consistent with earlier research linking webrooming with greater purchase-related confidence and with studies examining the conditions associated with consumers' intention to engage in webrooming (Flavián et al., 2019; Aw, 2020). Previous research has associated webrooming with information

attainment, assortment seeking and improved purchase evaluation. The present findings extend this perspective by demonstrating that these cross-channel activities are positively associated with final purchase commitment. In practical terms, online research does not necessarily divert consumers away from physical stores; instead, it can facilitate and strengthen their subsequent in-store purchase decisions.

Showrooming also demonstrated a significant positive relationship with purchase intention. Its overall mean of **3.604** indicates that respondents generally recognised the value of physical stores as product-information and evaluation environments before purchasing online. Staff assistance, physical product inspection, store demonstrations, authenticity verification and direct product experience emerged as meaningful aspects of the showrooming journey. The regression results revealed a significant positive relationship between showrooming behaviour and the corresponding purchase-oriented outcome ($\beta = 0.537$, $R^2 = 0.289$, $p < 0.001$). Thus, physical stores retain substantial relevance even when the eventual transaction occurs through an online channel.

The showrooming result is important from a retail management perspective because showrooming has traditionally been regarded as a potential threat to store-based retailers. The present findings support a broader omnichannel interpretation. Physical stores can operate as experiential and informational touchpoints that reduce uncertainty and strengthen consumers' subsequent purchase intentions. The value of a physical outlet therefore extends beyond transactions completed within the store itself. Product trials, demonstrations, interaction with sales personnel and physical examination may contribute to purchase decisions that are ultimately executed digitally. This interpretation is consistent with prior research indicating that physical product evaluation, information attainment and experiential benefits can support consumers' movement across channels during showrooming journeys (Kang, 2018; Flavián et al., 2020).

A further noteworthy finding is the significant positive association between webrooming and showrooming orientations ($r = 0.230$, $p < 0.001$). Although the relationship is modest, it indicates that these behaviours should not necessarily be interpreted as mutually exclusive consumer categories. The same individual may adopt webrooming for one purchase and showrooming for another depending on product characteristics, information requirements, perceived risk, price differences or situational convenience. This supports an omnichannel understanding of consumer behaviour in which channel usage is fluid and context dependent.

The comparative results provide an additional insight. Webrooming recorded a significantly higher overall mean than showrooming (**3.770 versus 3.604**; $t = 6.560$, $p < 0.001$), suggesting a stronger general preference for online research followed by an offline purchase orientation among the surveyed respondents. However, the regression relationships with their respective purchase-oriented outcomes were almost identical ($\beta = 0.536$ for webrooming and $\beta = 0.537$ for showrooming). Consequently, the results do not establish a meaningful superiority of one behaviour over the other in terms of the strength of its purchase-intention relationship. Instead, they demonstrate that **both cross-channel journeys are positively associated with purchase intention, while webrooming is more strongly endorsed overall within the sample.**

The empirical results can also be interpreted in relation to the patterns established in previous cross-channel research. The positive webrooming relationship is consistent with Kang (2018), who identified information attainment and other shopping motivations as important components of webrooming, and with Flavián et al. (2019, 2020), who associated webrooming with purchase confidence, smart-shopping perceptions and improved decision evaluation. The present results extend these findings by showing that stronger webrooming-related behaviour is positively associated with final purchase commitment in the Delhi-NCR sample. The showrooming result similarly complements Mukherjee et al. (2021), whose multi-stage perspective demonstrates that the

channel used for information and evaluation can shape subsequent purchase-channel decisions. Moreover, the positive association between the two cross-channel orientations is compatible with the broader synthesis of Sahu et al. (2021), which emphasises that webrooming and showrooming emerge from interacting consumer-, channel-, product- and purchase-related conditions. Thus, rather than contradicting previous evidence, the present findings extend it by demonstrating comparable positive purchase-oriented relationships for both directions of the cross-channel journey within a common empirical setting.

Collectively, these findings reinforce the need to conceptualise purchase intention as an outcome shaped by the consumer's complete cross-channel journey. Retailers should therefore focus less on protecting individual channels and more on ensuring continuity between them. The empirical evidence demonstrates that information obtained through one channel can strengthen purchase intention in another, highlighting channel integration as an increasingly important element of contemporary consumer decision-making.

