THE PRACTICE OF WEBROOMING IN GENERATION Z: EMPIRICAL ANALYSIS ON PERUVIAN BUYERS

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Abstract: This article focuses on the practice of webrooming among Generation Z youth residing in metropolitan Lima. The research seeks to answer the following question: How do convenience orientation and impulse buying propensity influence the practice of webrooming, and how does this practice impact channel integration and purchase preferences in physical stores? To address this, a conceptual model was developed based on relevant academic literature, which was validated through field research. An online survey with Likert-scale questions was conducted with a non-probability sample of 384 young individuals with webrooming experience. Data analysis was carried out using Structural Equation Modeling (SEM), a technique appropriate for the type of hypotheses and sample size. The main results reveal that: 1) convenience orientation negatively influences webrooming; 2) impulse buying in digital media is driven by factors such as website design, product features, and retailer strategies; and 3) webrooming moderates the relationship between channel integration and purchase intention in physical stores, particularly among Generation Z consumers. These findings contribute both to the academic field and to omnichannel retail management by providing a better understanding of the behavior of a key segment entering the Economically Active Population.

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INTRODUCTION

Digital transformation, accelerated by the pandemic, boosted e-commerce and led companies to develop omnichannel strategies by integrating technologies (Abu et al., 2024; Hardi et al., 2024; Huang, 2021). To optimize these strategies, retailers analyze purchasing behavior and aim to integrate online and physical channels (Halibas et al., 2023; Bansal et al., 2024). As a result, showrooming and webrooming have become common practices (He et al., 2024). Webrooming linked to department stores with omnichannel strategies involves researching a product online and purchasing it in a physical store, which increases consumer trust (Chung et al., 2022; Kim & Han, 2022). Given the limited number of studies on this practice, its growing relevance has motivated further research (Wu et al., 2023; Xiang et al., 2024).

Causal relationships were identified in the causality model. Price consciousness and shopping enjoyment orientation promote webrooming, while convenience orientation reduces it (Kim et al., 2019). Additionally, online shopping is associated with promotions, advertising, impulsive purchases, and product exploration (Zhao & Wan, 2017). On the other hand, webrooming influences channel integration by generating patronage (Shakir et al., 2022), which affects the consumer's choice of which channel to use (Schiessl et al., 2023). Given the limited number of studies on these relationships, this model contributes to a better understanding of the behavior of consumers who engage in webrooming.

This research explores how the pursuit of convenience and impulsive buying influences webrooming, as well as the impact this behavior has on channel integration and purchase preferences. The study focuses on Generation Z in Lima, Peru who are known for being constantly connected, multitasking, and navigating the digital world (Geck, 2006). Given their potential as consumers, brands aim to attract them through personalized marketing strategies, relevant content, and constant interaction on social media (Ponomarenko et al., 2022). In 2023, it was estimated that 7 out of the 20 million people in Peru's economically active population belonged to this generation (El Peruano, 2015), highlighting the importance of adapting retail strategies to webrooming a behavior now even more common than showrooming (Guo et al., 2022).

Webrooming is driven by purchase motivation, perceived channel benefits, and costs (Aw, 2019). For retailers, understanding why Generation Z research products online before buying them in physical stores is key to

adjusting their strategies (Seemiller & Grace, 2018). Despite its growing relevance, there is still a gap in the literature on this phenomenon within the retail channel. This study delves into its impact on channel integration and offline patronage, offering a clearer understanding of the motivations behind this behavior (Kleinlercher et al., 2020).

1. Literature review

1.1. Webrooming

Flavián, et al. (2019) indicates that webrooming is a way of shopping where consumers research the product online and purchase it in the physical store. As a result, they perceive greater security and perceive themselves as intelligent buyers. Webrooming varies depending on the type of product and the personality of the consumer. For example, consumers tend to use webrooming more for high-risk information products (such as computers, laptops or cell phones) and experiential products (such as clothing or cosmetics) (Guo, et al. 2022). On the other hand, Bell et al. (2018) explains that webrooming economically benefits retail channels by increasing demand, generating indirect operational effects on other channels, and improving operational efficiency.

