



## **The role of Affective Attitude in the relationship between Utilitarian and Purchase Intention towards Online shopping of Groceries**

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### **Abstract**

Based on the Stimulus-Organism-Response (S-O-R) theory, the aim of the study is to investigate the mediating impact of Affective Attitude on Utilitarian and Purchase Intention. With this aim, the data was gathered from respondents using a online questionnaire. Structural Equation Model using Python results provided support for the positive relationship among Purchase Intention and Affective Attitude. Additionally, the positive relationship between Utilitarian and Affective Attitude could be seen in the presence of all the latent constructs of Utilitarian.

**Keywords** Ubiquity, Utilitarian, Affective Attitude, Purchase Intention

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### **Introduction**

Mobile commerce has been greatly accelerated by the rapid growth of information and communication technology (ICT) & novel innovations. (Kapoor & Vij, 2018).

The total value of the Indian online grocery industry was estimated to be USD 2.9 billion in 2020, and it is anticipated that the market will rise at a compound annual growth rate (CAGR) of 37.1% from 2021 to 2028. The market has acquired a tremendous amount of popularity over the past few months as a result of the changing habits of consumers, the expanding urbanization, and the generation that is more tech-savvy and loves to shop on the internet for commodities. People's discretionary resources are growing, and their lifestyles are becoming busier, so they are progressively shopping for groceries online, where they can personalize their experience and choose platforms that are convenient for them. Previously, they would walk down to the local vendors. After the COVID-19 epidemic, there was a clear shift toward consumers preferring to order their groceries online and have them delivered to their door. Shoppers are increasingly shifting their attention to e-shopping of groceries as a result of the social distance norms because it is not only more accessible but also a safer choice.

Online shopping applications (OSAs) and mobile-based e-commerce applications (i.e., apps) have been a blessing for everybody to endure and support the purchases during the COVID-19 pandemic. This is because these platforms affirm a safe distance and decrease the probability of COVID-19 transmission.

In the context of this article, "e-commerce" refers to a digital integration of information in which sellers exchange goods or services for monetary compensation, including connecting and talking with purchasers thru the Internet as a medium.

The traditional conception of commerce between vendors and customers has been fundamentally disrupted by technological advancements.

When the COVID-19 pandemic first began to spread all over the world, there was a precipitous rise in consumption of health care items as well as other goods, which resulted in a severe shortage of both. (Long and Khoi, 2020) As a result of customers investing additional hours in their houses, there has been a shift in the consuming habits of consumers, including a rise in the demand for takeaway cuisines, appetizers, alcoholic beverages, and cleaning products. The healthcare sector, as well as the pharmaceutical, herbal, and vitamin product manufacturing sectors, are thriving. Customers are purchasing nutritious foods and vitamins to strengthen their immune systems. In addition to this, customers are stockpiling necessities, making panic purchases, and moving to more remote locations. (, 2020 Donthu and Gustafsson). The typical behavior of a customer during times of economic uncertainty is to delay the buying of long-lasting items like autos, apartments, homes, and home appliances, as well as other big-ticket items, in favor of spending money on less necessary but more desirable products or services (Sheth, 2020). Avdiu and Nayyar, (2020) In addition, the desire for consumer goods that are built to last fell even further during earlier recessions. It is possible that shaped demand caused by the COVID-19 pandemic could lead to a significant comeback in trades of durable products, and that customers will return to being in the mood to make purchases before too long. The Economic Crisis led to changes in consumer behavior and attitudes, as well as a general decrease in expenditures and an increase in the purchasing of things that were not considered expensive. (7)

The widespread COVID-19 outbreak has caused customers to alter their shopping habits and avoid going into retail establishments. As a direct result of this, there has been a rise in the number of online sales. The growth in the number of people purchasing food online since the start of the pandemic is the primary topic of discussion in this article. The professionals predict not just a continuation of this increase but also an additional boost in sales in the years to come. Researchers can predict whether or not the growth of internet grocery sales will continue if they use evidence on how individuals react in similar situations. Given this information, it is highly improbable that the claims made by practitioners would be realized. The reliability of our existing information can be evaluated through the use of predictions of this kind. The food store owners and operators in India have been extremely helpful in controlling the pandemic. A significant surge in online buying took place while commercial staff members labored, at times putting their safety at risk, to ensure that the country had enough food to eat. To promote online sales, significant expenditures in technology and employees were required; nevertheless, despite the increase in online sales, Morrison and Sainsbury both acknowledged a decrease in profit due to the additional costs associated with doing business. Consumers would continue to shop online for groceries after COVID-19 if we lived in a society where good deeds were recognized, and grocery stores would see a return on the funds they invested as a result. (8)

