

Determinants of intentions to use Grocery Apps in India: The role of attitude and offers

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Abstract. Present study is to know the Determinants of intentions to use Grocery Apps in India: The role of attitude and offers. Primary data based on structured questionnaire is collected from consumers using grocery apps. Independent variables are taken attitude of customers and offers provided. An intention to use grocery apps is treated as dependent variable. Attitude also affects the intention positively and significantly. Further analysis can be done for relationship of customer satisfaction with independent variables. Demographic perception may be scope for further studies.

Keywords: Grocery Apps, Innovation, Customers, Perception.

1 Introduction

With the aid of mobile apps and websites, the Internet simplifies every aspect of human existence, from booking to purchasing. In order to maintain daily living, groceries are a must. Over the years, the business of online grocery shopping in India 2022 has grown quickly. For the majority of individuals, finding a list of items and waiting in line for payment makes going to the supermarket a monotonous experience. Online grocery shopping apps make strides in the app market to make people's jobs easier. With just a few clicks, this creative concept puts the entire buying experience in your hands. People can save more time and have access to a variety of new experiences by purchasing online.

India's economy is the one with the quickest rate of expansion and it has adapted to all forms of technology over time. The country's best demonstration of Internet usage is online commerce. Users are interested in purchasing food items, fresh produce, fruits, and other grocery items online via the internet, just like they are in buying electrical appliances. Some of the top Indian cities for online grocery shopping, according to the report, include Bangalore, Mumbai, Delhi, Hyderabad, Pune, and Chennai. These cities are the focus of many businesses looking to use mobile apps to bring their concepts to life. Grocery app growth is accelerating, much like online food delivery.

Apps for online shopping make it possible for anybody, anywhere to order groceries online. The provided address will receive the ordered item at its doorstep. The shopping software also provides a user with a variety of payment choices to complete the transaction.

The entire procedure is quick, stress-free, and simple to use. Top 10 most popular Online Grocery Shopping App:

- BigBasket
- Grofers
- ZopNow
- Amazon Pantry
- Flipkart Supermarket
- Nature's Basket
- Spencer's Online Grocery
- Paytm Mall
- DMart Online Grocery Shopping
- Reliance Smart

2 Attitude towards Grocery mobile app

Consumers' expectations that service providers may be trusted or depended upon to keep their promises are referred to as state trust on attitude. Ability, customer believe, and compassion are the three qualities that make up trust, which is a perception of competence. Consumer trust is a result of service providers' capability to easily supply goods and services (Ganesan, 1994; Pavlou, 2003). According to Sugandini et al. (2018), 2018a and 2018b, as well as Yuliansyah, Rammal & Rose (2016) and Kim et al. (2016), trust is a factor in establishing long-term commercial connections and can influence online purchases (2008). According to Suh et al. (2015), the variable trust has a sizable favourable impact on customers' online purchase intentions.

3 Intentions to use grocery mobile app

The primary factor impacting real purchasing behaviour is consumer attitude toward online shopping (Baba & Siddiqi, 2016). According to Kothari & Maindargi (2016), shoppers have the best alternative while making online purchases thanks to online buying attitudes.

4 Offers

Cheap deals and better prices are available online, because products come to you direct from the manufacturer or seller without involving middlemen. Plus, it's easier to compare prices and find a better deal. Many online sites offer discount coupons and rebates, as well.

5 Literature Review

In their study, Rakesh, T S, and S Madhushree (2015) looked at how socio demographic factors (such as age, income, and occupation) and buy perception affect consumers' attitudes toward online shopping. They also looked at the best payment methods for making payments while shopping online.

RadkaBauerova (2019) investigated whether pressure to incorporate new technology into the purchasing process is felt equally by all customer generations and how consumer behaviour may be influenced by prior adoption of online grocery shopping. The acceptability of online grocery shopping is a predictor of favourable opinion of other technologies in retailing, according to this study, which offers a fresh perspective on online and offline generations of consumers. In order to streamline corporate procedures and maximize the usage of the workforce, managers should take initiatives to enhance technology adoption in their establishments. The possibilities for conventional shops to enter the online industry are also illustrated in this study.

Avinash K S and S Srivastava (2022) concentrated on big basket for online grocery buying. Technology is used to promote marketing initiatives and sell products via online shopping and marketing. We offer the most inexpensive pricing for Indian grocery products that one may purchase online. Customers purchase products from online retailers based on features including deals and discounts, a wide selection of products, free home delivery, website usability, and the cash on delivery payment option. The online food store's promotional discounts are drawing customers in (big basket). Numerous factors influence how consumers see grocery shopping online.

