

Project Dissertation Report on
Evaluation of behaviors of customers on Webrooming
and Showrooming

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CERTIFICATE

This is to certify that the Project Report titled “**Evaluation of behaviors of customers on Webrooming and Showrooming**”, is a bonafide work carried out by **Shipra Adlakha** of MBA 2018-20 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I, **Shipra Adlakha**, student of MBA 2018-20 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that project dissertation Report on “**Evaluation of behaviors of customers on Webrooming and Showrooming**”, submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Shipra Adlakha

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Date:

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Shipra Adlakha

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EXECUTIVE SUMMARY

In the age of globalization electronic marketing is a great revolution. over the last decade majority of business organizations are running with technological change. online shopping or marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior and attitudes in the field of online shopping. Showrooming is the practice of examining merchandise in a traditional brick-and-mortar retail store or other offline setting, and then buying it online, sometimes at a lower price. The reverse way of showrooming is webrooming which is when consumers go online to search products, but then head to a bricks-and-mortar store to complete their purchase because they can see and touch the real products and have opportunities to experience the products that they want to buy. In the age of smartphones, tablets and ubiquitous price information, showrooming has become a real issue for traditional retailers. In this study, I also tried to study consumer's attitudes towards online as well as offline shopping and specifically studying the factors influencing consumers.

CHAPTER 1

INTRODUCTION

1.1 Background

Shopping habits are changing, so we need to have an idea of what a modern shopper is and some of their behaviour in-store. Regarding this, there are some buzzwords that everyone may have heard about; “Showrooming” and “Webrooming.” Showrooming is when you’re standing in a store, and you pull out your Smartphone to see if you can get a better price online. on the contrary, Webrooming is when you’re searching online, check what item you like and go to the store to pick it up. Every consumer is unique and behaves differently from others. Each person buys a product for his/her own reason or reasons. People differ widely in their purchasing behaviour. Showrooming — Consumer behaviour of viewing a physical product in-store but deciding to purchase it online, possibly due to the ease of price comparison. This could result in consumers leaving the store empty handed and placing an order online (eMarketer. 2012; Smith, 2013; Butler, 2013). Webrooming — Consumer behaviour where the research is conducted online on a stationary or mobile device, but the product is purchased in-store (Philips, 2013). Technology in the hands of the common man has empowered him beyond the level that is comfortable to the business. Information technology is one such force that has catapulted his power over the market and has influenced his buying behaviour. Internet has, over a couple of decades, developed into market place – market space – for the exchange of goods and services. E-business or E-commerce has now come to stay and is slowly occupying an important place in business transactions. Even the online stores are gaining prominence. To be successful, it will require business to be patient and understanding in dealing with the behaviour patterns of the customer behaviour. This understanding should help sales promotion activities to aid business growth. Customers are using mobile to become more informed during the shopping experience, whether it is showrooming or webrooming.

In the changing retail landscape, multichannel retailing has become a hard reality. The increased intensity of competition and growing demands of customers has made it imperative for marketers

to go multichannel. owing to this, the last decade witnessed the proliferation of interaction touch points between consumers and marketers. Technological developments, multiplicity of channels and penetration of internet have empowered customers to utilize multiple channels in the single purchase process. Consumers can shop for products at any time in the seamless retail environment and this increased flexibility has made understanding the buying behaviour more complex and challenging. Customers often search products in one channel and buy from another (Verhoef et al., 2007; Shin, 2007) which has brought enormous challenges for retailers (Venkatesan et al., 2007). Researchers in the past have referred to such behaviour as “free riding behaviour” (Telser, 1960; Singley and Williams, 1995) and present day researchers are referring to it as “research shopper phenomenon” (Verhoef et al., 2007) or “hybrid shopping behaviour” (Kalyanam and Tsay, 2013). Whether it is an online store or a physical store, the customer is not bound to buy the product after taking pre-sales services like collecting product information, product demonstration, sales staff assistance and product diagnosticity etc. Some customers take advantage of these services at a full service retailer and later buy from a lower priced retailer (Singley and Williams, 1995) or “an online store” leading to showrooming phenomenon as the multiple usage of channels helps consumers to reduce uncertainties in the buying processes (Flavian et al., 2016).

Kalyanam and Tsay (2013) have defined showrooming “as using the presentation and services offered by a brick-and-mortar channel but making the purchase in an online channel”. According to STATISTA reports (2014), 62% of shoppers in United States checked products offline before buying at an online store (D’Avanzo and Pilato, 2016). Vaan Baal and Dach (2005) reported that 26.4% of respondents finalized transactions online after visiting the brick and-mortar store. As per the DoubleClick reports (2004) as mentioned by Verhoef et al. (2007), 16% of shoppers gathered information at physical stores before purchasing offline. Richter (2013) has claimed that 48% of consumers use physical stores with “no plans of making a purchase”. She proffers that a quarter of customers change their minds while in process of shopping and end up emerging as potent risk for brick-and-mortar stores by conducting

showrooming behaviour. 45% of consumers who had decided to buy online decided to first check products at physical stores.

