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Navigating the New Retail Landscape: How Omnichannel Integration and Deal Proneness Influence Fashion Showrooming in Indonesia

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ABSTRACT

Showrooming has become one of the most challenging phenomena in omnichannel retailing, particularly within the fashion category where consumers leverage physical stores for product evaluation before purchasing online. This research explores how omnichannel integration can affect showrooming intention through customers' cognitive and affective responses, while also examining the moderating factor of deal proneness among Indonesian fashion consumers. Adopting the Stimulus-Organism-Response (S-O-R) framework, this study analyzes data from 421 consumers who shopped online following physical store visits using Partial Least Squares Structural Equation Modeling (PLS-SEM). Integrated Information Access emerged as the strongest driver of cognitive experience, whereas Integrated Customer Service and Integrated Order Fulfillment had the strongest influence on affective experience. More importantly, Affective Customer Experience showed a stronger influence on Showrooming Intention than cognitive experience. This suggests that showrooming is driven not only by rational evaluation but also by emotional engagement during the shopping journey. In addition, high deal-prone shoppers were more likely to engage in showrooming. These findings offer critical perspectives for fashion retailers to retain consumers in a competitive digital retail environment.

Keywords: Omnichannel Integration, Showrooming Intention, Customer Experience, Deal Proneness, S-O-R framework, PLS-SEM
JEL Classifications: M31, D12, L81, C12

1. INTRODUCTION

The advancement of the internet has shaped consumer shopping behavior, driving the retailers to adopt omnichannel marketing that integrates interaction in physical stores with online touch points into a seamless experience (Verhoef et al., 2015). As the channel integrated, new behaviors such as showrooming emerged where consumers develop new patterns of moving fluidly between digital and physical stores to research and buy the product (Piotrowicz and Cuthbertson, 2014; Verhoef et al., 2015). Showrooming is when buyers search in-store and buy the items online (Flavián et al., 2020). In Indonesia, this is particularly important, as the fashion category accounts for 23.3% of revenue in the country's US$68.2 billion e-commerce market (ECDB, 2026). Fashion apparel is classified as a "high-touch" product category because consumers need to physically evaluate items including texture, fit, and appearance before purchase, making in-store experience difficult to replicate through digital channels (Cho and Workman, 2011). Since the fit and feel of the products cannot be fully assessed online, consumers are motivated to visit physical stores to identify their preferred item before completing the purchase at a lower price through online channels (Mehra et al., 2018).

For retailers, these behaviors create both threats and opportunities (Rapp et al., 2013). A recent survey in Indonesia indicates that 31.2% of consumers engage in showrooming, a behavior

characterized by examining goods at brick-and-mortar stores but complete the transaction through digital platforms (KedaiKopi, 2025). These phenomena bring a threat of "free-riding," as a non-linear customer journey could lead to lost sales to a competitor (Mehra et al., 2018). Conversely, brands that successfully integrate their channels have the opportunity to build a seamless customer journey that strengthens the brand and deepens consumer relationships (Flavián et al., 2020; Verhoef et al., 2015). To navigate this situation, a theoretical framework is required to understand how a retailer's omnichannel strategy influences consumer's internal state and the behavior that follows after that. The Stimulus-Organism-Response (S-O-R) framework (Mehrabian and Russell, 1974) is utilized in this study, where omnichannel integration serves as the stimulus, the resulting customer experience forms the organism and showrooming intention serves as the response. Furthermore, this study proposes the moderating factor of deal proneness that amplifies customer experience-showrooming intention relationship, since price-sensitive consumers may be more susceptible to showrooming even when exposed to high quality of channel integration.

Several studies have examined how omnichannel integration shapes customer outcomes, yet the literature reveals two persistent gaps. First, while research consistently demonstrates that channel integration influences customer experience, findings on which integration dimensions matter most remain inconsistent. Khalid (2024) found that integration of order fulfilment has no significant effect on customer experience, while Cattapan and Pongsakornrungsilp (2022) reported that integration of transaction information resulted in an unexpectedly negative effect on customer satisfaction. In contrast, Balbín Buckley and Marquina Feldman (2024) argued that omnichannel integration on product and price significantly drives affective and cognitive dimensions of customer experience, while integrated promotion affects sensory and relational. Furthermore, the existing S-O-R applications in omnichannel retailing have predominantly mapped internal states to broad outcomes such as satisfaction, loyalty, and trust (Quach et al., 2022; Shakir Goraya et al., 2022), rather than to specific cross-channel behavioral intentions.

Second, showrooming intention has received far less empirical attention than observed showrooming behavior. Halibas et al. (2023) finds that customer experience, channel choice, and omnichannel strategy remain emerging topics, with the dominant research stream clustering around satisfaction and trust outcomes. Similarly, Thaichon et al. (2024) identify showrooming as an emerging topic yet note that most empirical studies map outcomes to satisfaction and loyalty rather than behavioral intentions. Szozda (2023) provides a notable finding that in-store technologies in fashion retail drive the showrooming purchase intentions, in which the intention itself positively shapes both cognitive and affective customer experience. However, this research focused on technology-driven antecedents and did not examine how integration quality or individual price sensitivity might moderate these relationships. This gap is particularly consequential for Indonesian fashion retailers, where the accelerating shift toward e-commerce has contributed to revenue decline in brick-and-mortar retailers, with the country's capital mall occupancy stabilizing around 74% only after sustained contraction (Real Estate Asia, 2025). Understanding what drives showrooming intention provides retailers with a more actionable lever for omnichannel strategy.

