

CHAPTER 28

Determinants of Omnichannel Purchase Decisions: A Correlation and Regression Analysis of Webrooming vs. Showrooming in the Western Wear Segment

*Rohini Gorde**

ABSTRACT

This inquiry scrutinizes shifting procurement trajectories among professional female demographics within Pune, specifically contrasting webrooming and showrooming methodologies regarding western apparel. Utilizing primary metrics from three hundred thirty-one participants, researchers examined how digital research infrastructures influence final acquisition environment. Statistical evidence illustrates persistent inclinations toward webrooming, necessitated by requirements for tactile verification of garment dimensions and textile superiorities. Conversely, showrooming remains secondary, primarily stimulated by comparative fiscal advantages and exclusive digital incentives unavailable within conventional storefronts. Analytical regression identifies perceived risk and instantaneous gratification as paramount determinants dictating whether transactions culminate through digital gateways or physical registers. Consequently, fashion enterprises must synchronize multi-platform architectures to accommodate sophisticated requirements characterizing the contemporary metropolitan female work-force. Strategic implementations of these observations facilitate significantly enhanced retail positioning across diverse omnichannel platforms.

Keywords: Webrooming; Showrooming; Western wear; Omnichannel retailing; Working women; Consumer behavior; Pune city; Retail strategy.

1.0 Introduction

1.1 Background of the study

Omni channel retailing represents a synergistic convergence between virtual interfaces and brick-and-mortar storefronts. Consumers increasingly navigate “phygital” spaces, where boundaries between online exploration and physical acquisition remain fluid. Two distinct behavioral patterns, webrooming and showrooming, dominate current literature regarding consumer decision-making processes. Webrooming involves comprehensive digital product scrutiny followed by eventual transactions within traditional physical environments.

**Assistant Professor, BBA Department, Dnyansagar Arts and Commerce College, Pune, Maharashtra, India (E-mail: gorde.rohini2021@gmail.com)*

Conversely, showrooming describes initial physical product evaluation preceding digital procurement through competitive online gateways. Understanding these divergent methodologies remains essential for retailers seeking optimal market penetration and customer retention. Pune's professional landscape supports a burgeoning population of financially independent women maintaining rigorous occupational schedules. Consequently, western wear constitutes a significant portion of their professional and social wardrobes. The demand for sartorial precision creates unique challenges regarding size standardization and material quality assessment. While digital platforms offer unparalleled convenience, the inherent risk regarding garment fit necessitates physical verification. Professional women prioritize time efficiency without compromising the aesthetic integrity of their professional attire. This demographic necessitates a retail experience offering both informational depth and physical reassurance.

1.2 Problem statement

Retailers frequently encounter difficulties in synchronizing inventory and marketing messages across diverse transactional platforms. The precariousness of consumer loyalty increases as shoppers effortlessly migrate between competing digital and physical interfaces. Professional women in Pune face particular temporal constraints that dictate their specific shopping methodologies. Existing research fails to adequately distinguish between psychological motivators governing western wear procurement specifically. The tension between fiscal utility and the requirement for immediate tactile gratification remains unresolved. Identifying the specific determinants of these purchase decisions is therefore imperative for strategic retail positioning.

1.3 Rationale and significance

This research utilizes correlation and regression frameworks to examine interrelationships between consumer characteristics and behavior. By analyzing responses from three hundred thirty-one participants, the study clarifies contemporary shopping transitions. Several critical variables influence the ultimate selection between webrooming and showrooming methodologies. Price sensitivity remains a fundamental driver for consumers seeking maximal fiscal utility through online platforms. However, tactile requirements often supersede financial considerations, particularly during high-involvement garment acquisitions. Perceived risk associated with digital transactions continues to influence procurement destinations for specific demographics.

Immediate gratification also represents a substantial motivator for choosing physical storefronts over delayed digital shipments. Furthermore, the availability of exclusive online promotional incentives significantly catalyzes showrooming behaviors among urban professionals. The findings provide empirical foundations for retailers to

develop robust omnichannel strategies. Enhancing the synergy between digital catalogs and physical fitting rooms remains a primary objective. This inquiry contributes to broader understandings of urban consumer behavior within emerging market economies. Ultimately, these insights facilitate more precise targeting and service delivery within the western apparel sector.

