

Webrooming in a Role of Motivating Online Shopping in Some Indonesian Marketplace Choice

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Abstract. The rapidly changing retail landscape and associated changes in consumer preferences have forcing retailers to adopt multi-channel strategies rather than just using one chancellor's solution (Verhoef et al., 2015) As a result, customers engage in shopping behavior cross channels, such as showrooming and webrooming more than ever. Consumer Survey the Annual Global Retail conducted by PwC Indonesia in 2015 revealed that 70% of global consumers collect information online to make purchases offline. Webroomers have a greater perception of saving time, effort for make the right purchases, as well as smart shopping better than showroomers. Unfortunately, most research so far has focused on showrooming spaces (Eriksson & Fagerström, 2019) and there is still very little research using webrooming spaces at the individual level, although this topic is constantly being called for action. Although these variables are valid and enriching, they do not explain everything observed variations in online space usage behavior and more research is needed carry on. The aim of this research is how far the webrooming component affects motivation interest in online shopping in several marketplace choices in Indonesia and how to implement it Webrooming can help marketplaces in Indonesia influence Indonesian people's online shopping motivation. Researchers employ an exploratory research approach, which seeks to gather information, data, and facts on a particular topic or issue. This is done using quantitative methods, with the data being analyzed statistically through the Structural Equation Modeling (SEM) technique, specifically utilizing Partial Least Squares (PLS). The primary data for this study is collected via questionnaires, which are distributed both through Google Forms and in person. The sampling method used is convenience sampling, where individuals encountered by the researcher who are deemed appropriate as data sources and are willing to participate are selected as samples. The sample in this research was marketplace users who had previously done webrooming, so the sample obtained was 188 people. The research findings showed that the motivation variable or shopping intention, the marketplace channel showed significant results on webrooming behavior. The research results show that many consumers use the marketplace to compare prices before deciding to buy a product offline. Research indicates that easily accessible price comparisons on platforms such as Tokopedia and Shopee encourage users to be more careful in making decisions. Access to complete product information and reviews from other users on the marketplace greatly influences consumer decisions. The research also shows differences in marketplace preferences, with some consumers preferring platforms that offer flexible return policies and responsive customer service.

Keywords: *Webrooming, Motivating, Online Shopping, Marketplace Choice.*

A. INTRODUCTION

Webrooming is increasingly popular among Indonesian consumers, especially amidst increased smartphone use and better internet access. Research shows that many consumers research products online before finally deciding to buy offline. The most popular cross-channel behavior is webrooming, this channel involves customers visiting an online store before going to a physical store to shop, and this is said to be the most widespread behavior (1). The Annual Global Retail Consumer Survey conducted by PwC Indonesia in 2015 revealed that 70% of global consumers collect information online to make purchases offline. Webroomers have a greater perception of saving time, effort to make the right purchase, and better smart shopping than showroomers (2). The increasing prevalence of webrooming in shopping behavior is causing customers to face more pressing challenges, including the need to manage their shopping needs and mitigate risk. Previous research found that webrooming has a negative

impact on the profitability of online retailers (3). Correspondingly, according to a Deloitte report, digitally influenced offline sales have reached 56% in 2016 and are expected to continue to grow, in a much stronger way than pure online sales (4). These facts show that online stores are in a precarious position and appear risk. Pure online retailers and multi-channel retailers aim to retain consumers throughout the purchasing process. Therefore, it is important to understand the motivations behind consumers' online behavior. Unfortunately, there is still very little research using webrooming at an individual level, even though this topic is constantly being called for action. This reveals the role of perceived online search benefits and the role of offline shopping benefits. Although these variables are valid and enriching, they do not explain all the observed variation in online space usage behavior.

