

## ABSTRACT

The aim of this study is to understand the Malaysian consumers' perception of online grocery shopping in order to identify various factors that influence the acceptance and buying intention of online grocery. The factors include perceived convenience (PC), perceived information accessibility (PIA), perceived order accessibility (POA), perceived risk (PR), perceived enjoyment (PE), and social factors (SF).

The research framework suggested that PC, PIA, POA, PR are the factors that influence consumer attitude towards online grocery shopping (ATT) and future online grocery buying intention (FBI). Another two constructs which are PE and SF have been proposed in the research framework as well.

A measurement of constructs was developed based on the measurement adapted from previous studies to test the construct empirically. A quantitative study via structured questionnaire was used to collect the primary data and explore the consumer's future purchase intention of online grocery shopping in Malaysia. Questionnaire was distributed by using non-probability sampling with convenience sampling technique and quota sampling technique. 302 questionnaires were collected in the urban areas of Klang Valley, Malaysia. To measure the reliability and validity of each construct, reliability analysis and exploratory factor analysis via SPSS was used. On the other hand, correlation and multiple regressions analysis were used to test the relationship between variables. In additional, structural equation modeling (SEM) via AMOS was used to analyse the overall model fit and hypotheses testing.

The respondent profile was young female, high educated and middle to high income group. Based on the correlation analysis, the correlation between PC, PIA, POA, PE and SF with ATT are positively significant and valid. However, the correlation between PR and attitude towards online grocery buying are negatively significant and valid. All independent variables were positively correlated to FBI while PR was negatively correlated to FBI. From the result of the multiple regressions, the most influential predictor of attitudes towards online grocery shopping was social factors. However, the most influential predictor of future online grocery buying was perceived convenience. Hypotheses were tested by using SEM, it revealed that perceived convenience, perceived enjoyment and social factors positively influenced consumer's attitude towards online grocery buying and perceived risk was negatively influenced consumer's attitude towards online grocery buying. However, when the hypotheses related to future online grocery buying intention, only perceived convenience and social factors were found to be significant.

The findings suggest important implications for consumer's acceptance and future online grocery buying intention. Online vendors and online retailers can use the findings as reference to plan and start up the online grocery stores. Recommendations for future research, such as profitability model of online grocery stores, distinguished the target respondents based on market segmentation and etc. are proposed.

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