



Online Grocery Purchase Intention: The Impact of Consumer Attitude, Technology Acceptance and Situational Influence

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Abstract

Online grocery shopping is the phenomenon of buying grocery products online. Though this industry has picked up pace in developed countries, in India it is still slowly making its mark. This research has been conducted to study the situational influence of the COVID-19 pandemic and its impact on online grocery purchase intentions. Apart from that, other factors like attitude, technology acceptance, perceived usefulness, and ease of use have been investigated. 546 responses were obtained using an online survey conducted in New Delhi. The structured questionnaire on a 5-point Likert scale was designed, and the goodness of fit was verified using the analysis of moment structures by applying the structural equation modelling approach. The findings revealed that although all the factors have a positive influence, ease of use has been the most prominent factor amid this pandemic. These findings will help policymakers and key stakeholders in understanding what affects the adoption of e-grocery by consumers.

Keywords

Covid-19, Online Grocery, Purchase Intention, E-grocery, Consumer Attitude

1 Introduction

Those days are gone when people used to buy just clothes and accessories online. Everyday online grocery shopping has been picking up pace amid the pandemic in India. Even though it was already in the flourishing stage in most of the developed countries, in India it is still in the nascent stage. There are a few notable studies related to online grocery shopping. For example, Gabriela (2016) revealed that online grocery shopping is more convenient and saves time, yet it involves risk and apprehensions about daily products. Hsiao (2009) informed that consumers shop online to save travel time and cost. Laing and Royle (2013) revealed that the key qualities associated with online shopping are budget pricing, convenience, and speedy delivery.

Consumers have an attitude towards the specific product and general consumption behaviour. (Solomon et al, 2010). However, a lack of situational factors, especially COVID-19, in previous studies to discover the online grocery purchase intention has directed the researchers to this study. Although, previous literature has extensively covered consumer attitude, technology acceptance, perceived ease of use and perceived usefulness (Davis, 1989; Fishbein & Ajzen, 1977). However, situational influences like Covid-19 have never been adequately explored. This study aims to build this gap by taking into consideration situational influence like Covid-19 and its impact on online grocery purchase intentions.

In light of previous research by Fishbein and Ajzen (1977), Davis (1989), Agag and El-Masry (2016), and

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Montano and Kasprzyk (2015), it is evident that consumer attitudes, perceived usefulness, and ease of use significantly impact online shopping behavior. However, the emergence of the COVID-19 pandemic has introduced a dynamic shift in consumer habits. Hand et al. (2019) emphasized the pivotal role of situational factors, which are often beyond individual control, in determining online shopping frequency. Zeithaml (1988) similarly highlighted these transient conditions as influential in consumer decision-making processes. Given the unprecedented nature of the COVID-19 crisis, it becomes imperative to explore its impact on online grocery shopping intentions. This paper delves into a broader study aimed at understanding the intention to purchase groceries online during the lockdown period in India, with a specific focus on aspects like the ease of product comparison and brand switching (Kulkarni & Barge, 2020).

2. Review of literature

The literature has been reviewed to get the various viewpoints regarding online grocery purchase intention, consumer attitude, perceived usefulness, and perceived ease of use. The literature has been limited in nature, as there are only a handful of studies that have considered the impact of COVID-19 on online grocery purchase intention. Online grocery purchase intention is dependent upon various factors. Purchase intentions can be helpful to managers to ascertain whether the model deserves further development and decide which markets to target and to know about the demographics of the customers (Morwitz et al., 2007). The significance of determining purchase intention is that actual behaviour is the critical result of intentions (Montano & Kasprzyk, 2015), so every online retailer must study purchase intention. In literature, it is evident that intention is the main predictor of behaviour (Fishbein & Ajzen, 1977). Studies have suggested that numerous factors lead to purchase intention. For the sake of this research, the typical variables have been chosen by researchers from previous literature. The standard variables are attitude (which has been taken from the theory of reasoned action and the theory of planned behaviour) as suggested by (Fishbein & Ajzen, 1977); ease of use; and perceived usefulness, which originated from the Technology Acceptance Model (Davis, 1989). Even though these studies were developed a long time ago, they are still relevant in predicting human behaviour (Agag & El-Masry, 2016; Montano & Kasprzyk, 2015). Apart from these variables, situational factors (factors that are not related to the decision-maker individually or are not in the control of the decision-maker) have an essential role in increasing or diminishing online shopping frequency (Hand C et al, 2019). These factors could be described as short-term conditions that influence how consumers behave (Zeithaml, 1988). Covid-19 Pandemic is one such situation that can influence consumer behaviour. To make the study relevant in today's context, COVID-19, as a situational influence, has been studied. Hence, all these variables are considered to investigate the factors related to online grocery purchase intention. Touch and feel have minimal influence on consumers as far as pandemics are concerned. Easy product comparison and switching of brands are factors that have influenced online grocery purchases during the COVID-19 pandemic (Kulkarni & Barge, 2020). This paper reflects on the larger part of the study that aims to highlight the intention to