Sabari S R and Nareshkumar S (2018) sought to comprehend how consumers felt about food shopping online and the influence of demographic factors on that view. The main conclusions were that demographics had an impact on how consumers saw online grocery shopping, that monthly savings and budget control were attainable, and that they also identified the crucial factors to be taken into account.

As part of their investigation into Amazon, Chatterjee A and Roy P K (2020) gave us a glimpse of their corporate strategy for the m-commerce sector and how it affects consumers' perceptions in the interest of potential future business. The research's findings, however, would also be helpful in understanding the factors that matter to customers when they are making a purchase.

Anne K. and Tommi L. (2019) investigated how user engagement and suggestion behaviour with a mobile grocery shopping application are influenced by utilitarian and hedonic values. The study also looked at whether customer involvement, as measured by how often they used the mobile app, affected how much money they actually spent.

Suguna S. and Pooja V. (2020) concentrated solely on big basket's online food purchasing. Technology is used to promote marketing initiatives and sell products via online shopping and marketing. We offer the most inexpensive pricing for Indian grocery products that one may purchase online. Customers purchase things from an online retailer based on considerations such as deals and discounts, the range of products offered, free home delivery, website usability, and the cash on delivery payment option. The online food store's promotional discounts are drawing customers in (big basket). Numerous factors influence how consumers see grocery shopping online.

According to Mahesh V J and Hari P (2020), improving packing, tracking, payments, prices, and delivery schedules has a positive linear link with how customers perceive and behave. The purpose of this study is to understand how customers perceive a product delivery.

Four situational elements, according to Huang and Oppewal (2006), influence consumers' preference for certain purchasing channels. Consumer purchasing behaviour, online delivery fees, grocery retailing, choice experiments, and Internet shopping. It was also determined that, when influence is taken into account, delivery fees are not the most crucial element. The relative preference to shop in-store or online was more affected by a fifteen minute difference in travel time to the food store than by a delivery fee.

Goethals (2012) discussed supermarket delivery and plans to make online grocery purchases. If domestic shipping is made available, some customer firms plan to start offering e-groceries, but they are not willing to pay much for transportation. Furthermore, willingness to pay is unrelated to the distance to the store or the length of the shopping trip, which could aid supermarkets in defraying costs.

For shops involved in e-commerce, excellent delivery service is becoming more and more important, according to Tandon and Kiran (2018). In order to better serve their clients, many are therefore interested in transferring from their existing service to one that is more generally successful. Better carriers charge more, therefore the merchant will either have to get a revenue reduction or pass the transportation expense on to their customers as a result of this switch.

The impact of perceived utility and perceived simplicity of use on customer purchasing behaviour for online grocery use in Melaka was explored by Fong C M (2020), who came to the conclusion that these factors have a substantial impact on consumer behaviour.

The reason why a consumer is eager to buy for groceries online is because of the perceived convenience of doing so and the potential time savings, according to Morganosky and Cude (2000).

According to Shipra A, Snehal, and Tushar K (2021), consumers' purchasing habits when they shop for groceries online are entirely different from those when they purchase at real marketplaces. This study aimed to quantify sustainability and comprehend consumer perceptions of online food purchasing. The present pandemic crisis has encouraged people to purchase for goods online and instilled confidence in the customers, giving the online grocery industry a more secure future. However, it is critical to examine the market when things have normalized in order to gauge sustainability.

6 Research Methodology

Present study is exploratory in nature.

7 Objectives of the study

To find out factors Grocery Apps in India: a breakthrough innovation in retailing from customers' perspective.

8 Data used

Primary data is used on structured questionnaire.

