



An Empirical Study on Online Grocery Shopping Intentions of Consumers in Ahmedabad City

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ABSTRACT

This growing competition in the online grocery segment has led to an almost oligopolistic market with a very few players in this segment in India. The growth in the online retail industry is propelled by the fact that the better and faster a company understands the grocery consumer's intent and attitude in this respect, the more will this understanding contribute to the company's success. This study focuses on measuring the consumer's shopping intention towards online grocery services in the city of Ahmedabad. The study utilizes one of the most popular consumer behavioural model and its underlying theories and constructs to gauge the consumer's intention. The study also suggests some amicable marketing strategies for the online grocers to succeed in this highly competitive online retailing market.

Keywords: online, grocery, shopping, theory of planned behaviour

1. INTRODUCTION

1.1 Background

Online grocery shopping is a new means of buying preferred grocery products over the Internet for household consumption. The phenomenon has already picked up momentum in the developed countries and an increasing number of urban and sub-urban consumers are utilizing it for their benefit and convenience. The markets in India have also started responding positively to this phenomenon. Slowly but steadily, in almost a decade every Indian metropolitan city has embraced this technology and is now gradually spreading to tier-II and tier-III cities. In the state of Gujarat, the online grocery business practically took off in the year 2012. There have been quite a few upcoming companies in this segment at the local city level viz. Myonsto.com, Kiranaman.com and Gujaratibaniya.com to name a few in the city of Ahmedabad; Other big national level companies like Grofers, Peppertap and Bigbasket are also trying to penetrate these markets in Gujarat by offering more ease and convenience to the online grocery shoppers.

This growing segment and competition has also created a need among these online grocery companies to understand the consumer's intent to adapt to these new technological arenas. The better and faster a company understands the consumer's intent and attitude in this respect, the more will this understanding contribute to the company's success.

Since the earliest days of civilizations, people bartered goods and later started using money for buying goods that they required for day to day purpose. People would shop for goods in a weekly market in nearby towns. Such shopping establishments started taking the form of permanent shops, which people could visit anytime during the day to buy goods. This method of buying goods went on for centuries until the 1970s when for the first time, the concept of shopping was revolutionized radically catalyzed by electronic and digital technology. The internet has become an all the time more significant, even vital, part of consumers' lives. As the internet plays a progressively more important role to connect information and people in a timely manner, the pressure has continued to augment on companies which are trying to offer products and services via the platform.

1.2 The Theoretical Foundation

On the theory side, Ajzen and Fishbein formulated in 1980 the theory of reasoned action (TRA). This resulted from attitude research from the Expectancy Value Models. Ajzen and Fishbein formulated the TRA after trying to estimate the discrepancy between attitude and behavior. This TRA was related to voluntary behavior. Later on behavior appeared not to be 100% voluntary and under control, this resulted in the addition of perceived behavioral control.

With this addition the theory was called the theory of planned behavior (TPB). The theory of planned behavior is a theory which predicts deliberate behavior, because behavior can be deliberative and planned.

The theory of planned behavior is an extension of the theory of reasoned action (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975) made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control. Figure 1 depicts the theory in the form of a structural diagram. For ease of presentation, possible feedback effects of behavior on the antecedent variables are not shown. As in the original theory of reasoned action, a central factor in the theory of planned behavior is the individual's *intention* to perform a given behavior. Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior. As a general rule, the stronger the intention to engage in a behavior, the more likely should be its performance.

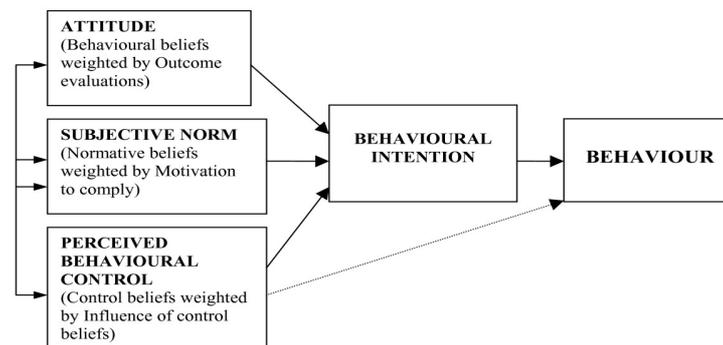


Figure 1 The Theory of Planned Behaviour (Ajzen & Fishbein)

