

Understanding the Online Grocery Purchase Intention of Semi-urban Consumers using a Socio-cognitive Approach

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Objective: *The aim of this research is to investigate the role of select socio-cognitive variables of online purchase intention of grocery in Indian households. The present research employs Theory of planned behaviour as the underpinning model for understanding the online grocery purchase intention of Indian consumers. The research also accommodates additional variables which may moderate the relationships in the TPB framework. These two moderator variables used are the shopping enjoyment and subjective knowledge of online purchase.*

Key words: *Online Purchase Behavior, online grocery, purchase intention, semi-urban consumer, theory of planned behavior.*

1. BACKGROUND

India has been traditionally known as a rural economy depending upon the large number of farmers ushering in informal sector. Recently there are many positive reports regarding the growth of online market size in general and online grocery market in particular. However it will be interesting know what socio psychological motive will drive the purchase Intention of online grocery for Indian consumers. Indian consumers are new to online grocery buying. Globally many studies are conducted to understand the online grocery behaviour. But the setting of the study was primarily the global and or urban consumers. The present study is focussed on the semi urban and rural consumers.

2. METHOD

A descriptive strategy and a post positivist approach were applied in order to test the extended Theory of Planned Behaviour (TPB). A confirmatory approach is used to test the model. Structural equational modelling is employed to test the hypothesised relationships. The measurement model is tested for validity reliability and the structural model is tested the validity. Several fit criterion are applied to assess the model fit.

3. FINDINGS AND CONCLUSION

The finding of the present research indicates that the attitude and social pressure as most important factors of online grocery purchase behaviour. Further it was also established that subjective knowledge and shopping enjoyment did not have the direct effect on purchase intention. However both exert significant direct effect through attitude a subjective norms. This study successfully tests the Theory of Planned Behaviour and suggestions for further research is to examine the underlying factors using different research approach e.g. focus group or interviews etc.