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ANALYSIS OF FACTORS AFFECTING WEBROOMING INTENTION LUXURY FASHION CONSUMER

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ABSTRACT

In the multichannel era, consumers can take advantage of offline and online channels to have better purchasing decisions. Webrooming is a situation where consumers use online channels to gather information about products and make purchases offline at physical stores. This study aims to identify the factors that encourage luxury fashion consumers to have webrooming intentions using the technology acceptance model (TAM). This study uses the mediation of hedonic and utilitarian values as mediation of luxury goods purchases and online risk perception that affect consumer webrooming intentions. Also, researchers add consumer innovativeness as moderation to obtain more profound findings. The analytical technique used in this research is PLS-SEM and PROCESS Macro to test the formulated hypothesis. This research had 436 respondents who are in the age group of 18 to 41 years who do webrooming to buy luxury fashion products. It was found that the perceived usefulness of online search, perceived ease of online search, need for touch, sales staff assistance, and socialization had a positive and significant effect on webrooming intention. Utilitarian values mediate the relationship to webrooming purpose. The online risk reduces the functional significance of luxury consumers in webrooming. Then, consumer innovativeness increases the practical influence on webrooming intention. The results of this study are expected to provide insight for recommendations regarding marketing strategies that can be applied by luxury fashion marketers for online and offline channels, as well as managing channel-switching behavior.

Keywords: Webrooming intention, multichannel, luxury fashion, technology acceptance model (TAM), PLS-SEM, PROCESS Macro.

INTRODUCTION

Luxury goods can be associated with high prices offered by marketers, which symbolize the highest quality. Luxury goods such as cars, beauty products, clothing, accessories, and electronics are valued yearly (Shahbandeh, 2021). By 2021, the global luxury goods market will be worth up to USD 309.6 billion and increase annually by 5.44 percent to reach USD 382.6 billion by 2025 (Statista, 2021a). The luxury fashion industry is one of the industries that is growing significantly every year and contributes more than 20 percent to the value of the global luxury goods industry (Statista, 2021b). Southeast Asia will be a strong driver of global economic growth due to the increase in people's consumption levels, especially in the luxury goods industry, where there is a high interest in buying luxury goods (Gunawan, 2019). The increasing wealth and consumption of Asian people for luxury goods pushes luxury brand marketers to enter the Asian market. Indonesia is one of the largest markets for luxury goods marketers, especially for clothing commodities, where 44 percent of consumers tend to own luxury goods (Safiera, 2016). The increase in the luxury fashion industry makes marketers provide other channels to reach customers more easily (Jebarajakirthy et al., 2020). The digitization of luxury fashion is driven by the shifting behavior of society in the adoption of technology and the internet (Flavián et al., 2020). Previous research has measured changes in

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consumer shopping behavior through the adoption of technology and the internet with the Technology Acceptance Model (TAM) conceptual model using multichannel and omnichannel (Arora & Sahney, 2019; Herrero-Crespo et al., 2021; Shankar & Jain, 2021).

Millennials and Gen-Z's consumption of luxury goods are also driven by the behavior of those who like trend developments and, as much as possible, always follow fashion trends or other products (Syana, 2021). This generation is also active in using social media to find the latest information and directions (Kastenholz, 2021) so that they can access comprehensive information and trends. They desire to seek as much information as possible to make innovative decisions in buying a new product (Jebarajakirthy et al., 2021). In the era of digitalization, marketers use multichannel and omnichannel strategies (Salmani & Partovi, 2021). A multichannel approach utilizes more than one medium or channel to manage consumers and provide information or transactions (Bressolles & Lang, 2020). Technology Acceptance Model or TAM is a conceptual model developed by Davis et al. (1989) to identify Internet user behavior and technology (Chen et al., 2002). TAM was introduced to be applied in the context of information technology, but this conceptual model has widely been used to see consumer behavior to adopt e-commerce (Moriuchi & Takahashi, 2018).

