The Drivers of Omnichannel Shopping Intention: Assessing the Role of Gender as a Moderator in Apparel Industry

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Abstract

The purpose of this study is to explore the influence of the drivers of omnichannel retailing on omnichannel shopping intention and the role of gender as a moderator in the retailing apparel industry. The findings highlight the significance of customer perception of research shopping (including showrooming and webrooming) behaviors, compatibility, and risk to their intention towards omnichannel shopping, implying a profound understanding of designing an effective omnichannel retailing strategy. This study adopted the quantitative research method approach. The data were collected through a survey method using a close-ended questionnaire. The sample for this study were the individuals who have done shopping in three months period – from the last three months till the time of data collection, physically or virtually. The data were analyzed using Statistical Package for Social Sciences (SPSS) version 23 and Smart PLS. Regression techniques and correlation factor analysis and reliability test were the top priority in data analysis. The study expands the understanding of omnichannel shopping intention and its drivers while assessing gender as a moderator.

Keywords: *Omnichannel shopping intention, Perceived value of showrooming, Perceived value of webrooming, Perceived compatibility, Perceived risk, Gender.*

Introduction

The growing awareness of customers buying behavior has led them to shop through different channels at their convenience, and technological adoption among youngsters has also brought a momentous change in the retail industry. These changes have led retailers to bring a seamless customer shopping experience, endorsing a move from multichannel to omnichannel retailing. Due to consistent change in phenomenon to serve customers efficiently, which has become difficult, it has gained a concentration of researchers and industry experts (Bellini et al.,2023). Furthermore, the mechanism where customers are involved in omnichannel and utilize its advantages, apart from that, the study did not use gender as a moderating variable (Natarajan et al.,2023). For omnichannel shopping varies from gender to gender, conducting a study will contribute more to the omnichannel concept. The variables for this study are the perceived value of showrooming and webrooming and perceived compatibility and perceived risk and their impact on omnichannel shopping intention along with gender as the moderating variable.

Problem Statement

These days customers' expectations have increased from just buying a product, they expect more than commoditized things and services. From the company's viewpoint, customers can be reached through different channels. As there have been consistent changes in technology, communication touchpoints have expanded between the firm and its prospects (Denga et al.,2023). Moreover, new concepts emergence is the result of changing trends in the marketplace which outline the environment of consumers buying behavior. Changes in technology, competition customer needs and wants to have an essential part in changing forces in the marketplace. Also, understanding customer buying behavior has been the focus of researchers and corporates since the 1960s (Babin &Harris,2023). In retail trading, firms better provide their omnichannel concept for the purpose to ease customers with a seamless shopping experience (Solem et al.,2023).

The study used four variables influencing omnichannel shopping intention, namely: the perceived value of showrooming, perceived value of webrooming, perceived compatibility, and perceived risk. The study lacks the usage of gender as a moderating variable and this study has geographical gaps as well; its framework is applicable in different settings. According to the literature, there stays a gap of using gender as a moderating variable in this framework and study to be conducted in Karachi, Pakistani marketplace.

Research Questions

1. How customers perceive showrooming as a valuable method of shopping, and does it affect omnichannel shopping intention?

2. Do customers perceive webrooming as a valuable method of shopping and does it affect omnichannel shopping intention?

3. How perceived compatibility influence omnichannel shopping intention?

4. Does customers' perceived risk influence omnichannel shopping intention?

5. Does gender have a moderating role among independent variables and dependent variables?

Literature Review

Omnichannel Retailing and Omnichannel Shopping Intention

The technological revolution has made it easier for a consumer to switch from different mediums of omnichannel from laptop/desktop to mobile devices, and these all are part of the consumer omnichannel shopping experience (Çetinel et al.,2023). According to Gasparin & Slongo (2023), a prospect's shopping journey has become integrated and seamless, and it has been aided through omnichannel strategies to help consumers shop online and offline. The central theme of omnichannel retailing is laying in a distortion of the link between online and offline mediums of consumer shopping (Mäkelä,2023). The emergence of the omnichannel retail industry has captured the attention of research scholars and the firm's practices.

The perceived value of Showrooming (PVS)

Showrooming is defined as consumers searching for goods physically in a "brick-and-mortar" later they search virtual shops for buying goods online (Hsieh & Lathifah,2023). Also, the term has been used in this study the 'perceived value' it means that it from important components in assessing to gain a compatible advantage (Samudro et al.,2020). From a consumer point of view value is explained, "a tradeoff between the quality or benefits they perceive in the product relative to the sacrifice they perceive by paying the price" (Deore & Borade,2020). Richter, *et al*. (2013) in his study claimed that consumers buy a product in a brick-and-mortar store while they evaluate several products online and the search ratio is about 50% to 60%, after possible searches they come to purchase a product (Rapp, *et al*., 2015). Gallup argues that in the US 40% of buyers utilize showrooming behavior while 48% of them just evaluate and examine the products even when they have no perception of purchasing any (Richter, 2013). Retailers which are unable or

do not adopt showrooming channels for their customer feasibility face showrooming shopping experience (Kramer, 2014). Moreover, as mentioned earlier in the study declare that showrooming channels reduce the strength of sales representatives in a physical store (Spaid & Flint., 2014).

