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# The Impact of Consumer Irrationality on Showrooming Behavior: A Study of Organic Food Consumption Behavior in the Digital Era

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***Abstract— Purpose*** – This study aims to focus on the showrooming behavior of the digital era. The investigation to analyze how consumer irrational factors such as price perception, consumer emotion, and consumer impulsiveness can influence showrooming behavior as their purchasing strategy for organic food in the digital era and mediated by purchase intention.

***Methodology*** **–** A cross-sectional survey was conducted with target consumers who have ever done showrooming behavior on organic food who live in Kediri Regency, Kediri City, Surabaya, and Malang. This study involved 385 respondents and data collection was done through the use of questionnaires. To test the hypothesis, a quantitative approach that combines structural equation modeling (SEM) with smartPLS

***Findings*** **–** The results of the study indicate that showrooming behavior is significantly positively influenced by price perception and consumer impulsiveness but not by consumer emotions. In addition, consumer irrational behavior, namely price perception, consumer emotions, consumer impulsiveness, significantly positively influence purchase intention and purchase intention influences showrooming behavior.

***Originality*** **–** Given that the implications of consumer irrationality (price perception, consumer emotion, and consumer impulsiveness) on showrooming behavior are still under-researched. This work contributes to the marketing literature by demonstrating the influence of consumer irrationality on showrooming behavior in organic food. In addition, we confirm the mediating role of purchase intention in the relationship between consumer irrationality and showrooming behavior.

***Keywords—*** Consumer irrational, Purchase Intention, Showrooming Behavior.



## I. INTRODUCTION

The development of digital technology has changed the way consumers interact with products and services (Quach et al. 2022; Kurdi et al. 2022). Digital transformation also adopts rapid e-commerce and the widespread use of smartphones (Luo 2024; Apryadhi et al. 2024). One of the striking phenomena in consumer purchasing behavior in the digital era is showrooming. Showrooming behavior refers to consumer behavior where consumers check, test and evaluate products physically in offline channels then compare and make potential purchases in online channels at lower prices (Flavián, Gurrea, and Orús 2020; Brubakken et al. 2024).

Showrooming behavior is increasingly prevalent, especially with the increasing public interest in organic food products that are considered healthier and more environmentally friendly (Perlman 2021). Showrooming behavior is a relevant phenomenon in the context of purchasing decisions for this food, especially organic food which is still very limited in supply in offline channels. However, consumer decisions in showrooming are not always rational. This irrationality plays an important role in shaping showrooming patterns, especially in the purchase of organic food which has a higher price than conventional food (Huh and Kim 2022; Alesanco-Llorente et al. 2023). Easier access to information and price comparisons available online make showrooming increasingly common among price-conscious consumers (Wang and Wright 2020; Mitra 2022). Consumer irrationality towards showrooming due to deviations from the logical thinking process in making purchasing decisions influenced by perceptions of price, consumer emotions and consumer impulsiveness (Li 2024; LIU 2023; Kharlanov et al. 2022; Muthusamy 2024). Consumer irrationality in the context of showrooming can arise due

to a combination of several factors (Wulansari Hasdiansa et al. 2024; Barta, Gurrea, and Flavián 2023; Shah, Sanober, and Bilal 2023).

Previous studies have explored showrooming behavior (Gupta et al. 2024; Keshari et al. 2024), but few studies have discussed how consumer irrationality in purchasing organic food plays a role in driving this showrooming behavior. Showrooming behavior in this study is not only influenced by rational factors such as price and availability of organic food, but rather focuses on irrational consumption including price perception, consumer emotions and consumer impulsiveness (Wang et al. 2021; Li 2024; LIU 2023; Kharlanov et al. 2022; Muthusamy 2024), which are considered to have a significant influence on consumer decisions to showroom. Price considerations often motivate consumers to seek the best option, but an irrational approach can cause them to ignore the true intrinsic value of the product (Jain and Kesari 2023). Emotional factors such as feelings of joy, pride, or even anxiety, can influence showrooming decisions through the experiences consumers have when shopping in physical or online stores (Flavián, Gurrea, and Orús 2020b). Meanwhile, Impulsivity refers to spontaneous and often unplanned urges, and also plays an important role in encouraging consumers to utilize showrooming (Fiestas 2019; Moes et al. 2022).

