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# An Analysis of Factors Influencing Omnichannel Shopping Intention for Samsung Smartphone Products

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ABSTRACT

In today's competitive smartphone market, businesses are challenged to deliver seamless shopping experiences across online and offline channels. Understanding factors that shape omnichannel shopping intention is crucial for companies like Samsung to sustain consumer engagement. This study explores factors influencing consumers' intentions to purchase Samsung smartphones via omnichannel shopping. It proposes a framework integrating showrooming and webrooming perceptions with compatibility and perceived risk. Data were collected through an online survey of 140 respondents who had purchased Samsung smartphones through showrooming or webrooming in the past three years. Using IBM SPSS 26 for analysis, results show that showrooming perception, webrooming perception, and compatibility significantly affect purchase intention, while perceived risk does not. These findings highlight the importance of channel integration and building consumer trust to enhance omnichannel strategies for Samsung and similar retailers.

## INTRODUCTION

The widespread adoption of smartphones has reshaped how consumers engage with brands and retailers. In Indonesia, Samsung remains the market leader in the smartphone segment, operating in a saturated and highly competitive market where omnichannel strategies serve as critical differentiators. Omnichannel retailing, which seamlessly integrates online and offline channels, allows consumers to switch between shopping modes throughout their journey. Consumer behavior has evolved significantly, with many buyers now engaging in complex decision-making across platforms. Some begin product exploration online and complete purchases in-store (webrooming), while others examine products offline and finalize transactions online (showrooming). These behaviors underscore the strategic importance of effective omnichannel integration.

However, several issues persist in Samsung's omnichannel strategy, such as inconsistencies in store pickup availability, and limited integration between online and offline inventories. These challenges may lead consumers to feel that the omnichannel system does not align with their shopping habits or expectations (low perceived compatibility). Moreover, such inefficiencies may heighten perceived risks, especially when consumers consider placing online orders to be fulfilled by physical Samsung stores. Concerns about delayed fulfillment, or order miscommunication may deter customers from fully engaging in Samsung's omnichannel experience.

Research on omnichannel behavior in Indonesia's smartphone market remains limited, especially regarding Samsung. While global studies have explored showrooming, webrooming, and perceived risk, few have assessed how these variables simultaneously influence omnichannel purchase intention in a brand-specific context in Indonesia. Moreover, the mediating influence of compatibility in this relationship has been underexplored. This gap warrants a focused investigation to support better retail strategies for high-involvement products like smartphones.

Therefore, this study contributes to the omnichannel retailing literature by examining the influence of showrooming, webrooming, perceived compatibility, and perceived risk on consumers' omnichannel purchase intentions for Samsung smartphones in Indonesia. The findings aim to inform strategic improvements in Samsung's omnichannel implementation and offer insights for other retailers in similar markets.

## LITERATURE REVIEW

### *Innovation Diffusion Theory*

The Innovation Diffusion Theory (IDT), proposed by Rogers (2003), serves as one of the foundational frameworks in innovation adoption studies. IDT posits that the rate and likelihood of innovation adoption are influenced by five key attributes: relative advantage, compatibility, complexity, trialability, and observability. Of these, compatibility and perceived risk are particularly relevant for this study. Compatibility is defined as the degree to which an innovation aligns with an individual's values, experiences, and needs. In the context of omnichannel retailing, perceived compatibility refers to how seamlessly omnichannel services (e.g., store pickup, online order, website-to-store

integration) fit with consumers' lifestyles and past shopping behavior. The greater the alignment, the higher the likelihood that consumers will adopt the omnichannel method. On the other hand, perceived risk is another determinant emphasized by IDT, especially for innovations that require users to engage with unfamiliar processes or digital interfaces. In omnichannel environments, perceived risk may involve concerns related to order fulfillment, product authenticity, privacy, security, or financial loss. Therefore, consumers who perceive lower risk are more likely to trust and adopt omnichannel shopping behaviors.