The perceived value of Webrooming (PVW)

Webrooming is defined as buyers search for product data virtually or through virtual platforms or smartphones later, they buy a product in a physical store (Kang, 2018). The study indicates that webrooming platform is highly utilized by youngsters aging from eighteen years to thirty-five years, also this study utilized a sample size of 1,251 individuals (MarketingCharts, 2013). The study claims that greater than forty percent of shoppers use smartphone devices for product search information during shopping in-store (Smith, 2015). According to the Criteo survey data, about ten to fifteen percent of physical store sales are ascribed from webrooming platform (Smith, 2015).

Study in omnichannel retailing has expanded, researchers have studied and developed research framework in an omnichannel context that users make decisions buying the location and what kind of product to purchase (Neslin, et al., 2014) also tracked consumer buying behavior and studied omnichannel drivers using descriptive analysis technique (Pawar & Sarmah, 2015). Wolny & Charoensuksai (2014) also conducted a study that explored multichannel buyers' behavior using a qualitative research approach and found customer segmentation in the context of apparel. Rapp, *et al*. (2015) found the reverse relation between showrooming behavior and salesperson's effectiveness and working. Afterward, Flavián, *et al*., 2019) recognized, "the combination of online searching and offline purchasing enhances the consumers' purchase experience in purchase intentions, choice, search-process satisfaction, and choice confidence."

Perceived Risk (PR)

According to perceived risk theory, it is related to look for information associated with a particular product. To some extent perceived risk is the result of previous buying behavior and products' results (Manikandan, 2020). When there is uncertainty, the observed risk is to be greater. But when there is a certainty, observed risk has a lower effect on buying a product (Li & Huang, 2009).

Perceived risk is defined as, "overall assessments of uncertainty and potentially adverse consequences during the shopping process" (Herhausen, *et al*., 2015). Studies conducted earlier showed that buyers are inclined to any channel influenced by perceived risk. Newest research performed by Kazancoglu & Aydin (2018) indicated as omnichannel is the latest concept in the marketing world, its adoption might be delay due to performance like slow system response, and financial, unpredictable charges.

Research in the past has claimed that perceived risk has a clear influence over a person's acceptance of new concepts particularly when these are associated with shopping thing, payment methods, and also platforms offering travel services (Alalwan, *et al*., 2018; De Kerviler, *et al*., 2016; Tseng & Wang, 2016). As a result, this focuses on perceived risk on omnichannel shopping, because buyers' preference over other channels omnichannel is new and is convenient to get product details and shop and pay for their purchases. Also, the study focuses on the role of perceived risk in this context (Shi, *et al*., 2020).

**The moderating role of Gender**

Buyers' traits are associated with a particular circumstance and they are more likely to involve in (Ajzen & Fishbein, 1980; Zhang Y., 2005). Therefore, researchers have familiarized socio-demographic variables that influence the buying attitude of an individual. Literature indicates that purchasing pattern, acceptance, and appreciation as well as the introduction of new technology are affected by personal features, like, age, gender, and or educational level (Baker, *et* al., 2007; Brown, *et* al., 2003; Hasan, 2010; Hernández, *et* al., 2009; Zhou, *et* al., 2007). Gender is an essential component that affects buying experience and (Zhou, *et* al., 2007) internet usage (Zhang Y., 2005).

Mosquera, *et* al. (2018) state that studying the effect of gender as a moderating variable would be valued due to it is being studied mostly in marketing because of its accessibility and simplicity. Additionally, gender is one of the most important variables, as a moderator, relating to the e-buying of clothes (San Martín & Jiménez, 2011).

From several distinguished features among male and female, particularly in the fashion retail context, females tend to collect more details of a product ahead of purchasing than male, also females are interested in fashion and are likely to consume more time on one purchase than male (Pentecost & Andrews, 2010; Walsh, *et* al., 2017).

Conceptual Framework

Figure 1
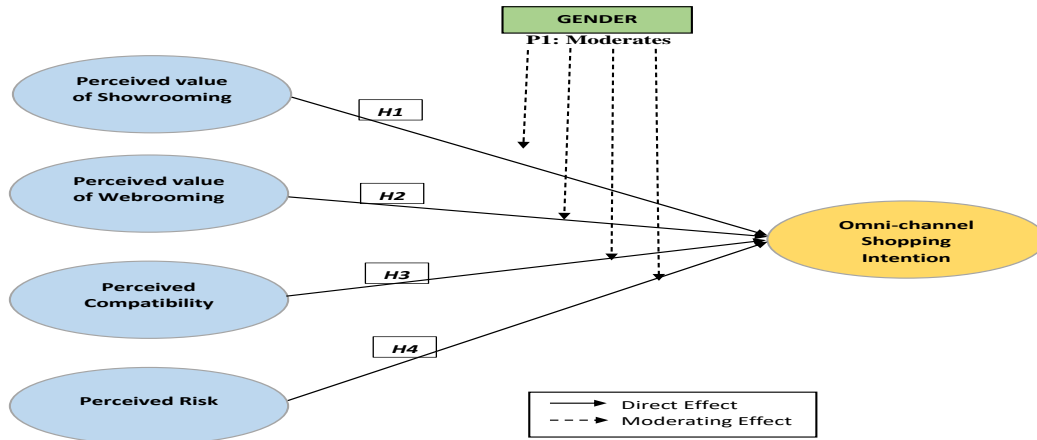
Hypotheses

H1. Perceived Value of Showrooming has a Significant Relationship with Omnichannel Shopping Intention.

