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MEASUREMENT MODEL FOR ONLINE GROCERY PURCHASE INTENTION**V. KANIMOZHI****Ph. D. RESEARCH SCHOLAR IN MANAGEMENT STUDIES
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COIMBATORE****ABSTRACT**

Online grocery shopping has been adopted by majority of people in metros however the consumers in tier I and II cities remain untapped by online grocery retailers. To remain competitive most of the online grocery retailers have started targeting tier I and II cities in India. The choice of consumers in selecting physical store or online store for grocery purchase lies based on the preference of the consumers. Hence, it becomes essential to identify and explore the factors influencing online grocery purchase intention of consumers. This study aims to identify the factors influencing online grocery purchase intention and development of a research instrument. Confirmatory Factor Analysis was carried out in AMOS and a measurement model was developed and validated in the study.

KEYWORDS

online purchase, purchase intention, grocery, measurement model.

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1. INTRODUCTION

Indian grocery market has evolved continuously and the online grocery market is currently growing and is projected to grow at CAGR 55% between the years 2016 to 2021 (TechSci Research, 2016). Indian online grocery market is driven by various forces like increased smart phone users, larger population got busier with less time left for shopping, technological advancement, and rise in disposable income, product varieties, price advantage and fast delivery (TechSci Research, 2016). In terms of online grocery market growth, India is one among the top five countries in Asia pacific region (Das, 2016). Online grocery shopping has been adopted by majority of people in metros however the consumers in tier I and II cities remain untapped by online grocery retailers. To remain competitive most of the online grocery retailers have started targeting tier I and II cities in India (TechSci Research, 2016). Online grocery retailers currently use three different models namely inventory model, hyper local model and mixed model. In inventory model, the online retailer owns and manages the inventory based on everyday demand where as in hyper local model, the online retailers purchases products from store based retailers based on the order received which is collected in a common place and distributed to customers (Das, 2016). Mixed model is a combination of inventory and hyper local model where the online retailer owns inventory for few items and source other products from store based retailers depending upon the customer orders (Das, 2016).

2. NEED FOR THE STUDY

In India it is found the online grocery retailer using inventory model and mixed model were successful. However, online grocery retailers operating inventory model and mixed model face challenges in terms of huge investment associated with cold storage management and delivery system. The next biggest challenge for online grocery retailers is the existence of Kirana stores which offer benefits similar to online grocery retailers (Das, 2016). The choice of consumers in selecting physical store or online store for grocery purchase lies based on the preference of the consumers. Hence, it becomes essential to identify and explore the factors influencing online grocery purchase intention of consumers. This study aims to identify the factors influencing online grocery purchase intention and development of a research instrument.