The above mentioned statistics clearly imply the seriousness of the showrooming issue and various researchers have expressed their concern over rising showrooming phenomenon (Mehra et al., 2013) and labelled it as a ‘growing’ problem for brick-and-mortar stores (Bhattacharya et al., 2016). Although research studies in the past have dealt with behaviours related to showrooming like cross-channel free riding (Chiu et al., 2011; Chou et al., 2016a), channel switching behaviour (Gupta et al., 2004a; Bansal et al., 2005; Pookulangara et al., 2011a) and research shopping behaviour (Verhoef et al., 2007; Wang et al., 2015) but individual studies on “showrooming” from a consumer’s perspective have not been conducted yet (Fiet et al., 2013; Rapp et al., 2015).

Due to competitive pressures and growing demands of customers, retailers are continually adding new channels to serve customers. This proliferation of marketing channels has provided much comfort, convenience and flexibility to customers but has brought extensive challenges for retailers. In the single purchase process customers are using different combination of channels to maximize the benefits of shopping which has eventually made understanding the consumer channel choice behaviour complex and unpredictable (Coughlan et al., 2001). The new empowered customer seeks hybrid utilities (Chiu et al., 2011; Kalyanam and Tsay, 2013) by exploiting particular channel qualities across different stages of the buying process (Konus et al., 2008; Van Bruggen et al., 2010) leading to ‘showrooming and webrooming phenomenon’. online buyers are increasingly pursuing ‘webrooming’ behaviour which implies the usage of online channels before buying at physical stores (Andrews et al., 2016; Flavian et al., 2016) while ‘showrooming’ denotes the intentional visit to a physical store before buying online (Rapp et al., 2015; Verhoef et al., 2015). The advent of online retail and penetration of internet has further fueled the passage to such ‘unconventional behaviour’ which scholars in the past have commonly referred to as ‘free riding behaviour’ (Telser, 1960; Singley and Williams, 1995) and

modern day scholars acknowledge it as ‘research shopper phenomenon’ (Verhoef et al., 2007; Wang et al., 2015) and ‘hybrid shopping behaviour’ (Kalyanam and Tsay, 2013).

PwC’s (PricewaterhouseCoopers) Annual Global Total Retail Consumer Survey (2015) contended that 70% of consumers globally have intentionally collected information online and later bought the product offline. The Forrester research (2014) in a report focused at predicting the cross channel sales in Europe from 2013 to 2018 founded webrooming behaviour to be a common pattern among the cross-channel free riders who switch channels to maximize the benefits of shopping (Verhoef et al., 2007). The report claimed that “webrooming sales outweigh online sales by 500 percent and 44% of all in-store purchases are expected to be influenced by web by the year 2018”. It becomes important for the marketers to understand and deal with this trending issue (Ailawadi and Farris, 2017) as it significantly affects online profits (Chiu et al., 2011). Surprisingly, while webrooming increases in popularity, there is a dearth of academic literature on the phenomenon (Flavian et al., 2016).

In order to address the above mentioned gap, an integrated model has been proposed utilizing the theory of planned behaviour (Ajzen, 1991) and technology acceptance model (Davis, 1989) to augment the understanding on the webrooming behaviour. A growing body of research affirms the better predictive and explanatory power of the reconciled models in behaviours that involve both technology and behavioral aspects (Venkatesh et al., 2003; Chen et al., 2007) which stands consistent with webrooming sequence. While TPB provides basis to understand the deliberate sequence, ‘online search-offline purchase’ followed by the consumer. Perceived online search benefits and offline purchase benefits have been used to determine the search attitude towards online channels and purchase attitude towards offline channels (Wang et al., 2015) which in turn affects the attitude towards webrooming behaviour. on the other hand, TAM fosters understanding on the behaviour by relating how the online information search helps consumers to reduce risk and uncertainty (touted as ‘perceived usefulness of the webrooming behaviour) in the overall buying process (Flavian et al., 2016) being facilitated by the ease of searching information online due to the recent developments in technology (Peterson and Merino, 2003).

Numerous researchers have affirmed the significant impact of online risk perceptions (Forsythe et al., 2006; Chiu et al., 2011; Chou et al., 2016) and lack of trust (McKnight et al. 2004; Olivero and Lunt, 2004; Ha and Stoel, 2009) in connection with consumer's decision to not to buy online which relates to the second phase of webrooming sequence. Thus, the model incorporates the impact of online risk perceptions and (lack of) trust in the conceptual model. As past research provides evidence for varying cross-channel free riding behaviour across various product type and categories (Van Baal and Dach, 2005; Konus et al., 2008; Heitz-Spahn, 2013), the study also addresses the impact of product type and categories on consumer's webrooming behaviour.