This study aims to analyze how irrational factors such as price perception, consumer emotions, and consumer impulsiveness can influence consumers in showrooming behavior as their purchasing strategy for organic food in the digital era and mediated by purchase intention. With a theoretical approach from consumer behavior and marketing psychology, this study will provide in-depth insights into the motivations behind showrooming behavior and how retailers can adjust their strategies to overcome this challenge. This study is expected to provide significant contributions to the literature on digital-era consumer behavior and help business actors develop more effective strategies in dealing with the showrooming phenomenon. With the increasing interaction between physical and digital retail, understanding the role of consumer irrationality in showrooming becomes very relevant, both from an academic and practical perspective. The results of this study will not only enrich the academic discourse on consumer behavior, but also provide strategic recommendations for retail business actors in the increasingly competitive digital era.

### *1.1. The Influence of Consumer Irrationality on Purchase Intention of Organic Food*

The last decade has seen a significant increase in consumer interest in organic food. Organic food is seen as a healthier and more environmentally friendly option, and this has prompted many consumers to consider transitioning from conventional to organic food. Many consumers show irrationality in their behavior, which can be seen from the influence of factors such as price perception, consumer emotions, and consumer impulsiveness in their purchasing decision.

Irrational behavior due to price perception has a close relationship with the desire to purchase organic food. Organic food is generally more expensive than conventional food and consumer perception of the price can affect the desire to buy (Java and Istiasih 2024; Journal et al. 2024). Konuk and Otterbring (2024)dan Moshtaghian, Bolton, and Rousta (2024)argue that organic food consumers want healthy and environmentally friendly food and are willing to pay a premium price. Research on organic food prices was also conducted by Bazhan, Shafiei Sabet, and Borumandnia Bazhan, Shafiei Sabet, and Borumandnia (2024)and Istiasih (2024), where the study confirmed that the price of organic food indirectly affects consumer purchasing decisions. This study shows that price perception is often considered to reflect the higher quality of organic products. Consumers who believe that the price of organic food is worth the health benefits may have a greater desire to buy it, but consumers often compare the price of organic food with conventional food. Therefore, this study hypothesize the following relationship:

***H1: Price perception has a significant positive influence on organic food purchase intention.***

Factors that influence the influence of irrationality of organic food consumers on other purchasing desires are consumer emotions. Consumer emotions influence the desire to purchase organic food, especially when it comes to foods that are considered healthier or have ethical value (Ljubič et al. 2023). Emotions are closely related to the satisfaction of certain needs (Brooks et al. 2022; Kashif et al. 2023). Consumer emotions towards organic food include various feelings based on consumer perceptions of health benefits, quality, ethics, and environmental safety (Lombardi et al. 2024; Yang et al. 2023). This study shows that emotions (feelings of pride, satisfaction, or happiness or even fear) related to the image of organic food as a healthy and

environmentally friendly choice can drive consumer desire to buy it. Although it often happens that consumer decisions are not based on economic logic or objective evidence. and this choice is based on emotional beliefs. Therefore, this study hypothesizes the following relationships:

***H2: Consumer emotions have a significant positive influence on organic food purchase intentions.***

Another factor that influences the influence of consumer irrationality on the desire to buy other organic foods is consumer impulsiveness. Consumer impulsiveness towards organic foods affects purchasing desires even when consumers do not fully need the food or have time to consider their decisions rationally ( et al. 2021; He 2023). Consumer impulsiveness is often influenced by momentary desires that override rational considerations, and is driven by the retail environment, self-image, reactions to social trends, or marketing narratives that trigger positive emotional responses to organic foods (Sun, Zhang, and Zheng 2023; Pahari et al. 2023). Consumer impulsiveness as irrational behavior and the desire to buy organic foods shows that consumers often make purchases without considering actual needs (Jie et al. 2022; Wang, Lu, and Wang 2020). This phenomenon reflects that consumer impulsiveness towards organic foods can be considered irrational, because it ignores objective calculations that should underlie purchasing decisions. Consumers who tend to be impulsive are more likely to purchase organic food without careful planning, especially when this food is perceived as a healthy or trendy choice (Gustavsen and Hegnes 2020; Jie et al. 2022). Therefore, we hypothesize the following relationships:

***H3: Consumer impulsiveness has a significant positive influence on organic food purchase intention.***

### *1.2. The Influence of Consumer Irrationality on Showrooming Behavior*

Significant changes in digital technology and consumer behavior have created new trends in the retail industry, one of which is showrooming (Halibas et al. 2023). In the context of showrooming behavior, consumer decisions are often more irrational (Ewerhard, Sisovsky, and Johansson 2019). Consumer irrationality reflected in price perception factors, consumer emotions, and consumer impulsiveness can play an important role in driving this behavior.

