THE FACTORS DRIVING WEBROOMING USING UTILITARIAN VALUE AS MEDIATING VARIABLE ON SMARTPHONE PURCHASES IN INDONESIA

THESIS

As a Requirement to Obtain Bachelor's Degree in Management Science

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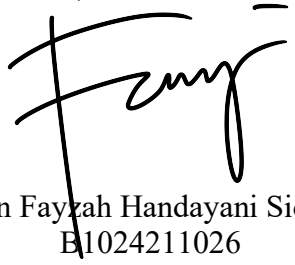
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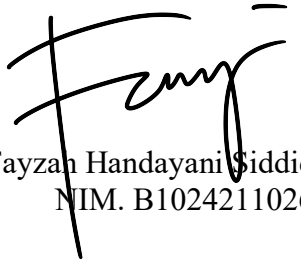
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FAKTOR-FAKTOR YANG MEMPENGARUHI WEBROOMING DENGAN NILAI UTILITARIAN SEBAGAI VARIABEL MEDIASI PADA PEMBELIAN SMARTPHONE DI INDONESIA

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ABSTRAK

Peningkatan webrooming berdampak signifikan pada penjualan pasar ritel karena teknologi digital merupakan kontributor terbesar penjualan offline, yang merupakan mayoritas dari total penjualan ritel. Secara umum, perilaku belanja lintas saluran menyebabkan *'free riding'* karena pembeli berpindah pengecer selama proses pengambilan keputusan, yang mengakibatkan hilangnya pelanggan dan konsumen diuntungkan dari akses gratis ke informasi produk online saat beralih ke saluran offline. Penelitian ini menganalisis pengaruh persepsi kegunaan pencarian online dan kebutuhan untuk sentuhan pada webrooming, yang dimediasi oleh nilai utilitas. Penelitian ini menggunakan metode kuantitatif dan pengambilan sampel non-probabilitas, khususnya pengambilan sampel bertujuan, sebagai teknik pengambilan sampel. Sampel untuk penelitian ini terdiri dari 260 responden. Teknik pengolahan data yang digunakan adalah dengan menggunakan PLS-SEM (*Structural Equation Modelling*). Hasil penelitian menunjukkan pengaruh langsung dan tidak langsung yang signifikan antara persepsi kegunaan pencarian online dan kebutuhan untuk sentuhan pada webrooming. Hal yang sama berlaku untuk nilai utilitas sebagai variabel mediasi.

Kata kunci: Persepsi kegunaan pencarian online, Kebutuhan untuk sentuhan, Nilai utilitas, Webrooming.

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ABSTRACT

The increase in webrooming has a significant impact on retail market sales because digital technology is the largest contributor to offline sales, which make up the majority of total retail sales. Generally, cross-channel shopping behaviour causes 'free riding' as shoppers switch retailers during the decision-making process, resulting in lost customers and consumers benefiting from free access to online product information when switching to offline channels. This research analyses the influence of perceived usefulness of online search and need for touch on webrooming, which is mediated by utilitarian value. This study employed quantitative methods and non-probability sampling, specifically purposive sampling, as a sampling technique. The sample for this study comprised 260 respondents. Data processing techniques were used, employing SEM-PLS (Structural Equation Modelling). The results showed a significant direct and indirect relationship between perceived usefulness of online search and need for touch on webrooming. The same was true for utilitarian value as a mediating variable.

Keywords: Perceived Usefulness of Online Search, Need for Touch, Utilitarian Value, Webrooming.

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RINGKASAN

1. Latar Belakang dan Tujuan Penelitian

Konsumen modern tidak lagi hanya bergantung pada satu saluran belanja. Sebaliknya, mereka menggabungkan pengalaman *online* dan *offline* untuk membuat keputusan pembelian. Salah satu perilaku tersebut adalah webrooming, di mana konsumen mencari produk secara online tetapi menyelesaikan pembelian mereka di toko fisik. Pergeseran ini memengaruhi dinamika penjualan ritel, karena teknologi digital mempengaruhi pembelian offline. Namun, hal ini juga menimbulkan kekhawatiran seperti "*free riding*," di mana pembeli menggunakan informasi online tetapi beralih pengecer saat membeli secara *offline*, yang berpotensi menyebabkan kerugian bagi bisnis tertentu.