1.2 Objectives of the study

- to foster an understanding of showrooming behaviour from a consumer's perspective
- to examine the channel benefits that drive customers to visit the physical stores before purchasing the product online
- To examine the factors influencing the consumer to switch from the offline shopping to online shopping and online to offline shopping
- To find any relation between age and gender vis-à-vis ease of online shopping and overall satisfaction levels

CHAPTER 2

LITERATURE REVIEW

Nowadays, internet is not only for stage in networking and it is also as a medium to bond together for approximately every business with its clientele (Delafrooz et al., 2009). “E-commerce is also called online shopping.” It means running the entire procedure of business electronically by means of the internet (Chaffey et al., 2006). online Shopping is a method where consumers decide to purchase via the internet. For online shopping retailer, in order to make sure the accomplishment of e-commerce, it is significant to ascertain consumer needs and wants (Chaffey et al., 2006). Furthermore, online shopping is a fresh business strategy in Asian country (MasterCard, 2008). According to research done by ACNielsen, total of internet user is increasing time by time, 627 million people in the world has used internet as a medium to shopping (ACNielsen, 2007). Research done by Joines et al. (2003) and Houque et al. (2006) had come out with the same judgment which the internet user has constantly increasing and give impact to the online purchase on the internet. This result shows an opportunity arrived from the technology factor and can be as a benefit to company if they know how to use these chances. Li and Zhang (2002) examined the representative existing literature on consumer online shopping attitudes and behaviour based on an analytical literature review. As per Li and Zhang (2002), three out of the five dependent variables (purchasing behaviour, consumer attitudes and intentions) and three out of the five independent variables (service/vendor/ /product characteristics, personal characteristics, website quality) receive the most attention. The direct inference of these findings is that targeting more suitable customer groups, improving item for consumption and or service quality, and improving website feature can definitely persuade consumer attitudes and behaviour, leading to increased rate of recurrence of early purchase. Iyer and Eastmen (2014) found that the population of seniors who are more educated, well-informed and who are aware of the technology and those who have an optimistic behaviour towards online shopping and internet are more interested in online shopping. However their understanding and the use of internet by them have no association with their age and their satisfaction level whilst

purchasing online. Chaing and Dholakia (2003) carried out a study in which they examined the rationale of the customer to purchase goods online during their shopping. There are three variables in their study; accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase. When there are difficulties faced by a consumer in purchasing online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. Tabatabaei (2009) has explored the opinion of the consumers who are purchasing online and the consumers who are purchasing from offline market. The objective is to know why the traditional customer chooses to shop online and what are the factors influencing them to purchase online and what are the factor for them to not use the sites for shopping. The author has done a survey of 264 respondents in a small mall and then that data was analyzed. All the customers of this study are literate and have knowledge of computer and internet. The survey consists some of the questions like demographic profile, computer knowledge and the knowledge over the internet. The outcome of the study was that the consumers of online shopping use to shop online more than one time in a month and the consumer of offline shopping shop one to five times in a year from shopping sites. Soopramanien and Robertson (2007) conducted a study in UK on acceptance and practice of online shopping. Their exploration shows that the online consumers choose different course of action based on the apparent beliefs. They found that, how socio demographic variables, attitude and beliefs towards internet shopping effect on the both decision to practice and use of online shopping channels. They categorized online buying behaviour as the one who purchase from online sites and the one who only browse online sites and purchase from the store, and third those who do not buy online. The study do not cover the buyers who choose products in stores and buy online. Shergill and Chen (2005) conducted study in New Zealand regarding the consumer's attitude towards online shopping. Hausman and Siekpe (2009) analyzed a practical study in US regarding the effect of web interface features on consumer online purchase intention. E-commerce system is different from traditional information system. It has both features of information system and marketing channels. It contains machine and human element. An empirical finding shows that to know the motivation factors for online shopper, cognitive and psychological factors do have meanings. The

study finds both human and computer factors are necessary for antecedent for online shopping. Johnson et.al (1999) discussed to identify the factors influencing online shopping. This paper seeks to identify web consumer's demographic attitude towards shopping and reasons of online buying behaviour. This survey asked members of WVTM (Wharton virtual test market) whether they have purchased anything online. This study concludes that the consumer shop online or use online facilities to save time. The result of these study suggest several suggestions for the design of online shopping environment such as shopping site should make it more suitable to buy standard to repeat purchase items they should provide the information needed to make a purchase decision and purchasing process should be easy for the consumer. This paper conclude that the consumer appears to value the web time saving over its cost saving. The consumers attitude may change over time, accessibility rather than cost saving. The results show that the people who spend more money on lifestyle are on the net more and receive more emails compared to the other email users and internet users. online shoppers who have a weirder lifestyle are on the net more and receives more emails compared to the other email users and internet users. Bellman et al. (1999) examine the relationship among demographics, personal characteristics, and attitudes towards online shopping. Scarborough and Lindquist (2006) studied an empirical study on E-shopping in a multiple channel environment in which a segmentation schema is suggested based on patterns of e-purchasing and e-browsing including browsing on the internet with planned purchasing in an offline channel. Devaraj et.al (2006) critically analyzed an empirical study in USA regarding examination of online channel preference. They examined the behavioural and economic features that add to online consumer's satisfaction and further head to their preference of online channel. The results indicate that asset specificity and uncertainty structure variables the electronic marketplace are related with the conduct constructs such as, personalization, website design, time responsiveness, security and reliability of the online channel. Further, it was found that, personalization, time responsiveness, security, and reliability are also significantly linked to the consumer satisfaction outcome with the channel. Website design has no significant effect on online consumer's satisfaction. Finally, it was indicated that satisfaction resulting from the above conduct variables was strongly related to the consumer's online channel preference. Consumers navigate channels in a way that suits them on any particular shopping occasion, and they expect retailers to be accessible through every touch point. In order to understand how showrooming and