***Prospect Theory***

Developed by Kahneman and Tversky (1979), Prospect Theory challenges the rational assumptions of the Expected Utility Theory by introducing cognitive biases and subjective value perceptions in decision-making under uncertainty. According to Prospect Theory, individuals evaluate potential gains and losses relative to a reference point rather than final outcomes, and they tend to overweight potential losses compared to gains. In the context of this study, Prospect Theory provides an appropriate lens to understand the role of perceived value in consumer decisions involving showrooming and webrooming. Showrooming is defined as the behavior where consumers browse or evaluate products in a physical store but complete the purchase online. Webrooming, on the other hand, refers to searching for product information online and subsequently purchasing it in a brick-and-mortar store. Both behaviors involve trade-offs and perceived risks that require consumers to assess their potential benefits (e.g., price savings, convenience, trust, immediacy). Prospect Theory suggests that consumers are influenced not only by tangible attributes but also by the psychological value derived from combining offline and online experiences. Thus, the perceived value of showrooming and webrooming plays a vital role in shaping consumers' omnichannel purchase intentions.

***Perceived Value of Showrooming***

The perceived value of showrooming is defined as the consumer's positive evaluation of the experience of gathering product information in a physical store before purchasing online. Several benefits include physical product interaction, better price discovery, and enhanced confidence in purchase decisions. Prior studies, such as Truong (2021), Mahyadin (2024), and Keshari et al. (2024), have consistently demonstrated a significant positive relationship between perceived showrooming value and the intention to shop using an omnichannel strategy. Showrooming is not merely a behavioral pattern but a decision-making strategy where consumers seek to optimize the shopping experience by leveraging the strengths of offline and online environments. Consumers who find this synergy valuable are more likely to engage in omnichannel purchases, especially for high-involvement products like smartphones.

***Perceived Value of Webrooming***

Perceived value of webrooming refers to the consumer's positive assessment of the benefits of researching products online and completing the purchase offline. It is associated with convenience in information gathering, access to consumer reviews, and the ability to verify availability or promotions before visiting a physical store. Consumers also experience a sense of reduced risk by finalizing the transaction in person. Empirical studies (Truong, 2021; Keshari et al., 2024; Agung et al., 2024) confirm that perceived webrooming contributes positively to omnichannel shopping intention. In the case of Samsung smartphones, customers may first explore specifications, features, and prices on the official website or e-commerce platforms before going to a retail store to validate the product quality, test usability, or seek personalized assistance. This behavior suggests that webrooming delivers value through information control, time efficiency, and physical verification, which enhances consumers' trust in their shopping decisions.

***Perceived Compatibility***

Perceived compatibility is the extent to which consumers perceive the omnichannel offering as fitting well with their shopping values, habits, and technological experience. According to IDT, innovations that align well with users' routines and cultural values are more likely to be adopted. In omnichannel contexts, compatibility may refer to features like the synchronization of online and offline inventories, digital assistance in stores, and flexibility in choosing order fulfillment methods (e.g., store pickup or delivery). Studies by Peiris et al. (2021), Shi et al. (2020), and Truong (2021) show that perceived compatibility is one of the strongest predictors of omnichannel adoption. If consumers perceive Samsung's omnichannel systems as intuitive, accessible, and integrated with their lifestyle, they are more inclined to use it as their preferred shopping method.

***Perceived Risk***

Perceived risk represents the consumer's belief about the potential negative consequences of engaging in omnichannel shopping. This includes concerns about system errors, fraudulent transactions, product mismatch, or delivery issues. According to prior studies (Chatterjee et al., 2021; Shi et al., 2020), higher perceived risks in omnichannel transactions negatively influence consumers' intention to adopt this approach. However, some studies (e.g., Keshari et al., 2024; Muchardie et al., 2023) found no significant effect of perceived risk, suggesting contextual and product-specific factors may influence risk perceptions. In the case of Samsung smartphones, consumers might hesitate to use the store pickup feature if previous experiences or online reviews suggest inconsistencies in stock availability or fulfillment delays. Similarly, the risk associated with online ordering (e.g., delivery time, potential damage) might deter some customers from fully engaging in the omnichannel journey.