1.2. Purchase reasons

Purchase motives drive consumer behavior by fulfilling the needs they seek to satisfy when buying products (Noble et al., 2006). In the retail channel, the buying process involves gathering information, comparing prices, and looking for variety (Noble et al., 2005). In this context, there are two types of motivation. On one hand, hedonic motivation focuses on pleasure and enjoyment, and includes factors such as adventure, gratification, and role-playing (Arnold et al., 2003). It is also linked to impulsive buying behavior (Heitz-Spahn, 2013; Childers et al., 2002; Kim et al., 2019). On the other hand, utilitarian motivation seeks efficiency, prioritizing saving money, time, and effort (To et al., 2007). Likewise, price consciousness reflects the desire to save money (Heitz-Spahn, 2013; Noble et al., 2005).

1.3. Channel integration and its influence on sponsorship

Retail channel integration is the process of integrating multiple channels into a single business model (Cai, et al. 2020). Implementation increases efficiency and drives innovation in retail companies, generating better performance (Oh, et al. 2012). In customers, channel integration empowers consumers, increasing their trust and satisfaction and improves their patronage intention in an omnichannel retail environment (Zhang, et al. 2018). According to Kim, et al. (2019), patronage is consumers' preference and loyalty toward a specific retailer including making recommendations about that retailer. Herhausen, et al. (2015) and Li, et al. (2019) mention that the integration of online and offline channels creates a competitive advantage benefiting retailers.

1.4. CONCEPTUAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

1.4.1. Convenience Orientation

According to Kim, et al. (2019), convenience orientation is the ease and speed with which consumers can make their purchases. Haryanto, et al. (2019) mention that consumers consider convenience when choosing between product options, prioritizing saving time and effort in their purchases. Therefore, it is proposed that Generation Z consumers prefer to practice webrooming, because it allows them to make an effective purchase, obtaining information online and obtaining the product physically. So, the hypothesis is presented:

H1: Convenience orientation impacts positively webrooming behavior in Generation Z consumers.

1.4.2. Impulsive buying orientation

Impulse buying orientation refers to an individual's propensity to make unplanned purchases driven by an intense desire to purchase a product immediately. (Verhagen & Van Dolen, 2011). These buyers make immediate purchase decisions, so the time they research their purchases is short and limited (Skallerud, et al. 2009). This behavior is unexpected and emotional, and the purchasing environment acts as a stimulus (Ahrholdt, et al. 2017). For this reason, the hypothesis was proposed:

H2: Impulsive purchasing orientation negatively impacts webrooming in Generation Z

1.4.3. Channel and sponsorship integration in the physical store

Digital channels have transformed retail commerce and shopper behavior, driving the transition to omnichannel retail (Verhoef, et al. 2015). This strategy creates an improved experience through technological advances (Asmare & Zewdie, 2022). Channel integration seeks to provide optimal customer experience across online, physical and mobile channels (Piotrowicz & Cuthbertson, 2014). This is why channel integration positively influences consumers' channel preferences (Goraya, et al. 2020). Likewise, Kang (2018) states that webrooming in omnichannel consumers impacts the consumer experience and the patronage generated by the experience in different channels. Therefore, the following hypotheses were proposed:

H3: Webrooming impacts positively the relationship between channel integration and consumer patronage intention for the physical store for Generation Z consumers.

H4: Channel integration positively influences consumer patronage intention for physical stores and for Generation Z customers.

Figure 1. Causality model
Note: Own elaboration

2. Methodology

2.1. Research design and measurement tool

The study uses a non-probability research design, and the finite population formula was applied to determine the sample size. Its objective is to analyze webrooming behavior among Generation Z consumers in Metropolitan Lima, who combine retail and online channels. Both qualitative and quantitative methods were used, and the data were analyzed statistically. A questionnaire was administered online, targeting individuals who engage in webrooming. It began with demographic questions, followed by nine Likert-scale questions addressing five key webrooming factors, such as convenience orientation, impulsive buying, and satisfaction with the physical channel. The questionnaire was validated by five experts, and a pilot test was subsequently conducted to correct potential errors.

2.2. Population and sample

This study focuses on Generation Z in metropolitan Lima, Peru, as this generation is beginning to enter the economically active population and is expected to become the main group of consumers in the future (Kusa et al., 2024; Jung et al., 2024). The choice of this generation is based on four main reasons: their impact on economic growth and retail competitiveness (Baykal, 2020), the importance of omnichannel strategies for integrating sales channels (Bansal et al., 2024), and their high use of digital technology. Meanwhile, Metropolitan Lima was selected due to its significance in the retail sector and its sustained growth in sales (Peru Retail, 2024).