webrooming shape the customers journey, the interaction of customers across multiple channels needs to be examined. An empirical study by Frambach et al. (2007) has demonstrated that ‘the buying stage has an important influence on channel usage intention’. Consumers seek different benefits at the pre-purchase stage than during or after purchase. This can lead to dynamic channel preference during the whole buying decision process. While Frambach et al. (2007) focused on the dichotomy of online–offline, such dualism is now largely outdated, and the utilization of the growing number of channels by consumers is yet to be examined in the light of consumer decision making. To understand fully consumer shopping behaviour and engagement with different touch points, the terms customer journey and consumer decision-making process must be clarified. A review of consumer decision-making models led to the identification of the general stages consumers are said to go through to reach (or reject) a purchase decision (Evans et al. 2006). Quint et al. (2013) in their paper identified five types of shopping behaviors which are related to showrooming and webrooming. These are; Traditionalists- “Prefer the in-store shopping experience”; Experience-Seekers- “Value the best experience, not just price”; Savvys - “Calculating, but persuadable”; Price-Sensitive- “Don’t plan, but always opt for deals” and Exploiters - “Premeditated about lower prices” The review clarifies and simplifies the dominant dimension consumers consider when they make any online purchase decision. Following this, the major theoretical gap related to understanding what and why consumers do, and do not purchase using the Internet is explored with respect to the theories of retail change and consumer behaviour theory with particular reference to the buying decision process. More specifically, the study examined the interrelationships among quality, value, satisfaction, and loyalty when consumers choose to shop online.

Though the term “showrooming” has gained popularity recently but related concepts and behaviours have existed in marketing literature for long. “Free riding in retail” discussed in 1960’s by Telser also implied using services of a full service retailer before buying from a lower priced retailer (Carlton and Chevalier, 2001; Van Baal and Dach, 2005). Research shopper phenomenon as proposed by Verhoef et al. (2007) denotes the tendency of the customers to use different channels in the path of a single purchase process. Present day scholars are referring to “showrooming” as a particular form of research shopping behaviour (Mehra et al., 2013;

Verhoef et al., 2015) and Kalyanam and Tsay (2013) have presented 'showrooming' as one of the dimensions of free riding behaviour in their study.

Recent research works in the domain of multichannel retailing have also confirmed on consumers using different channels at different stages of the buying process (Schroder and Zaharia, 2008). The multiplicity of channels has made it easy for consumers to switch channels in the single purchase process (Van Bruggen et al., 2010). Researchers have found traces of behaviour where consumers switch channels as they pass through the different stages of buying process (Verhoef et al., 2007; Gensler et al., 2012) to minimize the costs and maximize the benefits of shopping (Pookulangara et al., 2011b) in a single purchase process (Neslin and Shankar, 2009). one of the critical challenges of this sudden upsurge of multichannel retail is showrooming (Zhang et al., 2010; Herhausen et al., 2015; Bhattacharjya et al., 2016).

Verhoef et al. (2015) have defined showrooming "as a particular form of shopping in which a shopper first searches offline and subsequently purchases online". Various other scholars have also referred to showrooming in a similar way (Mehra et al., 2013; Herhausen et al., 2015; Kim and Hahn, 2015). Though focused literature on showrooming is sparse (Rapp et al., 2015) but the topic is globally trending in the retail world. Showrooming assumes high relevance due to the negative impact of the phenomenon on the profitability of the brick-and-mortar stores (Mehra et al., 2013; Bhattacharya et al., 2016).

Recent research work on multichannel retail affirms the usage of online channels as mere virtual showrooms for collecting information followed by the movement to brick-and-mortar stores for purchasing the product (Van Baal and Dach, 2005; Verhoef et al., 2007; Kucuk and Maddux, 2010; Chou et al., 2016). In spite of the fact, that the term 'webrooming' has created the buzz recently yet related concepts and behaviours have existed in marketing literature since decades. The concept of free riding in retail proposed by Telser (1960), research shopper phenomenon (Verhoef et al., 2007; Wang et al., 2015) and hybrid retailing (Kalyanam and Tsay, 2013) share a coherence with the webrooming behaviour. Telser (1960) popularized the free riding conduct in

retail which suggests exploiting the pre-buy administrations in one channel and acquiring from another (Singley and Williams, 1995). Chiu et al. (2011) expressed concern over cross-channel free riding behaviour and defined it as “a unique case of retailer and channel switching in which one retailer provides services but the other closes the sale”. Kalyanam and Tsay (2013) have considered webrooming as a form of hybrid shopping behaviour which follows an online search offline purchase sequence. Verhoef et al. (2007) pioneered the concept of ‘research shopping behaviour’ and defined it as defined as “the propensity of consumers to research the product in one channel and then purchase it through another channel” and claimed webrooming to be the most commonly pursued form of research shopping behaviour.