H1: *Perceived Value of Showrooming has a significant effect on Omnichannel Shopping Intention.*

***Prospect Theory***

Prospect Theory posits that individuals evaluate potential gains and losses relative to a reference point and are generally risk-averse when facing uncertain outcomes. In the context of showrooming, consumers reduce uncertainty and perceived risk by physically inspecting products before purchasing them through online channels. This behavior enhances their sense of control and increases perceived value, thereby strengthening their intention to complete a transaction in a more familiar or rewarding channel.

According to Truong (2021), when consumers perceive showrooming as valuable, they are more likely to adopt omnichannel shopping methods. This finding is supported by Keshari et al. (2024), who confirmed that showrooming perception has a significant effect on omnichannel shopping intention. Similar results were found in studies by Agung et al. (2024) and Rana et al. (2024), both indicating that perceived value of showrooming positively and significantly influences the intention to shop via omnichannel platforms. Based on these findings, the author concludes that perceived value of showrooming influences consumers' intention to shop through omnichannel pathways.

H2: *Perceived Value of Webrooming has a significant effect on Omnichannel Shopping Intention.*

***Prospect Theory***

Prospect Theory also explains webrooming behavior, where consumers try to minimize perceived loss and maximize gain by gathering product information online before making a purchase in-store. This research-based decision-making reduces uncertainty, enhances decision confidence, and increases perceived shopping efficiency. Truong (2021) also states that if consumers perceive webrooming positively, they are more likely to engage in omnichannel shopping. This is supported by Keshari et al. (2024), who found a significant effect of webrooming perception on omnichannel shopping intention. Agung et al. (2024) also confirmed the positive impact of webrooming on consumers' intention to adopt omnichannel shopping, consistent with the findings of Rana et al. (2024). Based on this body of evidence, the author concludes that perceived value of webrooming has a meaningful influence on omnichannel shopping intention.

H3: *Perceived Compatibility has a significant effect on Omnichannel Shopping Intention for Samsung smartphone products.*

Innovation Diffusion Theory states that compatibility, or the extent to which an innovation aligns with users' values and past experiences, significantly influences its adoption. When consumers find omnichannel shopping compatible with their daily routines, device use, and shopping preferences, they are more likely to engage in it. Truong (2021) found that perceived compatibility significantly affects the intention to engage in omnichannel shopping. Ahmad (2024) also demonstrated a positive correlation between compatibility perception and omnichannel shopping intention. This is in line with findings by Peiris et al. (2021), who stated that compatibility positively influences behavioral intention to use omnichannel systems. Based on these studies, the author concludes that perceived compatibility is a significant factor influencing consumers' intention to shop across channels.

H4: *Perceived Risk has a significant effect on Omnichannel Shopping Intention for Samsung smartphone products.*

According to IDT, innovations that are perceived as complex or uncertain are less likely to be adopted. Perceived risk, whether related to product quality, transaction security, or delivery failure, represents a form of uncertainty that can inhibit the adoption of omnichannel shopping behavior. According to Truong (2021), the lower the perceived risk in omnichannel shopping, the greater the likelihood that consumers will engage in it to enjoy its benefits. Chatterjee et al. (2021) also stated that perceived risk affects consumers' intention to shop omnichannel. This is supported by Shi et al. (2020), who found that customer risk perception predicts omnichannel shopping intention. Based on these findings, the author concludes that perceived risk influences consumers' intention to shop via omnichannel.