Table 1
Obtaining sample data

n = Sample size =		nd
N = Potential Market Size		**756,154**
P = Probability		**0.5**
Q = (1 – P) =		**0.5**
Confidence Level		
	Z = 1.96	1.96
	E = 0.05	0.05
n = $\dfrac{\text{N x Z}^2 \text{ x P x Q}}{(\text{Z}^2 \text{ x P x Q} + (\text{N} - 1) \text{ x E\^2})}$		726,210
		1,892
Sample size = n =		**383.8**

Note: Own preparation

A potential market of 756,154 Generation Z individuals in metropolitan Lima was estimated, based on the assumption that 70% of the total population shops online (Gamboa, 2023) and that this generation represents 20% of that group (Lujan & Polo, 2023). To determine the sample size, a 50% probability of online purchasing was assumed, along with a confidence level based on a statistical parameter of 1.96 and a maximum margin of error of 0.05. Using the finite population formula, a sample size of 384 people was obtained, following the Krejcie and Morgan method (Rehman, 2021).

2.3. FACTORIAL ANALYSIS APPLIED IN THE PILOT TEST

Factor analysis allows for the identification of factors within a population and the establishment of relationships between variables and their underlying causes (Stephenson, 1935). This study focuses on exploratory factor analysis; therefore, the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity were applied during the pilot test.

According to Hair et al. (2019), a KMO value above 0.75 is considered good, between 0.5 and 0.75 is acceptable, and below 0.5 is unacceptable. In all cases, the KMO was greater than 0.5, indicating that the test was valid. Additionally, Bartlett's Test values were below 0.05, confirming the significance of correlations among variables. Therefore, it was concluded that factor analysis was appropriate for application.

Table 2
Bartlett test and KMO test

Constructs and Items	Min	Max	KMO	Barllet Test
Webrooming adapted from Rap et al. (2015)	0.505	0.557	0.529	< .001
Convenience Orientation adapted from Kim et al. (2019)	0.632	0.790	0.693	< .001
Impulsive Buying Orientation adapted from Kim et al. (2019)	0.686	0.80	0.738	< .001
Channel Integration adapted from Schiessl et al. (2023)	0.459	0.569	0.533	< .001
Offline Sponsorship from Schiessl et al. (2023)	0.50	0.50	0.5	0.002

Note: All items with collinearity greater than 5 were eliminated. CO: Convenience Orientation, IBO: Impulse Buying Orientation, CI: Channel Integration, OFPI: Offline Sponsorship.

3. RESULTS

Table 3 presents the demographic data obtained from the surveys conducted.

Table 3
Demographic data of the respondents

|			
	Sex	Feminine	51%
		Male	49%
Vari-ables	***Education***	No Education/ Incomplete Primary Education	0%
		Complete Primary / Incomplete Secondary School	18%
		Complete Secondary/ Incomplete Technical Higher Education	5%
		Complete Technical Higher Education	0%
		Incomplete/Complete University Higher Education	54%
		Postgraduate Education	26%
	Year of Birth	2010 - 2004	30%
		2003-1999	40%
		1998 - 1994	30%
	Marital Status	*Single*	80%
		Married	20%
		Divorced	0%
		Widow/ Widower	0%
	Currently Employed	*Yes*	70%
		No	30%
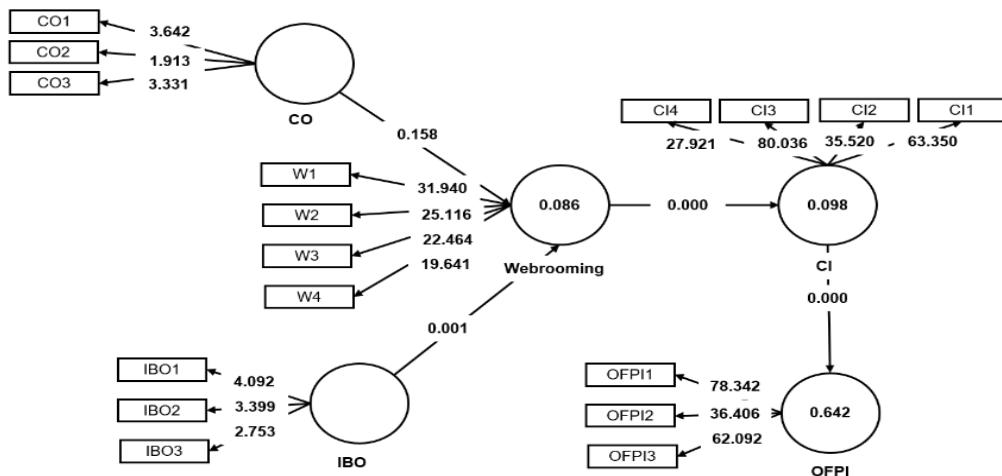
Figure 2. Results of the Structural Model

