



Exploring Influential Factors on Online Groceries Shopping Purchase Intentions Among Customers in Jabodetabek Area

Keny Rahmawati^{1*}, Dianty Anggraini Putri²

¹Jurusan Ilmu Administrasi Bisnis UPN Veteran Yogyakarta

²Digital Next Business Department PT Telkom Indonesia

*Email Penulis korespondensi: keny.rahmawati@upnyk.ac.id

Abstrak

Studi ini menerapkan pendekatan kualitatif untuk mengetahui pengaruh yang mendasari perilaku konsumen *online grocery shopping* dalam perspektif niat beli dan kesenjangan niat-perilaku (IBG). Data penelitian diperoleh dari wawancara mendalam semi terstruktur dengan 10 konsumen dan dianalisis menggunakan *grounded theory*. Temuan mengidentifikasi faktor-faktor yang mempengaruhi niat dan IBG dalam proses belanja online konsumen. Secara khusus, temuan ini melaporkan bahwa persepsi kegunaan, persepsi kemudahan penggunaan, persepsi risiko COVID-19, pengaruh sosial, dan pengalaman berbelanja yang menyenangkan diidentifikasi sebagai pendorong utama untuk menghasilkan niat pembelian online konsumen *online grocery shopping*. Kesulitan dalam transaksi, keterlambatan pengiriman, informasi yang tidak lengkap, pengemasan yang buruk, dan kesulitan dengan navigasi situs menjadi faktor pemicu kesenjangan antara niat dan perilaku pembelian *online grocery*. Temuan ini akan membantu pemangku kepentingan membangun kebijakan masa depan dan strategi yang sesuai untuk lebih mempromosikan *online grocery* di area Jabodetabek.

Kata kunci: Online Grocery Shopping, Keputusan Pembelian, COVID-19

Abstract

This study applied a qualitative approach to investigate the underlying influences on consumers' online grocery shopping from the intention generation phase to intention execution phase in the perspectives of purchase intention and the intention-behaviour gap (IBG). Research data were derived from semi-structured in-depth interviews with 10 consumers and analyzed using grounded theory. The findings identified factors that influenced intentions and the IBG in the process of consumers' online grocery shopping. Specifically, these findings reported that perceived usefulness, perceived ease of use, perceived risk of COVID-19, social influence, and enjoyable shopping experiences were identified as major drivers for generating consumers' online purchase intentions. Difficulty in transaction, late delivery, incomplete information, bad packaging, and difficulty with site navigation were factors triggering the gap between online grocery purchase intentions and behaviours. These findings will help stakeholders build future policy and suitable strategies to better promote online grocery shopping in the Jabodetabek context.

Keyword: Online Grocery Shopping; Purchase Intention, COVID-19





Introduction

The ongoing COVID-19 pandemic in Indonesia is part of the ongoing COVID-19 pandemic worldwide. To reduce the possibility of the spread of COVID-19 which is easily contagious, the government and WHO encourage the public to maintain a safe distance from others through the PPKM policy for areas affected by COVID-19. The government's appeal to implement physical distancing affects the level of public concern. This condition will affect the mental health of every individual in Indonesian society. Based on a survey conducted by BPS, people's concerns regarding their own health are increasing when they have to do activities outside the home, it is indicated by as many as 69.43% of people are very worried when doing activities outside the home (BPS, 2020).

Changes in the behavior of Indonesian people during the COVID-19 pandemic due to the social distancing policy from the government, namely by avoiding crowded places and choosing to spend time with family at home. In addition, there is a change in people's shopping patterns from offline to online. Direct shopping activities to supermarkets decreased by 39%, while online shopping intensity increased by 41% during the COVID-19 pandemic with the most purchasing category being groceries by 51% (JAKPAT, 2020).

The growth of the internet has changed the lifestyle of consumers as well as their behavior in shopping. With the internet and connectivity in Indonesia, there has been a significant increase in e-commerce in Indonesia. The Association Survey (APJII) found that there were 197.6 (73.7%) internet users in Indonesia out of 277 million people in Indonesia (Irawan, 2020). Online stores are seen as a way for people to fulfill their daily needs without having to leave the house. Online shopping is becoming more popular among Indonesians. The increasing public interest in online shopping has influenced the rapid development of the e-commerce industry in Indonesia. Included for the category of basic needs.