1. **Attitudes** - This refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior of interest. It entails a consideration of the outcomes of performing the behavior.
2. **Subjective norms** - This refers to the belief about whether most people approve or disapprove of the behavior. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behavior.
3. **Perceived behavioral control** - This refers to a person's perception of the ease or difficulty of performing the behavior of interest. Perceived behavioral control varies across situations and actions, which results in a person having varying perceptions of behavioral control depending on the situation. This construct of the theory was added later, and created the shift from the Theory of Reasoned Action to the Theory of Planned Behavior.
4. **Behavioural Intentions** –This is an indication of an individual's readiness to perform a given behavior. It is assumed to be an immediate antecedent of behavior. It is based on attitude toward the behavior, subjective norm, and perceived behavioral control, with each predictor weighted for its importance in relation to the behavior and population of interest.

2. RATIONALE OF THE STUDY

According to Nielsen's Global E-Commerce and the New Retail Report published in April, 2015 continued increases in mobile adoption and broadband penetration, particularly in the developing regions, have also helped boost online grocery sales. Regionally, Asia-Pacific consistently exceeds the global average for adoption of all online retailing options. Ordering online for home delivery is the most commonly preferred flexible retailing option in the region, with particularly high usage in China. More than one-third (37%) of Asia-Pacific respondents, and even more in China (46%), say they use an online ordering and delivery service. Adoption levels for online automatic subscriptions are also particularly high in this region (22% vs. 14% globally), with China once again leading the way (30%).

More consumers are receptive to online grocery shopping, which gives grocers more reason to hang on to this fast-growing opportunity.



Online grocery is one of the largest sources of growth for retailers and consumer product manufacturers with sales growing five or six times greater than conventional channels, according to the study, "Capturing the Online Grocery Opportunity," by A.T. Kearney, a global management consulting firm. Thus with a multi fold increase in the consumers buying online products and new online retailing formats coming up and offering new product categories, it has become vital to understand how consumers would react to these new foray of online services, especially in the grocery segment.

With a long list of literature review available for online retailing businesses in the segments viz. electronics, apparels, tickets booking etc. very few studies have been conducted so far for the grocery segment under the online retailing business. Also within the state of Gujarat, where this phenomenon is relatively much newer, there is an ardent need for understanding the intentions of the Gujarati consumers. Most of the local online grocery companies in the state of Gujarat, being in their infant stages have not been able to gauge the consumer intention, either due to paucity of research & development facilities and infrastructure, scarcity of funds or a mere lack of desire in determining consumer's interest. The online grocery buying phenomenon being completely new to the Indian consumer, the online grocery retailing companies are still in much of darkness with respect to their consumer traits and buying patterns. With an overwhelming penetration of the Smartphone applications technology, the average consumer has gained more power in accessing the information on options available for buying products / services. Thus in this case, the company that quickly estimates the consumer intention of buying grocery products online will also be the one to get the "First Mover Advantage".

3. RESEARCH OBJECTIVE

The objective of this research is to establish a relationship between four variables constituting the Theory of Planned Behaviour:

- i. Attitude towards purchasing behavior for online groceries in Ahmedabad
- ii. Subjective norms
- iii. Perceived behavioural control
- iv. Purchase Intention

For this purpose a 4x4x3 relationship between the variables was derived where Attitude towards purchase behaviour (behavioural beliefs viz. Ease-of-use, perceived usefulness and compatibility weighted by outcome evaluations), Subjective Norms (normative beliefs viz. Peer influence, superior's influence weighted by motivation to comply) and perceived Behavioural Control (control beliefs viz. Self-efficacy, resource facilitating condition and technology facilitating condition weighted by influence of control beliefs) were the independent variables and Purchase intention (for purchase) was the dependent factor.

4. REVIEW OF LITERATURE

When analyzing the particular case of online shopping, factors other than those already reviewed come into play and should therefore be taken into account. Chen & Chang (2003) highlight three key quality dimensions that impact consumers' satisfaction with online shopping activities and subsequent purchase: interactivity (e.g., the quality of broadband connection and the design of the website), transaction (e.g., shopping value, convenience, assurance, entertainment and evaluation) and fulfillment (e.g., order processing, delivery and post-sales service). Interactivity is closely linked to overall store satisfaction, as it can by itself demote or promote the consumer to continue browsing/searching/purchasing on a specific website. Meanwhile, the quality of the transaction process also plays a crucial role, as convenience, value and security are essential online consumer requirements. Finally, the level of fulfillment determines the confidence and trust consumers have in online transactions, and may also help to provide greater convenience and value to e-shoppers (Chen & Chang, 2003).