H2. Perceived Value of Webrooming has a Significant Relationship with Omnichannel Shopping Intention.

H3. Perceived Compatibility has a Significant Relationship with Omnichannel Shopping Intention.

H4. Perceived Risk has a Significant Relationship with Omnichannel Shopping Intention.

H5. Gender as a Moderator has a Significant role between Exploratory Variables and Omnichannel Shopping Intention.

Research Methodology

Research Approach

This study is based on an explanatory approach for this study is trying to find answers in numbers or percentages and trying to find the relationship between independent variables and dependent variables. For this type of study there already data exist, and this research tries to find out more data and explore additional information and examine the relationship between variables mentioned in the framework particularly the role of gender as a moderating variable.

Research Design

This study is a quantitative research design in nature and utilizes cross-sectional or survey research methods as a strategy for data collection. The data collected at a single point in time and this study contains more than two variables, four independent variables, and one dependent variable also moderating variable, and concentrate on testing the relationship between variables. The data was measured through a five-point Likert scale ranging from 1-strongly disagree to 5-strongly agree. Later the data was analyzed using Statistical Packages for Social Sciences (SPSS) version 23 and Smart PLS-SEM software to test the hypotheses using different techniques.

Target Population

Population for this study was individuals over 16 years of their age who have done shopping of apparel products and other accessories from any physical or online store and/or used omnichannel, like showrooming and webrooming, website, cellphone application or other channels, for their shopping purposes in last three months from the point they shopped till the time of data collection, in Karachi, Pakistan.

Sample Size and Sampling Technique

The sample was determined using an online sample size calculator (Sample Size Calculator) . The study uses a non-probability sampling technique using convenience sampling method in which each element of the population was selected on a convenient basis as a sample for data collection.

Instrument of Data Collection

Instruments for this study to collect data were adopted from existing studies along with a small modification to meet this study's concepts. Particularly, the perceived value of showrooming and webrooming scales were adopted from Voss, *et al*. (2003) and Tojib & Tsarenko (2012). In the meantime, perceived compatibility and perceived risk were measured using items adapted from Moore & Benbasat (1991) and Heijden, *et al*. (2003), correspondingly.

Lastly, omnichannel shopping intention was measured using items from Jeong, *et al*. (2009) and Shi, *et al*. (2020) to meet the fashion retailing perspective. Every item in this study was measured utilizing a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree.

Procedure of Data Collection

An online survey method for data collection was to be adopted to collect data about the framework to test and assess the relationship between variables and their influence on each other with a moderating role of gender. The findings were compared with prior existing published studies performed in the context of this framework. Later, applicable recommendations and future research indications are mentioned at the end of this study. Data for this study were collected from participants living in Karachi, Sindh.

Statistical Technique

Statistical Packages for Social Sciences (SPSS) version and Smart PLS-SEM were used to examine the scale reliability and validity also regression techniques were applied to measure the model fitness and factor analysis and correlation and t-test techniques were applied to explore the relationship between variables and their influence on each other.

Discussion and Analysis

Descriptive Profile of the Data

Table 1
Descriptive Statistics

Measure	Item	Frequency	Percentage
Gender	Male	154	76.2
	Female	47	23.3
	Prefer not to say	1	.5
Age (in years)	16-20	68	33.7
	21-25	113	55.9
	26-30	16	7.9
	31 & above	3	1.5
Marital Status	Divorced	1	.5
	Married	18	8.9
	Single	182	90.1
	Widow/widower	0	
Education	Graduation	172	85.1
	Masters	21	10.4
	PhD	2	1.0
Income Level	15,000 to 30,000	39	19.3
	30,001 to 45,000	16	7.9
	45,001 to 60,000	12	5.9
	60,001 to 75,000	5	2.5
	75,001 & above	13	6.4
	None	114	56.4

The above table shows the descriptive data of the respondents. It can clearly be seen that there are 76.2%, 154 people, male respondents, while 23.3%, 47 people, are female which is less than three times the male, and only one respondent preferred not to disclose one's gender. Among all 55.9% have age between 21 and 25 years, and 33.7% have age between 16 and 20 years, in comparison to those, 1.5%, having age between 31 and above, and 7.9% have age between 26 and 30 years. From all the respondents, ninety percent are single and just 8.9% are married while, sadly, .5 percent are divorced.

