

									Belt Bags (men)	
4/24/2026 16.39.32	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Messenger & Crossbody Bags (men), Crossbody Wallets (women), Pouch (men)	3-5 kali
4/24/2026 16.41.28	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Large Walltes (women & men)	3-5 kali
4/24/2026 16.42.47	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Briefcases bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men)	> 5 kali

									men), Card Cases (men), Billfolds (men)	
4/24/2026 16.46.22	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Shoulder Bags (women), Backpacks (women & men), Medium Wallets (women), Crossbody Wallets (women)	< 3 kali
4/24/2026 16.48.10	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Belt Bags (men), Card Cases (men), Pouch (men), Billfolds (men)	> 5 kali

4/24/2026 16.49.49	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Briefcases bags (men), Totes & Duffles Bags (men), Belt Bags (men), Card Cases (men)	3-5 kali
4/24/2026 16.58.15	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Shoulder Bags (women), Small Bagas (women), Backpacks (women & men), Large Walltes (women & men), Crossbody Wallets (women)	> 5 kali
4/24/2026 17.01.08	Ya	Ya	Generasi X (46-61 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Crossbody Bags (women), Totes Bags (women),	3-5 kali

									Large Walltes (women & men), Crossbody Wallets (women)	
4/24/2026 17.02.49	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Belt Bags (men), Large Walltes (women & men), Card Cases (men), Pouch (men)	3-5 kali
4/24/2026 17.05.45	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Shoulder Bags (women), Small Bagas (women),	< 3 kali

									Medium Wallets (women), Wristlets & Pouches (women & men)	
4/24/2026 17.08.20	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Crossbody Bags (women), Totes Bags (women), Large Walltes (women & men), Small Wallets (women), Wristlets & Pouches (women & men), Crossbody Wallets (women)	3-5 kali
4/24/2026 17.24.59	Ya	Ya	Generasi X	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags	3-5 kali

			(46-61 tahun)						(women), Shoulder Bags (women), Medium Wallets (women), Small Wallets (women)	
4/24/2026 17.26.55	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Magister (S2)	Rp 35.001.000 - Rp 45.000.000	Rp 15.001.000 - Rp 25.000.000	Backpacks (women & men), Briefcases bags (men), Totes & Duffles Bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men), Wristlets & Pouches	> 5 kali

									(women & men), Pouch (men), Billfolds (men)	
4/24/2026 17.28.49	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Crossbody Bags (women), Totes Bags (women), Large Walltes (women & men), Small Wallets (women)	3-5 kali
4/24/2026 17.30.01	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Diploma (D1/D2/D3/D4)	<Rp 16.000.000	<Rp 10.000.000	Shoulder Bags (women), Large Walltes (women & men), Small Wallets (women)	< 3 kali

4/24/2026 17.31.19	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Shoulder Bags (women), Small Bags (women), Medium Wallets (women), Small Wallets (women), Crossbody Wallets (women)	3-5 kali
4/24/2026 17.35.29	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Crossbody Bags (women), Totes Bags (women), Medium Wallets (women), Small Wallets (women)	> 5 kali

4/24/2026 17.36.46	Ya	Ya	Generasi X (46-61 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Briefcases bags (men), Totes & Duffles Bags (men), Belt Bags (men), Card Cases (men), Pouch (men)	> 5 kali
4/24/2026 17.43.57	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Shoulder Bags (women), Large Walltes (women & men), Small Wallets (women)	> 5 kali
4/24/2026 17.45.26	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp	<Rp 10.000.000	Backpacks (women & men), Briefcases	3-5 kali

							25.000.000		bags (men), Totes & Duffles Bags (men), Card Cases (men), Pouch (men), Billfolds (men)	
4/24/2026 17.47.18	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Belt Bags (men), Large Walltes (women & men), Crossbody Wallets (women), Pouch (men)	3-5 kali

4/24/2026 17.49.24	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Belt Bags (men), Card Cases (men), Pouch (men)	> 5 kali
4/24/2026 17.51.10	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Crossbody Bags (women), Totes Bags (women), Large Walltes (women & men), Crossbody Wallets (women)	> 5 kali
4/24/2026 17.52.36	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men),	3-5 kali

									Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men)	
4/24/2026 17.53.57	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Crossbody Bags (women), Totes Bags (women), Medium Wallets (women), Small Wallets (women)	> 5 kali
4/24/2026 18.02.24	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Totes & Duffles	3-5 kali

									Bags (men), Large Walltes (women & men), Card Cases (men), Pouch (men)	
4/24/2026 18.04.20	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Shoulder Bags (women), Backpacks (women & men), Medium Wallets (women), Small Wallets (women), Crossbody Wallets (women)	> 5 kali
4/24/2026 18.07.19	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles	> 5 kali

									Bags (men), Large Walltes (women & men), Pouch (men)	
4/24/2026 18.12.55	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Shoulder Bags (women), Totes Bags (women), Medium Wallets (women), Small Wallets (women)	> 5 kali
4/24/2026 18.17.28	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Pouch (men), Billfolds (men)	3-5 kali

4/24/2026 18.22.59	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Shoulder Bags (women), Small Bagas (women), Large Walltes (women & men), Medium Wallets (women)	> 5 kali
4/24/2026 18.24.51	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Shoulder Bags (women), Small Bagas (women), Backpacks (women & men), Medium Wallets (women), Small Wallets (women)	> 5 kali

4/24/2026 18.41.21	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Crossbody Bags (women), Small Bagas (women), Medium Wallets (women), Small Wallets (women)	> 5 kali
4/24/2026 18.50.06	Ya	Ya	Generasi X (46-61 tahun)	Laki-laki	Ya	Magister (S2)	Rp 35.001.000 - Rp 45.000.000	Rp 15.001.000 - Rp 25.000.000	Backpacks (women & men), Briefcases bags (men), Totes & Duffles Bags (men), Belt Bags (men), Large Walltes (women & men), Wristlets & Pouches	> 5 kali

									(women & men), Pouch (men), Billfolds (men)	
4/24/2026 18.53.50	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Crossbody Bags (women), Shoulder Bags (women), Medium Wallets (women), Small Wallets (women)	3-5 kali
4/24/2026 18.55.59	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Totes Bags (women),	> 5 kali

									Medium Wallets (women), Small Wallets (women), Crossbody Wallets (women)	
4/24/2026 18.59.08	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men), Billfolds (men)	> 5 kali

4/24/2026 19.01.46	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Magister (S2)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Shoulder Bags (women), Backpacks (women & men), Large Walltes (women & men), Medium Wallets (women)	3-5 kali
4/24/2026 19.03.09	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Shoulder Bags (women), Small Bagas (women), Large Walltes (women & men), Small Wallets (women)	> 5 kali

4/24/2026 19.07.38	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men)	> 5 kali
4/24/2026 19.14.24	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Messenger & Crossbody Bags (men),	3-5 kali

									Large Walltes (women & men), Card Cases (men), Billfolds (men)	
4/24/2026 19.21.16	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Briefcases bags (men), Messenger & Crossbody Bags (men), Belt Bags (men)	3-5 kali
4/24/2026 19.23.06	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Magister (S2)	Rp 25.001.000 - Rp 35.000.000	Rp 10.000.000 - Rp 15.000.000	Briefcases bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men), Wristlets & Pouches	> 5 kali

									(women & men), Pouch (men)	
4/24/2026 19.25.27	Ya	Ya	Generasi X (46-61 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Messenger & Crossbody Bags (men), Belt Bags (men), Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men)	3-5 kali
4/24/2026 19.34.55	Ya	Ya	Generasi Z	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp	<Rp 10.000.000	Shoulder Bags (women),	3-5 kali

			(23-28 tahun)				25.000.000		Small Bagas (women), Large Walltes (women & men), Small Wallets (women)	
4/24/2026 19.41.36	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men)	> 5 kali

4/24/2026 19.50.28	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 25.001.000 - Rp 35.000.000	Rp 10.000.000 - Rp 15.000.000	Shoulder Bags (women), Totes Bags (women), Large Walltes (women & men), Medium Wallets (women), Small Wallets (women)	3-5 kali
4/24/2026 19.58.37	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Briefcases bags (men), Messenger & Crossbody Bags (men), Large Walltes (women & men),	> 5 kali

									Wristlets & Pouches (women & men), Pouch (men)	
4/24/2026 20.02.00	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 25.001.000 - Rp 35.000.000	Rp 10.000.000 - Rp 15.000.000	Backpacks (women & men), Briefcases bags (men), Totes & Duffles Bags (men), Card Cases (men), Pouch (men), Billfolds (men)	> 5 kali
4/24/2026 20.06.32	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Large Walltes (women & men), Wristlets & Pouches	3-5 kali

									(women & men), Card Cases (men)	
4/24/2026 20.11.13	Ya	Ya	Generasi X (46-61 tahun)	Perempuan	Ya	Magister (S2)	Rp 35.001.000 - Rp 45.000.000	Rp 15.001.000 - Rp 25.000.000	Satchel & Carryall bags (women), Small Bagas (women), Backpacks (women & men), Medium Wallets (women), Wristlets & Pouches (women & men)	> 5 kali
4/24/2026 20.13.03	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Crossbody Bags (women), Totes Bags (women), Medium Wallets (women),	3-5 kali

									Small Wallets (women)	
4/24/2026 20.16.20	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Backpacks (women & men), Large Walltes (women & men), Wristlets & Pouches (women & men), Pouch (men), Billfolds (men)	3-5 kali
4/24/2026 20.17.08	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Crossbody Bags (women), Small Bagas (women), Backpacks (women & men), Crossbody	> 5 kali

									Wallets (women)	
4/24/2026 20.24.59	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Large Walltes (women & men), Card Cases (men), Billfolds (men)	> 5 kali
4/24/2026 20.26.34	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Messenger & Crossbody Bags (men), Card Cases (men), Pouch (men)	3-5 kali

4/24/2026 20.27.18	Ya	Ya	Generasi Milenial (30-45 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Briefcases bags (men), Totes & Duffles Bags (men), Large Walltes (women & men), Pouch (men)	> 5 kali
4/24/2026 20.28.44	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Crossbody Bags (women), Totes Bags (women), Medium Wallets (women), Wristlets & Pouches (women & men), Crossbody Wallets (women)	3-5 kali

4/24/2026 20.33.18	Ya	Ya	Generasi X (46-61 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Backpacks (women & men), Totes & Duffles Bags (men), Messenger & Crossbody Bags (men), Wristlets & Pouches (women & men), Pouch (men)	< 3 kali
4/24/2026 20.37.20	Ya	Ya	Generasi Milenial (30-45 tahun)	Perempuan	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	Rp 10.000.000 - Rp 15.000.000	Crossbody Bags (women), Totes Bags (women), Medium Wallets (women), Small Wallets (women), Crossbody	3-5 kali

									Wallets (women)	
4/24/2026 20.41.04	Ya	Ya	Generasi Z (23-28 tahun)	Laki-laki	Ya	Sarjana (S1)	Rp 16.000.000 - Rp 25.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Totes Bags (women), Backpacks (women & men), Large Walltes (women & men), Medium Wallets (women), Crossbody Wallets (women)	> 5 kali
4/24/2026 20.41.37	Ya	Ya	Generasi Z (23-28 tahun)	Perempuan	Ya	Sarjana (S1)	<Rp 16.000.000	<Rp 10.000.000	Satchel & Carryall bags (women), Crossbody Bags (women), Medium	> 5 kali

5	5	5	4	4	5	5	3	4	4	4	4	5	4	4	4	4	5	5	5	5	5
4	5	4	5	4	5	5	5	4	5	5	4	5	5	5	4	4	4	5	5	5	4
4	4	4	4	4	4	4	5	5	4	5	5	4	5	4	4	4	5	5	4	4	5
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5	5	4	4	4	4	3	2	2	2	3	4	4	4	4	5	4	2	3	5	5	4

Lampiran 5. Data Responden dan Jawabannya dari Kuesioner Berbahasa Inggris

Timestamp	Have you ever searched for information about Coach products on the website or social media before purchasing them in a physical store (offline store)?	Have you ever purchased a Coach product in a physical store after searching for information online (website/social media)?	Age (in Years)	Gender	Citizenship	Education Level	Monthly Income	Monthly Expenses	Categories of Coach products searched via website/social media before purchasing in a physical Coach store (You may select more than one option)	How often have you purchased Coach products in the past year?
3/26/2026 17.48.51	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Belt Bags (Men), Small	>5 times

									Wallets (Women)	
3/26/2026 17.49.42	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Crossbody Bags (Women), Small Bags (Women)	<3 times
3/26/2026 18.11.09	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Bachelor's Degree	>\$2,501	\$500–\$1,000	Crossbody Bags (Women), Small Bags (Women), Backpacks (Women & Men), Belt Bags (Men), Large Wallets (Women & Men), Small Wallets (Women), Card Cases (Men), Pouches (Men)	<3 times

3/26/2026 18.11.55	Yes	Yes	Generati on Z (23–28 years)	Male	Malaysian 	Below a Bachelor 's Degree	>\$2,501	\$1,001– \$1,500	Backpacks (Women & Men), Belt Bags (Men), Large Wallets (Women & Men)	<3 times
3/26/2026 18.12.55	Yes	Yes	Generati on Z (23–28 years)	Femal e	Malaysian 	Bachelor 's Degree	>\$2,501	\$1,501– \$2,000	Crossbody Bags (Women), Small Bags (Women), Backpacks (Women & Men), Small Wallets (Women)	<3 times
3/26/2026 18.20.22	Yes	Yes	Generati on Z (23–28 years)	Femal e	Malaysian 	Bachelor 's Degree	<\$1,000	<\$500	Satchel & Carryall Bags (Women), Shoulder Bags (Women), Totes & Duffle Bags (Men)	<3 times

3/26/2026 18.24.47	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	<\$1,000	\$500–\$1,000	Shoulder Bags (Women), Small Bags (Women), Medium Wallets (Women)	<3 times
3/26/2026 18.31.04	Yes	Yes	Generation Z (23–28 years)	Male	Malaysian 	Below a Bachelor's Degree	<\$1,000	<\$500	Belt Bags (Men)	<3 times
3/26/2026 18.53.07	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Shoulder Bags (Women)	<3 times
3/27/2026 6.11.43	Yes	No								
3/27/2026 8.19.55	Yes	Yes	Millennials (30–45 years)	Male	Cambodia 	Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men), Billfolds (Men)	<3 times
3/27/2026 10.05.46	Yes	Yes	Generation Z	Female	Brunei Darussalam 	Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Satchel & Carryall Bags	<3 times

			(23–28 years)						(Women), Small Bags (Women), Medium Wallets (Women)	
3/27/2026 10.19.51	Yes	Yes	Generation Z (23–28 years)	Female	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Shoulder Bags (Women), Small Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 10.23.07	Yes	Yes	Millennials (30–45 years)	Female	Malaysia 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Tote Bags (Women), Small Bags (Women)	3-5 times
3/27/2026 10.25.41	Yes	Yes	Millennials (30–45 years)	Male	Laos 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Backpacks (Women & Men), Card Cases (Men)	<3 times

3/27/2026 10.28.38	Yes	Yes	Generation Z (23–28 years)	Female	Cambodia 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Medium Wallets (Women), Small Wallets (Women), Crossbody Wallets (Women)	<3 times
3/27/2026 11.02.27	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 	Bachelor's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Backpacks (Women & Men), Briefcases (Men)	3-5 times
3/27/2026 11.16.13	Yes	Yes	Generation X (46–61 years)	Male	Vietnam 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$1,001–\$1,500	Tote Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 11.18.35	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Below a Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Satchel & Carryall Bags (Women), Briefcases (Men), Medium	<3 times

									Wallets (Women)	
3/27/2026 11.20.44	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 🇧🇩	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Shoulder Bags (Women), Totes & Duffle Bags (Men)	<3 times
3/27/2026 11.48.53	Yes	Yes	Millennials (30–45 years)	Female	Laos 🇱🇦	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Satchel & Carryall Bags (Women), Small Bags (Women)	<3 times
3/27/2026 11.49.29	Yes	Yes	Millennials (30–45 years)	Female	Malaysian 🇲🇾	Bachelor's Degree	<\$1,000	<\$500	Satchel & Carryall Bags (Women), Crossbody Bags (Women), Small Bags (Women), Small Wallets (Women)	<3 times

3/27/2026 11.53.40	Yes	Yes	Generation X (46–61 years)	Male	Malaysian 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Totes & Duffle Bags (Men), Pouches (Men)	<3 times
3/27/2026 12.07.42	Yes	Yes	Millennials (30–45 years)	Female	Cambodia 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Crossbody Bags (Women), Tote Bags (Women)	3-5 times
3/27/2026 12.10.47	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Card Cases (Men)	<3 times
3/27/2026 12.13.30	Yes	Yes	Generation Z (23–28 years)	Female	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Medium Wallets (Women), Crossbody Wallets (Women)	<3 times
3/27/2026 12.18.29	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Tote Bags (Women)	3-5 times