A number of studies have successfully applied the TRA to predict behavioural intention in technology acceptance (e.g. Sheppard, Hartwick and Warshaw 1998, Bobbitt and Dabholkar 2001, Davis, Bagozzi and Warshaw 1989, Yoh, Damhorst, Sapp and Laczniak 2003, Venkatesh, Morris, Davis and Davis 2003). However, despite the strong predictability of TRA across contexts, it became apparent that the problem of contradictory results regarding the

confounding relationship between subjective norm and attitude, as well as the assumption that intention directly led to action without limitations, necessitated further conceptual advances. To address the aforementioned weaknesses, Ajzen (1991) introduced the Theory of Planned Behaviour (TPB) (Figure 2). The overall aim of the TPB is to attempt to predict deliberative and planned behaviour. The theory includes the construct perceived behavioural control as an addition to the TRA to take into account the more common situation in which individuals do not have complete voluntary control over their behaviour, such as when they lack skills or resources to perform a particular task (Armitage and Christian 2003, Ajzen 1991, Ajzen 1985).

Since its introduction, the TPB has been used in numerous technology adoption contexts to predict and explain individual behavioural intentions as well as actual self-reported behaviour, both from the organizational and from the consumer perspective (e.g. Brown and Venkatesh 2005, Chau and Hu 2002, Chau and Hu 2001, Gentry and Calantone 2002, Venkatesh and Brown 2001, Pedersen 2005, Venkatesh et al. 2003). Recently, Liaw (2004) applied the TPB to the study of behavioural intentions to use search engines as a learning tool. Study of the consumer by use of the TPB is gaining momentum in behaviour toward digital technologies research: Goby (2006) studied online purchasing using the TPB, Hsu and Chiu (2004) used a decomposed version of the TPB to study electronic service continuance, and Hsu et al. (2006) used the TPB model to predict online shopping behaviour.

Table 1 Table summarizing TRA, TPB and TAM models of Consumer Behaviour

Theory	Description	Core Constructs	Definitions
Theory of Reasoned Action (TRA)	Drawn from social psychology, TRA is one of the most fundamental and influential theories of human behavior. It has been used to predict a wide range of behaviors. Davis et al. (1989) applied TRA to individual acceptance of technology and found that the variance explained was largely consistent with studies that had employed TRA in the context of other behaviors.	Attitude towards behavior Subject Norms	“an individual’s positive or negative feelings (evaluative affect) about performing the target behavior” (Fishbein and Ajzen 1975, p. 216). “the person’s perception that most people who are important to him think he should or should not perform the behavior in question” (Fishbein and Ajzen 1975, p. 302).
Theory of Planned Behaviour (TPB)	TPB extended TRA by adding the construct of perceived behavioral control. In TPB, perceived behavioral control is theorized to be an additional determinant of intention and behavior. Ajzen (1991) presented a review of several studies that successfully used TPB to predict intention and behavior in a wide variety of settings. TPB has been successfully applied to the understanding of individual acceptance and usage of many different technologies (Mathieson, 1991).	Attitude Toward Behavior Subjective Norm Perceived Behavioral Control	Adapted from TRA Adapted from TRA “the perceived ease or difficulty of performing the behavior” (Ajzen 1991, p. 188).
Technology Acceptance Model (TAM)	TAM is tailored to IS contexts, and was designed to predict information technology acceptance and usage on the job. Unlike TRA, the final conceptualization of TAM excludes the attitude construct in order to better explain intention parsimoniously. TAM has been widely applied to a diverse set of technologies and users.	Perceived Usefulness Perceived Ease of Use Subjective Norm	“the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis 1989, p. 320). “the degree to which a person believes that using a particular system would be free of effort” (Davis 1989, p. 320). Adapted from TRA/TPB.



Other studies have modified the TPB to specific contexts, such as consumers' adoption of broadband Internet (Oh, Ahn and Kim 2003) or bases of social influences in online environments (Bagozzi et al. 2006).

The theory of Planned Behaviour has also been extended to Technology Acceptance Model or TAM (Venkatesh & Davis et. al. 2000) and further to Unified Theory of Acceptance of Use of Technology or UTAUT (Venkatesh et. al. 2003) as also Technology Acceptance Model 3 in the context of e-commerce adaption with inclusion of effects of trusts and perceived risk on system use (Venkatesh & Bala et. al. 2008).