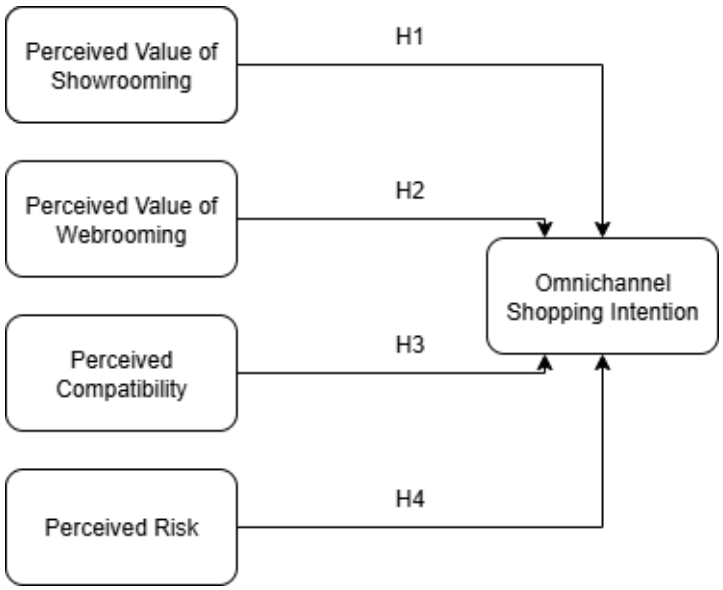


**Figure 1. Conceptual Framework**

## METHODOLOGY

This study employs a quantitative research approach with a causal design to examine the influence of perceived showrooming, perceived webrooming, perceived compatibility, and perceived risk on consumers' omnichannel purchase intention for Samsung smartphone products. The target population consists of individuals residing in the JABODETABEK area (Jakarta, Bogor, Depok, Tangerang, and Bekasi) who are over the age of 17 and have experience with showrooming (gathering information in-store and purchasing online) or webrooming (gathering information online and purchasing in-store) Samsung smartphones within the last three years.

Purposive sampling was chosen because the study specifically targets individuals with prior omnichannel shopping experience involving Samsung smartphones. This method ensures the collected data is relevant and reflects the behavioral patterns being studied. Given the nature of the variables, only those who had showroomed or webroomed Samsung products within the last three years could provide valid insights. The sample size was calculated using Cochran's formula, yielding a minimum requirement of 97 respondents. A total of 140 valid responses were collected through an online questionnaire distributed via Google Forms.

Data were gathered through a structured self-administered questionnaire using a 4-point Likert scale, ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). The questionnaire consisted of items adapted from previous research (notably Truong, 2021) and measured five constructs: perceived showrooming, perceived webrooming, perceived compatibility, perceived risk, and omnichannel shopping intention. Data analysis was conducted using IBM SPSS version 26, including validity and reliability tests, classical assumption tests, and multiple linear regression to test the hypotheses. The t-test, F-test, and coefficient of determination ($R^2$) were used to assess the significance and strength of the relationships between variables.

## RESEARCH RESULT

### *Validity Test*

**Table 1. Validity Test**

| Variable | Indicator | r | Status |
|---|---|---|---|
| Perceived Value of Showrooming | PVS1 | 0.721 | Valid |
| | PVS2 | 0.696 | Valid |
| | PVS3 | 0.689 | Valid |
| | PVS4 | 0.653 | Valid |
| | PVS5 | 0.689 | Valid |
| | PVS6 | 0.744 | Valid |
| | PVS7 | 0.625 | Valid |
| | PVS8 | 0.667 | Valid |
| Perceived Value of Webrooming | PVW1 | 0.708 | Valid |
| | PVW2 | 0.701 | Valid |
| | PVW3 | 0.594 | Valid |
| | PVW4 | 0.742 | Valid |
| | PVW5 | 0.714 | Valid |
| | PVW6 | 0.647 | Valid |
| | PVW7 | 0.635 | Valid |
| | PVW8 | 0.710 | Valid |
| Perceived Compatibility | PC1 | 0.740 | Valid |
| | PC2 | 0.753 | Valid |
| | PC3 | 0.751 | Valid |
| Perceived Risk | PR1 | 0.882 | Valid |
| | PR2 | 0.876 | Valid |
| | PR3 | 0.880 | Valid |

| | | | |
|---|---|---|---|
| Omnichannel Shopping Intention | OSI1 | 0.646 | Valid |
| | OSI2 | 0.651 | Valid |
| | OSI3 | 0.721 | Valid |
| | OSI4 | 0.715 | Valid |