3/27/2026 12.22.40	Yes	Yes	Generati on X (46–61 years)	Femal e	Philippine s 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Briefcases (Men), Belt Bags (Men), Pouches (Men)	<3 times
3/27/2026 12.25.26	Yes	Yes	Millennia ls (30–45 years)	Male	Malaysian 	Master's Degree	\$2,001 – \$2,500	\$1,501– \$2,000	Briefcases (Men), Card Cases (Men), Pouches (Men)	<3 times
3/27/2026 12.33.45	Yes	Yes	Millennia ls (30–45 years)	Femal e	Myanmar 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Crossbody Bags (Women), Medium Wallets (Women)	<3 times
3/27/2026 12.35.33	Yes	Yes	Millennia ls (30–45 years)	Femal e	Myanmar 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Shoulder Bags (Women), Crossbody Wallets (Women)	3-5 times
3/27/2026 12.52.07	Yes	Yes	Millennia ls (30–45 years)	Femal e	Singapore an 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Shoulder Bags (Women), Medium	<3 times

									Wallets (Women)	
3/27/2026 12.54.17	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times
3/27/2026 12.56.18	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 	Below a Bachelor's Degree	<\$1,000	\$500–\$1,000	Tote Bags (Women), Crossbody Wallets (Women)	<3 times
3/27/2026 12.58.33	Yes	Yes	Generation Z (23–28 years)	Male	Brunei Darussalam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Belt Bags (Men)	<3 times
3/27/2026 13.00.38	Yes	Yes	Generation Z (23–28 years)	Female	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Medium Wallets (Women)	<3 times
3/27/2026 13.23.33	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Medium Wallets (Women)	<3 times

3/27/2026 13.27.04	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Crossbody Wallets (Women)	<3 times
3/27/2026 13.28.57	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Totes & Duffle Bags (Men)	<3 times
3/27/2026 13.30.42	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Small Bags (Women)	3-5 times
3/27/2026 13.32.50	Yes	Yes	Millennials (30–45 years)	Female	Philippines 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Shoulder Bags (Women), Large Wallets (Women & Men), Crossbody Wallets (Women)	<3 times
3/27/2026 13.35.25	Yes	Yes	Millennials (30–45 years)	Female	Brunei Darussalam 	Bachelor's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Tote Bags (Women), Medium	<3 times

									Wallets (Women)	
3/27/2026 15.01.12	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Below a Bachelor's Degree	<\$1,000	\$500–\$1,000	Briefcases (Men), Pouches (Men)	<3 times
3/27/2026 15.05.09	Yes	Yes	Millennials (30–45 years)	Female	Laos 	Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Tote Bags (Women)	3-5 times
3/27/2026 15.08.28	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Master's Degree	\$2,001–\$2,500	\$1,501–\$2,000	Tote Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 15.11.07	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 	Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Tote Bags (Women), Large Wallets (Women & Men), Crossbody Wallets (Women)	<3 times
3/27/2026 15.14.30	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Bachelor's Degree	\$1,501–\$2,000	\$1,001–\$1,500	Briefcases (Men), Card	<3 times

									Cases (Men)	
3/27/2026 15.15.15	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$2,001 – \$2,500	\$500–\$1,000	Shoulder Bags (Women), Tote Bags (Women), Small Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 15.16.30	Yes	Yes	Millennials (30–45 years)	Male	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Card Cases (Men)	3-5 times
3/27/2026 15.48.14	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Shoulder Bags (Women), Tote Bags (Women)	3-5 times
3/27/2026 16.15.55	Yes	Yes	Millennials (30–45 years)	Male	Cambodia 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Pouches (Men)	<3 times
3/27/2026 16.18.47	Yes	Yes	Millennials (30–45 years)	Female	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Crossbody	<3 times

									Wallets (Women)	
3/27/2026 16.21.35	Yes	Yes	Millennials (30–45 years)	Female	Philippines 🇵🇭	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Small Bags (Women)	3-5 times
3/27/2026 16.24.26	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 🇸🇬	Below a Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Belt Bags (Men), Pouches (Men)	<3 times
3/27/2026 16.27.01	Yes	Yes	Generation Z (23–28 years)	Female	Brunei Darussalam 🇧🇷	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 16.29.11	Yes	Yes	Millennials (30–45 years)	Male	Thai 🇹🇭	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Pouches (Men)	<3 times
3/27/2026 16.31.10	Yes	Yes	Millennials (30–45 years)	Female	Singaporean 🇸🇬	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Tote Bags (Women)	3-5 times
3/27/2026 16.32.50	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 🇸🇬	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Pouches	3-5 times

									(Men), Billfolds (Men)	
3/27/2026 16.50.34	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 🇻🇳	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Belt Bags (Men)	<3 times
3/27/2026 16.53.38	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 🇹🇱	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Shoulder Bags (Women), Tote Bags (Women)	<3 times
3/27/2026 16.57.32	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 🇻🇳	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Satchel & Carryall Bags (Women), Tote Bags (Women), Small Bags (Women)	3-5 times
3/27/2026 17.01.09	Yes	Yes	Millennials (30–45 years)	Male	Philippines 🇵🇭	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	3-5 times
3/27/2026 17.03.24	Yes	Yes	Millennials (30–45 years)	Female	Thai 🇹🇭	Bachelor's Degree	\$1,000 – \$1,500	<\$500	Totes & Duffle Bags (Men)	3-5 times
3/27/2026 17.05.22	Yes	Yes	Generation Z	Male	Laos 🇱🇦	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Totes & Duffle Bags	3-5 times

			(23–28 years)						(Men), Belt Bags (Men)	
3/27/2026 17.08.31	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Small Bags (Women), Backpacks (Women & Men), Briefcases (Men)	3-5 times
3/27/2026 17.11.47	Yes	Yes	Generation Z (23–28 years)	Male	Cambodia 	Doctoral Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Card Cases (Men)	<3 times
3/27/2026 17.16.21	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 	Master's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Backpacks (Women & Men), Briefcases (Men)	<3 times
3/27/2026 17.22.57	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women)	3-5 times
3/27/2026 17.29.46	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Backpacks (Women & Men), Briefcases (Men), Belt Bags (Men)	<3 times

3/27/2026 17.31.30	Yes	Yes	Generation Z (23–28 years)	Male	Laos 🇱🇦	Below a Bachelor's Degree	\$1,000 – \$1,500	<\$500	Backpacks (Women & Men), Briefcases (Men), Card Cases (Men)	<3 times
3/27/2026 17.33.12	Yes	Yes	Generation Z (23–28 years)	Female	Singapore 🇸🇬	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Satchel & Carryall Bags (Women), Shoulder Bags (Women)	3-5 times
3/27/2026 17.35.57	Yes	Yes	Generation Z (23–28 years)	Male	Laos 🇱🇦	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Backpacks (Women & Men), Briefcases (Men), Totes & Duffle Bags (Men), Large Wallets (Women & Men), Pouches (Men)	3-5 times

3/27/2026 19.37.56	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Totes & Duffle Bags (Men), Messenger & Crossbody Bags (Men), Card Cases (Men), Pouches (Men)	<3 times
3/27/2026 20.12.27	Yes	Yes	Millennials (30–45 years)	Male	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men)	<3 times
3/27/2026 20.14.48	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Card Cases (Men)	<3 times
3/27/2026 20.17.40	Yes	Yes	Millennials (30–45 years)	Female	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Small Wallets (Women)	3-5 times
3/27/2026 20.21.13	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times

3/27/2026 20.24.22	Yes	Yes	Generation X (46–61 years)	Male	Vietnam 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Card Cases (Men)	<3 times
3/27/2026 20.28.16	Yes	Yes	Generation Z (23–28 years)	Female	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women)	<3 times
3/27/2026 20.30.05	Yes	Yes	Generation Z (23–28 years)	Female	Philippines 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/27/2026 20.31.51	Yes	Yes	Generation X (46–61 years)	Male	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Belt Bags (Men), Pouches (Men)	3-5 times
3/27/2026 20.33.55	Yes	Yes	Generation Z (23–28 years)	Female	Myanmar 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Medium Wallets (Women)	<3 times
3/27/2026 20.35.57	Yes	Yes	Generation X (46–61 years)	Female	Philippines 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Tote Bags (Women), Small Bags (Women), Medium Wallets (Women)	3-5 times

3/27/2026 21.06.57	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Medium Wallets (Women)	<3 times
3/27/2026 21.08.42	Yes	Yes	Generation Z (23–28 years)	Female	Cambodia 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Small Bags (Women), Small Wallets (Women)	<3 times
3/27/2026 21.10.45	Yes	Yes	Millennials (30–45 years)	Female	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	3-5 times
3/27/2026 21.12.40	Yes	Yes	Generation Z (23–28 years)	Male	Brunei Darussalam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Belt Bags (Men), Card Cases (Men)	<3 times
3/28/2026 0.00.40	Yes	No								
3/28/2026 4.04.32	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Below a Bachelor's Degree	\$1,000 – \$1,500	<\$500	Small Bags (Women), Small	<3 times

									Wallets (Women)	
3/28/2026 8.18.19	Yes	Yes	Millennials (30–45 years)	Male	Thai 🇹🇭	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Backpacks (Women & Men), Messenger & Crossbody Bags (Men)	3-5 times
3/28/2026 8.25.47	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Small Bags (Women), Totes & Duffle Bags (Men)	3-5 times
3/28/2026 8.34.52	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Tote Bags (Women), Totes & Duffle Bags (Men)	<3 times

3/28/2026 8.40.36	Yes	Yes	Millennials (30–45 years)	Female	Malaysian 	Bachelor's Degree	\$1,000 – \$1,500	<\$500	Crossbody Bags (Women), Totes & Duffle Bags (Men), Medium Wallets (Women)	<3 times
3/28/2026 8.47.28	Yes	Yes	Generation X (46–61 years)	Female	Thai 	Master's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Shoulder Bags (Women), Small Bags (Women), Totes & Duffle Bags (Men), Belt Bags (Men)	<3 times
3/28/2026 9.03.52	Yes	Yes	Generation X (46–61 years)	Male	Myanmar 	Master's Degree	\$2,001 – \$2,500	\$500–\$1,000	Crossbody Bags (Women), Tote Bags (Women), Crossbody Wallets (Women)	3-5 times

3/28/2026 9.10.43	Yes	Yes	Generation X (46–61 years)	Female	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Small Bags (Women), Medium Wallets (Women)	3-5 times
3/28/2026 9.15.28	Yes	Yes	Generation X (46–61 years)	Male	Myanmar 🇲🇲	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Card Cases (Men), Pouches (Men)	<3 times
3/28/2026 9.20.48	Yes	Yes	Generation X (46–61 years)	Male	Brunei Darussalam 🇬🇧	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Messenger & Crossbody Bags (Men)	<3 times
3/28/2026 9.24.55	Yes	Yes	Generation X (46–61 years)	Male	Brunei Darussalam 🇬🇧	Bachelor's Degree	\$1,000 – \$1,500	<\$500	Briefcases (Men), Card Cases (Men), Pouches (Men)	<3 times

3/28/2026 9.31.53	Yes	Yes	Generation X (46–61 years)	Female	Singaporean 🇸🇬	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 9.46.48	Yes	Yes	Generation X (46–61 years)	Female	Singaporean 🇸🇬	Master's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Satchel & Carryall Bags (Women), Wristlets & Pouches (Women & Men), Crossbody Wallets (Women)	<3 times
3/28/2026 10.00.48	Yes	Yes	Generation X (46–61 years)	Male	Malaysian 🇲🇾	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Totes & Duffle Bags (Men)	<3 times
3/28/2026 10.05.12	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 🇻🇳	Bachelor's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Briefcases (Men), Messenger & Crossbody	>5 times

									Bags (Men), Card Cases (Men)	
3/28/2026 10.10.59	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 🇹🇱	Bachelor's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Backpacks (Women & Men), Pouches (Men)	3-5 times
3/28/2026 10.13.04	Yes	Yes	Millennials (30–45 years)	Male	Laos 🇱🇦	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Belt Bags (Men), Card Cases (Men)	<3 times
3/28/2026 10.14.57	Yes	Yes	Generation Z (23–28 years)	Female	Singaporean 🇸🇬	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 10.17.24	Yes	Yes	Generation Z (23–28 years)	Female	Singaporean 🇸🇬	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Satchel & Carryall Bags (Women), Backpacks (Women & Men)	<3 times
3/28/2026 10.20.21	Yes	Yes	Generation X (46–61 years)	Male	Malaysian 🇲🇾	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Backpacks (Women & Men), Belt Bags (Men),	<3 times

									Pouches (Men), Billfolds (Men)	
3/28/2026 10.23.26	Yes	Yes	Generation Z (23–28 years)	Male	Vietnam 	Below a Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Backpacks (Women & Men)	<3 times
3/28/2026 10.23.52	Yes	Yes	Millennials (30–45 years)	Female	Laos 	Doctoral Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 10.25.29	Yes	Yes	Generation Z (23–28 years)	Male	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Card Cases (Men)	3-5 times
3/28/2026 10.35.11	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Briefcases (Men), Totes & Duffle Bags (Men), Messenger &	<3 times

									Crossbody Bags (Men)	
3/28/2026 10.37.00	Yes	Yes	Millennials (30–45 years)	Female	Laos 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Satchel & Carryall Bags (Women), Crossbody Bags (Women)	<3 times
3/28/2026 10.52.34	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Pouches (Men)	<3 times
3/28/2026 10.53.58	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Small Wallets (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 10.55.14	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Master's Degree	\$2,001 – \$2,500	\$500–\$1,000	Briefcases (Men)	<3 times
3/28/2026 10.56.39	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 	Bachelor's Degree	\$1,501 – \$2,000	<\$500	Briefcases (Men), Totes & Duffle Bags (Men)	<3 times

3/28/2026 11.06.05	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 🇇🇲	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Shoulder Bags (Women)	3-5 times
3/28/2026 11.07.18	Yes	Yes	Millennials (30–45 years)	Female	Brunei Darussalam 🇇🇲	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 11.13.39	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 🇻🇳	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Shoulder Bags (Women)	3-5 times
3/28/2026 11.15.48	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 🇇🇲	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Crossbody Bags (Women), Shoulder Bags (Women), Medium Wallets (Women), Small Wallets (Women)	3-5 times

3/28/2026 11.17.16	Yes	Yes	Millennials (30–45 years)	Female	Brunei Darussalam 🇧🇩	Master's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Shoulder Bags (Women), Tote Bags (Women), Crossbody Wallets (Women)	3-5 times
3/28/2026 11.45.29	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 🇻🇳	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 11.51.30	Yes	Yes	Millennials (30–45 years)	Female	Cambodia 🇰🇲	Master's Degree	\$2,001 – \$2,500	\$500–\$1,000	Crossbody Bags (Women), Shoulder Bags (Women)	<3 times
3/28/2026 12.05.37	Yes	Yes	Millennials (30–45 years)	Female	Brunei Darussalam 🇧🇩	Master's Degree	\$1,000 – \$1,500	\$500–\$1,000	Shoulder Bags (Women), Tote Bags (Women)	<3 times
3/28/2026 12.06.54	Yes	Yes	Millennials (30–45 years)	Female	Laos 🇱🇦	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women), Crossbody	3-5 times

									Wallets (Women)	
3/28/2026 12.13.04	Yes	Yes	Millennials (30–45 years)	Female	Singaporean 🇸🇬	Bachelor's Degree	\$1,000 – \$1,500	<\$500	Shoulder Bags (Women), Tote Bags (Women)	3-5 times
3/28/2026 12.23.38	Yes	Yes	Millennials (30–45 years)	Female	Philippines 🇵🇭	Master's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Crossbody Bags (Women), Shoulder Bags (Women), Medium Wallets (Women)	3-5 times
3/28/2026 12.26.45	Yes	Yes	Millennials (30–45 years)	Female	Laos 🇱🇦	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 12.29.21	Yes	Yes	Generation Z (23–28 years)	Female	Cambodia 🇰🇲	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Small Bags (Women), Large Wallets (Women &	3-5 times

									Men), Crossbody Wallets (Women)	
3/28/2026 12.31.23	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Card Cases (Men), Billfolds (Men)	3-5 times
3/28/2026 12.36.39	Yes	Yes	Generation Z (23–28 years)	Female	Philippines 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Shoulder Bags (Women), Tote Bags (Women), Small Bags (Women)	3-5 times
3/28/2026 12.39.53	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Master's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Totes & Duffle Bags (Men), Belt Bags (Men), Card Cases (Men)	3-5 times
3/28/2026 12.43.07	Yes	Yes	Millennials (30–45 years)	Male	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men), Pouches (Men)	<3 times

3/28/2026 12.45.53	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men), Card Cases (Men)	<3 times
3/28/2026 12.48.50	Yes	Yes	Generation Z (23–28 years)	Female	Laos 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Satchel & Carryall Bags (Women), Tote Bags (Women)	3-5 times
3/28/2026 12.53.15	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Satchel & Carryall Bags (Women), Crossbody Bags (Women), Small Bags (Women)	3-5 times
3/28/2026 12.55.56	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 	Master's Degree	\$2,001 – \$2,500	\$500–\$1,000	Crossbody Bags (Women), Shoulder Bags (Women), Small	3-5 times