CHAPTER 3

RESEARCH METHODOLOGY

The credibility of findings and conclusions extensively depend on the quality of the research design, data collection, data management, and data analysis. This section is dedicated to the description of the methods and procedures done in order to obtain the data, how they will be analyzed, interpreted, and how the conclusions will be done. This study conducted in order to know the customer preferences towards showrooming and webrooming. The type of study is descriptive using both primary and secondary data. The primary data is collected through self-administered close ended questionnaire. The primary data were derived from the answers respondents gave in the self-administered questionnaire. In addition, the information obtained from the interview also provided primary research data that supported the study. The secondary data on the other hand, were derived from the findings stated in published documents and literatures related to the research problem.

The primary data were derived from the answers respondents gave in the self-administered questionnaire. In addition, the information obtained from the interview also provided primary research data that supported the study. The secondary data on the other hand, were derived from the findings stated in published documents and literatures related to the research problem.

A pilot survey was done with a set of 12 questions. After the pilot study, some questions were added and some are deleted. Also ambiguity was removed in order to make the questionnaire easy to understand for the respondent.

The sample frame is selected from different age group, different sex and from different location of Delhi with people including students, employed and unemployed, etc who are shopping online and offline. Questionnaire was filled by 72 respondents. Due care was taken to ensure that the respondents understood all the questions and responded to the best of their ability.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Demographics

Table 1 shows the age category of population. The major of customer who use online/ offline shopping ranges mostly between 18 to 25 year age comprising of 65% of the total consumer.

Table 1: Age Profile

Age				
Years	18-25	25-30	30-35	>35
Frequency	47	23	0	2
Percent	65.3%	31.9%	0.0%	2.8%

From Table 2, we can see conclude that the percentage of male and female who are doing online and offline shopping. It shows 51% male go for the shopping and 49% female do the shopping online and offline.

Table 2: Gender Profile

Gender		
	Male	Female
Frequency	37	35
Percent	51.3%	48.6%

Table 3 shows that 33% respondents purchase once a month, 38% purchase once every 2 months, 8% purchase twice a week and 21% purchase once in a week.

Table 3: Frequency of purchase

Purchase Frequency				
	once a week	Twice a week	once a month	once in two months
Frequency	15	6	24	27
Percent	20.8%	8.3%	33.3%	37.5%

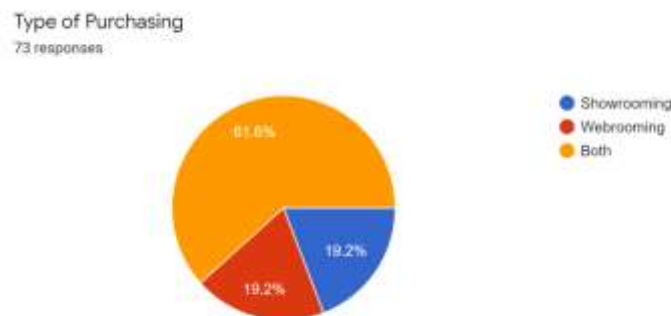
Table 4 shows that 28% respondents spend time on online shopping 1-2 hours per day, 27% respondents spend 0-1 hours, 24% respondents spend 2-3 hours and 21% respondents spend more than 3 hours per day.

Table 4: Time spent online

Time spent online				
Hours/day	0-1	1-2	2-3	>3
Frequency	32	14	8	18
Percent	0.4444	0.1944	0.1111	0.25

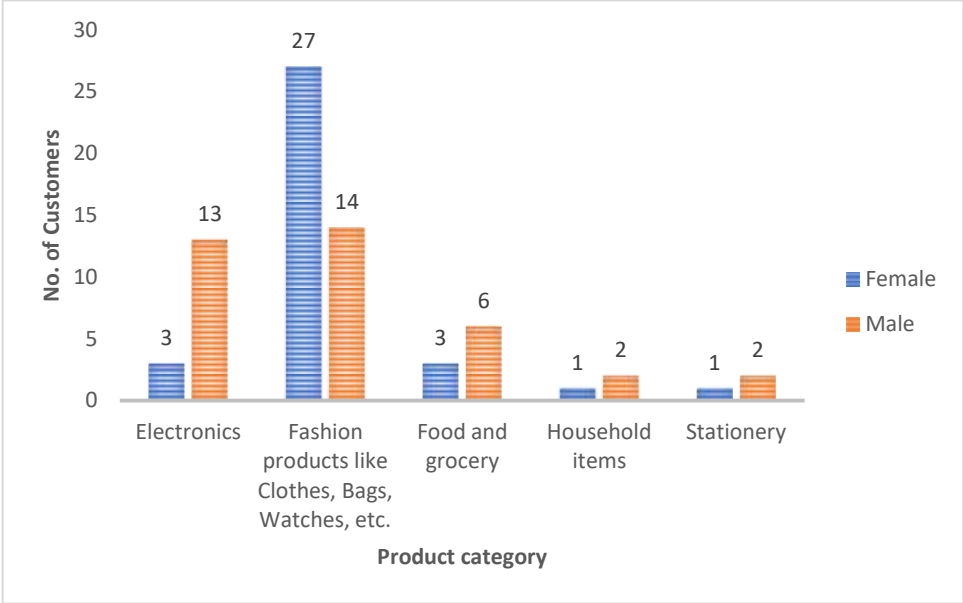
Type of Purchasing: Figure 1 shows that the majority of Delhi people have used both two forms. However, showroomers are equal to webroomers (about 14 persons).