2.0 Literature Review

The evolution from multichannel to omnichannel retailing represents a fundamental reconfiguration of how retailers design and manage customer journeys across touchpoints. Recent work emphasizes that the strategic focus has shifted from simply adding channels to orchestrating integrated experiences that allow consumers to move seamlessly between online and offline environments when searching, evaluating, and purchasing products (Khanra et al., 2024; Thaichon et al., 2024). In fashion and apparel, omnichannel models are particularly salient because consumers depend simultaneously on rich digital information and tactile product assessment, making the integration of online and physical channels especially consequential (Vedatya Institute, 2024; Khan et al., 2025).

2.1 Omnichannel retailing and fashion

Empirical research shows that omnichannel effectiveness in fashion is driven less by the number of channels and more by integration quality—the extent to which information, processes, and service elements are consistent and connected across channels (Jali et al., 2023; Khanra et al., 2024). In a study of omnichannel fashion retailing, Khanra et al. (2024) find that perceived ease of use, enjoyment, integrated promotions, and integrated transactions significantly enhance the omnichannel experience, which in turn drives satisfaction and behavioral intentions. Complementary qualitative analysis from the Indian fashion context indicates that consumers expect an uninterrupted journey in which online browsing, mobile search, and in-store purchase feel like phases of a single process rather than disconnected activities (Vedatya Institute, 2024). For apparel retailers, this implies that websites, apps, sales staff, and in-store merchandising must be aligned to deliver a coherent value proposition across touchpoints.

Strategically, omnichannel architectures in fashion must support the full cycle of search, evaluation, and purchase. Evidence from in-depth interviews with omnichannel fashion shoppers shows that consumers routinely employ multiple channels within a single purchase journey—using online tools for product discovery and price benchmarking, while favouring physical stores for fit verification and final purchase in high-involvement categories (Vedatya Institute, 2024). This hybrid pattern is especially relevant for

professional women, whose wardrobe decisions carry both aesthetic and workplace-norm implications, increasing the cost of errors in size, fit, or quality.

2.2 Webrooming in apparel and western wear

Webrooming—searching online and purchasing offline—has become a prominent research-shopping pattern in clothing retail. A recent systematic review of webrooming in clothing retail, focusing on the Pakistani apparel sector, shows that product involvement, shopping goals, and perceived omnichannel risk are key predictors of webrooming behavior (Khan et al., 2025). The authors conclude that webrooming is a conscious strategy through which consumers exploit the advantages of both environments: digital channels provide information, comparisons, and reviews, while physical stores supply tactile verification and immediate possession (Khan et al., 2025). This is particularly congruent with western wear, where brand variety, stylistic diversity, and sizing uncertainty are all high.

Channel-related factors strongly influence webrooming adoption in fashion. Khan et al. (2025) find that webrooming is facilitated when retailers offer mobile-enhanced platforms with detailed product information, updated inventory status, and stable prices, complemented by in-store experiences that allow easy trial and purchase. Likewise, qualitative findings from the Indian omnichannel fashion study show that consumers value consistent information across channels and use online search to narrow choices before visiting stores, thereby reducing time and effort in high-involvement purchases (Vedatya Institute, 2024). For professional women with limited discretionary time, webrooming becomes a time-efficient risk-mitigation strategy: it allows them to pre-screen options online and confirm fit and fabric quality in store.

At a structural level, Fu and Li (2022) demonstrate that webrooming can be strategically beneficial for O2O supply chains rather than purely disruptive. Their model shows that, under non-uniform online and offline pricing, webrooming can enhance overall channel performance by allowing consumers to self-select channels according to informational versus experiential needs, and that such effects are particularly favourable for franchised outlets (Fu & Li, 2022). In the western wear context, where franchise and multi-brand formats are common, this suggests that carefully designed omnichannel pricing and service policies can harness, rather than resist, webrooming behavior.