## **Literature Review and Theoretical Background**

### **SOR Model**

One of the most well-known models in environmental psychology is the stimulus-organism-response (S-O-R) framework introduced by Mehrabian and Russell (1974). It is a process where a stimulus from the outside environment affects a customer's inner attitude, which then determines whether they will approach or avoid an object (response). As previously indicated, the S-O-R model has been used in numerous research to examine customers' online impulsive purchase behavior.

Recently, researchers have begun to use the S-O-R framework in describing consumer behavior on smartphones. Li, Dong, and Chen (2012) explained the significance that emotions play in how people use m-commerce. The latest study on smartphone apps found that noted the significant influence of Utilitarian factors i.e. Ubiquity, Economic Utility, Status Consumption (stimuli), on Cognitive Attitude and Affective Attitude, i.e. website trust, Perceived Risk, E-Satisfaction, and Perceived Value (organism), and subsequently on Purchase intention i.e. E-Loyalty and Impulsiveness (response).

### **Marketing-related stimuli (S)**

Given the rapidly expanding cellphone audiences, retailers use a variety of tactics to capture their interest. Cellphone payments attract and enable cross-usefulness to its users, regardless of location or time limitation, unlike the other permanent digital devices.

#### **Ubiquity**

In earlier literature, this type of time- and place-sensitive characteristic is known to as ubiquity (Kleijnen, De Ruyter, & Wetzels, 2007). According to studies, ubiquity may be crucial to the success of the online retail sector (Okazaki & Mendez, 2013). Additionally, one of 4 "U" of the ubiquitous commerce (U-commerce) architecture, along with uniqueness, universality, and unison, is ubiquity (Okazaki & Mendez, 2013). Although the idea of ubiquity is frequently discussed across the majority of interfaces, mobile services have recently gotten more attention (Arpaci, 2016). Cell phones were renowned for pervasive customer targeting due to their widespread connectivity. Despite the widespread use of ubiquity in mobile services, only a small number of studies have attempted to recognize its function in larger e-commerce platforms, particularly in m-commerce. Customers' ease of use with m-commerce is made possible by ubiquity, and marketers use personalized delivery methods to provide them with contextual offerings. In marketing, contextual offer refers to giving clients the best product and service information possible depending on their own behavioural mechanisms (Zhou, 2013).

## Status Consumption

Consumption of goods, services, and experiences for the purpose of elevating one's position among one's peers and in society is referred to as "status consumption" (Teah et al., 2015). Individuals with lower incomes who are concerned with their social status are more likely to have a favourable view toward the fake goods. Customers who are concerned with their social standing are likely to purchase goods that prominently display a brand name that is connected to one or more of the product's attributes. Because of this, they are able to establish a certain level of self-identification and affiliation with a particular class (Eastman and Eastman, 2011). On the other hand, consumers who are concerned with their social status seek to make a public exhibition of themselves by talking about the characteristics and advantages of various products and by purchasing those things at reduced costs (Eisend et al., 2017). Consumers have the opportunity to improve their social status at a low cost by purchasing fake goods, which contributes to the proliferation of the fake industry. Therefore, one could say that buyers who are concerned with their social standing are not only concerned with the status reflection that a fake product will give them, but they are also looking to acquire some use out of the cheaper fake product (Davidson et al., 2017).

## Economic Utility

The value of a good or service to consumers is measured by how happy they are after buying it. It is a metric for determining how well one's needs are being met. A product or service's economic utility is measured by how well it satisfies a consumer's wants. Since the maxim of classical economics that customers make their purchases based on their own self-interest in order to maximise their own utility, the idea has gained a lot of traction. This theory proposes that all monetary exchanges are made after careful consideration of the relative benefits of several alternatives. This may seem convincing in theory, but in actuality, there are many different sorts of utility, which means individuals may not be logical in their decisions, but still make decisions based on the maximum utility obtained.