To respond to the increase in online grocery shopping, it is important to study its consumers purchasing behaviors, especially focusing on purchase intention, which is the premise of performed purchase behavior (Ajzen, 2002) . Thus, marketers and academicians need to deeply understand which factors motivate consumers intentions to purchase online groceries in Indonesia.





However, research related to customer intentional behavior towards online groceries shopping is still insufficient, as most of the studies have been focused on online groceries shopping (Warganegara, 2022). For example, found the specific attribute of perceived usefulness, perceived ease of use, price, reference group, perceived health risk as the key drivers of online groceries shopping preference; among them perceived health risk was the most important factors for customers to generate buying intentions. The study from Hartono. et al, reported that panic buying, reduction in consumption, price sensitivity, shifting to e-grocery shopping and health consciousness. Although prior studies have provided some evidence on the factors of online groceries shopping purchase intention, researchers still suggest to verify their impacts and explore additional factors in further research.

The two main aims of this study are (i) to explore which factors motivate the intention of consumers to purchase online groceries, (ii) to investigate which factors prevent customers from translating their intention into online groceries shopping. Our study is based on grounded theory by employing in-depth interviews. The outcome of this research has significant practical implications for different stakeholders including scholars, online groceries shopping players, and policymakers. The research findings can enable stakeholders to comprehend the important role of the purchase intention and the mechanisms that influence online groceries consumers. Furthermore, this study can provide newer insight into the impact of the pandemic crisis on consumers online groceries purchases. Therefore, governments and stakeholder of the online groceries industry can utilize these findings to develop appropriate marketing strategies to promote online groceries shopping lifestyle in the future.

Literature Review

Purchase Intention

Behavioral intention (BI) is characterized as a customer's intention to subscribe or to buy an item later on. Furthermore, it is a sort of purchase intention which can be utilized to anticipate purchaser's buying patterns. Intention is also characterized as the view of a person towards performance of a particular behavior. Purchase intention is moreover considered as a buyer's





intention or plan to purchase a thing. Purchase intention can in like manner be described as the capacity of a customer to purchase thing. Purchase intention is one of the fundamental elements to foresee customer buying pattern. Purchase intention can be measured by the amount of customers buying a product and customer loyalty. Also, purchase intention is the time when a purchaser has a proposed arrange or has a good recognition towards a thing. The development in purchase intention will incite to more customers on their readiness to purchase a thing. Two conditions must be met in order to fulfil the intention to predict behavior (Anna et. al, 2015). Firstly, the measure of behavior has to be made after the intention as intentions can change periodically. Secondly, the respondents have to be conscious in order to make choice or decision, for example, online grocery shopping decision making. As demonstrated by Ajzen (2002) intentions are viewed as being related to the immediate behavior. It is said that a purchaser frequently expects to act if the feelings about the action is surveyed positively and supported by the general population in their environment. The statement above shows uplifting attitudes and solid subjective norms affect purchaser intention.

Perceived Ease of Use

Ease of use is defined as “the degree to which an individual believes that using a particular system would be free of physical and mental effort” (Nguyen, 2017). In other words, perceived ease of use denotes perceptions concerning “the process leading to the final outcome” (Davis, 1989). The benefits of perceived ease of use in e-commerce include ease of ordering at any time and from any location, perceived ease of information searching, and overall ease of use The authors of this research define perceived ease of use as a consumer’s perception that online grocery shopping requires minimal effort (Gefen, 2003). Previous research on online shopping has discovered that perceived ease of use influences perceived usefulness in both developed and emerging markets (Kim, 2012). Therefore, consumers will perceive the usefulness of online shopping if it is easy to use by being connected to the Internet for purchasing products.





Perceived Usefulness

Perceived usefulness refers to “the degree to which a person believes that using a particular system would enhance his/her job performance.” In other words, perceived usefulness reflects individuals’ perceptions concerning “the outcome of the experience” (Nguyen, 2017). Perceived usefulness of online shopping is related to the perceived benefits such as maximizing time savings and convenience. Applying this to the online grocery shopping context, the authors described perceived usefulness as consumers’ perception that shopping for groceries online improves their shopping experience and performance. Moreover, online shopping can increase the efficiency of the entire online purchasing process, allowing consumers to compare prices from different retailers, search for product information, place an order, finalize the transaction, track the shipment, and assess the customer service (Sondakh, 2017). Therefore, the perceived usefulness of online shopping can be conceptualized as the degree to which online shopping provides relative benefits to customers compared with offline shopping. This was supported by previous studies about the positive relationships between perceived usefulness and customers’ attitudes towards online shopping. Perceived usefulness is also another major factor of attitude as it affects consumers’ decision to shop online if they find online shopping to be useful.

