Generational Differences in Perceived Channel Value and Omnichannel Shopping Intention: A Quantitative Survey-Based Study

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Abstract

Omnichannel has become increasingly important over the past few years. Many consumers prefer various channel pathways to purchase products and services in the physical and digital retail landscape, while some remain comfortable with only a specific channel. Numerous studies have investigated how consumers interact across multiple channels, yet overlook the single-channel use that remains. The purpose of this study is to identify the effect of Thai consumers' perceived value of four channel paths — pure offline, pure online, showrooming, and webrooming — on omnichannel shopping intention, with a moderating effect of generation (Generation X, Y, and Z). Data was collected and analyzed from 426 respondents using hierarchical regression analysis. The results indicate a negative relationship between the perceived value of two single-channel paths and omnichannel purchase intention. On the other hand, the results confirm a positive effect of the perceived value of two multichannel paths on the omnichannel purchase intention. A stronger negative impact of the perceived value of pure offline is found in GenY. The positive effect of webrooming value is also found to be stronger for Gen Y. Other generational moderations are identified as insignificant. This adds another perspective to existing research that generational differences may no longer play a pivotal role in determining omnichannel behavior. Other specific behavioral and psychological traits of each generation should be considered to add deeper perspectives. On the other hand, the results reaffirm the importance of moving toward omnichannel strategies. Companies should continue to develop an appropriate cross-channel strategy to enhance seamless integration rather than focusing mainly on store expansion.

Keywords: Single-Channel, Showrooming, Webrooming, Perceived channel value, Generational differences, Omnichannel shopping intention

Introduction

In today's digital landscape, shopping is not what it used to be. Consumers are no longer forced to interact with only a single channel. A range of channels is available for them to choose from. Some still enjoy single-channel modes, such as pure offline (traditional brick-and-mortar store) and pure online (dot-com). In contrast, others are involved in multichannel, including showrooming (searching offline and purchasing online) and webrooming (searching online and purchasing offline). Although omnichannel has become an increasingly dominant practice as it encourages flexible conversion across channels, some consumers remain loyal to a single channel they are accustomed to (Park & Lee, 2017). According to Cardona (2025), 30% of 46,000 retail shoppers under study shop only through a single channel. However, there is an increasing number of consumers who exhibit hybrid channel preference. Rahman et al. (2025) indicate that 73% of today's consumers prefer an omnichannel shopping experience. This is supported by data from Cardona (2025), which states that seven out of ten consumers claim to be omnichannel shoppers.

Much research in omnichannel primarily focuses on how consumers associate with multiple channels, especially through showrooming and webrooming, as it aligns with the current digital landscape. However, consumers' association with omnichannel may not accurately reflect the distinction of consumer behavior. Some consumers still have a strong preference toward a single-channel pathway. Research by Konuş, Verhoef, and Neslin (2008) and Park and Lee (2017) demonstrates the existence of consumers' resistance to integrated channels. Boston Consulting Group (2018) shows a mix of consumers who prefer "store-solo" and "online-solo" shopping environments. Still, a single-path channel receives minimal attention in the omnichannel research. With these variations, it would be valuable to explore this underrepresented area to see how single-path channel consumers fit into an overall picture of omnichannel.

Understanding how consumers choose to anticipate in each channel path, together with the factors that influence omnichannel shopping intention, is essential for today's retailers, as this approach leads to higher sales and brand loyalty (Hossain, Akter, Kattiyapornpong, & Dwivedi, 2020). For consumers to have an omnichannel purchase intention, it is a combination of many factors, including channel-specific attributes, consumer characteristics, product categories, and other related contextual factors. Perceived value is also identified as one of the factors determining the consumers' engagement in omnichannel

shopping (Kang, 2019; Truong, 2021). The perceived value of each channel path reflects how consumers evaluate different shopping environments. The higher the perceived value, the higher the omnichannel shopping intentions. By recognizing how consumers value each distinct channel path, retailers can tailor-made strategies to fit different channel characteristics. This will enhance the shopping experience and stimulate omnichannel shopping behavior. However, the impact of the perceived channel value may not be uniform across all consumers. According to Verhoef, Neslin, & Vroomen (2007) and Konuş et al. (2008), consumers prefer different channels depending on their demographic and psychographic variables. Consumers expedite their journey through these channels in various ways depending on their generation, with different perceptions (Dorie & Loranger, 2020; Agrawal, 2022; Nwobodo & Weissman, 2024). They not only have different preferences and responses in engaging with retail environments, but also comfort with digital technologies and shopping strategies (Lissitsa & Kol, 2016). For example, younger generations are more likely to prefer a hybrid channel while older generations are more comfortable with a single-channel experience (Lissitsa & Kol, 2016; Park and Lee, 2017). As channel preferences are non-uniform across generations, understanding how they navigate through various channel paths is necessary for a company to develop omnichannel strategies.