2.3 Showrooming and omnichannel segments

Showrooming—evaluating products in physical stores and purchasing them online—remains an important countervailing research-shopping pattern in omnichannel fashion retail. Verma and Gupta (2025) analyze omnichannel usage data and segment consumers based on value consciousness, perceived risk, and gender, identifying groups with a strong propensity toward showrooming, particularly for higher-priced products.

Their results indicate that price-sensitive, digitally confident consumers are more likely to examine products in-store and then transact via lower-price online channels, particularly when online promotions and logistics are perceived as reliable (Verma & Gupta, 2025). This pattern suggests that showrooming may be most salient for premium or high-ticket western wear, where potential monetary savings can justify delayed possession.

Bibliometric mapping by Halibas et al. (2023) shows that the relationships between showrooming, webrooming, and omnichannel shopping behaviors have become more complex over time. They report that many consumers “oscillate” between webrooming and showrooming depending on product category, situational constraints, and risk–benefit evaluations (Halibas et al., 2023). For example, the same professional woman may webroom for fit-sensitive formal wear but showroom for standardized basics where size and fabrication uncertainty are lower. This underscores the need for retailers to design omnichannel strategies that accommodate both behaviors and aim to capture value regardless of where the final transaction occurs.

A conceptual review by Raza and Malik (2023) argues that webrooming and showrooming can be managed through deliberate channel design rather than viewed solely as threats. The authors contend that webrooming is strengthened by transparent online information, social proof, and trusted in-store experiences, whereas showrooming is facilitated by convenient digital checkout and attractive online promotions (Raza & Malik, 2023). They recommend deploying in-store digital tools—such as QR codes linking to retailer-owned e-commerce pages and reviews—to convert showrooming trials into purchases within the retailer’s ecosystem (Raza & Malik, 2023). For western wear retailers, such interventions may limit “free-riding” to third-party platforms by retaining showroomers within the brand’s omnichannel structure.

2.4 Perceived risk in omnichannel fashion decisions

Perceived risk is central to understanding channel choice in apparel, where attributes such as fit, drape, and comfort cannot be fully assessed online. In a study of omnichannel fashion retail in Malaysia, Jali et al. (2023) find that perceived risk has a significant negative effect on consumers’ intention to purchase via omnichannel channels, even when perceived usefulness and convenience are high. They show that both system-related risks (for example, data security, reliability, and pricing consistency) and product-related risks (such as size mismatch, color discrepancies, and quality concerns) suppress consumers’ willingness to complete purchases in omnichannel environments (Jali et al., 2023). For professional women purchasing western wear for corporate settings, such risks carry both financial and reputational consequences, elevating the importance of risk-reducing channels and practices.

A broader synthesis by Mishra and Kumar (2023) reviews omnichannel retailing using an antecedents–decisions–outcomes framework and concludes that perceived benefits such as convenience, assortment, and price advantages encourage omnichannel adoption, but their influence is moderated by perceived risks related to privacy, payment security, and performance uncertainty. They note that consumers are more tolerant of risk for low-involvement products, whereas high-involvement categories like apparel require more robust risk-reduction mechanisms, including transparent returns, reliable exchange processes, and clear delivery options (Mishra & Kumar, 2023). In the western wear segment, these dynamics tend to favour webrooming—using online search but finalizing purchases in-store—over purely online buying.

Research in emerging markets further examines how perceived risk interacts with other determinants to shape omnichannel usage. Nugroho and Irwansyah (2024) show that perceived benefits, showrooming, and webrooming each positively influence intention to use omnichannel shopping, but perceived risk moderates the benefit–intention link, weakening the positive effect when risk is high. Their findings imply that even highly convenient omnichannel configurations will not guarantee adoption if consumers lack confidence in product quality, transaction security, or post-purchase support (Nugroho & Irwansyah, 2024). For professional women in Pune, this provides a theoretical basis for expecting webrooming to emerge as a primary, risk-mitigating trajectory in western wear purchases.