The Nielson report (<https://www.nielson.com/>) shows that young buyers are not only exploring showrooming, but also visiting webrooming. In particular, 69% of smartphone users aged between 18 and 45 years reported engaging in online usage behavior compared to showroom behavior (5) which is an interesting phenomenon. Young buyers, especially the millennial generation, are described as highly digitally savvy buyers (6). It is hoped that they will have more interests and more convenient internet to go through the entire shopping journey. However, the fact is quite the opposite. An important question arises: “Why do young shoppers participate in online shopping?” Previous research has not paid sufficient attention to the phenomenon of online space usage, especially in the attractive and profitable segment of young buyers. As highlighted by (6), following unprecedented changes in the retail landscape, the importance of research questions has shifted from why people shop to why people shop the way they do. In particular, buyers purchase in a way that is very different from the classic consumption process. In fact, the choice of search and purchase channels can be context-specific (7) meaning that buyers may have different needs to satisfy different shopping channels in different shopping contexts. For example, a shopper may be trying to find a deal when buying clothes, but when using an expert, they want to communicate. Consumers use the marketing channels that best suit their goals because of the varying costs and benefits associated with each channel. Therefore, purchase motivation emerges as a relevant source influencing purchase channel preferences (8). Additionally, this study aims to test whether the benefits and costs associated with webrooming behavior as asserted by (9), tend to emphasize the drivers of channel selection for search or purchase rather than the benefits and costs of channel switching. Therefore, the indirect way of capturing cross-channel switching behavior has made the results non-generalizable to webrooming behavior. Channel related benefits and costs that reflect the expected value of webrooming has been considered an important research topic to address and may pose a gap that current research should address. This research was prepared using a review of current literature and the methodology was carried out and discussed to obtain a conceptual model and hypothesized and continued with a presentation of empirical findings and research presenting a discussion of relevant results and implications.

B. LITERATURE REVIEW

Webrooming is a new term used when making purchasing decisions consumers occur in stores after getting product information online. Webrooming is defined as the behavior of consumers who search for product information online before making a physical purchase in a store. This phenomenon is different from showrooming, where consumers see products physically but buy online. According to research by (10), webrooming allows consumers to reduce risks and increase satisfaction when shopping. Webrooming can also be explained as consumer behavior where they search for information carried out online while stationary or using a mobile device, webrooming is included in the Extended problem solving type because

consumers collect it there is a lot of information for consideration, but product purchases are made in stores (11).

Shopping motivation or buying interest is a consumer's tendency to buy a brand or also perform actions related to the purchase assessed from the consumer's opportunity to make a purchase. Purchase interest is the consumer's tendency to do so an action related to the purchase of a brand, (12). Trust and evaluation of brands certain things can arouse purchase interest. Shopping motivation or strong buying interest determined by the level of consumer confidence in a product products (13). "Buying interest is formed from Consumer attitudes towards products consisting of trust consumers towards the brand and brand evaluation, so from two at this stage, interest in buying arises. The higher it is Consumer confidence will increase consumer buying interest." Motivation to buy comes from these two levels, because it is formed by consumer attitude towards the product, which consists of trust consumers towards the brand and brand reputation. The higher the consumer's trust, the higher the consumer's interest to buy, (13).

Marketplaces or online markets (online) have developed into digital platforms enables business actors in Indonesia to marketing products and services online. Marketplaces have a significant impact on business competitiveness in Indonesia. One of the biggest benefits of the marketplace is easier and more efficient for the perpetrator to enter the global market. Thanks to the marketplace, Business actors can now sell their products and services online globally without considering logistical issues and high operational costs. The use of market places in Indonesia is increasing from year to year. According to data from the Indonesian Internet Service Providers Association (APJII), in 2022, around 46% Internet users in Indonesia have made online transactions through the marketplace. Year This has experienced a significant increase compared to the previous year, where only around 32% of internet users make online transactions through the marketplace. There are several marketplaces that are quite popular in Indonesia, including Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. Tokopedia is the most popular market place with the number of active users will reach 157.2 million users in 2022, followed by Shopee with the number of active users around 132.8 million users in the same year (14).