Perceived usefulness is how far a person believes technology can improve his performance (Davis et al., 1989). In a multichannel context, perceived usefulness refers to how consumers believe that using information available online can increase shopping satisfaction (Sohn, 2017). Information obtained online provides benefits for consumers to avoid uncertainty (Santos & Gonçalves, 2019). In webrooming, perceived usefulness is the extent consumers search for information online because it can encourage the best purchasing decisions (Flavián et al., 2016). Then, the perceived ease of online use is the convenience of consumers to obtain information as efficiently as possible so that consumers can compare several products to choose the best product (Dhir et al., 2020). Previous research has proven that there is a need for consumers to touch and see the product directly to obtain the best purchase decision (Mehra et al., 2018). This phenomenon is an essential factor in webrooming behavior, especially for high-involvement products such as luxury products (Arora & Sahney, 2019; Aw, 2020; Shankar & Jain, 2021). Consumers must obtain product information through direct touch (Peck & Childers, 2003). Some consumers tend to have a higher need to touch products than others (Aw et al., 2021). Consumers with high product touch needs tend to be more confident in their purchases because they can obtain general information by touching the product and easily switch from online to offline in the buying stage (Lester et al., 2006). In purchasing luxury products, consumers tend to see and touch the product directly because it allows them to assess better product features (X. Liu et al., 2013; Mehra et al., 2018).

METHODOLOGY

This study adopts the research model of Shankar & Jain (2021), which uses the TAM theory approach and the variables need for touch, sales-staff assistance, and socialization. The theory is relevant to webrooming behavior (Arora & Sahney, 2019). Previous research developed a model with a mediating variable approach in the form of hedonic value and practical value as

The Seybold Report
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well as online risk perception moderating variables to obtain in-depth findings and theories regarding webrooming behavior in luxury fashion. Based on the limitations and suggestions of previous research, it conducted this research on Indonesian people aged over 18 years because they are assumed to have had their own purchasing decisions and are part of the Millennial and Gen-Z generation with an age range of 18 years to 41 years.

This research is a conclusive-descriptive study conducted to test hypotheses and analyze the influence and relationship between independent, mediating, moderating, and dependent variables. This research tests the idea to form conclusions that can be used as suggestions in decision-making (Malhotra, 2015). This study uses multiple cross-sectional methods, using two or more samples at one time to collect data (Malhotra, 2015).

The sample needed for this research is Indonesian people who use luxury clothes and make luxury fashion purchases in the last six months, are over 18 years old because they are assumed to have their own purchasing decisions, are involved in webrooming behavior, and are part of the Millennial and Gen-Z generation. (18 years – 4 1 years) because it is a generation that knows technology. The sampling technique used is purposive sampling, where the sample is taken into consideration of the established criteria (Bernard, 2002).

The Likert scale is used as a measurement in the questionnaire because it can measure the perceptions, opinions, and attitudes of individuals or groups about a phenomenon (Joshi et al., 2015). First, the questionnaire will be prepared by adopting theory from previous research, which is then modified to suit the research object. The modification of the questionnaire was carried out so that respondents could understand the questionnaire and answer the questions correctly so that good data was obtained. Furthermore, the pilot test was carried out by taking a small sample of the research object to test the feasibility of the questionnaire and test the potential for errors that could occur (Malhotra, 2010). Thirty respondents who are not part of the sample will be used as a pilot test. Table 1. Explain part of the questionnaire questions.

Table 1. Questionnaire Section

Part Questionnaire	Type Question	Type Scale	Information
Screening	Dichotomy scale	Nominal Yes No	Introduction to questions in order to be able to filter respondents according to the criteria that have been made so that they can obtain the information needed.
Profile and demographic questions	Multiple choice single response	Nominal	Questions about the characteristics of respondents include age range, province domicile, latest education, occupation, average income and expenditure per month.
Usage question	Multiple choice single / multiple response	Nominal	Questions about the purchasing behavior of respondents towards luxury fashion using the internet to shop, visit e-commerce, and find information .

The Seybold Report
ISSN 1533-9211
DOI 10.17605/OSF.IO/BQ5MJ

Core question	Likert scale	Scale 1 – 5	The core question is about the respondent's assessment of the latent variables that make up the variables in the study .
Closing	-	-	Questions to obtain the respondent's telephone number for giving rewards, as well as suggestions for researchers on the questionnaire and this research.

