

A STUDY ON CONSUMER BEHAVIOUR IN PURCHASING THE ONLINE GROCERY: A LITERATURE REVIEW

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ABSTRACT

This study aims to bring online consumer experience (OCE) to existing knowledge by assessing different factors and findings of online purchasing of grocery that can benefit researchers and marketers. To address all related prior research on online grocery purchases, we first used a systematic literature review. The literature review for this paper was performed using only a conventional approach. Conceptual & factual data was chosen based on excellence, usefulness and factual accuracy for inclusion.

Keywords: *Online grocery shopping, need for touch, shopping list, perceived usefulness, perceived ease of use, e-commerce, consumer behaviour.*

INTRODUCTION:

Groceries are often described as eatables like beverages and other non-food items like baby products, soaps, detergents etc. that are usually purchased from a supermart or grocery shop for household use. Grocery shopping is seen as each house's significant and regular practices. An individual can ignore amenities such as cafes, shows, trips or international visits but they cannot quit purchasing groceries. Nowadays in most nuclear families both the partners are working professionals, due to the tight schedule they are not glad to waste hours on purchasing groceries.

The Internet started in 1969 and because of internet facility, people started many activities in the cyber world. In terms of the growth of the Web activity as a purchasing platform, groceries and food items and books were highest as compared to the preference of buying from local shops. Garments and Online travel facilities also picked up as an online purchase activity. Within EU28, 15 per cent of all consumers (i.e. individuals in the middle of the ages of 16 & 74) purchased online groceries in 2018. This is equal to twenty-five per cent of online purchasers (individuals who have purchased products, and intangible practices through www in the past year).

The cross-nation variations are also considerable and the three leading nations with the highest proportion of internet groceries purchasers are western Europe's country (thirty-seven per cent), the United Kingdom (thirty-seven per cent), & Estonia (thirty-four per cent). Low rates of saturation are Croatia (six per cent), Romania (eight per cent), & Finland (nine per cent) were considered to be (Eurostat 2019).

LITERATURE REVIEW:

Overview of online grocery shopping.

Electronic shopping as e-commerce enables individuals to purchase necessary household items. Later electronic gadgets like mobile gained rapid business as online purchasing activity. This research from academic journals and websites to confirm the quality and rationality of the research. Most of the studies used from the past 4 years of papers. Priority is given to largely recognized articles; however, others are mentioned.

The results reveal the presumed convenience of use will have an indirect effect on the behavioural intent in using Online grocery shopping by perceived usefulness. While several variables influence the satisfaction & faithfulness of consumers, the current analysis just takes into account behavioural intent and financial benefit (Sreeram et al., 2017)

Research demonstrates that age not only conveys the ability of a person to use new technologies, as well as its effectiveness within this era for the household of that individual is associated with the existence of small kids and the domestic working

condition. In the implementation phase of internet groceries facilities, households' attributes play a significant role in the fact that comfort and minimizing time are the key motivators, coupled with the finding that these motivators tend to rise in some household and working conditions. (Van Droogenbroeck, E., & Van Hove, L. 2017)

The results indicate that the apparent comfort of usage has the greatest impact on customers. The mindset towards online purchasing of grocery is accompanied by perceived usefulness. Digital purchase experience influences the interaction between the mentality and the purchasing intention. (Chin L.S., & Goh N.Y. 2017)

Just several affiliate internet buying, even though encouraged by randomly regulated buys trial. Contextual studies have demonstrated the lack of perceived control over its online grocery selection procedure. The main obstacle to online food buying. Driving forces include quick, free delivery & coupons. (Martinez et al., 2018)

The results indicate that the variables of the technology acceptance model have the greatest effect on attitudes for internet purchasing, as all conclusions have been acknowledged. This is the predictive value of the behaviour and online purchase intention for the grocery was high. (Loketkrawee, P., & Bhatiasevi, V. 2018)

Ease in ordering from the online platform and doorstep delivery is the main convenient feature initiated thru every interval arranging via the web, remains desired via an individual within this research. Duration is a significant factor, yet this is not a main element in the scenario, preferably an opportunity Schemes such as sales, discounts, gifts, free coupons, referral schemes encourage people to buy a grocery item via digital platforms. (Sarangdhar et al., 2019)

It suggests within a function internet grocery purchasing sense, customers quest for useful qualities, yet the familiarity of the brand has a huge impact on the familiarity of shopping. This study also finds different categories of observation, such as usage, activity or consumer experience, however, these forms of observation generally, focus on 1 point of view & lack efficiencies. (Singh R., & Soderlund M., 2019)

A negative perception of item freshness minimises the probability and frequency of purchasing meant for customers for new foods on-line. Issues regarding the quality of foods as well as the status of electronic-vendors also demotivate consumers for purchasing of raw eatables items from internet. Socio-demography features also distress consumers' choices. (Zheng et al., 2020).