Furthermore, the impact of omnichannel on showrooming intention is likely not uniform across consumers. Research suggests that deal-prone consumers exhibit greater sensitivity to price-related cues in digital retail environments, and that their shopping value perceptions are distinctly shaped by price sensitivity even when channel integration is high (Flacandji and Vlad, 2022). Yet no study has explicitly examined the moderating role of deal proneness in shaping how omnichannel customer experience affects showrooming intention. Therefore, this study aims to bridge these gaps by examining how cognitive and affective experiences mediate omnichannel integration's effects on showrooming intention, moderated by deal proneness, to provide actionable insights for fashion retailers navigating physical retail contraction in the Indonesian market.

2. LITERATURE REVIEW

2.1. Stimulus-Organism-Response (SOR) Framework

The SOR framework is commonly used to research the correlation between online and offline retail integration with consumer behavior (Chen et al., 2023; Zhang et al., 2018). The environmental attributes managed by the retailers serve as the stimuli (S) (Mehrabian and Russell, 1974). These stimuli represent the touchpoints that consumers encountered during their shopping journey (Lemon and Verhoef, 2016). In this study, the integration quality of physical and digital channels is conceptualized as the primary stimulus. The organism (O) represents the consumers' underlying psychological processes, in a form of feelings, thinking and experience (Verhoef et al., 2009). This research positions the organism as the consumer's evaluation of their experience with the retailer's omnichannel services. Ultimately, this internal experience shapes subsequent actions, which in this study regards showrooming intention as the behavior responses (R).

2.2. Omnichannel Integration

Omnichannel refers to the deep integration of shopping platforms such as physical storefronts and e-commerce platforms, which together enable smooth transitions across retail touchpoints (Piotrowicz and Cuthbertson, 2014; Verhoef et al., 2015). This marketing strategy facilitates customers to move uninterruptedly between channels without friction, thereby generating a consistent experience as the boundaries between a brand's physical and online presence become blurred (Tyrväinen and Karjaluoto, 2019). An effective omnichannel strategy goes beyond merely offering multiple touchpoints, as it requires the back-end and front-end systems to be tightly integrated so that customers perceive "one single retailer" across all channels rather than separate entities (Piotrowicz and Cuthbertson, 2014).

According to Oh and Teo (2010), an omnichannel approach can deliver seamless interactions by integrating promotions, product and price details, transaction, information access, customer service, and order fulfilment. Recent research has applied and extended this framework, conceptualizing channel integration

quality as a set of distinct but interrelated dimensions that captures how consistently and coherently the retailer connects its online and offline interfaces, systems, and processes (Balbín Buckley and Marquina Feldman, 2024; Li et al., 2018).

When these integration dimensions are managed well, they are expected to improve the seamlessness of the omnichannel experience. Customers feel that channels are complementary and mutually reinforcing, which can reduce perceived effort, increase trust, and support smoother transitions in multi-channel shopping journeys (Quach et al., 2022; Tyrväinen and Karjaluoto, 2019).

2.3. Effects of Integrated Promotion

Cross-channel promotion integration refers to the alignment of marketing campaigns, incentives, and messages across channels hence customers encounter coherent offers whether they shop via apps, websites, or physical stores (Oh and Teo, 2010). Research shows that consistency in promotional messaging influences cognitive experience more significantly than the affective dimension (Blom et al., 2021). This seamless promotional approach reduces cognitive effort by simplifying information processing and decision-making (Gao et al., 2021; Oh and Teo, 2010).

On the affective side, these promotions evoke positive emotions by creating a sense of personal relatedness, resulting in heightened overall enjoyment (Barari et al., 2020). This consistency in promotional messaging also generates positive emotional responses, as it creates brand reliability and emotional bonding that boost customer satisfaction (Blom et al., 2021). Thus, this study hypothesize that:

- H_1: Integrated promotion significantly determines both cognitive (H_{1a}) and affective (H_{1b}) aspects of customer experience.

2.4. Effects of Integrated Product Information

Product information integration denotes the consistency of assortments, product description, and prices across channels (Oh and Teo, 2010). Research indicates that cognitive customer experience is more significantly shaped by integrated product and price information compared to affective experience (Mishra et al., 2024). Uniform product details and pricing promotes perceived cognitive fluency in the shopping process, where customers expect a consistent message that prevents confusion from contradictory information (Oh and Teo, 2010). This consistency enables customers to evaluate purchase options with higher accuracy and efficiency, as it minimizes cognitive load during comparison (Gao et al., 2021).

When pricing is transparently integrated, the affective experience is amplified through a strengthened emotional bond with the retailer, as consistent and transparent pricing signals fairness and reliability (Balbín Buckley and Marquina Feldman, 2024). It also fosters consumer empowerment and trust that drives customer satisfaction within the omnichannel landscape (Chabata, 2024). Therefore, the following hypothesis is proposed:

- H_2: Integrated product and pricing significantly determines both cognitive (H_{2a}) and affective (H_{2b}) aspects of customer experience.

2.5. Effects of Integrated Transaction Information

Transaction information integration involves synchronized records of orders, payments, and returns, allowing customers to have personalized information and services across channels (Oh and Teo, 2010). This aspect of integration generates a stronger positive effect on cognitive than on affective responses (Balbín Buckley and Marquina Feldman, 2024; Chen and Chi, 2024). Seamless transaction integration supports the attainment of customer's cognitive and affective goals during shopping, with failure to provide such integration creates a disconnect between expected and received experience (Barari et al., 2020). Integrated transaction records facilitate cognitive fluency by enabling accurate tracking of purchase histories and loyalty program balances, resulting in streamlined information retrieval and reduced decision-making effort. (Balbín Buckley and Marquina Feldman, 2024; Chen and Chi, 2024).