This study uses primary data from respondents or sources through a questionnaire. Data collection techniques are carried out online through personal contacts, messenger platforms, and other electronic media. The questionnaires will be distributed online using Google Forms, and then respondents will fill out the questionnaires themselves or are self-administered. The distribution is done online because the scope of the research is Indonesia, so it will be more efficient to obtain data from various domiciles. The distribution of the questionnaires will be carried out through personal and group messages (broadcast) via short message platforms such as WhatsApp and Line randomly, then use Instagram to distribute posters containing questionnaire links and information on respondent criteria, and utilize social media such as Twitter by distributing questionnaire links and information. Brief about the research conducted and also disseminate information to the community on social media. To attract potential respondents to participate, some respondents will be rewarded with e-wallet balances after data collection ends.

After obtaining primary data, the next stage is the acquisition so that it can become useful information. The data will be processed using IBM SPSS 26 for descriptive analysis and assumption tests in this research. Furthermore, hypothesis testing using Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis technique through Smart PLS 3.0 software.

RESULTS AND DISCUSSION

After obtaining primary data, the next stage is the acquisition so that it can become useful information. The data will be processed using IBM SPSS 26 for descriptive analysis and assumption tests in this research. Furthermore, hypothesis testing using Partial Least Square-Structural Equation Modeling (PLS-SEM) analysis technique through Smart PLS 3.0 software.

They were testing the hypothesis directly using Smart PLS 3.3 software with bootstrapping sample of 500. The hypothesis is accepted if the p-value is below 0.05 and t statistics is above 1.96 so that the relationship between variables is significant (Henseler & Ringle, 2009). The following results were obtained.

The Seybold Report
ISSN 1533-9211
DOI 10.17605/OSF.IO/BQ5MJ

Hypothesis	Variable Relationship	Origina Sample	P-value	Results
H1a	Perceived usefulness of online search →Webrooming intention	0.066	0.039	Received
H2a	Perceived ease of online search →Webrooming intention	0.329	0.000	Received
H3a	Need to touch →Webrooming intention	0.161	0.000	Received
H4a	Sales-staff assistance →Webrooming intention	0.034	0.167	Rejected
H5a	Socialization →Webrooming intention	0.098	0.003	Received

Based on the results from the table above, the results show that perceived usefulness of online search, perceived ease of online search, need for touch, and socialization encourages webrooming behavior of luxury fashion consumers. This happens because luxury fashion consumers take advantage of the benefits obtained through searching for information and online reviews from other consumers so that the information obtained is more authentic and genuine, which can encourage consumers to seek information first about the products of interest before making offline purchases at physical stores. Then, consumers can easily access online channels from luxury fashion retail stores so that consumers can access information anytime and anywhere, which then encourages consumers to do webrooming. The existence of benefits that consumers can obtain through touching the product directly, namely, consumers can evaluate the performance and features of the product in real terms, also encourage webrooming behavior. In addition, the consumer's intention to interact with his relatives or family also urges consumers to make purchases at offline stores, causing webrooming. However, it is known that sales-staff assistance does not encourage webrooming behavior, so consumers feel intimidated by the presence of store staff and feel the discomfort and pressure given by luxury retail store employees (Arora & Sahney, 2019).

Subsequently, the hypothesis testing of the mediation relationship was carried out and obtained the following results.

Hypothesis	Variable Relationship	Original Sample	P-value	Results
H1b	Perceived usefulness of online search →Hedonic value →Webrooming intention Path: Perceived usefulness of online search →Hedonic value Path: Hedonic value →Webrooming intention	 0.037 0.275	 0.239 0.077	Rejected
H1c	Perceived usefulness of online search →Utilitarian value →Webrooming intention Path: Perceived usefulness of online search →Utilitarian value Path: Utilitarian value →Webrooming intention	 0.152 0.280	 0.000 0.000	Received
H2b	Perceived ease of online search →Hedonic value →Webrooming intention			Rejected