In response to these gaps, this research aims to investigate how the perceived value of the four channel paths – pure offline, pure online, showrooming, and webrooming – influences consumers' omnichannel shopping intention, and how these relationships are moderated by different generations, i.e., Gen X, Gen Y, and Gen Z, among Thai consumers. This will provide an additional body of knowledge to academia and business practices by confirming valuable consumer segments to tailor appropriate omnichannel retailing strategies.

Literature Review

An Overview of Omnichannel Retailing

Due to technological advancement and a shift in consumer behavior, omnichannel has become a dominant practice in the retail industry. In its early years, omnichannel was defined as the integration of experience between physical stores and online shopping (Rigby, 2011; Aberdeen Group, 2012). With its evolution throughout the years, Verhoef, Kannan and Inman (2015, p. 176) recently define it as "*the synergetic management of the numerous available channels and customer touchpoints, in such a way that the customer experiences across*

channels and the performance over channel is optimized." Omnichannel focuses on coordinating different channels to boost simultaneous interactions between consumers and retailers (Li et al., 2018b). Consumers fluidly progress through their journey without distinguishing online and offline, seeking a connected experience across channels (Barwitz & Maas, 2018; Asmare & Zewdie, 2022).

As omnichannel retailing has transformed, numerous areas of focus have added dimension to the field. According to Chen, Cheung, and Tan (2018), research in omnichannel retailing primarily focuses on the perspectives of retailers and consumers. From the retailer's perspective, researcher was looking for ways to integrate different channels and optimize sales (Cai & Lo, 2020). For example, strategies for an omnichannel retailer (Brynjolfsson, Hu, & Rahman, 2013) and ways to improve omnichannel operational efficiency (Bell, Gallino, & Moreno, 2018). From the consumer's perspective, the topics of interest include what can be done to ensure continuity of consumers' shopping throughout the journey and when consumers will adopt certain channels (Chen et al., 2018). Specifically focusing on consumer behavior, omnichannel research aims to understand the behavior of switching among channels. Examining how consumers respond to the integration of channels between online and offline has become the mainstream of omnichannel research (Li, Shen, & Bart, 2018a; Van Nguyen, McClelland, & Thuan, 2022; Wolf & Steul-Fischer, 2023; Blömker & Albrecht, 2024). Yet, the impact of single-channel choice is overlooked. This adds another stream to the literature in addressing consumer decision-making in an omnichannel environment, particularly regarding single- and multi-channel path selection and shopping intention.

Omnichannel Shopping Intention

In an omnichannel environment, consumers connect with retailers through different channel platforms. Understanding the intention of individuals to engage in omnichannel shopping is essential to both researchers and practitioners. Shi, Wang, Chen, and Zhang (2020) and Truong (2021) define omnichannel shopping intention as consumers' intention to adopt methods of shopping across multiple channels throughout their journey, starting from seeking product information at the pre-purchase stage, to purchasing products, and picking up and/or returning products at the post-purchase stage from various available channels.

There are several antecedents of omnichannel shopping intention. Whether consumers are willing to shop in an omnichannel environment depends on several factors, including contextual characteristics, product characteristics, and consumer characteristics.

Time (Chocarro, Cortiñas, & Villanueva, 2013), place and social surroundings (Bilgicer, Jedidi, Lehmann, & Neslin, 2015), marketing communication (Bilgicer et al., 2015), and distribution availability (Madden, Banerjee, Rappoport, & Suenaga, 2017) are examples of contextual factors. Product characteristics such as product price (Xu & Jackson, 2019), product type (Goraya et al., 2022), product complexity (Kim, Song, Choi, Kim, & Hong, 2021), and product involvement (Chocarro et al., 2013) also play an indirect role in determining consumers' engagement in the omnichannel experience. For consumer characteristics, consumers have distinct characteristics and preferences, and their omnichannel shopping behaviors are not uniform. The intention of adopting an integrated shopping path may vary according to technology readiness, previous experience, and/or perceived value (Barwitz & Maas, 2018). Age and gender (Dorie & Loranger, 2020), along with other consumers' psychographic traits, such as price consciousness, openness to innovation, and impulsiveness, have been investigated to segment various types of omnichannel shoppers (Sands, Ferraro, Campbell, & Pallant, 2016; Brand, Schwanen, & Anable, 2020; Maggioni et al., 2020).