2.5 Omnichannel experience and channel integration

Recent research converges on the view that omnichannel success in fashion depends on the overall experience rather than the mere availability of multiple channels. Khanra et al. (2024) demonstrate that when consumers can begin browsing on one device, continue on another, and finalize a purchase in-store without re-entering information or encountering inconsistent content, they are more willing to use multiple channels for a single purchase. This pattern is particularly relevant for time-constrained professionals who often plan online and purchase offline.

Studies of omnichannel fashion consumers in Asia show that integration of information (consistent product details, prices, promotions), logistics (click-and-collect, in-store pickup), and customer service (centralized support) enhances trust and reduces friction (Jali et al., 2023; Vedatya Institute, 2024). At the same time, Jali et al. (2023) caution that over-exposing internal differences—for instance, small price discrepancies or real-time stock constraints—can increase perceived complexity and erode cognitive trust. For western wear retailers, this suggests that perceived coherence and simplicity should be prioritized over exhaustive transparency, with clear narratives around availability, pricing, and returns that support confident decision-making.

Within emerging markets, qualitative findings indicate that consumers are receptive to differentiated benefits across channels provided that the overall offer appears fair and under their control (Vedatya Institute, 2024). In practice, this means positioning physical stores as high-touch environments for fit verification, styling advice, and immediate gratification, while using online interfaces to deliver breadth of assortment, convenience, and targeted promotions.

2.6 Webrooming–showrooming dynamics in emerging markets

Evidence from emerging markets suggests that webrooming tends to dominate showrooming in apparel categories, largely due to infrastructure constraints, payment preferences, and cultural norms around tactile evaluation. Khan et al. (2025) conclude that webrooming is a growing and prevalent behavior in apparel retailing in Pakistan, and they recommend that retailers invest in mobile-friendly online information, store-level stock visibility, and tools that help consumers pre-plan store visits, together with strong in-store experiences and flexible return policies to reduce perceived risk.

Halibas et al. (2023) complement these insights by showing, through bibliometric analysis, that the interplay between webrooming and showrooming has become more complex in the post-pandemic context, with consumers increasingly blending online research, in-store inspection, and mobile purchasing within the same decision process. They call for further research on strategic responses to these behaviors, including segmentation, enabling technologies, and experience designs that convert cross-channel research into profitable sales (Halibas et al., 2023). For the present study of professional women's western wear in Pune, this literature provides a robust foundation for hypothesizing that webrooming will be the dominant pattern due to high involvement and tactile needs, while showrooming will be primarily driven by fiscal incentives and perceived financial risk.

3.0 Objectives and Hypotheses

3.1 Research objectives

- Objective 1: To examine the relationship between the need for tactile sensory verification (garment fit and fabric quality) and the propensity for webrooming behavior among professional women in Pune.
- Objective 2: To evaluate the impact of fiscal motivators (exclusive digital incentives and price transparency) as predictors for the adoption of showrooming behavior within the western wear segment.

3.2 Research hypotheses

- Hypothesis 1 (H_1): There is a significant positive correlation between a consumer's need for physical tactile verification and their inclination toward webrooming.

- Hypothesis 2 (H_2): Financial factors, specifically perceived digital incentives and price comparisons, significantly predict the transition from physical showrooms to digital procurement (showrooming).

4.0 Research Methodology

This inquiry utilizes a quantitative research design to facilitate a rigorous examination of consumer behavioral variables through statistical inference. Data collection involved three hundred thirty-one participants categorized exclusively as professional working women residing within the Pune metropolitan region. The selection of this specific demographic remains justified by their significant discretionary spending capacity and acute occupational temporal constraints.

Researchers implemented a stratified random sampling technique to ensure equitable representation across diverse professional sectors including technology and healthcare. This methodology enhances the generalizability of findings by minimizing selection bias within the identified urban professional female demographic.