## **E-Satisfaction and Perceived Value as Organism (0)**

### E-Satisfaction

Satisfaction is a psychological mental state that results from having a good experience (R. A. Westbrook). Providing for the wants and needs of one's clientele should be the primary focus of any business. Having direct, personal contact with customers is crucial for any successful business, as stated by [44]. and should regularly assess their motives. E-satisfaction, as described by Anderson and Srinivasan [2] on page 125, is "the degree to which a consumer is pleased with his or her previous purchasing experience with a certain electronic commerce organization." According to their findings, customers who are pleased with an online store's gateway are more likely to act favourably toward that store, both in terms of making a purchase and making repeat purchases.

## Perceived Value

Customers' perceptions of the product's (and service's) quality in relation to its cost are known as perceived value, and it has been found to have a beneficial impact on customer satisfaction levels (Hult, Sharma, Morgeson III, & Zhang, 2019). The consumer's perspective of what they receive compared to what they must sacrifice to purchase goods and services is, in other words, what is meant by perceived value. Consumer experience with online purchasing was found to be strongly influenced by perceived benefits and value (Rose, Clark, Samuel, & Hair, 2012).

As shown by the behavioral model (Fishbein & Ajzen, 1975), cognition has a considerable impact on emotion. Customers' service views and value judgments are tightly linked as noted by Helkkula and Kelleher (2010). Marketing research has suggested that value is an important factor in determining how consumers will react in the future, which supports the idea that value constructs can be living things.

## **E-Loyalty and impulsiveness as Response (R)**

### E-Loyalty

Customer loyalty has been defined by [52] p. 233, "a deeply held commitment to rebuy or repatronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behaviour." The author also believed that satisfaction is a very essential precursor of loyalty. E-loyalty, as defined by Anderson and Srinivasan [2], is "the customer's favourable attitude toward an electronic business resulting in repeat buying behavior." According to [54], the information provided on an online store's website has a strong positive effect on customer loyalty. Consumers' e-satisfaction has been shown to be related to factors such as website quality, website dependability, shopping value, and customer service [11]. They also observed that e-satisfaction had a strong positive impact on consumer loyalty. Chiu et al. [15] used the technology acceptance model to look at why people keep coming back to online stores. The authors found that justice factors significantly affected trust, which in turn affected their overall level of satisfaction. Customers' happiness as a result is a powerful indicator of their continued devotion.

### Impulsiveness

Our investigation also centres on the concept of impulsiveness. The authors Liu et al. (2013) describe impulsive behaviour as a "psychological organism" that actively seeks a reaction. According to one definition, impulsiveness is "both the inclinations (1) to experience spontaneous and sudden wants to make on-the-spot purchase and (2) to act on these perceived drives with very little (conscious) consideration or judgement of consequences" (Beatty & Ferrell, 1998, 174). "a consumer predisposition to buy spontaneously, non-reflectively, quickly, and reaction kinetics" is the definition of impulsiveness (Rook & Fisher, 1995, 306).

The concept of impulsiveness has been the subject of a great deal of research, both in traditional academic settings and online (e.g., Floh & Madlberger, 2013; Liu et al., 2013; Prashar, Parsad, & Vijay, 2017). However, research on the effects of impulse buying when mobile shopping (m-shopping) is still in its early stages and sparse.

**Objective:**

**Reliability and Validity of Questionnaire**

Correlation matrix reflecting the data collected on two different dates from the same set of 39 respondents.

