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A Conceptual Framework on Webrooming Behavior of Luxury Customers (The Case of Gold and Jewelry)

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Abstract

Purpose: The development of e-commerce and online shopping has given rise to emerging concepts of consumer behavior, including webrooming. Due to the novelty of the concept of webrooming in this study, an attempt has been made to provide a conceptual framework to explain this behavior and the factors affecting its formation.

Method: In this regard, a field survey study was conducted by distributing questionnairy among a sample consisting of 384 gold and jewelry customers in Tehran. The questionnaires consisting of 9 dimensions and 38 items were distributed among the members of the statistical sample after ensuring reliability and validity. Data analysis along with partial least squares technique and Smart PLS software were used.

Findings: According to the results, the benefits of online and offline channels have a significant impact on webrooming attitude; It was also discovered that attitude, perceived risk, anticipated regret, subjective norms and behavioral control have a significant impact on behavioral inclination and webrooming.

Conclusion: The results of goodness of fit showed that the proposed model in this research has a good validity and fit. Given that webrooming has a negative

impact on online sales; the results help online retailers mitigate this phenomenon by targeting webrooming antecedents.

Keywords: Webrooming, Luxury Goods, Online Search, Anticipated Behavior.

Introduction

The advent of the Internet and the advancement of information technology has provided customers with thousands of new contact points to connect with retailers, their competitors, manufacturers, other customers and independent providers throughout their purchasing process. In this regard, customer behavior during the shopping process has changed from a linear and single channel shopping behavior to a complex and structured network behavior that includes many different online and offline channels. In the multi-channel retail environment of today, customers often search in one channel but eventually buy from another, constantly and often subconsciously moving between the online and offline worlds and between different providers (Herrero-Crespo et al., 2021). This complex and structured network purchasing process is commonly referred to as customer travel, which involves "customer searching and using all online and offline contact points from a variety of sources, including retail outlets, competitors, and additional contact points." If customers choose different contact points in the search and purchase phase, they conduct so-called research buying behavior (Arora et al., 2019). Verhoef et al. (2007) defined the concept of research shopping behavior as "consumers' desire to search for a product in one channel and then buy it through another." In 2007, the researchers claimed that online search and offline shopping were the most common forms of research shopping behavior. This behavior is called webrooming today. In addition to webrooming, showrooming behavior is also common, in which customers first search offline and then shop online (Flavián et al., 2020).

According to a recent survey of 2,000 shoppers, 74% of US and UK customers engage in webrooming behavior, mostly for electronics, clothing and household goods. With more than two-thirds of customers surveying online before shopping offline, webrooming has become more common in European countries and is much more common among customers than other shopping behaviors. Not only Americans and Europeans but also Asian shoppers are increasingly showing off their webrooming behaviors. A consumer study in nine major Asian cities shows that approximately 80% of these customers exhibit webrooming behavior when shopping (Kleinlercher et al., 2020).

Marketing managers are always aware of the intention and buying behavior of customers to increase sales of their current or new products or services, and hence, information about the purchase intention can be used in purchasing decisions related to product demand (current and new

products), market segmentation and strategies. Progress and promotion assist managers. Luxury goods and the motivation to buy luxury brands for Asian consumers, especially in the Middle East, has increased significantly in recent years (Norouzi et al., 2020). Luxury goods, including gold and jewelry, pose many challenges to consumers in making decisions due to their high prices. Obviously, when buying luxury goods from online stores, there is always a high level of perceived risk, because on the one hand the customer does not have the power to touch and see the products up close, and on the other hand the price of these goods is often very high. This causes many customers to be hesitant to buy luxury goods, especially gold, from online stores (Rodrigues et al., 2018). In this situation, many buyers of gold jewelry prefer to use online channels only as a source for information about different designs, price fluctuations and comparison of different products; that is webrooming behavior (Shankar et al. , 2021).