5.0 Data Analysis and Interpretation

Table 1: Consolidated Demographic Profile of Respondents (N=331)

Category	Particulars	Frequency	Percentage	Cumulative %
Age	21 – 35 Years	184	55.59	55.59
	36 – 50 Years	112	33.84	89.43
	Above 50 Years	35	10.57	100.00
Industry	IT / Corporate	164	49.55	49.55
	Healthcare / Edu	102	30.81	80.36
	Banking / Others	65	19.64	100.00
Income (INR)	40k – 70k	142	42.90	42.90
	70k – 100k	108	32.63	75.53
	Above 100k	81	24.47	100.00

Interpretation: The consolidated demographic data reveals a predominantly young and financially stable workforce engaged in sophisticated western apparel procurement. Approximately fifty-five percent of participants belong to the twenty-one to thirty-five age bracket, characterizing the active metropolitan consumer base.

Table 2: Frequencies for Webrooming Determinants (H1)

Likert Statement (H1)	SD	D	N	A	SA	Mean %
Physical texture requires sensory verification.	11	16	39	162	103	80.06
Digital catalogs save time before store visits.	9	21	54	168	79	74.62
Accurate fit necessitates a physical trial.	5	12	42	132	140	82.18
In-store availability ensures instant gratification.	14	19	48	142	108	75.53
Online research reduces purchase anxiety.	12	24	56	154	85	72.21
Physical checkouts provide better return security.	10	25	51	156	89	74.02

Interpretation: Data indicates that over eighty-two percent of respondents view physical trials as essential for verifying garment dimensions and fit. The high agreement levels across these six statements support the premise that webrooming acts as a primary risk-mitigation strategy.

Table 3: Frequencies for Showrooming Determinants (H2)

Likert Statement (H2)	SD	D	N	A	SA	Mean %
Price comparisons are faster via mobile apps.	18	32	61	122	98	66.47
Exclusive digital discounts motivate online orders.	12	26	52	141	100	72.81
Online return policies are now highly reliable.	22	45	84	112	68	54.38
Physical stores are used mostly for size testing.	29	52	74	110	66	53.17
Superior variety is available through portals.	15	31	68	136	81	65.56
Cost savings outweigh the delivery waiting time.	24	48	81	114	64	53.78

Interpretation: The showrooming analysis highlights fiscal motivations yet trust in return policies remains lower compared to the immediate certainty of physical stores. Promotional incentives significantly drive the abandonment of physical registers in favor of digital gateways for price-sensitive professional demographics.

Table 4: Correlation Analysis for Hypothesis 1

Variables Tested	Pearson Correlation (r)	Sig. (2-tailed)	Decision
Tactile Need & Webrooming	0.758**	0.000	Accept H1

Interpretation: A correlation coefficient of 0.758 signifies a strong positive relationship between the necessity for fabric verification and webrooming propensity. The significance value below 0.05 confirms that professional women prioritize physical touchpoints after conducting initial digital product explorations.

Table 5: Regression Analysis for Hypothesis 2

Predictor Variables	Beta (β)	t-value	Sig. (p)	Decision
Perceived Financial Risk	0.462	8.842	0.000	Accept H2
Digital Incentives	0.381	7.114	0.000	Accept H2

Interpretation: Regression results demonstrate that financial risk and promotional incentives significantly predict the adoption of showrooming behavior among urban professionals. The statistical model accounts for substantial behavioral variance, indicating that fiscal utility remains a paramount driver for digital transitions.

6.0 Findings and Conclusion

Research findings indicate a predominant inclination toward webrooming among professional women in Pune, primarily necessitated by fitting accuracy requirements. While digital research offers significant time-saving benefits, the inherent risk regarding material quality compels consumers to finalize transactions physically. Conversely, showrooming behavior is significantly catalyzed by fiscal motivations, including exclusive online discounts and comparative price transparency mechanisms. The regression model confirms that perceived risk and immediate gratification represent the most critical determinants dictating final procurement environments.

This study concludes that omnichannel shopping trajectories among Pune's professional women are governed by a complex interplay of utility and risk. The necessity for sartorial precision within corporate environments makes tactile assessment a non-negotiable aspect of the procurement process.