purchase groceries online amid the lockdown period in India.

2.1 Objectives of Study

Our study has three main objectives. The first objective is to construct a theoretical framework for online grocery purchase intentions by considering the effects of the COVID-19 pandemic. Important constructs have been identified, and their relationships are projected to understand their influence on online grocery purchase intention. Another objective of our study is to assess online grocery purchase intention's theoretical work through empirical observation in the Indian context. The third objective is to contribute to the existing literature by investigating the COVID-19 pandemic situation on online grocery purchase intention. The above objective is achieved by applying statistical techniques to the data collected from respondents during this pandemic.

2.2 Rationale of the study

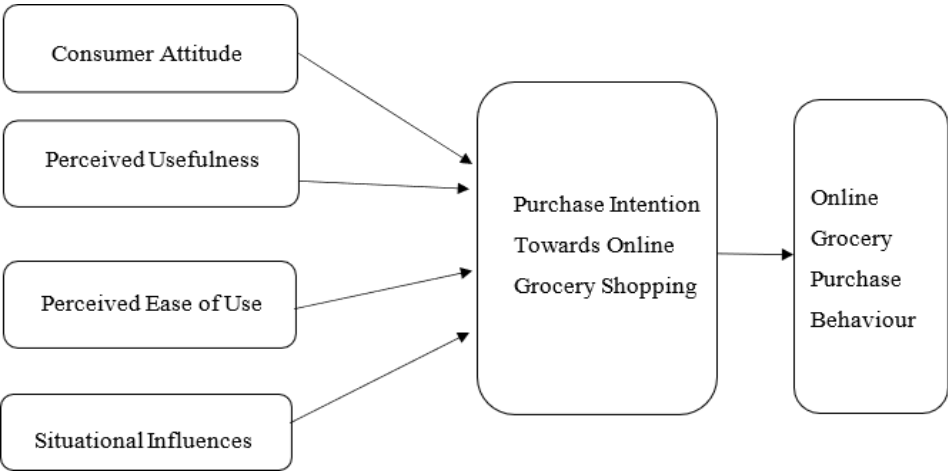
Grocery shopping is a vital undertaking that must be completed with a definite result to satisfy household necessities or individual consumption (Tan et al, 2018). Purchase intention could be termed as likelihood of whether a customer is willing to buy a particular product or not (Wu et al., 2011). The Indian government imposed a national lockdown on March 25, 2020, which caused panic buying among grocery buyers. In metro cities, people usually have the practice of buying their grocery supplies online (Meshram J., 2020). The impact of the lockdown on online retailers was huge. A surge could be seen in online grocery shopping.

This rising segment and race among retailers have also created a desire among online grocery companies to understand consumers' intent to familiarize themselves with new technological arenas. Researchers recommend that the quicker the company understands consumers' intent and attitude in this respect, the more it will lead to its success. (Ranadive A., 2017). It is more meaningful to determine the impact of those factors that lead to online grocery shopping amid this pandemic.

2.3 Theoretical Framework

In this segment, a theoretical framework is proposed. The framework considers consumer attitude, perceived usefulness, perceived ease of use, and situational influences due to COVID-19 as antecedents to purchase intention towards online grocery shopping. Purchase intention can also be interpreted as the consumer's preferences and thoughts regarding whether they will buy a good or service from a certain business and how doing so would be different from buying a comparable good or service from another business (Keni et al, 2022). Even though the framework suggests that purchase intention leads to purchase behaviour, our study has not tested this relationship because of its universal acceptability in various studies (Davis, 1986, Davis, 1989; Venkatesh et al., 2003).