The study of customer behavior has always been an important area of marketing research. The advent of e-commerce and changes in consumer behavior at the cyberspace have added to the complexities of consumer behavior. Concepts such as webrooming are essentially emerging fields in the consumer behavior literature; for which, no Persian equivalent has been coined and defined yet. A review of the literature also signify that many studies on behaviors such as webrooming and show rooming have not been conducted in the country and in the literature abroad there is still no complete agreement on the conceptualization of these behaviors. Therefore, elucidating this concept and providing a framework for explaining the factors affecting the occurrence of webrooming behavior among domestic consumers is of great importance both in terms of research and application. With these explanations, in the present study, an attempt has been made to provide a conceptual framework for explaining the antecedents of webrooming behavior, based on the evidence obtained from consumer behavior studies. In this regard, the present study was carried out to propose a sophisticated conceptual framework in order to explain webrooming behavior based on a combination of the theory of planned behavior, technology acceptance model and anticipated regret. The main question this research proposes is as follows: What are the antecedents of webrooming behavior in online shopping?

Literature Review

Webrooming is a slang used to indicate that consumers research into

online purchases of products before purchasing them at a physical store. The slang often contrasts with another consumer method called show rooming, in which the customers first try the product at a physical store before buying it online. Webrooming is quite the opposite - shoppers first check products online before buying them in a physical store (Khoshtaria et al., 2021). These trends are examined in part by marketeeres to determine their impact on physical retailers. As webrooming on the Internet has been incorporated into consumer behavior across all channels around the world, research into the webrooming phenomenon is becoming increasingly important. Due to the new complexity that has arisen with many different contact points and providers that the customer can choose during their journey, retailers are trying to identify, understand and provide services to customers with webrooming behavior (Shankar et al., 2021). These customers experience a kind of free ride by searching in one retail channel and shopping in another retail channel (that is, they receive the necessary information from an online sales website free of charge, without having to buy from it). When dealing with these people, retailers have to offer their services for free in the search phase, but ultimately lose the valuable sales that the customer generates during the purchase phase. Therefore, identifying, understanding, and providing better customer service with webrooming behaviors is critical for retailers to prevent them from losing competitors in the purchasing phase (Herrero-Crespo et al., 2021).

Consumers' perception of the benefits of the comparative channel at different stages of the purchasing process is the driving force behind research purchasing behavior. Verhoef et al. (2007) categorized channel features in terms of benefits and costs and compared online stores with catalogs and physical stores. They argue that customers who behave in the webrooming manner, may benefit most from the comparative channel and find that the Internet is a preferred search channel because it provides quick and easy access to a large amount of information and thus evaluates products and facilities. On the other hand, the physical store is preferred for shopping due to the increased quality of service and low purchase risk. Their findings have been consistently validated in the literature and thus help us better understand why webrooming has become so common in today's multichannel environment (Mukherjee et al., 2021).

In this study, uncertainty reduction theory and anticipated regret view are used to explain webrooming behavior. According to these theories, obtaining more information about a product helps customers reduce the

risk and uncertainty associated with the purchasing process. Online available information, like other customers' perspectives, helps the consumer gain more confidence in a product and then buy that product in an offline (traditional) store (Arora & Sahney, 2017). Moreover, the experience of other customers about the desired product, which is expressed in the form of users' views in the online environment, helps the customer to avoid post-purchase regrets - due to the wrong purchase decision - (Aw, 2019). Shopping from an offline store also helps customers avoid the many risks of online shopping (Manss et al., 2019).

Given the nature of online shopping, some researchers suggest that a combination of Theory of Planned Behavior (TPB) and Technology Acceptance Model (TAM) represent appropriate approach to understanding customers' online shopping behavior. According to the theory of planned behavior, attitude, perceived control, and mental norms are the most important factors shaping human behavioral tendencies and behavior (Ajzen, 1991). According to the technology acceptance model, people's behavioral tendencies depend on their attitudes about perceived ease and usefulness (Davis, 1989). While the theory of planned behavior provides the basis for understanding the "reason for searching for information online before purchasing a product in an offline store," the TAM model highlights the key role of technology in helping customers obtain product information. A combination of these two theories (TPB and TAM) helps us to better understand both the technical (technological) and behavioral aspects of webrooming.