Factors that influence the influence of irrationality of organic food consumers are price perceptions, where the perception of high organic food prices in physical stores often creates a price reference in consumers' minds and considers the price of the food to be reasonable or premium (Akter et al. 2023; Huo et al. 2023; Hermin Istiasih et al. 2022; Istiasih 2023), but when they find lower prices in online stores, consumers feel they have found a good "deal" and they engage in showrooming behavior (Liu and Feng 2023; Zhong, Shen, and Ceryan 2023). Showrooming behavior is often carried out to get instant gratification by buying organic food that is considered "cheaper" online, but this ignores practical aspects such as shipping costs, waiting times, the possibility of more difficult returns, and the different quality of organic food. Consumers who showroom organic food, although motivated by low prices in online stores, actually put price perception above the convenience and safety of buying in physical stores (Sahu, Naved Khan, and Gupta 2021). This shows that the behavior is irrational because their decisions are based more on the urge to feel momentary savings than on long-term benefits and more attractive offers on e-commerce platforms. Therefore, we hypothesize the following relationship:

***H4: Price perception has a significant positive influence on showrooming behavior.***

Another factor that influences the influence of irrationality of organic food consumers is consumer emotions. Emotions play an important role in showrooming behavior, especially in the context of organic food (Thaichon et al. 2024; Pozega 2024). Showrooming is usually to get a lower price (Carvalho de Mesquita et al. 2024), and emotional aspects also greatly influence this behavior. One aspect of emotion that drives showrooming is the desire to feel proud of being a smart consumer (Shavazipour et al. 2021), in addition positive emotions such as happiness or satisfaction after seeing or trying organic food in a physical store can encourage consumers to look for online purchasing options that are more in line with their budget or preferences (Khan 2024). Therefore, we hypothesize the following relationships:

***H5: Consumer emotions have a significant positive influence on showrooming behavior.***

Another factor of organic food consumer irrationality is consumer impulsiveness, consumers who showroom organic food usually look for lower prices after seeing products in physical stores (Sahu et al. 2021). However, at the same time, the impulsive urge to buy organic food reflects a quick desire to have products that are

considered healthier, at a cheaper price with showrooming (Feng et al. 2024). The combination of impulsiveness and showrooming shows that consumers are inconsistent in their perception of the value of organic food (Wilson et al. 2024; Kumbara et al. 2024), they want benefits that are considered premium but at a lower price, so that this behavior shows irrational behavior because it is not in line with basic economic principles. Impulsive consumers tend to be interested in direct purchases after trying organic food in physical stores, but they choose to buy online if they are encouraged by promotions or ease of access. Consumer impulsiveness in showrooming in the context of purchasing organic food is often not always based on logical evaluation or real needs. Therefore, we hypothesize the following relationship:

***H6: Consumer impulsiveness has a significant positive influence on showrooming behavior.***

### *1.3 Mediation of Purchase intention to Organic Food on Showrooming Behavior*

The mediation of organic food purchase intention and showrooming behavior has a complex relationship in the context of consumer behavior (Marconi 2024; Zielke and Komor 2025). Showrooming behavior is often carried out to get cheaper prices (Carvalho de Mesquita et al. 2024), and the desire to buy organic food is driven by motivations related to health, the environment, and lifestyle (Java and Istiasih 2024). When consumers feel that the quality of organic food they try in physical stores is high, their purchase intention increases. If they find more economical online purchasing options, they are more likely to do showrooming. Therefore, we hypothesize the following relationships:

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***H7: Mediation of organic food purchase intention has a significant positive influence on showrooming behavior.***

