

Motivational Factors for Online Grocery Shopping

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ABSTRACT: This paper aims to understand the motivational factors including social influences, facilitating conditions, hedonic motivations, perceived risk and perceived trust which influence the consumers' intention to purchase grocery online. From the literature review, this paper found that many studies have investigated numerous factors for purchase intention, especially, in the cases which fashion and trends are involved. However, limited studies have focused on the factors that affect consumers' intention to online grocery shopping. Influences from family members, friends and media have been considered as the key factors affecting purchase intention of consumers to shop grocery online. Particularly, when the consumers without experience in online grocery shopping. Moreover, consumers might need self-efficacy to perform shopping online. On the other hand, consumers' purchase intention is usually based on the quality and quantity of the product information. Hedonic motivated consumers will find more information about online shopping as they feel overwhelmed and happy in what they do. In fact, some consumers hesitate to buy online because of risk factor; therefore, it relies on trust. The review hopes to trigger future empirical studies to identify what factors could influence consumers' intention in buying groceries online.

Keywords: Online Grocery, Purchase Intention, Hedonic Motivations, Social Influences, Facilitating Conditions, Perceived Risk, Perceived Trust

JEL Classifications: O1; O2; O4

1. Introduction

E-commerce and digital technology have changed the shopping preferences around the world. Online shopping is a form of electronic commerce which customers can directly purchase products or services from a dealer over the Internet. Online shopping is conducted through an e-shop, Internet shop, e-store or online store. In fact, online shopping has become a flourish trend in commercial world today, especially in developing nations like Malaysia. Shoppu, an e-marketplace project by AEON has recently done a survey on consumers' online shopping behaviour. The research reported that 90% or more online consumers are shopping online and only 10% prefer offline (eCommerce Milo, 2016). This change has started in 1990s when electronic commerce grew significantly and changed the process of selling (Chen and Chang, 2003). In fact, customers are browsing the Internet not just to purchase products and services but also to search online stores or to obtain knowledge about possible purchases. Therefore, online store website is a crucial factor for sellers to develop strategies in order to

satisfy their customers (Demangeot and Broderick, 2007). From the literature review, many studies have investigated numerous factors for purchase intention, especially, in the cases which fashion and trends are involved. However, limited studies have focused on the factors that affect consumers' intention to online grocery shopping. As such, this paper aims to understand the motivational factors including social influences, facilitating conditions, hedonic motivations, perceived risk and perceived trust which influence the consumers' intention to purchase grocery online.

2. Literature Review

Based on the e-commerce acceptance model proposed by Pascual-Miguel, Agudo-Peregrina and Chaparro-Pelaez (2015), there are many factors that determine the customers' intention to purchase products or services online such effort expectancy, performance expectancy, social influence, facilitating conditions, hedonic motivations, perceived risk, product risk and perceived trust. This paper will review five factors, namely social influences, facilitating conditions, hedonic motivations, perceived risk and perceived trust that will have impact the online purchase intention in both positive and negative way.

According to Venkatesh et al. (2003), social influence is defined as the level of an individual perception to use a new system based on the influences of his or her important persons. In a previous research, it has been observed that social influence is built on the merger of individual norm and persona attributes (Johnston and Warkentin, 2010). These attributes are the key points of prominent societal forces that might influence customers' awareness and actions. Moreover, Rashotte (2007) defined social influence as how other individuals indirectly or directly change the behavior, attitude, feelings and thoughts of an individual. In other words, it is a process by which individuals develop their real feelings and behaviors as a result of the interaction with other people who are perceived as similar, desirable or expert changes. People adjust their beliefs about others according to the psychological principles to keep their social life balance. People are influenced most when the social group concerning an individual expects them to maintain a particular attitude, and the individual is likely to adopt it as well. The other individuals include parents and peers who interact with the individual frequently will also impact the belief and behaviour of the individual. In addition, the individual can also be influenced by the media like Facebook, Twitter and Instagram because this social media has become a significant online platform for individuals to develop their social network (Nelson and McLeod, 2005).

Venkatesh et al. (2003) defined that facilitating conditions are the level of an individual perception on the organizational and technical infrastructure for a new system. Besides, people who are labelled as 'digital natives' or individuals who have been exposed to information technology (IT) since their childhood is the type of people that the organisations target for online purchase. Therefore, the individual can be presumed to be rather assertive with using different types of IT applications and connecting in web-enabled social environments (Palfrey and Gasser, 2008). However, if the users are younger generations who mostly live with their parents, their use of the Internet and computer may be influenced, observed and perhaps managed by their parents. As a consequence, the facilitating condition is important predictor of the purchasing intention. Based on social cognitive theory (SCT) (Bandura, 1977), self-efficacy is exerted as the facilitating conditions.