*Source: SPSS Output, 2025*

The test results showed that all variables in this study had Cronbach's Alpha values exceeding 0.60, confirming that the instrument is reliable and suitable for further statistical analysis. These results validate that the measurement instrument used in this research meets both validity and reliability requirements and can be used to analyze the relationship between perceived showrooming, perceived webrooming, perceived compatibility, perceived risk, and omnichannel shopping intention.

**Reliability Test**

**Table 2. Reliability Test**

| Variable | Cronbach's Alpha | Reliability Standard | Status |
|---|---|---|---|
| Perceived Value of Showrooming | 0.838 | 0.6 | Reliable |
| Perceived Value of Webrooming | 0.834 | 0.6 | Reliable |
| Perceived Compatibility | 0.605 | 0.6 | Reliable |
| Perceived Risk | 0.852 | 0.6 | Reliable |
| Omnichannel Shopping Intention | 0.613 | 0.6 | Reliable |

*Source: SPSS Output, 2025*

All indicators were found to be reliable, as they demonstrated Cronbach's Alpha values above 0.60. This indicates good internal consistency and confirms the overall reliability of the measurement instrument used in the study.

The regression model used is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon \ldots\ldots\ldots$$

Where:

Y = Omnichannel Purchase Intention.
$X_1$ = Perceived Showrooming.
$X_2$ = Perceived Webrooming.
$X_3$ = Perceived Compatibility.
$X_4$ = Perceived Risk.

*Normality Test*

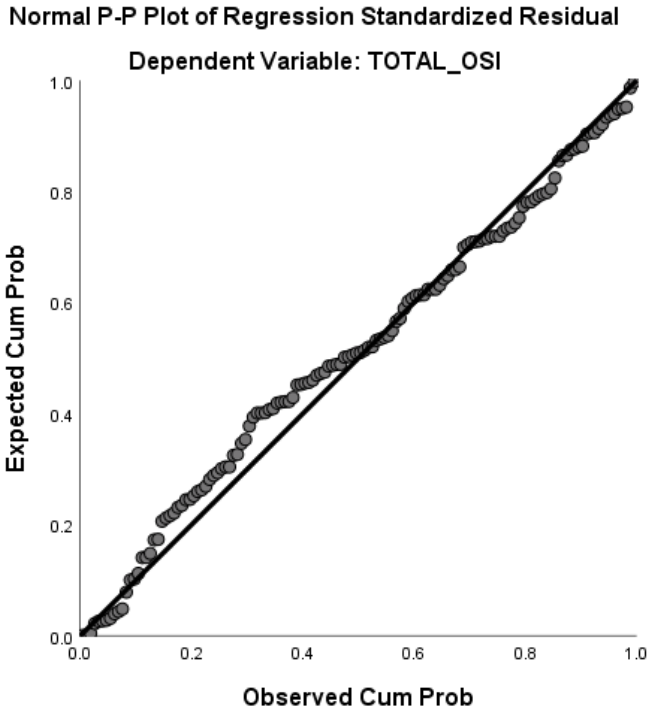


**Figure 2. Normality Test P-P Plot**

The plot shows that the data points are closely aligned with the diagonal reference line, indicating that the residuals are approximately normally distributed. This suggests that the regression model meets the assumption of normality, allowing further statistical testing to proceed with confidence.

*Coefficient of Determination ($R^2$)*

The $R^2$ value indicates how much of the variance in the omnichannel shopping intention can be explained by the independent variables.

