



FACTORS INFLUENCING CONSUMER INTENTION TO PURCHASE GROCERIES OVER THE INTERNET

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Abstract

Purpose: The research looks at the variables affecting customers' propensity to buy for groceries in online.

Design/methodology/approach: Using a practical sample approach, information was gathered from chosen young participants.

Findings: The findings of the study indicate that the convenience and time-saving benefits may make it an attractive option for many consumers. As e-commerce and online shopping continue to grow in popularity.

Research limitations/implications According to the literature, few post-adoption research have examined how individual attributes affect digital commerce practices. Due to strong digital commerce and mobile application use and acceptability, mobile penetration is high, necessitating research into the elements that drive adoption, usage, and continued use of digital commerce platforms and apps. The sample size is limited, but bigger studies may test the same model to see whether the results are generalizable.

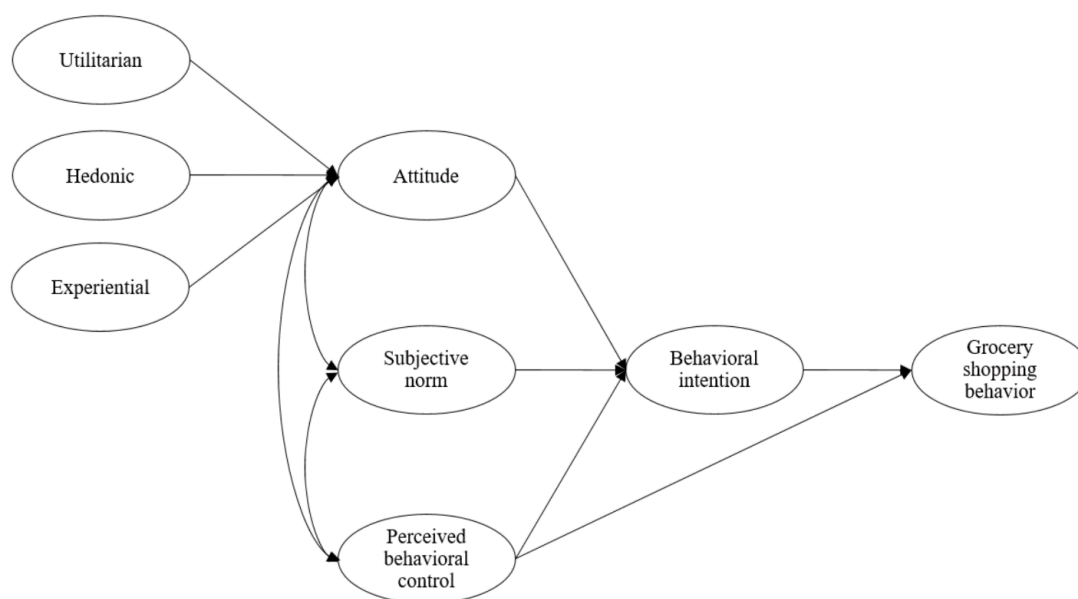
Practical implications: By analyzing how systems and marketing elements affect young adult customers' continued use of online and mobile grocery shopping, the study contributes to the literature in this area.

Keywords: *Consumer intention, perceived benefits, quality, Wide range of products and Internet.*

Introduction

The way we buy goods has been completely transformed by the internet. Customers may buy for groceries conveniently, quickly, and from a variety of items when they purchase online. Fox, H. (2008). The purpose of this paper is to give a general overview of the variables affecting consumers' decision to shop for groceries online. Our daily habits have changed significantly as a result of the Internet. Seitz, C. (2013). It has become into one of the most popular online buying destinations. The act of purchasing products or services online from a seller is known as online shopping. Customers utilizing online shopping platforms must modify their regular shopping habits since information discovery, transactions, and purchases are entirely different from the

traditional grocery shopping experience based on the brick-and-mortar concept. Han (2007). Internet sellers frequently offer more information about things from the grocery store. In fact, consumers' purchasing decisions are significantly influenced by the quality and amount of product information. Customers who are primarily motivated by hedonic concerns and who experience job satisfaction are more likely to look for information on online grocery shopping. Many research have been conducted to learn what motivates people to move from traditional supermarket shopping to online grocery buying. Fox, H. (2008). Online self-efficacy, also known as the enabling condition, is essential to enable customers to accept the technological procedures involved in online purchasing.