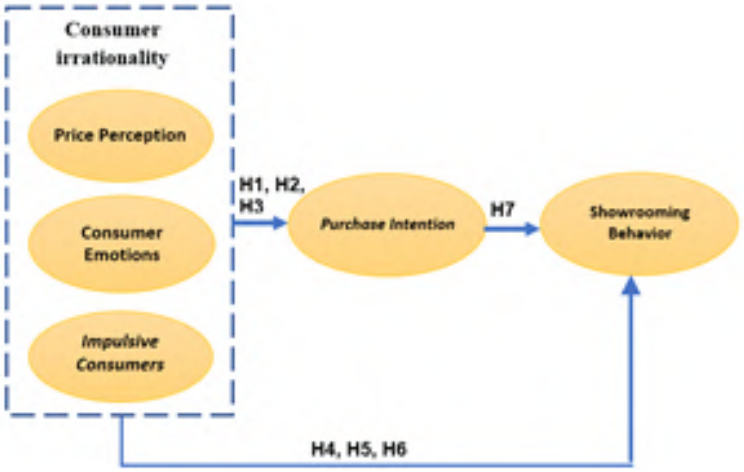


***Figure 1.*** *Study Model*

## 2. RESEARCH METHOD

### *2.1. Samples and Data Collection*

The population in this study were consumers who had experienced showrooming behavior on organic food so that their responses were valid. In the first part of the survey, showrooming behavior was explained to help respondents understand the context of the study. Respondents were informed that the purpose of this study was to investigate individual consumers' opinions and experiences about showrooming behavior on organic food in general. Then, screening questions were asked to ensure that respondents had experience with online shopping through showrooming. The survey questionnaire consisted of several items asking participants' opinions and experiences about showrooming behavior.

The cross-sectional data collection method uses online and offline questionnaires that are most appropriate to the context. This study is intended for consumers living in Kediri Regency, Kediri City, Surabaya City, and Malang City, and the selected sample is considered to be able to provide information on the factors that cause showrooming behavior, especially for organic food. The questionnaire was distributed online and offline to 360 respondents and they were asked to fill out the survey questionnaire, but only 285 valid respondent answers were obtained or equivalent to 79%. Table 1 provides an overview of the overall profile of respondents. Table 1 shows the number of samples of 285 respondents, consisting of 140 men and 145 women. Respondents aged less than 25 years, 25-40 years, and 40-56 years were 15.1%, 42.8% and 42.1%, respectively. Respondents' education ranged from Diploma (17.5%), Bachelor's (39.7%), Master's (37.2%), Doctoral (3.5%) and other education (2.1%). The majority of respondents had 2-4 years of showrooming behavior experience, and the majority of respondents' income ranged from 5.1 million - 8 million as much as 34.4%.

Table 1. Characteristics of Respondents

| Demographics | Categories | Frequency (n=285) | Percent |
|---|---|---|---|
| Gender | Male | 140 | 49,1 |
| | Female | 145 | 50.9 |
| Age (years) | Less than 25 | 43 | 15.1 |
| | 25-40 year | 122 | 42.8 |
| | 41-56 year | 120 | 42.1 |
| Education | Diploma | 50 | 17.5 |
| | Bachelor | 113 | 39.7 |
| | Magister | 106 | 37.2 |
| | Doctor | 10 | 3.5 |
| | Other Education | 6 | 2.1 |
| Showrooming Behaviour Experience | <1 | 18 | 6.3 |
| | 2-4 | 146 | 51.2 |
| | 5-7 | 74 | 26 |
| | ≥8 | 47 | 16,5 |
| Income (Rp) | <2 Million | 22 | 7,7 |
| | 2 Million – 5 Million | 94 | 33 |
| | 5.1Million – 8 Million | 98 | 34,4 |
| | > 8 jMillion | 71 | 24,9 |

Source: Data processed 2024

### *2.2. Survey instrument*

The closed structured questionnaire method was applied to collect data, in addition the questionnaire was developed to be simple and straightforward so that respondents can easily read and answer the questionnaire quickly without losing motivation to participate in this study. Respondents' answers will be kept confidential and their participation will be voluntary in filling out the questionnaire to increase the response rate. The five constructs contained in the research model were measured by adopting valid and reliable scale items from existing literature to ensure content validity. Respondents were asked to indicate their opinions on price perception, consumer emotion, consumer impulsiveness, purchase intention, and showrooming behavior. All scale items were modified to suit the current research topic, except for demographic questions.