Note: All items with collinearity greater than 5 were eliminated. CO: Convenience Orientation, IBO: Impulse Buying Orientation, CI: Channel Integration, OFPI: Offline Sponsorship.

Cronbach's Alpha and AVE were used to assess the reliability and convergent validity of the instrument. An alpha greater than 0.80 indicates high reliability (Ruiz Bolívar, 2002). In this analysis, all indicators exceeded 0.5, demonstrating that the constructs explain at least 50% of the variance in their items. Additionally, three constructs showed strong reliability (Christmann & Aelst, 2006). All cases yielded an AVE above 50%, classifying the items as acceptable (Hair et al., 2019). Composite Reliability confirmed internal consistency, and according to Fornell and Larcker (1981), a factor must explain more than 50% of the variance to be considered valid, with an ideal threshold of 70%. This analysis meets that criterion, reinforcing the convergent validity of the instrument.

Table 4
Convergent Validity

	Cronbach's Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CO	0.747	1.21	0.834	0.634
IBO	0.621	0.557	0.781	0.545
IC	0.926	0.929	0.948	0.819
OFPI	0.929	0.931	0.955	0.875
W	0.915	0.936	0.939	0.794

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

Discriminant validity is assessed by comparing indicator loadings on their respective constructs with cross-loadings on other constructs. According to Henseler et al. (2009) and Cohen (1988), validity is confirmed when the loadings on the intended construct are significantly higher, and the effect size exceeds 0.5. The results shown in Table 5 meet these criteria, ensuring strong discriminant validity. Additionally, Fornell and Larcker (1981) state that the average variance extracted (AVE) for each construct should be greater than the shared variance between construct pairs, ensuring that each construct captures distinct aspects (see Table 6).

Table 5
Cross Loading

	CI	OFPI	CO	IBO	W
CI1	**0.913**	0.761	-0.186	0.24	0.35
CI2	**0.9**	0.753	-0.255	0.098	0.284
CI3	**0.932**	0.684	-0.247	0.13	0.249
CI4	**0.875**	0.696	-0.044	0.151	0.231
OFPI1	0.77	**0.929**	-0.086	0.207	0.296
OFPI2	0.704	**0.938**	-0.23	0.098	0.31
OFPI4	0.772	**0.939**	-0.072	0.076	0.214
CO1	-0.132	-0.072	**0.833**	0.04	-0.055
CO2	-0.017	0.084	**0.574**	-0.124	-0.054
CO3	-0.238	-0.195	**0.938**	0.14	-0.162
IBO1	0.087	0.054	0.261	**0.825**	0.201
IBO2	0.228	0.199	-0.261	**0.696**	0.203
IBO3	-0.052	-0.055	0.451	**0.685**	0.063
W1	0.318	0.337	-0.067	0.298	**0.916**
W2	0.279	0.24	-0.246	0.137	**0.893**
W3	0.267	0.246	-0.066	0.304	**0.883**
W4	0.221	0.178	-0.141	0.066	**0.872**

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

Table 6
Average variance extracted

	CO	IBO	IC	OFPI	W
CO	0.796				
IBO	0.079	0.738			
IC	-0.204	0.173	0.905		
OFPI	-0.135	0.136	0.802	0.935	
W	-0.14	0.244	0.311	0.291	0.891

 Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

Table 7 presents the HTMT test, which is used to assess discriminant validity in structural equation models. According to Cepeda et al. (2016), an HTMT value below 0.90 indicates satisfactory discriminant validity. In this analysis, all values are below the 0.90 threshold, confirming adequate discriminant validity among the constructs.