Figure:1 Antecedents to Online Grocery Purchase Intention



Source: Authors’ Own

Various studies have considered the Technology Adoption Model (TAM) to capture the intention to transact and its correlation with online transaction behaviour. The practicality of technology acceptance states that e-commerce is slanted towards technology. TAM's worth in technological aspects has been unswervingly significant (Bernadette,1996), Gefen, D., and Straub, D.W. (2002), Pavlou, P.A. (2001), Venkatesh, V., and Davis, F.D. (2000)), so engaging it in the tech-oriented setting of electronic commerce is logical (Pavlou, P.A. 2015), which is the main reason the researchers have taken TAM into consideration. Acceptance of technology is a direct element of purchase intention; wherein perceived ease of use and perceived usefulness have been shortlisted as these factors are common determinants of technology acceptance (Pavlou, P.A. 2003).

In e-retailing, there is a customer interface that circulates data to customers who visit online shopping sites. For a digital retailer, the customer interface helps make a web atmosphere constructive, which can positively affect potential customers when they make buying decisions (Halan D., 2017), which helps make digital shopping easy and enjoyable. This premise is used to propose that "perceived ease of use" directly impacts online grocery purchase intention. The relationship between these two constructs (perceived ease of use and purchase intention) has been established in various dominant studies (Davis, 1989; Gupta et al., 2008; Solomon et al., 2003). Still, numerous workingsneed to be considered, such as simple process flow, flexibility, and ease of teaching (Rahman et al., 2013). However, searching for the product effectively and having an easy checkout process are two significant features that will increase the perceived ease of use and increase the consumer's purchase intention (Yang & Mao, 2014). An attitude aids in evaluating an object since a good attitude views the object favourably (Fishbein & Ajzen 1975). In this research, an attitude towards behaviour refers

to the person's belief regarding the behaviour, whether positive or negative (Ajzen & Fishbein, 1980). It is imperative to keep in mind that this type of measurement can also be employed while measuring behavioural intention, which is why it is being studied in this research paper. The study conducted by Bandura (1977) suggested that certain factors are extremely crucial in influencing one's behaviour, such as temporary circumstances. However, in consumer behaviour research, situational factors have often been overlooked. Dabholkar and Bagozzi (2002) suggested situations should be studied to facilitate planning by managers. Although those who have considered situational factors are of the view that situational factors are significant in understanding the process of adoption. According to Hand C et al. (2019), such situational factors can increase or decrease online shopping frequency. The pandemic caused by the coronavirus, specifically, seems like a crucial situation that can influence the behaviour of consumers towards e-shopping (Hoang et al., 2020). Hence, this study has considered this situation by considering its impact on consumers' purchase intentions. On the basis of above objectives following hypothesis have been developed

H1: Consumer Attitude is significantly associated with the Purchase Intention towards online grocery shopping

H2: Perceived Usefulness is significantly associated with the Purchase Intention towards online grocery shopping

H3: Perceived Ease of Use is significantly associated with the Purchase Intention towards online grocery shopping

H4: Situational Influences is significantly associated with the Purchase Intention towards online grocery shopping

3. Methodology

3.1 Research and Sample Design

This article relies on descriptive research design for which primary data are collected using a well-constructed questionnaire sent to research participants. This study is based on the purposive sampling methodology, which takes primary source of data into account.

3.2 Data Collection

The research was conducted among the residents of New Delhi to understand the online grocery purchase intention in the present scenario. The rationale behind

this was the statement given by

Albinder Dhindsa, co-founder and CEO, Grofers (an online grocery delivery service), to Brand WagonOnline: there had been a 65% surge in orders and 20% growth in order value during the lockdown in March 2020, Delhi and Gurugram were among those few cities that had seen a big uptake in demand. Hence, it was imperative to understand the impact of COVID-19 on online grocery shopping in New Delhi. A standardized online survey questionnaire has been used. The questionnaire was created using Google Forms and sent to known residents of New Delhi initially, and then they were requested to identify additional respondents. In four weeks of data collection, a total of 546 complete responses

could be obtained. Convenience sampling has been used, the categorization of which has been exhibited below.