On the affective dimension, this integration cultivates emotional security and attachment by eliminating uncertainties throughout post-purchase phases (Balbín Buckley and Marquina Feldman, 2024; Mainardes et al., 2020). This leads to the following hypothesis:

- H_3: Integrated transaction information significantly determines both cognitive (H_{3a}) and affective (H_{3b}) aspects of customer experience.

2.6. Effects of Integrated Information Access

Cross-channel information access integration enables customers to obtain real-time product information and stock availability through any channel at any point in the journey (Oh and Teo, 2010). Research demonstrates that this integration influences cognitive experience more significantly than affective experience (Mishra et al., 2024). Information access integration creates perceived fluency that leads to higher cognitive evaluation because customers feel more in control and competent in processing the information (Rodríguez-Torrico et al., 2020). This integration improves cognitive experience by allowing clear comparisons, which leads to buyer's confidence (Chen and Chi, 2024).

Affective outcomes, such as customer satisfaction, increase when information consistency eliminates unexpected discrepancies like mismatched stock availability (Butkouskaya et al., 2023). This reduction in discrepancies strengthens emotional connection by creating feelings of reliability, enjoyment and security (Lazaris et al., 2021). Accordingly, the following hypothesis is proposed:

- H_4: Integrated information access significantly determines both cognitive (H_{4a}) and affective (H_{4b}) aspects of customer experience.

2.7. Effects of Integrated Customer Service

Customer service integration captures the continuity of support, where customer queries and complaints can be handled seamlessly across channels (Oh and Teo, 2010). Study found that customer service integration exerts a stronger effect on affective experience than on the cognitive dimension (Balbín Buckley and Marquina Feldman, 2024). Cross-channel customer support such as accepting returns for online purchases at physical stores reduces perceived risk and improves reliability, thereby enhancing

cognitive experience (Oh and Teo, 2010). This integration enhances cognitive experience by minimizing uncertainties in post-purchase scenarios and improving decision efficiency (Chung et al., 2022; Trenz et al., 2020).

On the affective dimension, the interpersonal quality of service interactions generates joy and positive emotional responses that leads to customer satisfaction (Xie et al., 2022). In omnichannel context, integrated customer service has been consistently found to produce stronger effect on affective than on the cognitive dimension of customer experience, as excellence service from frontline workers across cross-channel interaction helps customers enjoy the overall buying process (Gao et al., 2021). By providing consistent customer support, retailers generate emotional trust, which strengthens positive affective evaluation of the service experience (Crespo and Sánchez-Amboage, 2025). Thus, this study hypothesize that:

- H_5: Integrated customer service significantly determines both cognitive (H_{5a}) and affective (H_{5b}) aspects of customer experience.

2.8. Effects of Integrated Order Fulfilment

Through coordinated shipment, order fulfilment integration provides customers with flexibility, including options to pick up online purchases in-store and process returns or exchanges through any channel (Oh and Teo, 2010). Research indicates that this integration brings a stronger influence on cognitive experience than on the affective dimension (Balbín Buckley and Marquina Feldman, 2024). For high-touch categories like fashion, reliable fulfilment and returns reduces functional and economic risk (Sutinen et al., 2022). Integrated logistical support exerts a positive influence on cognitive customer experience as it enhances customers' utilitarian evaluation of the shopping journey (Balbín Buckley and Marquina Feldman, 2024).

Streamlined order fulfilment processes generate heightened emotional responses, resulting in positive relationships in affective customer experience (Balbín Buckley and Marquina Feldman, 2024; Gao et al., 2021). This integration generates emotional security by removing frustration from inconsistent return policies and building trust toward the retailer (Balbín Buckley and Marquina Feldman, 2024; Lazaris et al., 2021). Given this consideration, this study examines the following hypothesis:

- H_6: Integrated order fulfilment significantly determines both cognitive (H_{6a}) and affective (H_{6b}) aspects of customer experience.

2.9. Customer Experience and Showrooming Intention

Showrooming is defined as consumer behaviour in which shoppers search for information about a product in a physical store then make the transaction online (Gensler et al., 2017). It is considered as a complex phenomenon in modern consumer behaviour (Schneider and Zielke, 2021). For shoppers, in-store experience shapes their internal states of attitude and desire that drive showrooming intention (Arora et al., 2020). Personalized sales person attention and convenience in product affects the showrooming intention from cognitive perspective (Shankar et al., 2021). Cognitive evaluations arising from seamless channel integration generates processing fluency and perceived control, which positively shapes showrooming intention as consumers gain confidence to complete the purchase online (Shakir Goraya et al., 2022).

Consumer's affective states, such as being inspired by sales representative competence and cross-channel integration services positively drive the behavior to complete the purchase online (Frasquet et al., 2023). Positive affective states from integrated services and salesperson interactions generates emotional inspiration that drives showrooming intention (Kokho Sit et al., 2018; Viejo-Fernández et al., 2019). Moreover, showrooming behavior is shaped not solely by consumer loyalty to the retailer, but rather but influenced by the combination of situational variables and retailer variables (Frasquet and Ieva, 2024). Based on the findings above, it is suggested that experience created from the omnichannel integration influences customer's intention to engage in showrooming, as suggested with following hypothesis:

- H_7: Cognitive consumer experience significantly determines showrooming intention.
- H_8: Affective consumer experience significantly determines showrooming intention.