Factors affecting consumers' intentions to buy goods online:

✚ Convenience: Convenience is one of the key factors that influence consumers' intention to purchase groceries over the internet. Online grocery shopping provides consumers with the convenience of shopping from home or any location of their choice. Consumers do not have to travel to a physical

store, which saves time and money. Online grocery shopping also provides consumers with the convenience of browsing and selecting products at their own pace.

✚ Time-saving: Online grocery shopping saves consumers' time. With online grocery shopping, consumers can avoid the long lines at the checkout, and they do not

have to spend time traveling to and from the store. This time-saving benefit is particularly attractive to consumers who lead busy lives and do not have the time to go to physical stores.

- ✚ Wide range of products: Online grocery shopping provides consumers with a wide range of products. Consumers can easily browse through a large selection of products online and find products that may not be available in physical stores. The ability to purchase products that are not available in physical stores is a significant benefit for consumers.
- ✚ Price: Price is an important factor that influences consumers' intention to purchase groceries over the internet. Online grocery stores often offer lower prices than physical stores. Consumers can easily compare prices from different online stores and find the best deals. Online grocery shopping also allows consumers to save money on transportation costs, which can be a significant benefit for consumers.
- ✚ Trust: Trust is an important factor that influences consumers' intention to purchase groceries over the internet. Consumers need to trust the online grocery store they are purchasing from. Trust can be established through several factors such as security, reliability, and customer service. Online grocery stores need to have secure payment systems, reliable delivery, and excellent customer service to establish trust with consumers.
- ✚ Familiarity with the technology: Consumers need to be familiar with the technology required for online grocery shopping. Some consumers may not be comfortable using the internet or may not be familiar with the technology required for online

grocery shopping. Online grocery stores need to provide consumers with easy-to-use interfaces and clear instructions to make the process of online grocery shopping as simple as possible.

- ✚ Quality of products: Consumers need to be assured of the quality of the products they purchase online. Online grocery stores need to provide accurate product descriptions, images, and reviews to help consumers make informed decisions. Consumers need to be assured that the products they purchase online are of high quality and meet their expectations.
- ✚ Delivery options: Consumers need to have flexible delivery options. Online grocery stores need to provide consumers with a range of delivery options, including home delivery, pick-up points, and click-and-collect. Consumers need to have the option to choose the delivery option that best suits their needs.
- ✚ Personalization: Online grocery stores need to provide personalized recommendations to consumers. Personalization can be achieved through the use of data analytics, machine learning, and artificial intelligence. Online grocery stores can use data analytics to analyze consumers' shopping behavior and provide personalized product recommendations.

Theoretical underpinnings explaining online grocery shopping behavior

In recent years, online grocery shopping has grown in popularity. Businesses must comprehend the theoretical underpinnings of online grocery purchasing behavior in order to create efficient marketing plans and raise customer satisfaction. The theoretical foundations for understanding the behavior

of online grocery shoppers are summarized in this study.

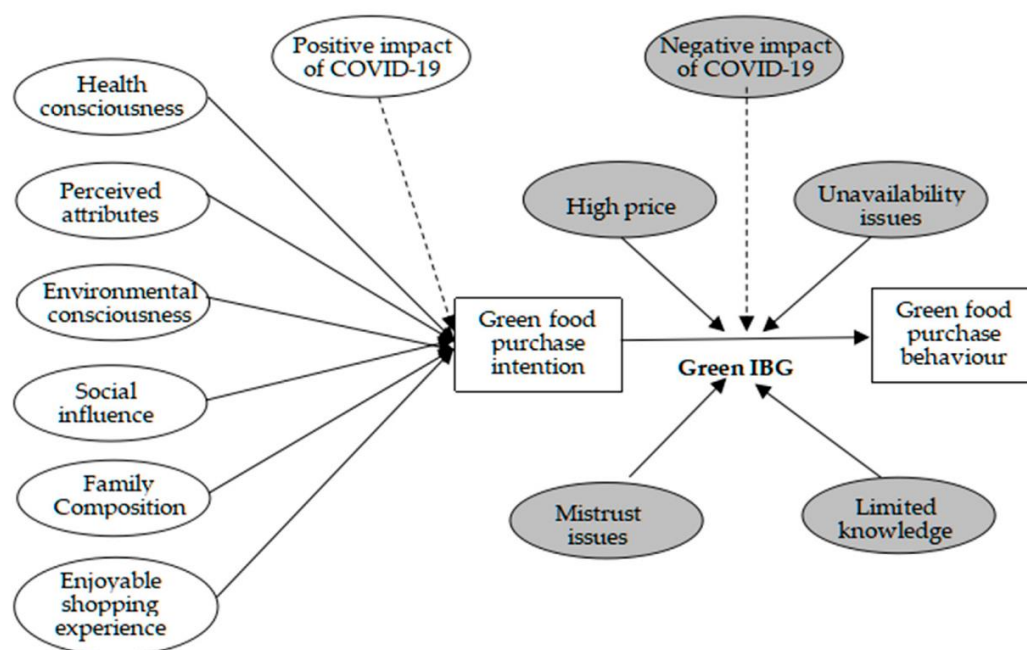
✚ TAM: Technological Acceptance Model the Technological Acceptance Model (TAM) is a popular model for deriving the behavior of technology adoption. According to the paradigm, a technology's perceived utility and usability influence users' inclination to utilize it. Perceived utility in the context of online grocery buying relates to how much shoppers anticipate benefiting from doing their shopping online. The degree to which customers perceive online grocery shopping to be simple to use is referred to as perceived ease of use.