Table 7
Heterotrait–monotrait ratio (HTMT)

	CO	IBO	IC	OFPI	W
CO					
IBO	0.54				
IC	0.194	0.225			
OFPI	0.174	0.189	0.86		
W	0.142	0.273	0.328	0.306	

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

According to Hair et al. (2019), the p-value test shows that all items are significantly related to their corresponding variable, and if the p-value is greater than 0.05, the hypothesis is rejected. In Table 8, the hypothesis regarding convenience orientation is rejected. Additionally, the T-value is used to determine the statistical significance of the coefficients; when the T-value exceeds 1.96, the coefficient is considered significantly different from zero. Table 8 shows that most variables have a T-value above this threshold, except for convenience orientation.

Table 8
Test P y T

	Origin sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Results
CI -> OFPI	0.801	0.802	0.038	21.228	0	Is accepted
CO -> Webrooming	-0.159	-0.154	0.113	1.413	0.158	It is rejected
IBO -> Webrooming	0.262	0.27	0.08	3.269	0.001	Is accepted
Webrooming -> CI	0.313	0.308	0.079	3.964	0	Is accepted

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

VIF is a metric used to assess collinearity among items. According to Tsagris and Pandis (2021), collinearity occurs when two or more predictor variables in a regression model are highly correlated, meaning they are not independent from one another. This can inflate the variance of the estimated coefficients, making it difficult to determine which variables are hugely significant in the model. Collinearity is considered a severe issue when the VIF value ranges between 5 and 10. Therefore, items with VIF values within that range were removed.

Table 9
Multicollinearity

	VIF
CI1	3.387
CI2	3.546
CI3	4.894
CI4	3.228
CO1	2.254
CO2	1.394
CO3	1.787
IBO1	3.117
IBO2	1.056
IBO3	3.026
OFPI1	3.36
OFPI2	4.221
OFPI3	3.908
W2	3.769
W3	2.782
W4	3.554
W1	3.267

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CO: Convenience Orientation, IBO: Impulse Buying Orientation, IC: Channel Integration, OFPI: Offline Sponsorship.

According to Hair et al. (2014), the coefficient of determination (R^2) is a measure of the predictive accuracy of the model, where values of 0.75, 0.50, and 0.25 indicate substantial, moderate, or weak levels of accuracy, respectively. Additionally, R^2 values equal to or greater than 0.90 may suggest overfitting or data manipulation. In the model, the dependent variable *webrooming* shows low dependence on the analyzed orientations (Table 10), such as convenience orientation and impulse buying. In other words, the predictor variables described explain only 8.6% of *webrooming* behavior. Hair et al. (2019) state that the higher the R^2 value, the greater the explanatory power. However, it is important to consider the context in which R^2 is assessed, as in some cases, low values may still be acceptable. Table 10 shows that convenience orientation is a predictor variable that may be influencing the R^2 value; when it is excluded, R^2 decreases. Therefore, in the presented model, this orientation is key to explaining *webrooming*. Similarly, channel integration shows an R^2 of 0.01, indicating that *webrooming* explains only 1% of this dependent variable. In contrast, *offline sponsorship* has the highest R^2 (0.642), with 64% of its variance explained by channel integration.

Khan et al. (2021) state that Q^2 values above 0% and 26% are significant and reflect the predictive capability of the model. While R^2 measures determination, Q^2 indicates certainty. Hair et al. (2019) establish that values greater than 0, 0.25, and 0.50 represent low, medium, and important levels of predictive relevance in PLS, respectively. Table 10 shows medium Q^2 values, confirming the model's predictive capacity. Additionally, metrics such as Mean Absolute Error (MAE) and Root Mean Squared Error (RMSE) are considered to evaluate prediction accuracy.

Table 10
R Square

	R^2	Q^2predict	RMSE	MAE
CI	0.098	0.033	0.994	0.878
OFPI	0.642	0.017	1.001	0.887
Webrooming	0.086	0.04	0.989	0.779

Note: All items with collinearity greater than 5 were eliminated. W: Webrooming, CI: Channel Integration, OFPI: Offline Sponsorship.