Coming to individual's qualification. There is highest ratio of graduate individuals, eighty five percent, 85.1%, compared to PhD individuals, 1% and there were 10% individuals having masters level qualification. As our target population was those individuals who have done shopping in past three months through virtual or from brick-and-mortar store.

Above all, coming to income level of respondents', highest number of individuals do not have any income, 56.4%, on the contrary 19% have income between fifteen thousand to thirty thousand rupees, 15,000 to 30,000. While only 2.5% have income between 60,001 to 75,000 rupees. Furthermore, 7.9% individuals have income between 30,001 to 45,000, and 6.4% have income between 75,001 & above, also about 6% individuals have income level between 45,001 to 60,000 rupees.

Validation of the Model Hypothesis Testing

Reliability Analysis

Table 2
Reliability Analysis

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)	No. of Items	No. of Valid Cases
Perceived Value of Showrooming	0.865	0.894	0.513	8	202
Perceived Value of Webrooming	0.878	0.903	0.538	8	202
Perceived Compatibility	0.847	0.907	0.764	3	202
Perceive Risk	0.637	0.766	0.533	3	202
Omnichannel Shopping Intention	0.813	0.877	0.640	4	202
Overall Reliability	.892			26	202

The table above shows the scale reliability analysis through Cronebach's Alpha. The table holds six columns showing: variables, Cronebach's Alpha, composite reliability, average variance extracted, number of items in each variable, and number of valid items; writing down "the number of respondents with respect to their responses against each variable." From the table it can clearly be seen that Cronebach's Alpha value of four variables; perceived value of showrooming, perceived value of webrooming, perceived compatibility and omnichannel shopping intention is greater than "0.7".

Except the value of perceived risk which is 0.637 and that is below 0.7 which indicates that the variable is not reliable for the study. Due to shorter number of items in this variable, the researcher accepts the value and continue applying different tests. Therefore, the scale has better consistency, and it shows that the scale is reliable to process the data.

Similarly, the next table (4.2.1) from the PLS(SEM) shows the same Cronbach's Alpha value.

Factor Analysis

Table: 3
Factor Analysis

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Omnichannel Shopping Intention	0.813	0.820	0.877	0.640
Perceived Compatibility	0.847	0.863	0.907	0.764
Perceived Risk	0.637	0.883	0.766	0.533
Perceived Value of Showrooming	0.865	0.866	0.894	0.513
Perceived Value of Webrooming	0.878	0.884	0.903	0.538

Figure 1
Correlation Factor Analysis
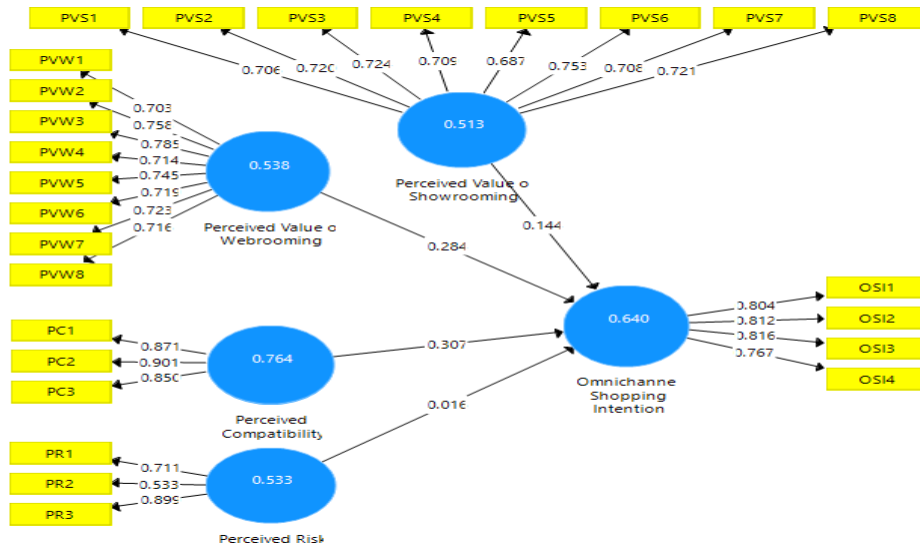
The figure shows the factor loadings of each item in the variable. It can be seen that all items have greater loading than 0.7 except two. The PVS5 which has 0.687, and PR2, which has loading of 0.533. The researcher tried to extract these items to observe if there were any effect on Cronbach's Alpha value, but the researcher did not observe any increase in the value, still it went below than its current value. Therefore, the researcher did not extract any of these items from the model and proceed the study.

Table: 2
Sampling Adequacy

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	2264.271
	df	325
	Sig.	.000

The above table shows Measure of Sampling Adequacy (MSA) through Kaiser Mayer Olkin (KMO), and Bartlett's Test of Sphericity. The table clearly indicates that the measure of sampling adequacy/KMO is 0.845 which is more than 0.60, therefore through measures it can be observed that the sampling size for this study was adequate. The sample size for this study was about 370 as measured through an online source. While research successfully collected data from 202 respondents, which is appropriate for this research, shows the table .2 .