									Wallets (Women)	
3/28/2026 12.56.13	Yes	Yes	Millennials (30–45 years)	Male	Thai 🇹🇭	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 12.57.11	Yes	Yes	Millennials (30–45 years)	Female	Singaporean 🇸🇬	Master's Degree	\$2,001 – \$2,500	\$1,001–\$1,500	Crossbody Bags (Women), Shoulder Bags (Women), Crossbody Wallets (Women)	>5 times
3/28/2026 13.01.23	Yes	Yes	Millennials (30–45 years)	Female	Laos 🇱🇦	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Small Bags (Women), Small Wallets (Women)	<3 times
3/28/2026 13.20.07	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women)	<3 times

3/28/2026 13.31.45	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Shoulder Bags (Women), Backpacks (Women & Men), Medium Wallets (Women)	3-5 times
3/28/2026 13.41.42	Yes	Yes	Millennials (30–45 years)	Male	Cambodia 🇰🇲	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 13.47.36	Yes	Yes	Millennials (30–45 years)	Male	Cambodia 🇰🇲	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 13.57.12	Yes	Yes	Millennials (30–45 years)	Female	Philippines 🇵🇭	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Shoulder Bags (Women), Backpacks (Women & Men)	3-5 times
3/28/2026 13.59.29	Yes	Yes	Millennials (30–45 years)	Male	Cambodia 🇰🇲	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Belt Bags (Men),	3-5 times

									Pouches (Men)	
3/28/2026 14.01.47	Yes	Yes	Millennials (30–45 years)	Female	Cambodia 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Crossbody Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	3-5 times
3/28/2026 14.04.36	Yes	Yes	Generation Z (23–28 years)	Male	Myanmar 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men), Pouches (Men)	<3 times
3/28/2026 14.07.12	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men), Card Cases (Men)	<3 times
3/28/2026 14.24.42	Yes	Yes	Generation Z (23–28 years)	Male	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 14.27.35	Yes	Yes	Millennials (30–45 years)	Female	Timor-Leste 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women),	3-5 times

									Small Wallets (Women)	
3/28/2026 14.29.44	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Backpacks (Women & Men), Briefcases (Men)	3-5 times
3/28/2026 14.29.51	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 14.40.07	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Totes & Duffle Bags (Men)	3-5 times
3/28/2026 14.41.56	Yes	Yes	Millennials (30–45 years)	Female	Myanmar 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Satchel & Carryall Bags (Women), Crossbody Wallets (Women)	3-5 times
3/28/2026 14.46.39	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times

3/28/2026 14.46.46	Yes	Yes	Millennials (30–45 years)	Male	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 14.48.57	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Totes & Duffle Bags (Men)	<3 times
3/28/2026 14.50.24	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 14.53.06	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 14.54.22	Yes	Yes	Millennials (30–45 years)	Male	Timor-Leste 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Card Cases (Men), Pouches (Men)	<3 times
3/28/2026 14.55.26	Yes	Yes	Generation Z (23–28 years)	Male	Myanmar 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 14.56.07	Yes	Yes	Millennials (30–45 years)	Male	Philippines 	Bachelor's Degree	\$1,000 – \$1,500	<\$500	Briefcases (Men)	<3 times

3/28/2026 14.57.08	Yes	Yes	Millennials (30–45 years)	Female	Cambodian 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Crossbody Wallets (Women)	<3 times
3/28/2026 14.58.17	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Master's Degree	\$2,001 – \$2,500	\$500–\$1,000	Briefcases (Men), Card Cases (Men), Pouches (Men)	3-5 times
3/28/2026 14.59.15	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 15.00.57	Yes	Yes	Generation Z (23–28 years)	Male	Brunei Darussalam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Belt Bags (Men), Card Cases (Men)	3-5 times
3/28/2026 15.02.32	Yes	Yes	Millennials (30–45 years)	Male	Malaysian 	Master's Degree	\$1,000 – \$1,500	<\$500	Briefcases (Men), Belt Bags (Men), Billfolds (Men)	3-5 times
3/28/2026 15.02.58	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Crossbody	3-5 times

									Wallets (Women)	
3/28/2026 15.04.43	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Belt Bags (Men), Card Cases (Men), Pouches (Men)	<3 times
3/28/2026 15.05.13	Yes	Yes	Millennials (30–45 years)	Male	Myanmar 	Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Billfolds (Men)	<3 times
3/28/2026 15.06.40	Yes	Yes	Millennials (30–45 years)	Male	Singaporean 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Totes & Duffle Bags (Men)	<3 times
3/28/2026 15.09.00	Yes	Yes	Millennials (30–45 years)	Female	Thai 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 15.09.13	Yes	Yes	Generation X (46–61 years)	Female	Myanmar 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 15.10.54	Yes	Yes	Millennials (30–45 years)	Female	Cambodia 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags	3-5 times

									(Women), Medium Wallets (Women)	
3/28/2026 15.11.13	Yes	Yes	Generati on X (46–61 years)	Femal e	Thai 	Master's Degree	\$2,001 – \$2,500	\$500– \$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 15.18.21	Yes	Yes	Millennia ls (30–45 years)	Male	Cambodia 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Briefcases (Men), Belt Bags (Men), Pouches (Men)	<3 times
3/28/2026 15.22.36	Yes	Yes	Millennia ls (30–45 years)	Femal e	Brunei Darussala m 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Tote Bags (Women), Small Bags (Women), Medium Wallets (Women)	<3 times
3/28/2026 15.26.06	Yes	Yes	Millennia ls (30–45 years)	Femal e	Thai 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 15.27.57	Yes	Yes	Millennia ls (30–45 years)	Femal e	Cambodia 	Below a Bachelor 's Degree	\$1,000 – \$1,500	\$500– \$1,000	Tote Bags (Women), Small Bags (Women)	<3 times

3/28/2026 15.30.52	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 🇻🇳	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Shoulder Bags (Women), Medium Wallets (Women)	<3 times
3/28/2026 15.32.41	Yes	Yes	Millennials (30–45 years)	Female	Thai 🇹🇭	Master's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Medium Wallets (Women), Crossbody Wallets (Women)	3-5 times
3/28/2026 15.35.28	Yes	Yes	Millennials (30–45 years)	Female	Malaysian 🇲🇾	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Satchel & Carryall Bags (Women), Tote Bags (Women), Small Bags (Women)	3-5 times
3/28/2026 15.36.54	Yes	Yes	Generation X (46–61 years)	Male	Timor-Leste 🇹🇱	Bachelor's Degree	\$1,501 – \$2,000	\$500–\$1,000	Briefcases (Men), Pouches (Men)	3-5 times

3/28/2026 15.37.22	Yes	Yes	Millennials (30–45 years)	Female	Thai 🇹🇭	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Small Wallets (Women)	3-5 times
3/28/2026 15.40.18	Yes	Yes	Millennials (30–45 years)	Female	Vietnam 🇻🇳	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Shoulder Bags (Women), Medium Wallets (Women), Crossbody Wallets (Women)	3-5 times
3/28/2026 15.42.39	Yes	Yes	Millennials (30–45 years)	Female	Laos 🇱🇦	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Crossbody Bags (Women), Tote Bags (Women)	<3 times
3/28/2026 15.43.03	Yes	Yes	Generation X (46–61 years)	Female	Thai 🇹🇭	Master's Degree	\$1,000 – \$1,500	\$500–\$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 15.44.50	Yes	Yes	Millennials (30–45 years)	Male	Brunei Darussalam 🇧🇩	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Card Cases	<3 times

									(Men), Billfolds (Men)	
3/28/2026 15.50.11	Yes	Yes	Generati on Z (23–28 years)	Femal e	Vietnam 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Tote Bags (Women), Small Bags (Women), Medium Wallets (Women)	<3 times
3/28/2026 15.52.28	Yes	Yes	Generati on Z (23–28 years)	Femal e	Cambodia 	Below a Bachelor 's Degree	\$1,000 – \$1,500	\$500– \$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
3/28/2026 15.52.30	Yes	Yes	Generati on Z (23–28 years)	Male	Thai 	Master's Degree	\$1,501 – \$2,000	\$500– \$1,000	Crossbody Bags (Women), Shoulder Bags (Women)	<3 times
3/28/2026 16.35.43	Yes	Yes	Generati on Z (23–28 years)	Femal e	Singapore an 	Bachelor 's Degree	\$1,000 – \$1,500	<\$500	Crossbody Bags (Women)	<3 times
3/28/2026 16.54.04	Yes	Yes	Generati on Z (23–28 years)	Femal e	Vietnam 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Tote Bags (Women), Small Bags (Women),	3-5 times

									Small Wallets (Women)	
3/28/2026 16.56.33	Yes	Yes	Generation Z (23–28 years)	Male	Thai 🇹🇭	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times
3/28/2026 16.58.40	Yes	Yes	Generation Z (23–28 years)	Male	Singaporean 🇸🇬	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Totes & Duffle Bags (Men)	<3 times
3/28/2026 17.00.33	Yes	Yes	Generation Z (23–28 years)	Male	Timor-Leste 🇹🇱	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Belt Bags (Men), Billfolds (Men)	3-5 times
3/28/2026 17.02.21	Yes	Yes	Generation Z (23–28 years)	Male	Singaporean 🇸🇬	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Totes & Duffle Bags (Men), Belt Bags (Men)	<3 times
3/28/2026 17.04.36	Yes	Yes	Generation Z (23–28 years)	Male	Thai 🇹🇭	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Briefcases (Men), Belt Bags (Men)	<3 times

3/28/2026 17.06.33	Yes	Yes	Generation Z (23–28 years)	Male	Thai 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Totes & Duffle Bags (Men)	3-5 times
3/28/2026 17.11.10	Yes	Yes	Generation Z (23–28 years)	Male	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Small Bags (Women), Belt Bags (Men)	<3 times
3/28/2026 17.14.21	Yes	Yes	Generation Z (23–28 years)	Male	Philippines 	Below a Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Belt Bags (Men), Pouches (Men)	3-5 times
3/28/2026 17.20.26	Yes	Yes	Generation Z (23–28 years)	Male	Vietnam 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Briefcases (Men), Card Cases (Men), Billfolds (Men)	3-5 times
3/28/2026 17.22.24	Yes	Yes	Generation Z (23–28 years)	Female	Thai 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Tote Bags (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 17.24.42	Yes	Yes	Generation Z	Female	Philippines 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags	3-5 times

			(23–28 years)						(Women), Medium Wallets (Women)	
3/28/2026 17.26.54	Yes	Yes	Generation Z (23–28 years)	Female	Cambodia 	Below a Bachelor's Degree	\$1,000 – \$1,500	\$500–\$1,000	Small Bags (Women), Crossbody Wallets (Women)	<3 times
3/28/2026 17.27.35	Yes	Yes	Generation Z (23–28 years)	Male	Timor-Leste 	Master's Degree	\$1,501 – \$2,000	\$500–\$1,000	Backpacks (Women & Men), Large Wallets (Women & Men)	3-5 times
3/28/2026 17.32.22	Yes	Yes	Generation Z (23–28 years)	Female	Laos 	Bachelor's Degree	\$1,501 – \$2,000	\$1,001–\$1,500	Tote Bags (Women), Small Bags (Women), Medium Wallets (Women)	3-5 times
3/28/2026 17.34.31	Yes	Yes	Generation Z (23–28 years)	Male	Brunei Darussalam 	Master's Degree	\$2,001 – \$2,500	\$1,501–\$2,000	Briefcases (Men), Belt Bags (Men), Pouches (Men)	>5 times

3/28/2026 17.37.28	Yes	Yes	Generati on Z (23–28 years)	Male	Cambodia 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Briefcases (Men), Pouches (Men)	<3 times
3/28/2026 17.40.13	Yes	Yes	Generati on Z (23–28 years)	Male	Cambodia 	Below a Bachelor 's Degree	\$1,000 – \$1,500	\$500– \$1,000	Briefcases (Men), Card Cases (Men)	<3 times
3/28/2026 17.43.02	Yes	Yes	Generati on Z (23–28 years)	Male	Cambodia 	Bachelor 's Degree	\$1,501 – \$2,000	\$1,001– \$1,500	Tote Bags (Women), Small Bags (Women), Briefcases (Men)	3-5 times
3/28/2026 17.46.27	Yes	Yes	Millennia ls (30–45 years)	Femal e	Malaysian 	Master's Degree	\$2,001 – \$2,500	\$1,501– \$2,000	Tote Bags (Women), Small Bags (Women), Crossbody Wallets (Women)	>5 times
3/28/2026 22.44.46	No									
3/29/2026 18.54.12	Yes	No								

4/2/2026 15.41.59	Yes	Yes	Generati on Z (23–28 years)	Femal e	Malaysian 	Below a Bachelor 's Degree	\$1,501 – \$2,000	\$500– \$1,000	Tote Bags (Women), Small Bags (Women)	<3 times
4/2/2026 15.45.49	Yes	Yes	Generati on Z (23–28 years)	Male	Malaysian 	Below a Bachelor 's Degree	\$1,501 – \$2,000	\$500– \$1,000	Small Bags (Women), Belt Bags (Men), Card Cases (Men), Pouches (Men)	<3 times
4/2/2026 15.51.23	Yes	Yes	Generati on Z (23–28 years)	Femal e	Malaysian 	Below a Bachelor 's Degree	\$2,001 – \$2,500	\$1,001– \$1,500	Tote Bags (Women), Small Bags (Women), Small Wallets (Women)	3-5 times
4/2/2026 15.53.20	Yes	Yes	Generati on Z (23–28 years)	Femal e	Malaysian 	Below a Bachelor 's Degree	\$1,501 – \$2,000	\$500– \$1,000	Crossbody Bags (Women), Shoulder Bags (Women), Tote Bags (Women), Small Bags	3-5 times

									(Women), Belt Bags (Men), Wristlets & Pouches (Women & Men), Card Cases (Men)	
4/2/2026 15.55.17	Yes	Yes	Generati on X (46–61 years)	Femal e	Malaysian 	Below a Bachelor 's Degree	>\$2,501	\$1,501– \$2,000	Shoulder Bags (Women), Tote Bags (Women), Small Bags (Women), Large Wallets (Women & Men), Medium Wallets (Women), Small Wallets (Women)	3-5 times
4/2/2026 15.58.13	Yes	Yes	Generati on X	Femal e	Malaysian 	Below a Bachelor	>\$2,501	\$1,501– \$2,000	Satchel & Carryall	>5 times

			(46–61 years)			's Degree			Bags (Women), Tote Bags (Women), Small Bags (Women), Large Wallets (Women & Men), Medium Wallets (Women), Small Wallets (Women), Crossbody Wallets (Women), Card Cases (Men)	
4/2/2026 16.03.14	Yes	Yes	Generati on X (46–61 years)	Male	Malaysian 	Below a Bachelor's Degree	>\$2,501	>\$2,001	Tote Bags (Women), Small Bags (Women), Small Wallets (Women),	3-5 times

									Card Cases (Men), Pouches (Men)	
4/2/2026 16.07.37	Yes	Yes	Millennials (30–45 years)	Female	Malaysian 	Bachelor's Degree	>\$2,501	>\$2,001	Shoulder Bags (Women), Small Bags (Women), Small Wallets (Women)	3-5 times
4/2/2026 16.09.44	Yes	Yes	Generation X (46–61 years)	Female	Malaysian 	Below a Bachelor's Degree	>\$2,501	\$1,001–\$1,500	Shoulder Bags (Women), Large Wallets (Women & Men)	<3 times
4/2/2026 16.11.40	Yes	Yes	Generation Z (23–28 years)	Female	Malaysian 	Bachelor's Degree	\$1,501 – \$2,000	\$1,501–\$2,000	Shoulder Bags (Women), Small Bags (Women), Backpacks (Women & Men),	<3 times

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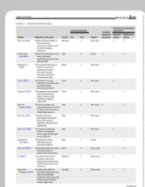
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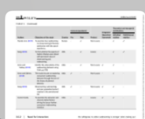
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primarily use webrooming pattern for enjoying broader and deeper product assortments, lower prices, and detailed product information in the online channels compared with the traditional offline stores (Arora & Sahney, 2019) and gain confidence in their product choice (Santos & Gonçalves, 2019).

India specifically is projected as one of the fastest growing luxury markets globally, forecast to grow from \$30 billion in 2018 to \$80 billion by 2025 (Jain, 2020). This growth aligns with rising Internet penetration in India, with Internet users expected to increase from 560 million in 2018 to about 800 million by 2023 (McKinsey and Company, 2018). Yu et al. (2018) posited that Internet has become the fastest growing channel for luxury sales. Given the growing online luxury market and increasing Internet usage via mobile devices, webrooming behavior is expected to rise substantially in the coming years (Flavián et al., 2016). However, there is a lack of empirical studies in this area, especially in the luxury context (Shankar & Jain, 2021).