4. DISCUSSION

4.1. THEORETICAL CONTRIBUTIONS/HYPOTHESIS TESTING

This research article analyzed the practice of webrooming among Generation Z in Metropolitan Lima within the retail channel, given that this purchasing model has been underexplored, as outlined in the introduction. In this regard, the need arose to explore how variables such as convenience orientation and impulse buying propensity positively influence the practice of webrooming. In turn, this purchasing behavior promotes channel integration, enabling a smooth transition between digital and physical environments, which facilitates offline sponsorship. The decision to focus the study on Generation Z is based on their characteristics as digital natives who are highly influenced by technology in their purchasing decisions (Espejo et al., 2024). According to Flavián et al. (2019), webrooming involves researching products online before purchasing them in physical stores, which requires companies to efficiently integrate all customer touchpoints. In this context, omnichannel integration emerges as a key strategy to enhance consumer experience, as noted by Asmare and Zewdie (2022). Furthermore, considering that as of 2023 this generation has become an active part of Peru's Economically Active Population (EAP) (El Peruano, 2015), understanding their buying behavior and potential impact on the retail sector is crucial.

4.1.1. Validation of the convenience orientation hypothesis

Haryanto et al. (2019) point out that consumers consider convenience when choosing between product options, prioritizing saving time and effort in their purchases. In this sense, webrooming is presented as an ideal purchasing model, as it reduces time and cost effort by allowing consumers to research the product and obtain detailed information to make more informed decisions. However, the statistical results obtained in this study suggest that this hypothesis does not hold. As seen in table 8, the p-value obtained is greater than 0.05, indicating that the hypothesis must be rejected, according to the criteria of Hair et al. (2019).

Gottschalk (2018) also mentions that convenience orientation has a negative influence on webrooming, which is consistent with the findings of this study. Furthermore, Aw et al. (2021) reinforce this idea by stating that, in a webrooming model, the need to touch the product is essential for the consumer, especially when they are in a retail sector context. Products

require thorough inspection, which is why Generation Z consumers do not necessarily seek to save time when researching before making a purchase in a physical store.

4.1.2. Validation of the compulsive buying orientation hypothesis

According to Febrilia et al. (2024), impulse buying on digital media is influenced by the website, product features, and retailer strategies that motivate individuals to make the purchase. Furthermore, impulse buying is done to obtain instant gratification (Einarsson et al., 2024). Thus, as seen in Table 8, the hypothesis is validated using the P and T tests. Furthermore, according to Figure 1, this variable moderates webrooming by 26%. Likewise, compulsive buying behavior increases retail sales and allows consumers to be guided by their emotions. On the other hand, webrooming has a negative influence on the purchasing model because consumers are responsible for making smart purchases. This is supported by the fact that in this purchasing model, individuals have the ability to research the product to obtain detailed information and then go to the store to validate this information. Furthermore, with the help of salespeople who assist consumers, individuals can perceive added value. (Flavian et al. 2020)

4.1.3. Validation of the offline sponsorship and channel integration hypothesis

Technological advances and the growth of points of purchase have impacted omnichannel purchasing behavior (Sharma et al., 2024). Furthermore, according to Nguyen and Tran (2023), the experience of customers using omnichannel positively influences satisfaction, and webrooming improves the customer experience. Given this, webrooming moderates the relationship between channel integration and purchase patronage intention in physical stores. Given this, the hypothesis presented in Table 8 is accepted. Furthermore, the hypothesis that channel integration positively influences consumer patronage intention for physical stores and for Generation Z customers is accepted. This is supported by Shakir et al. (2022), who mention that webrooming positively moderates the impact on channel integration and is linked to offline patronage intention.

4.2. THEORETICAL IMPLICATIONS

The importance of studying webrooming stems from the technological advances that arose from COVID-19, which brought with it the need for

retailers to adapt to these changes and implement omnichannel strategies (Kohli et al., 2024). COVID-19 prompted retail channels to reinvent themselves, quickly adapting to changes in consumer behavior, forcing them to use webrooming. This is also due to the need for personalized assistance from salespeople with greater product knowledge and capable of answering questions. (K., 2024)

This scientific article explores webrooming in the retail channel, delving into the variables that impact its implementation. It also affirms the importance of Generation Z interacting with online and offline retail environments. It also highlights the importance of implementing an omnichannel strategy, which allows for channel integration to boost consumer purchase intent (Chen & Chi, 2024).

