

CONTINUOUS INTENTION TO USE OF ONLINE GROCERY SHOPPING POST COVID-19 PANDEMIC

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ABSTRACT

Online grocery shopping has become a recent fad and has had incredible consideration during the pandemic. Measuring online service quality plays a significant role in the market's future growth. The purpose of the study was to know how satisfied the customer is with the online grocery shopping websites during the pandemic. The research is based on primary data. An organized questionnaire was prepared to measure the five variables: perceived control, service convenience, customer service, service fulfilment, and continuous intent to use. The data obtained were analysed using the E-selfqual scale and confirmatory factor data analysis technique. The study has given an overview of the satisfaction and preference of the customers towards the online grocery websites and has also analyzed the connection between the different components influencing the online shopping for groceries to shop ceaselessly. Further, this can be used by the e-retail sector to enhance its customer service. This study has a few other viable ramifications for exploration and business practice.

Keywords: Online grocery shopping, service convenience, service fulfilment, continuous intention, pandemic.

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INTRODUCTION

India is among the few countries that maintained its retail sales growth even during the COVID-19 pandemic (Research, 2020). The sudden outburst of Novel Coronavirus – COVID-19 augmented the challenges of social distancing, contactless delivery, and digital payments (Zhao & Bacao, 2020). On the positive side, the growth of electronic retailing has been phenomenal (Singh & Söderlund, 2020). With government-imposed restrictions and lockdowns, the electronic retail stores provided a convenient shopping venue for consumers without the fear of contracting viruses while shopping. Online grocery shopping comes with additional challenges due to its perishability. Additionally, online retailers face the challenge of logistics and supply chain to maintain the quality and freshness of the groceries until they are delivered (Mortimer et al., 2016).

Online grocery platforms are gaining acceptance among Indian consumers owing to the growing awareness of the convenience that comes with electronic retailing (Pei et al., 2014). Digitization and improving internet access have fuelled the growth of e-commerce in India, changing the retail landscape (Ahmad & Khan, 2017). Many online retail stores have emerged in the recent past. Prominent online retail stores in India are Amazon Fresh, Bigbasket DMart, Dunzo, Easyday, Flipkart Grocery Store, Godrej Nature's Basket, Grofers, JioMart, Spencer's Retail, Swiggy, Zomato. Online grocery stores are introducing express delivery for groceries to improve user convenience. Subscription-based and on-demand delivery are the two popular business models used by online retail (Kumar & Dash, 2015)

For a long time, the Indian grocery market was dominated by unorganized Kirana stores. Urbanization and online purchase paved the way for the growth of the Indian online grocery market (Nair, 2018), which is now accelerated by the recent

pandemic. Nevertheless, Kirana stores continue to dominate the Indian retail industry partnering aggressively with digital payment partners post demonetization in 2018 (Research, 2020). The Needs and preferences of online grocery consumers are different from that of other online retail consumers (Chandrasekhar et al., 2019). The expectation about the quality and service of grocery applications also differs among different consumers (Singh & Söderlund, 2020).

The surge in consumers shopping from online grocery applications can be mainly attributed to the pandemic. It is uncertain at this point, if the consumers would go back to their traditional Kirana mode of grocery shopping or continue using online grocery applications once the lockdown restrictions and pandemic situation normalize. Therefore, retailers must survey the factors determining the continuous intention to use post-pandemic online grocery shopping applications. The current study attempts to influence user perceptions and continuance intention to use online grocery consumers.

Online Grocery Shopping

Advanced technology, evolving internet usage habits of Indian consumers, and added convenience of online grocery shopping has grown exponentially (Singh & Söderlund, 2020). The highest share of the organized retail market in India is held by food and grocery stores, with around 65% in the fiscal year 2019 (Research, 2020). This is followed by clothing, footwear, consumer goods, and information technology ranked third in the same year, beauty and personal care made up only about two percent. In 2020 the Indian online grocery market held the value of US\$ 3.02 Billion in 2020. By 2026 the International Market Analysis Research and Consulting Group (IMARC) expects a growth of 29% at a Compound annual growth rate (CAGR). Grocery retail in India accounted for up to 65 percent of India's retail. The coronavirus (COVID-19) pandemic in 2020 gave e-grocers a new perspective and boom in the market (Department, 2022).