Previous scholarly research has extensively investigated the phenomenon of webrooming before and after the pandemic, focusing on its economic implications (Arora & Sahney, 2019; Flavián et al., 2019), consumer shopping motives (Aw, 2019), product engagement (Aw, 2019; Guo et al., 2022), and non-luxury product categories (Guo et al., 2022; Jain & Shankar, 2022; Li et al., 2023; Schliess et al., 2023; Wu et al., 2023). Limited literature exists on luxury shoppers' webrooming intentions in multichannel retailing contexts (Jain, 2020; Jain & Shankar, 2022; Shankar & Jain, 2021; Shankar & Jain, 2023). To fill this gap, this study integrates the technology acceptance model (TAM) to understand online technology acceptance (Arora & Sahney, 2019) and the stimulus-organism-response (S-O-R) framework to develop associations between variables (Zhu et al., 2019). Together, these models incorporating both technological and behavioral factors have shown greater predictive power compare to either one (Arora & Sahney, 2019).

Therefore, the main objectives of the study are as follows: (1) to examine the impact of consumer traits (need for interaction-NFI and need for touch-NFT) and channel-related factors (perceived ease of online search-PEOS and perceived usefulness of online search-PUOS) on the luxury shopper's perceived values (hedonic value-HV and utilitarian value-UV) and webrooming intention (WRI); and (2) to examine the moderating effect of online perceived risk (OPR) and online perceived reviews (OPRe) between perceived values and webrooming intention. Consumer traits play a critical role in assessing cross-channel purchasing behavior, because customers' expectations of a shopping website and actual outcomes are heavily influenced by personality traits (Aw et al., 2021). Consumers choose their buying channels based on their perception of risk, and due to the potential risk of e-commerce deployment, they primarily use digital platforms for search purposes and switch to traditional storefronts for final purchases. To address this research gap, we aim to answer the following research questions (RQs): RQ1: Do consumer traits and channel-related factors have a positive influence on luxury shoppers' perceived value and webrooming intention? RQ2: Do perceived values (HV and UV) mediate the association between consumer traits, channel-related factors, and luxury shoppers' webrooming intention? RQ3: Will OPR

and OPRe have a moderately positive relationship between perceived value and luxury shoppers' webrooming intentions?

This study offers valuable insights grounded in stimulus-organism-response (SOR) theory to provide a comprehensive understanding of luxury shoppers' webrooming intentions in India. The research adds to the existing body of knowledge and has theoretical and practical implications for academics, luxury retailers, and luxury brand corporations. It will help evaluate shoppers' purchase intentions for luxury items and build new innovative marketing strategies to capitalize on the potential of this growing industry. This article includes an introduction, theoretical background, and literature review to establish hypotheses, methodology, research analysis, and discussion of findings, implications, and limitations of future research.

2 | THEORETICAL FRAMEWORK

2.1 | The TAM (technology acceptance model) and the SOR model (stimulus-organism-response model)

This study employs a combined TAM-SOR framework to examine the intention of luxury webrooming. Davis et al. (1989) proposed the technology acceptance model (TAM), which researchers have extensively utilized to assess users' intentions in adopting new technology. The perceived usefulness of technology inquiry determines this. The technology acceptance model (TAM) posits that perceived ease of use and perceived usefulness are key determinants in predicting the intention to adopt and utilize technology, thereby enhancing its overall usefulness. And, we applied the classic stimulus-organism-response (S-O-R) framework proposed by Mehrabian and Russell (1974) to examine webrooming intention in a luxury shopping context. The S-O-R model has been used extensively to understand cross-channel shopping behavior (Arora et al., 2020, 2022), positing that environmental stimuli influence consumers' internal states, which in turn shape their responses. In this study, the stimuli comprise factors impacting webrooming in luxury shopping, including need for touch, social interaction, and perceived ease and usefulness of online search (Arora & Sahney, 2019; Aw et al., 2021; Flavián et al., 2016). These stimuli are theorized to affect the organism, represented by perceived hedonic and utilitarian value (Jain, 2022; Shankar & Jain, 2021). Finally, the organism gives rise to the response—webrooming intentions.

While the S-O-R model has been applied to luxury shopping (Lunardo & Mouangue, 2019), it has yet to be used specifically for luxury consumer's webrooming behavior. As this framework captures both cognitive and affective decision drivers (Arora et al., 2020), it is well-suited to examining consumers' channel selections incorporating utilitarian and hedonic motivations. The S-O-R lens enables a holistic exploration of how various webrooming factors influence perceived value and intentions, addressing a gap in extant luxury multichannel research. The rationale for implementing an integrated approach to comprehending luxury webrooming intention is as follows: First, it has been observed that neither the TAM nor the SOR model can

independently offer more adequate explanations of human behavior (Arora & Sahney, 2018). However, it has been shown that using an integrated strategy yields a greater capacity to elucidate an individual's behavior. Second, the integrated method effectively examines the influence of technology on webrooming behavior using the TAM inside the webrooming sequence. Moreover, understanding the many aspects that impact buyers' behavior in terms of looking online but ultimately completing purchases offline via the SOR method is equally important. Third, the complementary relationship between TAM and SOR models aids in comprehending the significance of webrooming concerning consumer traits, channel factors, and perceived values. These factors are crucial for shoppers who engage in webrooming.

3 | LITERATURE, HYPOTHESES, AND MODEL DEVELOPMENT

3.1 | Webrooming

Previous research on webrooming has primarily focused on its merits and cost-effectiveness concerning channels (Arora & Sahney, 2019). Online channels are characterized by features, such as low price searches, high purchase risk, and increased webrooming intention (Aw, 2019). Webrooming occurs when consumers feel that they cannot trust the online channel to provide a complete product evaluation (Gibson et al., 2022); however, webrooming is facilitated by the offline channel, where customers can see and touch the object before buying it, reducing uncertainty, and satisfying the need for quick gratification (Aw, 2019). Some studies have found that information search, customer motivational factors (Huh & Kim, 2022), and price comparisons are determinants of webrooming (Arora & Sahney, 2019). The study by Santos and Gonçalves (2019) illustrated that webrooming is mostly used by shoppers for information search (comparing prices) and risk reduction (choice confidence). The study found that physical product inspection was unnecessary in understanding webrooming behavior. It is worth noting that this study examined only a single product category. Webrooming is driven by human connections which are facilitated by the ability to send and receive messages within the virtual world, while the needs of both salesmen and consumers are satisfied by items purchased in a physical shop (Pangarkar et al., 2022). Therefore, this study examines webrooming purchasing intentions in a luxury environment.

3.1.1 | Webrooming behavior and luxury consumers

Customers who buy luxury items are well-educated, technologically sophisticated, and computer literate. They typically purchase priced items to demonstrate society's riches and success (Jain & Mishra, 2020). Luxury items, such as challenging and high-involvement purchases (Jebarajakirthy et al., 2020), demand extensive information

searches that may be undertaken through both digital and physical channels. When purchasing "high involvement items," customers use various purchasing methods (Shankar & Jebarajakirthy, 2019). Customers seek further information via digital media before purchasing high-involvement experience items through physical channels; according to Flavián et al. (2020), luxury shoppers' buying objectives vary greatly from non-luxury customers, and their shopping channel preferences may also differ significantly (Goraya et al., 2022). For example, customers searching for luxury clothing may not look for price comparisons. Instead, they may look for further product knowledge or delight (Jo et al., 2020). To date, very little research has been conducted on webrooming intentions toward luxury products (Santos & Gonçalves, 2019). Therefore, this study aims to fulfill this research gap by examining webrooming cues such as consumer traits, channel-related factors, and perceived values that determine luxury webrooming purchase intention and the moderation effect of perceived risk and reviews (please see Table 1 for detailed literature).

3.2 | Consumer traits

3.2.1 | Need for touch (NFT)

A "need for touch" occurs when buyers prefer to use their haptic senses while purchasing (Peck & Childers, 2003). Customers with a robust haptic/touch sense are more likely to make confident purchasing decisions when they can obtain a product through physical touch (Flavián et al., 2020). Customers who prioritize physical interaction are more likely to transition from an online channel to a physical one at some point during the buying process (Gibson et al., 2022), and haptic assessment is crucial for risk reduction, demonstrating webrooming in the process.

Luxury goods are revered for their ability to fulfill both hedonic and utilitarian needs (Jain, 2019). Previous studies have shown that luxury shoppers prefer to purchase offline rather than online due to several offline shopping advantages they experience, such as help from sales-staff, the ability to touch and feel, buying delight, access to product details, and individualized customer service (Jain & Mishra, 2020). Therefore, studies on consumer behavior across several channels focus on the significance of the need for touch interactions (Flavián et al., 2020) and perceived values (Jain & Mishra, 2020). In this study, we argue that the need for touch has a greater impact on the purchasing of luxury products because these commodities demand a more comprehensive direct appraisal (Aw, 2020).

H1a. The need for touch affects the luxury shopper's hedonic value.

H1b. The need for touch positively affects the luxury shopper's utilitarian value.

H1c. The need for touch positively affects the luxury shoppers' webrooming intention.



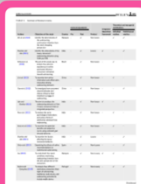
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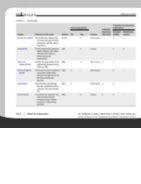


TABLE 1 Summary of literature review.

Authors	Objectives of the study	Country	Contexts (pandemic)			Integrated theoretical framework	Theoretical and managerial contributions	
			Pre	Post	Product		Individual retailers	Multichannel retailers
Wu et al. (2023)	Identify the determinants of the webrooming continuation intention from the smart shopping perspective	Malaysia	-	✓	Non-luxury	-	✓	✓
Shankar and Jain (2023)	Identify the antecedents of the luxury consumers' webrooming behavior using TAM and TPB	India	-	✓	Luxury	✓	-	✓
Schiesl et al. (2023)	The aim of this study was to analyze how adverse experiences in online purchases influence consumers' inclination toward webrooming.	Brazil	-	✓	Non-luxury	-	✓	-
Li et al. (2023)	To examine how online information and offline sales interaction driving webrooming behavior.	China	-	✓	Non-luxury	-	✓	-
Guo et al. (2022)	To investigate how consumers' channel attitudes and choices influence their intention to engage in webrooming.	China	-	✓	Non-luxury	-	-	✓
Jain and Shankar (2022)	The aim is to analyze the webrooming behavior of Gen Y luxury consumers from an integrated perspective	India	-	✓	Non-luxury	✓	-	✓
Roy et al. (2022)	To analyze the socio-psychological motivations and various forms of satisfaction obtained from webrooming.	India	-	✓	Non-luxury	-	✓	-
Arora et al. (2021)	To examine the potential benefits and subjective norms using extended goal directed behavior.	India	-	✓	Non-luxury	-	✓	-
Shankar and Jain (2021)	To examine the factors affecting the luxury consumers behavior.	India	-	✓	Luxury	-	-	✓
Orús et al. (2019)	Examining the effects of online recommendations on multichannel webrooming.	Spain	-	✓	Non-Luxury	-	-	✓
Aw (2020)	To understand the causal conditions motivating webrooming intention from the joint perspective of the consumers	Malaysia	-	✓	Non-Luxury	✓	✓	-
Santos and Gonçalves (2019)	To analyze how different motivations determine three types of webrooming: traditional, multi-device, and webrooming extended to include mobile device	Portugal	-	✓	Non-Luxury	-	✓	✓

(Continues)

TABLE 1 (Continued)

Authors	Objectives of the study	Country	Contexts (pandemic)			Integrated theoretical framework	Theoretical and managerial contributions	
			Pre	Post	Product		Individual retailers	Multichannel retailers
Flavián et al. (2019)	To examine how webrooming (vs showrooming) influences satisfaction with the search experience.	Europe	-	✓	Non-Luxury	-	✓	✓
Kang (2018)	To find whether the aspects of fashion lifestyle were linked with perceived value of showrooming and webrooming.	USA	-	✓	Luxury	-	✓	✓
Arora and Sahney (2019)	Identify the antecedents of the webrooming behavior using TAM and TPB	India	-	✓	Non-Luxury	✓	✓	-
Arora and Sahney (2018)	This study focuses on exploring consumers' webrooming behavior through the lens of the theory of planned behavior.	India	✓	-	Non-Luxury	-	✓	-
Kang (2018)	Showrooming, webrooming, and user-generated content creation in the omnichannel era	USA	✓	-	Non-Luxury	✓	✓	-
Current study	To examine the consumer and channel-related factors driving the luxury fashion consumers' webrooming intention	India	-	✓	Luxury	✓	✓	-

3.2.2 | Need for interaction

In the buying process, customers' social interactions significantly impact their purchase choices (Kim et al., 2017). Store staff are the most accurate sources of advice for consumers, alongside loved ones and online platforms (Alexander & Kent, 2020), and they build positive perceived values (Jain, 2019). Customers who have a strong desire for human contact are more likely to avoid making purchases online because they see these types of transactions as inherently risky and unclear owing to the absence of human connections (Aw et al., 2021). Thus, customers with a strong desire for social connection are likely to make purchases at offline stores; they usually conduct preliminary research online but purchase in physical stores (Alexander & Kent, 2020). A shopper's attitude toward webrooming may be significantly influenced by the assistance of in-store employees (Arora & Sahney, 2019), which may improve the shopper's product choices and provide a pleasant shopping experience. Customers strongly prefer face-to-face contact with service providers (Pangarkar et al., 2022). Access to knowledgeable sales staff is an important benefit for offline stores to reduce the risks associated with making such large purchases online. Thus, one factor that encourages webrooming is the availability of help from sales associates (Alexander & Kent, 2020). In addition, we argue that the link between the need for social connection and

the willingness to utilize webrooming is stronger when making purchases because of the heightened asymmetric information present throughout this process (Arora & Sahney, 2019). This study addresses this gap in the literature by examining the need for interaction with luxury shoppers' webrooming intentions.

H2a. The need for interaction positively affects the hedonic value of luxury shoppers.

H2b. The need for interaction positively affects the utilitarian value of luxury shoppers.

H2c. The need for interaction positively affects luxury shoppers' webrooming intentions.

3.3 | Channel-related factors

3.3.1 | Perceived ease of use of online search (PEOS)+

Perceived ease of use is a subjective concept, with individuals potentially perceiving it differently depending on the context in which they

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intent to apply it (Lu & Gustafson, 1994). Various authors considered perceived ease of use online search as a shopping channel when making a decision to buy luxury products (Aw et al., 2021; Lee et al., 2020; Ruiz-Mafe et al., 2009). It is the extent to which a user can quickly and easily find relevant Internet data. The emergence of digital platforms as efficient channels providing access to vast amounts of product information has changed the shopping landscape (Dhir et al., 2020). With a few clicks, shoppers can quickly access comprehensive product details from many online luxury shops and compare prices and offerings (Wang et al., 2018). Access to extensive information about luxury items on the Internet tremendously improves the webrooming experience (Arora & Sahney, 2019), and PEOU has a significant association with perceived value (Lavuri, Jindal, & Umair, 2022). Faster data retrieval methods have made online channels viable for consumers, because they provide them with instantaneous access to many product details. It has been hypothesized that a user's preference for a particular web search channel is heavily influenced by the simplicity of obtaining the required information. This will likely improve webrooming intention. There is a dearth of studies in the field of luxury webrooming (Jain & Mishra, 2020). Thus, this study will fill a knowledge void by addressing perceived ease of use, perceived value, and luxury shoppers' webrooming intentions.

H4a. PEOU positively affects the luxury shopper's hedonic value.

H4b. PEOU positively affects the luxury shopper's utilitarian value.

H4c. PEOU positively affects the luxury shoppers' webrooming intention.

3.3.2 | Perceived usefulness of online search (PUOS)

Perceived utility is a consumer's strong belief that using a webrooming procedure to compare items enhances purchase decisions in a webrooming environment. Through preliminary research, PU helps consumers have belief in the products and brands they choose (Flavián et al., 2020). Online reviews provide insight into the advantages and disadvantages of items, allowing shoppers to make more informed decisions, mitigate possible risks, and impact the perceived value of consumers (Lavuri, Jindal, & Umair, 2022).

During webrooming, offline shop visits lead to more thorough product assessments than online shopping (Mehra et al., 2018). Luxury shoppers utilize the Internet to obtain more product information, including reviews, prices, trends, and where to buy them (Shankar & Jain, 2021). One of the most significant benefits of webrooming is the ability to research a product range before making a purchase (Lavuri, Jindal, & Umair, 2022; Singh & Rosengren, 2020), which aids in reducing risk and making smarter product decisions (Shankar & Rishi, 2020).

This strategy, along with the physical contact and feeling of items in physical shops, leads to better offline customer purchase choices (Mehra et al., 2018) and improves hedonic and utilitarian value. Webrooming eliminates uncertainty because this sequence is important when buying expensive products such as luxury goods (Flavián et al., 2020).

H3a. PUOS positively affects the luxury shopper's hedonic value.

H3b. PUOS positively affects the luxury shopper's utilitarian value.