Channel Paths and the Perceived Value

With the development of online technologies, various channels emerged. Consumers have choices of channels to select from throughout their shopping journey. An omnichannel environment allows consumers to interact extensively with a hybrid channel. However, there are a certain number of consumers who prefer shopping via a single channel (Flavián, Gurrea, & Orús, 2020). Konuş et al. (2008) identify different consumer segments based on their channel preferences, including single-channel, dual-channel, and multichannel. Park and Lee (2017) categorize consumers into online-only, offline-only, and omnichannel shoppers. According to Verhoef et al. (2007), consumers' involvement in multichannel shopping is divided into two stages: information search and product purchase. Chiou, Chou, and Shen (2017) regroup consumers into four types of channel shopping behaviors, including 1) consumers who search for information *at the physical store* and make a purchase *at the physical store* (pure offline), 2) consumers who search for information *online* and make a purchase *online* (pure online), 3) consumers who search for information *at the physical store* and make the purchase *online* (showrooming), and 4) consumers who search for information *online* and make a purchase *at the physical store* (webrooming). The first two groups of consumers are single-channel shoppers, while the latter two are multichannel shoppers. This research adopts these

shopping patterns to confirm the relationship between channel perceived value and omnichannel shopping intention.

Perceived value is classified as the most influential factor in consumers' intentional behavior (Chang & Geng, 2022; Maduku & Thusi, 2023; Sharma & Fatima, 2024). In an omnichannel context, the intention to engage in omnichannel shopping reflects their perceived drawbacks and benefits of such channels (Barwitz & Mass, 2018; Shi et al., 2020; Alang & Nguyen, 2022; Singh & Jang, 2022). Channels with higher perceived value are likely to be selected as a preferred choice for shopping.

For consumers who choose the pure offline path as their channel choice, they are influenced by the positive value of the sensory experience that the physical store provides. An ability to ask for sales assistance, evaluate products physically, and immediately possess products drives their pure offline channel behavior (Kang, 2019; Shi et al., 2020), as it enhances trust and reduces risk in their purchase (Flavián et al., 2020; Shi et al., 2020). High reliance on these physical benefits reflects a high perception of the value the physical store provides. This would reduce the intention to engage in omnichannel shopping behavior (Truong, 2021).

H1: Perceived value of pure offline shopping behavior is negatively associated with omnichannel shopping intention.

Pure online channel choice provides a key benefit for consumers through its convenience. Consumers have "anytime, anywhere" access to acquire information, read reviews, compare products from a broad selection, and make informed purchasing decisions (Brynjolfsson et al., 2013; Barwitz & Maas, 2018; Goraya et al., 2022). Conducting these various activities is time-saving. It requires consumers' minimum effort to maximize control and value received. With these benefits, it is less likely that consumers will interact with the physical store. An omnichannel experience is unlikely.

H2: Perceived value of pure online shopping behavior is negatively associated with omnichannel shopping intention.

When consumers engage in showrooming, they search for information at the physical store and make an online purchase (Schneider & Zielke, 2020). This behavior allows them to benefit from sensory product evaluation through the physical channel, while gaining convenience through online purchasing (Flavián et al., 2016; Gensler, Neslin, & Verhoef, 2017). The perceived value of showrooming is derived from its ability to create consumers' involvement in physical inspection. The risk is, therefore, reduced. At the same time,

convenience allows consumers to optimize cost efficiency through online purchasing. Valuable benefits received from the hybrid channel increase consumers' intention to engage in omnichannel shopping.

H3: Perceived value of showrooming shopping behavior is positively associated with omnichannel shopping intention.

Webrooming is a blended shopping journey where consumers conduct pre-purchase research online and make a purchase offline (Aw, Basha, Ng, & Ho, 2021). While conducting online research, consumers read reviews, compare prices, or check inventory. Control for information completeness is the value received (Kramer, 2014; Truong, 2021). At the same time, purchasing products in a physical store provides reassurance, allowing consumers to make a purchase with confidence. An offline channel enables consumers to see and test products before making a final decision. Values are derived through tactile validation and immediate possession (Kramer, 2014; Gensler et al., 2017; Truong, 2021). The combined value of online and offline channels makes omnichannel shopping an enticing path. Consumers are likely to have a high intention to shop in an omnichannel environment.

H4: Perceived value of webrooming shopping behavior is positively associated with omnichannel shopping intention.

