



# The Millennial's Webrooming Intention – A Study In Ho Chi Minh City, Vietnam

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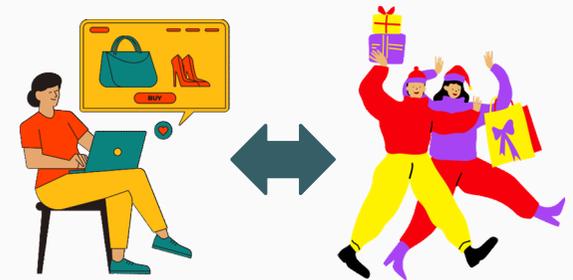


Webrooming is a behavior of consumers searching for product information online first, then buying the product offline.

(Flavián et al., 2016)



# INTRODUCTION



A consumer study showed that 74% of consumers engaged in webrooming more than consumers using showrooming (JRIN, 2019). Shoppers in Asia have been reported to be heavily engaged in Webrooming (Aw, 2019)

The Millennials generation, who were born between the 1980s and 2000s (Howe & Strauss, 2009) are described as highly digitally savvy and seen as the driving force for online commerce (Hall et al., 2017; Ladhari et al., 2019).

Now a day, webrooming has been still a shopping trend that is favoured by Vietnamese young people (Datacom.vn, 2021).

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# CONTENT

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01

Research purpose

02

Research model and hypotheses

03

Methodology

04

Results and discussion

05

Practical implications



# RESEARCH PURPOSE



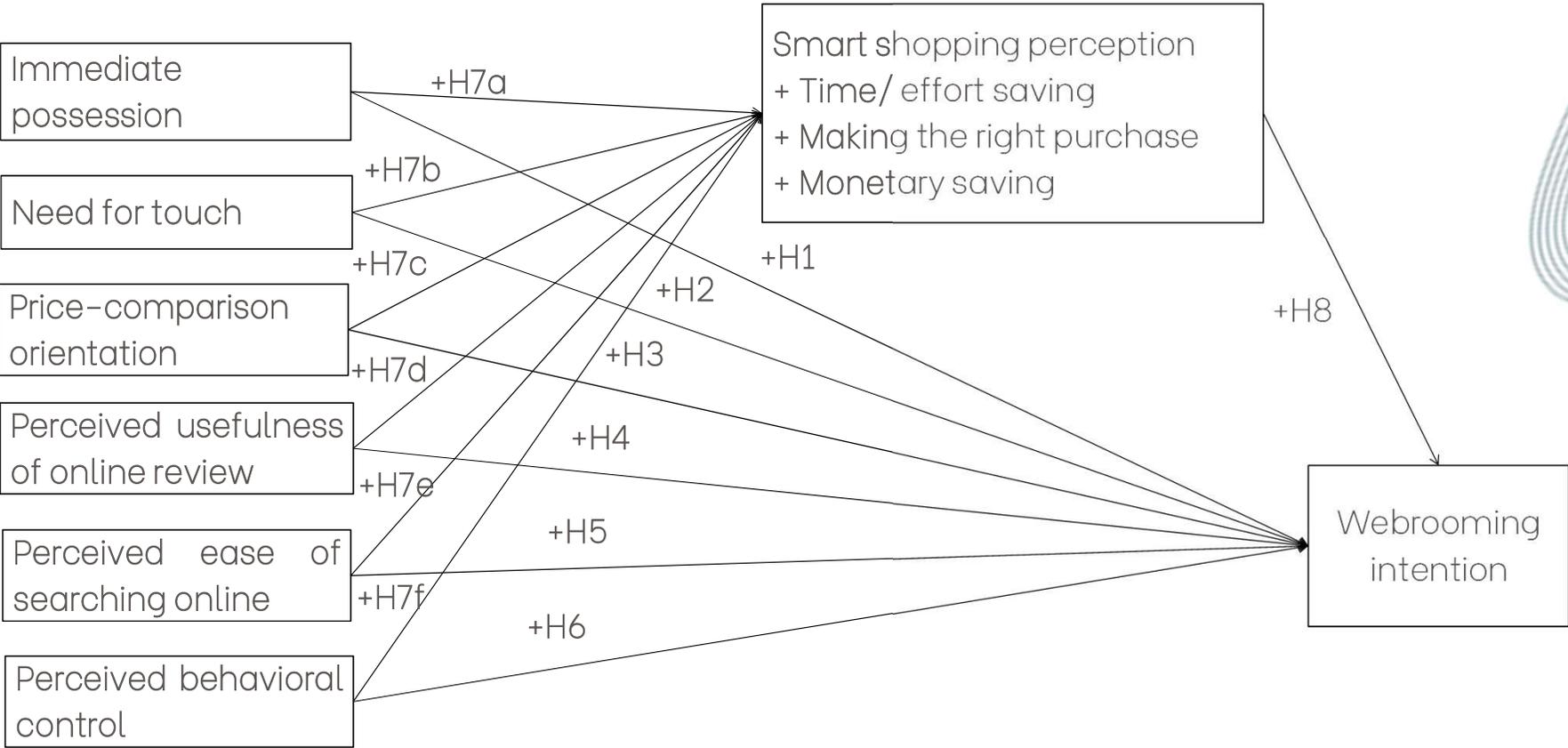
The study is to determine the factors affecting (directly or indirectly) webrooming intention of Millennial generation shoppers.