The aggregate relationships identified in this study may nevertheless conceal differences across consumer segments and product contexts. Demographic characteristics such as age, income, digital familiarity and shopping frequency may influence the extent to which consumers depend on online information or physical product experience during purchase decisions. Product characteristics may be equally important. Standardised or information-dominant products may facilitate online evaluation, whereas products involving fit, touch, appearance, performance or other experiential attributes may increase the value of physical inspection. This possibility is consistent with Guo et al. (2021), who demonstrated that product attributes and perceived product risk influence consumers' cross-channel choices, and Mukherjee et al. (2021), who found that product type affects the relative importance of factors operating across different stages of the cross-channel decision process. Since the present study analyses the relationships at an aggregate level, it does not

establish statistically whether the reported effects differ across demographic groups or product categories. These differences therefore represent an important direction for subsequent subgroup and moderation analysis rather than an empirical conclusion of the present study.

9. Major Findings

The empirical analysis provides evidence regarding the relationship of webrooming and showrooming with customers' purchase intention. Based on the responses of 500 consumers across five major Delhi-NCR cities, the major findings of the study are presented below.

1. **Webrooming demonstrates a strong favourable orientation among consumers.** The overall mean score for webrooming was **3.770**, indicating that respondents generally perceive online research before an offline purchase as an important component of their shopping journey. In particular, exploring alternatives online recorded the highest webrooming mean (**3.876**), while the statement that webrooming strengthens final purchase commitment also received a high mean score (**3.854**).
2. **Webrooming is significantly and positively associated with customers' purchase intention.** The regression results revealed a positive standardised coefficient ($\beta = 0.536$) with statistical significance at $p < 0.001$. The model explained approximately **28.7% of the variance** ($R^2 = 0.287$) in the final purchase-commitment indicator. Accordingly, **H1 was supported**.
3. **Showrooming also exhibits a favourable overall response pattern in relation to purchase-related behaviour.** The overall showrooming mean was 3.604, indicating that respondents generally valued physical product inspection, staff assistance, product comparison and direct experience before proceeding towards an online purchase.

4. **Showrooming is significantly and positively associated with customers' purchase intention.** The analysis produced a standardised coefficient of $\beta = 0.537$ ($p < 0.001$), with the model explaining approximately **28.9% of the variance** ($R^2 = 0.289$) in the corresponding purchase-oriented indicator. Consequently, **H2 was supported**.
5. **Webrooming is more strongly endorsed overall than showrooming.** The difference between their overall mean scores (**3.770 versus 3.604**) was statistically significant ($t = 6.560$, $p < 0.001$). However, their regression coefficients were almost identical, indicating that neither behaviour demonstrated a substantively stronger relationship with its respective purchase-intention outcome.
6. A significant positive correlation was also identified between webrooming and showrooming orientations ($r = 0.230$, $p < 0.001$). This indicates that the two behaviours are not mutually exclusive and supports the view that consumers can move flexibly between online and offline channels depending on their purchasing requirements.

Overall, the findings support the study's central objective by demonstrating that both webrooming and showrooming have significant positive relationships with their respective purchase-intention outcomes, reinforcing the relevance of an integrated omnichannel perspective to contemporary consumer purchasing behaviour.

10. Managerial Implications

The findings of the study offer important implications for retailers and marketing managers operating in an increasingly integrated omnichannel environment. Since both webrooming and showrooming demonstrate significant positive relationships with customers' purchase intention, retailers should avoid managing online and physical channels as independent business units. Instead,

both channels should be designed as interconnected components of a seamless customer journey.

First, the relatively strong consumer orientation towards **webrooming** highlights the importance of providing comprehensive and reliable digital information. Retailers should ensure that websites and mobile platforms contain accurate product specifications, current prices, authentic customer reviews, real-time inventory information, store availability, return policies, product images and location details. The high response associated with online exploration of alternatives indicates that retailers should also facilitate convenient product comparison and discovery. Digital platforms should therefore function not only as transaction channels but also as effective decision-support mechanisms that encourage consumers to complete purchases in physical stores.

Second, the significant role of **showrooming** demonstrates that physical stores continue to create value even when transactions are ultimately completed online. Retail managers should strengthen experiential elements such as product demonstrations, trials, knowledgeable sales assistance, authenticity verification and opportunities for physical comparison. Rather than viewing consumers who inspect products in-store and subsequently purchase online as lost customers, retailers operating integrated channels should enable these consumers to remain within the same retail ecosystem.

The findings further suggest the importance of maintaining **consistency across channels**. Significant differences in prices, product information, promotions or availability between online and physical channels may interrupt the purchase journey and encourage consumers to shift to competing retailers. Integrated inventory visibility, consistent product information, coordinated promotional strategies, price transparency and flexible fulfilment options can reduce such friction.

Retailers can also utilise customer data across touchpoints to provide greater continuity and personalisation. For example, products

researched online could be made easier to locate or evaluate in-store, while products examined physically could subsequently be accessible through personalised digital recommendations. Such integration can transform channel switching from a potential source of customer loss into an opportunity for purchase conversion.