Figure 1: Type of Purchasing



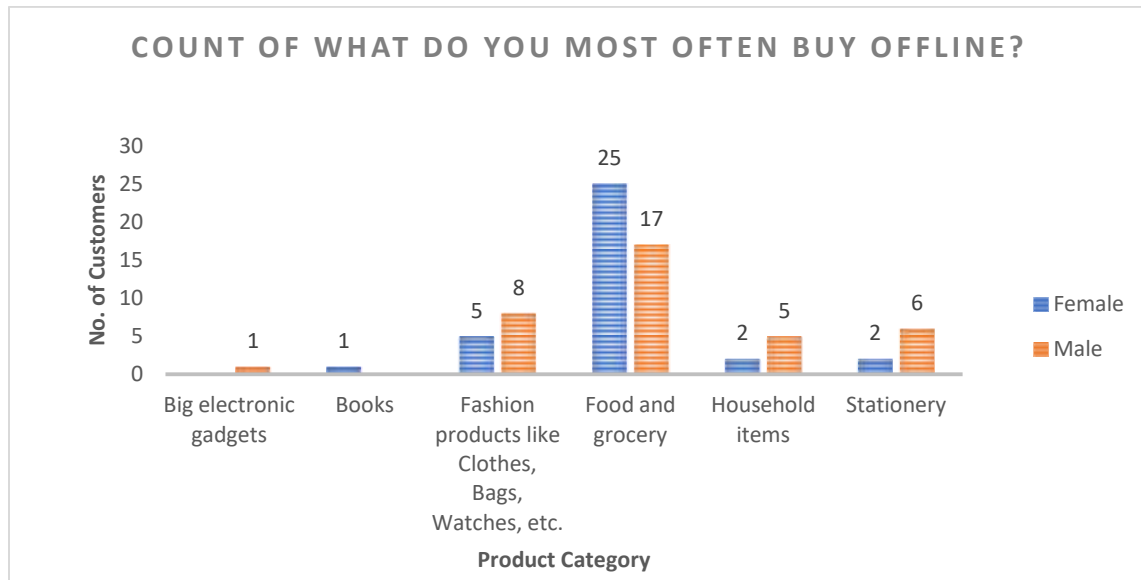
The products that customers often buy online: Here is the habit of online buying of customers in Delhi at present (Figure 2). In overall, women mainly buy fashion products (about the frequency of 27), electronics (03) and food (03) while men want to buy fashion products (14), electronics devices (13) and food and grocery (06). Both of men and women choose purchasing household goods quite a few (Male: 2, Female: 01).

Figure 2: Products most often bought online



The products that customers often buy directly: For the women and men both, the food and groceries are purchased directly the most (about the frequency of 25 and 17). For the fashion products, before going to the prestigious stores, women also have researched them online. Both women and men are interested in the same types of goods but the order is different between one another (Figure 3).

Figure 3: Products most often bought directly



The websites customers prefer when buying online: Looking at the statistics dashboard (Figure 4), it is to see a clear stratification among sites so that they are looking for product information. Amazon leads when compared with other websites. Approximately 62% of the customers use Amazon, 19% and 14% use Flipkart and Myntra respectively. This will be the main online source that the retailers must pay big attention on.

Figure 4: Websites customers prefer while buying online



Feeling of the customers when they buy online: In this graph (Figure 5), we have a 5 point Likert scale, that ranges from “1” being “Not at all satisfied” and “5” being “Completely satisfied”. Thus, more than 46% of the customers feel satisfied when they make any purchases online. Moreover, 27.4% customers feel neutral and completely satisfied after making any purchases online.

Figure 5: Satisfaction of the customers when they buy online



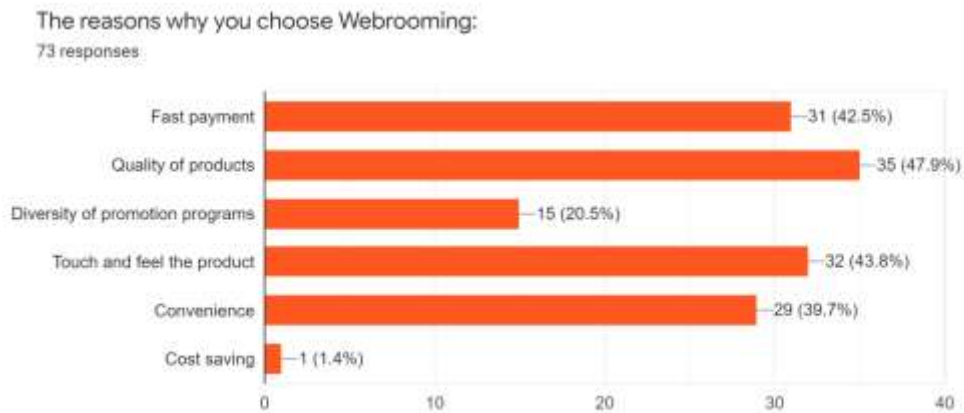
Feeling of the customers when they buy directly(offline) : In this graph (Figure 6), we have a 5 point Likert scale, that ranges from “1” being “Not at all satisfied” and “5” being “Completely satisfied”. Thus, more than 49% of the customers feel satisfied when they make any purchases through offline mode. Additionally, more than 38% customers feel completely satisfied after making any purchases offline.