**Table 3. Coefficient Determination**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .760 | .577 | .565 | 1.206 |

*Source: SPSS Output, 2025*

*T- Test Result*

To evaluate the individual effects of each independent variable on Omnichannel Shopping Intention, a t-test was conducted using a significance threshold of 0.05. The critical t-value was 1.977 with 135 degrees of freedom (two-tailed test). The results are summarized in Table 4.

**Table 4. T-Test**

| Variable | B | Std. Error | Beta | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 2.600 | .951 | - | 2.753 | .007 |
| Showrooming | .076 | .029 | .172 | 2.659 | .009 |
| Webrooming | | .034 | .269 | 3.809 | .000 |
| Compatibility | | .093 | .445 | 5.946 | .000 |
| Risk | | .041 | -0.74 | -1.285 | .201 |

*SPSS Output, 2025*

The t-test was employed to assess the individual impact of Perceived Value of Showrooming, Webrooming, Compatibility, and Risk on Omnichannel Shopping Intention, using a significance level of 0.05 and a t-table value of 1.997.

H1: *Perceived Value of Showrooming has a significant effect on Omnichannel Shopping Intention.*

The t-test result (t = 2.659; Sig. = 0.009 < 0.05) indicates that the effect of perceived value of showrooming on omnichannel shopping intention is statistically significant. Therefore, the null hypothesis ($H_0$), which states that showrooming has no effect, is rejected, and the alternative hypothesis (Ha) is accepted. This implies that consumers who perceive value in physically evaluating products before purchasing online are more likely to engage in omnichannel shopping. The finding supports prior research (Truong, 2021; Keshari et al., 2024) that highlights showrooming as a valuable touchpoint for reducing uncertainty and enhancing decision-making.The strongest influence comes from Perceived Compatibility (t = 5.946, Sig. = 0.000; β = 0.445), emphasizing that alignment with consumers' habits and preferences is a key factor in adopting omnichannel shopping behavior. In contrast, Perceived Risk does not significantly affect shopping intention (t = -1.285, Sig. = 0.201; β = -0.074), suggesting that concerns about potential risks are less relevant in this context possibly due to increased trust in Samsung's omnichannel infrastructure.

H2: *Perceived Value of Webrooming has a significant effect on Omnichannel Shopping Intention.*

The test result (t = 3.809; Sig. = 0.000 < 0.05) confirms a significant positive effect of perceived webrooming on shopping intention. Consequently, $H_0$ is rejected and Ha is accepted. This indicates that consumers who rely on online sources for information before buying offline exhibit higher intention to engage in omnichannel shopping. This aligns with previous findings (Mahyadin, 2024; Rana et al., 2024), emphasizing that webrooming enhances decision confidence and convenience.

H3: *Perceived Compatibility has a significant effect on Omnichannel Shopping Intention.*

With the highest t-value (t = 5.946; Sig. = 0.000 < 0.05), perceived compatibility has a strong and statistically significant influence on omnichannel shopping intention. Thus, $H_0$ is rejected, and Ha is accepted. The result reinforces Innovation Diffusion Theory, suggesting that compatibility i.e., the degree to which omnichannel systems align with consumers' lifestyles and habits plays a crucial role in adoption. This is consistent with findings by Shi et al. (2020) and Peiris et al. (2021).

H4: *Perceived Risk has a significant effect on Omnichannel Shopping Intention.*

The result (t = -1.285; Sig. = 0.201 > 0.05) shows that perceived risk does not significantly influence omnichannel shopping intention. In this case, the null hypothesis ($H_0$) is accepted, and the alternative hypothesis (Ha) is rejected. This suggests that concerns about transactional or operational risks are not strong deterrents for Samsung's customers, possibly due to the brand's established credibility and digital maturity. This contrasts with earlier studies that reported a negative influence of risk perception (Chatterjee et al., 2021; Shi et al., 2020), indicating a possible shift in consumer trust toward omnichannel systems.