Di Indonesia, transaksi gadget dan aksesori melalui *e-commerce* memiliki volume rendah tetapi nilai rata-rata tinggi, yang menunjukkan kehati-hatian konsumen. Meskipun belanja online memudahkan, banyak yang masih lebih suka membeli gadget di toko fisik resmi. Berdasarkan fenomena tersebut, penelitian ini menganalisis pengaruh Persepsi Kegunaan Pencarian *Online*, Kebutuhan Sentuhan, pada *Webrooming* yang dimediasi oleh Nilai Utilitarian. Penelitian ini bertujuan untuk mengetahui apakah faktor-faktor tersebut dapat menjadi penyebab fenomena pergeseran konsumen dalam membeli *smartphone*. Tujuan penelitian ini adalah sebagai berikut:

a. Untuk menguji dan menganalisis pengaruh Persepsi Kegunaan Pencarian *Online* terhadap Nilai Utilitarian dalam pembelian produk *smartphone*
b. Untuk menguji dan menganalisis pengaruh Kebutuhan Sentuhan terhadap Nilai Utilitarian dalam pembelian produk *smartphone*
c. Untuk menguji dan menganalisis pengaruh Nilai Utilitarian terhadap *Webrooming* dalam pembelian produk *smartphone*
d. Untuk menguji dan menganalisis pengaruh Persepsi Kegunaan Pencarian *Online* terhadap *Webrooming* dalam pembelian produk *smartphone*
e. Untuk menguji dan menganalisis pengaruh Kebutuhan Sentuhan terhadap *Webrooming* dalam pembelian produk *smartphone*
f. Untuk menguji dan menganalisis pengaruh Nilai Utilitarian yang memediasi Persepsi Kegunaan Pencarian *Online* terhadap *Webrooming* dalam pembelian produk smartphone
g. Untuk menguji dan menganalisis pengaruh Nilai Utilitarian yang memediasi Kebutuhan Sentuhan terhadap *Webrooming* dalam pembelian produk *smartphone*

2. Metode Penelitian

Penelitian ini menggunakan metode kuantitatif. Jumlah sampel yang dibutuhkan dalam penelitian ini sebanyak 260 responden. Teknik pengambilan sampel dalam penelitian ini menggunakan *nonprobability sampl*ing berupa *purposive sampling*. Pengolahan data dalam penelitian ini dilakukan dengan menggunakan teknik analisis PLS-SEM (*Partial Least Square-Structural Equation Model*) menggunakan aplikasi Smart-PLS 4.0. Berikut ini adalah kriteria yang digunakan untuk memilih sampel dalam penelitian ini:

a. Warga Negara Indonesia yang berusia minimal 17 tahun ke atas
b. Memiliki pengetahuan tentang cara browsing, pembelian, dan memperoleh informasi produk secara *online* dari *E-Commerce.*
c. Responden telah melakukan pembelian *smartphone* minimal satu kali melalui toko *offline*.

3. Hasil Penelitian

H_1: Pengaruh antara Persepsi Kegunaan Pencarian Online terhadap Nilai Utilitarian diperoleh nilai T-Statistics sebesar 8,217>1,96 dan P-Values sebesar 0,000>0,05.
H_2: Pengaruh antara Kebutuhan Sentuhan terhadap Nilai Utilitarian diperoleh nilai T-Statistics sebesar 3,412>1,96 dan P-Values sebesar 0,001>0,05.
H_3: Pengaruh antara Nilai Utilitarian terhadap Webrooming diperoleh nilai T-Statistics sebesar 3,845>1,96 dan P-Values sebesar 0,000>0,05.
H_4: Pengaruh antara Persepsi Kegunaan Pencarian Online terhadap Webrooming diperoleh nilai T-Statistics sebesar 6,798>1,96 dan P-Values sebesar 0,000>0,05.
H_5: Pengaruh antara Kebutuhan Sentuhan terhadap Webrooming diperoleh nilai T-Statistics sebesar 1,366<1,96 dan P-Values sebesar 0,172<0,05.
H_6: Pengaruh antara Persepsi Kegunaan Pencarian Online terhadap Webrooming yang dimediasi oleh Nilai Utilitarian diperoleh nilai T-Statistics sebesar 3,702>1,96 dan P-Values sebesar 0,000>0,05.
H_7: Pengaruh antara Kebutuhan Sentuhan terhadap Webrooming yang dimediasi oleh Nilai Utilitarian memperoleh nilai T-Statistics sebesar 2,498>1,96 dan P-Values sebesar 0,013>0,05.