C. METHOD

Researchers adopt an exploratory research approach, which is designed to uncover information, data, and insights on a specific topic, data and facts about a topic or problem using quantitative methods to be tested statistically. (15) states that exploratory research is a research approach used to study something (interesting) that is not yet known, not yet understood, or not yet well recognized. Meanwhile, the data used in this research is primary data obtained from the results of distributing questionnaires both online via Google Form and face to face with informants, namely marketplace users who have done webrooming in Indonesia. The validity of research results shows the extent to which a measuring instrument is able to measure what it wants to measure. A measurement instrument is said to be valid if the instrument can measure something exactly what it wants to measure. If the r count is r table, then the instrument is declared valid with a significance level of 0.05.

D. RESULTS AND DISCUSSIONS

Questionnaires were distributed both face-to-face when meeting relatives and also online via Google forms sent via WhatsApp groups. During the research, the research team collected 188 informants from a predetermined target of 150 people. According to the researchers, these 188 respondents are suitable for further analysis, the table below provides an overview of the respondents' profiles. To assess the depth of the respondents' answers, a

confirmatory factor analysis was conducted to ensure data accuracy (Goodness of Fit) by removing certain factor loadings that did not meet the necessary criteria. The following image presents the initial model for this study.

Table 1. Respondent Profile

Profile	Characteristics	n	Percentase (%)
Age	18 – 23	143	76,06
	24 – 29	8	4,25
	30 – 35	4	2,12
	36 – 40	5	2,65
	41 – 45	13	6,91
	46 – 50	8	4,25
	> 50	7	3,70
	Total	188	
Gender	Male	37	19,68
	Female	151	80,32
	Total	188	
Income	Rp 500.000 s.d Rp. 1.000.000	132	70,22
	Rp. 1.000.000 s.d Rp. 3.000.000	23	12,24
	Rp. 3.000.000 s.d Rp. 5.000.000	14	7,44
	> Rp. 5.000.000	19	10,1
	Total	188	
Level of Education	SMA/SMK	39	20,74
	DIPLOMA	3	1,59
	S1	137	72,87
	S2	9	4,78
	S3	3	1,59
	Total	188	

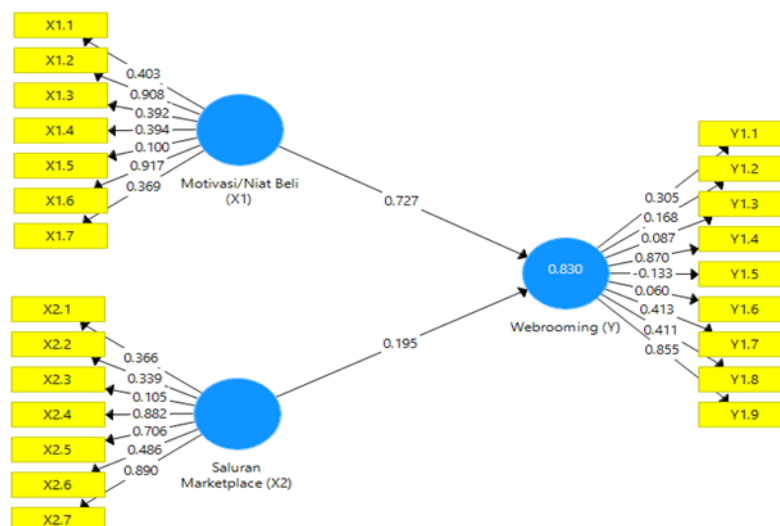


Figure 1. First Model Calculate Results

The results of the data processing above obtained the Loading Factor for the indicators for each variable, the indicators for shopping motivation, marketplace channel, and webrooming variables showed loading factor values below 0.7. Following best practices, an indicator is considered reliable if its loading factor is at least 0.7. As a result, the indicators with lower values were removed from the initial model, and a second model was generated.