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Also, table shows Bartlett's test of sphericity. It shows approximate Chi-square which is 2264.271 indicating that approximately sample size for this study could be 2264. Meanwhile, the table shows significance (p-value) which is 0.000. The p-value for this study indicates that sample size is highly significant for this study.

Table 3
Component Matrix

Component Matrix[a]	
	Component
	1
Omnichannel Shopping Intention	.730
Perceived Value of Webrooming	.726
Perceived Value of Showrooming	.693
Perceived Compatibility	.627
Perceived Risk	.480
Extraction Method: Principal Component Analysis.	
a. 1 components extracted.	

The table shows the component matrix or known as factor loadings. The table shows that four variables having the value more than 0.4, except the perceived risk having the value of 0.456 which is less than 0.4 and it should have been extracted. But the researcher did not extract the variable.

Table 4
Variance Explained

| Total Variance Explained						
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.164	43.290	43.290	2.164	43.290	43.290
2	.884	17.673	60.963			
3	.842	16.848	77.811			
4	.616	12.328	90.139			
5	.493	12.328	100.000			
Extraction Method: Principal Component Analysis.						

The above table shows the eigenvalue of components, for researcher needs to know how many components to 'extract'. Researchers are interested in those components whose value is 1 or more than 1. Therefore, to determine how many variables meet this criterion, researcher looks at table of total variance explained. The table shows eigenvalue of five components, which is more than 1. It can be seen the SPSS has not extracted any of these components. On the one hand, first three components have the value of 43.290, 17.673 and 16.848. On the other hand, the fourth and fifth component possess the value 12.328 and 12.328. It can clearly be seen from the table that

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all components have the eigenvalue more than 1. And these five components explain a total of

43.290 percent of variance.

Figure 2
Scree Plot
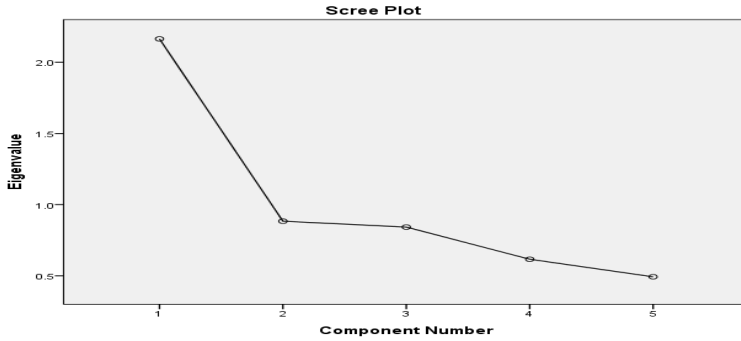
As shows the Scree Plot that component 1 has the high eigenvalue and none of these components

were extracted.

Correlation Factor Analysis

Table 5
Correlation Factor Analysis

		Perceived Value of Showrooming	Perceived Value of Webrooming	Perceived Compatibility	Perceived Risk	Omnichannel Shopping Intention
		Correlations				
Perceived Value of Showrooming	Pearson Correlation	1	.428**	.257**	.180*	.340**
	Sig. (2-tailed)		.000	.000	.010	.000
	N	202	202	202	202	202
Perceived Value of Webrooming	Pearson Correlation	.428**	1	.214**	.253**	.402**
	Sig. (2-tailed)	.000		.002	.000	.000
	N	202	202	202	202	202
Perceived Compatibility	Pearson Correlation	.257**	.214**	1	.221**	.397**
	Sig. (2-tailed)	.000	.002		.002	.000
	N	202	202	202	202	202
Perceived Risk	Pearson Correlation	.180*	.253**	.221**	1	.153*
	Sig. (2-tailed)	.010	.000	.002		.030
	N	202	202	202	202	202
Omnichannel Shopping Intention	Pearson Correlation	.340**	.402**	.397**	.153*	1
	Sig. (2-tailed)	.000	.000	.000	.030	
	N	202	202	202	202	202
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Through Pearson product-moment correlation coefficient, relationship between independent variables; perceived value of showrooming, perceived value of webrooming, perceived compatibility and perceived risk, and dependent variable: omnichannel shopping intention were investigated that how strong the relation is. Preliminary analyses were performed to ensure no violation of the assumptions of normality, linearity and homoscedasticity. The researcher adopted guidelines developed by Cohen (1988) to discuss r value as mentioned below:

Table 6

r =.10 to .29 or r= –.10 to –.29	Small
r =.30 to .49 or r= –.30 to –.4.9	Medium
r =.50 to 1.0 or r= –.50 to –1.0	Large

The above table 6 shows the relationship between variables and r value clearly. The relationship between perceived value of showrooming and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a moderate correlation between these two variables [r = .340, n = 202, p< .0005]. With increased engagement in perceived value of showrooming, individual's omnichannel shopping intentions are likely to be developed to shop through omnichannel.

Table above indicates relationship between variables and clearly shows r value. The relationship between perceived value of webrooming and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a moderate correlation between these two variables [r = .402, n = 202, p< .0005]. If perceived value of webrooming increases and positive intentions are to be developed, omnichannel shopping intentions are likely to be developed to shop through omnichannel.