Despite the growing importance of using web space in multi-channel retail environment, only a small number of studies examines the details of webrooming. Orús et al. (2016) and categorizes customers based on the importance of four separate contact points (physical store, online store, mobile phone, and social media) in the search, purchase, and post-purchase journey of the customer. They identify three areas of research buyers who prefer to research online and shop offline, and thus provide further evidence to support webrooming as the most common form of research shopping. Flavián et al. (2019) examined the impact of webrooming by examining how previous interaction with an online product affected customers' shopping behaviors in the physical store. They found that combining online search and offline shopping for a target product, compared to in-store search and purchase, increased customer intent, and satisfaction with the search process, and assurance of choice. In another study, Arora et al. (2017) compared webrooming and showrooming and

found that cyberspace creates a sense of smart shoppers and confidence in making the right choice among customers. In turn, these feelings have a positive impact on customer satisfaction with the search process. In another study conducted by Flavián et al. (2020), they actively examined webrooming and showrooming behavior to assess the impact of these two research-buying behaviors on the customer experience. Based on their results, webrooming customers save more time when shopping than showroomers, and webrooming customers are more likely to make better purchasing decisions than showroomers. In addition, the authors found that webrooming creates more control and responsibility among customers than showrooming.

Some existing studies on cyberspace have identified the socio-demographic and psychological characteristics of webrooming and thus have evaluated the background of webrooming. A conceptual study by Jing (2018) used a combination of planned behavior theory and technology acceptance model to make suggestions about possible webrooming incentives, such as ease of online search and distrust of online shopping. Viejo-Fernández et al. (2019) examined more than 4000 customer trips and found that the product features for the webrooming purchase decision were more than showrooming. In addition, they found that most web browsers travel to the physical store with extensive information about the product and its features, and with a very brief idea of what they want. Overall, a review of the literature shows that there has been no research conducted in Iran to conceptualize webrooming. In foreign studies, different antecedents have been proposed for webrooming; therefore, it is necessary to develop a comprehensive model to identify behavioral factors affecting webrooming. On the other hand, a review of the relevant literature shows that some behavioral theories, such as the theory of planned behavior or anticipating regret, represent good basis for conceptualizing webrooming. Therefore, in the present study, these behavioral theories are used to explain how the intention and behavior of webrooming are formed.

Purpose of the Study

The most important outcome of reviewing the research literature is scarcity paucity (if not saying lack) of studies conducted in our country to conceptualize webrooming behavior. A review of overseas studies also shows that there is no complete consensus on the factors that explain webrooming behavior; this highlights the need to provide a conceptual

framework in order to explain the phenomenon of webrooming behavior among customers; the present study is basically conducted to serve such a purpose.

A review of the literature pertaining to customers' webrooming behavior suggests that the use of online channels has an effective role in obtaining information about the desired products, and this is engraved as a value in the customers' mind (Shankar, 2021). The first advantage of online channels is that searching for information on such channels does not cost the customer money. On the other hand, by searching online, the customer can get the views of other customers who have experience buying the product, which has a great impact on their purchasing decision (Lim et al., 2016). Also, most online stores have a products classification section, which makes it easy for customers to search and obtain information about different products (González et al., 2021). According to these explanations, the first research hypothesis is defined as follows:

H1. The benefits of online search have a positive and significant impact on customers' attitude towards webrooming.

While online search has many benefits for customers, buying goods from offline stores also has values for customers that motivate them to do webrooming (online search and offline shopping). In an offline store, the customer can easily see and even touch the product they want. This increases his confidence in the features of the product; while online product images can't create such confidence in him (Kleinlercher et al., 2020). In addition, many customers, especially luxury goods customers, use the opinions and advice of sales staff to make purchasing decisions, which is the case in offline stores rather than online channels (Maggioni et al., 2020). Accordingly, the advantages of buying from a physical store act as an effective factor in the occurrence of customers' webrooming behavior. Therefore, the second research hypothesis is formulated as follows:

H2. The benefits of offline shopping have a positive and significant impact on customers' attitudes toward webrooming.