**1. Test Retest Reliability**

		Correlations					
		UB1Day_1	UB2Day_1	UB3Day_1	UB1Day_2	UB2Day_2	UB3Day_2
UB1Day_1	Pearson Correlation	1	0.302	-0.031	.866**	0.301	0.073
	Sig. (2-tailed)		0.061	0.85	0	0.062	0.659
UB2Day_1	Pearson Correlation	0.302	1	.470**	.431**	.864**	.619**
	Sig. (2-tailed)	0.061		0.003	0.006	0	0
UB3Day_1	Pearson Correlation	-0.031	.470**	1	0.09	.577**	.876**
	Sig. (2-tailed)	0.85	0.003		0.585	0	0
UB1Day_2	Pearson Correlation	.866**	.431**	0.09	1	.506**	0.263
	Sig. (2-tailed)	0	0.006	0.585		0.001	0.106
UB2Day_2	Pearson Correlation	0.301	.864**	.577**	.506**	1	.698**
	Sig. (2-tailed)	0.062	0	0	0.001		0
UB3Day_2	Pearson Correlation	0.073	.619**	.876**	0.263	.698**	1
	Sig. (2-tailed)	0.659	0	0	0.106	0	

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Correlations							
		EU1Day_1	EU2Day_1	EU3Day_1	EU1Day_2	EU2Day_2	EU3Day_2
EU1Day_1	Pearson Correlation	1	.614**	.680**	.938**	.696**	.612**
	Sig. (2-tailed)		0	0	0	0	0
EU2Day_1	Pearson Correlation	.614**	1	.668**	.597**	.787**	.711**
	Sig. (2-tailed)	0		0	0	0	0

EU3Day_1	Pearson Correlation	.680**	.668**	1	.679**	.698**	.782**
	Sig. (2-tailed)	0	0		0	0	0
EU1Day_2	Pearson Correlation	.938**	.597**	.679**	1	.758**	.666**
	Sig. (2-tailed)	0	0	0		0	0
EU2Day_2	Pearson Correlation	.696**	.787**	.698**	.758**	1	.703**
	Sig. (2-tailed)	0	0	0	0		0
EU3Day_2	Pearson Correlation	.612**	.711**	.782**	.666**	.703**	1
	Sig. (2-tailed)	0	0	0	0	0	
**. Correlation is significant at the 0.01 level (2-tailed).							

Similarly the test retest reliability is established for other variables i.e., Status consumption Perceived Value, E-Satisfaction, E-Loyalty, Impulsiveness

## Validity

### 1. Content Validity

$$CVR = \frac{N_e - (N/2)}{N/2}$$

$$N/2$$

CVR= Content Validity Ratio

$N_e$  = number of experts who declare an item of importance

$N$  = The total number of experts Table

TABLE 1 : MINIMUM VALUE OF CVR, P = .05, SOURCE: (LAWSHE, 1975)

No. of Panellists	Minimum Value
5	.99
6	.99
7	.99
8	.75
9	.78
10	.62
11	.59
12	.56
13	.54
14	.51
15	.49
20	.42
25	.37
30	.33
35	.31
40	.29

Item	Question	Judge 1	Judge 2	Judge 3	Judge 4	Judge 5	Judge 6	Judge 7	Judge 8	Judge 9	Judge 10	Total Count 1	(CVR)
UB1		1		1	1		1	1		1	1	7	0.75
UB2		1		1	1		1	1	1	1		7	0.75
UB3		1	1	1	1	1	1	1	1	1		9	1.25
EU1			1		1	1		1	1	1	1	7	0.75
EU2		1	1	1	1		1	1		1	1	8	1
EU3		1	1	1		1	1	1	1	1	1	9	1.25
SC1		1		1	1	1		1	1	1	1	8	1
SC2		1		1	1		1	1	1		1	7	0.75
SC3		1	1		1	1	1	1		1	1	8	1
ES1		1	1	1	1	1	1	1		1	1	9	1.25
ES2		1		1		1		1	1	1	1	7	0.75
ES3		1	1	1	1	1	1	1	1			8	1
PV1		1	1		1		1	1	1	1	1	8	1
PV2		1	1	1	1	1		1		1	1	8	1
PV3		1	1		1		1	1	1	1	1	8	1
WT1		1	1		1	1			1	1	1	7	0.75
WT2		1	1	1	1		1	1	1	1	1	9	1.25