2.10. Moderating Effect of Deal Proneness

Deal proneness is associated with a customer's tendency to respond to a sales promotion (Webster, 1965). Beyond situational response to discount, deal proneness is an individual trait that influences purchase decisions regardless of whether an economic savings is available (Kumar and Acharya, 2025). In the fashion category context, retailers increasingly use promotions to capture the attention of customers (Chokkannan et al., 2023). These promotions trigger customer's psychological thrill to get the deals, which influence their value perceptions and behavioral intention (Alford and Biswas, 2002). At the same time, buyers have perceptions that online channels offer lower prices than physical stores, hence they prefer to complete the purchase online after in-store evaluation (Schneider and Zielke, 2021). This cross-channel price-seeking behavior is enabled by smartphones, where consumers treat mobile devices as personal shopping assistants during in-store visits (Fiestas and Tuzovic, 2021). It is evident that app usage among deal-prone consumers generates shopping value compared to those with lower deal proneness, as the app becomes a medium that activates and reinforces deal-seeking behavior (Flacandji and Vlad, 2022).

Studies have confirmed deal proneness as a moderator that amplifies the effect of customer experience on its behavioral outcomes (Bandyopadhyay et al., 2021; Flacandji and Vlad, 2022; Luo et al., 2024). The moderation effect suggests that the tendency to engage in showrooming is not merely a result of functional convenience, but influenced by personal value-seeking traits and perceived savings offered by digital integration (Flacandji and Vlad, 2022). Therefore, this research proposes the following hypotheses:

- H_9: Deal proneness moderates how cognitive customer experience determines showrooming intention
- H_{10}: Deal proneness moderates how affective customer experience determines showrooming intention.

Based on the discussion above, the conceptual model for this research is presented in Figure 1.

3. METHODOLOGY

Using a quantitative methodology, this study gathered data via an online questionnaire distributed through Microsoft Forms. The questionnaire was designed to capture respondents' past shopping experiences related to showrooming behavior, particularly examining products in physical retail stores and completed the purchase through online channels. To ensure participants possessed relevant showrooming experience, a purposive sampling method was used. Therefore, respondents had to meet specific criteria, including having visited offline stores and purchased products online within the last six months. Following the data screening phase, the final sample of 421 valid responses were kept for analysis. This research utilized a cross-sectional design within a non-contrived setting, as the data were gathered at a single point of time.

The conceptual model incorporates omnichannel integration, cognitive and affective dimensions of customer experience, showrooming intention and deal proneness. Omnichannel integration was positioned as the independent variable and measured through six dimensions, namely integrated promotion, product information, transaction information, information access, customer service and order fulfilment. These dimensions were informed by existing literatures in omnichannel customer experience contexts (Gensler et al., 2017; Lemon and Verhoef, 2016; Li et al., 2018). In this framework, cognitive and affective customer experience functioned as mediating variables, showrooming intention served as the dependent variable and deal proneness was utilized as a moderating factor.

To examine the complex model with latent variables, mediation, and moderation effects, Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected for data analysis (Hair et al., 2021). The analysis included both measurement and structural model assessment using outer loading, reliability, validity, R-square, f-square, and path coefficient analysis through bootstrapping.

4. RESULTS

4.1. Demographic Respondents

The research obtained 421 consumers across Indonesia who visited physical stores and made a purchase from the retailer's official e-commerce. With 42 measurement items, the sample size slightly surpasses the minimum requirement of 420, based on the sample to item ratio approach which suggests 10 respondents for each indicator (Memon et al., 2020). As shown in Table 1, the majority of respondents were younger individuals, with approximately 79% within the 17-34 age range. The respondents are primarily in the Java region with 69%, which align with the retailer's physical store network that are concentrated in this region.

Table 1: Demographic profile

Variable	Description	Frequency	Percentage
Gender	Male	131	31
	Female	290	69
Age	17-24 year	175	42
	25-34 year	155	37
	35-44 year	68	16
	45-54 year	18	4
	Above 55 year	5	1
Domicile	Jakarta	43	10
	Banten	29	7
	West Java	106	25
	East Java	59	14
	Central Jawa	48	11
	South Sumatera	24	6
	Others	112	27
Retailer's physical store	Adidas	16	4
	Eiger	17	4
	H&M	30	7
	Matahari	165	39
	Nike	11	3
	Sports Station	33	8
	Uniqlo	90	21
	Zara	11	3
	Others	48	11
Retailer's online store	Adidas	20	5
	Eiger	26	6
	H&M	40	10
	MAP Club	24	6
	Matahari	110	26
	Nike	23	5
	Sports Station	31	7
	Uniqlo	86	20
	Others	61	14

4.2. Outer Model

Before testing the structural relationships, the measurement model underwent validity and reliability assessment using SmartPLS 4.0 software. As shown in Table 2, the evaluation of factor loadings found that all indicators surpassed the 0.6 minimum threshold (Hair et al., 2010). Reliability testing through Cronbach's Alpha and Composite Reliability (rho_c) confirms the internal consistency, as both values exceed the 0.70 threshold (Hair et al, 2021). These results depict that all variables are reliable for this study.

Convergent validity assessment employed Average Variance Extracted (AVE). All constructs surpassed the 0.50, validating that the latent construct accounted for over 50% of indicator variance (Hair et al., 2019). Therefore, the test establishes convergent validity for this research. As shown in Table 3, all Heterotrait-Monotrait (HTMT) ratio produced results under the 0.90, confirming that each construct measures a unique dimension (Henseler et al., 2015).