According to Babin et al. (1994), hedonic shopping motivations are described as the benefits such as fun and satisfaction gained from the buyer's purchasing decision based on their occurrence. Therefore, the appearance of hedonic on purchases consists of pleasure and entertainment based on the shopping experience. In online shopping, hedonic motivations are related to the different types of purchases, for example, commercial experience, idea, shopping satisfaction, and value purchases (Arnold and Reynolds, 2003). Moreover, hedonic motivation definitely affects the attitude of the consumers toward online shopping (Childers et al., 2001) and effective shopping technology (Kim and Forsythe, 2007). Apart from that, based on To et al. (2007), hedonic buyers are seeking natural experiences based on physical, psychological stimulation, value, and aesthetics which increase the contentment and pleasure of online shopping. Since hedonic purchasers increase in number, providing hedonic value also became a significant source of income in business online (Sorace et al., 2005).

Perceived risk is extremely important for online buyers (Doolin et al., 2005) particularly when the buyers have no information about seller (Finch, 2007). Also, perceived risk is subjective which differentiates the users individually because every person has his or her own thought on matter and

experiences. According to Featherman and Pavlou (2002), perceived risk is also known as consumers' degree of doubt concerning the outcome of their decision in online purchasing. Nevertheless, if the online purchasers are able to know and comprehend the information regarding the product that they want to purchase, the risk can be minimized (Gefen and Straub, 2004). Perceived risks consist of different types which are monetary risk, time risk, social risk, psychological risk, source risk and general risk. Bhatnagar et al. (2000) described that risks are linked to not gaining what is anticipated which in turns triggers the dissatisfaction.

According to Chung and Kwon (2009), trust is defined as a safe feeling to others and something that individuals can depend on. Fam et al. (2004) stated that trust and satisfaction of the customer can be built in certain specific time. Consequently, trust can also be described as an assumption that people will not behave unscrupulously and that the sellers have to provide what has been promised to the customers (Gefen et al., 2003). Regardless of the variety of definitions, trust is commonly considered crucial in online atmosphere because of different types of risks that people will face during the buying process (Van der Heijden et al., 2003). Perceived trust is classified into two processes: trust as a way of thinking, faith, viewpoint and trust as a perceived likelihood that including liability and unreliability (Chen, 2006). In addition, McCole (2002) summarized ten most quoted elements of trust that are regularly used in the literature such as opportunity, capability, constancy, distinctiveness, justice, morality, faithfulness, acceptance, agreement and accomplishment. Therefore, consumer's perceived trust in the electronic commerce situation of purchasing has an effect on the transactions and personal information privacy (Kim et al., 2009).

3. Hypotheses Development

Figure 1 show the research framework of this review which links the relationships between social influences, facilitating conditions, hedonic motivations, perceived risk, perceived trust and online grocery purchase intention. Discussions are presented in the following paragraphs to justify the logical links between these factors.

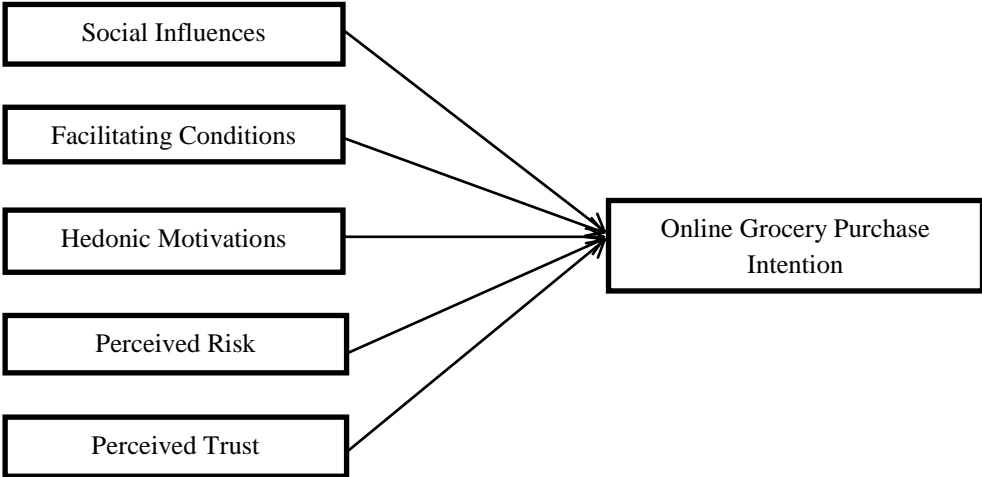


Figure 1: Research Framework

A study about cosmetic purchase intention by Nikdavoodi (2012) in Sweden found out that social influences have a positive relationship toward the purchase intention. It also claimed that subjective norm would have significant relationship on consumers' purchase intention, especially, in the cases which fashion and trends are involved (Crespo and Rodríguez, 2007). Many empirical researches suggested that peoples often sense pressure towards performing certain activity, which on vice versa it is determined by the others significance. Furthermore, research by George (2011) predicted that social interaction has significance in enjoyment and satisfaction of online shopping. This shows that online consumers will be more satisfied with those who can offer them a social experience that consists of shopping and non-shopping activities. Moreover, research by Zendejdel (2015) in Malaysia found that