According to the theory of planned behavior, attitude is one of the building blocks of behavioral tendencies; this is also the case for webrooming behavior, meaning that creating a positive attitude towards webrooming increases the intention to engage in such a behavior (Arora & Sahney, 2019). On the other hand, as mentioned in the theory of planned behavior, mental norms and behavioral control are other prerequisites for the emergence of behavioral tendencies. Therefore, these two factors can

also be involved in the development of behavioral tendencies towards webrooming (Bhatti et al., 2020). According to the theory of anticipated regret, the customer's fear that the purchased product does not really meet his wishes will prevent him from buying online. Therefore, predictable regret can be assumed as one of the main antecedents in the behavioral intention of webrooming (Viejo-Fernández, 2021). Furthermore, a review of the literature on online shopping behavior of customers shows that online shopping is always associated with levels of risk. Although with the proliferation of online stores, customers' skepticism about online shopping has decreased today, there is still perceived risk as a factor shaping online shopping behavioral tendencies (Wai et al., 2019). This is especially true for goods for which the customer has to pay a high price (Javadi et al., 2012). Accordingly, the following research hypotheses have been formulated as follows:

H3. Attitude towards webrooming has a positive and significant impact on the behavioral intention of webrooming.

H4. Subjective norms have a positive and significant impact on webrooming behavioral tendencies.

H5. Behavioral control has a positive and significant impact on the behavioral intention of webrooming.

H6. Predictable regret has a positive and significant impact on webrooming behavioral tendencies.

H7. Perceived risk has a positive and significant impact on webrooming behavioral tendencies.

Based on the theory of planned behavior, behavioral intention is the immediate precedent of behavior. Accordingly, we can expect that the increase in the intention towards webrooming will lead to the emergence of real webrooming behavior. The results of other studies also provide evidence to support this relationship (Arora et al., 2019; Aw, 2019).

H8. Behavioral intention of webrooming has a positive and significant impact on webrooming behavior.
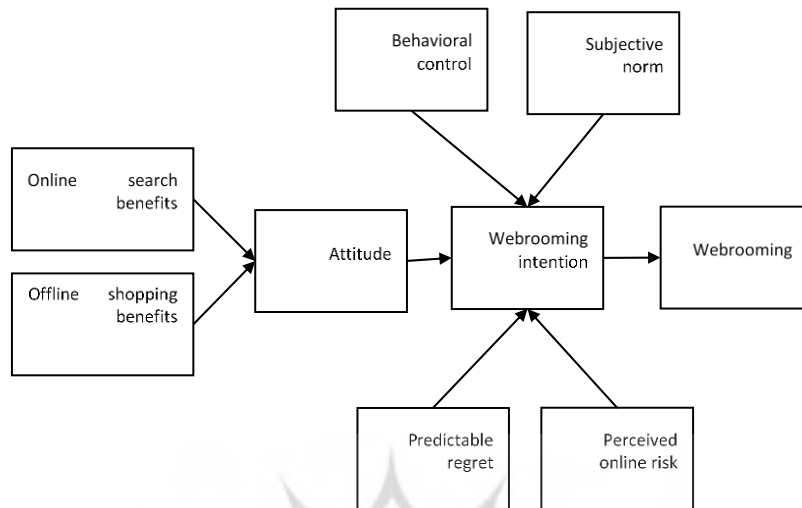
Figure 1. Conceptual framework

Method

The main purpose of this study is to provide a conceptual framework for webrooming behavior of buyers of luxury goods. In this regard, the present research is applied in terms of purpose. In terms of nature and method , it is a descriptive-survey research that is conducted in a cross-sectional manner in terms of time. Statistical population includes all customers of gold and jewelry in Tehran, (infinite population), out of which a sample of 384 people was selected using the Cochran's formula. Given that there is no difference between members of the statistical community in terms of research objectives, random convenience sampling was used.

$$d \cong 0.05$$
$$t \cong 1.96$$
$$n \cong \frac{t^2 pq}{d^2} \cong \frac{1.96^2 \cdot 0.5 \cdot 0.5}{0.05^2} \cong \frac{0.9604}{0.0025} \cong 384$$
$$p \cong 0.5$$
$$q \cong 0.5$$

Library and field methods were used in data collection in this study. The scale used in this research was a self-administrative questionnaire consisting of nine dimensions and 38 items. It should be noted that the questionnaire is based on a five-point Likert scale. To evaluate the validity of the

questionnaire, content validity method (experts' opinion) and structural validity (divergent and convergent validity) were used. To evaluate the reliability of the questionnaire, Cronbach's coefficient and composite reliability (CR) were applied.