The conceptual framework and its constructs are presented in Figure 1

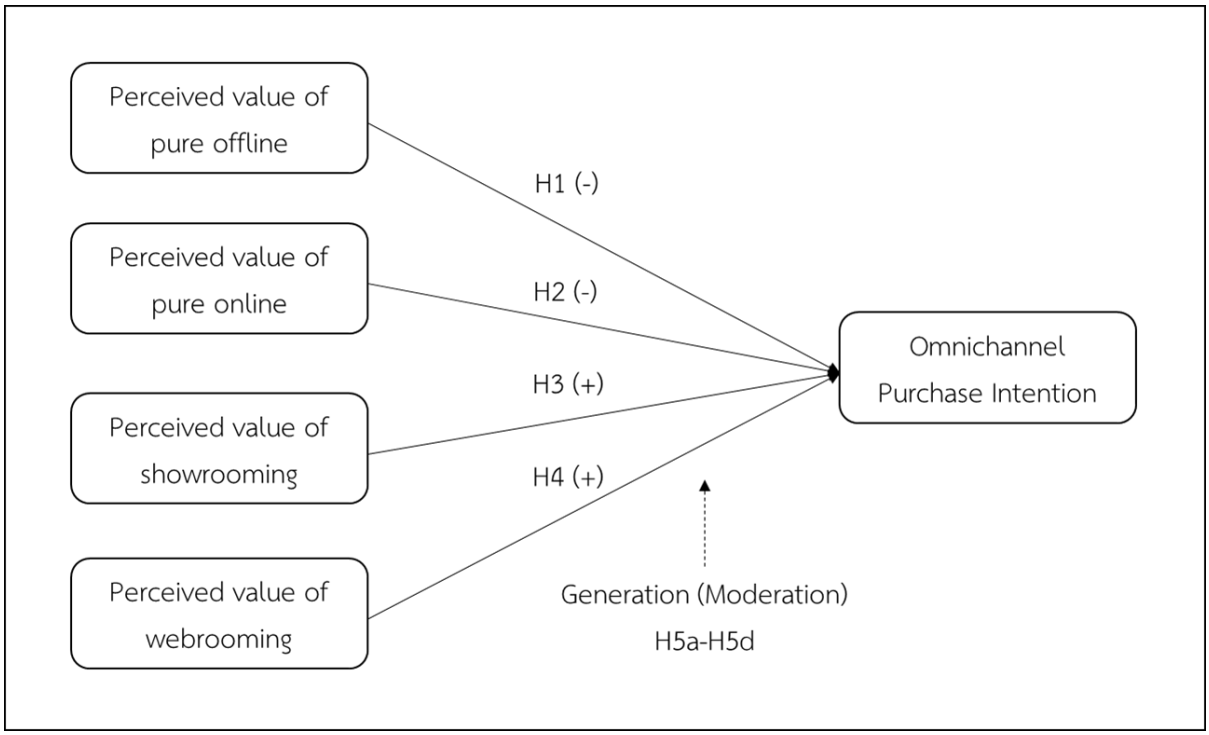

Figure 1 Conceptual Framework

The Moderating Role of Generation

Consumers use different channel paths in their purchasing journey depending on the distinct value each channel provides. However, the value proposition of each channel may vary according to personal needs, product characteristics, and demographic characteristics. According to the Generational Cohort Theory (Mannheim, 1952), generations respond differently due to exposure to different historical conditions. Each cohort contains unique characteristics, behaviors, and consumption patterns depending on the "defining moments" they experience. According to the Technology Acceptance Model (Davis, 1989), perceived usefulness and perceived ease of use drive the adoption of technology. Generations are also found to respond to technological innovation at a different rate. A younger generation is more receptive to digital technology than older generations (Verhoef et al., 2007; Lissitsa & Kol, 2016). An analysis by Pentecost, Donoghue, and Thaichon (2019) on the motivation of generation indicates that generational channel choice depends on hedonic and utilitarian benefits. Younger generations are looking for entertainment through shopping, while social influences motivate older generations to engage with a particular channel (San-Martín, Prodanova, & Jiménez, 2015). In the omnichannel context, the behavior of generations in channel usage may vary in terms of technology familiarity and perceived risks (Lissitsa & Col, 2016; Park & Lee, 2017; Shankar et al., 2021). They may interact with different channels at different stages of the purchasing decision (Pentecost et al., 2019).

Generation cohorts analyzed in this study are Generation X, who were born in 1965-1980, Generation Y, who were born in 1981-1996, and Generation Z, who were born in 1996-2005 (Priporas, Stylos, & Fotiadis, 2017; Bialik & Fry, 2019). Lissitsa and Kol (2016) classify Generation X as those who prefer a familiar experience in in-store shopping. Online shopping is often approached with skepticism due to its high-risk nature. On the other hand, Generation Z is a digital native and has high familiarity with shopping in a digital setting (Matos, Durão, & Magano, 2022). A personalized online experience is favorable (Chaney, Touzani, & Ben Slimane, 2017; Agrawal, 2022). The behavior of Generation Y is a blend of the two previously mentioned generations, evolving around both online and offline channels (Lissitsa & Kol, 2016).