subjective norm has a positive influence toward intention to purchase online. The finding revealed that peoples feel more pressure from families, peers, and work partners about the choice to purchase online. Thus, the fact that subjective norms can alter consumer intention to purchase online is logical. According to Talal, Charles and Sue (2011), social influences resulted from subject norms are related to buyers' perceptions of the trusts of other buyers and consider subjective norms has only slight significance on online shopping intentions, whereas Foucault and Scheufele (2005) stated that there is a significant link between discussion about online shopping with peers and intention to shop online. Variety of studies has confirmed the positive relationship between social influences and purchase intention. Thus, this review assumes that social influences can affect consumers' purchase intention for online grocery shopping and a hypothesis is proposed as below:

H1: There is a positive and significant relationship between social influences and online grocery purchase intention.

Facilitating condition is known as the availability of resources needed to be involved in online shopping. Online purchasing requires resources such as time and money. Therefore, more resources available will lead to higher purchase intention. Moreover, consumers also need self-efficacy which is defined as "a consumer's self-assessment of his/her capabilities to do online shopping" as proposed by Vijayarathy (2004). It is also expected that the level of purchase intention are caused by level of self-efficacy. In the study that investigated on online purchase behaviour by Velarde (2012), it was proven that self-efficacy and facilitating conditions are positively related to online purchase. The finding regarding self-efficacy determined that consumers who are self-assured about making a purchase in the internet show more willingness to involve in online shopping. In regards to facilitating conditions, consumers obviously need time and money to be able to make purchases online. According to Taylor and Todd (1995), the absence of facilitating conditions appeared as obstacles to be involved in the online purchase. Research by Toh (2011) about an investigation on the adoption of online apparel shopping of Malaysian generation Y found that there is significance relationship between self-efficacy and intention to adopt online shopping. This is because of Gen Y who is commonly computer literate and able to search the information on the Internet without other help. They also have the knowledge and capability to browse through Internet and make online purchase. Moreover, Pavlou and Chai (2002) also believe that the computer access, Internet access and opportunity of assistance for consumers who intend to purchase online are the factors of facilitating condition which is important in the online shopping in Malaysia. Therefore, a hypothesis can be proposed that:

H2: There is a positive and significant relationship between facilitating conditions and online grocery purchase intention.

From the other point of view, hedonic value is more personal and subjective than utilitarian value. Hedonic shopping value describes shopping's potential emotional and entertainment worth. For example, online shopping experience is enhanced through web atmosphere, originality, navigational aids, movement, music and clarity (Bosnjak et al., 2007). Research by Sharifi fard et al. (2016) on factors affecting Malaysian university students' purchase intention found that hedonic motivation has a positive correlation with the university students' purchase intention through social networking sites. In previous study, hedonic motivation construct has also been attained to be a critical factor of the use of information technology in the consumer behaviour context (Childers, Carr, Peck, & Carson, 2001). Furthermore, hedonic motivation construct is constantly significant due to the recognizable motivations that attract customers to visit the online sellers website (To, Liao, and Lin, 2007). In Taiwan, Liao, Fei, and Chen (2007) exposed that online shopping motivation of adults from hedonic motivation not only can influence consumers search intention, but also can influence their purchase intention. Research by Topaloğlu (2012) in Turkey indicated that hedonic value has a positive influence on the purchase intention of online shopping. Moreover, the study also showed that factors influencing purchase intentions are led by hedonic value rather than other factors. According to Markin, Charles and Chem (1976), buyers can provide hedonic value in many ways whether or not they make a purchase. However, the actual buying action can produce hedonic value and may present as the climax of the purchasing process (Babin et al., 1994). Chiu et al. (2014) demonstrated that

hedonic motivation has a positive relationship with consumer's intention to shop online. Hence, this can be hypothesized that:

H3: There is a positive and significant relationship between hedonic motivations and online grocery purchase intention.