H3c. PUOS positively affects the luxury shoppers' webrooming intention.

3.4 | Mediation role of perceived values (hedonic and utilitarian values)

3.4.1 | Perceived hedonic value (PHV)

Luxury goods are revered for their ability to fulfill both hedonistic and functional needs (Jain & Mishra, 2020). Previous studies have shown that luxury shoppers prefer brick-and-mortar establishments to online marketplaces for several reasons, including the availability of knowledgeable sales associates (Lavuri, Jindal, & Umair, 2022), the ability to try things on before buying (Yu et al., 2018), pleasantness of the buying experience, availability of comprehensive product details, and individualized customer care (Jain, 2019). Consumer motivation for purchasing is a major factor in deciding which shopping channel to use (Aw, 2019). In multichannel commerce, customers optimize their purchase of a product by selecting the ideal mix of channels at various points on their shopping trip based on their purchasing objectives (Sahu et al., 2020). Therefore, it is crucial to understand the significance of utilitarian and hedonic values in the decision-making processes of luxury consumers engaged in webrooming.

Prior research has indicated that purchasing luxury or expensive items satisfies intrinsic wants such as self-actualization and pleasure (Jain, 2020; Kaur et al., 2022). The accessibility of various items on the Internet meets the hedonic demands of multichannel customers (Flavián et al., 2020). Customers at high-end stores feel superiority and dignity through friendly relationships and the respect they receive from sales staff (Liu et al., 2021). Customers are more likely to purchase in-store after having the opportunity to interact with a product in person (Lavuri, Jindal, & Umair, 2022). Webrooming increases the hedonic worth of purchasing for those who shop based on their experiences (Flavián et al., 2020).

H5. PHV positively mediates the relationship between the consumer traits (NFT and NFI), channel-related factors (PEOU and PUOS), and the luxury shopper's webrooming intention.

3.4.2 | Perceived utilitarian value (PUV)

Compared to offline buying, Internet research on a product's specifications, design, and pricing gives buyers an advantage when making purchases in a physical store (Pangarkar et al., 2022). High quality is an important determinant of luxury purchases (Gupta et al., 2019). Consumers are increasingly engaging in webrooming because of a combination of online (price comparison, ease of search, and variety of products) and offline factors (peers, possibility of validating information via interaction with staff, touch and feel, and peers). This study aims to bridge the gap by examining the relationship between utilitarian value and the intention to webroom among luxury consumers.

H6. PUV positively mediates the relationship between the consumer traits (NFT and NFI), channel-related factors (PEOU and PUOS), and the luxury shopper's webrooming intention.

3.5 | Moderation effect

3.5.1 | Online perceived risk (OPRI)

Perceived online risk influences customers' purchase intentions. Online purchasing entails various risks, including the chance of mismatched products, lack of money, and data confidentiality (Shankar & Datta, 2018). Perceived online risk is important in the case of luxury items due to the high prices and stakes involved (Shankar & Kumari, 2019), as well as skepticism regarding the quality and authenticity of premium goods sold online (Liu et al., 2021). A higher degree of risk is associated with online purchases of luxury products because of the Internet's poor reputation as a marketplace for selling counterfeit goods; shoppers may avoid this risk by purchasing only brick-and-mortar stores (Shankar & Datta, 2018).

Luxury customers trust conventional luxury mansions and prefer social connections and the tactile experience provided by offline shopping, allowing them to purchase offline without worrying about product authenticity (Liu et al., 2021). Despite the widespread adoption of e-commerce, shoppers still prefer to conduct research online before purchasing in physical stores (Arora & Sahney, 2019). Customers' desire to engage in webrooming may be significantly influenced by post-purchase dissonance, which is the concern that they will not acquire what they need if they shop online. Therefore, we contend that the effect of online perceived risk (OPRI) on webrooming is stronger for luxury products.

H7. Online perceived risk will moderate the relationship between (a) hedonic value, (b) utilitarian value (b) and luxury webrooming intention.

3.5.2 | Online perceived reviews (OPRe)

Prior studies have shown that shoppers use online research to bolster their conviction in purchasing decisions, increase their contentment

with those decisions, and decrease their purchase risk (Santos & Gonçalves, 2019). Online shopper reviews have become the most trustworthy data source influencing purchase decisions in the current retail market (Aw, 2020). Online reviews enable buyers to comprehend the characteristics and functions of items and compare them with competing products, eventually eliminating ambiguity (Arora & Sahney, 2019). Nevertheless, the reliability of online reviews varies widely, and shoppers are more responsive to helpful reviews (Flavián et al., 2020).

In this study, we postulate that shoppers are driven to the webroom by the availability of positive online reviews to reduce the risk to a physical store (Chung et al., 2022). Online reviews may help in making offline decisions (Flavián et al., 2020). Additionally, we argue that the link between positive customer reviews and the desire for webrooms may be strengthened through the use of search products. Previous research has shown that Internet reviews help decrease risk and uncertainty (Hong et al., 2017). This study fills the gap in the literature by exploring the relationship between how online reviews are perceived and whether luxury consumers intend to use a webroom (please see Figure 1 for all hypotheses).

H8. Online perceived reviews will moderate the relationship between (a) hedonic value, (b) utilitarian value (b) and luxury webrooming intention.

4 | MATERIALS AND METHODS

4.1 | Data and sample

To test the proposed hypotheses, we used an exploratory approach to test shoppers' fashion luxury webrooming intentions. We collected first-hand information from Indian luxury shoppers (Jo et al., 2020). The scope of this study is confined to the luxury fashion industry, which is one of the most popular and prone to multichannel shopping by webroomers (Boardman & McCormick, 2018). The luxury goods market was worth \$7.60 billion in 2022, and experts anticipate a 1.43% (CAGR 2022–2027) annual increase in sales (Statista, 2022). Additionally, as per the Euromonitor report, India is regarded as the "Star of Asia" due to its consistent double-digit growth in the global luxury market (Gupta et al., 2019). In India, the affordable luxury segment is experiencing rapid growth, with a yearly increase of 40% (Deloitte, 2018). Thus, the sample of Indian consumers was suitable for examining consumers' WI in the luxury sector. We employed a purposive sampling method to recruit real consumers and used this sampling technique for data collection in line with previous studies by Aw (2020) and Jain (2019). We used a purposive sampling method to recruit participants for this study. When the population number was unknown or specific individuals could not be identified, and this method was used (Daniel, 2011). Purposive sampling occurs when participants are chosen based on whether they meet the investigator's inclusion or exclusion criteria, making it an effective and appropriate strategy for this study (Lavuri, Jabbar, et al., 2022).

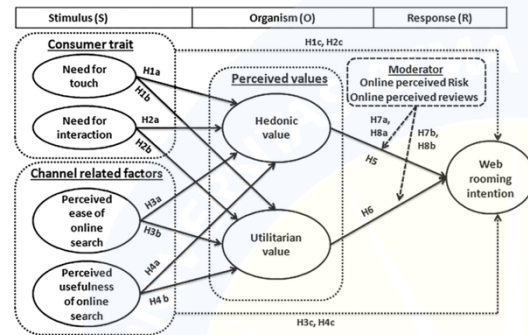


FIGURE 1 Original research framework.

We used a structured questionnaire to collect data and visited premier luxury retail stores in four Indian metro cities (Hyderabad, Mumbai, Chennai, and Delhi). The questionnaire was distributed through face-to-face administration in India. We used some questions to filter the sample, such as "List the name of the luxury fashion brands you have in your wardrobe"; "How long you have been practicing—search luxury goods in online before purchase it in offline?"; "Do you search for information about luxury items online before purchase?" and "Do you purchase luxury items offline, after seeing them online?" After filtering the samples, participants were allowed to respond voluntarily. The standards were sufficiently strict to include only appropriate and competent individuals. More than 566 surveys were distributed to collect data, and 459 responses were gathered; 28 surveys were deleted owing to errors, typographical errors, and inconsistencies. A total of 431 samples, with a response rate of 77.2%, were considered for the final study. The threshold for a valid response rate was 20%, which is higher than that (Hair et al., 2015). To combat non-response preconceptions, we informed the respondents about the study's objectives and confidentiality. The sample profiles are presented in Table 2.

4.2 | Development of the instrument

Prevalidated scales were employed to design a structured questionnaire to evaluate the hypotheses under examination. However, the questions were rephrased to better fit the research objectives and context. To ensure content validity, we had two professors of luxury marketing and two senior marketers with experience in the

TABLE 2 Statistics of respondents' profiles (N = 431).

Characteristics		F	%
Age in years	Below 25 years	54	12.5
	26–35 years	175	40.6
	36–45 years	91	21.1
	46–55 years	90	20.9
	56 and above	21	4.9
Gender	Male	190	44.1
	Female	241	55.9
Education profile	Below bachelor's degree	78	18.1
	Bachelor's degree	117	27.1
	Master's degree	180	41.8
	Above Master's degree	56	13.0
	Govt. employee	77	17.9
Occupation status	Private employee	102	23.7
	Business	68	15.8
	Home maker	111	25.7
	Students	73	16.9
	Less than 1000\$	51	11.8
Income status (monthly)	1001\$–1500\$	87	20.2
	1501\$–2000\$	124	28.8
	2001\$–2500\$	101	23.4
	Above 2501\$	68	15.8

luxury goods industry evaluate the questionnaire. Based on their recommendations, we made minor modifications to the survey questions. We then conducted a pilot study with 91 participants to test the

questionnaire's validity and reliability. After the pilot test, we made minor modifications to the research questionnaire to address sample group concerns, resulting in a questionnaire with excellent reliability and validity for further analysis.

The survey was divided into three parts: the first dealt with screening questions; the second featured items assessing the study constructs (NFI, NFI, PEOS, PUOS, HV, UV, WRI, OPRI, and OPRe); and the third dealt with questions assessing participants' demographic characteristics. We employed a 5-point Likert scale, with answers ranging from 1 ("strongly disagree") to 5 ("strongly agree"). This scale is widely used in surveys because it is easy to implement and read, thereby enhancing the number and quality of responses (Hair et al., 2015).

We used a 3-item scale to assess NFT from Santos and Gonçalves (2019). Similarly, the NFI scale constituted 4 items adapted from Pangarkar et al. (2022). The PUOS and PEOS scales comprised 3 items adapted from the research of Aw (2020) and Shankar and Jain (2021); the HV and UV scales comprised 3 items adapted from Shankar and Jain (2021) and Lavuri et al. (2022); the OPRI scale composed 4 items adapted from Arora and Sahney (2019) and Santos and Gonçalves (2019); the OPRe scale constituted 4 items adapted from Shankar and Jain (2021) study; and 3 items of the WRI toward purchase intention scale adapted from the study of Arora and Sahney (2019). Structural equation modeling was employed to evaluate the research hypotheses, and the PROCESS macro was used to validate the mediation and moderation hypotheses (Hair et al., 2015).

5 | RESULTS

5.1 | Non-response bias test

The non-response bias test is important for analyzing survey data because early and late participants may provide inconsistent responses (Armstrong & Overton, 1977; Chen & Paulraj, 2004). Therefore, it is recommended to use wave analysis to check for non-response bias before utilizing the data in future statistical studies. In this method, a chi-square test or t-test was used to compare early and late replies to determine whether there is a statistically significant disparity. Wave analysis has become increasingly popular in the academic world (Dubey et al., 2018). Following this trend, we split our collected data into two halves, depending on the received date (Chen & Paulraj, 2004). Assessing the non-response bias test on the two halves using t-tests revealed no significant differences ($p = .31$) between the two groups. Therefore, we conclude that non-response bias was not a serious issue in our study.

5.2 | Common method bias

We used Harman's one-factor test to examine CMB. The results indicated that 22.95% of the total variation was accounted for by a single component, which is less than 50% (Lavuri, Jabbar, et al., 2022), suggesting that CMB was not a significant issue in the data. We also used

the correlation marker approach CMB and found minor variations between the adjusted and unadjusted correlations. The statistical significance of the correlations remained unchanged. To confirm data normality, we conducted Kurtosis and skewness analyses which showed that the findings were within the recommended limit of ± 1 . We checked for multicollinearity using the variance inflation factor test, and the results showed that VIF values for the predictor factors were < 3 . Therefore, the dataset was not multicollinear, and no common method bias was found.

5.3 | Measurement model results

We use a two-stage method (measurement and structural models) to investigate the current research data. Confirmatory factor analysis (CFA) was used to assess the hypothesis of an association between a set of measurements and test discriminant validity (Foroudi et al., 2016; Hair et al., 2015; Lavuri, Jabbar, et al., 2022). CFA findings showed a good fit: $\chi^2/df = 1.183$, RMSEA = 0.021, TL = 0.990, GFI = 0.955, IFI = 0.992, NFI = 0.952, RFI = 0.992, and CFI = 0.992. All fit index values were within acceptable ranges (Hair et al., 2015) for validation using AMOS 26v.

Table 3 presents the results of the construct reliability analysis which was conducted to evaluate the convergent and discriminant validity of the constructs. Convergent validity was assessed using three measures: average variance extraction (AVE), Cronbach's alpha (CA), and composite reliability (CR). The findings revealed that the factor loading values ranged from 0.720 to 0.946, which were greater than the threshold value (> 0.70). Likewise, Cronbach's alpha values ranged between 0.813 and 0.894, which was higher than the threshold value (> 0.70); composite reliability values ranged between 0.825 and 0.891 (> 0.6); and the average variance extracted values ranged between 0.612 and 0.735 (> 0.5). Convergent validity was high because all values were above the threshold value recommended by Hair et al. (2015).

According to the discriminant validity results, the square root of the squared root of AVE of each construct was greater than the absolute value of the inter-construct correlation; thus, discriminant validity was proven (Table 4). The inter-construct coefficient results showed that NFT had a strong positive correlation with UV ($r = 0.182$, $p < .01$), PUOS ($r = 0.128$, $p < .05$), and NFI ($r = 0.088$, $p < .01$) at the two-tailed significance level. Similarly, NFI has a significant association with PEOS ($r = 0.159$, $p < .01$) and PUOS ($r = 0.098$, $p < .01$); PEOS has a strong association with WRI ($r = 0.187$, $p < .05$) and PUOS ($r = 0.043$, $p < .01$); PUOS has a positive correlation with UV ($r = 0.223$, $p < .01$) and WRI ($r = 0.030$, $p < .01$); HV has a positive correlation with UV ($r = 0.098$, $p < .01$) and WRI ($r = 0.026$, $p < .01$); and UV has a strong relationship with WRI ($r = 0.105$, $p < .01$) at the two-tailed significance level.

5.4 | Hypotheses results

Structural equation modeling was used to check the validity of the proposed study hypotheses, and the results showed a good model fit

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TABLE 3 Descriptive statistics and factor loading.

Measurement items/constructs	Mean	Std. deviation	Factor loading	CA (>0.07)
Need for touch				
After experiencing a luxury item in my hands, I feel more confident in making purchases.	4.19	1.001	0.827	0.865
I would purchase a luxury item if I could personally touch it before purchasing it.	4.23	.947	0.727	
If I cannot touch a luxury item in the shop, I'm reluctant to purchase it.	4.22	1.053	0.845	
Need for interaction				
The interaction with sales people when buying luxury products is satisfying for the consumer.	4.10	.984	0.822	0.894
I enjoy interacting with those who sell luxury products.	4.46	.946	0.785	
I place a lot of importance on receiving personalized service from luxury product salespeople.	4.18	.999	0.800	
I would prefer to speak with a sales people than utilize a machine to purchase a luxury product.	4.23	1.045	0.766	
Perceived ease of use for online search				
Online research regarding luxury products is more convenient than offline research.	3.90	1.182	0.761	0.873
It is simple to find information about luxury products online.	4.04	1.086	0.875	
It is easy to get information about luxury things online.	4.02	1.068	0.854	
Perceived usefulness of online search				
Online reviews of luxury items are helpful/useful to me.	4.49	0.930	0.816	0.813
Online reviews of luxury items make luxury purchasing easier.	4.39	0.877	0.812	
Online reviews make me a smarter luxury shopper.	4.37	0.951	0.894	
Hedonic value				
Buying luxury products makes me feel good.	4.21	0.938	0.776	0.889
I enjoy buying luxury products.	4.29	0.942	0.775	
I usually like buying luxury products.	4.28	1.025	0.796	
Utilitarian value				
In my opinion, luxury products are of higher quality.	3.59	1.156	0.832	0.841
Luxury products have excellent designs.	3.70	1.132	0.81	
Luxury items have greater durability.	3.59	1.213	0.772	
Webrooming intention				
I like to do initial research about luxury products online before making in-store purchases.	3.79	1.280	0.720	0.834
If I want to buy a luxury item, I'll probably look into it online first.	3.83	1.146	0.946	
I knew that before purchasing luxury items, I would research them online.	3.89	1.317	0.890	

and high fit indices— $\chi^2/df = 1.190$, RMSEA = 0.021, IFI = 0.992, GFI = 0.955, RFI = 0.941, NFI = 0.952, TLI = 0.990, and CFI = 0.990; as a result, all of the fit index values are within the acceptable ranges (Hair et al., 2015). The results revealed that hypotheses H1a, H6 were accepted, except for hypotheses H3b, H3c, H4a, and H4c. The results suggest that NFT had a statistically positive effect on HV (H1a: $\beta = 0.127$, $p < 0.05$, $t = 2.533$) and UV (H1b: $\beta = 0.195$, $p < 0.05$, $t = 2.808$) and a strong impact on WRI

(H1c: $\beta = 0.254$, $p < .001$, $t = 4.188$). Similarly, NFI had a positive effect on HV (H2a: $\beta = 0.104$, $p < .001$, $t = 5.780$) and UV (H2b: $\beta = 0.132$, $p < .001$, $t = 4.449$) and a strong impact on WRI (H2c: $\beta = 0.119$, $p < .05$, $t = 2.202$). Similarly, PEOS had a strong effect on HV (H3a: $\beta = 0.203$, $p < .001$, $t = 5.067$), but did not affect on UV (H3b: $\beta = 0.137$, $p > .05$, $t = 1.449$) or WRI (H3c: $\beta = 0.200$, $p > .05$, $t = 1.202$). PUOS had a statistically significant impact on UV (H4b: $\beta = 0.228$, $p < .05$, $t = 3.057$); however, it had no

TABLE 4 Summary of discriminant validity.