Perceived Control

Perceived control is consumers' belief about a place, people, feelings, or activity, influencing or controlling their behaviour. In e-commerce, perceived control is shown to have a positive influence on consumers' attitudes and buying behaviour (Koufaris & Hampton-Sosa, 2002). According to (Averill, 1973), control has three dimensions: behavioural, decision, and cognitive. Amongst all the dimensions, cognitive control is very significant for the study as it is a decision made in response to an external stimulus or a situation (Annaraud & Berezina, 2020). An individual predicts the consequences and makes necessary changes in their behaviour which decreases their perception of risk and uncertainty (Ding et al., 2011; Li et al., 2018). Research has also demonstrated that consumers seek control during consumption, and when they sense limited control choose "lucky products" (de Bellis & Venkataramani Johar, 2020). Perceived cognitive control in the e-commerce context refers to customers' perceptions and attitudes towards the whole process of online shopping. The recent study apprehends the impact of perceived control on continuance purpose to use online grocery purchase applications

Service Convenience

Service convenience is the ease at which the flow of online transactions is facilitated (Shi et al., 2018). Service convenience is a crucial dimension of continuous intention to utilize as it affects the e-quality of service generated by delivering raised service efficiency (Ding et al., 2011). Consumers use e-commerce applications to benefit from accessing products and services that are not available in their locality but are easily accessible online (Madureira et al., 2020). Service Convenience impacts customer delight via service quality and righteousness (Khan & Khan, 2018). When a customer is satisfied at a greater

level, they have been offered better service convenience. The whole procedure consists of different stages, such as a transaction process that consists of information, agreement, fulfilment, and after-sale; a service process consists of duration and measure needs to perceive in each stage that they will eventually help in evaluating overall convenience (Ding et al., 2011). The current study aims to influence the service convenience on online grocery shopping and its applications on the continuance intention of its usage.

Customer Service

(Kassim & Asiah Abdullah, 2010) uncovered that customer service quality perception affects satisfaction, influencing customers' future purchase intent. Considering the pandemic, we can all witness an inspiring evolution in e-retailing and dealers' steps to tempt their customers. Online retail sales have increased from 16% to 19% in 2020, according to estimates from the UN Conference on Trade and Development (UNCTAD) (Reuters, 2021). Customer service should be a procedure that can be accessed easily rather than frustrating the customer by burdening them by doing all the work. When customers do not acquire enough information from a website, they usually turn to customer support. Effective customer service enables the reduction of perceived threats (Yang et al., 2015) by raising the preference to shop online (Pei et al., 2014). Online grocery applications should support a few tasks on online purchases, also letting their customer relax by providing satisfactory customer services. Customers usually value excellent services in response to their inconveniences while shopping online (Ding et al., 2011). This study aims at customer services as a crucial dimension of online self-quality, estimated by the reassurance of sincerity while unravelling problems and responsiveness.

Service Fulfilment

Service fulfilment is usually directed to the correct product attributes, detailed presentation, and description that enable the customer to obtain what they have ordered through delivering the exemplary service within the given time (Ding et al., 2011). The satisfaction of customers' expectations will significantly impact future behaviour, such as repeat purchases at the same store and referrals to new purchasers (Kusdibyo & Februadi, 2019). Customer trust is highly influenced by fulfilment. A consumer who has an adverse incident with previous order delivered will have less faith in shopping online and will be considerably more inclined to purchase from different sellers for future dealings. As a result, online suppliers should pay special attention to three aspects of order fulfilment: order timeliness, order correctness, and order condition (Chiu et al., 2009). This study evaluates service fulfilment as a critical measurement, i.e., based on online self-service quality that relies on the delivery, item presentation, evaluation, and pricing of the grocery, comparing it with offline grocery retailer services and pricing.