The table provides the relationship between variables and clearly shows r value. The relationship between perceived compatibility and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a medium correlation between these two variables [r = .397, n = 202, p< .0005]. Perceived compatibility has medium relationship with omnichannel shopping intention. As an individual's perception increases positively due to channel compatibility, one tends to shop through omnichannel.

Table above indicates relationship between variables and clearly shows r value. The relationship between perceived risk and omnichannel shopping intention was investigated using Pearson

product-moment correlation coefficient and preliminary analysis were performed. There is a small correlation between these two variables [r = .153, n = 202, p> .0005]. The sig value is greater than 0.0005, which is, .030, insignificant in this relationship.

Regression Analysis

Table 7
Regression Analysis

Descriptive Statistics			
	Mean	Std. Deviation	N
Omnichannel Shopping Intention	13.8366	3.35585	202
Perceived Value of Showrooming	25.9703	6.45529	202
Perceived Value of Webrooming	27.6980	6.34128	202
Perceived Compatibility	10.0099	2.96747	202
Perceived Risk	9.3168	2.57979	202

This table shows the mean, standard deviation and total number of responses of independent variables (IV) and dependent variable (DV). The perceived value of webrooming, independent variable, has the highest mean 27.6980 with second highest standard deviation 6.34128. the perceived value of showrooming has the second highest mean 25.9703 and the highest standard deviation 6.45529, compared to the lowest mean of perceived risk, independent variable, at 9.3168 with the lowest standard deviation at 2.57979. Furthermore, omnichannel shopping intention has third highest mean 13.8366 and standard deviation 3.35585, similarly the perceived compatibility has the mean of 10.0099 and second lowest standard deviation 2.96747.

Table 8
Model Summary

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.529[a]	.280	.265	2.87659

a. Predictors: (Constant), Perceived Risk, Perceived Value of Showrooming, Perceived Compatibility, Perceived Value of Webrooming

b. Dependent Variable: Omnichannel Shopping Intention

This table shows the model fitness of the study and this includes R-Square, adjusted square, and standard error of the estimates. R-Square shows the ability of independent variables to predict the dependent variable, omnichannel shopping intention. In this case all the independent variables (perceived value of showrooming, perceived value of webrooming, and perceived compatibility) has predicted dependent variable (omnichannel shopping intention) at the rate of .529 or 53%. In other words, the omnichannel shopping intention, dependent variable, as this is being predicted at the rate of 53% by all independent variables.

Table 9
ANOVA

ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	633.474	4	158.368	19.139	.000[b]
Residual	1630.135	197	8.275		
Total	2263.609	201			
a. Dependent Variable: Omnichannel Shopping Intention					
b. Predictors: (Constant), Perceived Risk, Perceived Value of Showrooming, Perceived Compatibility, Perceived Value of Webrooming					

The above table shows the sum of square, mean square and level of significant. The table clearly indicates high significant level, p-value, with 0.000. If the p-value were more than 0.05, the researcher would have considered that the variables are not significant. Above table shows p-value is less than 0.05 ($p<0.05$). Therefore, the researcher considers that the variables are highly significant. Also, the total sum of squares was found accurate.

Coefficient Analysis

Table: 10
Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Correlations		
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	Zero-order	Partial	Part
1(Constant)	4.502	1.191		3.780	.000	2.153	6.851			
Perceived Value of Showrooming	.075	.035	.144	2.117	.036	.005	.145	.340	.149	.128
Perceived Value of Webrooming	.147	.036	.278	4.063	.000	.076	.219	.402	.278	.246
Perceived Compatibility	.343	.072	.303	4.743	.000	.200	.485	.397	.320	.287
Perceived Risk	-.013	.083	-.010	-.162	.871	-.177	.150	.153	-.012	-.010

The above table of coefficients shows the beta value that whether hypothesis is supported or not through unstandardized coefficients, standardized coefficients, significant level, confidence interval, and correlations. The highest contributor is perceived compatibility with the beta value of (.303). The variable makes the strongest unique contribution to dependent variable. The sig value for this variable is less 0.05 which means it makes the unique and significant contribution to the prediction of dependent variable. Secondly, the beta value (.278) of perceived value of webrooming which shows that it has stronger unique contribution to the dependent variable with significant value less than 0.05, indicating the variable is making a significant unique contribution to the prediction of dependent variable. Thirdly, the beta value of (.144) of perceived value of showrooming shows the moderate unique contribution to dependent variable. Finally, on the other side, the value of perceived risk is slightly lower (-.010) indicating that it made less contribution. The sig value of this variable is greater than 0.05 indicating that the variable does not make the unique contribution to the prediction of dependent variable.