Health Risk

The perceived risk theory, in consumer behavior research, refers to the potential risks that may occur in consumers’ decision-making, due to uncertainties that may cause negative repercussions (Shin H, 2020). The perceived risk derives from the unanticipated and uncertain negative effects of product purchasing (Rehman, 2020). To date, several studies have recognized the influence of risk perception on life behavior, including consumer behavior. These studies considered risk perception to be an important factor influencing purchasing decisions or purchase intention. Among the different types of perceived risk, health risk indicates that customers perceived a risk to their physical health due to uncontrolled events such as a pandemic. During the current pandemic, virus contagion poses a major threat to society. Perceived health risk as a personal sense of potential health hazards is likely to be encountered in physical shopping, e.g.,





shopping malls and marketplaces. In this pandemic era, several things can be done to prevent the spread of the virus, such as maintaining social distancing, washing hands, and staying at home. Therefore, during the pandemic, the perceived lower risk of using e-commerce compared to other shopping methods may have a positive impact on the intention to engage in online shopping.

Methods

Design

A qualitative study was conducted using semi-structured in-depth interviews and grounded theory. Initially, this study applied semi structured in-depth interviews with the aid of probing questions to collect data, which can provide richer insight into complex phenomenon from an open-ended and discovery oriented perspective (Rubin, 2004). According to Goulding, grounded theory enables researchers to generate theories that (i) enable an explanation of behavior, (ii) are useful in advancing theory, (iii) are applicable in practice, (iv) provide a perspective on behavior, (v) guide and provide a style for a research on particular areas of behavior, and (vi) provide clear enough categories and hypotheses that crucial ones can be verified in the present and future research. This scientific method assist the researcher to keep an open mind in the detection and explanation of social phenomena from respondents by socially purposeful questions (Goulding, 2000). Semi-structured interviews are consistent with grounded theory because it allows the researcher to pose key questions and the depth of exploration (Rubin, 2004). This study followed the Straussian approach by designing preliminary interview questions in a strategic way, which did not violate basing theoretical principles. Then, new items were added to the preliminary questions guide and researchers continued to interview consumers for data collection until additional responses stopped generating any further insights into the questions (Glaser, 1967). The recursive process included data collection, data coding, comparative analysis, and theoretical sampling data saturation.

Participants and Procedure

The target group of our study is consumers who have online grocery shopping in the past. The recruitment information was spread via whatsapp and Instagram, the most popular instant





messaging in Indonesia, where respondent can attend an interview through zoom meeting. To stimulate people's willingness to participate in the interview, the participants can receive IDR 300 thousands of "Gopay". The proposed time of the interview was approximately 30-45 minutes. Those who agreed to participate were asked to provide their contact information and the researcher would discuss with respondents to arrange an interview appointment. Before starting the interview, each respondent was asked whether they have ever purchased grocery via online, and respondent were requested to continue with the interview only if their answer was positive. There were five basic topics to be discussed during the interview: (i) online groceries shopping experience, (ii) general thoughts about online grocery shopping, (iii) factors that drive online groceries purchase intention, (iv) factors triggering Intention Behavior Gap (IBG), and (v) the impact of COVID-19 on online groceries shopping purchase intention. All interview guide were recorded and transcribed. Participants were informed that their responses would be audio recorded and that their data would be anonymized and store securely. Two researchers coded interviews independently to ensure the reliability and quality control checks were conducted to validate all interview summaries. For member checks, this study contacted several respondent experience were presented correctly or not. The data collection process lasted for 14 days in March 2022. Finally, a total of 10 consumers participated in this investigation and data saturation was achieved after the 10th participant, as no new codes were being generated from the new respondents. Descriptive information about the respondents characteristics provided in Table 1.