4.3. Hypothesis Testing

The inner model test was performed to assess explanatory power, magnitude of effect and the significance of the relationships among constructs. First, the explanatory power was examined using coefficient of determination (R^2), where the result shows that the model explained 54.8% of the variance in affective customer experience (ACE), 55.1% of the variance in showrooming intention (SI), and 48.8% of the variance in cognitive customer experience (CCE). These results indicate that the model has a moderate explanatory power in explaining customer experience and showrooming intention. Therefore, the proposed model can

Table 2: Reliability and convergent validity

Variable	Items	Outer Loading	CA	CR (rho_c)	AVE
Integrated promotion (Gao et al., 2021)	IPR1	0.735	0.705	0.818	0.529
	IPR2	0.662			
	IPR3	0.760			
	IPR4	0.749			
Integrated Product Information (Gao et al., 2021)	IPI1	0.786	0.709	0.837	0.631
	IPI2	0.747			
	IPI3	0.848			
Integrated Transaction Information (Gao et al., 2021)	ITI1	0.809	0.821	0.882	0.821
	ITI2	0.832			
	ITI3	0.819			
	ITI4	0.767			
Integrated Information Access (Gao et al., 2021)	IIA1	0.766	0.788	0.862	0.610
	IIA2	0.787			
	IIA3	0.783			
	IIA4	0.788			
Integrated Customer Service (Gao et al., 2021)	ICS1	0.737	0.782	0.860	0.786
	ICS2	0.833			
	ICS3	0.779			
	ICS4	0.762			
Integrated Order Fulfilment (Gao et al., 2021)	IOF1	0.740	0.805	0.873	0.632
	IOF2	0.831			
	IOF3	0.842			
	IOF4	0.762			
Cognitive Customer Experience (Gao et al., 2021)	CCE1	0.812	0.856	0.903	0.699
	CCE2	0.873			
	CCE3	0.847			
	CCE4	0.812			
Affective Customer Experience (Gao et al., 2021)	ACE1	0.845	0.855	0.902	0.698
	ACE2	0.857			
	ACE3	0.789			
	ACE4	0.848			
Deal Proneness (Dawra and Katyal, 2023)	DP1	0.774	0.792	0.857	0.547
	DP2	0.769			
	DP3	0.767			
	DP4	0.683			
	DP5	0.698			
Showrooming Intention (Shankar et at., 2021; Gensler et al., 2012; Rapp et al., 2015)	SI1	0.693	0.826	0.878	0.591
	SI2	0.800			
	SI3	0.809			
	SI4	0.791			
	SI5	0.744			

Table 3: Discriminant validity

Variable	ACE	CCE	DP	ICS	IIA	IOF	IPI	IPR	ITI	SI	DP×ACE	DP×CCE
ACE												
CCE	0.821											
DP	0.572	0.528										
ICS	0.781	0.685	0.448									
IIA	0.739	0.730	0.526	0.806								
IOF	0.721	0.633	0.309	0.782	0.653							
IPI	0.728	0.697	0.524	0.757	0.782	0.727						
IPR	0.712	0.718	0.435	0.710	0.784	0.638	0.865					
ITI	0.681	0.597	0.393	0.829	0.750	0.733	0.764	0.744				
SI	0.694	0.608	0.747	0.633	0.612	0.594	0.569	0.513	0.576			
DP×ACE	0.085	0.019	0.072	0.166	0.073	0.101	0.087	0.125	0.134	0.260		
DP×CCE	0.016	0.089	0.084	0.129	0.054	0.040	0.033	0.041	0.067	0.216	0.744	

be considered adequate in capturing how omnichannel integration dimensions and customer experience shapes showrooming intention.

Second, the effect size was assessed through f-square (f^2) analysis to evaluate the practical contribution of each predictor variable. Findings revealed that affective customer experience had a stronger influence on showrooming intention compared to cognitive customer experience. Specifically, ACE showed an f^2 value of 0.078, while CCE showed an f^2 value of 0.022. This suggests that affective customer experience contributes more meaningfully to showrooming intention, although the effect remains relatively

small. In addition, most omnichannel integration dimensions produced small to moderate effects on customer experience, with f^2 values ranging from 0.021 to 0.060. However, several relationships, such as IPI, ITI, and ICS toward CCE, showed relatively weak practical effects.

Third, the significance, direction and strength of the proposed relationships was assessed using path coefficient analysis. The bootstrapping results show that several paths had positive and significant effects, validating the important role of omnichannel integration in shaping customer experience. However, not all proposed relationships were supported. Some paths were found to be insignificant, suggesting that certain integration dimensions may not directly influence cognitive or affective customer experience. Furthermore, the results revealed that affective customer experience has a stronger driver of showrooming intention than its cognitive counterpart. This finding demonstrates that emotional responses, such as delight, comfort, and positive feelings encountered while shopping are more influential in encouraging consumers to engage in showrooming behavior than purely cognitive evaluations.

Overall, the inner model results demonstrate that the proposed model has adequate explanatory power, with meaningful relationships among omnichannel integration, customer experience, and showrooming intention. Affective customer experience particularly stands out as a primary determinant of showrooming intention in omnichannel retail contexts.

Following the established analysis procedure, the structural model underwent bootstrapping analysis with 5,000 subsamples to determine path coefficient significance and test the hypotheses. The results were analyzed in accordance with the standards set by Hair et al. (2014).

As seen in Table 4, 14 of the 17 hypotheses were supported. Integrated Promotion significantly predicted both ACE ($\beta = 0.136$, $P = 0.008$) and CCE ($\beta = 0.200$, $P < 0.001$). IPI significantly predicted CCE ($\beta = 0.127$, $P = 0.014$), but its effect on ACE was not statistically significant ($P = 0.061$). ITI did not significantly affect either ACE or CCE. In contrast, IIA, ICS, and IOF significantly influenced both customer experience dimensions. At the second stage of the model, ACE and CCE significantly predicted showrooming intention. The moderation paths of DP were also significant, although the effect-size results indicate that their practical impact was limited.