Moderating Effect Analysis
Figure 3
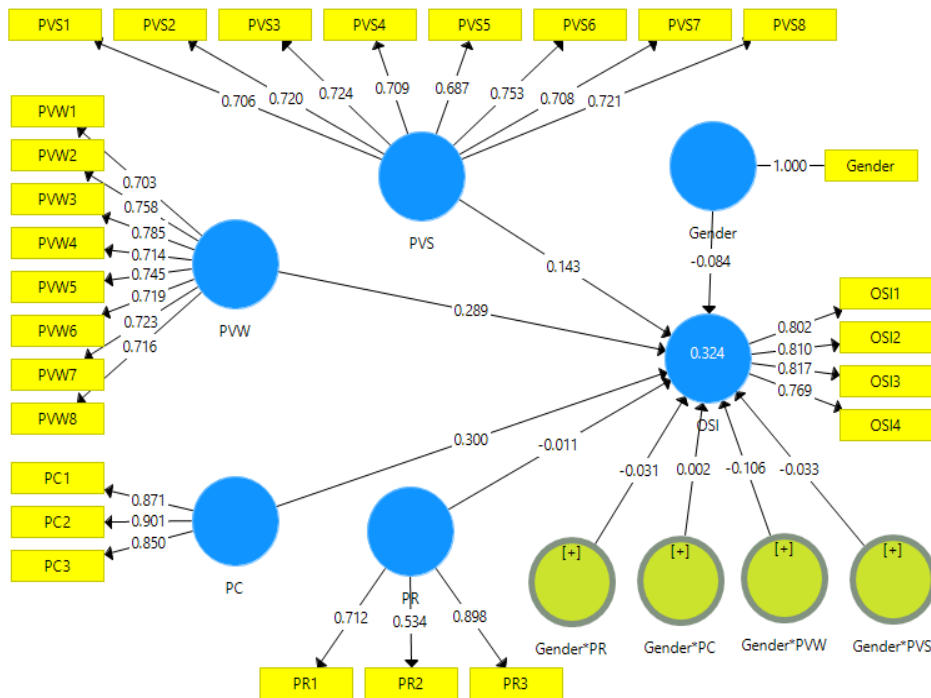*Correlation Factor Analysis and Moderating Effect*

Table 11
Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Gender*PC -> OSI	0.074	0.069	0.092	0.808	0.419
Gender*PR -> OSI	-0.038	-0.020	0.082	0.461	0.645
Gender*PVS -> OSI	0.002	0.009	0.089	0.021	0.983
Gender*PVW -> OSI	-0.102	-0.109	0.089	1.147	0.252

The above table 11 shows report from SmartPLS. Researcher's focus is on P value which shows that if there is any significant relationship or not. For the column of P Value can clearly be seen that value of moderating role of gender in perceived compatibility, perceived risk, perceived value of showrooming and perceived value webrooming with omnichannel shopping intention is greater than 0.05 which is insignificant, not acceptable. Therefore, the researcher concluded that in this study, gender as moderator does not moderate the relationship between exploratory variables and dependent variable.

Hypothesis Assessment Summary

Table: 12
Hypothesis Assessment Summary

Hypothesis	Supported	Not Supported
H1. Perceived Value of Showrooming has a Significant Relationship with Omnichannel Shopping Intention.	ü	
H2. Perceived Value of Webrooming has a Significant Relationship with Omnichannel Shopping Intention.	ü	
H3. Perceived Compatibility has a Significant Relationship with Omnichannel Shopping Intention.	ü	
H4. Perceived Risk has a Significant Relationship with Omnichannel Shopping Intention.		ü
H5. Gender as a Moderator has a Significant role between Exploratory Variables and Omnichannel Shopping Intention.		ü

Conclusion and Discussion

Conclusion

The findings show that among five hypotheses three were accepted and showed unique and significant contribution in explaining the dependent variable. Among the four omnichannel drivers, three of them (perceived value of showrooming, perceived value of webrooming, and

perceived compatibility) made strong, unique contribution, while the other variable, perceived risk, made smaller contribution in explaining dependent variable. On the other side, there seems no contribution of moderating variable, gender, in moderating the relationship between exploratory variables and dependent variable, omnichannel shopping intention. Furthermore, there was less Cronbach's Alpha value of perceived risk, less than 0.7, despites researcher accepted its reliability for this study due to smaller number of items, three items. All in all, the study contributes to the context of omnichannel, as there seems significant positive relationship between PVS and OSI. People are like to examine product in a physical store then purchase that product through online platform. Similarly, there is positive significant relationship between PVW and OSI. As, the coefficient table shows the strong unique relationship of PVW and OSI than others. As a result, the researcher concludes that there is high role of PVW in omnichannel shopping, as customers prefer to go for searching product online, compare prices and outlook with several others, look for variety, and purchase that product in a physical store. Finally, the PC shows significant contribution as well with OSI. Compatibility of website, easy to use, outlet appearance, product availability, and other factors which add up to making a medium of shopping compatible. As a result, respondents seem to perceive compatibility as unique contributor to OSI.

In the end, PR seems to have lesser, insignificant contribution to OSI, which indicate that respondents are less likely to perceive risk while shopping through omnichannel. In simple words, when shopping through omnichannel, there is less risk of fraud, deception and or privacy invasion. Therefore, this variable makes less contribution in OSI. Also, there is no moderating contribution between exploratory variables and dependent variable. Gender has no moderation in explaining the relationship.