Customer Satisfaction

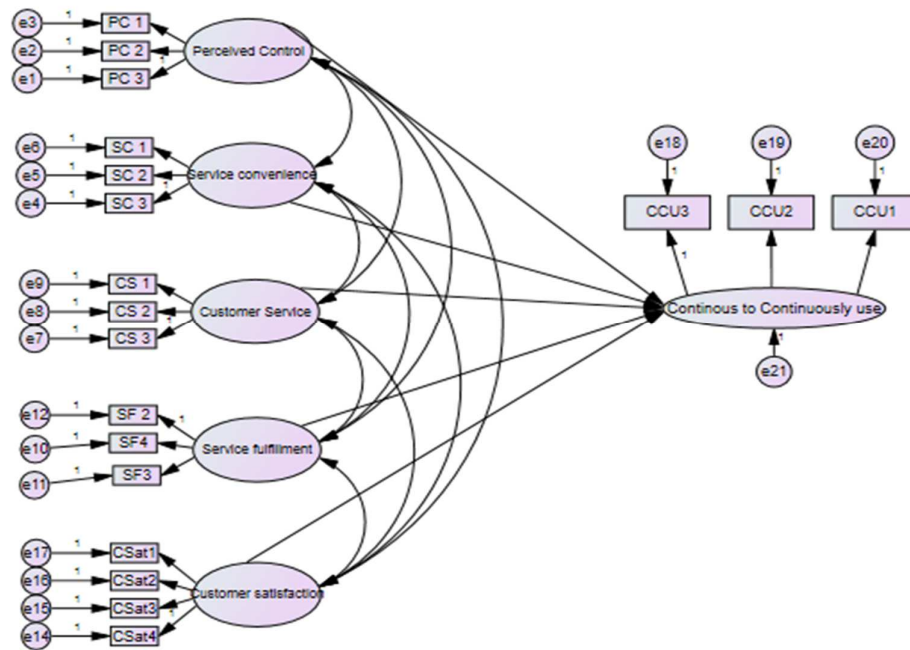
Customer satisfaction with online shoppers plays a vital part in customer retention and acquisition. It is widely acknowledged as a significant factor in determining consumers' future purchase intentions. Consumer satisfaction with different service qualities linked to order procurement and fulfilment, impacts overall customer happiness with e-retailers (You et al., 2016). *Consumer satisfaction* is a strong reaction that can be impacted by service performance and sentiments experienced before. Satisfaction can be viewed as subjectively unique reactions that lead to various social responses. Thus, service performance and fulfilment can be interpreted as various degrees of response (Liljander et al., 2002).

The perceived quality and customer loyalty maintain customer satisfaction. Service fulfilment is another significant construct linked to customer satisfaction from the points mentioned above. Service being fulfilled to the customers based on their products ordered from the particular grocery online shopping app/website is a central feature that customers get satisfied after receiving the product, and using the app gives a clear picture of the customer's satisfaction level. In this paper, customer satisfaction plays a crucial role as the data collected is based on customers' shopping for their groceries online. The analysis further will explain the perspective and satisfaction level attained while purchasing online. This study will also further help online grocery stores improve their performance level and grow better.

Intend to Continuously Use Grocery Delivery Apps

Intending to continuously use one particular grocery delivery app over grocery retail shops depends on the situation and satisfaction level that a consumer gains to sustain on the platform. It depends on the opportunity grabbed by a consumer while ordering groceries online and the intention behind it. Researchers and practitioners are particularly interested in grocery users. They intend to use online grocery payment because financial organizations, arbitrators, and payment service providers can gain an advantage immensely from recognizing the key factors influencing online grocery shopping users' intentions (Lu et al., 2005). The technology acceptance model (TAM) is a well-known concept explaining how people adopt new technologies. The TAM states that system usage behaviour is determined by using a specific system. The theory of planned behaviours (TPB) argues that an individual's behaviour can be described by behavioural intention, which is impacted by attitude, personal norms, and perceived behavioural control (Luarn & Lin, 2005). Furthermore, the above various constructs used clearly states that they affect the intention in

multiple ways. Thus, we can see that several factors determine buying a product or using a particular app.



METHODOLOGY

A quantitative research method was adopted, and a questionnaire was developed based on previous research done by (Ding et al., 2011). E-SELFQUAL is the measurement scale used, and there is much previous research that has been done using the same scale, even in the Indian context (Ahmad & Khan, 2017). E-selfqual (Ding et al., 2011) scale has been adopted as it includes understanding the relationship between the customer and the online service quality covering a wide range of other aspects in online service quality, as particularly online grocery shopping is taken into consideration in our discussion it becomes essential to measure the online service provided and customer expectation as the grocery are perishable in nature, which becomes a challenge to the online grocery application. The questionnaire was self-administered and consisted of 2 sections. First included questions like respondent's name, email-id, age, level of