But all the versions of the Technology Acceptance Model (TAM I/II/III) fall under the domain of Information systems and are a little distant from the mainstream psychology domain. Also certain factors from the TAM theory are irrelevant more particularly to online grocery shopping platforms as the later ones being new, have never being tried by the consumers in Gujarat. Thus factors viz. Ease of use, Perceived Usefulness, Effects of trust and Perceived Risk can only be measured in a situation where the consumers are well versed with the usage of such online grocery systems.

5. RESEARCH METHODOLOGY

5.1 Hypothesis of the Study

In the light of the theoretical and empirical research on online grocery shopping in Gujarat, certain hypotheses are formulated for the present studies which are as below:

H1: There is NO significant ATTITUDE towards purchasing online groceries in Ahmedabad.

H2: There is NO significant SUBJECTIVE NORMS towards purchasing online groceries in Ahmedabad.

H3: There is NO significant PERCEIVED BEHAVIOURAL CONTROL towards purchasing online groceries in Ahmedabad.

H4: There is NO significant INTENTION towards purchasing online groceries in Ahmedabad.

5.1 Data Sources

The study was based on the data collected by from the respondents using a structured questionnaire. The sample of 324 individuals from the city of Ahmedabad was selected for the study. A Stratified Convenient Sampling method was used for the survey. These 324 respondents were from different occupations viz, Service Class, Business Class and Professional Class. Out of the total sample size, 40% samples were selected from service class and 30% each were selected from business and professional class.

Besides primary data the use of secondary data such as reports, studies and information available at different government sources was also made. A number of reports and surveys conducting information of online grocery shopping are available. These studies have been conducted both at individual and Government levels but comparison of the results of these studies is difficult and results have to be treated with certain amount of caution due to variation in the data and definitional differences. A closed ended questionnaire was used as a data collection instrument.

Various sets of questions in the questionnaire instrument made up for the factors individually viz. Attitude, Subjective Norms, Perceived Behavioural Control and Intention (Purchase). The constructs of these questions were based on the Theory of Planned Behaviour (Ajzen & Fishbein). A 5-Point Likert Scale was used to measure the responses for each of the questions composing the factors in the questionnaire.

To study the internal consistency and reliability of the data collected, Cronbach alpha was applied and following was observed.

Table 2 Table Showing Test of Reliability of Data through Subjective Norms, Attitude, Perceived Behavioural Control and Purchase Intention for Online Grocery Shopping in Ahmedabad city.

Factors	Cronbach's Alpha Score
Attitude	0.744
Subjective Norms	0.794
Perceived Behavioural Control	0.907
Intention	0.804
Overall	0.919

From the above table, it can be observed that overall; the data was found to be highly reliable and consistent. For Ahmedabad city, the alpha value of 0.919 which suggests that the data was internally consistent and reliable. Moreover all factors affecting the Purchase Intention were also found to be highly reliable.

6. TEST OF HYPOTHESIS

H1: There is NO significant ATTITUDE towards purchasing online groceries in Ahmedabad.

Table3: Measurement of Attitude as a factor towards Online Grocery Shopping in Ahmedabad city

Sr. No.	Factor	Attitude
1.	Preference of online grocery over physical store	A
	Mean	4.58
	s.d.	0.64
	Chi. Square	175.50 (p = 0.000)
	t-value	128.668 (p = 0.000)
2.	Buying online grocery is good for me	A
	Mean	4.00
	s.d.	0.71
	Chi. Square	256.500 (p = 0.000)
	t-value	101.666 (p = 0.000)
3.	Online grocery is good for community	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 (p = 0.000)
	t-value	200.935 (p = 0.000)
4.	Online grocery shopping is a good idea	A
	Mean	4.92
	s.d.	0.28
	Chi. Square	225.000 (p = 0.000)
	t-value	319.711 (p = 0.000)
5.	There is too much hype about Internet Grocery Shopping	A
	Mean	3.75
	s.d.	0.43
	Chi. Square	81.000 (p = 0.000)
	t-value	155.644 (p = 0.000)

- The Attitude as a factor towards Online Grocery Shopping was measured by observing the mean values of responses to the questions that make up the Attitude factor as a whole. In the primary data collection instrument, the Attitude factor was broken down into a set of five (05) different questions which compositely make up the Attitude factor.
- On a 5-point Likert scale all values above the median value 3.00 can be considered as high and the factor represented by these values would be considered to be on a positive side.
- This suggests that the Attitude as a factor was found to be highly positive in Ahmedabad city. Thus the **Hypothesis (H1)** was rejected and the Alternate Hypothesis that Consumers' Attitude towards online grocery shopping in Ahmedabad city is significantly high and positive, was accepted.
- To test the significance of these mean values and also to analyze the responses statistically, the chi square test and t-test were applied to the data and it was observed that for online grocery shopping, the Attitude was found to be highly significant ($p = 0.000$), as depicted in the Table 3 above.