After ensuring the reliability and validity of the questionnaire, the measuring variables was distributed among the members of the statistical sample. After collecting the questionnaires and entering the data in Excel file format, the data was analyzed. In this research, the partial least squares method has been used to test the hypotheses. All analyzes were performed using SPSS and Smart PLS software.

Findings

The partial least squares method was used to validate and evaluate the final model of webrooming behavior. This analysis has been examined at two levels of external model (measurement part) and internal model (structural part). In all cases, the loading factor is 0.6 and the bootstrap value (t-statistic) is greater than the critical value of 1.96. Therefore, it can be concluded that each structure has been measured correctly. The values of convergent validity values and reliability of research variables are presented in Table 1.

Table 1. Convergent validity and reliability of research structures

Constructs	AVE	Composite reliability (CR)	Cronbach's alpha
Webrooming intention	0.592	0.878	0.826
Webrooming behavior	0.554	0.861	0.799
Perceived risk	0.682	0.895	0.843
Behavioral control	0.524	0.814	0.701
Online search benefits	0.547	0.851	0.778
Offline shopping benefits	0.608	0.861	0.787
Webrooming attitude	0.561	0.767	0.594
Subjective norms	0.570	0.772	0.712
Predictable regret	0.807	0.926	0.881

Convergent validity (AVE) for all structures was estimated greater than 0.5. Cronbach's alpha and combined reliability are also greater than 0.7. Finally, the values of the Heterotrait-Monotrait validity index (HTMT) for measuring divergent validity are also presented in Table 2.

Table 2. Divergent validity based on Heterotrait-Monotrait criteria

Constructs	1	2	3	4	5	6	7	8
Webrooming intention								
Webrooming behavior	0.217							
Perceived risk	0.630	0.297						
Behavioral control	0.540	0.244	0.586					
Online search benefits	0.258	0.142	0.178	0.307				
Offline shopping benefits	0.429	0.317	0.291	0.671	0.618			
Webrooming attitude	0.579	0.272	0.619	0.483	0.226	0.375		
Subjective norms	0.401	0.345	0.474	0.419	0.168	0.223	0.424	
Predictable regret	0.225	0.111	0.159	0.615	0.801	0.214	0.306	0.159

HTMT statistical information in all cases is less than 0.9, so divergent validity is also confirmed. Considering the findings of this scale, we can test the research hypotheses. The relationship of the studied variables in each of the research hypotheses is tested based on a causal structure with the PLS partial least squares technique. In the general research model, shown in Figure 2, the relationship between the main research variables is presented.
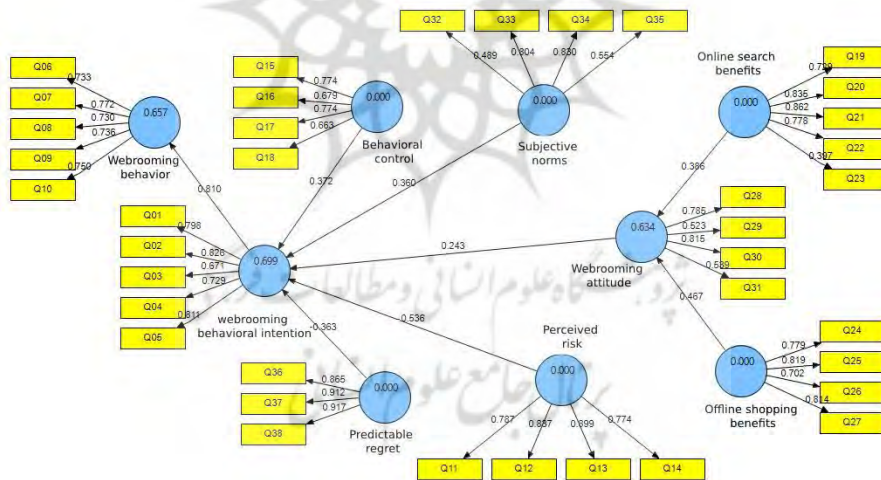