Figure 6: Satisfaction of the customers when they buy directly (offline)



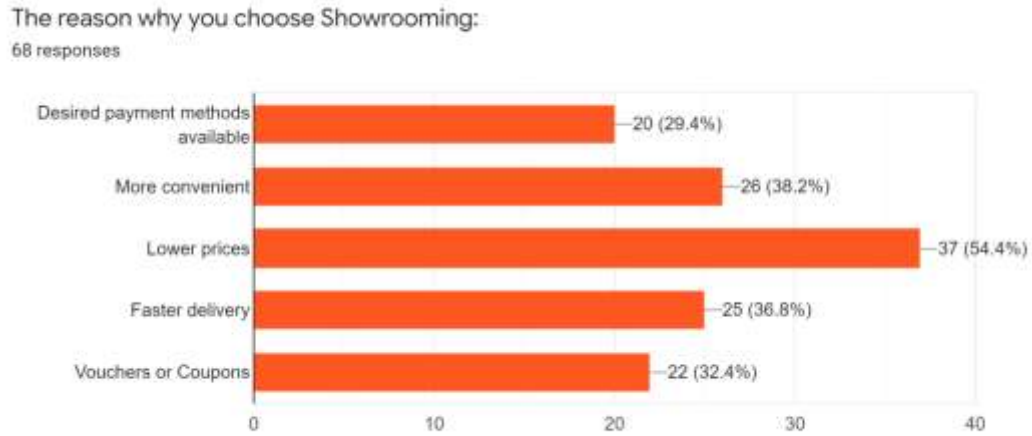
The reasons why customers choose Webrooming: Based on the chart (Figure 7), the best choices that suit the customers most, for instance, are the Quality of the product that the customers can judge while webrooming, touch and feel the product, etc.

Figure 7: Reasons for Webrooming



The reasons why customers choose Showrooming: Based on the chart (Figure 8), it is clear that consumers choose Showrooming because of the lower prices, convenience, and faster delivery.

Figure 8: Reasons for Showrooming



CHAPTER 5

SUMMARY AND RECOMMENDATIONS

This omnibus research market gives the overall picture of the shopping behaviors of consumers. This also helps the online business retailers as well as the traditional retailers to understand the psychology and social aspects affecting to customer nowadays in general and the clear difference in their behaviors among different age groups, different cultural levels, income and gender in particular.

Indeed, today's consumers are in control of their shopping experience, and they will use whatever tool is available to search for the most competitive offer – i.e. no matter what they're shopping for, consumers are in control of the brand experience. From electronics to infant care products, consumers conduct price comparison research on their mobile devices across a wide and diverse range of categories (An AprimoWhitepaper, 2013).

Therefore, to be able to stand in the very competitive market and to get success, here are some implications reserved for the retailers who operate its businesses not only under traditional channel but also under modern channel.

- The traditional retailers don't sell online. Retailers must focus on empowering their associates to deliver better service and improve the overall consumer experience in the store. It's necessary to build a good image through the personnel services, the atmosphere, the convenience and the comfortable at store. That will contribute for sure in keeping the current consumers and in attracting more new consumers.
- Enhance the in-store experience: A retailer can also offer incentives for customers to shop in the store, such as free shipping on orders placed instore, exclusive in-store items, easy returns, gift wrapping, longer guaranty and other perks like bonus loyalty points.

- Take advantage of social influences: Retailers must not only accept but embrace smartphone use in their stores. one way to do so is to encourage and participate in your consumers' social media interaction. Retailers can integrate social media in the store by creating displays that encourage “liking” merchandise or sharing pictures of a product via Facebook, Twitter or LinkedIn. Provide consumers with special promotions through social media, and use events and promotions to strategically drive revenue.
- The traditional retailers don't always have to fight with price with online retailers. They need to be sure that their prices are fixed in all over their channel network. If not, this may lead to loss revenue due to disbelieve of the consumers.
- The online presence is now very important for traditional retailers even they are not online setting: As said before, in the smartphone era, the consumers can do many things with this device during their shopping. It's a must to design the website impressively with much information as possible for the shoppers – i.e. the honest photos of products, the information about quality of products...And of course, the website with the function “Buy online”. Make an impressive video or online gameplay to attract the internet browsers. For that whenever they want to search information, they will think of you.
- Use SEO, social media channels like Facebook to make the website on top of the search engine. Whenever the customers need information about something they can reach the website at fastest rate.
- Create a Fan page in which the customers can join and get information about your news and promotions. Make more promotion on holidays, every weekend if they buy at stores.
- Create Apps (applications) on smart devices that provides all information needed about the products.

- Apply a new way of selling. That is Buy online Pick-up in Store (BoPS). It means online purchases at the store, allow users to purchase online and go to the store to get product. This has become very popular around the world in recent times.