9 Scale of study

Table 1.Scale of Study considered for Examination

Variable	Authors Details
Attitude	(Ganesan, 1994; Pavlou, 2003). Yuliansyah, Rammal & Rose (2016) and Kim et al. (2016) Suh et al. (2015)
Offers	RadkaBauerova (2019), Suguna S. and Pooja V. (2020)
Intention to purchase	Baba & Siddiqi, 2016). Kothari & Maindargi (2016),

10 Statement description

Table 2.Statement Description

Coding	Attitude towards Grocery mobile app
Att1	Purchasing food using grocery app is wise.
Att2	Purchasing food using grocery app is good
Att3	Purchasing food using food panda mobile app is sensible
Att4	Purchasing food using grocery app is rewarding.
Coding	Intentions to use grocery mobile app
Intent1	I intend to continue using grocery app in the future
Intent2	I will always try to use grocery app in my daily life.
Intent3	I plan to continue to use grocery app frequently.
Intent4	I have decided to use grocery mobile app for purchasing foods the next time.
Coding	Offers
Offer1	I use grocery apps due to offers like discounts
Offer2	I use grocery apps due to offers like money back in case of non satisfactory quality
Offer3	I use grocery apps due to offers like money back in case of non satisfactory quantity
Offer4	I use grocery apps due to offers like money back in case of non satisfactory size/colour
Offer5	I use grocery apps due to offers like money back in case order not delivered on time

Source: Author's own presentation

11 Empirical Result and discussion

This study examines the impact of offers and attitude of grocery app on intention to use. Before employing documenting the regression outcome, we present descriptive statistics and reliability of these constituent variables (offers, attitude and intention) in table 3. The result is obtained based on 416 responses. It is observed that offer has highest mean (3.23) followed by intention (3.21) and use (3.20). Further, the reliability of intention is high (0.92) comparatively amongst constituent variables. For any construct the reliability has to be more than 0.6 which is considered as the benchmark which is found in case of each considered variable. Table 4 encapsulates the degree of association (correlation) amongst offers, attitude and intention. We observe that there is evidence of positive correlation amongst constructs. Interestingly, intention and attitude are highly correlated (0.869) while followed by offers and attitude (0.338). The least correlation is witnessed between attitudes and offers (0.338).

Table 3. Descriptive Statistics and Reliability

Offers	N	Mean	Std. Deviation	Mean	Reliability
Offer2	416	3.68	1.314	-	.822
Offer1	416	3.27	1.385	3.23	-
Offer4	416	3.07	1.198	-	-
Offer3	416	3.05	1.145	-	-
Offer5	416	2.91	1.176	-	-
Valid N (listwise)	416				
Intention	N	Mean	Std. Deviation	Mean	Reliability
Intent1	416	3.55	1.363	-	.92
Intent4	416	3.38	1.195	3.21	-
Intent3	416	3.03	1.154	-	-
Intent2	416	2.81	1.247	-	-
Valid N (listwise)	416				
Attitude	N	Mean	Std. Deviation	Mean	Reliability
Att3	416	3.41	1.401	-	0.91
Att2	416	3.19	1.369	3.20	-
Att1	416	3.05	1.440	-	-
Att4	416	2.90	1.271	-	-
Valid N (listwise)	416				

Source: Author's own presentation

Table 4.Correlations Matrix of considered variables

		Intention	Offers	Attitude
Pearson Correlation	Intention	1.000	.242	.869
	Offers	.242	1.000	.338
	Attitude	.869	.338	1.000

Sig. (1-tailed)	Intention	-	.000	.000
	Offers	.000	-	.000
	Attitude	.000	.000	-
N	Intention	416	416	416
	Offers	416	416	416
	Attitude	416	416	416

Source: Author's own presentation

Table 5 furnishes the results obtained from multiple regressions in which model summary and coefficients are considered. Overall, the model is fit as jointly the beta of both independent variables is significant. Further, considering the impact, it is found that offers affect negatively to the intention to use as its coefficient is negative. It infers that each unit of offers decreases the intention by 0.065 units. Further, attitude also affects the intention positively and significantly. It is documented that each unit of attitude increases the intention by 0.94 units. Referring to the most significant variable, we notice that attitude is more important variable than offers as its standard beta is high (0.889).

Table 5. Results obtained from multiple regressions Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.871a	.758	.757	.592

As regards with variation of intention by both independent variables (offers and attitudes), it is noticed that its R-squared is 87.1% .

Table 6. Results of Significance

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta		Lower Bound	Upper Bound
1	(Constant)	.406	.107		.000	.196	.616
	Offers	-.065	.028	-.059	.023	-.120	-.009
	Attitude	.947	.027	.889	.000	.893	1.001

Source: Author's own presentation

Further, R-squared is also computed to determine the corrected goodness of fit. Table 6 shows the adjusted R-squared is 75.7% which adjusts the number of terms. Following is an equation considered for this study: $\text{Intention} = 0.406 - 0.065 \text{ offers} + 0.947 \text{ attitude}$.

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