WT3		1	1		1	1	1		1	1	1	8	1
PR1		1	1	1	1	1		1		1	1	8	1
PR2		1				1	1	1	1	1	1	7	0.75
PR3		1	1	1	1	1	1		1	1	1	9	1.25
EL1		1	1			1	1	1		1	1	7	0.75
EL2		1		1	1	1		1	1	1	1	8	1
EL3		1	1	1	1	1	1	1	1		1	9	1.25
I1		1	1	1	1		1		1		1	7	0.75
I2		1	1	1	1			1	1	1	1	8	1
I3		1	1	1	1	1	1				1	7	0.75

## 2. Construct Validity: Convergent & Discriminant Validity

Correlations<sup>a</sup>

		UB1	UB2	UB3	EU1
UB1	Pearson Correlation	1	.623**	.770**	.273
	Sig. (2-tailed)		.000	.000	.145
UB2	Pearson Correlation	.623**	1	.319	-.056
	Sig. (2-tailed)	.000		.086	.770
UB3	Pearson Correlation	.770**	.319	1	.414
	Sig. (2-tailed)	.000	.086		.023
EU1	Pearson Correlation	.273	-.056	.414	1
	Sig. (2-tailed)	.145	.770	.023	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. Listwise N=30

Correlations<sup>a</sup>

		SC1	SC2	SC3	ES1
SC1	Pearson Correlation	1	.711**	.607**	-.037
	Sig. (2-tailed)		.000	.000	.846
SC2	Pearson Correlation	.711**	1	.380*	.045
	Sig. (2-tailed)	.000		.038	.814
SC3	Pearson Correlation	.607**	.380*	1	.092
	Sig. (2-tailed)	.000	.038		.628

ES1	Pearson Correlation				
		-.037	.045	.092	1
	Sig. (2-tailed)	.846	.814	.628	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

**Correlations<sup>a</sup>**

		ES1	ES2	ES3	PV1
ES1	Pearson Correlation	1	.669**	.710**	-.416*
	Sig. (2-tailed)		.000	.000	.022
ES2	Pearson Correlation	.669**	1	.465**	-.482**
	Sig. (2-tailed)	.000		.010	.007
ES3	Pearson Correlation	.710**	.465**	1	-.316
	Sig. (2-tailed)	.000	.010		.089
PV1	Pearson Correlation	-.416*	-.482**	-.316	1
	Sig. (2-tailed)	.022	.007	.089	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. Listwise N=30

**Correlations<sup>a</sup>**

	PV1	PV2	PV3	EL1
PV1 Pearson Correlation	1	.737**	.782**	-.134
Sig. (2-tailed)		.000	.000	.479
PV2 Pearson Correlation	.737**	1	.506**	.156
Sig. (2-tailed)	.000		.004	.410
PV3 Pearson Correlation	.782**	.506**	1	-.075
Sig. (2-tailed)	.000	.004		.695

EL1 Pearson Correlation				1
Sig. (2-tailed)				

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### Correlations<sup>a</sup>

		EL1	EL2	EL3	I1
EL1	Pearson Correlation	1	.681**	.711**	-.047
	Sig. (2-tailed)		.000	.000	.807
EL2	Pearson Correlation	.681**	1	.406*	.070
	Sig. (2-tailed)	.000		.026	.714
EL3	Pearson Correlation	.711**	.406*	1	-.043
	Sig. (2-tailed)	.000	.026		.822
I1	Pearson Correlation	-.047	.070	-.043	1
	Sig. (2-tailed)	.807	.714	.822	

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

a. Listwise N=30

## Data Analysis and Interpretation:

### Introduction

1. The analysis involves two dependent variables so Structural Equation Modelling is used.
2. SEM is carried out using Python. (Anexure: Python Programme for SEM)
3. Model have been developed.