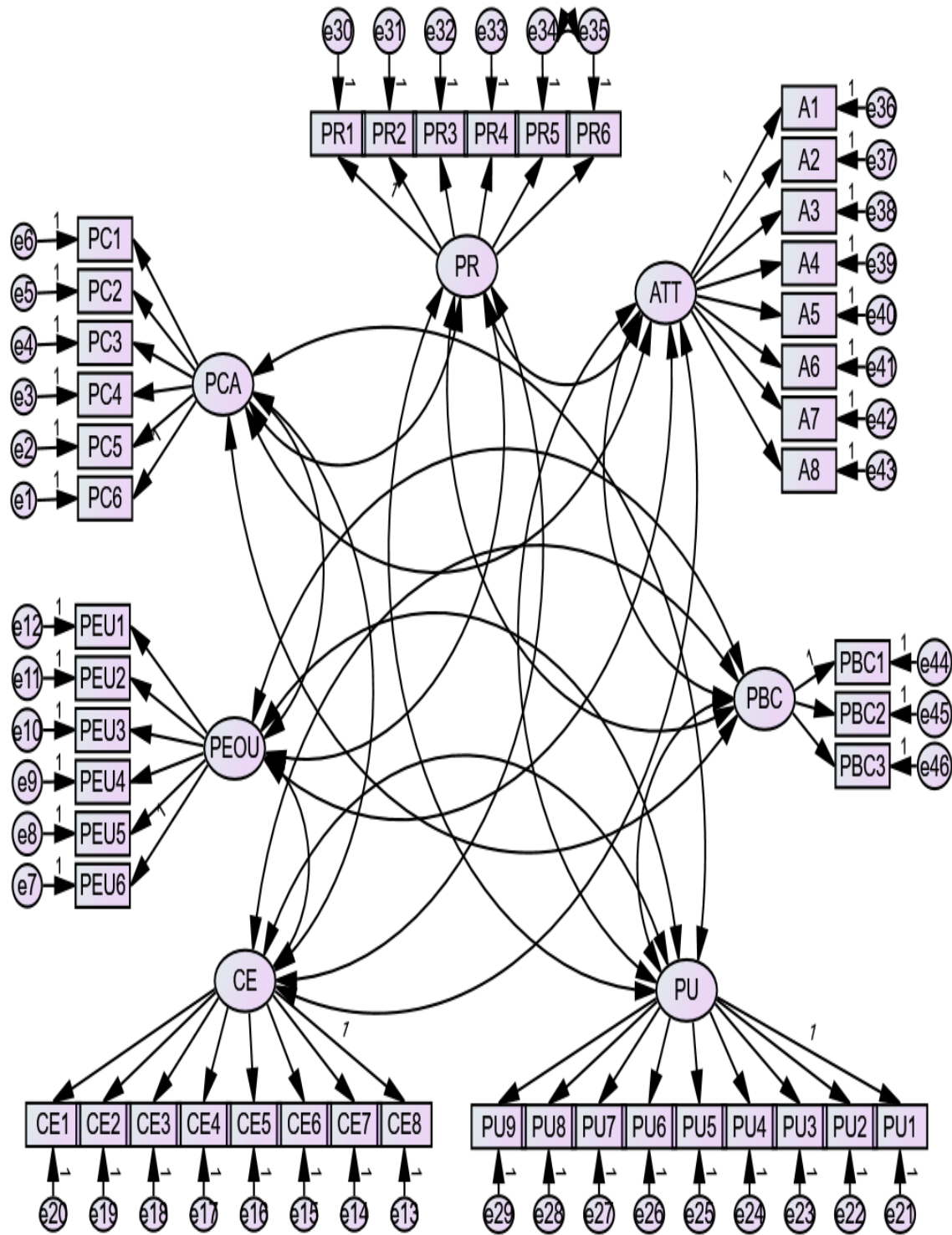
3. OBJECTIVES

This study aims to identify the various factors influencing online grocery purchase intention. A measurement was proposed based on literature review and the same will be validated through Confirmatory Factor Analysis (CFA).

4. RESEARCH METHODOLOGY

Descriptive research was carried out and the population for the study constitutes online shoppers with grocery shopping experience in Tamilnadu. The sample size chosen for the study was 438 respondents who like online shopping. Primary data for the study was collected using structure questionnaire that was adopted from previous studies and modified. Secondary data was collected from various journals, magazines and online sources. Based on extensive literature review it was identified that various factors like perceived usefulness, perceived risk, perceived ease of use, attitude, perceived behavioural control, customer experience, product attributes and company attributes contributes to online purchase intention. Questions for the above factors were identified through literature review and modified as per studies requirement. A measurement model was also proposed as shown in figure 1. The modified questionnaire was tested for reliability and validity Confirmatory factor analysis in AMOS.