The study also considers the difference in webrooming intention by demographic factors like gender, age, education level, income, and occupation.



# RESEARCH MODEL AND HYPOTHESES



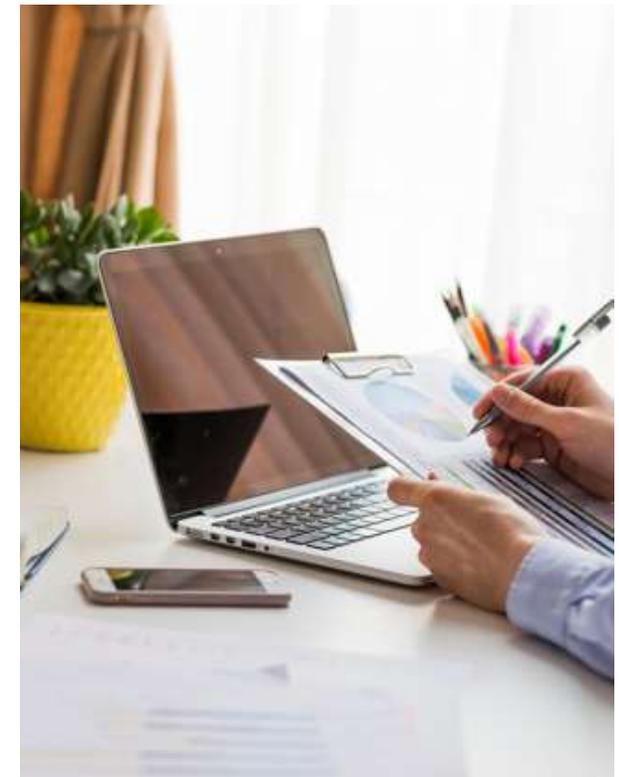
# METHODOLOGY

## Data collection

- The qualitative research conducts online interviews with three masters in Marketing and 15 respondents (separated 5 groups, 3 people/group) and aged 20–38 years old.
- Observation object in quantitative research are the Millennials generation who are living and working in Ho Chi Minh City. A total of 293 samples were collected.

## Data analysis

SmartPLS 3 was used to test the scale and test the research hypotheses.



# RESULTS



The reliability and value of the scale were measured through SmartPLS 3 software. The results showed that Cronbach's alpha (CA), composite reliability (CR), mean extracted variance (AVE) and factor loading of the variables were almost all reach the value of measurement significance.

The HTMT indexes showed that these indexes satisfied the confidence interval conditions of the HTMT statistics.

The R2 value of WI and SSP variables equal 0.598 and 0.522, which are both greater than 0.5. This shows that the impact of the antecedents on webrooming is above average.

The results of hypotheses testing showed that there are seven hypotheses including H1, H3, H5, H7a, H7c, H7f, and H8 have t-test > 1.96, p-values < 0.05, and VIF greater than 0.2 and less than 5, so these hypotheses were accepted.

ANOVA ONE WAY was used to analyze the differences in webrooming intention of demographic factors. The results showed that there was a difference in occupation. The subjects who are sales/ marketing have the highest.

# PRACTICAL IMPLICATIONS

The study is a good reference for managers in developing strategies and solutions suitable for the omnichannel context.

01

## **Perceived ease of searching online**

This is an opportunity for retailers to focus on developing online channels and have a good Online Marketing strategy.

02

## **Price-comparison orientation**

Sellers can design promotional messages with limited time.

03

## **immediate possession**

building a strategy to lead consumers to the store like as focusing on the customer's experience.

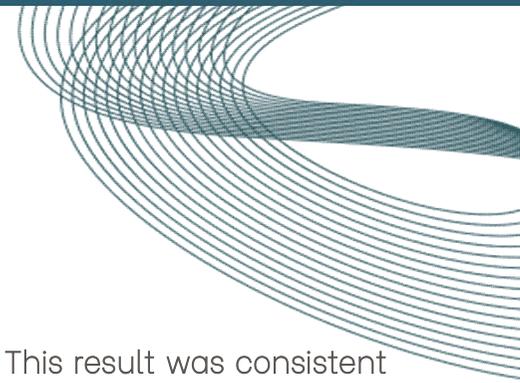
04

## **Perceived behavioral control**

consumers can buy online and receive goods directly at the store (BOPS).



# DISCUSSION



The relationship between **immediate possession** and **webrooming intention** was confirmed. This result was consistent with previous studies (Arora & Sahney, 2019; Aw, 2019).



**Price-comparison orientation** affects consumers' intention to choose a form of purchase before buying a certain product. Specifically, customers who need to compare prices will often have webrooming intention. Thus, the relationship between **price-comparison orientation** and **webrooming intention** was confirmed. Aw et al. (2021) also showed similar results.



The relationship between **perceived ease of searching online** and **webrooming intention** was confirmed. The results of this relationship have not been consistent in previous studies, Arora & Sahney (2019) suggested that perceived ease of searching online had an influence, while a few studies (Aw et al., 2021; Shankar, 2021) did not confirm a direct this relationship.



The study confirmed that **price-comparison orientation**, **immediate possession** and **perceived behavioral control** have an indirect impact on **webrooming intention** through **smart shopping perception**.



Finally, **the occupational** factor makes a difference when choosing a form of purchase. **Income** also has a difference, but not significantly.

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# THANK YOU

*Do you have any questions?*

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