Just several respondents bought via the internet for groceries, and respondents were normally disinterested in Online Grocery Shopping. Known obstacles are price, quality assurance in especially for perishable items, the cumulative mechanism and mistrust of it. People share attention in the proposed programmes aimed to enhance the advantages of internet purchases. In this research, SNAP beneficiaries haven't yet accepted online purchasing for different purposes. (Rogus et al., 2020)

Purchasing groceries via the internet is an innovation rather than a transformation, but this study focuses on behaviours and views that give disincentive explanations of why customers are hesitant to purchase via the internet grocery items. It is the desire for seeing grocery item before purchasing it. In electronic retailers, there has been mistrusting the freedom to choose the right items on sale and the usual comfort and resistance to alter. (Van Droogenbroeck, E., & Van Hove, L. 2020)

Though shopping lists are relevant in everyday life, writing a shopping list has limited the number of shoppers. Objects purchased during an online grocery journey is the creation of financial decisions. So, if the result of creating purchasing list is for every single grocery run, customer behaviour is tiny, regularly utilizing grocery lists can be a way of helping customers conserve during the long term, money. (Davydenko, M., & Peetz, J. 2020)

Just several respondents started shopping online for groceries, and respondents became normally disinterested in digital Shopping for groceries known obstacles included price, quality assurance in particular for perishable items, the overall method and mistrust of overall procedure. People share a concern about the proposed programs intended to increase the benefits of internet purchases. (Rogus et al., 2020)

Studies show that the need for touch customers express better quality preferences and weaker appropriate respond to digital products available. That's the unfavourable effect of NFT (need for touch) is greater when users utilize interfaces compared to direct touch frameworks. (Kühn et al., 2020)

Why individuals are Hesitating to buy online in this segment was the time consumption that customers assumed. Internet shopping sluggish on order-delivery time lag and unwilling to spend on the delivery service. (Kelpek M., & Bauerova R., 2020)

For several food products where such details are needed on item labelling, nutritional fact panels, as well as ingredients description details, are visible. (Olzenak et al., 2020)

Encourages consumers to explore more choice and increase their basket size, but it does not decrease their purchase frequency, a phenomenon that can be related to cross-selling. (Wagner et al., 2020)

AUTHORS	CONCERN ED AREA	METHO D	FINDINGS	ASSESS MENT
(Sreeram et al., 2017)	Loyalty in OGS	Qualitati ve	Presumed convenience of use have an indirect effect on the behavioural intent in using online grocery shopping by perceived usefulness.	Cognitive aspect
(Van Droogenbro eck, E., & Van Hove, L. 2017)	OGS: Personal or Household Characteristics	N=468	Age conveys the ability of a person to use new technologies for household items especially when kids are around	Demogra phical aspect

<p>(Chin L.S., & Goh N.Y. 2017)</p>	<p>Consumer purchase intention towards OGS: View from Malaysia</p>	<p>Quantitative n=297</p>	<p>Perceived ease of use and perceived usefulness. has influence on customers.</p>	<p>Cognitive aspect</p>
<p>Martinez et al., 2018)</p>	<p>EBT Payment</p>	<p>N=35 Qualitative</p>	<p>lack of perceived control over online grocery selection is seen as main obstacle to online food buying. Driving forces include quick, free delivery & coupons.</p>	
<p>(Loketkrawee, P., & Bhatiasevi, V. 2018)</p>	<p>The behaviour of consumers towards OGS</p>	<p>N=100 Quantitative</p>	<p>Variables of the technology acceptance model have the greatest effect on attitudes for internet purchasing. This is the predictive value of the behaviour and online purchase intention for the grocery was high. (technological aspect)</p>	<p>Technological aspect</p>
<p>(Driediger F.,& Bhateasevi V. 2019)</p>	<p>OGS in Thailand: Consumer acceptance and Usage Behaviour</p>	<p>N=450 Quantitative</p>	<p>The positive relation between perceived ease of use & presumed utility is found. Customers Convenience is found to be important.</p>	<p>Cognitive aspect</p>