4.4. Moderating Effect of Deal Proneness

The slope analysis graph in Figure 3 and 4 illustrates the moderating factor of deal proneness in shaping how customer experience affects showrooming intention. The ACE-SI relationship remains positive across all three levels of DP, but the intercepts differ substantially across DP levels. High DP (+1SD) shows the steepest slope, revealing stronger cognitive experience influence on showrooming intention for high deal prone consumers. This pattern is almost identical for the relationship between CCE and SI, with the exception that the slope for Low DP (−1SD) is nearly flat, suggesting that cognitive experience has almost no effect on showrooming intention for low deal prone consumers.

5. DISCUSSION

This study highlights the roles of integrated omnichannel quality and customer experience in shaping showrooming intention with deal proneness as a moderating effect. While omnichannel integration quality affects customer experience, its effect varies across dimensions. IIA was the strongest predictor of CCE ($\beta = 0.257$), indicating that consumers value the ability to obtain accurate product, store, and inventory information across channels. This result supports the idea that seamless access to information reduces cognitive effort and helps customers make more confident purchase decisions (Herhausen et al., 2015). ICS was the strongest predictor of ACE ($\beta = 0.231$), suggesting that service continuity across online and offline channels creates emotional reassurance. When consumers can resolve complaints, access real-time support, and handle returns or exchanges across channels, they are more inclined to get feelings of support and satisfaction throughout their shopping journey (Seck and Philippe, 2013). Specifically for ICS, the dimension significantly influences both affective and cognitive experiences. This outcome differs from earlier study that customer service integration exerts a weaker effect on customer decision-making (Gao et al., 2021).

Table 4: Hypothesis testing results

Hypothesis	Path	Path coefficient	P-values	F-square	Conclusion
H_{1a}	IPR→CCE	0.200	0.000	0.040	Supported
H_{1b}	IPR→ACE	0.136	0.008	0.021	Supported
H_{2a}	IPI→CCE	0.127	0.014	0.015	Supported
H_{2b}	IPI→ACE	0.102	0.061	0.011	Not Supported
H_{3a}	ITI→ACE	0.041	0.613	0.002	Not Supported
H_{3b}	ITI→CCE	-0.032	0.634	0.001	Not Supported
H_{4a}	IIA→CCE	0.257	0.000	0.060	Supported
H_{4b}	IIA→ACE	0.188	0.002	0.036	Supported
H_{5a}	ICS→CCE	0.148	0.022	0.018	Supported
H_{5b}	ICS→ACE	0.231	0.000	0.050	Supported
H_{6a}	IOF→CCE	0.157	0.004	0.025	Supported
H_{6b}	IOF→ACE	0.213	0.000	0.053	Supported
H_{7}	CCE→SI	0.143	0.005	0.022	Supported
H_{8}	ACE→SI	0.275	0.000	0.078	Supported
H_{9}	DP×CCE→SI	0.116	0.042	0.016	Supported
H_{10}	DP×ACE→SI	0.127	0.017	0.017	Supported

Figure 1: Conceptual model

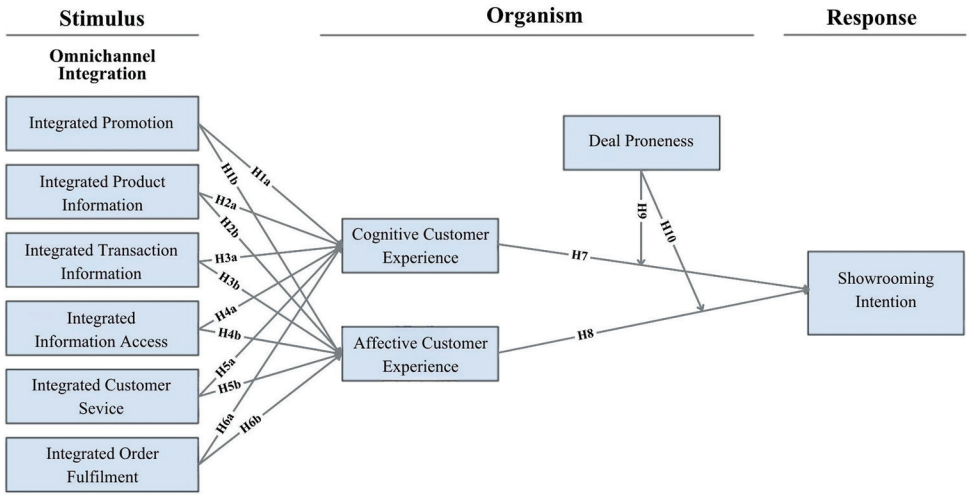
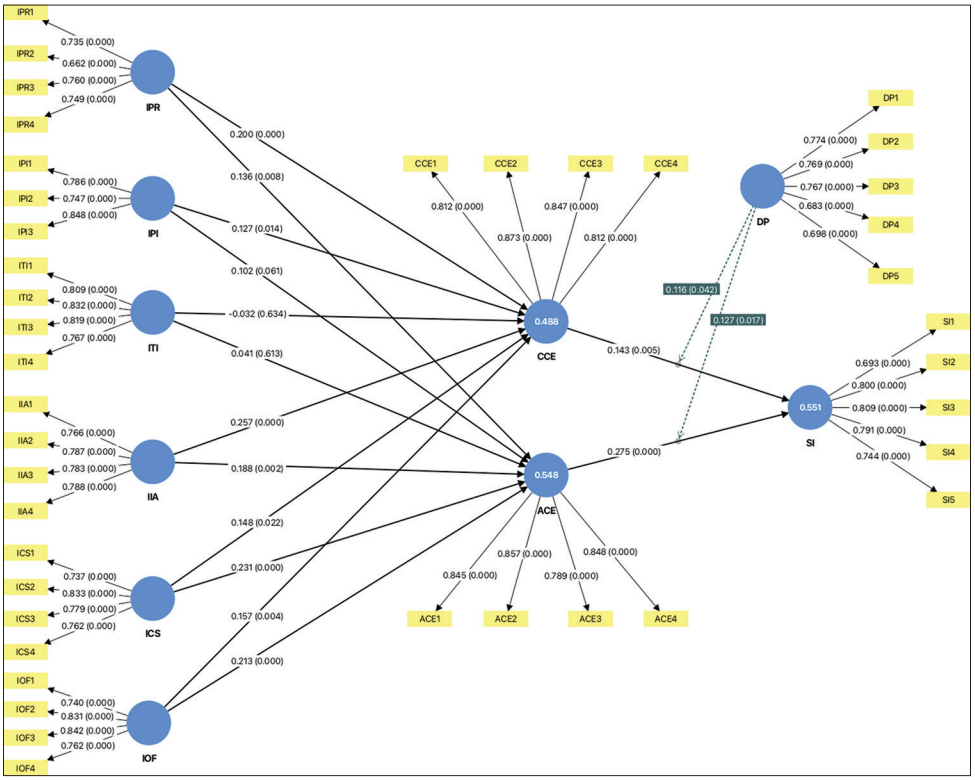