4. Simpulan dan Rekomendasi

1. Penelitian ini melakukan pengambilan sampel non-probabilitas dengan total 260 responden diambil dari April – Mei 2025. Karakteristik responden yang didapat bahwa berdasarkan gender, sebanyak 56,2% responden adalah Wanita. Berdasarkan umur, sebanyak 44,2% berusia 17-25%. Berdasarkan Daerah, 56,5% berasal dari Kalimantan Barat. Berdasarkan Pendidikan terakhir, sebanyak 51,2% berpendidikan Sarjana. Berdasarkan pekerjaan, sebanyak 31,2% bekerja di Perusahaan Swasta. Berdasarkan pemasukan bulanan, 34,2% responden menghasilkan <Rp 2.500.000 per bulannya.

2. Hasil analisis deskriptif pada penelitian ini menunjukkan bahwa Persepsi Kegunaan Pencarian Online (X1) memiliki skor rata-rata 4,49 yang dikategorikan "sangat tinggi". Variabel kedua, Kebutuhan Sentuhan (X2) memiliki skor rata-rata sebesar 3,87 yang dikategorikan "tinggi". Variabel ketiga, Nilai Utilitarian (Z) memiliki skor rata-rata 4,50 yang dikategorikan "sangat tinggi". Variabel terakhir, *Webrooming* (Y) memiliki skor rata-rata 4,54 yang dikategorikan "sangat tinggi".
3. Hasil uji hipotesis dan uji mediasi pada penelitian ini menunjukkan 6 hubungan yang signifikan dan 1 hubungan yang tidak signifikan antara variabel independen dan dependen. Pada hipotesis satu, PUOS dan UV memiliki pengaruh yang signifikan. Pada hipotesis dua, NFT dan UV memiliki pengaruh yang signifikan. Pada hipotesis tiga, UV dan WR memiliki pengaruh yang signifikan. Pada hipotesis empat, PUOS dan Webrooming memiliki pengaruh yang signifikan. Pada hipotesis lima dimana NFT dan Webrooming memiliki pengaruh yang tidak signifikan. Pada hipotesis enam, PUOS dan Webrooming yang dimediasi oleh UV memiliki pengaruh yang signifikan. Terakhir, pada hipotesis tujuh NFT dan Webrooming yang dimediasi oleh UV juga memiliki pengaruh yang signifikan.

Penelitian ini membuktikan bahwa persepsi kegunaan pencarian *online*, kebutuhan sentuhan, nilai utilitarian, dan *webrooming* menghasilkan hubungan yang beragam. Yang dapat diartikan bahwa semakin tinggi persepsi kegunaan pencarian *online*, Kebutuhan Sentuhan, dan nilai utilitarian, maka *webrooming* akan semakin tinggi. Nilai utilitarian dapat memediasi secara parsial pengaruh persepsi kegunaan pencarian *online* dan kebutuhan sentuhan terhadap *webrooming*. Penelitian ini menyarankan kepada organisasi akan pentingnya mengintegrasikan strategi *online* dan *offline* untuk mengatasi perilaku *free riding* dalam pembelian *smartphone*. Organisasi harus meningkatkan *platform online* dengan informasi produk yang terperinci dan mudah digunakan dan memastikan toko offline menawarkan pengalaman langsung dan staf yang berpengetahuan luas untuk meningkatkan nilai kegunaan dan mendukung perilaku *webrooming*. Bagi para pemasar, didorong untuk menerapkan strategi *omnichannel* tanpa batas yang memperkuat titik kontak digital dan fisik. Menyediakan informasi *online* yang akurat dan mengoptimalkan pengalaman di dalam toko dapat meningkatkan keterlibatan pelanggan dan mengurangi perpindahan merek. Dan untuk penelitian di masa depan harus memperluas cakupan di luar konsumen Indonesia, baik dengan mengeksplorasi perbandingan lintas negara atau menganalisis segmen tertentu seperti Gen Z vs Milenial. Para peneliti juga dapat meneliti perilaku konsumen untuk satu merek ponsel pintar atau produk mewah dan mempertimbangkan untuk menggunakan alat analisis alternatif atau variabel baru, seperti Bantuan Staf Penjualan atau Nilai Hedonik, untuk memperdalam pemahaman tentang pengaruh *webrooming*.