The perception of risk among consumers generates a whacking hitch to online transaction (Pavlou, 2003). Salisbury et al. (2001) described that websites should show the information to their consumers that actions have been taken in order to safeguard the personal information of the consumers. Flavian and Guinaliu (2006) also agreed that intention to shop online is influenced by protection of consumers' personal information. In addition, the levels of intention to purchase from e-commerce business are caused by the level of security in the transactions (Salisbury et al., 2001). Therefore, both information privacy and transaction security are important for consumers when they are dealing with online shopping. The greater the perceived risk faced by the consumers, the higher the possibility in reduction of purchase intention (Kim et al., 2008). One of the three-predictor variables has shown a negative relationship (perceived risks) with online purchasing intention. A research was done by Loan, Fah and Samadi (2015) in order to examine the relationship among perceived benefits, perceived risks and perceived website quality towards online purchasing intention of the online store in Singapore, it found that there is a significant negative relationship between perceived risks and online purchasing intention among Singaporean. Moreover, research about students' online purchasing behavior in Malaysia by Zendeled et al. (2015) indicates that perceived risk has a negative relationship with online shopping. It has been found that perceived risk is a usual limitation to any online transactions. In brief, when the perceived risk is high, it is more likely that consumers will not engage in any online shopping in the future. It can be explained by the more advantages the consumers get, the higher the intention for the consumers to shop online. On the other hand, the higher risks the consumers face, the lower intention to purchase online. The earlier research by Moudi (2011) and Park, Lee and Ahn (2004) also confirmed this finding. Hence, it can be proposed that:

H4: There is a positive and significant relationship between perceived risk and online grocery purchase intention.

Trust appears to be a factor that can influence consumers' online purchase intentions (Pavlou, 2003). The previous research has stated that perceived trust plays an important role in online shopping due to the minimum face-to-face interaction between sellers and buyers (Mohseni and Sreenivasan, 2014). According to Pui-Mun (2002), the first thing that consumers consider when they visit a website is to make sure that the website is reliable and trustworthy in order to develop the trust that is needed to proceed with the visit on the website. Furthermore, Kim et al. (2008) stated that e-commerce business reputation has a great influence on whether or not the buyers trust them as a seller. Research by Liat and Wuan (2014) aimed to examine the factors that influence consumers' online purchase intention among university students in Malaysia validated that trust is one of the significant factors which has a positive impact on Malaysian's online purchase intention. Furthermore, research done by Delafrooz, Paim and Khatibi (2011) on understanding consumer's internet purchase intention in Malaysia found that trust were positively associated with the online purchase intention. More specifically, consumers' insight of the trust for online shopping showed significant relationship with their intention to shop online. If the consumers are convinced that online shopping is secure and trustworthy, then there will be more potential consumer. Therefore, online sellers need to evolve a privacy policy for their customers, especially on the revelation of customer personal information. Pei et al. (2014) also concluded that online shopping businesses should focus on building a good reputation because it can increase the consumers trust. Sellers can build a good reputation from offering customer support, which buyers can accept help from the online shopping business (Kim, 2012). Moreover, Pui-Mun (2002) stated that trust can be developed from the information showed on the website, which is also in accordance with the findings of Koufaris and Sosa (2004). When consumers trust an online website, it makes the consumers adopt certain risks (McKnight, 2002). According to Yu-Hui and Barnes (2007), it is crucial for e-commerce business to build trust as there is

a direct relation to online purchase intention and actual purchase. However, creating the trust is not easy due to the fact that the transactions are more separated and anonymous which could affect the intention of the consumers to shop online. The fact that the relationship between perceived trust and online purchase intention do exists and that it appears that trust predict online purchase intention was expected according to Kim et al. (2008). Therefore, a hypothesis below can be proposed:

H4: There is a positive and significant relationship between perceived trust and online grocery purchase intention.

4. Concluding Remark

The review is significant to trigger future studies to identify what factors could influence consumers' intention in buying groceries online. By identifying the factors including social influences, facilitating conditions, hedonic motivations, perceived risk and perceived trust, managers and retailers could have better understand on what motivates their customers to purchase groceries in a digital environment.

The future empirical study is important for online sellers to increase consumers' intentions to purchase groceries online. The online sellers could shape the customers' trust in product quality and service quality using media and word of mouth or social influences. The experience of purchasing groceries online is unlike other forms of online shopping due to the grocery products are perishable. Also, the findings of the future study aim to assist e-retailers to develop strategies and reduce risk to increase consumers' intentions to purchase groceries online. Nowadays, growth of online grocery shopping is driven by the maturation of the digital natives—Millennials and Generation Z. These generations are familiar to search information using Internet. Therefore, e-retailer can focus on hedonic motivations and facilitating conditions to predict online purchase intention.

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