### Analysis:

```
SolverResult(fun=7.684039518913359, success=True, n_it=252, x=array([ 3.55378594e+01,  5.88831420e+01,  1.16103366e+00,  1.20058949e+00,
  7.89287164e-01,  7.38616546e-01,  5.13198275e+01,  4.75331418e+01,
  6.43959901e-01,  1.07181436e+00,  6.83971944e-01,  6.53200405e-01,
  1.15496716e+00,  8.55146803e-01, -1.10895628e+00,  7.16015003e-01,
 -6.12436095e+01,  1.53702112e-04,  4.34211905e-05, -2.12612801e-02,
  1.05510572e-02, -1.27414015e-03,  2.08970388e-04,  1.02940986e-01,
  5.59715610e-09,  2.94201937e-03,  1.49790872e-01,  1.30132134e-01,
  1.38612344e-01,  1.37286930e-01,  3.99288198e-01,  1.74576029e-01,
  3.93559345e-01,  5.72704416e-01,  2.14856780e-02,  2.08668763e-01,
  2.42073437e-01,  2.34786104e-01,  1.84832712e-01,  3.01102067e-03,
  2.23533442e-01,  1.44477160e+00,  9.22580775e-06,  9.40567416e-02,
  3.99801825e-01,  4.51111042e-01,  3.00381426e-01,  1.42770625e-01,
  2.13525011e-01,  3.50370663e-01,  4.71624101e-01,  1.07002797e-03,
  1.51775716e-02, -3.60744754e+01]), message='Optimization terminated successfully', name_method='SLSQP', name_obj='MLW')
```

lval	op	rval	Estimate	Std. Err	z-value	p-value
Ubiquity	~	Utilitarian	1	-	-	-
Economic_Utility	~	Utilitarian	0.755147	0.297397	2.5391884	0.011111
Status_Consumption	~	Utilitarian	1.217956	0.491056	2.4802792	0.013113
E_Satisfaction	~	Affective_Attitude	1	-	-	-
Percieved_Value	~	Affective_Attitude	1.154967	0.040123	28.785443	0
E_Loyalty	~	Purchase_intention	1	-	-	-
Impulsiveness	~	Purchase_intention	61.24361	21.98452	2.7857606	0.005344
Utilitarian	~	Affective_Attitude	0.015178	0.007627	1.9900069	0.046613
Affective_Attitude	~	Purchase_intention	36.07448	15.19207	2.37E+00	0.0176
UB1	~	Ubiquity	1	-	-	-
UB2	~	Ubiquity	35.53786	14.27281	2.4899746	0.01286
UB3	~	Ubiquity	58.88314	23.64785	2.4900736	0.01288
EU1	~	Economic_Utility	1	-	-	-
EU2	~	Economic_Utility	1.161034	0.035846	32.389478	0
EU3	~	Economic_Utility	1.200589	0.031992	37.527744	0
SC1	~	Status_Consumption	1	-	-	-
SC2	~	Status_Consumption	0.789287	0.038716	20.386605	0
SC3	~	Status_Consumption	0.738617	0.049866	14.811962	0
ES1	~	E_Satisfaction	1	-	-	-
ES2	~	E_Satisfaction	0.64396	0.030318	21.239851	0
ES3	~	E_Satisfaction	1.071814	0.043122	24.855185	0
PV1	~	Percieved_Value	1	-	-	-
PV2	~	Percieved_Value	0.683972	0.020137	33.965239	0
PV3	~	Percieved_Value	0.6532	0.022855	28.580221	0
EL1	~	E_Loyalty	1	-	-	-
EL2	~	E_Loyalty	0.855147	0.397397	2.15187	0.031408
EL3	~	E_Loyalty	1.108956	0.502056	2.2088308	0.027186
I1	~	Impulsiveness	1	-	-	-
I2	~	Impulsiveness	0.716015	0.018089	39.583603	0