FIGURE 1: PROPOSED MEASUREMENT MODEL



5. ANALYSIS AND INTERPRETATION

Based on the literature review the variables were identified in each of the factors that influence online purchase intention and listed in table 1 as follows:

TABLE 1: FACTORS AND VARIABLES INFLUENCING ONLINE GROCERY PURCHASE INTENTION

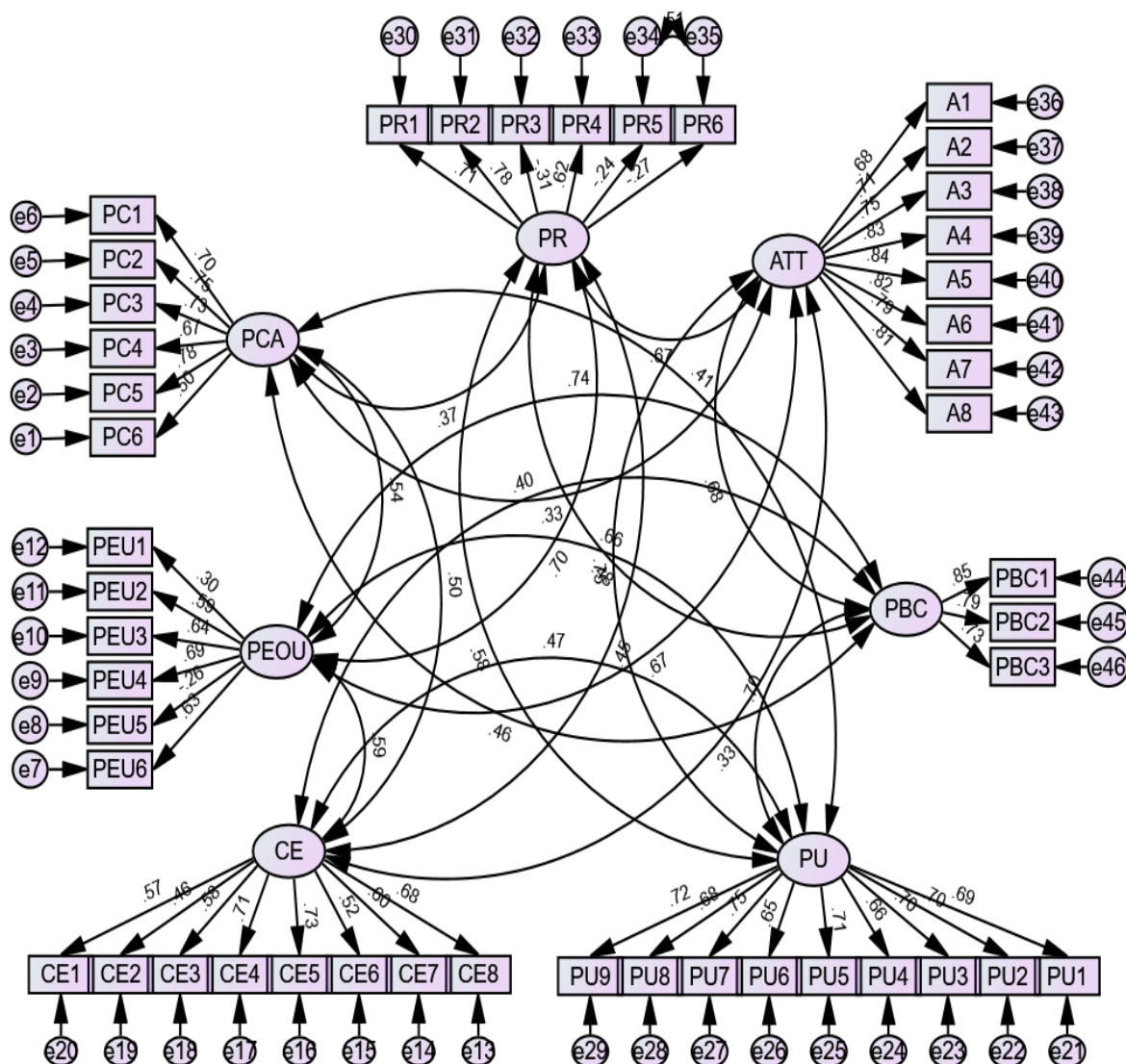
Factor / Construct	Variables	Codes Used
Customers Past experience	Convenience	CE1
	Time saving	CE2
	Saves money	CE3
	Better shopping experience	CE4
	Prompt delivery	CE5
	More varieties	CE6
Attributes of product and company	Comfortable delivery time	CE6
	Contact easily	PC1
	Better Sales service	PC2
	Brand value	PC3
	Large Product range	PC4
	Quality information	PC5
Perceived Ease of use	Advertisement	PC6
	Easy to buy	PEU1
	User friendliness	PEU2
	Product availability information	PEU3
	Multiple online store visits	PEU4
	Can handle by self	PEU5
Perceived Risk	Skillful to make online purchase	PEU6
	Timely delivery	PR1
	Product quality	PR2
	Delivery personnel	PR3
	Return policy	PR4
	Product Mismatch	PR5
Perceived Usefulness	Online Payments	PR6
	Time saving	PU1
	Cost saving	PU2
	Wide varieties	PU3
	Timing convenience	PU4
	Information quality	PU5
	Shopping experience	PU6
	Comparing products	PU7
	Sales personnel	PU8
Delivery time	PU9	
Perceived behavioural control	Capability	PBC1
	Ability and knowledge	PBC2
	Comfort	PBC3
Attitude	Prefer online	A1
	Good for society	A2
	Secure	A3
	Pleasant	A4
	Worth	A5
	Interesting	A6
	Attractive	A7
	Convenient	A8