H2: There is NO significant SUBJECTIVE NORMS towards purchasing online groceries in Ahmedabad.

Table 4: Measurement of Subjective Norm as a factor towards Online Grocery Shopping in Ahmedabad city

Sr. No.	Factor	Subjective Norms
1.	Family's influence on online grocery purchase	A
	Mean	4.09
	s.d.	0.53
	Chi. Square	210.889 ($p = 0.000$)
	t-value	138.619 ($p = 0.000$)
2.	Friend's/ peer's influence on online grocery purchase	A
	Mean	4.08
	s.d.	0.49
	Chi. Square	256.500 ($p = 0.000$)
	t-value	148.855 ($p = 0.000$)
3.	Media's influence on online grocery purchase	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 ($p = 0.000$)
	t-value	200.935 ($p = 0.000$)
4.	People important to me think I should buy grocery online	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 ($p = 0.000$)
	t-value	200.935 ($p = 0.000$)
5.	People's whose opinion I value, approve of my online grocery buying	A
	Mean	4.00
	s.d.	0.00

		Chi. Square	285.313 (p = 0.000)
		t-value	512.383 (p = 0.000)
6.	Buying grocery online is expected of me		A
		Mean	4.17
		s.d.	0.46
		Chi. Square	282.352 (p = 0.000)
		t-value	163.986 (p = 0.000)
7.	People important to me buy grocery online		A
		Mean	3.67
		s.d.	0.47
		Chi. Square	36.000 (p = 0.000)
		t-value	139.791 (p = 0.000)
8.	People's whose opinion I value, buy grocery online		A
		Mean	3.83
		s.d.	0.37
		Chi. Square	144.000 (p = 0.000)
		t-value	184.860 (p = 0.000)

- The Subjective Norm as a factor towards Online Grocery Shopping was measured by observing the mean values of responses to the questions that make up the Subjective Norm factor as a whole. In the primary data collection instrument, the Subjective Norm factor was broken down into a set of eight (08) different questions which compositely make up the Subjective Norm factor.
- On a 5-point Likert scale all values above the median value 3.00 can be considered as high and the factor represented by these values would be considered to be on a higher positive side.
- This suggests that the Subjective Norm as a factor was found to be highly positive in Ahmedabad city. Thus the **Hypothesis (H2)** was rejected and the Alternate Hypothesis that Consumers' Subjective Norms towards online grocery shopping in Ahmedabad city are significantly high and favourable, was accepted.
- To test the significance of these mean values and also to analyze the responses statistically, the chi square test and t-test were applied to the data and it was observed that for online grocery shopping, the subjective norm was found to be highly significant (p = 0.000), as depicted in the Table 4 above.

H3: There is NO significant PERCEIVED BEHAVIOURAL CONTROL towards purchasing online groceries in Ahmedabad.

Table 5: Measurement of Perceived Behavioural Control as a factor towards Online Grocery Shopping in Ahmedabad city

Sr. No.	Factor	Perceived Behavioural Control	
1.	Capability of buying grocery over the Internet	A	
		Mean	4.09
		s.d.	0.53
		Chi. Square	210.889 (p = 0.000)
		t-value	138.618

		(p = 0.000)
2.	Buying groceries online being entirely within control	A
	Mean	4.08
	s.d.	0.49
	Chi. Square	256.500 (p = 0.000)
	t-value	148.854 (p = 0.000)
3.	Having resources, knowledge & ability to buy grocery online	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 (p = 0.000)
	t-value	200.935 (p = 0.000)
4.	Importance of feeling comfortable while buying grocery online	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 (p = 0.000)
	t-value	200.935313 (p = 0.000)
5.	Importance of buying grocery online by one's own self	A
	Mean	4.00
	s.d.	0.00
	Chi. Square	615.398 (p = 0.000)
	t-value	467.885 (p = 0.000)
6.	One's capability to buy grocery online even when there is no one around to help	A
	Mean	4.17
	s.d.	0.46
	Chi. Square	282.352 (p = 0.000)
	t-value	163.985 (p = 0.000)