The Seybold Report
ISSN 1533-9211
DOI 10.17605/OSF.IO/BQ5MJ

	Path: Perceived ease of online search →Hedonic value Path: Hedonic value →Webrooming intention	0.216 0.275	0.001 0.077	
H2c	Perceived ease of online search →Utilitarian value →Webrooming intention Path: Perceived ease of online search →Utilitarian value Path: Utilitarian value →Webrooming intention	 0.311 0.280	 0.000 0.000	Received
H3b	Need for touch →Hedonic value →Webrooming intention Path: Need for touch →Hedonic value Path: Hedonic value →Webrooming intention	 0.275 0.275	 0.001 0.077	Rejected
H3c	Need for touch →Utilitarian value →Webrooming intention Path: Need for touch →Utilitarian value Path: Utilitarian value →Webrooming intention	 0.253 0.280	 0.000 0.000	Received
H4b	Sales-staff assistance →Hedonic value →Webrooming intention Path: Sales-staff assistance →Hedonic value Path: Hedonic value →Webrooming intention	 0.120 0.275	 0.013 0.077	Rejected
H4c	Sales-staff assistance →Utilitarian value →Webrooming intention Path: Sales-staff assistance →Utilitarian value Path: Utilitarian value →Webrooming intention	 0.134 0.280	 0.001 0.000	Received
H5b	Socialization →Hedonic value →Webrooming intention Path: Socialization →Hedonic value Path: Hedonic value →Webrooming intention	 0.123 0.275	 0.011 0.077	Rejected
H5c	Socialization →Utilitarian value →Webrooming intention Path: Socialization →Utilitarian value Path: Utilitarian value →Webrooming intention	 0.116 0.280	 0.001 0.000	Received

It was found that perceived usefulness, perceived ease of online search, need for touch, sales-staff assistance, and socialization encouraged perceived hedonic value. Consumers can easily access information online to increase consumer confidence and happiness to promote the perception of the hedonic value of luxury fashion consumers. In addition, when shopping at a luxury retail store, consumers love to touch and see the product directly. Consumers also gain happiness through the respect given by the staff in the store, as well as pleasure perceived by consumers when interacting with relatives in luxury retail stores, and it encourages consumer hedonic value. However, it is also known that hedonic values do not promote the webrooming behavior of luxury fashion consumers, so consumers do not feel any joy or enjoyment in doing webrooming. It is known that hedonic value is one of the driving factors for purchasing luxury goods due to intrinsic feelings such as happiness felt by consumers in owning luxury goods (Onurlubas, 2015). However, in purchasing luxury fashion items that involve searching for information online and buying in stores, this consumer behavior is not driven by hedonic factors. Still, it is functional so that consumers can know the product's quality, specifications, and functions.

Furthermore, for the reasonable value mediation hypothesis, the results show that perceived usefulness, perceived ease of online search, need for touch, sales-staff assistance, and socialization encourage perceived utilitarian value. The ease of finding information online and the acquisition of benefits enable consumers' perceptions of practical value through product quality. In addition, luxury consumers seek information offline through

The Seybold Report
ISSN 1533-9211
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product touch, interaction with store staff with high product knowledge, and opinions from relatives obtained through interactions to help consumers get more in-depth information and encourage utilitarian values. The utilitarian value was found to promote the webrooming intentions of luxury fashion consumers so that consumers search for information online and buy products at retail stores to find the product's maximum quality, design, and durability. Therefore, consumers do webrooming because utilitarian values influence it compared to hedonic values.

Process Macro Analysis

Next, hypothesis testing was conducted on the mediating and moderating variables using the Hayes PROCESS Macro. The following are the results of testing the mediation model hypothesis using models 7 and 14.