H5a: The relationship between perceived value of pure offline shopping and omnichannel shopping intention is moderated by generation, such that the negative effect is stronger for older generations (e.g., Gen X).

H5b: The relationship between perceived value of pure online shopping and omnichannel shopping intention is moderated by generation, such that the negative effect is stronger for younger generations (e.g., Gen Z).

With the convergence of offline and online ecosystems, also known as omnichannel, generations respond differently to channel interaction. Due to higher purchasing power, derived from better career advancement and education, Generation X often seeks detailed information before making a purchase and inspects products for quality assurance (Schneider & Zielke, 2020). The strengths of the online channel in information provision and the offline channel for product validation match the needs of Generation X, reflecting the webrooming behavior. For the younger generations, Gen Y and Z, Sharma and Dutta (2025) associate them with showrooming behavior as they search for sensory evaluation at physical stores and purchase online for convenience. As Gen Z are digital native who values speed and efficiency (Park & Lee, 2017), showrooming allows them to navigate fluidly across channels (Lissitsa & Kol, 2016). Flavián et al. (2020) state that tech-savvy consumers who seek real-time value are likely to engage in showrooming behavior. Generation Y is characterized as a blended channel user, influenced by social media and convenience (Lissitsa & Kol, 2016). They search for technical information through online research (Parment, 2013; Rahulan, Troynikov, Watson, Janta, & Senner, 2015) and are more likely to be involved in hybrid shopping behavior. With high digital literacy, they are comfortable with cross-channel tools (Lissitsa & Kol, 2016; Park & Lee, 2017) and likely to be complacent with both showrooming and webrooming.

H5c: The relationship between perceived value of showrooming and omnichannel shopping intention is moderated by generation, such that the positive effect is stronger for Gen Y and Gen Z.

H5d: The relationship between perceived value of webrooming and omnichannel shopping intention is moderated by generation, such that the positive effect is stronger for Gen X and Gen Y.

Methodology

Instrument Design

To collect data, a structured questionnaire survey was developed. The survey consisted of four sections. The first section contained screening questions to identify consumers' experiences in four channel paths, including pure offline, pure online,

webrooming, and showrooming over the past three months using Chiou et al. (2017) as a benchmark. This is to ensure that consumers engage with at least one channel path. Questions about participants' demographic background were in the second section. The third section contained questions regarding consumers' perceived value of each of the four channel paths. For the perceived value of multichannel paths, webrooming, and showrooming, the measurement items were employed from Kang (2019) and Truong (2021). The items for the perceived value of the two single-channel paths were adapted from the same two sources. A total of twenty-four items were measured using a seven-point Likert Scale, with 1 representing "strongly disagree" and 7 representing "strongly agree." Questions about omnichannel shopping intention were in the fourth section. Items were modified from Won Jeong et al. (2009) and Shi et al. (2020). It consists of four items. Samples of measurement items are summarized in Table 1.

Table 1 Sample of Measurement Items

Measurement	No. of Items	Sample Question	Sources
Perceived Value of Pure Offline	6	Seeking information at the store and subsequently purchasing products at the store are "effective" for my purchasing decision	Adapted from Kang (2019) and Truong (2021)
Perceived Value of Pure Online	6	Seeking information online and subsequently purchasing products online are "useful" for my purchasing decision	Adapted from Kang (2019) and Truong (2021)
Perceived Value of Showrooming	6	Seeking information at the store and subsequently purchasing products online are "sensible" for my purchasing decision	Kang (2019) and Truong (2021)
Perceived Value of Webrooming	6	Seeking information online and subsequently purchasing products at the store are "necessary" for my purchasing decision	Kang (2019) and Truong (2021)

Table 1 (continue)

Measurement	No. of Items	Sample Question	Sources
Omnichannel Shopping Intention	4	I will use the omnichannel method to buy products I intend to adopt omnichannel shopping frequently in the future	Adapted from Won Jeong et al. (2009) and Shi et al. (2020)

Data Collection

This study targeted Thai consumers who had been involved in any of the four channel paths over the past three months. Data were collected using a self-administered questionnaire via social media platforms such as Facebook, Line, and Instagram. As this research aims to gather respondents with shared experiences in single-channel and multichannel usage, the snowballing sampling method was used to collect the data. 426 out of 453 questionnaires received were valid for analysis. Twenty-seven questionnaires were screened out as they did not meet the two inclusion criteria. First, participants must actively participate in one of the channel paths. A minimum score of three on the Likert scale should be met in at least one channel path. Second, participants' age must fall between 18 and 60 years old, as they are the targeted generation cohorts of the study. Respondents' demographic profiles are presented in Table 2.