✚ The Theory of Planned Behavior (TPB) contends that intention serves as the primary predictor of conduct. According to the paradigm, three elements—attitude toward the conduct, subjective standards, and perceived behavioral control—determine purpose. When referring to online grocery buying, attitude toward the habit relates to how customers see the practice generally. The social pressure that customers experience to do online grocery shopping is referred to as subjective norms.

Consumers' perceptions of their behavioral control over online grocery buying are referred to as perceived behavioral control.

✚ According to the Social Exchange Theory (SET), people participate in social exchanges in which they offer and receive rewards. In the context of online grocery shopping, consumers participate in a social exchange where they swap their money for benefits like convenience and time savings. According to SET, people are more inclined to engage in online grocery shopping when they believe the benefits outweigh the expenses.

✚ SDT: Self-Determination Theory According to the Self-Determination Theory (SDT), people have three fundamental emotional needs: independence, competence, and relatedness. The desire for self-control is referred to as autonomy. To feel capable and effective in one's actions is what is meant by competence. The term "relatedness" describes the desire to connect with other people. Customers are more likely to engage in online grocery shopping behavior, according to SDT, when they feel that it satisfies their fundamental psychological needs.



Need for the Study

With the rise of internet buying, knowing customers helps create stronger marketing techniques. Despite the expanding shopping mall culture in India, more net-savvy Indians are buying online. Online merchants must understand online consumers in this age of growing globalization. Consumer behaviour is vast, emphasizing the consumer's centrality to marketers. Each customer has varied requirements, interests, purchasing patterns, and psychological and social forces that influence purchase decisions. Han (2007) E-marketers may create effective marketing strategies to turn new customers into loyal customers and keep current online clients if they understand consumer behaviour. Online shopping and the rapid rise of online merchants have created a highly competitive sector. Online shopping offers convenience, price comparison, variety, privacy, 24/7 availability, accessibility, and more, which prompted urban customers to prefer it. Davis(2000). Despite its numerous advantages, some customers have felt danger concerning internet shopping. Marketers must identify and reach these customers. The increase of internet shopping in

Visakhapatnam city has prompted a research on customer behaviour. This research will help marketers establish strategies and acquire a competitive edge in the fast-changing e-commerce business. Fox (2008). Consumer online purchasing behaviour is influenced by several variables, according to a thorough literature analysis. India has few studies, and Visakhapatnam has none. Hence, our research fills the literature gap.

Statement of the Problem

Nowadays, the internet plays a significant role in the daily lives of many individuals, not least for recreational activities like shopping. A significant portion of earlier study concentrated on a few trendy industries, such as apparel, cosmetics, books, electrical appliances, etc., that produce often requested goods. Online grocery shopping has not become as popular as these other categories of items, and there is less existing literature on the subject, which piques our interest in focusing on a less established area. Han (2007). It's fascinating to investigate several variables that can influence Swedish customers' decisions about online grocery shopping given the low degree of consumer uptake. Why do individuals