Table 1. Characteristics of Participants Interviewed (n=10)

Demographic Variables		Frequency	Percent (%)
Gender	Male	3	30%
	Female	7	30%
Age	<30	8	80%
	30-50	2	20%
	>50	0	0
Marital Status	Married with child or children	3	30%
	Married	5	50%





Demographic Variables		Frequency	Percent (%)
	Single	2	20%
	Other	0	0%
Education	High school or technical	1	10%
	University and above	9	90%
Monthly Income	> IDR 10.000.000	4	40%
	IDR 5.000.000 – IDR 10.000.000	5	50%
	< IDR 5.000.000	1	10%
Whether there are elderly people over 60 or children under 12 in your home	Yes	4	40%
	No	6	60%

Data Analysis

For questions such as asking respondents experience, descriptive statistics were used to analyze the results. For the questions investigating consumers thoughts about online groceries, the number count for each word was tallied and words similar meanings were grouped into categories and dimensions. For qualitative questions such as online groceries shopping experience, general thoughts about online grocery shopping, factors that drive online groceries purchase intention, factors triggering IBG and the impact of COVID-19 on online groceries shopping purchase intention, grounded theory was used to conduct data coding which followed the procedure from Yadav et al. data coding was analyzed in different phases: (i) open coding (i.e., identifying recurring patterns in the responses), (ii) axial coding (i.e., merging the closely related open codes under broader dimensions), and (iii) selective coding (i.e., looking for connections and statements) (Haig, 1995). When analyzing each paragraph, the audio transcript of every participant was divided into a set of paragraph. Furthermore, the identification of statements and connections for each paragraph was tracked and checked against the literature. The integration and analyses of all data took place in the final phase.





Results

Experience and Thoughts of Groceries Online Shopping

Regarding the results of the last purchase experience of online groceries, 54,34% of respondents indicated that they had purchased online groceries in the last week, 32,12% had bought online groceries in the last month, and 13,54% had purchased online groceries more than one month ago. In terms of probing which latest groceries they purchased, household equipment, vegetables and fruits, and meat. When respondents were asked to describe the first three words that came to their minds online groceries shopping, a total 12 different individual words were recorded. Among these words, “convenient” (39), “cheap price” (28), “discount” (16), “usefulness” (10) were the most frequently mentioned words by consumers.

Factors of Driving Groceries Online Purchase

On the basis of the analysis of the respondents interviews, 16 open codes were identified as factors that drive online groceries purchase intention. Through merging closely related open codes under broader dimensions, five axial codes were generated as drivers of online groceries purchase intention, which were perceived risk of COVID-19, perceived ease of use, enjoyable shopping experience, perceived usefulness, social influence.

Axial Code 1: Perceived risk of COVID-19

COVID-19 makes the people reluctant to move outside the home. It was caused by they are afraid of being infected by a virus that can spread quickly. To maintain this, they choose to fulfill their daily basic needs through online platform.

“I’m afraid if I have to go to the traditional market or supermarket, especially if I bring my children, so its better to shop online.” (participant 3)

Axial Code 2: Perceived Ease of Use

Ease of use is defined as “the degree to which an individual believes that using a particular system would be free on physical and mental effort”. The benefits of perceived ease of use in e-commerce include ease of use ordering at any time and from any location, perceived ease of





information searching, and overall ease of use. Define perceive ease of use as a consumer's perception that online grocery shopping requires minimal effort.

“I can buy everything through one platform, no need to go anywhere. If, for example, you are still at the office, you can buy from the office and then go straight home, no need to stop by anywhere.” (participant 5)

Axial Code 3: Enjoyable Shopping Experience

With consideration of special properties of online groceries, some companies have tailored marketing strategies accordingly to attract consumers interest and promote their sales, such as attractive promotion plans. These marketing strategies also play an important role in deciding consumers willingness to pay. Some participants reported that they normally had an enjoyable shopping experience during the process of online groceries and it results in a positive impression.

“I often buy online groceries product, if there are some promotions, such as buying one get one free” (participant 4)

Axial Code 4: Perceived Usefulness

Perceived usefulness refers to “the degree to which a person believes that using a particular system would enhance his/her job performance. In other words, perceived usefulness reflects individuals perceptions concerning “the outcome of the experience”. Perceived usefulness of online shopping is related to perceived benefits such as maximizing time savings and convenience. Applying this to the online grocery shopping context, perceived usefulness as consumers perception that shopping for groceries online improves their shopping their shopping experience and performance.

“Now buying online there is a personal assistant so you can change product choices if for example the product runs out, no need to cancel the purchase.” (participant 1)

Axial Code 5: Social Influence

Even if food consumption is a personal choice, social influence still plays a salient role in consumption patterns. Online groceries purchase intention behavior is associated with social norms and values, social groups, and cultural influences. Consumers follow social norms to receive social acceptance in their groups and to avoid losses from mistaken decisions.