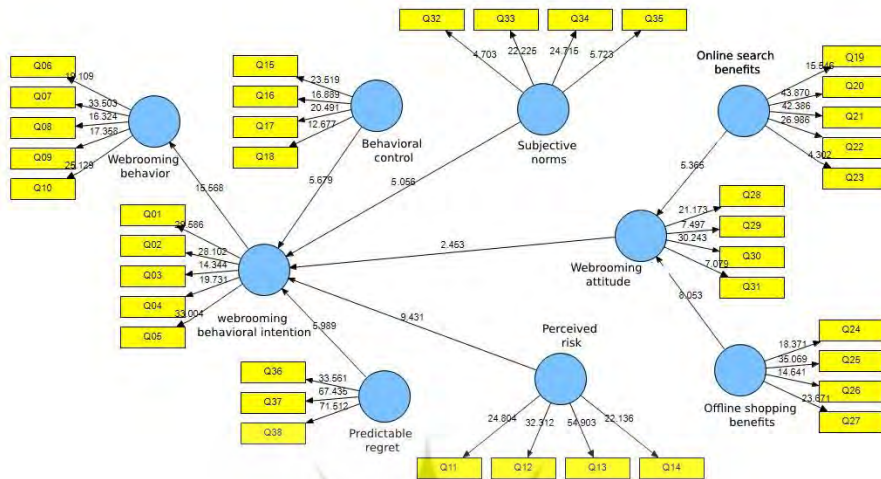**Figure 2. Webrooming behavior pattern validation results (standard estimate)**

Figure 3. Significance of webrooming behavior pattern (bootstrapping)

The coefficient of impact of online search benefits on attitude towards webrooming was 0.386 and t-statistic was 5.365. The coefficient of impact of offline shopping benefits on the attitude towards webrooming is 0.467 and the t-statistic is 8.053. Therefore, it can be claimed with 95% confidence: the benefits of online search and the benefits of offline shopping have a positive and significant impact on the attitude towards webrooming. The coefficient of influence of webrooming attitude on webrooming behavioral intention was 0.243 and t-statistic was 2.453. Therefore, it can be claimed with 95% confidence: the attitude towards webrooming has a positive and significant impact on the behavioral intention of webrooming.

The coefficient of impact of behavioral control on webrooming behavioral intention was 0.372 and t-statistic was 5.679. The coefficient of impact of subjective norms on webrooming behavioral intention was 0.360 and t-statistic was 5.056. Therefore, it can be claimed with 95% confidence: Behavioral control and mental norms have a positive and significant impact on the behavioral intention of webrooming. The impact of perceived online risk on webrooming behavioral intention was -0.536 and t-statistic was 9.431. The coefficient of predictable regret impact on webrooming behavioral intention was -0.363 and t-statistic was 5.989. Therefore, it can be claimed with 95% confidence:

online perceived risk and predictable regret have a negative and significant impact on webrooming behavioral intention. The coefficient of influence of webrooming behavioral intention on webrooming behavior was 0.810 and t-statistic was 15.568. Therefore, it can be claimed with 95% confidence: the behavioral intention of webrooming has a positive and significant impact on webrooming behavior.

Finally, the fit of the model was examined. The structural part of the model, unlike measurement models, does not deal with the obvious questions and variables of the model and only pays attention to the hidden variables and the relationships between them. In this research, the fit of the structural model has been investigated using coefficient of determination (R2), Stone-Geiser index (Q2), impact size (F2) and finally GOF statistics. The results of model fit evaluation are shown and reported in Table 3.