Hypothesis	Variable Relationship	P	BootSE	LLCI	ULCI	Results
Online risk perception as moderator						
H1d	Perceived usefulness of online search →Hedonic value →Webrooming intention Path: ORP moderate PUOS →HV Path: ORP moderate HV →WI	 0.365 0.213	 0.003 0.004	 0.076 0.033	 0.163 0.158	Rejected
H1e	Perceived usefulness of online search →Utilitarian value →Webrooming intention Path: ORP moderate PEOS →UV Path: ORP moderate UV →WI	 0.010 0.050	 0.007 0.007	 -0.043 -0.026	 -0.022 -0.003	Received
H2d	Perceived ease of online search →Hedonic value →Webrooming intention Path: ORP moderate PUOS →HV Path: ORP moderate HV →WI	 0.059 0.096	 0.004 0.008	 -0.026 -0.028	 0.033 0.005	Rejected
H2e	Perceived ease of online search →Utilitarian value →Webrooming intention Path: ORP moderate PEOS →UV Path: ORP moderate UV →WI	 0.005 0.017	 0.007 0.008	 -0.047 -0.029	 -0.003 -0.022	Received
H3d	Need for touch →Hedonic value →Webrooming intention Path: ORP moderate NT →HV Path: ORP moderate HV →WI	 0.077 0.216	 0.005 0.004	 -0.010 -0.140	 0.054 0.002	Rejected
H3e	Need for touch →Utilitarian value →Webrooming intention Path: ORP moderate NT →UV Path: ORP moderate UV →WI	 0.011 0.005	 0.008 0.007	 -0.076 -0.140	 -0.004 -0.001	Received
H4d	Sales-staff assistance →Hedonic value →Webrooming intention Path: ORP moderate SA →HV Path: ORP moderate HV →WI	 0.115 0.075	 0.004 0.055	 -0.433 -0.118	 0.001 0.002	Rejected
H4e	Sales-staff assistance →Utilitarian value →Webrooming intention					Received

The Seybold Report
ISSN 1533-9211
DOI 10.17605/OSF.IO/BQ5MJ

	Path: ORP moderate SA →UV Path: ORP moderate UV →WI	0.031 0.042	0.005 0.004	-0.076 -0.139	-0.002 -0.090	
H5d	Socialization →Hedonic value →Webrooming intention Path: ORP moderate SO →HV Path: ORP moderate HV →WI	0.311 0.260	0.004 0.638	-0.042 -0.007	0.011 0.008	Rejected
H5e	Socialization →Utilitarian value →Webrooming intention Path: ORP moderates SO →UV Path: ORP moderate UV →WI	0.005 0.022	0.003 0.023	-0.120 -0.015	-0.074 -0.001	Received

The results show that online risk perception does not moderate the relationship between perceived usefulness, perceived ease of online search, need for touch, sales-staff assistance, and socialization on hedonic values and webrooming intentions. Consumers search for information online easily to encourage hedonic value of these consumers. However, it was found that the perception of online risk did not moderate or reduce the hedonic value of consumers and did not reduce consumers' intention to do webrooming. Similar results were obtained in the variables need for touch, sales-staff assistance, and socialization. Consumers make purchases at offline stores to touch products, interact with store staff, and socialize with relatives. Still, online risk perception does not reduce the relationship to hedonic values and webrooming intentions.

Furthermore, online risk perception was found to moderate the utilitarian value. There is a risk of lowering consumer perceptions of product quality and durability and lowering consumer intentions to do webrooming. Consumers search for information online easily to obtain benefits through reviews from other consumers, but perceptions of online risk lower the utilitarian value, thus lowering webrooming intentions. Furthermore, online risk perception reduces consumers' need to touch products, get service from store staff, and interact with relatives on utilitarian values and webrooming intentions. Consumers with online risk perceive lower value in online information seeking and offline purchases so they show less intent toward webrooming.

Moderated mediation analysis was carried out on the consumer innovativeness variable and the following results were obtained.

Hypothesis	**Variable Relationship**	**P**	**BootSE**	**LLCI**	**ULCI**	**Results**
Consumer innovativeness as moderator						
H1f	Perceived usefulness of online search →Hedonic value→ Webrooming intention Path: CI moderate PUOS →HV Path: CI moderates HV →WI	0.076 0.407	0.332 0.149	-0.021 -0.004	0.033 0.063	Rejected
H1g	Perceived usefulness of online search →Utilitarian value →Webrooming intention Path: CI moderate PUOS →HV Path: CI moderates HV →WI	0.001 0.000	0.037 0.045	0.042 0.074	0.119 0.165	Received