Discussion

H1. The of Hypothesis 1 shows the relationship between variables and shows r value clearly. The relationship between perceived value of showrooming and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a moderate correlation between these two variables [r = .340, n = 202, p< .0005]. With increased engagement in perceived value of showrooming, individual's omnichannel shopping intentions are likely to be developed to shop through omnichannel. Consumers prefer to search for product information online and purchase product offline.

Clearly there is significant relationship between showrooming and omnichannel shopping intention in this study. Therefore, the researcher claims that perceived value of showrooming has significant positive relationship with omnichannel shopping intention.

H2. The of Hypothesis 2 shows the relationship between variables and clearly shows r value. The relationship between perceived value of webrooming and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a moderate correlation between these two variables [r = .402, n = 202, p< .0005]. If perceived value of webrooming increases and positive intentions are to be developed, omnichannel shopping intentions are likely to be developed to shop through omnichannel.

Buyers are more certain when purchasing that they have faith in their decision making with the help of webrooming (Flavián, *et al*., 2016, 2019). Choosing and making purchases is associated with buyers' faith (Rucker, *et al*., 2014). Uncertainty has a strong and encouraging influence claimed by reduction theories (Lee A, 2001; Stafford & Grimes, 2012). Meanwhile, buyers struggle to increase certainty and stays self-assured. Buyer utilizes all omnichannel available mediums and gathers required details of their needs which help them uplift their control over all purchasing process (Zhang, et al., 2010).

H3. The table provides the relationship between variables and clearly shows r value. The relationship between perceived compatibility and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a medium correlation between these two variables [r = .397, n = 202, p< .0005]. Perceived compatibility has medium relationship with omnichannel shopping intention. As an individual's perception increases positively due to channel compatibility, one tends to shop through omnichannel.

H4. Table above indicates relationship between variables and clearly shows r value. The relationship between perceived risk and omnichannel shopping intention was investigated using Pearson product-moment correlation coefficient and preliminary analysis were performed. There is a small correlation between these two variables [r = .153, n = 202, p> .0005]. The sig value is greater than 0.0005, which is, .030, insignificant in this relationship.

H5. The moderating effect. The table (4.3.1) shows report from SmartPLS. Researcher's focus is on P value which shows that if there is any significant relationship or not. For the column of P

Value can clearly be seen that value of moderating role of gender in perceived compatibility, perceived risk, perceived value of showrooming and perceived value webrooming with omnichannel shopping intention is greater than 0.05 which is insignificant, not acceptable. Therefore, the researcher concluded that in this study, gender as moderator does not moderate the relationship between exploratory variables and dependent variable.

Implications

There have been research studies in online buying behavior, but as the new concepts emerge in the marketplace, it takes time for customers to adopt. As our study focuses on providing solutions to the problems created in the omnichannel context. The framework has been utilized by several other researchers, the aim of utilizing this framework was to examine if customers prefer to adopt new trends of shopping or they are unaware of these.

From the findings, it is clear that customers are more likely focus on search for product virtually as it provides an opportunity to go through so many different products and compare the prices in short time when sitting in one place and purchasing that product form a physical store. In this study, it was found that customers preferred to utilize webrooming as a source to examine products and then purchase it in a physical store. Later, respondents seem to have curiosity over compatibility. They showed interest that omnichannel fits into their shopping style, and it fits well the way they like to shop, later on they showed interest in omnichannel being compatible with their shopping habits. After that, they were interested in searching for product in physical store and buying it through a virtual store.

Limitations

The study can be conducted in different settings and target different population. Sampling technique can be changed from convenient sampling to random sampling in which researcher could gather the data from those individuals who are involved in the shopping directly.Sample size and number items for this study can be increased, particularly for perceived risk. Also, researcher had to face lack of reliability of perceived risk. It was concluded that if more items were added in perceived risk variable, the scale might become reliable and valid to proceed the study. Individuals were not ready to participate in the study unless they were explained the objective behind this study. Individuals seemed to have lack of information about omnichannel, as this is new concept in the marketing context. Before participating in the study, they were briefly introduced with the context of omnichannel, showrooming and webrooming. It took

researcher's time explaining to individuals. Those individuals, who were aware of these concepts utilized in this study, took less time and responded in short time.

Recommendations

Findings of this study can be utilized in changing customer preferences by adopting different trend in shopping context of individuals such as, people perceive risk when paying online and feel safer to pay on delivery, in hand. Currently, there has been increase in cellphone usage mainly in searching for products; therefore, businesses need to create an online platform for customer to shop on their convenience. Retailers who are only focused on their physical outlet more likely to face lack of customer visits to their store in apparel industry mainly. Though Pakistani people prefer to go to market and examine and compare products physically, there also has been increase in omnichannel buying habits of individuals. As a result, retailers need to promote their product through an online store and in a physical store. Further research can be performed using other independent variables like financial risk, product risk, and/or convenience. Also, perceived compatibility and perceived risk can be utilized as mediators.

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