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SUMMARY

1. Background and Research Objectives

Modern consumers no longer rely solely on one shopping channel. Instead, they combine online and offline experiences to make purchasing decisions. One such behaviour is webrooming, where consumers research products online but complete their purchases in physical stores. This shift affects retail sales dynamics, as digital technologies influence offline purchases. However, it also raises concerns like "free riding," where shoppers use online information but switch retailers when buying offline, potentially causing losses for certain businesses.

In Indonesia, gadget and accessory transactions via e-commerce rank low in volume but are high in average value, indicating consumer caution. Despite the convenience of online shopping, many still prefer buying gadgets at official physical stores. Based on the phenomenon, this study analyses the relationship between Perceived Usefulness of Online Search, Need for Touch and Webrooming mediated by Utilitarian Value. This study aims to determine whether these factor can be the cause of the consumer shifting phenomenon in buying smartphone. The objectives of this research are as follows:

1. To test and analyse the influence of Perceived Usefulness of Online Search on Utilitarian Value in smartphone product purchases
2. To test and analyse the influence of Need for Touch on Utilitarian Value in smartphone product purchases
3. To test and analyse the influence of Utilitarian Value on Webrooming in the purchase of smartphone products
4. To test and analyse the influence of Perceived Usefulness of Online Search on Webrooming in smartphone product purchases
5. To test and analyse the influence of Need for Touch on Webrooming in smartphone product purchases
6. To test and analyse the influence of Utilitarian Value mediating Perceived Usefulness of Online Search on Webrooming in smartphone product purchases
7. To test and analyse the influence of Utilitarian Value mediating Need for Touch on Webrooming in smartphone product purchases

2. Research Method

This research uses quantitative methods. The number of samples needed in this study were 260 respondents. The sampling technique in this study used nonprobability sampling in the form of purposive sampling. Data processing in this study was carried out using the PLS-SEM (Partial Least Square-Structural Equation

Model) analysis technique using the Smart-PLS 4.0 application. The following criteria were used to select samples for this study:

a. Indonesian citizens aged at least 17 years and above
b. Knowledgeable about how to browse, purchase, and obtain product information online from E-Commerce.
c. Respondents have made a smartphone purchase at least once through an offline store.

3. Research Result

H_1: The effect between Perceived Usefulness of Online Search (PUOS) on Utilitarian Value (UV) obtained a T-Statistics value of 8.217>1.96 and P-Values of 0.000> 0.05.

H_2: The effect between Need for Touch (NFT) on Utilitarian Value (UV) obtained a T-Statistics value of 3.412>1.96 and P-Values of 0.001> 0.05.

H_3: The effect between Utilitarian Value (UV) on Webrooming obtained a T-Statistics value of 3.845>1.96 and P-Values of 0.000> 0.05.

H_4: The effect between Perceived Usefulness of Online Search (PUOS) on Webrooming obtained a T-Statistics value of 6.798>1.96 and P-Values of 0.000> 0.05.

H_5: The effect between Need for Touch (NFT) on Webrooming obtained a T-Statistics value of 1.366<1.96 and P-Values of 0.172< 0.05.

H_6: The effect between Perceived Usefulness of Online Search (PUOS) on Webrooming mediated by Utilitarian Value (UV) obtained a T-Statistics value of 3.702>1.96 and P-Values of 0.000> 0.05.

H_7: The effect between Need for Touch (NFT) on Webrooming mediated by Utilitarian Value (UV) obtained a T-Statistics value of 2.498>1.96 and P-Values of 0.013> 0.05.