The Seybold Report
ISSN 1533-9211
DOI 10.17605/OSF.IO/BQ5MJ

H2f	Perceived ease of online search →Hedonic value →Webrooming intention Path: CI moderate PEOS →HV Path: CI moderates HV →WI	 0.065 0.054	 0.011 0.013	 -0.048 -0.011	 0.055 0.064	Rejected
H2g	Perceived ease of online search →Utilitarian value →Webrooming intention Path: CI moderate PUOS →UV Path: CI moderate UV →WI	 0.005 0.001	 0.056 0.338	 0.106 0.017	 0.225 0.030	Received
H3f	Need for touch →Hedonic value →Webrooming intention Path: CI moderate NT →HV Path: CI moderates HV →WI	 0.127 0.060	 0.043 0.020	 -0.044 -0.012	 0.001 0.092	Rejected
H3g	Need for touch →Utilitarian value →Webrooming intention Path: CI moderates NT →UV Path: CI moderate UV →WI	 0.001 0.000	 0.008 0.044	 0.053 0.044	 0.112 0.250	Received
H4f	Sales-staff assistance →Hedonic value →Webrooming intention Path: CI moderate SA →HV Path: CI moderates HV →WI	 0.095 0.116	 0.021 0.013	 -0.041 -0.001	 0.002 0.052	Rejected
H4g	Sales-staff assistance →Utilitarian value →Webrooming intention Path: CI moderates SA →UV Path: CI moderate UV →WI	 0.000 0.657	 0.074 0.032	 0.131 0.060	 0.254 0.126	Rejected
H5f	Socialization →Hedonic value →Webrooming intention Path: CI moderate SO →HV Path: CI moderates HV →WI	 0.089 0.057	 0.021 0.014	 -0.097 -0.004	 0.003 0.060	Rejected
H5g	Socialization →Utilitarian value →Webrooming intention Path: CI moderates SO →UV Path: CI moderate UV →WI	 0.002 0.000	 0.047 0.035	 0.012 0.027	 0.047 0.035	Received

From the table above, it can be seen that consumer innovativeness does not increase the relationship between perceived usefulness of online search, perceived ease of online search, need for photo touch, sales staff assistance, and socialization on the hedonic value and webrooming intentions of luxury fashion consumers. The innovative level of luxury fashion consumers does not affect the relationship between online information search and the level of happiness of consumers, so it does not encourage webrooming behavior. In addition, it was also found that consumer innovativeness did not increase consumers' desire to shop offline to touch products, interact with store staff, and socialize with relatives towards the consumer's hedonic value for luxury fashion products so it did not encourage webrooming intentions.

Then, consumer innovativeness increases the relationship between perceived usefulness, perceived ease of online search, need for touch, and socialization on utilitarian values and webrooming intention. Innovative consumers tend to search for information online where

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consumers can access information quickly and get benefits so that consumers can know the quality, good product design, and durability to encourage utilitarian values. By having a perception of the quality of the product, consumers who have a high level of innovativeness also tend to do webrooming. Furthermore, in the aspects obtained in making offline purchases, consumer innovativeness increases the influence of the need for touch and socialization to encourage consumers to have a perception of the practical value of the product, which in turn enables consumers to engage in webrooming and buy luxury fashion products offline. Innovative consumers perceive a higher value in online information retrieval and offline purchases, so they show more excellent value in doing webrooming.