Table 2 Descriptive Statistics of Respondents' Profiles (N = 426)

Variable	Frequency	Percentage
Gender		
Male	205	48.1
Female	211	49.6
LGBTQ+	10	2.3
Age		
Gen X (44-59 years old)	162	38.0
Gen Y (28-43 years old)	171	40.2
Gen Z (12-27 years old)	93	21.8

Table 2 (continue)

Variable	Frequency	Percentage
Status		
Single	188	44.1
Married	207	48.6
Divorces, separations	31	7.3
Education		
Below a bachelor's degree	50	11.7
Bachelor degree	276	64.8
Master degree	88	20.7
Doctoral degree	12	2.8
Occupation		
Students	45	10.6
Government officials	100	23.5
Private firm workers	189	44.4
Business owners	62	14.5
Others	30	7.0
Income		
Less than 15,000 Baht	43	10.1
15,001-30,000 Baht	118	27.7
30,001-50,000 Baht	148	34.7
50,001-80,000 Baht	74	17.4
80,001-100,000 Baht	26	6.1
More than 100,000 Baht	17	4.0

Analysis and Findings

The collected data were checked for internal consistency. Table 3 summarizes the Cronbach's alpha, inter-item correlations, item-to-total correlations, and factor loadings of the five constructs. To achieve internal consistency, minimum requirements are set Hair, Black, Babin, and Anderson (2010). The value of the coefficient alpha must be above 0.7, the inter-item correlations must be higher than 0.3, and the item-to-total correlations must be greater than 0.5. The analysis indicates that the items under each construct yield a satisfactory level

of internal consistency. The coefficient alphas of all constructs exceed the minimum requirement. All of the inter-item correlations and item-to-total correlations are higher than 0.3 and 0.5, respectively, demonstrating an acceptable level of internal reliability.

An exploratory factor analysis was also performed to analyze the reliability. This ensures that items representing the construct are consistently grouped into the same factor. The KMO and Bartlett's Test tests were significant (<0.001) at 0.884. Based on Kaiser's criterion (eigenvalue > 1), five factors were identified, accounting for 58.3% of the variance. Each factor was loaded with values greater than 0.5.

Table 3 Internal Consistency

Constructs	Mean	SD	Cronbach's Alpha	Inter-Item Correction	Item-to-Total Correlation	Factor Loading
Perceived value of a pure offline	5.59	0.95	0.808	0.45-0.63	0.59-0.69	0.60-0.76
Perceived value of a pure online	5.53	0.92	0.791	0.41-0.57	0.56-0.65	0.60-0.74
Perceived value of showrooming	4.09	1.60	0.923	0.71-0.79	0.78-0.84	0.79-0.86
Perceived value of webrooming	5.46	0.90	0.747	0.37-0.52	0.50-0.57	0.50-0.55
Omnichannel shopping intention	4.14	1.71	0.947	0.80-0.84	0.86-0.88	0.81-0.85

To investigate the hypotheses, a three-step multiple hierarchical regression analysis was conducted. In the first step, only the four perceived value predictors were entered to assess their direct impact on omnichannel purchase intention. The generational dummies were entered in the second step to examine whether age cohort explains additional variance in omnichannel purchase intention. The respective interactions of generation with the perceived value of the four channel paths were added in the third step to examine the moderation effects. According to Hair, Black, Babin, and Anderson (2019), adjusted R^2 values above 0.3 are considered moderate, and values above 0.5 are considered strong in marketing research contexts. The adjusted R^2 value of 0.598 in this first model reflects a strong model.

The final model with the moderation effect shows a slightly improved adjusted R^2 value of 0.600. The VIF values ranging from 1.1 to 1.4 demonstrate no multicollinearity among variables

From the first model, the perceived values of the four channel paths explain a considerable portion of the variance in omnichannel shopping intention. Results from a multiple regression analysis demonstrate that consumers' perception of channel paths significantly influences the intention to engage in omnichannel shopping. It is confirmed that consumers' perception of the values of single channels (pure offline and pure online) negatively influences their intention to engage in omnichannel shopping behavior, with the β coefficients of -0.142 and -0.125, respectively. The H1 and H2 are accepted. Likewise, the perceived value of hybrid channels (showrooming and webrooming) is positively associated with consumers' intention to participate in omnichannel shopping. Showrooming exhibits the strongest positive effect on omnichannel shopping intention, with a β coefficient of 0.735, while webrooming demonstrates a slight positive impact with a β coefficient of 0.179. H3 and H4 are, therefore, supported. In the second model, the main effect of perceived values of each channel path remains significant. The results also indicate that neither of the two generational dummies (GenX and GenY, with GenZ as the reference group) is a significant predictor. Generations do not differ significantly in omnichannel shopping intention.