Table 3. Assessing the fit of the internal research model

Constructs	Coefficient of determination	Q2	F2	GoF
Webrooming intention	0.699	0.386	0.203	
Webrooming behavior	0.657	0.335	-	
Perceived risk	-	0.466	0.293	
Behavioral control	-	0.209	0.135	
Online search benefits	-	0.337	0.158	0.633
Offline shopping benefits	-	0.346	0.219	
Webrooming attitude	0.634	0.277	0.172	
Subjective norms	-	0.154	0.181	
Predictable regret	-	0.577	0.418	

The coefficient of determination (R2) indicates the amount of change in each of the dependent variables of the model, which is explained by the independent variables. The value of R2 is given only for the endogenous variables of the model and its value is zero for exogenous structures. China (1998) introduced three values of 0.19, 0.33 and 0.67 as weak, medium and strong values for the coefficient of determination. The R2 value of the webrooming behavior is 0.657, which is at a strong level. The Stone-Geiser index (Q2) measures the predictive power of

the model in endogenous structures. If the value of the Q2 index is positive, it indicates that the model fits and the model has good predictive power (Hensler et al., 2009). The value of the Q2 index is obtained in all positive cases, which indicates that the model fits is appropriate. Impact size (F2) for an independent variable indicates the amount of change in the dependent variable estimate when the impact of that variable is removed. According to Cohen (1988), the value of this index is 0.02 (weak), 0.15 (medium) and 0.35 (strong), respectively. The value of F2 in this study is at a strong level. The GOF index is 0.633, so the model has a good fit.

Conclusion

This study aims to provide a conceptual framework with sufficient complexity to explain customer webrooming behavior. Based on the results, it was found that the main factors affecting customers' attitudes toward webrooming are the benefits of online search and offline search. This finding is rooted in a process called "investigating" or search-buying behavior, in which costomers use different points of contact to search for information and ultimately select the appropriate option (Arora et al., 2019). Online platforms provide many opportunities for customers to gather information (including other users' opinions, product classifications, etc.), which encourages customers to engage in webrooming behaviors. If webrooming is divided into two parts: 1) Online search; 2) Offline shopping, the advantages of physical stores such as the ability to view the product up close or consult with sales staff, encourages customers to the second part (offline shopping). Therefore, it is a combination of the advantages of online and offline platforms that promotes webrooming behavior among customers. Empirical evidence reported by other researchers also support this finding (Arora et al., 2019; Khoshtaria et al., 2021). This finding can also be explained based on the technology acceptance model, in which perceived usefulness (advantages of online search and offline shopping) affects users' attitudes.

Based on the results obtained in the third to seventh hypotheses, it was found that several factors including behavioral control, attitude, mental norms, predictable regret and perceived risk affect behavioral tendencies towards webrooming. Behavioral control variables, mental norms and attitudes are the same components that have been introduced in the theory of planned behavior as drivers of behavioral tendency (Barati et al., 2016); While perceived regret and perceived online risk

are more prevalent in relation to online shopping and human-Internet interaction. Attitude is one of the main antecedents of behavioral intentions; an issue that has been extensively studied in consumer behavior studies. According to the theory of planned behavior, the existence of a positive attitude towards a phenomenon directs the individual's behavioral intention towards it (Alhosseini et al., 2018). Therefore, if a positive attitude is created about webrooming (receiving information from the online channel and buying from the offline channel), then the customer's behavioral tendencies are also directed towards webrooming. This issue has also been mentioned in previous studies (Boardman et al., 2018).

One of the factors that affect people's intention to perform behavior or not to perform behavior is related to perceived behavioral control. In the theory of planned behavior, perceived behavioral control is defined as an individual's assessment of whether a behavior is difficult or easy. Perceived behavioral control determines behavior when perceived behavioral control reflects individuals' actual control over the behavior in question (Kaviani et al., 2020). The results of the present study also showed that when the customer feels that online search and offline shopping (two-step shopping) are not difficult for him/her, then his/her behavioral tendency towards webrooming increases. A previous study by Flavián et al. (2020) also noted the importance of behavioral control over webrooming behavioral intent. This relationship can also be justified based on the technology acceptance model, which has introduced perceived ease as an effective factor in the occurrence of human behavior towards technology (acceptance or non-acceptance of technology).