EL3	~	E_Loyalty	-1.10896	0.502056	-2.20883	0.027186
I1	~	Impulsiveness	1	-	-	-
I2	~	Impulsiveness	0.716015	0.018089	39.5836	0
Ubiquity	~~	Economic_Utility	0.000154	6625.165	2.32E-08	1
Ubiquity	~~	Ubiquity	4.34E-05	129.0956	3.36E-07	1
Economic_Utility	~~	Status_Consumption	-0.02126	314914.9	-6.75E-08	1
Economic_Utility	~~	Economic_Utility	0.010551	340002.3	3.10E-08	1
Status_Consumption	~~	Ubiquity	-0.00127	6136.32	-2.08E-07	1
Status_Consumption	~~	Status_Consumption	0.000209	291678.6	7.16E-10	1
E_Satisfaction	~~	Percieved_Value	0.102941	0.016819	6.120644	9.32E-10
E_Satisfaction	~~	E_Satisfaction	5.60E-09	0.016278	3.44E-07	1
E_Loyalty	~~	Impulsiveness	0.002942	16905.74	1.74E-07	1
E_Loyalty	~~	E_Loyalty	0.149791	276.0408	0.000543	0.999567
Affective_Attitude	~~	Affective_Attitude	0.021486	359230.6	5.98E-08	1
Percieved_Value	~~	Percieved_Value	0.184833	0.028984	6.377005	1.81E-10
Impulsiveness	~~	Impulsiveness	0.003011	1035368	2.91E-09	1
Utiliterian	~~	Utiliterian	9.23E-06	129.0956	7.15E-08	1
Purchase_intention	~~	Purchase_intention	0.00107	276.0408	3.88E-06	0.999997
EU3	~~	EU3	0.130132	0.013902	9.360516	0
SC1	~~	SC1	0.138612	0.017114	8.099336	4.44E-16
UB3	~~	UB3	0.137287	0.03287	4.176654	2.96E-05
I1	~~	I1	0.399288	0.044302	9.01291	0
I2	~~	I2	0.174576	0.02098	8.320896	0
EL1	~~	EL1	0.393559	0.079602	4.94407	7.65E-07
EL2	~~	EL2	0.572704	0.071002	8.065994	6.66E-16
EU2	~~	EU2	0.208669	0.019593	10.64993	0
SC2	~~	SC2	0.242073	0.02157	11.2225	0
ES2	~~	ES2	0.234786	0.01926	12.19049	0
PV3	~~	PV3	0.223533	0.020381	10.96783	0
EL3	~~	EL3	1.444772	0.14858	9.723835	0
EU1	~~	EU1	0.094057	0.009911	9.490108	0
ES1	~~	ES1	0.399802	0.033804	11.82721	0
UB1	~~	UB1	0.451111	0.036713	12.28764	0
UB2	~~	UB2	0.300381	0.026914	11.16061	0
PV2	~~	PV2	0.142771	0.01437	9.935616	0
PV1	~~	PV1	0.213525	0.024344	8.771253	0
ES3	~~	ES3	0.350371	0.030845	11.35908	0
SC3	~~	SC3	0.471624	0.039712	11.87599	0