The second model was then recalculated to assess the new loading factor values, with the results detailed below:

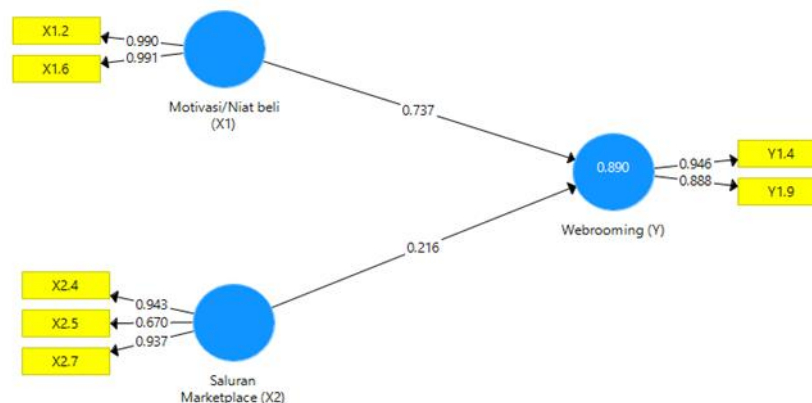


Figure 2. Second Model Calculate Results

Upon analyzing the data from the second model, it was determined that the loading factors for all indicators exceeded 0.7. As a result, the model was deemed suitable for proceeding with the next step of the PLS analysis. This analysis is used to analyze the relationship between latent variables and measurement variables (indicators) and predict results based on these relationships.

Evaluation of the Measurement Model (Outer Model) in PLS analysis involves several steps to ensure that the indicators used to measure latent variables are valid and reliable. The following are the forms and aspects evaluated in the Outer Model. The AVE value must be more than 0.5. This shows that the indicators can explain more than 50% of the variance in the measured latent variables. The AVE values in this research are as follows:

Table 2. Average Variance Extracted (AVE) Value

	Average Variance Extracted (AVE)	Description
Motivation/Purchase intention (X1)	0.981	meet the criteria
Marketplace Channel (X2)	0.739	meet the criteria
Webrooming (Y)	0.841	meet the criteria

Source: Data Processing Results, 2024

Table 3. Cronbach's Alpha Value

	Cronbach's Alpha	Description
Motivation/Purchase intention (X1)	0.981	meet the criteria
Marketplace Channel (X2)	0.820	meet the criteria
Webrooming (Y)	0.817	meet the criteria

Source: Data Processing Results, 2024

Table 4. Composite Reliability Value

	Composite Reliability	Description
Motivation/Purchase intention (X1)	0.990	meet the criteria
Marketplace Channel (X2)	0.892	meet the criteria
Webrooming (Y)	0.914	meet the criteria

Source: Data Processing Results, 2024

In this evaluation, X1, X2 and Y meet the good loading criteria because their loading is above 0.7. An AVE value of more than 0.5 indicates convergent validity. Composite Reliability values above 0.7 indicate good reliability.

E. CONCLUSIONS

Webrooming is a phenomenon where consumers search for information about products online but make purchases in physical stores. This includes multi-channel or cross-channel shopping behavior, which is increasingly popular in the digital era. Research finds that channel perception has a significant positive influence on webrooming intentions. However, uncertainty and shopping motivation do not have a significant effect. Additionally, webrooming is influenced by consumers' need to find more information about a product before making a purchasing decision in a physical store. For example, consumers who want to try product tests or ensure product quality tend to do webrooming. The majority of Indonesian people use the internet and do online shopping. According to the results of distributing online questionnaires, 47.9% of respondents shopped online several times a month, while 27% of respondents admitted to shopping online once a month, and 25.1% rarely shopped online. The results of distributing questionnaires face to face in Jambi City showed that 48 people did webrooming without showrooming, while 40 people did a combination of webrooming and showrooming. The products most purchased through webrooming are clothes (45 people). Research shows that positive perceptions of online channels have a significant effect on consumers' intentions to engage in webrooming. Consumers who feel that they get benefits from online searches are more likely to shop omnichannel, that is, using a combination of online and offline shopping. This shows that webrooming can increase consumer confidence in choosing the right product

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