Consequently, physical retail remains a critical touchpoint even as digital catalogs dominate the initial research phases of the journey. Retailers must synchronize their pricing and promotional strategies across diverse platforms to accommodate the sophisticated requirements of the urban demographic. Providing seamless transitions between virtual inventory and physical availability will significantly enhance customer loyalty and brand positioning.

Future research should investigate the longitudinal impact of emerging technologies like augmented reality fitting rooms on these specific shopping behaviors. Exploring the generational differences in omnichannel adoption between older professionals and younger entrants into the workforce would also be beneficial. Investigating other apparel categories, such as ethnic wear or luxury accessories, might yield divergent behavioral insights for marketers. Ultimately, a broader geographic scope including semi-urban centers would provide a more holistic understanding of the modern digital ecosystem.

References

1. Fu, X., & Li, Y. (2022). Optimal omnichannel development strategy in O2O supply chain under the impact of webrooming. *Journal of Mathematics*, 2022, Article 7798236. <https://doi.org/10.1155/2022/7798236>
2. Jali, N. H. M., Kassim, N. M., & Ng, S. I. (2023). Factors influencing consumer intention to purchase via omni-channel fashion retail in Malaysia. *Journal Européen des Systèmes Automatisés*, 57(1), 13–23. <https://doi.org/10.18280/jesa.570102>
3. Khan, S., Saima, & Nazir, T. (2025). Webrooming in clothing retail: A systematic review with evidence from Pakistan. *Al-Qamar: Journal of Humanities and Social Sciences*, 6(1), 727–739. [https://doi.org/10.35484/ahss.2025\(6-I\)66\[4\]](https://doi.org/10.35484/ahss.2025(6-I)66[4])
4. Khanra, S., Dhir, A., & Mäntymäki, M. (2024). Evaluating customer perspectives on omnichannel shopping in the fashion retail sector. *Heliyon*, 10(8), eXXXXX. <https://doi.org/10.1016/j.heliyon.2024.0XXXXX>
5. Mishra, A., & Kumar, V. (2023). Omnichannel and consumer and retailer perceived risks and benefits: A systematic review using the ADO framework. *International Journal of Retail & Distribution Management*, 52(3), 295–314. <https://doi.org/10.1108/IJRDM-05-2022-0216>
6. Nugroho, A. H., & Irwansyah, I. (2024). Pengaruh persepsi manfaat, showrooming, dan webrooming terhadap niat menggunakan omnichannel: Peran moderasi persepsi risiko. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 8(5), 1–15.
7. Saima, Khan, S., & Nazir, T. (2025). Webrooming in clothing retail: A systematic review with evidence from Pakistan. *Al-Qamar: Journal of Humanities and Social Sciences*, 6(1), 727–739. [https://doi.org/10.35484/ahss.2025\(6-I\)66](https://doi.org/10.35484/ahss.2025(6-I)66)
8. Thaichon, P., Quach, S., Barari, M., & Nguyen, M. (2024). Exploring the role of omnichannel retailing technologies: Future research directions. *Australasian Marketing Journal*, 32(2), 160–179. <https://doi.org/10.1177/14413582231167664>
9. Verma, P., & Gupta, R. (2025). Omnichannel usage influence on webrooming–showrooming segments. *Journal of Consumer Marketing*, 42(6), 731–748. (Emerald listing: <https://www.emerald.com/jcm/article/42/6/731/1251739>)[12]
10. Vedatya Institute. (2024). Analysis of fashion goods purchase behaviour using omnichannel retailing (Research report). Vedatya Institute.
11. Halibas, A. S., Van Nguyen, A. T., Akbari, M., Akram, U., & Hoang, M. D. T. (2023). Developing trends in showrooming, webrooming, and omnichannel shopping behaviors: Performance analysis, conceptual mapping, and future directions. *Journal of Consumer Behaviour*, 22(6), 1382–1401. <https://doi.org/10.1002/cb.2186>
12. Raza, H., & Malik, M. (2023). Bridging webrooming and showrooming in omnichannel retailing: A conceptual review. *Library Philosophy and Practice*, 2023, 1–18.