Constructs	1	2	3	4	5	6	7
1. NFT	(0.801)						
2. NFI	.088**	(.793)					
3. PEOS	.038**	.159**	(.831)				
4. PUOS	.128*	.098**	.043**	(.841)			
5. HV	.032**	.011*	.035**	.015*	(.782)		
6. UV	.180**	.021**	.027**	.187**	.098**	(.805)	
7. WRI	.071**	.062**	.264*	.030**	.026**	.105**	(.857)
Average variance extracted	.629	.642	.691	.708	.612	.648	.735
Composite reliability	.842	.871	.87	.878	.825	.846	.891

Note: The bold values represent the square root of AVEs.

* $p < .05$; ** $p < .01$.

Hypothesis	Relationship	Estimate	t-value	p-value	Supported
H1a	NFT → HV	0.127	2.533	$p < .05$	Yes
H1b	NFT → UV	0.195	2.808	$p < .05$	Yes
H1c	NFT → WRI	0.254	4.188	$p < .001$	Yes
H2a	NFI → HV	0.104	5.780	$p < .001$	Yes
H2b	NFI → UV	0.132	4.449	$p < .001$	Yes
H2c	NFI → WRI	0.119	2.202	$p < .05$	Yes
H3a	PEOS → HV	0.203	5.067	$p < .001$	Yes
H3b	PEOS → UV	0.137	1.089	$p > .05$	No
H3c	PEOS → WRI	0.200	1.531	$p > .05$	No
H4a	PUOS → HV	0.231	1.570	$p > .05$	No
H4b	PUOS → UV	0.228	3.057	$p < .05$	Yes
H4c	PUOS → WRI	0.239	1.807	$p > .05$	No

TABLE 5 Hypothesis summary.

impact on HV (H4a: $\beta = 0.231$, $p > .05$, $t = 1.570$) or WRI (H4c: $\beta = 0.239$, $p > .05$, $t = 1.807$). These findings show that NFT had a more significant influence on UV and WRI, whereas NFI and PUOS significantly affected UV (Table 5).

5.5 | Mediation and moderation analysis

The transmittal approach was employed in implementing the mediation analysis, as Rungtusanatham et al. (2014) recommended. To provide more clarification, the primary principle of the transmittal method entails formulating the hypothesis that variable M serves as a mediator in the relationship between variable X and variable Y or that variable X exerts an indirect influence on variable Y via variable M without necessitating the articulation of hypotheses about the relationships between variable X and variable M, as well as between variable M and variable Y (Rungtusanatham et al., 2014). We used a bootstrapping method with 5000 subsamples; we calculated the 95% bias-corrected confidence interval in the indirect effect using PROCESS macro (model-4) (Hayes, 2018). The findings demonstrate that HV had a considerable influence on WRI (H5: $\beta = 0.105$, $p < .001$, $t = 4.987$), whereas UV had a significant influence on WRI (H6: $\beta = 0.245$, $p < .001$, $t = 5.124$) (Table 6).

Concerning the moderation effect, we used Model 14 in the PROCESS macro to analyze the moderating roles of OPRI and OPRe on the mediation effects of perceived values (HV and UV). The research included bootstrapping the effects 5000 times, yielding interaction terms and associated 95% confidence intervals (Hayes, 2018). Standardized values were assigned to the five components, HV, UV, OPRI, OPRe, and WRI, and calculated and verified the interaction variable values. OPRI positively moderates the relationship between HV (HV → OPRI → WRI: H7a: $\beta = 0.145$, $t = 2.995$, $p < .001$), UV (UV → OPRI → WRI: H7b: $\beta = 0.152$, $t = 3.022$, $p < .001$) and WRI. Similarly, OPRe has a positive moderating association with HV (HV → OPRe → WRI: H8a: $\beta = 0.134$, $t = 4.267$, $p < .05$), UV (UV → OPRe → WRI: H8b: $\beta = 0.261$, $t = 2.128$, $p < .05$), and WRI (Table 6). The proportions of variance in the dependent variables induced by the independent factors were 52.4% for HV, 67.5% for UV, and 66.4% for WRI.

To conduct this study, participants were separated into male and female categories and defined pathways at various levels to evaluate luxury webrooming intention from a gender perspective. Table 7 shows that the key research models for luxury webrooming intentions were a good fit for the split data. The chi-square test confirms significant disparities between the two subgroups (male and female) of customers

TABLE 6 Results of mediation and moderation analysis.

Hypotheses	Relationship	Estimate	t-value	p-value	Supported
Mediation analysis: Hedonic value (HV) and utilitarian value (UV)					
H5	NFT, NFI, PEOS, PUOS → HV → WRI	0.105	4.987	$p < .001$	Yes
H6	NFT, NFI, PEOS, PUOS → UV → WRI	0.245	5.124	$p < .001$	Yes
Moderation analysis: Online perceived risk (OPR) and online perceived reviews (OPRe)					
H7a	HV → OPRe → WRI	0.145	2.995	$p < .001$	Yes
H7b	UV → OPRe → WRI	0.152	-3.022	$p < .001$	Yes
H8a	HV → OPR → WRI	0.134	4.267	$p < .05$	Yes
H8b	UV → OPR → WRI	0.261	2.128	$p < .05$	Yes

TABLE 7 Hypothesis results of gender (male and female).

Relationship	Male	p-value	Female	p-value
NFT → HV	0.087	$p < .001$	0.124	$p < .001$
NFT → UV	0.101	$p < .05$	0.131	$p < .05$
NFT → WRI	0.127	$p < .05$	0.294	$p < .001$
NFI → HV	0.139	$p < .05$	0.187	$p < .05$
NFI → UV	0.081	$p < .001$	0.093	$p < .001$
NFI → WRI	0.138	$p > .05$	0.217	$p < .05$
PEOS → HV	0.201	$p < .001$	0.078	$p < .001$
PEOS → UV	0.138	$p < .05$	0.110	$p < .05$
PEOS → WRI	0.119	$p > .05$	0.174	$p < .001$
PUOS → HV	0.097	$p < .001$	0.115	$p > .05$
PUOS → UV	0.104	$p < .05$	0.098	$p < .001$
PUOS → WRI	0.114	$p < .001$	0.077	$p < .001$
HV → WRI	0.092	$p < .05$	0.119	$p < .05$
UV → WRI	0.152	$p < .05$	0.136	$p < .05$
The goodness-of-fit indices				
		$\chi^2/df = 1.111$; GFI = 0.911; TLI = 0.988; CFI = 0.990; RMSEA = 0.024; NFI = 0.912; RFI = 0.893; IFI = 0.988	$\chi^2/df = 1.395$; GFI = 0.909; TLI = 0.961; CFI = 0.968; RMSEA = 0.031; NFI = 0.906; RFI = 0.873; IFI = 0.968	

throughout each structural path. Therefore, the results showed a statistically significant difference between the two subcategories.

Finally, an unconstrained model that concurrently accommodated the webrooming intents of the two subgroups was executed, and the pathways of interest were set as invariant across all groups to provide a constrained model (Cunningham, 2010). However, only four of the 14 models that described the pathways from PCE and SA to CSC showed substantial chi-square variance (Table 7).

The male respondents' results showed that NFT had a significant impact on HV ($\beta = 0.087$, $p < .001$), UV ($\beta = 0.101$, $p < .05$), and WRI ($\beta = 0.127$, $p < .05$). Similarly, NFI had a positive impact on the HV ($\beta = 0.139$, $p < .05$) and UV ($\beta = 0.081$, $p < .001$), but did not affect the WRI ($\beta = 0.138$, $p > .05$). PEOS had a significant influence on the HV ($\beta = 0.201$, $p < .001$) and UV ($\beta = 0.138$, $p < .05$), but did not impact the WRI ($\beta = 0.201$, $p > .05$). PUOS had a positive impact on the HV ($\beta = 0.097$, $p < .001$), UV ($\beta = 0.104$, $p < .05$), and the WRI ($\beta = 0.114$, $p > .001$); HV had a significant influence on the

WRI ($\beta = 0.092$, $p < .05$); and UV had a significant influence on the WRI ($\beta = 0.152$, $p < .05$). The female respondents' results showed that HV was significantly influenced by NFT ($\beta = 0.124$, $p < .001$), UV ($\beta = 0.131$, $p < .05$), and WRI ($\beta = 0.294$, $p > .001$). Similarly, NFI had a favorable effect on the HV ($\beta = 0.187$, $p < .05$), UV ($\beta = 0.093$, $p < .001$), and the WRI ($\beta = 0.217$, $p > .05$). PEOS had a noticeable effect on UV ($\beta = 0.110$, $p < .001$), WRI ($\beta = 0.174$, $p < .001$), but had no effect on the HV ($\beta = 0.078$, $p > .05$). PUOS had a favorable effect on UV ($\beta = 0.098$, $p < .001$) and WRI ($\beta = 0.077$, $p < .05$), but had no impact on the HV ($\beta = 0.115$, $p > .05$). HV had a favorable impact on the WRI ($\beta = 0.119$, $p < .05$); and UV had a strong effect on the WRI ($\beta = 0.136$, $p < .05$).

6 | DISCUSSION

This study adds to the existing body of knowledge on webrooming by investigating the influence of channel- and consumer-trait-related

variables on consumers' webrooming intentions when shopping for luxury goods. The study also examines how hedonic and utilitarian values mediate the associations between the channel-related and consumer characteristic factors and their desire to webroom. The researchers also examined how the hedonic and utilitarian value influences were moderated by perceived online reviews and perceived online risk.

6.1 | Effect of consumer traits on luxury shoppers' perceived value and webrooming intention

The study results indicate that the need for touch (NFT) had a strong impact on HV (H1a), UV (H1b), and WRI (H1c), and these results are supported by Aw (2020) and Arora and Sahney (Arora & Sahney, 2019). These results illustrate that consumers rely on their sense of touch when making purchasing decisions (Peck & Childers, 2003) and that the ability to absorb haptic cues is still a crucial goal-directed action in minimizing the emotional and mental strain of the shopping experience (Jha et al., 2019). Consumers choose to do so if there is information about the product that can be gleaned by touching the object. Customers who show webrooming with a strong sensory preference are more likely to transfer online to offline before making a purchase (Gibson et al., 2022) because haptic assessment is essential for risk removal. Therefore, NFT has established high WRI and perceived values (HV and UV), and the buyer has reduced the risk of buying the wrong product owing to increased direct assessment (Aw, 2020).

Similarly, the need for interaction (NFI) has a significant impact on HV (H2a), UV (H2b), and WRI (H2c), and these results are supported by Arora and Sahney (2019). Having pleasant interactions with sales associates is essential to a positive buying experience. Therefore, customers with a strong demand for contact prefer shopping at physical stores, where they can connect with salespeople and get help if needed. A significant amount of knowledge can only be obtained from salespeople, who are often found only in brick-and-mortar establishments (Alexander & Kent, 2020). Luxury customers' webrooming perceptions were significantly influenced by the availability of offline customer services. As a result, owing to increasing information asymmetry, the correlation between the need for interaction, perceived values, and intent to use the web while shopping for luxury products is stronger.

6.2 | Effect of channel-related factors on luxury shoppers' perceived value and webrooming intention

Perceived ease of online search (PEOS) has a positively significant impact on the HV (H3a), supported by Jain and Mishra (2020) and Jain (2019). Additionally, luxury shoppers prefer brick-and-mortar establishments to online marketplaces for various reasons, including the availability of knowledgeable salespeople, the ability to try things before buying, pleasantness of the shopping experience, availability of in-depth product details, and individualized services. However, PEOS

had no significant impact on UV (H3b) and WRI (H3c), and these results are supported by Shankar and Jain (2021) and Arora and Sahney (2019), but not supported by Jain and Mishra (2020). As a result of the widespread use of technological devices, today's customers also have simple access to product details through various Internet resources. The widespread utilization of technology and the ease of accessing information through online platforms may lead to the perception that PEOS is an extraneous component of online search facilitation. Similarly, individuals who purchase luxury goods are characterized by a high level of sophistication, discernment, and thorough research into the luxury products they acquire.

Perceived usefulness of online search (PUOS) had a significant impact on the UV (H4b) which is supported by Aw (2020) and Arora and Sahney (2019). Affluent shoppers tend to engage in webrooming because the abundance of readily available information on luxury goods (including reviews, product descriptions, pricing information, current trends, and sales) gives them peace of mind and empowers them to make more informed decisions when they visit the store. However, PUOS had no significant impact on HV (H4a) or WRI (H4c), which contradicts the findings of Shankar and Jain (2021) and Pangarkar et al. (2022). When consumers research online before purchasing, they gain confidence in their decisions and may make informed decisions. This is particularly important for complex items such as high-end goods. Therefore, PEOS and NFT were the strongest predictors that enhanced consumers' perceived values (HV and UV), while NFT and NFI were the main factors that influenced consumer webrooming intention in the luxury purchase context.

6.3 | Mediation effect of perceived values between the consumer traits, channel-related factors, and luxury shopper's webrooming intention

Regarding the mediating results, perceived values (HV and UV) had a significant mediating effect on the relationship between NFT, NFI, PEOS, PUOS, and WRI (H5 and H6), which is supported by Shankar and Jain (2021) and Tynan et al. (2010). In the luxury market, customers find great satisfaction in their ability to research products online quickly and easily. However, luxury shoppers prefer to shop offline rather than online, so they may spend more time with their families. Luxury-buying decisions are mostly motivated by utilitarian considerations (Tynan et al., 2010). Webrooming appeals to the luxury market because it allows shoppers to maximize their utility by accessing online information before making offline purchases in person, where they can examine goods and engage in conversations with other shoppers.

6.4 | Moderation role of perceived risk and reviews between perceived values and luxury shopper's webrooming intention

Similarly, the moderation results show that online perceived risk (OPR) has a weak but significant negative moderation effect on the relationship between HV (H7a), UV (H7b), and WRI, while online

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perceived review (OPRe) has a strong moderation effect on the relationship between HV (H8a), UV (H8b), and WRI. These findings are supported by Flavián et al. (2020), Arora and Sahney (2019), and Santos and Gonçalves (2019). Notably, online reviews and the perceived risks associated with online purchases can significantly influence consumer opinions about purchasing. Consumers perceive online reviews as a valuable source of information that yields favorable outcomes during webrooming. The primary motivation behind an individual's inclination to engage in webrooming during their future purchasing endeavors is that it leads to the most optimal purchase outcome while saving time and effort. Similarly, a high perceived risk changes consumer behavior at the point of purchase. This study offers enhanced comprehension of the key factors of risk that hold the utmost significance within webrooming (Arora & Sahney, 2019).

In conclusion, this study demonstrates a positive relationship between consumer attributes characteristics, channel-related variables, and webrooming intention, with online perceived risk and reviews having a significant effect on the relationship between perceived values and webrooming intention, which has been studied to the best of our knowledge; no research has explored how OPRe and OPRe moderate the mediating effects of perceived value. To mitigate the perceived risk associated with making a large purchase, many affluent shoppers first consult Internet resources before heading to physical stores. Consequently, individuals are more likely to engage in webrooming behavior, which involves seeking online information and purchasing high-end goods from brick-and-mortar stores.

In terms of gender differences, NFT had a significant impact on perceived values (HV and UV) and WRI. Similarly, NFI, PEOS, and PUOS had a positive impact on perceived values, but NFI and PEOS had no direct impact on WRI. Female consumers showed a direct influence of NFT, NFI, PEOS, and PUOS on WRI. Furthermore, the perceived value of female customers had a positive and significant influence on WRI of luxury items. Male and female consumers' perceived values play a significant role in the WRI of luxury products. Webrooming is more common among men and women with a strong demand for touch, since they feel uneasy and lack self-confidence when they do not have access to this modality. Similarly, high-end shoppers often know precisely what they want and need before stepping foot into a store (Jain, 2020), suggesting that they may not need help from a sales associate to make their choice. In addition, customers are sometimes disappointed by the aggressiveness of salespeople. Pressure from salespeople may make them feel uncomfortable.