- The Perceived Behavioural Control as a factor towards Online Grocery Shopping was measured by observing the mean values of responses to the questions that make up the Perceived Behavioural Control factor as a whole. In the primary data collection instrument, the Perceived Behavioural Control factor was broken down into a set of six (06) different questions which compositely make up the Perceived Behavioural Control factor.
- On a 5-point Likert scale all values above the median value 3.00 can be considered as high and the factor represented by these values would be considered to be on a higher positive side.
- This suggests that the Perceived Behavioural Control as a factor was found to be highly positive in Ahmedabad city. Thus the **Hypothesis (H3)** was rejected and the Alternate Hypothesis that the influence of consumers' Perceived Behavioural Control towards online grocery shopping in Gujarat is significantly high, was accepted.
- To test the significance of these mean values and also to analyze the responses statistically, the chi square test and t-test were applied to the data and it was observed that for online grocery shopping, the Perceived Behavioural Control was found to be highly significant (p = 0.000), as depicted in the Table 5 above.

H4: There is NO significant INTENTION towards purchasing online groceries in Ahmedabad.

Table 6: Measurement of Purchase Intention as a factor towards Online Grocery Shopping in Ahmedabad city

Sr. No.	Factor	Purchase Intention
1.	Online Grocery Products search for future purchases	A
	Mean	4.00
	s.d.	0.41
	Chi. Square	364.000 (p = 0.000)
	t-value	176.091 (p = 0.000)
2.	Buying grocery online for future purchases	A
	Mean	4.08
	s.d.	0.28
	Chi. Square	225.000 (p = 0.000)
	t-value	265.522 (p = 0.000)
3.	Spending time on websites to learn about online grocery options	A
	Mean	4.17
	s.d.	0.37
	Chi. Square	144.000 (p = 0.000)
	t-value	200.935 (p = 0.000)
4.	Taking more time for online grocery items as compared to typical buying of products	A
	Mean	4.17
	s.d.	0.49
	Chi. Square	242.074 (p = 0.000)
	t-value	152.534 (p = 0.000)
5.	Chances of buying grocery online in next 1 to 2 years	A
	Mean	4.25

	s.d.	0.43
	Chi. Square	81.000 (p = 0.000)
	t-value	176.396 (p = 0.000)
6.	Percentage of grocery likely to be bought online in future	A
	Mean	4.24
	s.d.	0.53
	Chi. Square	186.463 (p = 0.000)
	t-value	143.944 (p = 0.000)

The Purchase Intention as a factor towards Online Grocery Shopping was measured by observing the mean values of responses to the questions that make up the Purchase Intention factor as a whole. In the primary data collection instrument, the Purchase Intention factor was broken down into a set of six (06) different questions which compositely make up the Purchase Intention factor

On a 5-point Likert scale all values above the median value 3.00 can be considered as high and the factor represented by these values would be considered to be on a higher positive side.

This suggests that the Purchase Intention as a factor was found to be highly positive for Ahmedabad city. Thus the Hypothesis (H4) was rejected and the Alternate Hypothesis that Consumers' Purchase Intention towards online grocery shopping in Gujarat is significantly high, was accepted.

To test the significance of these mean values and also to analyze the responses statistically, the chi square test and t-test were applied to the data and it was observed that for online grocery shopping, the Purchase Intention was found to be highly significant (p = 0.000), as depicted in the Table 6.

7. CONCLUSION

From the research conducted in Ahmedabad city, it can be concluded that Purchase Intention of respondents was found to be high for online grocery shopping. Also the factors Attitude, Subjective Norms and Perceived Behavioural Control were also found to be high and contributed sufficiently to the formation of Purchase Intention for online groceries. Further, tests conducted on the data revealed that respondents' demographic profile also had an influence on the purchase intention towards online groceries.

It can also be concluded that considering the number of sample population having done online shopping before, the intention to purchase groceries online was found to be high since it would be based on their prior experiences of shopping products online. Thus, it can also be concluded that respondents from Ahmedabad city had a high positive purchase intention towards online grocery shopping.

Such positive purchase intentions can lead the respondents towards a favourable behaviour for adoption of online grocery shopping practices for their regular needs. The companies offering grocery products and services online have a huge market potential to tap. If online grocery companies especially the ones operating at a local level can further study consumers' behaviour and come up with better and smarter features in their grocery portals to service customers better, this would not only escalate their overall revenues and broaden their reach but also add to the customer delight for online grocery shopping. These local online grocers can also give a hard-hitting competition to the national or supposedly International players in the online grocery space.



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