Source: Primary data

Data for the identified variables were collected using structured questionnaire and analysis was carried in AMOS. Confirmatory factor analysis was carried out to test the measurement model.

In confirmatory factor analysis uni-dimensionality was tested. The measurement model with factor loadings of all variables is depicted in figure 2.

FIGURE 2: MEASUREMENT MODEL WITH FACTOR LOADINGS



Source: Primary data

The variables with less than 0.5 factor loadings were deleted. Then the composite reliability and Average variance extracted were calculated manually using the formula.

Construct reliability / Composite reliability (CR):

$$= \frac{\text{sum of the standardized loading}^2}{\text{sum of the standardized loading}^2 + \text{sum of indicator measurement error}}$$

Average Variance Extracted (AVE):

$$= \frac{\text{sum of squared standardized loading}}{\text{sum of squared standardized loading} + \text{sum of indicator measurement error}}$$

It was found the Construct Reliability values for all the constructs to be greater than 0.6 and Average Variance Extracted values were greater than or equal to 0.5 indicating the measurement model is reliable and valid. The square root of the Average Variance Extracted was calculated and found to be greater than 0.05 and all the values were greater than the correlation between the constructs indicating achievement of discriminant validity.

The Root Mean Squares of Approximate (RMSEA) value of the model was found to be 0.08 which is below 0.09 indicating that the proposed measurement model after deletion of variables with lesser factor loading to have an acceptable model fit. The Goodness of Fit Index value, Comparative Fit Index value and Adjusted Goodness of fit Index value were 0.9 indicating the measurement model is fit and acceptable.

6. FINDINGS AND CONCLUSION

Measurement model enabled to identify the variables affecting online grocery purchase intention. The variables in each factor influencing online grocery purchase intention were identified and are as follows.

In Customers past experience construct, the variables are CE4, CE5, CE7 and CE8. In Attributes of product and company, the variables are PC1, PC2, PC3, PC4 and PC5. In Perceived Ease of use construct, the variables are PEU3, PEU4 and PEU6. In Perceived Risk, the variables are PR1, PR2 and PR4. In Perceived Usefulness and attitude, all the variables are included.

Thus this study enabled development of a measurement model on factors influencing online grocery purchase intention. Future studies can be conducted on identification of relationship between these variables and development of structural model. This study contributes to the existing literature and also will enables retailers and researchers to understand the factors influencing online grocery purchase intention.

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