After we designed the questionnaire, we tested fifteen respondents by asking them to answer the questions and provide comments on the wording of the questions. Based on their comments, we made some minor modifications. A five-point scale from “strongly disagree” to “strongly agree” was adopted to measure all constructs. All constructs in this study were operationalized as reflective constructs and adapted from previous studies, where consumer irrationality due to price perception factors (Luthfiana, Andika, and Bidayati 2024, Gustavsen and Hegnes 2020)), consumer emotions (Zheng et al. 2022; Gustavsen and Hegnes 2020), consumer impulsiveness (Elisa, Fakhri, and Pradana 2024), while purchase intention (Zheng et al. 2022; Luthfiana et al. 2024) and showrooming behavior (Marconi 2024) were also assessed with items used in previous studies. For details, the item indicators in this study can be seen in Table 2.

**Table 2. Item Indicators**

| Price Perception | | Sources |
|---|---|---|
| PP_1 | I choose products with the best benefits for the money I spend.. | Luthfiana, Andika, and Bidayati 2024, Gustavsen and Hegnes 2020 |
| PP_2 | When I buy organic food, price is not an issue. | |
| PP_3 | I feel it is reasonable to pay more when choosing organic food over non-organic food.. | |
| PP_4 | I am very worried about how much money I spend. | |
| **Consumer Emotions** | | **Sources** |
| CE_1 | I would be happy to buy organic food because it is healthier and more environmentally friendly in the long term. | Zheng et al. 2022; Gustavsen and Hegnes 2020 |
| CE_2 | I am enthusiastic and emphasize that the food I buy is organic. | |
| CE_3 | I feel satisfied if I buy organic food at a cheaper price. | |
| CE_4 | Seeing various organic food variants will change my bad mood to be better | |
| **Consumer Impulsiveness** | | **Sources** |
| IC_1 | I often buy rare organic foods on impulse. | Elisa, Fakhri, and Pradana 2024 |
| IC_2 | The way I buy organic food is described by the phrase "just do it" | |
| IC_3 | I often buy rare organic foods without thinking. | |
| IC_4 | I sometimes feel compelled to buy organic food on impulse. | |
| IC_5 | Sometimes I'm a bit reckless in buying organic food | |
| **Purchase Intention Mediation** | | **Sources** |
| PI_1 | I will learn more about organic food | Zheng et al. 2022 |
| PI_2 | I intend to buy organic food | |
| PI_3 | I will continue to choose organic food in the future. | |
| PI_4 | I will invite my friends to buy organic food | |
| **Showrooming Behavior** | | **Sources** |
| SB_1 | I like to check out organic foods in physical stores before buying them online. | Marconi 2024 |
| SB_2 | Buying online after checking organic food in a physical store is a good idea. | |
| SB_3 | I like to research organic foods in physical stores before buying them online. | |
| SB_4 | I often compare prices of organic food in physical stores before buying it online. | |

## 3. RESULTS AND DISCUSSIONS

### *3.1. Results of the Study*

This study will conduct two tests to answer the research objectives, namely the first is the measurement model and the second is the structural model. The measurement model consists of validity and reliability tests. In detail, Table 3 presents the output of composite reliability (CR), Cronbach's alpha (a)as a manifestation of reliability measurement. Furthermore, the loading factor (l)and the average variance extracted (AVE) as a manifestation of convergent validity. The rule of thumb for loading factors > 0.5 (Osborne, Costello, and Kellow 2011); (Hair, Ringle, and Sarstedt 2014), CR must > 0,7, and AVE must > 0,5 and Cronbach alpha (a) must > 0,7 (Hair, Ringle, and Sarstedt 2014.