4. Conclusion and Recommendations

1. This study conducted non-probability sampling with a total of 260 respondents taken from April - May 2025. The characteristics of the respondents obtained were that based on gender, 56.2% of respondents were women. Based on age, 44.2% were aged 17-25%. Based on Region, 56.5% came from West Kalimantan. Based on the last education, 51.2% had a Bachelor's degree. Based on occupation, 31.2% worked in private companies. Based on monthly income, 34.2% of respondents earned <Rp 2,500,000 per month.
2. The results of the descriptive analysis in this study indicate that the Perceived Usefulness of Online Search (X1) has an average score of 4.49 which is categorized as “very high”. The second variable, Need for Touch (X2) has an average score of 3.87 which is categorized as “high”. The third variable, Utilitarian Value (Z) has an average score of 4.50 which categorized as “very high”. The last variable, Webrooming (Y) has an average score of 4,54 which is categorized as “very high”.
3. The result of the hypothesis test and mediation test in this study indicates 6 significant and 1 insignificant effect between independent and dependent variables. In hypothesis one, PUOS and UV have a significant effect. In

hypothesis two, NFT and UV have a significant effect. In hypothesis three, UV and WR have a significant effect. In hypothesis four, PUOS and Webrooming have a significant effect. In hypothesis five where NFT and Webrooming have an insignificant effect. In hypotheses six, PUOS and Webrooming mediated by UV have a significant effect. Lastly, in hypotheses seven NFT and Webrooming mediated by UV also have a significant effect.

This study proves that the relationship between Perceived Usefulness of Online Search, Need for Touch, Utilitarian Value, and Webrooming extract various relations. Which can be interpret as the higher the perceived usefulness of online search, need for touch, and utilitarian value are, the higher webrooming will be. Utilitarian value can partially mediate the influence of need for touch and perceived usefulness of online search towards webrooming. This research suggests for organizations the importance of integrating online and offline strategies to address free riding behaviour in smartphone purchases. Organizations should enhance online platforms with detailed, user-friendly product information and ensure offline stores offer hands-on experiences and knowledgeable staff to increase utilitarian value and support webrooming behaviour. For marketers, are encouraged to implement a seamless omnichannel strategy that strengthens both digital and physical touchpoints. Providing accurate online information and optimizing in-store experiences can improve customer engagement and reduce brand switching. And for future research should broaden the scope beyond Indonesian consumers, either by exploring cross-country comparisons or analysing specific segments like Gen Z vs. Millennials. Researchers could also examine consumer behaviour for a single smartphone brand or luxury products and consider using alternative analytical tools or new variables, such as Sales Staff Assistance or Hedonic Value, to deepen the understanding of webrooming influences.

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CHAPTER I
INTRODUCTION

1.1 Background

Rapid technological advancements and developments have led to transformations in the retail industry and have also revolutionized the shopping channels available in the market to realize consumer variations in information search, product comparison, and purchasing behaviour (Arsyad et al., n.d.-a). If previously finding product information was having to come to the showroom or official store, now finding information and comparing the prices of several products is as easy as the palm of your hand by watching video reviews on YouTube, reading reviews on social media, and even available E-Commerce to immediately complete the purchase right away.



Figure 1. 1 Reason for Choosing the Preferred Shopping Method
Source: Survei Populix 2023

Reporting from the 2023 Populix Survey, data shows that consumer behaviour to buy goods online and offline is still at the same average. 77% of consumers choose to shop online, and there are still 71% who choose to continue shopping offline. The reasons why someone chooses the shopping method are as many as

78% make sure they can see the item directly before buying, 61% minimize the item being damaged in transit, and 38% still need an explanation from the sales-staff assistance about the specifications of the product to be purchased. The reasons above lead to the intention to make multi-channel spending.

Modern consumers are leveraging online and offline channels to achieve an optimal shopping experience. The era of consumer shopping being completed in a single channel in physical and online stores has become obsolete. Consumers use a combination of channels and showrooming behaviour when visiting physical stores to search for product information and ultimately buy online (Aw, Kamal Basha, Ng, & Ho, 2021). Instead, consumers search for product information online and end up buying in physical stores (Flavián et al., 2016), this behaviour is known as webrooming behaviour (Aw, 2020).