7 | IMPLICATIONS

7.1 | Theoretical implications

The present study contributes to the literature by integrating the TAM and SOR frameworks to explain the relationships between consumer traits, channel-related factors, perceived value, and luxury consumers' webrooming intention. Adding to research on shopping

channel perceptions, findings reveal consumer traits significantly influence luxury cross-channel webrooming. Results indicate even for Indian luxury shoppers, haptic processing remains an important goal-directed behavior to reduce psychological distance (Jha et al., 2019). Despite prevalence of online luxury retail, Indian consumers high in need for touch feel insecure without haptic modality, motivating them to engage in webrooming for confidence via physical contact (Shankar & Jain, 2021). The significant indirect effect is explained by webrooming satisfying luxury shoppers' hedonic and utilitarian wants through seeing and touching luxury items, conforming online information (Flavián et al., 2016; Santos & Gonçalves, 2019; 2021).

The largely unexplored direct effect of need for interaction on webrooming intention strongly supports Aw's (2020) notion that luxury consumers high in this need likely search online first to maximize self-confidence, only agreeing to purchases after consulting sales associates (Haas & Kenning, 2014). Significant indirect effects may be explained by highly relevant perceived value dimensions directly resulting from luxury consumer traits. For Indian consumers, the high need for interaction trait may motivate webrooming for informative salesperson interactions, which provide a sense of supremacy and prestige by following norms (Liu et al., 2013), while also conforming salesperson opinions (Santos & Gonçalves, 2019).

Moreover, we validated overlooked channel factors like perceived usefulness of online reviews and ease of online search, which proved influential in determining consumer perceptions (Shankar & Jain, 2023). Echoing previous studies (Shankar & Jain, 2021), we hypothesize that when consumers find online search helpful, they gain self-confidence supporting webrooming. However, mere ease of online interaction is insufficient for luxury brands, as consumers expect unique in-store services (He & Zhang, 2022; Son et al., 2021). This supports Shankar and Jain (2021) that perceived search ease cannot drive luxury webrooming intention. In contrast, other studies assert online search enables webrooming (Arora & Sahney, 2019; Shankar & Jain, 2023), necessitating further research.

Furthermore, perceived value plays a vital role in channel selection for luxury purchases (Jain, 2022). Stressing the critical significance of hedonic and utilitarian values, the mediating role of perceived values offers researchers a launching pad to comprehend the process of how the predictors provided leads to luxury customers' webrooming intention. Additionally, this study reveals how luxury consumers' perceptions of online risk and perceived reviews function as moderators in the interaction between their hedonic values, utilitarian values, and intention to webroom.

Lastly, by using the S-O-R model and TAM literature in the context of luxury buyers' webrooming behavior, our study adds to their body of knowledge. According to Arora et al. (2020), the S-O-R model employs both affective and cognitive characteristics, which has been effective in enhancing our knowledge of webroomers. We have empirically examined the TAM and S-O-R model in this study, validating the framework to describe the numerous factors of luxury customers' webrooming intention.

7.2 | Managerial implications

Managerially, the findings can aid luxury online retailers in developing channel strategies to convert webroomers into buyers. With luxury shoppers first searching online, this presents an opportunity for online sales. Indeed, luxury e-commerce is forecast to grow to \$149 billion by 2025 (Amed et al., 2021; Anon., 2021). The luxury online retailers can make use of the study's findings to create effective strategies for converting webrooming shoppers into buyers.

Based on the results, customers who have a strong desire for touch tend to prefer physical stores over internet ones in order to have a better haptic evaluation of the products. Pure play online retailers are advised to take advantage of visual and haptic-enabling technologies, such as 3D virtual tours, 3D images, augmented reality (AR), virtual reality, and artificial intelligence (AI), as these could facilitate product evaluation and foster a pleasurable online experience, thereby mitigating the effect of the need for touch and stimulating online purchase. For example, Sephora, a luxury beauty store, offers its online customers an exceptional shopping experience. Customers can virtually test on makeup with AR/VR technology, and AI can assist in determining the ideal color hue for their skin tone (Shankar & Jain, 2023). Conversely, physical stores provide virtual fitting rooms, AI-enhanced humanoid in-store assistance, in-store live streaming, and appealing shop advertising strategies, all of which encourage customers to try things on in person (Yu & Zheng, 2022). Conversely, offline retailers can offer in-store live streaming, AI assistants, virtual fitting rooms, and appealing advertising to stimulate desires for physical product trials (Yu & Zheng, 2022).

Second, as the need for interaction has a good impact on luxury consumers' intentions to webroom, pure play online retailers are advised to take advantage of Web 3.0 technologies like metaverse to lessen this effect and encourage online purchases. As an illustration, Gucci and Zepeto have partnered to create a virtual space where customers may engage with one another, thereby reducing the luxury of consumers' need for interaction (Jiang et al., 2023). Conversely, rather of relying solely on pressure selling, offline luxury businesses might need to arm their in-store salespeople with more flexible tactics. Salespeople should receive training so they can develop individualized relationships with their clients and provide them with world-class experiences (Shankar & Jain, 2021).

Third, in the digital age, online customer reviews have become a vital source of information. In order to promote a favorable perception and trust of their channels, retailers must not only encourage customers to write evaluations of their pleasant shopping experiences, but also take care to handle bad ones. In order to make offline information search more convenient for customers, luxury shops can use technology to deliver pertinent product information at their offline locations. For example, the premium brand Ralph Lauren, based in the United States, installed a smart mirror in the dressing room of their physical stores to give customers a seamless experience by giving them access to all of the product sizes, colors, and designs that are available in the web boutique (Shankar & Jain, 2023).

Ultimately, the findings demonstrated that consumers' intentions to webroom were significantly shaped by their perception of online risk, with high risk driving webrooming. In order to mitigate common luxury risk concerns, luxury marketers should thus guarantee product authenticity and facilitate safe online transactions (Shankar & Jain, 2021). They should also concentrate on price, warranties, and return policies (Sun et al., 2022). This can encourage luxury purchases made online and lessen channel switching.

8 | LIMITATION AND CONCLUSION

This study analyzes the impact of consumer attributes and channel-related variables on luxury shoppers' webrooming purchase intentions through mediating and moderating analyses. Further research could explore on the impact of consumption orientation, situational circumstances, and time. The data were collected from Indian luxury consumers only, so the study's findings could be better generalized by applying the research framework to other countries. This study had a cross-sectional single-respondent self-report survey design, and future research could focus on longitudinal or experimental studies of luxury consumer webrooming intentions. While this study focused on the moderating effects of online perceived risk and reviews, future research could also examine the influence of consumers' levels of innovation, emotional attachment, and product categories. Consequently, future research could include additional variables such as trust, accessibility, and shopper engagement. It may be beneficial to concentrate on specific generations and their purchasing patterns for selected luxury goods. This research project was self-funded, and limited resources restricted data and services available for investigation. Therefore, the study's findings may serve as a secondary source for future research.

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CONFLICT OF INTEREST STATEMENT

The authors declare that there is no conflict of interest.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

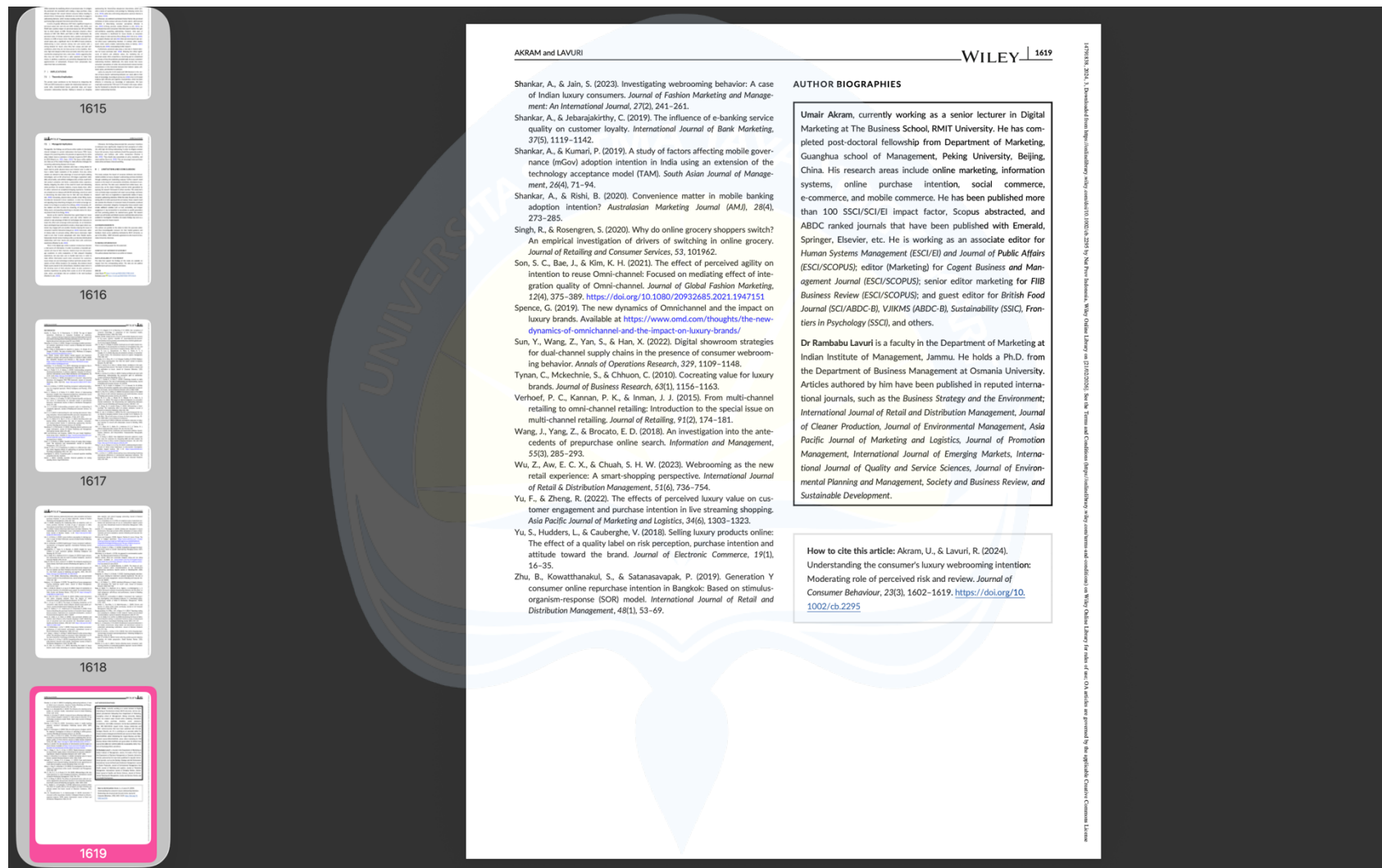
ORCID

Umair Akram <https://orcid.org/0000-0002-9980-6164>

Rambabu Lavuri <https://orcid.org/0000-0002-0976-8126>

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Lampiran 7. Hasil Olah Data Smart PLS 3.0

Hasil Analisis Deskriptif

Save New Project New Path Model Add Data Group Generate Data Groups Clear Data Groups

Project Explorer

- Olah Data PLS Algorithm
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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

MODEL 1.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1) GROUPING INDO SEA.txt

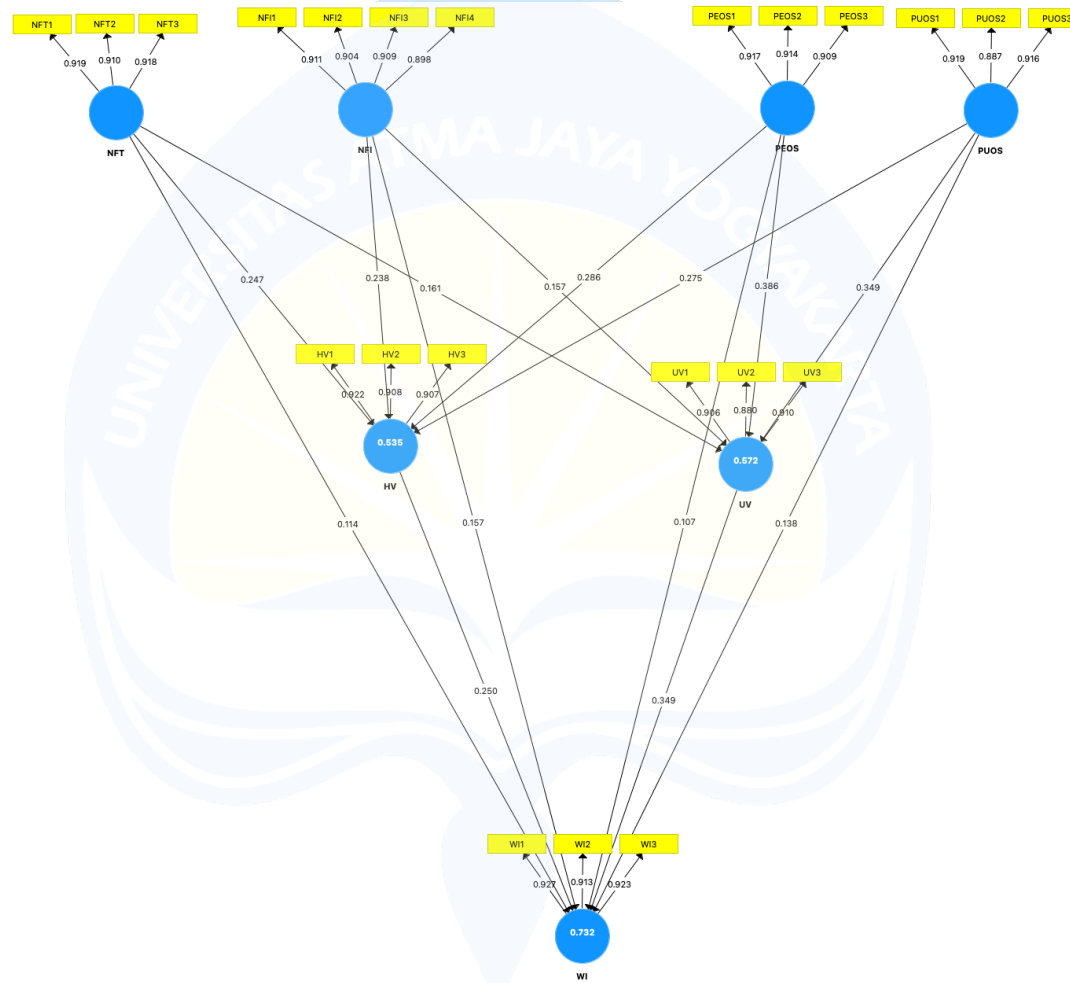
Re-Analyze Open External

Delimiter: Semicolon Encoding: UTF-8
 Value Quote Character: None Sample size: 445
 Number Format: US (example: 1,000.23) Indicators: 23
 Missing Value Marker: None Missing Values: 0

Indicators: Indicator Correlations Raw File Copy to Clipboard

	No.	Missing	Mean	Median	Min	Max	Standard Deviation	Excess Kurtosis	Ske
NFT1	1	0	3.751	4.000	1.000	5.000	1.091	-0.549	
NFT2	2	0	3.742	4.000	1.000	5.000	1.105	-0.611	
NFT3	3	0	3.746	4.000	1.000	5.000	1.088	-0.586	
NFI1	4	0	3.755	4.000	1.000	5.000	1.052	-0.347	
NFI2	5	0	3.793	4.000	1.000	5.000	1.103	-0.246	
NFI3	6	0	3.829	4.000	1.000	5.000	1.105	-0.301	
NFI4	7	0	3.764	4.000	1.000	5.000	1.060	-0.168	
PEOS1	8	0	3.742	4.000	1.000	5.000	1.066	-0.547	
PEOS2	9	0	3.769	4.000	1.000	5.000	1.059	-0.392	
PEOS3	10	0	3.784	4.000	1.000	5.000	1.091	-0.436	
PUOS1	11	0	3.818	4.000	1.000	5.000	1.079	-0.472	
PUOS2	12	0	3.771	4.000	1.000	5.000	1.009	-0.118	
PUOS3	13	0	3.816	4.000	1.000	5.000	1.071	-0.459	
HV1	14	0	3.836	4.000	1.000	5.000	1.084	-0.569	
HV2	15	0	3.782	4.000	1.000	5.000	1.062	-0.581	
HV3	16	0	3.730	4.000	1.000	5.000	1.079	-0.247	
UV1	17	0	3.820	4.000	1.000	5.000	1.101	-0.397	
UV2	18	0	3.753	4.000	1.000	5.000	1.073	-0.328	
UV3	19	0	3.793	4.000	1.000	5.000	1.115	-0.332	
WI1	20	0	3.760	4.000	1.000	5.000	1.099	-0.490	
WI2	21	0	3.787	4.000	1.000	5.000	1.046	-0.133	
WI3	22	0	3.769	4.000	1.000	5.000	1.072	-0.315	
GROUP	23	0	-1.000	-1.000	-1.000	-1.000	-1.000	-1.000	