Figure 2: Full PLS-SEM model (Path Coefficient, P-value)



IOF and IPR also significantly improved both cognitive and affective customer experience. Fulfillment flexibility, such as click-and-collect, voucher redemption across channels, and ordering in-store out-of-stock items through online channels, provides functional convenience (Gielens et al., 2021). Similarly, consistent promotions across online and offline touchpoints reduce confusion and support more coherent purchase evaluation (Herhausen et al., 2015). However, the effects of these variables were mostly small, suggesting that omnichannel experience is not shaped by any single capability but rather by the collective performance of multiple integration features.

The results for IPI and ITI provide an important nuance. Product information integration significantly influenced CCE but did not significantly influence ACE. This suggests that consistent product descriptions, prices, and category classifications primarily help consumers evaluate alternatives, but they may not be strong enough to produce emotional responses.

ITI did not significantly influence either customer experience dimension, thus both H_{3a} and H_{3b} are not supported. One potential explanation is that store format may explain the differential perception of transaction integration. Majority of the respondents visited and purchased at multi-brand department stores (e.g. Matahari, Sports Station). Study suggests that shoppers in multi-brand stores focus on cross-brand comparison, which limits their relational engagement with the retailers (Desmichel and Kocher, 2020). In such a context, transaction

Figure 3: Slope analysis illustrating the moderating effect of deal proneness on relationship between affective customer experience and showrooming intention

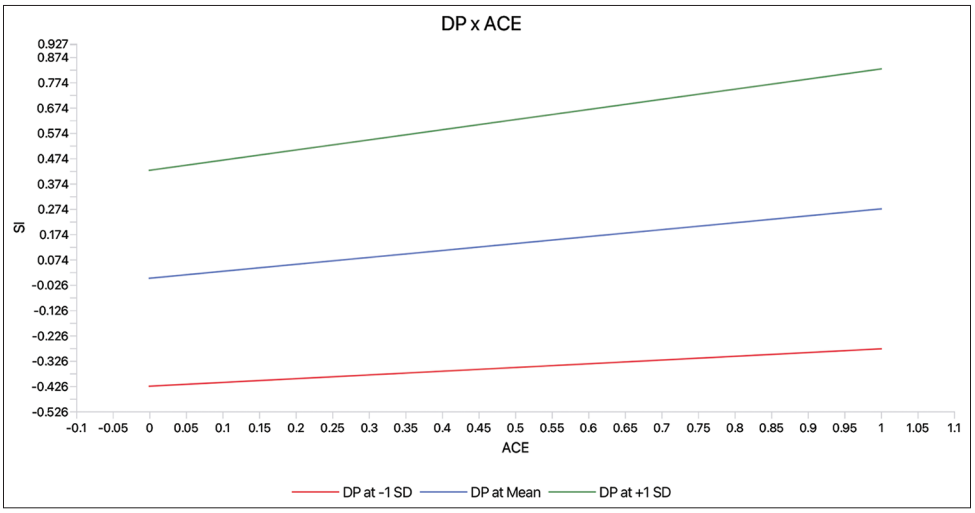
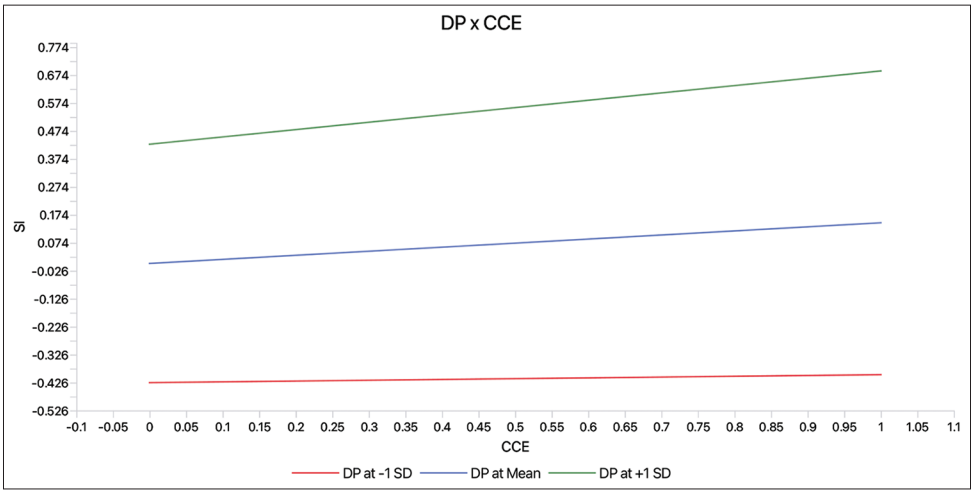