The shift in webrooming shoppers has a significant impact on retail market sales because offline sales are influenced by digital technology, the largest contributor to total retail sales (Deloitte Insights, 2016; Forrester Research, 2018). Generally, cross-channel shopping behaviour causes unwanted free riding behaviour (Flavián et al., 2019) as a phenomenon of shoppers' switching of retailers during the channel switching process in decision-making (Heitz-Spahn, 2013) resulting in the loss of customers and consumers benefiting from free access to online product information when switching to offline channels.

Reporting from Databoks, the number of E-Commerce transactions in the Gadget and Accessories product category is on the 7th place from the bottom in Indonesia. Although the proportion of the number of transactions is small, the products of gadgets, computers, and accessories have the highest average transaction value. This indicates that trust remains an issue in the purchase of gadgets and smartphones, as these items are often perceived as both luxury and essential products. Krajnović et al. (2021) explained luxury product is generally defined as an item that offers more than just functional utility but over time, certain luxury items can transition into essential goods as they become more integrated into daily life and their utility becomes indispensable.

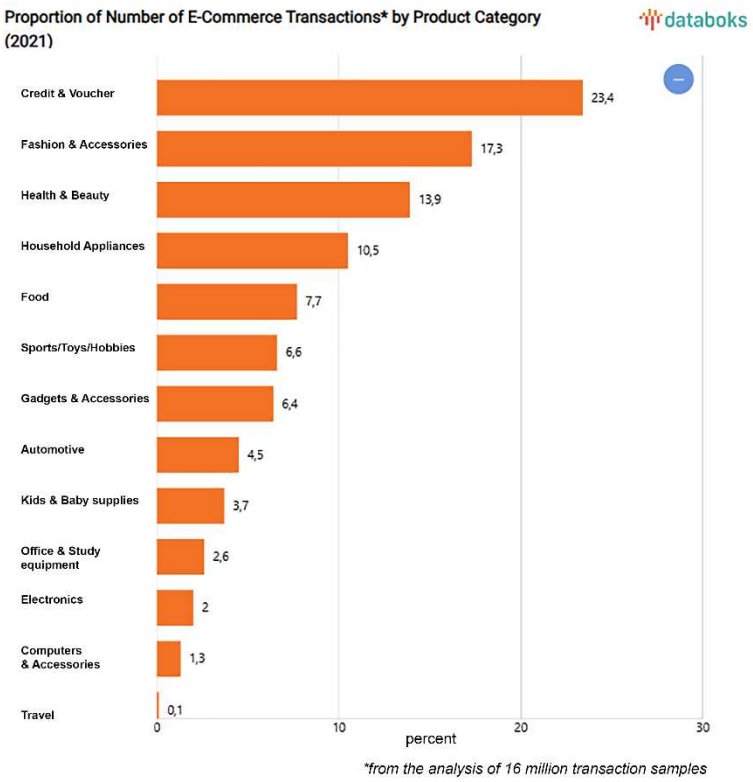


Figure 1. 2 Proportion of e-commerce transactions by product category
Source: databoks.katadata.co.id

A survey by Databoks in February 2023 showed that as many as 59.3% of Indonesian consumers prefer to buy Smartphones at official physical stores, compared to almost half who complete purchases at official e-commerce stores.