Model Struktural



Outer Loading

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

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BOOTSTRAPPING.splsm Bootstrapping (Run No. 1) MODEL 1.splsm PLS Algorithm (Run No. 1) 🔍

Project Explorer

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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

Outer Loadings

Matrix Copy to Clipboard: Excel Format R Format

	HV	NFI	NFT	PEOS	PUOS	UV	WI
NFT2			0.910				
NFT3			0.918				
PEOS1				0.917			
PEOS2				0.914			
PEOS3				0.909			
PUOS1					0.919		
PUOS2					0.887		
PUOS3					0.916		
UV1						0.906	
UV2						0.880	
UV3						0.910	
WI1							0.927
WI2							0.913
WI3							0.923
NFT1			0.919				

Final Results **Quality Criteria** **Interim Results** **Base Data**

[Path Coefficients](#) [R Square](#) [Stop Criterion Changes](#) [Setting](#)
[Indirect Effects](#) [f Square](#) [Indicator Data \(Original\)](#)
[Total Effects](#) [Construct Reliability and Validity](#) [Indicator Data \(Standardized\)](#)
[Outer Loadings](#) [Discriminant Validity](#) [Indicator Data \(Correlations\)](#)
[Outer Weights](#) [Collinearity Statistics \(VIF\)](#)
[Latent Variable](#) [Model Fit](#)
[Residuals](#) [Model Selection Criteria](#)

Construct Reliability dan Validity

Save Save Project New Path Model 0.110 2012 Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

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 - Oliah Data BOOTSTRAPPING
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 - MGA INA SEA
 - Archive

Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

BOOTSTRAPPING.splsm Bootstrapping (Run No. 1) MODEL 1.splsm PLS Algorithm (Run No. 1)

Construct Reliability and Validity

Matrix Cronbach's Alpha rho_A Composite Reliability Average Variance ... Copy to Clipboard: Excel Format R Format

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Inflation
HV	0.899	0.900	0.937	0.833
NFI	0.927	0.928	0.948	0.820
NFT	0.904	0.906	0.940	0.839
PEOS	0.901	0.901	0.938	0.834
PUOS	0.893	0.894	0.933	0.823
UV	0.881	0.881	0.927	0.808
WI	0.910	0.911	0.944	0.848

Final Results [Path Coefficients](#) [Indirect Effects](#) [Total Effects](#) [Outer Loadings](#) [Outer Weights](#) [Latent Variable](#) [Residuals](#)

Quality Criteria [R Square](#) [f Square](#) [Construct Reliability and Validity](#) [Discriminant Validity](#) [Collinearity Statistics \(VIF\)](#) [Model Fit](#) [Model Selection Criteria](#)

Interim Results [Stop Criterion Changes](#)

Base Data [Setting](#) [Inner Model](#) [Outer Model](#) [Indicator Data \(Original\)](#) [Indicator Data \(Standardized\)](#) [Indicator Data \(Correlations\)](#)

Discriminant Validity

Save

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Increase Decimals

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Decrease Decimals

Export to Excel

Export to Web

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Project Explorer

Olah Data PLS Algorithm

MODEL 1

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Indicators

No.

Indicator

1

NFT1

2

NFT2

3

NFT3

4

NFI1

5

NFI2

6

NFI3

7

NFI4

8

PEOS1

9

PEOS2

10

PEOS3

11

PUOS1

12

PUOS2

13

PUOS3

14

HV1

15

HV2

BOOTSTRAPPING.splsm

Bootstrapping (Run No. 1)

MODEL 1.splsm

PLS Algorithm (Run No. 1)

Discriminant Validity

Fornell-Larcker Cri...

Cross Loadings

Heterotrait-Monotra...

Heterotrait-Monotra...

Copy to Clipboard:

Excel Format

R Format

	HV	NFI	NFT	PEOS	PUOS	UV	WI
HV	0.912						
NFI	0.512	0.905					
NFT	0.489	0.363	0.916				
PEOS	0.522	0.330	0.267	0.913			
PUOS	0.520	0.326	0.288	0.336	0.907		
UV	0.579	0.457	0.421	0.598	0.576	0.899	
WI	0.716	0.566	0.509	0.575	0.589	0.757	0.921

Final Results

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Interim Results

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R Square

Stop Criterion Changes

Setting

Indirect Effects

f Square

Construct Reliability and Validity

Inner Model

Total Effects

Discriminant Validity

Outer Model

Outer Loadings

Collinearity Statistics (VIF)

Indicator Data (Original)

Outer Weights

Model Fit

Indicator Data (Standardized)

Latent Variable

Model Selection Criteria

Indicator Data (Correlations)

Residuals

Cross Loading

Save
New Project
New Path Model
Hide Zero Values
Increase Decimals
Decrease Decimals
Export to Excel
Export to Web
Export to R

Project Explorer

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MODEL 1.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1) GROUPING INDO SEA.txt

Discriminant Validity

Fornell-Larcker Crit... **Cross Loadings** Heterotrait-Monotrait... Heterotrait-Monotrait... Copy to Clipboard: Excel Format R Format

	HV	NFI	NFT	PEOS	PUOS	UV	WI
HV1	0.922	0.442	0.474	0.460	0.490	0.545	0.666
HV2	0.908	0.513	0.417	0.497	0.495	0.529	0.650
HV3	0.907	0.445	0.448	0.473	0.437	0.510	0.643
NFI1	0.470	0.911	0.309	0.284	0.303	0.418	0.525
NFI2	0.489	0.904	0.363	0.307	0.289	0.408	0.523
NFI3	0.465	0.909	0.341	0.292	0.292	0.428	0.509
NFI4	0.426	0.898	0.299	0.312	0.297	0.399	0.490
NFT2	0.452	0.333	0.910	0.239	0.235	0.363	0.456
NFT3	0.432	0.329	0.918	0.223	0.279	0.370	0.449
PEOS1	0.472	0.252	0.230	0.917	0.327	0.533	0.505
PEOS2	0.479	0.327	0.251	0.914	0.313	0.570	0.547
PEOS3	0.481	0.322	0.250	0.909	0.280	0.535	0.522
PUOS1	0.471	0.307	0.250	0.314	0.919	0.551	0.539
PUOS2	0.451	0.278	0.252	0.292	0.887	0.489	0.519
PUOS3	0.492	0.302	0.281	0.308	0.916	0.527	0.544
UV1	0.510	0.412	0.360	0.530	0.518	0.906	0.686
UV2	0.495	0.387	0.356	0.544	0.518	0.880	0.667
UV3	0.555	0.431	0.420	0.539	0.519	0.910	0.687

Final Results

[Path Coefficients](#)

[Indirect Effects](#)

[Total Effects](#)

[Outer Loadings](#)

[Outer Weights](#)

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[Residuals](#)

Quality Criteria

[R Square](#)

[f Square](#)

[Construct Reliability and Validity](#)

[Discriminant Validity](#)

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Base Data

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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

Save

New Project

New Path Model

Hide Zero Values

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Increase Decimals

Decrease Decimals

Export to Excel

Export to Web

Export to R

Project Explorer

Olah Data PLS Algorithm

MODEL 1

GROUPING INDO SEA [445 records]

asdf

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Indicators

No.

Indicator

1

NFT1

2

NFT2

3

NFT3

4

NFI1

5

NFI2

6

NFI3

7

NFI4

8

PEOS1

9

PEOS2

10

PEOS3

11

PUOS1

12

PUOS2

13

PUOS3

14

HV1

15

HV2

MODEL 1.splsm

PLS Algorithm (Run No. 1)

Bootstrapping (Run No. 1)

GROUPING INDO SEA.txt

Discriminant Validity

Fornell-Larcker Crit...

Cross Loadings

Heterotrait-Monotrai...

Heterotrait-Monotrai...

Copy to Clipboard:

Excel Format

R Format

	HV	NFI	NFT	PEOS	PUOS	UV	WI
NFI2	0.489	0.904	0.363	0.307	0.289	0.408	0.523
NFI3	0.465	0.909	0.341	0.292	0.292	0.428	0.509
NFI4	0.426	0.898	0.299	0.312	0.297	0.399	0.490
NFT2	0.452	0.333	0.910	0.239	0.235	0.363	0.456
NFT3	0.432	0.329	0.918	0.223	0.279	0.370	0.449
PEOS1	0.472	0.252	0.230	0.917	0.327	0.533	0.505
PEOS2	0.479	0.327	0.251	0.914	0.313	0.570	0.547
PEOS3	0.481	0.322	0.250	0.909	0.280	0.535	0.522
PUOS1	0.471	0.307	0.250	0.314	0.919	0.551	0.539
PUOS2	0.451	0.278	0.252	0.292	0.887	0.489	0.519
PUOS3	0.492	0.302	0.281	0.308	0.916	0.527	0.544
UV1	0.510	0.412	0.360	0.530	0.518	0.906	0.686
UV2	0.495	0.387	0.356	0.544	0.518	0.880	0.667
UV3	0.555	0.431	0.420	0.539	0.519	0.910	0.687
WI1	0.679	0.524	0.487	0.556	0.529	0.692	0.927
WI2	0.641	0.519	0.479	0.494	0.553	0.674	0.913
WI3	0.657	0.520	0.440	0.536	0.545	0.724	0.923
NFT1	0.458	0.334	0.919	0.269	0.277	0.423	0.491

Final Results

Quality Criteria

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Base Data

Path Coefficients

Indirect Effects

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R Square

f Square

Construct Reliability and Validity

Discriminant Validity

Collinearity Statistics (VIF)

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Stop Criterion Changes

Setting

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Indicator Data (Original)

Indicator Data (Standardized)

Indicator Data (Correlations)

F-Square

Save

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New Path Model

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Export to Excel

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Project Explorer

Olah Data PLS Algorithm

MODEL 1

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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

BOOTSTRAPPING.splsm

Bootstrapping (Run No. 1)

MODEL 1.splsm

PLS Algorithm (Run No. 1)

f Square

Matrix

f Square

Copy to Clipboard: Excel Format R Format

	HV	NFI	NFT	PEOS	PUOS	UV	WI
HV							0.108
NFI	0.095					0.045	0.064
NFT	0.108					0.050	0.035
PEOS	0.144					0.285	0.025
PUOS	0.133					0.232	0.043
UV							0.193
WI							

Final Results

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[Indicator Data \(Correlations\)](#)

R-Square

Save New Project New Path Model 0.110 0.012 Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

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 - BOOTSTRAPPING [445 records]
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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

BOOTSTRAPPING.splsm Bootstrapping (Run No. 1) MODEL 1.splsm PLS Algorithm (Run No. 1)

R Square

Matrix R Square R Square Adjusted Copy to Clipboard: Excel Format R Format

	R Square	R Square Adjusted
HV	0.535	0.531
UV	0.572	0.568
WI	0.732	0.729

Final Results Quality Criteria Interim Results Base Data

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[Indirect Effects](#) [f Square](#) [Construct Reliability and Validity](#) [Inner Model](#)
[Total Effects](#) [Discriminant Validity](#) [Indicator Data \(Original\)](#)
[Outer Loadings](#) [Collinearity Statistics \(VIF\)](#) [Indicator Data \(Standardized\)](#)
[Outer Weights](#) [Model Fit](#) [Indicator Data \(Correlations\)](#)
[Latent Variable](#) [Model Selection Criteria](#)
[Residuals](#)

Uji Hipotesis

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

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Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

MODEL 1.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Path Coefficients

Mean, STDEV, T-Values, ... Confidence Intervals Confidence Intervals Bi... Samples Copy to Clipboard: Excel Format R Format

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (O /ST)	P Values
HV -> WI	0.250	0.249	0.043	5.770	0.000
NFI -> HV	0.238	0.236	0.041	5.814	0.000
NFI -> UV	0.157	0.159	0.040	3.925	0.000
NFI -> WI	0.157	0.157	0.031	4.993	0.000
NFT -> HV	0.247	0.247	0.040	6.106	0.000
NFT -> UV	0.161	0.161	0.040	4.062	0.000
NFT -> WI	0.114	0.112	0.032	3.527	0.000
PEOS -> HV	0.286	0.288	0.042	6.753	0.000
PEOS -> UV	0.386	0.385	0.038	10.077	0.000
PEOS -> WI	0.107	0.106	0.040	2.660	0.008
PUOS -> HV	0.275	0.276	0.044	6.285	0.000
PUOS -> UV	0.349	0.348	0.046	7.569	0.000
PUOS -> WI	0.138	0.139	0.038	3.633	0.000
UV -> WI	0.349	0.350	0.044	7.957	0.000

Final Results

- [Path Coefficients](#)
- [Total Indirect Effects](#)
- [Specific Indirect Effects](#)
- [Total Effects](#)
- [Outer Loadings](#)
- [Outer Weights](#)

Histograms

- [Path Coefficients Histogram](#)
- [Indirect Effects Histogram](#)
- [Total Effects Histogram](#)

Base Data

- [Setting](#)
- [Inner Model](#)
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- [Indicator Data \(Original\)](#)
- [Indicator Data \(Standardized\)](#)

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Save New Project New Path Model 0.110 3012 Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- Olak Data PLS Algorithm
 - MODEL 1
 - GROUPING INDO SEA [445 records]
 - asdf
 - ECSI
 - PLS-SEM BOOK - Corporate Reputation Extended
 - INDO
 - 8
 - Olak Data BOOTSTRAPPING
 - SEA
 - MGA INA SEA
 - Archive

Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

MODEL 1.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1)

Specific Indirect Effects

Mean, STDEV, T-Values, ... Confidence Intervals Confidence Intervals Bl... Samples Copy to Clipboard: Excel Format R Format

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (O /ST)	P Values
NFI -> HV -> WI	0.060	0.059	0.015	4.054	0.000
NFT -> HV -> WI	0.062	0.062	0.015	4.139	0.000
PEOS -> HV -> WI	0.072	0.072	0.017	4.140	0.000
PUOS -> HV -> WI	0.069	0.069	0.017	4.123	0.000
NFI -> UV -> WI	0.055	0.056	0.016	3.413	0.001
NFT -> UV -> WI	0.056	0.056	0.015	3.792	0.000
PEOS -> UV -> WI	0.135	0.135	0.022	6.107	0.000
PUOS -> UV -> WI	0.122	0.122	0.023	5.238	0.000

Final Results

- [Path Coefficients](#)
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- [Specific Indirect Effects](#)
- [Total Effects](#)
- [Outer Loadings](#)
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Histograms

- [Path Coefficients Histogram](#)
- [Indirect Effects Histogram](#)
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Base Data

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Total Effect

Save New Project New Path Model Hide Zero Values Increase Decimals Decrease Decimals Export to Excel Export to Web Export to R

Project Explorer

- Olah Data PLS Algorithm
 - MODEL 1
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 - Archive

Indicators

No.	Indicator
1	NFT1
2	NFT2
3	NFT3
4	NFI1
5	NFI2
6	NFI3
7	NFI4
8	PEOS1
9	PEOS2
10	PEOS3
11	PUOS1
12	PUOS2
13	PUOS3
14	HV1
15	HV2

MODEL 1.splsm PLS Algorithm (Run No. 1) Bootstrapping (Run No. 1) GROUPING INDO SEA.txt

Total Effects

Mean, STDEV, T-Values, ... Confidence Intervals Confidence Intervals Bi... Samples Copy to Clipboard: Excel Format R Format

	Original Sample (C)	Sample Mean (M)	Standard Deviation	T Statistics (Q/ST)	P Values
HV -> WI	0.250	0.249	0.043	5.770	0.000
NFI -> HV	0.238	0.236	0.041	5.814	0.000
NFI -> UV	0.157	0.159	0.040	3.925	0.000
NFI -> WI	0.271	0.272	0.035	7.754	0.000
NFT -> HV	0.247	0.247	0.040	6.106	0.000
NFT -> UV	0.161	0.161	0.040	4.062	0.000
NFT -> WI	0.232	0.230	0.035	6.631	0.000
PEOS -> HV	0.286	0.288	0.042	6.753	0.000
PEOS -> UV	0.386	0.385	0.038	10.077	0.000
PEOS -> WI	0.313	0.313	0.038	8.217	0.000
PUOS -> HV	0.275	0.276	0.044	6.285	0.000
PUOS -> UV	0.349	0.348	0.046	7.569	0.000
PUOS -> WI	0.328	0.330	0.040	8.181	0.000
UV -> WI	0.349	0.350	0.044	7.957	0.000

Final Results

- [Path Coefficients](#)
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- [Specific Indirect Effects](#)
- [Total Effects](#)
- [Outer Loadings](#)
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Histograms

- [Path Coefficients Histogram](#)
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- [Total Effects Histogram](#)

Base Data

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- [Inner Model](#)
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- [Indicator Data \(Original\)](#)
- [Indicator Data \(Standardized\)](#)

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