Overall, the managerial emphasis should shift from **channel-specific sales optimisation to customer-journey optimisation**. The findings indicate that online information is positively associated with offline purchase commitment, while physical product experience is positively associated with subsequent online purchase intention. Retailers that coordinate these touchpoints effectively are therefore better positioned to support purchase intention, reduce consumer uncertainty and create a consistent experience throughout the search-to-purchase journey.

11. Conclusion

The transformation of retailing from a predominantly single-channel environment to an interconnected omnichannel ecosystem has fundamentally changed the way consumers progress from product search to final purchase. Webrooming and showrooming represent two important manifestations of this transformation, enabling consumers to combine the informational, experiential and transactional advantages of online and physical retail channels. Against this background, the present study was undertaken with the **objective of examining the relationship of showrooming and webrooming with customers' purchase intention**.

Based on primary data collected from **500 respondents across Delhi, Faridabad, Ghaziabad, Gurugram and Noida**, the study finds that both webrooming and showrooming are positively associated with customers' purchase intention. Webrooming recorded an overall mean of **3.770**, demonstrating a favourable consumer orientation towards online research before an offline purchase. The empirical analysis further revealed a significant positive relationship between webrooming behaviour and final purchase commitment ($\beta =$

0.536, $R^2 = 0.287$, $p < 0.001$), thereby supporting H1. The findings indicate that online information search, product comparison and evaluation may reduce uncertainty and support consumers' progression towards an in-store purchase.

Showrooming similarly emerged as an important component of the contemporary purchase journey. Its overall mean of **3.604** indicates that consumers value physical product examination, comparison, demonstrations and store-based experiences before proceeding towards online purchasing. The relationship between showrooming and its purchase-oriented outcome was also positive and statistically significant ($\beta = 0.537$, $R^2 = 0.289$, $p < 0.001$), providing support for H2. Physical stores therefore continue to contribute to purchase decisions even when the eventual transaction occurs through an online channel.

Although webrooming was more strongly endorsed overall than showrooming, the magnitude of their respective relationships with purchase intention was remarkably similar. This finding indicates that neither online nor offline channels should be considered independently when attempting to understand contemporary purchase behaviour. Instead, consumers strategically combine channels according to their information, evaluation and purchasing requirements.

The study consequently reinforces the importance of an **integrated omnichannel perspective**. Retailers should recognise that an online interaction can facilitate an offline purchase and that an in-store experience can contribute to an online transaction. Effective coordination of product information, pricing, inventory visibility, customer assistance and purchasing options across channels may therefore support a more consistent overall customer journey. Ultimately, the findings demonstrate that webrooming and showrooming are not merely channel-switching behaviours; they represent meaningful components of the search-to-purchase process that are positively associated with customers' purchase intention.

12. Limitations and Future Research

The geographical scope of the study constitutes an important boundary to the interpretation of its findings. The sample comprises consumers from Delhi, Faridabad, Ghaziabad, Gurugram and Noida and therefore primarily represents cross-channel behaviour within the selected Delhi-NCR context. The findings should not be assumed to represent consumers across India without further empirical verification. Consumers in other metropolitan, semi-urban and rural markets may differ in digital access, organised retail exposure, income profiles, technology adoption, delivery infrastructure and opportunities for physical product evaluation. Accordingly, the relationships identified in the present study may be analytically informative beyond Delhi-NCR, but their empirical generalisability requires replication using geographically and socio-economically more diverse samples.

Second, the study is based on **self-reported responses collected through a structured questionnaire**. Such responses represent consumers' stated perceptions and behavioural intentions and may not always correspond perfectly with their actual purchasing behaviour. Furthermore, the cross-sectional nature of the data captures consumer responses at a particular point in time and does not examine how cross-channel behaviour may evolve over longer periods.

The study operationalises the final purchase-oriented outcome using a single criterion indicator within each cross-channel measurement set. Although this approach is consistent with the structure of the collected questionnaire, future research should employ a separately validated multi-item purchase-intention construct to provide a more comprehensive assessment of the outcome variable.

Although the present study supplements internal-consistency reliability with exploratory factor-analytic evidence, future research may further strengthen measurement validation through confirmatory factor analysis using an independent sample and through more comprehensive assessments of convergent and

discriminant validity based on multi-item latent constructs.

Future research may extend the geographical scope by incorporating respondents from different metropolitan and non-metropolitan regions and comparing cross-channel behaviour across consumer segments. Longitudinal research could also examine changes in webrooming and showrooming behaviour over time. Further studies may investigate the role of **product category, perceived risk, trust, price sensitivity, channel integration and demographic characteristics** as potential moderating or mediating variables. Actual transaction or behavioural data may additionally be combined with survey responses to provide a more comprehensive understanding of how cross-channel journeys ultimately translate into completed purchases.

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