choose to shop at a busy grocery store, push a cart through the packed aisles, and wait in line just to bring their items home later? In addition, research on online shopping has typically concentrated on Generation Y or solely on women. Nevertheless, the scope of earlier research targets was vast, and the authors of this study intend to reduce the scope of the researched group. Stacey Wood (1997). As a result, Swedish families with children are the study's target population. When the intended need for items changes, families with children would have different purchase intentions than other types of groupings. There are various research on internet shopping that offer some useful conclusions. Generic components were researched from some earlier literature, and we ultimately gathered a number of significant criteria using the questionnaire we created. Davis(2000). Although there are many factors that affect customers' decisions to buy groceries online, their relative importance varies. We utilize the questionnaire to assess how we vary from one another. Our poll contained a total of situational aspects we considered would influence our target audience's decision. Most of these criteria are linked to online grocery purchase intention, but the authors need further study to prove a link between Swedish customers and the Swedish online grocery environment. Hsiao (2011). Based on the interviewees' selected findings, product quality, pricing, weather, delivery time, cost, kind of things, perceived dangers, and time savings are significant to understand our research. The theoretical foundation and debate will explain and discuss each issue. This research may help grocery store owners as online grocery buying may be a new income source. So, knowing what their prospective customers value may boost sales and profits.

Research objectives

1. To understand the theoretical foundations for understanding the behavior of online grocery shoppers

2. To determine the factors influencing consumer intention to purchase groceries
3. To examine online customers' purchasing choice determinants.

Research Methodology

Online surveys will provide questionnaires as the main research method. Convenience sampling will choose research participants with 250 respondents. SPSS will analyze data after collection. Consumers may utilize the study's results to identify what drives online grocery shoppers. Chen (2004). The descriptive research will examine social factors, enabling conditions, hedonistic incentives, risk involved, perceived trust to buy food online in a representative sample of online customers. Online surveys (google form) are the main research technique. Global e- Retailing:

It is not surprising that Indonesia and India are the fastest expanding online retail markets, followed by Mexico and China, given the recent explosion in digital growth in the Asia Pacific area. Ling (2010). The majority of e-tailors have already embraced this multi-channel approach, allowing customers to click, collect, and return items at their leisure and on their terms. Customers may buy products online, swap them offline, and vice versa thanks to the presence of e-commerce companies via physical businesses. The tactic is anticipated to enhance consumer contact, which will boost sales and improve the customer experience.

Analysis, Findings and conclusion

Factors influencing consumer intention to purchase groceries

The Indian retail market has been infiltrated by several private and international businesses that have adopted contemporary business techniques and cutting-edge technology, and many more players are waiting in line to join the Indian e-retail sector via mergers or investments. India has become a desirable

location for investments in the retail sector due to a number of factors, including increased internet use, smart phone adoption, including digital India, the cashless economy, increased FDI limits in retail, etc. Hsiao (2011). By establishing conventional brick-and-mortar stores alongside their online shopping spaces, businesses are attempting to build synergy

between online and offline items today. They hold the opinion that having a large internet presence and a network of physical stores are both crucial. Ling (2010). Five point Likert scale measures customer propensity to buy food online. The significant difference in the Factors influencing the online buying is shown in the following table.

Table 1: Factors influencing the online buying

Factors	Mean	Std. Deviation	Mean Rank	Rank
Time saving	2.89	1.014	3.28	I
Product	2.58	1.021	2.92	IV
Trust	2.51	1.015	2.84	V
Convenience	2.59	1.127	2.95	III
Accuracy	2.80	1.159	3.17	II

The above table shows that the respondents ranked time saving (3.28) which is highly influenced the consumer to purchase groceries over the internet. They are also highly aware about accuracy (3.17). Thirdly, the convenience (2.95) was ranked most by the respondents. The

increase of internet access in these countries is intimately related to the rise of digital retail. The hypothesis is to test the significant difference in the factors influencing the online buying is checked with Friedman test as below.

Table 2: Friedman Test

N	250
Chi-Square	17.313
df	4
Asymp. Sig.	0.004

The calculated Chi-Square value (17.313) in the Friedman test for the degree of freedom 4 is significant at 1% level. The significance is 0.004 (<0.01). Hence, the hypothesis is not accepted. It is concluded that the perceived benefits of the respondents towards internet are significantly high.

Perceived benefits among the respondents

The Perceived benefits is measured with the help of Likert scale and the difference in the mean of the values according to the nature of the respondents is tested with the help of ANOVA and Z tests. The result of the hypothesis testing is given below.