In the final model, the moderation is tested. Generation Z is selected as the reference group. The digital native and early omnichannel exposure natures (Lissitsa & Kol, 2016) make Generation Z a great anchor. It is a straightforward interpretation of whether Generation X or Generation Y is more or less responsive than Generation Z. The moderation results show three significant variables. The perceived value of showrooming remains the strongest predictor of consumers' omnichannel purchase intention with a β coefficient of 0.712. Only two interactions are significant. The interaction of perceived value of pure offline and Generation Y indicates that Generation Y, who perceives pure offline value, has a lower omnichannel purchase intention with a β coefficient of -0.694. Therefore, H5a is not supported as it hypothesized the effect to be stronger in Generation X. For H5b and H5c, there is no evidence of a significant indicator. No generational difference is found in how the perceived value of pure online and showrooming affects an omnichannel shopping intention. With no moderation detected, it can be concluded that the effect of perceived values of these two channel paths is similar across generations. H5d hypothesized that the positive impact of webrooming is stronger for Generation X and Generation Y. Only the interaction of perceived

value of webrooming and Generation Y is significant, with a β coefficient of 0.731. The interaction with Generation X is not significant. H5d is, therefore, partially supported. Table 4 provides the results of hierarchical regression analysis. Table 5 summarizes the hypothesis findings.

Table 4 Hierarchical Regression Predicting Omnichannel Purchase Intention

Predictors	β (Standardized Coefficient)		
	Model 1	Model 2	Model 3
PVPureOffline	-0.142***	-0.141***	-0.030
PVPureOnline	-0.125***	-0.120***	-0.059
PVShowrooming	0.735***	0.729***	0.712***
PVWebrooming	0.179***	0.174***	0.043
GenX		0.004	0.024
GenY		0.002	0.096
PVPureOffline x GenX			-0.158
PVPureOffline x GenY			-0.694*
PVPureOnline x GenX			-0.385
PVPureOnline x GenY			-0.152
PVShowrooming x GenX			0.131
PVShowrooming x GenY			0.007
PVWebrooming x GenX			0.403
PVWebrooming x GenY			0.731*
Adjusted R^2	0.598	0.596	0.600

Dependent variable: Omnichannel purchase intention

β = standardized coefficient. *p < .05, **p < .01, ***p < .001.

Table 5 Hypothesis Results

Hypotheses	Supports	Key Finding
H1	Supported	Perceived value of pure offline leads to lower omnichannel purchase intention
H2	Supported	Perceived value of pure online leads to lower omnichannel purchase intention

Table 5 (continue)

Hypotheses	Supports	Key Finding
H3	Supported	Perceived value of showrooming has a strong positive effect on omnichannel purchase intention
H4	Supported	Perceived value of showrooming has a moderate positive effect on omnichannel purchase intention
H5a	Not supported	Stronger negative effect of perceived value of pure offline found in GenY, not GenX
H5b	Not supported	No significant moderation by generation. The negative effect of the perceived value of pure online is similar across generations
H5c	Not supported	No significant moderation by generation. The positive effect of the perceived value of showrooming is similar across generations
H5d	Partially supported	Perceived value of webrooming has a stronger positive effect only for GenY, not GenX

Discussion

The results of this research reaffirm that not all channel paths contribute equally to the omnichannel behavior. Consumers who value a hybrid channel, i.e., showrooming and webrooming, are more likely to adopt omnichannel shopping. This group of consumers is leveraging the benefits of both physical and digital channels to maximize the value they receive (Flavián et al., 2020; Shi et al., 2020). On the other hand, consumers who strongly value a single channel, i.e., pure offline and pure online, are less likely to engage in channel shopping behavior. Their channel loyalty may counteract the cross-channel adoption (Park & Lee, 2017).

Among the four channel paths, showrooming demonstrates the strongest influence on omnichannel shopping intention. This may suggest that the value proposition provided by showrooming is appealing to many consumers. The ability to speculate on products in-store while capitalizing on the convenience and pricing online is most appreciated. Webrooming is also indicated as a positive driver, yet with less influence. Being more burdensome could explain this result. While enjoying the online convenience, consumers have to put more effort

into traveling to a physical store. It is not a tempting behavior. Moreover, there is a split momentum between digital and physical touchpoints. Webrooming may fall short of immediate purchase after searching to obtain gratification. Therefore, offering only multichannel may not be enough for a company. Choosing an appropriate type of cross-channel is also strategically important.