4.3. PRACTICAL IMPLICATIONS

This research is useful for retailers facing the challenge of attracting Generation Z, a group that is entering EAP. Understanding their purchasing behavior is essential to attracting them with products and services tailored to their preferences. Therefore, retailers can benefit from research findings showing how webrooming moderates the relationship between channel integration and in-store purchase intention. Akter et al. (2019) point out that today's customers use multiple channels simultaneously in their purchasing process. For example, they shop online and then pick up their products in-store and search for better prices online while in-store or switch channels.

Akter et al. (2019) and this research highlight the importance of retailers understanding omnichannel, as this will allow them to identify ways to create and capture greater value for consumers. The integration of technologies in retailers facilitates seamless experiences in both online and offline environments that meet the expectations of Generation Z (Thaichon, 2023).

On the other hand, the impulse buying hypothesis negatively impacts webrooming among Generation Z. These results provide retailers with valuable information to adapt to this behavior. This research suggests that promotions and discounts could be implemented at the physical point of sale. As mentioned above, Generation Z makes more informed purchases. Therefore, these strategies can encourage impulse purchases. However, as Gupta and Cooper (1992) point out, consumers' response to promotions will depend on the discount, the store's image, and the type of product (whether a well-known brand or the store's own).

In this sense, retailers can strengthen Generation Z's offline loyalty and patronage through incentives such as promotions or loyalty programs. As Liu (2007) points out, these programs can increase purchasing and loyalty levels with low or moderate levels of patronage. Furthermore, it is essential for retailers to align with Generation Z's values so that the customer experience reflects and addresses their preferences for convenience and impulse buying in an omnichannel environment. This could be achieved through shopping experiences that offer efficient navigation and a seamless transition between online and physical channels.

Conclusion

The findings of this study provide retailers with key information for developing effective marketing strategies in the digital environment. Understanding webrooming as a predominant behavior among Generation Z, along with channel integration, allows companies to create more personalized and consistent shopping experiences. This integration, complemented by an omnichannel approach, can significantly improve commercial effectiveness and strengthen customer loyalty in an increasingly hybrid market.

Contrary to initial assumptions, the convenience orientation does not have a positive impact on webrooming behavior within Generation Z. This can be explained by the consumers' need to physically interact with the products and receive assistance from salespeople, which remains essential to their shopping experience. Interaction with salespeople builds trust, influences the purchasing decision, and ensures that the acquisition process is not necessarily quick, which has relevant implications for retailers to adapt their marketing strategies.

On the other hand, the hypothesis regarding impulse buying in digital media was accepted, showing that this type of buying significantly influences consumer behavior, as it is linked to strategies that prioritize instant gratification. The results indicate that impulse buying moderates webrooming by 26%, highlighting the positive impact of this behavior on the hybrid shopping model. This underscores the importance of emotions in consumers' purchasing decisions.

Additionally, the hypothesis concerning channel integration and offline sponsorship was validated. Channel integration enhances the consumer shopping experience and has a direct impact on their intention to purchase

in physical stores. Webrooming facilitates the transition between online and physical channels, motivating consumers to complete their purchases in physical stores. This highlights the importance of developing effective omnichannel strategies to optimize the experience and foster customer loyalty.

Finally, limitations were identified in the methodology, especially due to focusing solely on online surveys, which may generate bias and limit the generalization of results. The study is also limited to a single generation and specific hybrid shopping behavior. These limitations open new avenues for research, such as expanding the sample to other generations, analyzing the impact of geographic context, and comparing webrooming with showrooming. These future investigations will contribute to a deeper understanding of consumer dynamics in the omnichannel environment.

Although the study focuses on Generation Z residing in metropolitan Lima, the results obtained have implications that can be applied in broader contexts. The variables analyzed reflect behavioral patterns that have been identified in various international studies. In this sense, Generation Z's behavior regarding webrooming is part of a global trend linked to the evolution of retail and digital transformation. Therefore, the results of this research can serve as a starting point for comparative studies in other countries with similar socioeconomic characteristics, where the transition toward an omnichannel model is also underway. Moreover, by challenging the assumption that convenience orientation drives webrooming, this study opens a relevant line of analysis into the underlying motivations of young consumer behavior.

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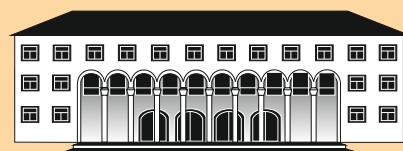
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