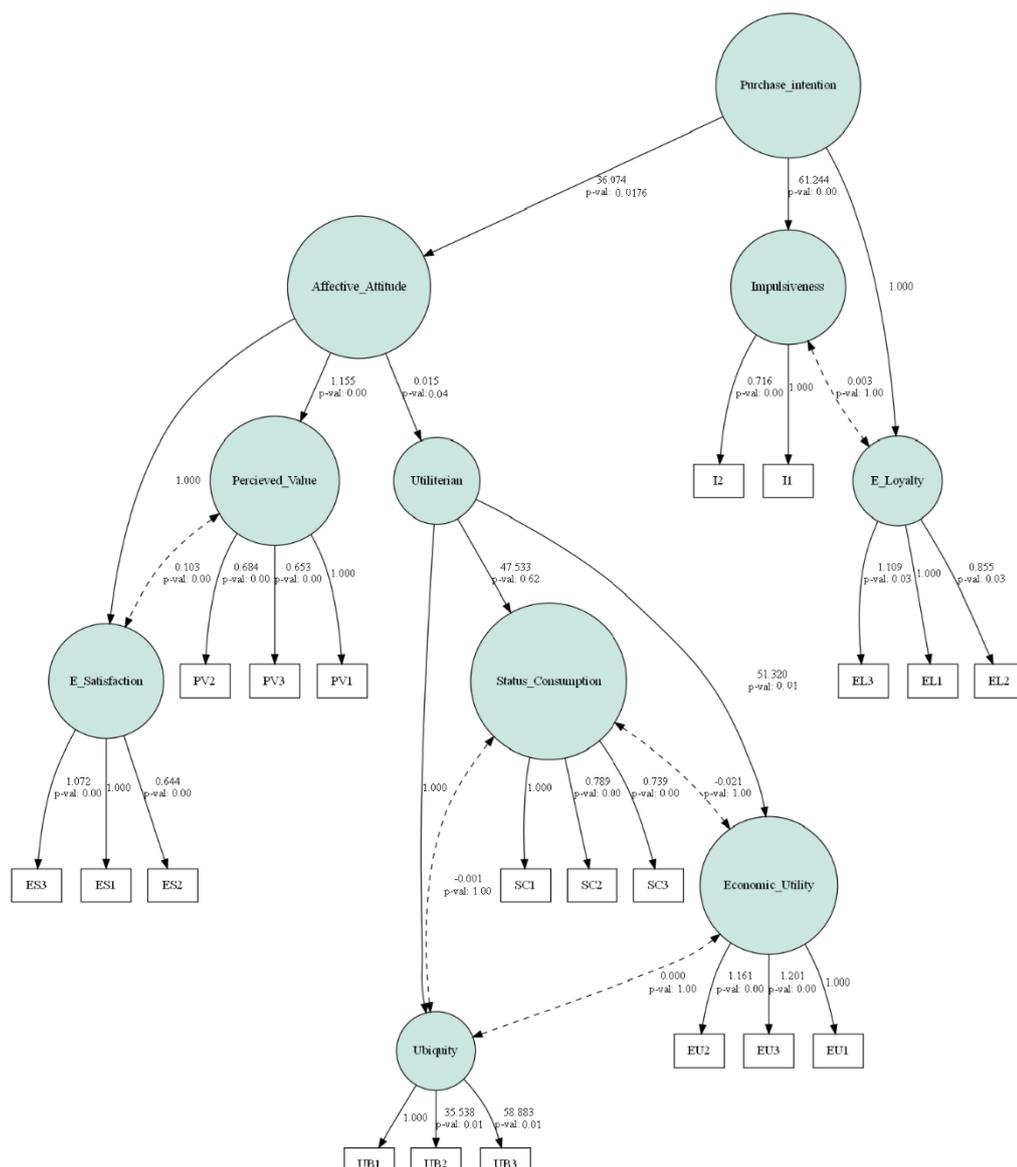
Alternative Hypothesis:

Ha1: There is a significant association between Hedonic and Cognitive Attitude.

Ha2: There is a significant association between Cognitive Attitude and Purchase Intention.

**Structural Model Evaluation:**

Diagram



There is a significant association between Purchase Intention & Affective Attitude ( $p < 0.05$ ) there by supporting  $H_{a1}$  and the association between Affective Attitude & Utilitarian is significant ( $p < 0.05$ )

Amongst the three constructs, Purchase Intention and Affective Attitude are significantly associated with its latent constructs ( $p\text{-value} < 0.05$ ) Thus, Purchase Intention is measured by E-loyalty and Impulsiveness. Similarly, Affective Attitude is measured by perceived value and E-satisfaction ( $p\text{-value} < 0.00$ ) and Utilitarian is measured by its latent constructs since  $p\text{-value} > 0.05$ .

**Conclusion:**

The modified S-O-R model was used in this study to explore the key factors that influence consumers' decisions to buy groceries (S), their attitudes about those purchases (O), and their behavioural intents to acquire grocery products (R). The study's findings demonstrated the modified S-O-R model's rigour in predicting purchase intentions and the predominant role of cognitive attitude in comparison to utilitarian attitude. Affective and utilitarian drivers are the precursors of attitudes, which in return affect intent to spend money on grocery items, pursuant to

the realistic research on the consumers of grocery products. The utilitarian and attitude-based theoretical approaches help us comprehend how consumers choose their food goods.

Based on a sample of 301 mobile shopping users in India, According to the study, perceived value positively influences e-shoppers' positive experiences and attitudes, whereas impulsiveness and e-loyalty serve as barriers to frequent app purchases. Additionally, the empirical results demonstrating the moderating function of affective attitude in the model may lead m-retailers to enhance their value perception with older mobile buyers while encouraging impulsiveness in the younger ones. Academics and practitioners alike are interested in discovering cutting-edge solutions to improve future e-shoppers' pleasant experiences in light of the research's rich findings and conversations that have followed.

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