Table 1. Respondents' Demographic Details

Demographics	N	%
Age		
Between 20 and 30 Years	296	54.21
30 - 40 Years	220	40.29
40 - 50 Years	27	4.95
Above 50 Years	3	0.55
Education		
Intermediate	107	19.60
Graduate	226	41.39
Postgraduate	110	20.15
Other	103	18.86
Gender		
Male	342	62.64
Female	204	37.36
Marital Status		
Married	265	48.53
Unmarried	281	51.47
Employment Status		
Salaried	438	80.22
Self Employed	63	11.54
Homemaker	43	7.88
Retired	2	0.37
Use Internet for shopping		
Yes	541	99.08
No	5	0.92

3.3 Measurement Instrument

The extensive literature review has led to the development of a questionnaire to address the aim of the study. The questionnaire had two separate sections. The first was to amass the respondents' personal information, which includes age, gender, qualification, marital status, and use of the internet for shopping, to understand the behaviour of respondents towards online grocery shopping. Earlier

literature states that the variables listed above significantly affect the outcome (Van Der Vegt et al, 2003). In the next section, researchers investigated various measurement scales that have key significance in this study. The ultimate set of 22 items in five constructs has been modified according to the needs of the study after reviewing previous literature. The constructs and their observable variables are presented below. A 5-point Likert scale has been used to record the respondents' responses, ranging from strongly disagree (1) to strongly agree (5).

3.4 Scales Used in the study

In this study, previously used validated measurement scales have been used. The scale to measure attitude toward online shopping and ease of use were adapted from Davis, (1989). The scale to measure Online purchase intention was modified from Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975 and Perceived Usefulness is taken from Gefen, D. (2003) and modified as per the study. For situational influence, scale obtained from Nguyen, H. V et al. (2020) has been used. To measure online purchase behaviour, the scale by George (2004) was obtained.

Table 2 Measurement Scale and Constructs

Construct	Measurement Scale	Source
Situational Influence (SI)	SIT1. Many grocery stores were not open during the COVID-19 pandemic	Nguyen, H. V et al. (2020)
	SIT2. Health concerns associated with visiting physical grocery stores are significant during the COVID-19 pandemic	
	SIT3. Large discounts are being offered by Online grocery stores during the COVID-19 pandemic	
	SIT4. Online grocery shopping is a trend during the COVID-19 pandemic	
Consumer Attitude (CA)	CA1 Buying online grocery is a good idea	Davis (1989)
	CA2 Buying online grocery is a wise idea	
	CA3 I like the idea of buying online grocery	
	CA4 Buying online grocery is a pleasant experience	
Perceived Usefulness (PU)	PU1 Online grocery shopping is useful to improve my performance in search and purchase	Gefen, D (2003)
	PU2 Online grocery shopping can be more profitable than traditional shopping	
	PU3 Online grocery stores improve my effectiveness	

	PU4 Online stores provides me useful information regarding grocery shopping	
Ease of Use (EOU)	EOU1 It is convenient to use the website	Davis (1989).
	EOU2 It is convenient to learn how to operate the website	
	EOU3 It is easy to act using the website	
	EOU4 The grocery websites are clear and understandable	
	EOU5 The grocery websites are so easy that you can become skillful at using it	
Online Purchase Intention (OPI)	OPI1 I intend to search for Online grocery products online in future	Ajzen & Fishbein, (1980); Fishbein & Ajzen, (1975)
	OPI2 I intend to buy grocery online in future	
	OPI3 I am likely to spend time on website to search for online grocery options	
	OPI4 I intend to take more time for online grocery item than typical buying	
	OPI5 I would likely to buy online grocery in the next 1-2 years	
Purchase behaviour (PB)	PB How often do you buy online grocery?	George (2004)

Source: Based on Literature

4. Analysis

The present study results from collecting data through a well-structured questionnaire where the scales mentioned above have been used. Before distributing the questionnaire, a pilot survey was conducted on 78 residents of New Delhi to check its reliability. The researchers have also calculated Cronbach's alpha coefficient, which was found to be more than 0.7, proving the reliability of the data. According to Sekaran (1992), testing verifies the reliability of a measure regarding the consistency and stability of the data collected for research.