As this research aims to explore the moderating effect of generation on omnichannel intention, the results are contrary to the expectations. Many insignificant interaction effects are found, indicating that values driving omnichannel intention are similar across generations. This contradicts previous research by Dorie and Loranger (2020); Meredith Robertson and Kopot (2024), and Sharma and Dutta (2025), which found significant differences between generations regarding omnichannel behavior. A possible explanation is the narrowing gap in digital literacy among generations, especially Generation X and Generation Z. After COVID-19, many Generation Xers are becoming more digitally affluent and comfortably engaging in online experiences. Omnichannel engagement may not be as difficult as anticipated. The gap is reduced, and similarities exist. However, the differences in generational patterns are significant in two relationships. Firstly, a stronger negative influence of pure offline value on omnichannel intention is found in Generation Y. This demonstrates that strong value received from offline may restrict them from engaging in cross-channel. As Generation Y enjoys experiential consumption (Cervellon, Sylvie, & Ngobo, 2015), the offline channel has a higher capability to fulfill this need. Once satisfied with this specific channel, it is not necessary to seek other channel options. Moreover, Generation Y is willing to pay premium prices (Sharma & Dutta, 2025). Lower prices from an online channel may not be attractive enough to switch to engage in omnichannel shopping. According to Flavián et al. (2020), Generation Y is a digital competence generation that expects a seamless experience. Some imperfect channel integration creates an unsmooth ride through the journey across channels. It may be frustrating to anticipate. With these two reasons, the intention to participate in omnichannel is, therefore, low. Secondly, Generation Y shows a stronger positive effect on webrooming value. One possible explanation is that Generation Y is a research-oriented shopper (Kang, 2019; Flavián et al., 2020; Truong, 2021). Perceived usefulness and ease of use from the online channel are attractive to Generation Y (Jain & Shankar, 2022). At the same time, Generation Y is a cautious buyer who prefers efficiency and instant gratification (Cervellon et al., 2015; Shi et al., 2020).

Webrooming allows Generation Y to think online and act offline in order to gain trust and control. It is, therefore, more appealing.

Conclusion and Implications

This research contributes to the existing body of knowledge on omnichannel by integrating consumers' perceived value of four different channel paths into identifying omnichannel shopping intention. Two single-channel paths, pure offline and pure online, which received minimal attention from previous research, are integrated into the study with the other two hybrid-channel paths to reconfirm consumer behavior toward omnichannel. The results reaffirm the importance of moving beyond a single channel in response to a more complex consumer decision. Moreover, the showrooming effect on omnichannel shopping intention is visibly the strongest. It would be beneficial for future research to explore the antecedents of this behavior compared to webrooming. Researchers and practitioners will have a better understanding of the rationale behind consumers' selection of a particular channel. Strategies could be formed accordingly. Another contribution lies within the analysis of generational moderation. The results provide additional perspective that there are limited generational differences in how the perceived value of different generations affects omnichannel intention, except for Generation Y. The results suggest that generation traits may not be important factors in determining omnichannel behavior as previously determined. Other behavioral and psychological traits, rather than generational cohorts alone, could be further explored to enhance the understanding of consumer decisions to engage in more complex channel paths. Suggestions for alternative moderations include digital literacy, shopping motivation, and perceived risk.

Managerially, the business needs to design an effective and efficient channel experience. As showrooming is identified as the most influential factor, the ability to design a seamless in-store experience with online fulfillment would be an advantage. At the same time, the business should not overlook the webrooming effect, especially for Generation Y. Focusing mainly on channel expansion would be no longer practical for the business. A true integration among channels is needed. Examples of practices include a mobile check-out at the store to enhance the transition between channels, a real-time cross-channel inventory to allow consumers to order from anywhere, and a QR code to scan and save at the store to facilitate future online review at home. For consumers who value pure offline and pure online

channels, some strategies could be implemented to increase omnichannel engagement. Examples include creating incentives to visit the store or vice versa, and introducing digital support while receiving in-store services.

Limitations and Future Research

This study aims to identify the value perception of various generations toward different channel paths and their effect on omnichannel purchase intention. The findings apply to consumers in Thailand. Further research on other countries and/or regions, which possess different retail infrastructure and digital penetration, is recommended to understand the differences. Moreover, product categories and their characteristics are not integrated into this research. Consumers may choose a different channel when purchasing different types of products, i.e., high and low-involvement products, hedonic and utilitarian products. Reflecting these product characteristics into future research is suggested. Lastly, generational moderation is taken into consideration as an overall generation cohort. Further analysis of different subgroups within the generation, such as digital literacy, trust in channels, and brand loyalty, could better reflect the generational effect on the omnichannel behavior.

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