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## The factors impacting customers' intention to use of an online grocery retail store

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## Background

The number of online retail shoppers have increased in the last few years.

In 2015 Australian online shoppers have spent \$37.8 billion over online shopping mostly to purchase tickets, books and women clothing (Roy Morgan Research, 2015).

Woolworth has the most popular grocery online shopping and followed by Coles and Aussie Farmers Direct (Roy Morgan Research 2016). However, Roy Morgan Research (2016) indicated that the grocery sector was not doing well to increase the number of online shoppers.

Goodman (2008) found an average people spend 45 minutes on a regular grocery shopping per week or even longer than that on weekends but still customers prefer to use walk-in stores versus online stores.

This research will identify the main factors impact online grocery customer satisfaction ended with intention to repurchase.

## Research question

What are the underlying motivating factors for using an online grocery store?



## Theories

**Theory of planned behaviour:** Clarifies the relationship between customers' beliefs and their behaviour (Ajzen, 1991).

**Theory of social identity:** This theory claims people want to be a part of a group and is used to explain intention to repurchase (Tajfel, 1974).

**Theory of habitual behaviour:** This theory proposes that habit is a "reflex-like" automatic reaction without rational thinking and any thought (Shiffrin & Schneider, 1977).

## Significance of the study

The result of this research provides insights for companies and researchers on the factors that impact customers' decisions about shopping through online grocery.

This research is a pioneering study on the customers' intention to re-purchase and their online store loyalty in the grocery retail market fills a gap in the existing literature.

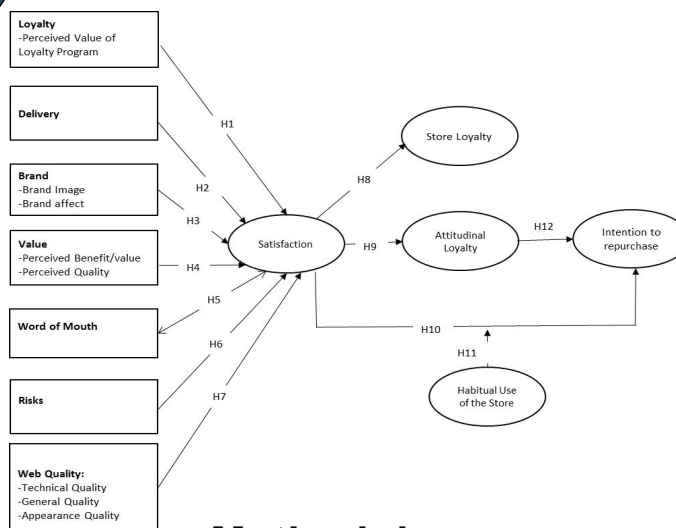
This study will reveal the factors encourage customers to choose online shopping.

The findings will enable managers and marketers to design ways to build a strong relationship with the customers to increase their repeat of purchase.

Grocery retailers will be able to improve their online grocery shopping.

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## Methodology

For this study data will be collected using an explanatory sequential **mixed method** research approach (Creswell & Clark, 2007). The participants will be selected almost equally between high, latent, spurious and low loyal customers and also loyalty program members and non-members.

### Qualitative phase:

- Qualitative data will be collected from the Australian grocery retail sector. - Around twelve focus groups will be set up as this study is divided to loyalty program members and non-members.
- A thematic analysis method (Guest, MacQueen, & Namey, 2012) and The NVivo Software will be used to analysis the data.

### Quantitative phase

- Structural equation modelling (SEM) will be used to test the research questions (Muthén & Muthén, 1998-2012).
- This study aims to have a sample size of 1200 based on the number of questions.
- Cluster analysis will be adopted and SPSS (22) will be used to analysis the data.