Further, confirmatory factor analysis has been performed via version 20 of AMOS, and to measure the independent variable, association path analysis has been used. The model was tested using Confirmatory Factor Analysis (CFA). CFA is a valuable analytical tool that can be used to assess the internal consistency of statements, the reliability and validity of factors, and the discriminant validity of measurements. Reliability is a measure of the reliability of questionnaire items, as well as the degree of uniformity of measurement results. Additionally, CFA provides various tools to measure the internal consistency of data, such as Composite Reliability and Cronbach's Alpha, which have been employed in this study.

Seven hundred fifty-eight questionnaires were distributed to the Delhi residents, out of which 546 were found to be valid, indicating a response rate of 81.25 percent. Data from 546 respondents were fed into SPSS version 22, quoted as appropriate by Kline (2011). According to Kline (2011), a minimum of 10 responses per item or case is considered relevant, and in this study, the items in the questionnaire were 30. Therespondents are of varied occupation, age group, and gender (shown in Table 1).

Factors of variables need to be verified, and for that, confirmatory factor analysis is used (Ho, R 2006), and the data seemed to be adequate according to the fit of the model. All the variables used in the study and their diagrams show the different constructs' regression with their factors. AMOS has confirmed that all the variables are a good fit, and adjustments are not required. Chi-square/degree of freedom (CMIN/df) is a measure of a good model fit index. The results show that all the indicators of the model fit whether Goodness of fit index (GFI), Adjusted goodness of fit index (AGFI) and Root Mean Square Error of Approximation (RMSEA) is within the allowable range and is in accordance with literature (Bentler & Bonett, 1980; Hooper et al, 2008; Steiger, 2007).

Table 3: Summary of Confirmatory Factor Analysis

Variables	Item	Standardized Factor Loading	R2	Composite Reliability	AVE	MSV	ASV
Consumer Attitude	A1	.89	.79	0.884	0.662	0.346	0.230
	A2	.89	.80				
	A3	.83	.68				
	A4	.61	.37				
Perceived Usefulness	PU1	.85	.72	0.849	0.589	0.368	0.248
	PU2	.79	.62				
	PU3	.82	.67				
	PU4	.59	.34				
Perceived Ease of Use	EOU1	.71	.50	0.839	0.511	0.402	0.316
	EOU2	.76	.58				
	EOU3	.72	.51				
	EOU4	.72	.52				
	EOU5	.66	.43				
Situational Influences	SIT1	.81	.66	0.849	0.588	0.166	0.154
	SIT2	.86	.75				
	SIT3	.70	.48				
	SIT4	.68	.46				

Purchase	OPI1	.75	.56				
Intention	OPI2	.75	.56				
towards	OPI3	.83	.69				
online	OPI4	.80	.65				
grocery	OPI5	.70	.49				
shopping				0.877	0.589	0.402	0.284

4.1 Model Fit

The previous studies indicate positive relations between consumer attitude, technology acceptance, and situational influences (Halan, 2017; Kim, J. B., 2012; Nguyen, H.V. et al., 2020). Thereseachers have also tried to find the relationship between these variables and their association withonline grocery purchase intention through structural equation modelling, as presented in the figure. The relationship between these variables is checked in AMOS graphics, as shown in the figure. The values of GFI, Tucker-Lewus index, comparative fit index, and incremental fit index make the modelfit as suggested by Rai, K., Dua, S., & Yadav, M. (2019); it fulfils the conditions as the value is more than 0.90 as shown in Table 6. The recommended value is higher than the CMIN/df in the model, making it fit for the data (Hooper et al, 2008; Steiger, 2007).

Table 4. Measurement Model Diagonal Elements Are Correlations between the Constructs

Constructs	CA	PU	EOU	SI	OPI
CA	.81				
PU	.40	.76			
EOU	.58	.60	.71		
SI	.37	.39	.38	.76	
OPI	.51	.54	.63	.40	.76

4.2 Structural Model

After analyzing the measurement model, researchers checked the path analysis to specify the relationship between constructs. The path analysis result (figure2 and Table 5) shows the weight of regression, estimates, and the critical ratio test, which indicates that all the variables (consumer attitude, perceived usefulness, perceived ease of use, and situational influences) ($p < 0.05$) have a strong association on purchase intention towards online grocery shopping. These variables are good predictors of purchase intention. The goodness of fit of the structural model was also found to be

satisfactory, as the calculated values of all the indicators were higher than the acceptable norms (Table 6).