<p>Singh R., & Soderlund M.,(2019)</p>	<p>Extending the experience constant: An Examination of Online Grocery Shopping</p>	<p>Qualitative</p>	<p>Customers are looking for utilitarian qualities, but branding has a huge impact on the experience of shopping.</p>	<p>Conceptual aspect</p>
<p>(Singh, R. 2019)</p>	<p>Consumers' response to the OGS experience</p>	<p>N=1044 Qualitative</p>	<p>The proposed structure summarises the experiential aspects and variables that impact the the intention of customer patronage articulated as their intention to repurchase, WOM and The intent of switching.</p>	<p>Experiential aspect</p>
<p>(Sarandhar et al., 2019)</p>	<p>Impact of convenience factors and Situational factors on OGS in Pune region</p>	<p>N=400 Quantitative</p>	<p>Ease in ordering and doorstep delivery is the most convenient feature. Duration is a significant factor. Schemes such as sales, discounts, referral schemes encourage people to buy a grocery item via digital platforms.</p>	<p>Situational aspect</p>
<p>(Cebollada et al., 2019)</p>	<p>Multichannel Grocery Retailer</p>	<p>N=2733 Quantitative</p>	<p>Finding that vendor will make a large increase in income through internet activities to finely refining the new pricing strategy.</p>	<p>Monetary aspect</p>

(Davydenko, M., & Peetz, J. 2020)	Shopping lists	N=132 Quantitative	The number of products bought through online grocery shopping was decreased by creating a shopping list.	Psychological aspect
(Kelpek M., & Bauerova R., 2020)	Reason for retail customers' hesitation for online grocery shopping	N=670 Quantitative	Why individuals are hesitating to buy online in this segment was the time consumption that customers assumed. Internet shopping sluggish on order-delivery time lag and unwilling to spend on the delivery service.	Cognitive aspect
Wagner et al., (2020)	Subscription models	Quantitative	Encourages consumers to explore more choice and increase Their basket size.	Cognitive aspect
(Kühn et al., 2020)	NFT (need for touch)	N=199 Quantitative	Studies show that high need for touch customers express better quality preferences and weaker appropriate respond to digital products available. That's the unfavourable effect of NFT is greater when users utilize interfaces compared to direct touch frameworks.	Psychological aspect

<p>(Rogus et al., 2020)</p>	<p>OGS Behaviors Among SNAP members</p>	<p>N=18 Quantitative</p>	<p>Shopping for groceries known obstacles includes price, quality assurance especially for perishable items. People share a concern about the proposed programs intended to increase the benefits of internet purchases.</p>	<p>Cognitive aspect</p>
<p>(Zheng et al., 2020)</p>	<p>Chinese consumers in OGS</p>	<p>Quantitative</p>	<p>Item freshness is found to be important. Issues regarding the standard of foods as well as the status of e-vendors discourages consumers for purchase of raw eatable online. Socio demography also distress consumers' choices.</p>	<p>Socio-demographical aspect</p>
<p>(Van Droogenbroeck, E., & Van Hove, L. 2020)</p>	<p>A qualitative enquiry to start using e-grocery services</p>	<p>N=15 Qualitative Method</p>	<p>Contingencies Variables (like health issues or impact on family circumstances) but not in isolation from the evaluations of technologies Constructions for adopting (such as performance and social expectations).</p>	<p>Technological and situational aspect</p>
<p>(Olzenak et al., 2020)</p>	<p>Consumer Nutrition Information Needs</p>	<p>N=12</p>	<p>For several food products, information on packaging and nutritional fact along with ingredients details are important.</p>	<p>Informative aspect</p>

CONCLUSION:

Various aspects of consumer behaviour for buying products online has gained attention worldwide through many publications. This review revealed a lack of consistency or a 'red thread' regarding a common understanding of what consumer behaviour is regarding online purchase. This knowledge gap opens the possibilities for developing fundamental consumer buying behaviour theories to build it as a field of research. A good starting point would be to conceptualize the online groceries buying phenomenon. We draw attention to more empirical research for this field in other countries including Russia, Scandinavia, South Asia, South East Asia and Africa so that a generalised model and theory can be developed for academic pursuits finding its use in applications. Finally, we did not come across studies that compared the groceries buying phenomenon in developing and developed countries.

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