In summary, Webrooming, Showrooming, and Compatibility are significant drivers of omnichannel shopping intention, while Risk perception appears to have little and insignificant impact. These findings underscore the importance of cross-channel convenience and personalized consumer alignment in shaping omnichannel engagement.

## DISCUSSION

This study aimed to examine the influence of perceived showrooming, webrooming, compatibility, and risk on consumers' intention to shop omnichannel, specifically in the context of Samsung smartphone purchases. The findings provide meaningful insights into consumer behavior in omnichannel retail environments.

First, the perceived value of showrooming was found to have a significant effect on omnichannel shopping intention. This suggests that when consumers view showrooming as useful by experiencing a product physically before purchasing it online they are more likely to adopt omnichannel shopping behavior. This is consistent with previous research by Truong (2021) and Keshari et al. (2024), who emphasized the value consumers place on tactile experiences that reduce uncertainty and improve decision-making.

Similarly, the perceived value of webrooming also has a significant effect on consumers' intention to shop by omnichannel method. Consumers increasingly rely on online information sources such as reviews, price comparisons, and product specifications before finalizing purchases in physical stores. This aligns with findings from Mahyadin (2024) and Rana et al. (2024), which show that webrooming enhances perceived convenience and confidence, driving cross-channel engagement.

The most influential factor in this study was perceived compatibility. Consumers are more inclined to use omnichannel services when these services align with their existing shopping habits, preferences, and lifestyles. This supports the principles of Innovation Diffusion Theory (Rogers, 2003), where compatibility is a key determinant of technology adoption. Previous studies by Shi et al. (2020) and Peiris et al. (2021) also found that compatibility significantly influences behavioral intention, particularly when consumers perceive the omnichannel approach as seamless and coherent with their expectations. On the other hand, perceived risk did not show a significant effect on omnichannel shopping intention. While earlier studies (e.g., Chatterjee et al., 2021; Shi et al., 2020) suggested that risk could act as a barrier to adoption, the lack of influence in this study might indicate a shift in consumer perception. It is possible that trust

in established brands such as Samsung, along with the growing familiarity with digital transactions, has reduced consumers' concerns about potential risks in cross-channel shopping.

Overall, the findings of this study reinforce the importance of creating an integrated, consistent, and consumer-aligned omnichannel experience. Retailers should focus on maximizing the value consumers derive from both physical and digital touchpoints while ensuring that the omnichannel journey aligns with their behaviors and expectations. Reducing friction between online and offline experiences may further enhance consumer satisfaction and drive loyalty in competitive markets like the smartphone industry.

## CONCLUSIONS AND RECOMMENDATIONS

This study concludes that perceived showrooming, webrooming, and especially compatibility have a significant positive influence on consumers' intention to shop omnichannel, while perceived risk does not show a significant effect. These findings suggest that consumers are more motivated by the convenience and alignment of omnichannel services with their shopping habits rather than concerns over potential risks. Based on these results, it is recommended that retailers enhance the integration between online and offline channels, ensuring a seamless experience. Emphasis should be placed on aligning omnichannel features with consumer behavior and preferences to increase perceived compatibility. Although risk was not a major factor, maintaining consumer trust through secure systems and transparent policies remains important. Additionally, improving online product information can further support consumer decision-making, especially for those engaging in webrooming behavior.

## ADVANCED RESEARCH

This study is limited to respondents in the JABODETABEK area and focuses solely on Samsung smartphone products, which may restrict the generalizability of the findings to other regions or product categories. Additionally, the use of a non-probability sampling method may limit the representativeness of the sample. Future research could expand the geographic scope to include other regions in Indonesia or compare multiple smartphone brands to gain broader insights. Researchers are also encouraged to explore additional variables such as trust, brand loyalty, or technological readiness, and to consider using longitudinal or experimental methods to better capture changes in consumer behavior over time.

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