education, marital status, monthly income, and monthly online grocery shopping usage. The second section included questions asking the respondents to recall their recent online grocery shopping experience and evaluate the experience regarding the following variables. First, measuring perceived control (Ding et al., 2011) in which the steps, duration, and the information available to the consumer regarding the online grocery app (OGA) were questioned. Second, service convenience (Ding et al., 2011) under which the convenience of registering, updating the order, and changing the items was grouped. Third, customer service (Ding et al., 2011) was included under this easy access, interest, and responsiveness. Fourth is about service fulfilment (Ding et al., 2011). Here, the delivery, actual value, and accuracy were measured. The fifth value is customer satisfaction (Ding et al., 2011) in which the purchase decision and the purchasing experience were measured. Lastly, the intent to continuously use (Lu et al., 2005) online grocery applications are measured regarding the continuity of the app's usage further.

All the respondents were given a five-point Likert scale with strongly agree to disagree by employing the above-discussed variables. These variables were utilized to measure the online service quality delivered by online grocery applications according to E-selfqual measurement.

Demographics

Of the 106 respondents collected by circulating the structured questionnaire, the male respondents were 55.7%, and the females were 43.4%. Among all the selected age groups, the age group between 21-30 is 69.8%, followed by other age groups. The majority of the respondents (74.7%) used nearly 1 to 2 times, 3-4 times was (15.1), above 5 times consisted of (10.4%) the online grocery shopping, in terms of education maximum respondents were postgraduate and graduate. The most elevated level of respondents in terms of their monthly income was from less than 10000 (28.3%) group of income, the more significant

part fell under less than Rs 20,000 (18.9%), and Rs 20,000 or more (52.9%) monthly income, maximum part of respondents under the review were unmarried, that was (74.5%).

Table 1: Results of Respondents

DEMOGRAPHIC TABLE					
GENDER			INCOME LEVEL		
Male	59	55.7	less than 10000	30	28.3
Female	46	43.4	10000 to 19000	20	18.9
			20000 to 29000	16	15.1
			30000 to 39000	14	13.2
AGE			40000 to 49000	9	8.5
18-20	9	7.5	50000 to 59000	6	5.7
21-30	74	69.8	60000 and more	11	10.4
31-40	8	7.5			
41-50	7	6.6			
51-60	9	8.5	MONTHLY USAGE		
			1-2 times	79	74.7
MARITAL STATUS			3-4 times	16	15.1
Unmarried	79	74.5	5-6 times	6	5.7
Married	27	25.5	9 & more	5	4.7

Validity and Measurement:

The internal and external consistency of the data was validated by confirmatory factor analysis (CFA). Cronbach's α coefficients ranging from 0.819 to 0.890 (Nunnally, 1978) were used to support the internal consistency among the measures constructed. According to Table 2, the goodness of fit indices ($\chi^2/df = 2.148$, CFI = 0.909, IFI = 0.911, TLI = 0.883, RMSEA = 0.105) (Anderson and Gerbing, 1988) of CFA showed satisfactory results for the test. (Fornell and Larcker, 1981), all factor loadings (greater than 0.70), average variance extracted (AVE) (greater than 0.50), and composite construct reliability (CCR) (greater than 0.70) are acceptable. Hence, the convergent validity and reliability of the study constructs were supported. The AVEs square root also supported the above criteria ranged between 0.610 to 0.729, greater than the correlation coefficients

among the constructs. Thus, discriminant validity of the constructs was supported (Fornell and Larcker, 1981) (Refer table 2,3)

Table 2: Results of confirmatory factor analysis.

		Factor Loading	CCR	CRONBACH'S	AVE
Perceived control			0.823	0.833	0.610
PC1	I know what to expect in the steps ahead.	0.783			
PC2	I am aware of the time required to complete the transaction.	0.802			
PC3	I am aware of the information that will be offered on each page.	0.807			
Service convenience			0.84	0.839	0.636
SC1	Registration convenience	0.814			
SC2	Changing the contents of the shopping cart	0.73			
SC3	To make a change to my order	0.852			
Customer Service			0.842	0.890	0.640
CS1	Easy access to customer service	0.769			
CS2	A genuine desire to solve problems	0.827			
CS3	Responsive	0.955			
Service fulfilment			0.889	0.819	0.729
SF2	The order delivered on time and in proper condition	0.76			
SF3	The actual cost represents the genuine worth of the item.	0.694			
SF4	On the website, the product is accurately presented	0.878			
Customer Satisfaction			0.892	0.886	0.675
CSat1	It was the good decision to make a buy on the website	0.703			
CSat2	I had a great time shopping in site	0.887			
CSat3	It was a good decision for me to acquire from this website	0.878			
CSat4	I am happy with my purchase from this website	0.806			