Table 3: ANOVA

Demographic nature		N	Mean	Std. Deviation	F	Sig
Age	Young	76	22.1084	5.05723	1.408	0.241
	Middle	121	22.9762	5.13519		
	Old	53	21.6972	5.02532		
Educational level	School level	16	21.0761	4.70591	3.029	0.033
	Graduation	130	22.9748	5.26542		
	Post graduation	60	23.6782	6.16925		
	Others	44	23.2525	4.67603		
Income level	Low	88	22.0918	5.15319	0.419	0.664
	Middle	82	22.4014	5.15923		
	High	80	22.8067	5.02141		
Total		250	22.4481	5.09735		

The result of the ANOVA test regarding to the hypothesis testing shows that perceived benefits among the middle age group respondents is more (22.9762) than young (22.1084) and old age group respondents (21.6972). But the F value (1.408) shows that the difference in the mean is not significant ($p=0.241$). It is concluded that the framed hypothesis is true and there is no significant difference in the perceived benefits among the customers according to their age. The educational status of the respondents indicates that the perceived benefits are high with the respondents studied post graduates (23.6782) than the

mean of the others respondents. The F value which is significant at 5% level. It is found that the perceived benefits are increasing among the customers when the education level is increasing. The Perceived benefits among the customers of the high income group (22.8067) than the low income group (22.0918) and middle income group (22.4014). But the F value (0.419) reveals that there is no significant association in the mean of perceived benefits across different income level of the respondents. The significance is found at 66.4%. Hence, the null hypothesis is accepted.

Table 4: Z test

Demographic nature		N	Mean	Std. Deviation	Z	Sig
Gender	Male	132	21.9245	4.75806	-1.624	0.102
	Female	118	23.0580	5.41918		
Marital status	Single	74	22.0270	5.10700	-0.846	0.398
	Married	176	22.6240	5.09748		
Total		250	22.4480	5.09737		

The Z test has been used to test the hypothesis for gender and marital status. The perceived benefits of the married respondents (23.0580) is higher than the male respondents (21.9245). But the Z score is not significant ($p=0.102$). Hence the hypothesis is found true that there is no significant difference in the mean between the male and female customers. The married respondents have high mean of perceived benefits (22.6240) than unmarried respondents (22.0270). The difference is not significant ($p=0.398$). The framed hypothesis is valid. It is established that respondents' perceptions of benefits are similar for married and single respondents.

Discussion

The success of customers' online purchases is influenced by their psychological moods, which are tied to their online buying behaviour. The process through which a consumer selects, organizes, and evaluates information or sensory inputs to produce an accurate picture of a business or a product is known as consumer perception. Gracia (2008). Consumers frequently assess all available information about a company to decide if doing business with it is worthwhile. Businesses try to alter customers' ideas of reality by sometimes lying to them or manipulating them, but more often than not, they merely provide the best version of themselves. Davis(2000). Consumer intention to purchase groceries over the internet has been on the rise in recent years. This trend can be attributed to several perceived benefits that consumers associate with online grocery shopping.

Conclusion:

Customers are increasingly choosing to buy their groceries online. Accessibility, time savings, a wide range, affordability, confidence in and comfort with technology, product quality, delivery options, and customization are the primary

factors affecting buyers' willingness to purchase food online. Stacey Wood (1997). Consumers should have no trouble navigating online grocery shops, reading accurate and effective descriptions, and selecting their preferred method of delivery. Ling (2010). Consumer intention to purchase groceries over the internet has become an increasingly popular topic in recent years due to the rise of e-commerce and online shopping. Jamil (2011). Many consumers are interested in the convenience and time-saving benefits that come with purchasing groceries online, such as the ability to shop from home and avoid crowded stores. However, there are also some challenges and concerns that may impact consumers' intentions to purchase groceries online. Hsiao(2011). These include issues such as the perceived quality of products, the cost and availability of delivery services, and concerns about the security of personal information and payment details. Research has shown that consumer intention to purchase groceries online is influenced by various factors, including attitudes towards technology, perceived benefits and drawbacks of online shopping, and demographic factors such as age, income, and education level. Davis(2000). Additionally, trust in the online retailer and the availability of a wide range of products can also impact consumers' intentions to purchase groceries online. Seitz (2013). Overall, while there are some challenges and concerns associated with purchasing groceries online, the convenience and time-saving benefits may make it an attractive option for many consumers. Han (2007). As e-commerce and online shopping continue to grow in popularity, it is likely that consumer intention to purchase groceries online will also increase. Armstrong (2000).

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