“I was told by my friends to try buying vegetables online, eh, it's really helpful” (participant 7)

Factors Triggering IBG

A quality attribute of online groceries shopping belongs to confidence-based products; therefore, it becomes very necessary to increase consumers trust for establishing and promoting the growth of the online groceries shopping. In online grocery, especially fresh products and meats, customers found disadvantages since they cannot use their sensory, when consumers purchase a grocery product, they really depend on sensory examination such as touching, smelling and feeling to determine the freshness or appropriateness of the product. Purchase grocery by online also has certain issues that become inhibitor to adoption of technology such as difficulties in transaction, late deliveries, incomplete information, difficulties with site navigation, bad packaging and complex procedure also security in money transaction.

The Impact of COVID-19 on Online Groceries Shopping Purchase Intention

The impact of the COVID-19 crisis on consumers online grocery purchase intention and the IBG was investigated in the study. When participants were asked about the impact of COVID-19, the majority reported that the pandemic had a significant influence on their online groceries shopping. A probe question was raised to explore the influence of COVID-19 on their online grocery purchase intentions. In general, most of participant perceived that the pandemic has increased their online grocery purchase intentions because of their healthy concerns. As a result, 80% have a heightened awareness of the importance of health. A total of 20% participants expressed that there was no impact from the COVID-19 crisis on their online grocery purchase intention behavior, and they would purchase their daily need on online grocery platform.



Action Diagram

Figure 1 represent the grounded theory framework that was deduced from the present research.

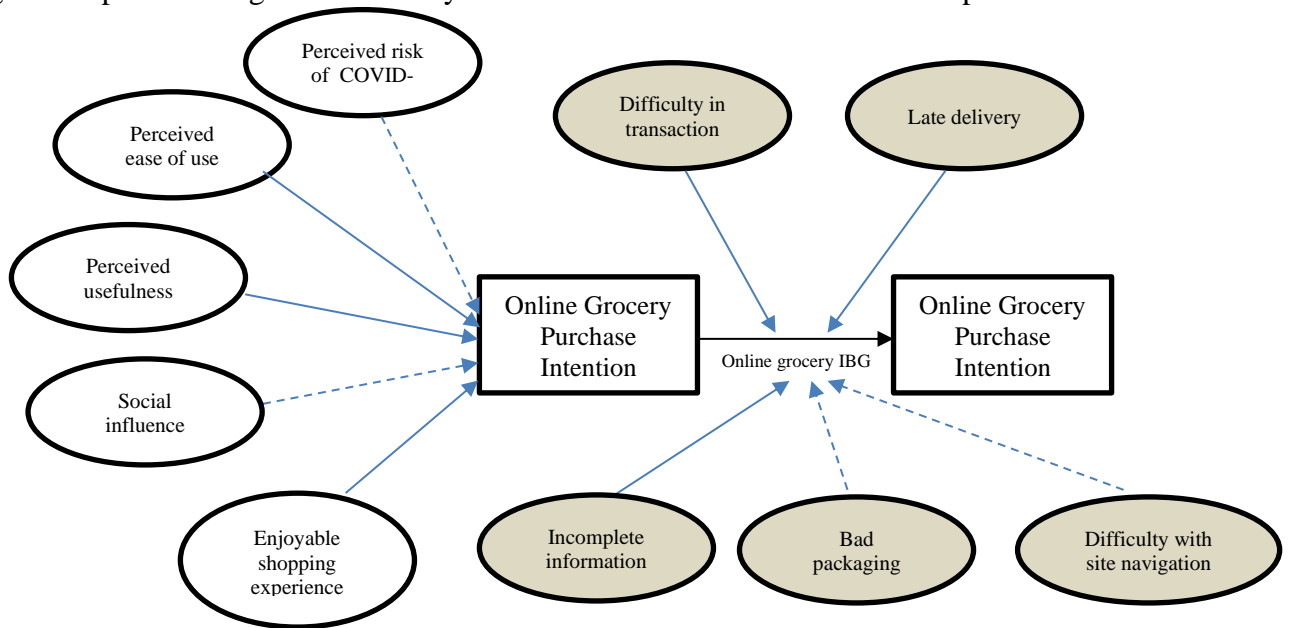


Figure 1 Factors influencing green food purchase intention and the green intention–behaviour gap

Note: The white ovals represent factors that drive green food purchase intentions. The grey ovals represent barrier factors that trigger green IBG. The solid line arrow represents a direct effect. The dotted line arrow represents an indirect effect.