**Table 3. The Convergent Validity and Reliability**

| Construct | Indicators | Convergent Validity λ | Convergent Validity AVE | Reliability α | Reliability CR |
|---|---|---|---|---|---|
| Price perception (PP) | PP1 | 0,785 | 0,754 | 0,786 | 0,752 |
| | PP2 | 0,714 | | | |
| | PP3 | 0,627 | | | |
| | PP4 | 0,811 | | | |
| Consumer Emotions (CE) | CE1 | 0,775 | 0,731 | 0,845 | 0,855 |
| | CE2 | 0,755 | | | |
| | CE3 | 0,643 | | | |
| | CE4 | 0,671 | | | |
| Consumer Impulsiveness (IC) | IC1 | 0,711 | 0,622 | 0,751 | 0,871 |
| | IC2 | 0,822 | | | |
| | IC3 | 0,815 | | | |
| | IC4 | 0,723 | | | |
| | IC5 | 0,766 | | | |
| Purchase Intention (PI) | PI1 | 0,613 | 0,798 | 0,722 | 0,836 |
| | PI2 | 0,825 | | | |
| | PI3 | 0,564 | | | |
| | PI4 | 0,578 | | | |
| Showrooming Behavior (SB) | SB1 | 0,752 | 0,723 | 0,754 | 0,773 |
| | SB2 | 0,702 | | | |
| | SB3 | 0,666 | | | |
| | SB4 | 0,801 | | | |

Sources: Survey data (2024)

Note: (λ = *factors loading*; AVE = *average variance extracted*; α = *Cronbach alpha*; CR = *compositereliability*)

**Table 4. The Discriminant Validity**

| Variable | PP | CE | IC | PI | SB |
|---|---|---|---|---|---|
| Price perception (PP) | 0,337 | | | | |
| Consumer Emotions (CE) | 0,413 | 0,643 | | | |
| Consumer Impulsiveness (IC) | 0,423 | 0,139 | 0,309 | | |
| Purchase Intention (PI) | 0.345 | 0,603 | 0,611 | 0,248 | |
| Showrooming Behavior (SB) | 0,351 | 0,611 | 0,612 | 0,134 | 0,314 |

Sources: Data Processed (2024)

Outer model testing (Tables 3 and 4), the results show a loading factor score >0.5 and an AVE score >0.5. Therefore, statistically it shows adequate convergent validity and also the composite reliability (CR) and Cronbach's alpha values of all variables are greater than 0.7. In addition, discriminant validity was then tested using the heterotrait-monotrait ratio (HTMT) correlation criteria, Table 4 shows all values are lower than the HTMT threshold of 0.85. This value follows the opinion of (Cheung et al. 2024)which shows that discriminant validity is determined for the constructs in this study. To test the structural model and hypothesis, this study uses a full model structural equation modeling (SEM) analysis with smartPLS. Decision making on the acceptance of the hypothesis in this study was carried out with the provision of the one tail test t-table value determined in this study is 1.96 for a significance of 0.05 and is presented in detail in Table 5.

**Table 5. The result of The Hypothesis Test**

| | Hypothesis | Original Sample (0) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics (\|O/STDEV\|) | P Values | Result |
|---|---|---|---|---|---|---|---|
| PP→PI | 1 | 0.294 | 0.306 | 0.079 | 3.702 | 0.000 | Accepted |
| CE→PI | 2 | 0.251 | 0.227 | 0.122 | 2.056 | 0.040 | Accepted |
| IC→PI | 3 | 0.217 | 0.210 | 0.096 | 2.275 | 0.023 | Accepted |
| PP→SB | 4 | 0.255 | 0.258 | 0.074 | 3.462 | 0.001 | Accepted |
| CE→SB | 5 | 0.135 | 0.133 | 0.085 | 1.592 | 0.112 | No Accepted |
| IC→SB | 6 | 0.271 | 0.265 | 0.079 | 3.408 | 0.001 | Accepted |
| PI→SB | 7 | 0.277 | 0.287 | 0.061 | 2.256 | 0.037 | Accepted |

**Sources: Data Processed (2024)**

### *3.2. Discussions*

This study as a whole examines the aspects of consumer irrationality in the relationship between price perception, consumer emotions and consumer impulsivity with organic food showrooming behavior in the digital era. This study shows that these aspects of consumer irrationality tend to strengthen showrooming behavior, especially in the digital era where access to information and wide price choices are available on various online platforms, in addition to consumer irrationality caused by other factors. In-depth research on these factors can help marketers to better understand the psychological factors that influence consumers in choosing organic food and develop effective marketing strategies, both online and offline.