CHAPTER 6

LIMITATIONS AND FUTURE SCOPE

- The study lacks empirical verification. The predictive results may differ from the actual results attained after the empirical verification is done.
- Apart from the considered channel benefits, others may also affect the search attitude towards online channels and purchase attitude towards offline channels.
- The element of cultural environment of trust has not been considered in the study. It is expected to influence the role played by trust considering the individualistic and collective cultures.
- Smartphones penetration and in-store usage is expected to strongly affect the webrooming behaviour of the customers but this has not been addressed in the study. This is an emerging field of research and therefore calls for more exploration for acceptance of the topic in the academic retail research.
- The impact of online vendor's reputation can also be brought under picture to assess the consumers' shopping conduct. An investigation to examine the shopping motivations that drive customers to first collect information online before purchasing offline can be conducted to enhance the understanding on consumers' shopping behaviour.
- An empirical verification is also warranted to examine the uncertainty reduction that occurs on account of the consumers visit to an online store prior to purchasing offline.
- The study has analyzed the buying process by fixing the consumer's search channel preference for the brick-and-mortar store and consumer's purchase preference for the online store, considering the unique nature of shopping behaviour. The study calls for external validation for analyzing the showrooming behaviour of customers.

- The investigation is limited to a few channel attributes that determined the perceived search benefits at a brick-and mortar store and perceived purchase benefits at an online store, however other channel attributes like negotiation possibilities, post-purchase services, variety available and past experience with the channel may also explain shopping behaviour as well.
- The influence of “trust in online buying” should also be tested. There is a need to examine and test this model on a large sample size by taking into consideration specific product categories and product type to come up with definitive generalizations.
- Further studies could be carried out to analyze the role of mobile technologies on showrooming and webrooming behaviour.

Nevertheless, the above mentioned limitations provide huge scope for carrying out the future research for enhancing understanding on the webrooming and showrooming behaviour.

CONCLUSION

As we can conclude from the analysis, majority of customers are between the age group 18-25 years who are interested in online as well as offline shopping. The phenomenon of showrooming and webrooming is also becoming more prevalent on this age group only. Majority of customers are doing online shopping because of experience and some of them are exploiters who are actually comparing the prices to get the best deal. As far as ranking is concerned, Amazon is the most preferred website when it comes to online shopping followed by Flipkart and Myntra. Feel of the product, better return policy and in-store discounts are the three major reasons that customer purchase offline. When it comes to online shopping convenience, lower prices, discounts and savings on time are three most important reasons for customers.

Also age is an important criterion when it comes to ease of online shopping. Retailers should focus on search engine optimization practices & web mobile site technologies that ensure that big search engines find the products on their sites that consumers are looking for. Retailers should create inventory & ordering systems that eliminate the line between the online & in-store experiences by offering in store pickup of item ordered online & home delivery of items ordered in the store. Reduce the frustration of shopping on mobile devices while creating cross device connections so customers don't feel like strangers every time they use different device to approach stores online sites.

In future, researchers may extend this study in understanding the policies and practices that brick and click companies need to employ in order to fight with the dynamic environment of online shopping. Studies in future should focus how to bridge the gap between online and offline shopping. How could the gap between online & offline shopping be reduced so that the phenomenon of showrooming and webrooming may not impact the retailer's profit.

ANNEXURE 1: QUESTIONNAIRE

1. Name
2. Gender
 - a. Female
 - b. Male
3. Age Profile (in years)
 - a. 18-25
 - b. 25-30
 - c. 30-35
 - d. >35
4. Type of Purchasing
 - a. Showrooming
 - b. Webrooming
 - c. Both
5. Frequency of Purchase
 - a. once a week
 - b. Twice a week
 - c. once a month
 - d. once in two months

6. Time spent online (in hours)
 - a. 0-1
 - b. 1-2
 - c. 2-3
 - d. >3

7. What do you most often buy online?
 - a. Food and grocery
 - b. Fashion products like clothes, Bags, Watches etc.
 - c. Household items
 - d. Electronics
 - e. Stationery
 - f. Sports equipment

8. What do you most often buy offline?
 - a. Food and grocery
 - b. Fashion products like clothes, Bags, Watches etc.
 - c. Household items
 - d. Electronics
 - e. Stationery
 - f. Sports equipment

9. Websites you prefer while buying online?

- a. Amazon
- b. Flipkart
- c. Nykaa
- d. Myntra

10. How satisfied do you feel while buying online?

- a. Not at all satisfied
- b. Slightly satisfied
- c. Neutral
- d. Highly satisfied
- e. Completely Satisfied

11. How satisfied do you feel while buying offline?

- a. Not at all satisfied
- b. Slightly satisfied
- c. Neutral
- d. Highly satisfied
- e. Completely Satisfied

12. The reasons why you choose Webrooming?

- a. Fast payment
- b. Quality of products
- c. Diversity of promotion programs
- d. Touch and feel the product
- e. Convenience

13. The reasons why you choose Showrooming?

- a. Desired payment methods available
- b. More convenient
- c. Lower prices
- d. Faster delivery
- e. Vouchers or Coupons

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