Figure 2: Structural Model

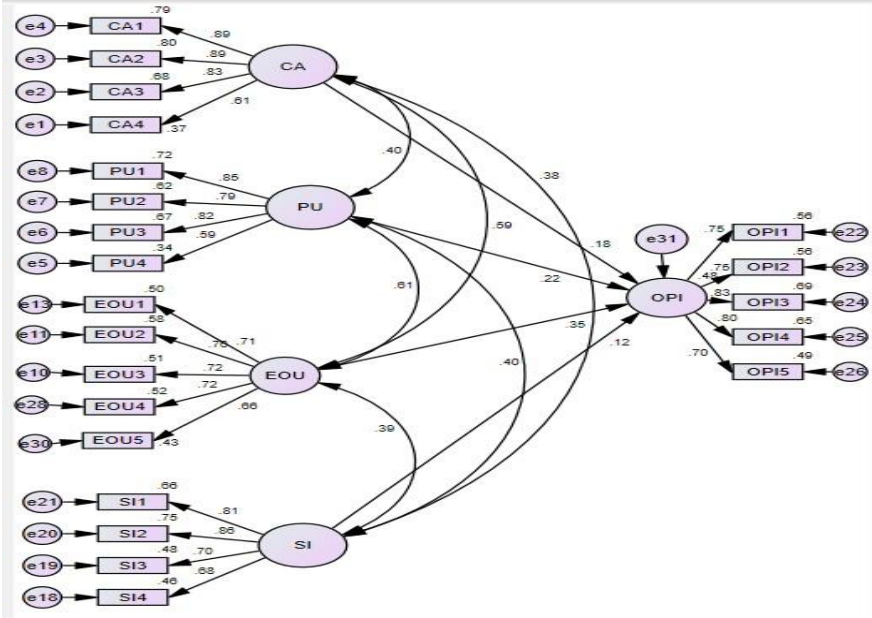


Table 5: Result of Structural Model

No.	Independent Variable	Dependent Variable	Estimates	S.E	C.R (Z value)	P	Result
1	Consumer Attitude	Purchase Intention	.233	.068	3.424	***	Significant
2	Perceived Usefulness	Purchase Intention	.287	.073	3.920	***	Significant
3	Perceived Ease of Use	Purchase Intention	.485	.089	5.438	***	Significant
4	Situational Influences	Purchase Intention	.119	.045	2.635	.008	Significant

Table 6. Structural Model Fit Indices

Fit-Index	Obtained Value	Acceptable Range	References
RMSEA	.066	<0.07	Steiger (2007); Awang (2012); Al-Mamary & Shamsuddin, (2015)
SRMR	.040	<0.08	Hu and Bentler (1999), Parry et al., (2020)
Chi-Square/df	3.350	<5 is relatively good	Awang (2012)
GFI	.901	>.90 is satisfactory good	Awang (2012); Lee et al., (2005)
CFI	.919	>.90 is satisfactory good	Bentler, (1990); Awang (2012); Parry et al., (2020)
TLI	.915	>.90 is satisfactory good	Awang(2012); Lee et al., (2005)

5. Discussion

Online grocery shopping is an innovative and relatively new concept for Indians, still in its budding stage. As per the data, consumer attitude towards online grocery shopping has a huge impact and predominantly predicts online grocery purchase intention, as also supported by Thompson et al. (1994). In their research, they uncovered a strong relationship between attitude evaluation and behavioural intention. In the primary data collection, attitude was cracked into four different questions.

Our research showed that people believed e-grocery shopping to be safe and practical, especially during the COVID era, when many were reluctant to leave their homes due to the pandemic.

The findings revealed that the COVID-19 pandemic had a positive impact on online grocery purchase intentions. Since the pandemic involved the closure of physical stores, even when stores selling groceries were opened, people preferred to stay safe because of the health risks associated with visiting such stores. Apart from that, discounts and contactless home deliveries enhanced the likelihood of purchasing groceries online amid the COVID-19 pandemic.