Addressing conflicting findings in the literature, the results of this study underline the importance of the aspect of consumer irrationality in performing showrooming behavior. The findings on the relationship between price perception and the desire to buy organic food or hypothesis One (H1) are accepted with a parameter coefficient of 0.294 and a T-statistic of 3.701 (3.701> 1.96) indicating a significant positive influence between the two variables. This indicates that changes in consumer irrationality in the price perception variable will positively affect the purchase intention variable. This significant influence strengthens the initial assumption that the relationship between the two variables is very relevant in the context of this study, so that this study contradicts the research of Khaleeli, Oswal, and Sleem (2021)and supports the research (Salim, Soliha, and Siswanto 2020).

The findings on consumer emotions have a significant positive influence on the desire to buy organic food or hypothesis two (H2) can be accepted. The findings on hypothesis two have a parameter coefficient of 0.251 and a T-statistic of 2.056 (2.056> 1.96), indicating a significant positive relationship between the two variables, namely consumer emotions and purchase intentions. The coefficient is smaller than in hypothesis one but still significant, this shows that although consumer emotions have a weaker influence, there is a positive correlation between the interacting variables. This provides insight that this factor remains relevant in influencing related variables, and these findings support the research of Azmi et al. (2022).

Hypothesis Three (H3) or consumer impulsiveness has a significant positive influence on organic food purchase intention, also accepted with a parameter coefficient of 0.217 and a T-statistic of 2.275 (2.275> 1.96).

This shows a significant positive influence between consumer impulsiveness and purchase intention, although the impact is relatively small compared to H1 and H2. In other words, although the influence is not as large as other variables, namely price perception and consumer emotions, this relationship still needs to be considered as part of the factors that influence the overall research context. This finding supports previous research, it is (Rita et al. 2024).

The findings on price perception have a significant positive influence on organic food showrooming behavior or hypothesis four (H4) can be accepted. The findings on hypothesis four have a parameter coefficient of 0.255 and a T-statistic of 3.462 (3.462> 1.96), indicating a significant positive relationship between the two variables, namely price perception and showrooming behavior.

This provides insight that this factor remains relevant in influencing related variables, and these findings support the research by (Alesanco-Llorente et al. 2023b).

Hypothesis Five (H5) or consumer emotion has a significant positive influence on showrooming behavior and the result is rejected. The findings show a parameter coefficient of 0.135, the T-statistic value is only 1.592 (1.592 < 1.96), which means it is not significant. This result indicates that the hypothesized positive influence between the two variables does not have enough evidence to be considered significant. Thus, this result provides important insight that this factor may not provide a strong contribution in the context of this study.

The findings on Hypothesis Six (H6) or consumer impulsiveness has a significant positive influence on showrooming behavior, accepted with a parameter coefficient of 0.271 and a T-statistic of 3.408 (3.408 > 1.96). This indicates a significant positive relationship between the two variables. This coefficient shows that the first variable has an important role in influencing the second variable, in line with the initial assumptions of the study and Hypothesis Seven (H7) is accepted with a parameter coefficient of 0.277 and a T-statistic of 2.256 (2.256 > 1.96). This shows that the relationship between the two variables is significant. The coefficient value that is close to H6 indicates a consistent and significant influence.

Overall, of the seven hypotheses tested, six of them showed a positive and significant influence. This finding strengthens the argument that the factors studied in this study play an important role in influencing the dependent variable. Meanwhile, the rejection of hypothesis five suggests that the variables related to this hypothesis do not play a significant role, which may be due to the special characteristics of the sample or variables that are less relevant in this context.

## 4. CONCLUSIONS

In conclusion, this study was conducted to show the significant positive influence of consumer irrationality (price perception, consumer emotion, consumer impulsiveness) on the mediation of purchase intention and showrooming behavior in organic food in the digital era. Based on the results of the analysis and discussion of the hypothesis, this study concluded that most of the variables studied had a positive and significant influence on the dependent variable, with six of the seven hypotheses tested accepted. This indicates that these factors play an important role in the context of this study and changes in these variables tend to have a positive impact on the expected results. The results of this study also revealed that although most of the variables showed relevance, there was one hypothesis that was rejected, namely H5. This indicates that the variables related to H5 do not have a significant influence in the context of this study, which may be due to variability in sample characteristics or other factors that limit the relevance of these variables.

Overall, this study strengthens the understanding of how certain factors can influence key variables and provides practical implications that can form the basis for more appropriate development strategies or policy decisions. These results also provide direction for further research to explore other variables that may be more relevant or strengthen existing influences, so as to provide a more comprehensive picture of the phenomenon studied.

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