Notes: $\chi^2 = 201.912$ df = 2.148 ($p < 0.05$), CFI = 0.909, GFI = 0.821, TLI = 0.883, RMSEA = 0.105; CCR = composite construct reliability; AVE = average variance extracted.

DISCUSSION

As we have witnessed in recent years, daily online grocery sites such as big basket, easy day, amazon fresh, and others have emerged as popular online grocery shopping platforms and have received maximum interest for researchers. With the rise in competition on e-commerce platforms and especially in the pandemic, people have started relying a lot on these sites (Cho, 2017). This study takes a few aspects of customer satisfaction high preference followed by customer service, perceived control, service convenience, and service fulfillment. Impacting the intention of how often the customers will be using that website based on their level of satisfaction. As per the test conducted and explained in this paper, our first factor, perceived control, explains when a customer gets an opportunity to have control. Through his/her necessary psychological behaviour, he/she can make the changes and ease its' process of ordering online, which decreases their perception of risk and uncertainty (Li et al., 2018). Our second factor is service convenience, where the flow of online transactions can be facilitated and improve the efficiency level of the service rendered. This can be seen in our test results showing how convinced the customer is in shopping online from the first step to the final step (Shi et al., 2018). Our third factor is customer service, where online grocery applications should support a few tasks on online purchases, letting their customer relax by providing satisfactory customer services (Ding et al., 2011).

Thus, if a customer is satisfied with the service provided by the e-retailers, their response towards online shopping increases. Our fourth-factor service fulfillment is the satisfaction of customers' expectations that significantly impacts future behaviour, such as repeat purchases at the same store and referrals to new purchasers (Kusdibyo & Februadi, 2019). Our fifth factor is our final and the most crucial factor on which our whole paper depends and that is customer satisfaction. The analysis explains the perspective and satisfaction level attained

while purchasing online. This further helps online grocery stores improve their performance level and grow better and thus support the final factor that is intended towards using the website constantly.

Table 3; Fornell-Larcker criterion

	CR	AVE	SF	PC	SC	CS	CSat
SF	0.823	0.610	0.781				
PC	0.840	0.636	0.735	0.797			
SC	0.842	0.640	0.654	0.717	0.800		
CS	0.889	0.729	0.638	0.614	0.750	0.854	
CSat	0.892	0.675	0.781	0.679	0.759	0.783	0.822

Note. CR – composite reliability, AVE – average variance extracted

CONCLUSION

This research communicates a previous work investigating and quantifying online service quality from a self-administration angle. As well as stretching out the earlier examination in assistance promoting and data frameworks, the proposed structure features the allure of creating self-administration quality estimation rankings that relate to an online grocery seller's threefold job. By connecting past analysis in online service quality, this review shows the reasonability of the presented system and the common-sense worth of the created ranking to analyse online self-administration, which are more associated with consumer loyalty and dedication ("The DeLone and McLean Model of Information Systems Success," 2003). Generally, the outcomes recommend online service providers to guarantee administration satisfaction, empower clients to manage the interaction, propose ample duration and exertion investment funds, and give convenient client care and help. As our study talks about the level of customer satisfaction during and after pandemic and based on our analysis, we can see the quantified justification on each crucial factor measured. As does any empirical research that utilizes a conventional structure to look at a generally mind-boggling peculiarity, this review has a few limits. First, the data collected in our

research has covered just one geographical region and that is Bangalore. Second, the information gathered through the circulation of demographic forms has the maximum number of respondents above the age of 30; thus, potential age bias may exist. Third, the items in the scale do not capture loyalty factors from customers towards their e-retailer platforms. Fourth, the investigation has not targeted diverse e-retail sectors and various customers. The mentioned limits require further research to re-examine or expand the development scale.

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