The findings also revealed that perceived usefulness positively impacted purchase intention and played a critical role in awakening the customer's interest in purchasing groceries online. As suggested by Bauerová, R., and Klepek (2018), marketers should do intensive work to increase the

usefulness of online grocery stores in the minds of consumers through word of mouth. In another study by Yoon (2015), it was found that usefulness significantly influenced intentions to purchase online.

In an alternative finding, it was discovered that there is a significant relationship between ease of use and online grocery purchase intention. The result has implied that online grocery shopping sites are easily adaptable and, since respondents were familiar with online shopping, they faced no trouble purchasing groceries online, which corresponds with the results of Nasution, M. (2019). However, the results are slightly different from those of other researchers such as Bauerová, R., and Klepek (2018), who in their study found no direct effect of EOU on purchase intention. It can be due to the different demographics of the respondents. This study has an important implication because of the coverage of the COVID-19 pandemic situation on online grocery purchase intention, as only a handful of papers have been written on the given subject. The study has shown that ease of use has been ranked as the top factor that has the most considerable influence on online grocery purchase intention. Consumers prefer to sit at home and feel safe, as there is no need to step out, and the ease of purchasing groceries online with a click of a button makes it even more convenient. The study has shown that the increase in online grocery purchase intention is also due to increased positive cases in the surrounding environment, which is in accordance with the study conducted by Kulkarni S. and Barge P. (2020), which has shown that convenience is the number one factor that has shifted the mode of purchasing groceries from off line to online.

6. Conclusion

There have been some changes in grocery buying behaviour as a result of the rise in COVID-19 instances in India. With the increase in the number of restrictions and lockdowns imposed by the government, the supply chain in this industry has been disrupted, leading to few changes in consumers' preferences. Convenience in terms of searching for the product and safety during the pandemic are the most significant factors that have led to an increase in purchase intention towards grocery shopping. However, there can be some disadvantages to e-grocery shopping, such as transaction fraud, the missing touch and feel factor, and delayed delivery. Apart from this, some people think of it as a bonding exercise with the family and buy groceries only through conventional mode. As this research is one of its kind because of the impact of COVID-19 taken into consideration, it can help a lot of online grocery marketers understand how to target and what factors need to be considered to market their products. It would be safe to say that e-grocery is gradually coming of age after being the outlier for more than a decade, especially in the metro cities like Delhi.

7. Managerial Implications

Our study has implications for managers and policymakers. Since it contains real-time situation, which impacts the purchase intention, marketers should make every effort possible to make the

website easy to operate and use more sale promotion techniques to coax new customers. The COVID-19 problem had a significant impact on business and economic activity as well as on individuals (McKinsey, 2020). In general, this research ought to assist retail and distribution businesses in the future to anticipate certain demand peaks in the event of a crisis and thereafter keep a better stock by adding value for their clients (Kumar & Reinartz, 2016). Notification alerts if something is not available at that time so that whenever it becomes available, customers can get a message, and a system where customers can get delivery in a few hours instead of days can be used by the online grocery shopkeepers to not only persuade the new customers but to retain the old ones. Second, the nature of the COVID-19 pandemic is dynamic. With new waves, the strategies required to embrace the exceeding demand to deliver at home and in-store purchasing should be taken

well into consideration by the food retailers. Third, companies offering grocery products online have a huge market to tap. If, through proper channels and strategies, Karyana stores operating at a local level produce better and smarter features or tie up with large organisations to deliver the product in a few hours, they can increase their revenue and elevate the customer experience for online grocery shopping. The final implication is that changes that have occurred during this pandemic, including the requirement to modify online resource allocation and capacity, are likely to stay. Companies need to take an initiative-taking stance when it comes to innovation if they want to respond to crises effectively.

8. Limitations

The first limitation of our study is that our theoretical framework does not include any moderator. Moderator inclusion may have improved the implications of the results. The second limitation is that our study has not tested the relationship between purchase intention and purchase behaviour. The third limitation is that Situational influences can be wide-ranging. However, the researchers have only included the COVID-19 pandemic in it. Fourth, the respondents were well versed with the internet and online shopping. Further studies can consider these limitations and work extensively in rural cities to improve understanding of customers buying behaviour.

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