Among the variables included in the proposed framework is perceived regret or predictable regret, which is rooted in anticipated regret view. Remorse is an initial feeling related to decision making. Regret is felt when the result of an unselected alternative is better than the result obtained. Regret is a practical feeling that helps people correct their mistakes. It is also an important factor in decision making because when people can anticipate regret, then they choose to avoid it. Marketing researchers have proposed the theory of remorse as an alternative to the theory of rational choice, meaning that the prediction of remorse can affect individuals' choices (Abraham et al., 2003). Predictable regret is especially important when buying expensive goods (such as gold and jewelry); because it strongly affects the buying behavior of customers. On the other hand, in online shopping behavior,

predictable regret is a determining factor in shopping behavior; Because there is always the feeling with the customer that there are other options that can be better than the option he wants (Luo et al., 2021). Accordingly, the importance of predictable regret as a key factor in Webrooming behavior can be justified; That is, the customer, anticipating that he may regret his purchase, tries to search for the maximum information about the various options through the online channels, and after obtaining sufficient information, minimizes the possibility of regretting the purchase, and goes to a physical store. An important point about predictable regret is its close relationship to perceived risk. This is especially true in the case of precious goods such as gold, where the customer is hesitant to buy gold or jewelry from an online store or channel. At the root of this skepticism is a sense of risk about the difference between the product shown on the online channel and what is actually sent to him, as well as concerns about payment operations. A number of studies in the field of webrooming and showrooming behaviors has addressed the role of perceived online risk in the formation of behavioral intent (Flavián et al., 2019; Nair et al., 2020; Arora et al., 2017).

Finally, this study showed that the behavioral tendency towards webrooming causes the actual webrooming behavior. According to the theory of rational action, behavioral tendencies predict the occurrence of actual behavior, assuming that when systematic information is available to humans, they will be rational. A major factor in the theory of planning behavior is a person's intention to perform a specific behavior. It is assumed that the intention is to control the motivational factors affecting the behavior. Behavioral intention refers to the person's intention to perform a certain behavior. The strength of an intention is indicated by a person's mental probability that the person will perform the desired behavior. In the theory of planned behavior and the theory of rational action, intentions are the most important predictors of behaviors (Amani et al., 2020).

Overall, the result obtained in the last hypothesis shows that the formation of behavioral intention to buy in two stages (searching for information online and then buying from offline channels) acts as a driver in the occurrence of webrooming behavior, which is based on theoretical principles. These results are consistent with theory of reasoned action and theory of planned behavior.

The present study is one of the first studies conducted in Iran that explains the webrooming behavior of consumers and provides a

coherent conceptual framework on that score. The enriching contribution of this article can be summarized in the following ways: Providing a new conceptual framework for explaining webrooming behavior by including and establishing a logical relationship between the various variables mentioned in the research literature; 2. Integrating the two concepts of luxury shopping behavior and webrooming behavior; An issue that has been less addressed even in research literature abroad; And 3- Establishing the theoretical framework of the research by combining the concepts mentioned in the theory of planned behavior, theory of rational action, predictable regret view, technology acceptance model and concepts related to online shopping behavior. The authors of this article hope that the efforts made in this research can explain the concept of webrooming and its antecedents, and provide new perspectives for other researchers so that they will be able to conduct further research subsequently based on the results of the present research. Finally, it should be noted that unquestionably, this research, like any other scientific study, has limitations such as the limited statistical population, and therefore, in generalizing its results, caution should be exercised.

In view of the fact that webrooming has a negative impact on online sales; the results help online retailers mitigate this phenomenon by targeting webrooming antecedents. In fact, online business owners can increase the willingness of customers to shop online by mitigating factors such as perceived online risk, anticipated regret, and highlighting the benefits of online search. This approach will ensure that customers complete their purchase and do not leave the online store after gaining sufficient information about the products. This will ultimately increase the profitability of online businesses run by online retailers.

CONFLICT OF INTEREST: The authors declare that they have no conflicts of interest regarding the publication of this manuscript.
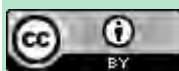
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