Conclusions

The present qualitative study identifies the underlying influence on consumers online grocery shopping from the intention generation phase to intention execution phase from the perspectives of purchase intention and the IBG in Jabodetabek area. Specifically, during the intention generation phase, the study reports perceived risk of COVID-19, perceived ease of use, perceived usefulness, social influence, and enjoyable shopping experience as significant factors in driving online grocery intentional among consumers. During the intention execution phase, difficulty in transaction, incomplete information, bad packaging, difficulty with site navigation, and late delivery were identifies as salient factors of preventing consumers in translating their intention into online grocery purchase behavior. Moreover, this work is one of the first studies to investigate the impacts from the COVID-19 pandemic on consumers purchase behavior of online



grocery shopping, which has not only revealed the existing problems, but also potentially mapped a positive future for the online grocery market in Indonesia. The above findings can enhance stakeholders understandings of the underlying facts and issues of consumers online groceries purchases. Thus, these findings can contribute to the design of future policy and industrial actions to better promote green consumption in Jabodetabek area. Despite the contribution of this study, some limitations are worth mentioning for future research goals. First, this study was based on an interview-based qualitative method, limiting the number of participants. An online recruitment approach was applied, so people without internet access were excluded, thus the findings cannot be considered to be representative of a significant population. Future research should focus more diverse groups of populations from different backgrounds to view broader generalizations from the investigation.

Reference

- Ajzen, I (2002). The theory of planned behavior. *Organ. Behav. Hum. Decis. Process.*, 50, 179–211.
- Anna, Frida & Louise. (2015). Consumer Attitudes Towards Online Grocery Shopping A Research Conducted on Swedish Consumers. Retrieved from <http://www.divaportal.org/smash/get/diva2:812884/FULLTEXT01.pdf>.
- Badan Pusat Statistik. (2022). *Perilaku Masyarakat Pada Masa Pandemi Covid-19: Hasil Survei Perilaku Masyarakat Pada Masa Pandemi Covid-19*. Diunduh dari <https://www.bps.go.id/publication/2022/03/15/5026d1ebbb39697c4d2f280a/perilaku-masyarakat-pada-masa-pandemi-covid-19--hasil-survei-perilaku-masyarakat-pada-masa-pandemi-covid-19.html>
- Davis, F.D.; Bagozzi, R.P.;Warshaw, P.R. (1989) User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Manag. Sci.*, 35, 982–1003.
- Gefen, D.; Karahanna, E.; Straub, D.W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Q.*, 27, 51–90.





-
- Glaser, B.G.; Strauss, A.L. (2007). *The Discovery of Grounded Theory: Strategies for Qualitative Research*. New York, NY, USA,,: De Gruyter.
- Goulding, C. (2000). Grounded theory methodology and consumer behavior, procedures, practice and pitfalls. *Adv. Consum. Res.*, 27, 261–266.
- Irawan,W.A.; Yusufianto, A.; Agustina, D.; Dean, R, (2020). Laporan Survei Internet APJII. Diunduh dari <https://apjii.or.id/survei> (accessed on 17 June 2021).
- Jakpat. (2020). *Social Distancing During Covid-19 Outbreak - JAKPAT Survey Report*. Diunduh dari <https://jakpat.net/pdf/23716/social-distancing-during-covid-19-outbreak---jakpat-survey-report>
- Kim, J.B. (2012). An empirical study on consumer first purchase intention in online shopping: Integrating initial trust and TAM. *Electron. Commer. Res.*, 12, 125–150.
- Nguyen-Viet, H.; Tuyet-Hanh, T.T.; Unger, F.; Dang-Xuan, S.; Grace, D. (2017). Food safety in Vietnam: Where we are at and what we can learn from international experiences. *Infect. Dis. Poverty*, 6, 39.
- Rehman, Z.U.; Baharun, R.; Salleh, N.Z.M. (2020). Antecedents, consequences, and reducers of perceived risk in social media: A systematic literature review and directions for further research. *Psychol. Mark.* 37, 74–86.
- Rubin, H.J.; Rubin, I.S. (2004). *Qualitative Interviewing: The Art of Hearing Data, 2nd ed.*. Thousand Oaks, CA, USA: Sage Publications.
- Shin, H.; Kang, J. (2020). Reducing perceived health risk to attract hotel customers in the COVID-19 pandemic era: Focused on technology innovation for social distancing and cleanliness. *Int. J. Hosp. Manag.*, 91, 102664.
- Sondakh, J.J. (2017). Behavioral intention to use e-tax service system: An application of technology acceptance model. *Eur. Res. Stud. J.* 20, 48–64.