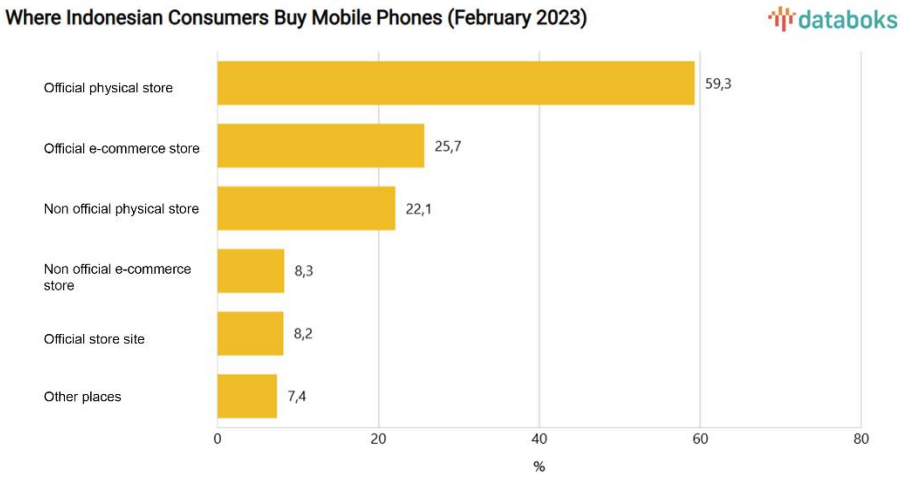


Figure 1. 3 Indonesian consumers buy smartphones (February 2023)
Source: databoks.katadata.co.id

One of the factors that affects the low online purchase of smartphone products in Indonesia is the high Webrooming behaviour of utilitarian consumers in Indonesia (Kartika et al., 2024). So far, webrooming has been considered the most widespread cross-channel shopping behaviour exhibited by consumers (Flavián et al., 2016). In fact, a recent consumer research report shows that 74% of consumers engage in webrooming, far more than the 57% who engage in showrooming behaviour (Jha et al., 2020)

The first factor that affects Webrooming is Perceived Usefulness of Online Search. According to Syakir et al. (2019), Perceived Usefulness is defined as a central idea that explains the Usefulness or use of information technology. Users can access for free at any online store regarding the smartphone they want. With the increase in consumer intelligence in utilizing information on the internet, consumers will easily determine which Smartphone is really needed.

The second factor that affects Webrooming is Need for Touch (NFT). Touch has a series of distinguishing characteristics with respect to other senses, since it involves physical contact between the consumer and the product itself. (Flavián et al., 2019) By directly holding the Smartphone display he wants, conducting on-site testing, it is likely that consumers complete the purchase right away. This is also called free-riding or cross-channel shopping that is not wanted by online-based smartphone stores.

The third factor is Utilitarian Value. Shopping activities are carried out by consumers rationally, in the sense that purchases are made based on consideration of the benefits provided by the product, which is called utilitarian value. Holbrook and Hirschman's theory in Lin et al. (2018) explains that utilitarian value will choose products efficiently based on rational reasons. Utilitarian value has four dimensions, namely monetary saving, selection, convenience, and customized product.

The three main factors above strongly support the webrooming theory through the mediation of Utilitarian Value. There are many factors that consumers cannot get if they only rely on online stores as the end of the shopping experience, but they cannot leave the benefits of online information. Based on research by Hafifatunnisa

Putri & Dewi Astuti, (2022), these three factors are significantly related to Webrooming through Utilitarian Value as a mediating variable. Shankar & Jain (2021) stated that the limitation of previous research is that there have not been many studies in other countries. So, this can be a problem that must be solved by further research in different places.

Based on that statement, the author is interested in conducting research on Perceived Usefulness of Online Search, Need for Touch, Utilitarian Value, and Webrooming. With these problems, it is necessary to conduct research on: The Factors Driving Webrooming Behaviour using Utilitarian Value as Mediating Variable on Smartphone Purchasing in Indonesia. This research was conducted because of the many phenomena of channel switching by consumers which is important for smartphone retailers to understand in maximizing omni-channel. The novelty of this study is the place and object of research, namely smartphone buyers in Indonesia.

1.2 Research Problem

1.2.1 Research Statement

Based on the description that has been put forward in the background of the research, the switch of webrooming shoppers has a significant impact on smartphone retail market sales. Generally, cross-channel shopping behaviour causes unwanted free riding behaviour (Flavián et al., 2019) as a phenomenon of shoppers' switching of retailers during the channel switching process in decision-making (Heitz-Spahn, 2013) resulting in the loss of customers and consumers benefiting from free access to online product information when switching to offline channels. Therefore, the researcher wants to find out how the influence of Perceived Usefulness of Online Search, Need for Touch, Utilitarian Value, on Webrooming in the purchase of Smartphone products

1.2.2 Research Question

Based on the description of the research background and the statement of the problem that has been submitted, this research question can be submitted as follows:

1. Does Perceived Usefulness of Online Search affect Utilitarian Value in purchasing smartphone products?
2. Does Need for Touch affect Utilitarian Value in smartphone product purchases?
3. Does Utilitarian Value affect Webrooming in the purchase of smartphone products?
4. Does Perceived Usefulness of Online Search affect Webrooming in purchasing smartphone products?
5. Does Need for Touch affect Webrooming in smartphone product purchases?
6. Can Utilitarian Value mediate the Perceived Usefulness of Online Search against Webrooming in smartphone product purchases?
7. Can Utilitarian Value mediate Need for Touch against Webrooming in smartphone product purchases?