DISCUSSION

1. In the direct hypothesis, it is found that in online search, consumers get the benefits and ease of accessing information and reviews to encourage webrooming behavior, which is following previous research. The availability of information online that consumers can easily access motivates consumers to search for information online and make purchases in stores (Shankar & Jain, 2021). Consumers look for information online so that they can be more confident in their purchasing decisions at physical stores (Arora & Sahney, 2017). Furthermore, luxury fashion consumers make purchases at offline stores because there is an urge to touch goods and interact with relatives or family, which is also found in previous research. Luxury fashion consumers make purchases at physical stores to evaluate the product further by touching it so that they are more confident about the quality and function of the product (Aw, 2020; Kang, 2018). Luxury fashion consumers also take advantage of shopping time at offline stores to socialize and get opinions from their relatives to make more robust purchasing decisions (Shankar & Jain, 2021). However, it was found that help from store staff did not motivate consumers to do webrooming. The pressure influenced this or intimidation consumers felt when interacting with store staff so that they felt uncomfortable in their shopping experience (Arora & Sahney, 2019).
2. Furthermore, the hedonic value mediation hypothesis found that hedonic value does not motivate consumers to do webrooming, which is the same as previous research (Shankar & Jain, 2021). Although hedonic values and utilitarian values are one of the most significant factors that encourage consumers to buy luxury products, in the context of webrooming, it is found that consumers tend to do webrooming with the encouragement of practical values. Utilitarian values further encourage consumers to have webrooming intentions because consumers feel the benefits through online information searches and offline purchases so that consumers can know the quality, function, design, and durability of the product. Hedonic values were not found to mediate the relationship to webrooming intentions where there is a possibility that luxury fashion consumers do not feel happiness, joy, and enjoyment in searching for information online and making purchases offline.
3. Then in the moderation hypothesis of online risk perception, it was found that online risk perception reduces the intention of luxury fashion consumers in doing webrooming where which is different from the findings of previous studies (Arora & Sahney, 2019). Previous

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research found that online risk perception is one of the factors for someone to do webrooming (Arora & Sahney, 2019). However, another study found that online risk perception can reduce utilitarian consumer values and result in decreased consumer motivation to do webrooming (Shankar & Jain, 2021). Consumers with online risk perceptions are likelier to lower practical values than hedonic ones. Consumers find risks online, such as information that is not credible and user safety, which results in consumers being reluctant to seek information about product quality, functionality, and durability (Featherman et al., 2010). Therefore, consumers with high-risk perceptions do not seek information online and buy products offline.

4. Furthermore, in the consumer innovativeness moderation hypothesis, it is found that a high level of consumer innovativeness increases consumers' practical value and encourages them to do webrooming. This finding is consistent with previous research, which states that innovative consumers tend to engage in multichannel and cross-channel behavior (Cho & Workman, 2011), such as webrooming. Consumer innovativeness tends to increase consumer utilitarian value compared to hedonic value. Innovative consumers are consumers who have more knowledge about products, like to find information, and adopt technology and online platforms (Jebarajakirthy et al., 2021). Therefore, innovative consumers seek information online and offline to increase practical value to learn more about product quality, features, functionality, design, and durability. Consumers with high innovativeness search for information online and offline (Jebarajakirthy et al., 2021), thus encouraging webrooming behavior.

CONCLUSION

Based on the results of the analysis that has been carried out, the following conclusions are obtained. Perceived usefulness of online search, perceived ease of online search, need for touch, and socialization was found to have a positive and significant effect on webrooming. Luxury fashion consumers benefit from finding product information online and then making purchases at physical stores to touch the product directly and interact with their family or relatives. It was found that sales staff assistance did not encourage webrooming behavior due to the possibility that luxury consumers felt intimidated by the store staff. It was found that the hedonic value did not mediate the relationship with webrooming intention. In contrast, the practical value was found to mediate the perceived usefulness of online search, perceived ease of online search, need for touch, sales staff assistance, and socialization of webrooming intention so that luxury consumers do webrooming to satisfy their utilitarian values. Luxury consumers can obtain utilitarian value through an online search for information and re-evaluate products offline so that luxury consumers can gain knowledge about the quality and benefits of the product and gain confidence in good purchasing decisions. Online risk perception reduces the mediating effect of utilitarian values on perceived usefulness of online search, perceived ease of online search, and need for touch, sales staff assistance, and socialization to the webrooming intention of luxury fashion consumers. It was found that perceived risk has more impact on the relationship with utilitarian values than hedonic on high-involvement products such as luxury fashion. Luxury consumers who

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have online risk perception visit digital platforms to get information before making a final purchase from an offline store to reduce the perceived risk. Consumer innovativeness is also found increasing the mediating effect of utilitarian values on perceived usefulness of online search, perceived ease of online search, and need for touch, sales staff assistance, and socialization to the webrooming intention of luxury fashion consumers. High-innovative consumers use offline platforms to collect information and evaluate products directly through touching products, discussing with relatives, and asking shop staff. Therefore, consumers with high levels of innovation use online and offline channels to increase utilitarian value, encouraging webrooming behavior.

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