Figure 4: Slope analysis illustrating the moderating effect of deal proneness on relationship between cognitive customer experience and showrooming intention



integration features, such as cross-channel purchase histories, may be less relevant to consumers whose attention is distributed across multiple brands. Single-brand retailer consumers, by contrast, tend to invest more in the retailer's brand ecosystem (Jones and Kim, 2011), which may increase their sensitivity to transaction-level integration. This explanation is supported by a post-hoc independent t-test, which confirmed that department store shoppers perceived transaction integration as significantly lower than brand store shoppers ($M = 3.737$ vs. $M = 3.868$, $t = -2.079$, $P = 0.038$).

ACE showed the stronger effect on SI compared to CCE. This indicates that showrooming is not only a rational-driven behavior but also an experience-driven response. When consumers enjoy the in-store and omnichannel journey, they may become more willing to continue the purchase journey through another channel. This finding aligns with (Barari et al., 2020) research, where the affective dimension of customer experience was found to be a distinct and meaningful driver of consumer responses in retail contexts.

The moderating role of DP was statistically supported for both ACE and CCE. However, the f-square values for the interaction effects were below 0.02, indicating that the practical strength of moderation was limited. Therefore, the moderation results should be interpreted carefully. DP amplifies the association between customer experience and showrooming intention, while preserving the fundamental structural mechanism.

6. CONCLUSIONS

The study enhances both theoretical understanding and practical strategies on how showrooming intention is influenced by omnichannel customer experience with interaction of deal proneness. The results show that most omnichannel integration dimensions contribute to customer experience, although their roles differ. Integrated Information Access is particularly important for cognitive experience, while Integrated Customer Service and Integrated Order Fulfillment are more salient in shaping affective experience. Integrated Transaction Information was not significant,

as the majority of respondents were multi-brand store consumers who focus primarily on cross-brand comparisons and thus pay less attention to transaction integration features.

Cognitive and affective dimensions of customer experience both significantly influence showrooming intention, with the affective component drives a more stronger impact on this behavioral outcome than the cognitive dimension. This divergence suggests that while rational comparisons generate initial engagement, the emotional aspect created by seamless channel integration is a more critical determinant of channel-switching intention.

Furthermore, the moderation effect of deal proneness confirms that price sensitivity remains a key driver in how customers evaluate the benefits of channel-switching. By increasing consumers' responsiveness to cross-channel price advantages, deal proneness amplifies omnichannel experience-showrooming intention relationship. These findings underscore the significance of emotional design alongside functional integration, as the latter primarily serves to facilitate transactions rather than build an enduring satisfaction with the retailers.

6.1. Theoretical Implications

Theoretically, this research advances showrooming research by demonstrating that affective customer experience is more influential on showrooming intention than its cognitive counterpart. This finding suggests that showrooming behavior is not driven solely by rational information search, but equally by the emotional character of shopping. In addition, the study confirms the importance of deal proneness as a moderator of showrooming intention.

6.2. Managerial Implications

From a managerial standpoint, fashion retailers should prioritize practical and visible integration capabilities, especially information access, customer service integration, and fulfillment flexibility. Retailers should ensure that customers can check stock availability, receive consistent service across channels, and complete fulfillment-related activities conveniently. Since affective customer experience has a larger influence on showrooming intention, retailers should train the salesperson to accommodate the channel switching behavior by redirecting consumers into their own omnichannel ecosystem when necessary. Given that deal proneness moderates how customer experience influences showrooming intention, retailers should segment their customer base by price sensitivity and tailor their omnichannel value proposition accordingly. For deal-prone segments, competing on price parity and exclusive omnichannel promotions may be more effective, since this segment's showrooming intention is less deterred by positive channel experiences alone. This approach is particularly important for fashion retailers navigating physical store contraction, where the goal is not to eliminate showrooming entirely but to redirect it within the retailer's own omnichannel ecosystem.

6.3. Limitation and Future Research

There are several identified limitations in this study. First, the sample was limited to Indonesian fashion retail consumers, which may restrict generalizability to other retail categories and countries. Second, causal interpretation is limited by the cross-sectional method and showrooming was measured as intention rather than actual behavior. Third, although the moderation effects of deal proneness were significant, the effect sizes were negligible, suggesting that future studies should examine other moderators such as price transparency, channel switching cost, brand loyalty, product involvement, or marketplace preference. Future research may also investigate how omnichannel customer experience affects consumer's decision on whether to showroom with the same retailer or end up purchasing online from competitors.

DATA AVAILABILITY

Dataset is available on Mendeley Data, DOI: 10.17632/zbrz7sr7db.1 to support transparency and further research.

CONFLICT OF INTEREST

The authors declare no conflicts of interest.

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AUTHOR CONTRIBUTORSHIP

Muhammad Husein Febriskamadya: Conceptualization, Resources, Data Curation, Writing - Original Draft. Eirene Kenny Constantia: Conceptualization, Methodology, Visualization, Writing - Original Draft. Edfent Arious: Conceptualization, Visualization, Writing - Original Draft. Evi Rinawati Simanjuntak: Conceptualization, Methodology, Validation, Formal Analysis, Supervision.

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