1.3 Research Objective

Based on the formulation of the problem that has been stated, the objectives of this research can be conveyed as follows:

1. To test and analyse the influence of Perceived Usefulness of Online Search on Utilitarian Value in smartphone product purchases
2. To test and analyse the influence of Need for Touch on Utilitarian Value in smartphone product purchases
3. To test and analyse the influence of Utilitarian Value on Webrooming in the purchase of smartphone products
4. To test and analyse the influence of Perceived Usefulness of Online Search on Webrooming in smartphone product purchases
5. To test and analyse the influence of Need for Touch on Webrooming in smartphone product purchases
6. To test and analyse the influence of Utilitarian Value mediating Perceived Usefulness of Online Search on Webrooming in smartphone product purchases
7. To test and analyse the influence of Utilitarian Value mediating Need for Touch on Webrooming in smartphone product purchases

1.4 Research Contribution

1.4.1 Theoretical

This research is expected to act as a reference for theoretical frameworks, discourses, and methodologies applicable to further studies, as well as for research findings, so contributing to the field of management, particularly in marketing management. Especially related to scientific studies on Perceived Usefulness of Online Search, Need for Touch, Utilitarian Value, on Webrooming in purchasing Smartphone products

1.4.2 Practical

This research provides guidance to retailers and businesses to take advantage of webrooming trends in their omnichannel strategies. By understanding the preferences of consumers who do online research before buying in physical stores, retailers can integrate online and offline channels through the provision of detailed product information on digital platforms and optimal product trying experiences in physical stores. In addition, the study helps physical stores design efficient layouts and attractive promotional programs to encourage direct visits, thereby increasing customer loyalty and maximizing sales potential.

1.5 Research Contextual

Smartphones are categorized as high-involvement products due to their relatively high price, multifunctional usage, and the personal attachment consumers develop with them. Purchasing a smartphone typically requires thoughtful decision-making involving detailed comparisons of features, brands, and prices. At the same time, the internet provides abundant and easily accessible product information, making it common for consumers to research online before visiting physical stores. In Indonesia, the smartphone market continues to grow rapidly. According to a survey by Databoks (2023), 59.3% of Indonesian consumers still prefer to purchase smartphones at official physical stores, despite the increasing popularity of online shopping. This indicates that trust and tactile experience remain crucial,

highlighting the importance of understanding webrooming behavior in smartphone purchases.

Interestingly, while smartphones are widely researched online, their transaction volume in e-commerce remains relatively low compared to other product categories. Data from Databoks (2023) shows that gadgets and accessories rank only 7th from the bottom in terms of e-commerce transaction volume. This is in stark contrast to more popular online categories like fashion, beauty, and food. However, the average transaction value for gadget-related purchases is among the highest, suggesting that consumers are highly cautious and deliberate when buying smartphones. This gap between online engagement and actual online purchasing reflects a strong webrooming tendency, where consumers rely on digital platforms for information but still prefer offline stores to complete their purchase, primarily for trust, physical assurance, and after-sales service.

This behavior also introduces the phenomenon of free riding, where consumers use one channel (often online) to gather information but switch to another (usually offline) to make the purchase. While this benefits consumers by maximizing convenience and information access, it poses a challenge for online retailers who invest in digital content and marketing but lose the final sale to competitors. In the smartphone context, free riding becomes even more relevant, as consumers often compare prices and features online, read detailed reviews, then finalize the purchase at a store they trust, resulting in a potential loss of conversion for the online seller. Understanding this behavior is crucial for retailers to develop integrated strategies that minimize free riding and retain customer engagement throughout the entire purchase journey.