Consumer Buying Behaviour towards Online Grocery Shopping: Evidence from Malaysia

Atirah SUFIAN1, Muliai SEDEK 2, Aliza CHE AMRAN 3, CHAIJia Chi4, Nusaibah MANSOR5

1,4,5Faculty Technology Management and Technopreneurship, UniversitiTeknikal Malaysia Melaka, 76100, Durian Tunggal, Melaka.
2Centre for Language Learning, UniversitiTeknikal Malaysia Melaka, Durian Tunggal, Melaka, Malaysia.
3Faculty of Electrical and Electronic Engineering Technology, UniversitiTeknikal Malaysia Melaka, Durian Tunggal, Melaka, Malaysia.

Abstract: Online grocery shopping is getting more convenient in our daily life. However, there are still many consumers in Malaysia who are still refuse to buy groceries through any online platforms and if they do, it will be temporarily only. Therefore, this research is conducted to identify the factors and the most significant factor that are affecting consumer buying behaviour towards online grocery shopping. This research examines the relationship of perceived usefulness, perceived ease of use, perceived risk, social influence, and hedonic motivation with consumer buying behaviour towards online grocery shopping. Data was collected by the distribution of questionnaires and the data analysis was done through Descriptive Statistic Analysis, Reliability Test and Multiple Regression Analysis using the SPSS Statistics 26 version software. The results of this research show that the most significant factor that influences consumer buying behaviour towards online grocery shopping is hedonic motivation and another two factors that are also clarified to have a relationship with consumer buying behaviour towards online grocery shopping are perceived usefulness and perceived ease of use. This research also provides a reference for online grocers to understand more about how consumers behave towards online grocery shopping.

Keywords: Online Grocery Shopping, Consumer Buying Behaviour, Online Shopping, Technology Acceptance Model, e-grocery

INTRODUCTION
Consumer buying behaviour is important for entrepreneurs to identify which factors influence the consumer to buy the products. Consumer buying behaviour includes attitudes, preferences, intentions and decisions of the consumers when they are purchasing a product or service (Grimsley, 2015). The study of consumer behaviour draws on social science disciplines such as anthropology, psychology, sociology, and economics. Studying consumer buying behaviour can help to understand the reasons behind each purchase and the factors that affect their decision to buy a particular item (Radu, 2019). Retailers can also better predict how consumers will respond to marketing strategies after studying consumer buying behaviour. Therefore, retailers can create a suitable marketing strategy that aims to satisfy the consumers.

Internet is now commonly used to manage different kinds of activities and information which help people carry out different jobs daily. It is also an important tool for communication nowadays. According to Alias (2018), the internet penetration rate in Malaysia had reached 85.7% in 2018 which also shows that it had increased a lot compared to 2015 which was only
70%. The data proved that the use of the internet had increased rapidly in these few years. The rate of internet penetration rate is also expected to keep increasing in the future. Other than that, the internet is also important in the business industry. The seller and buyer do not need to meet physically to complete a transaction of sales (Rushamidiwinata, 2018). Malek (2018) states that the use of smartphones in the market is making the buying process more convenient for consumers as they can browse the internet to buy. This convenient online shopping has led to a drastic increase in sales in the online grocery sector. Online grocery is popular and still growing in Malaysia due to the improvement of internet penetration.

There are a million types of products that are available online now. Some of the examples of products commonly available online are apparel, electronics, cosmetics, home appliances and grocery. According to Birruntha (2019), online shopping had become one of the most significant and competitive industries. The internet provides capabilities for entrepreneurs to expand their business online (Elizan, 2016). Hence, Malaysia's online shopping service is improving and getting better. Online grocery, is gradually obtaining impetus and is further supported by the evolving trends currently in the market ((MGCC), 2016). According to a study by Moey, Kemp, & Sarah (2019), there are 80% of internet users at the age of 16 to 64 had purchased a product or service online. The study stated that Malaysians had already spent more on online shopping than other Southeast Asian neighbours. Moey, Kemp, & Sarah (2019) added that the total amount spent by Malaysians in every category of product online had increased. Compare 2018 to 2017, the increasing percentage of annual change in total amount spent on online shopping in each category are fashion and beauty (26%), electronics and physical media (29%), furniture and appliances (30%), toys, DIY and hobbies (33%), travel (18%), digital music (10%), video games (16%) and food and personal care (39%) (Moey, Kemp, & Sarah, 2019).

Recently, online shopping has become a new platform for people in Malaysia to buy groceries. Online grocery shopping is the use of grocers’ websites by consumers to choose the desired grocery items and the delivery will be done by the retailers (Kurnia&Chien, 2003). Online grocery shopping has big potential in the market as it brings convenience and saves time. According to Zaini (2011), due to the rapid development of technology, consumers are excited to explore online grocery shopping. Wong (2018) states that the first Malaysia online grocery shopping was launched in 2013. The study states that Tesco was the first grocer in Malaysia to launch online grocery shopping and they were not only delivered from their store, but Tesco Malaysia also made it to the e-marketplace such as Lazada and Shopee and through other online grocery shopping app such as HappyFresh (Wong, 2018).

According to a study by Harris (2017), online grocery is widely used or adapted by South Korean to buy their grocery. The study adds that Malaysia is still in the early stages of the online grocery sector and its sales have also increased significantly. Online grocery is popular in South Korea because the internet in South Korea is the fastest in the world and more people in South Korea are living in urban areas (Harris, 2017). This makes the connectivity and availability of grocery are easier to be delivered for the people living in urban areas. Moey, Kemp, & Sarah (2019) had stated that Malaysian had spent US$483million on online grocery purchases in 2018, which is the top two countries in the world that increases the most in the percentage of annual growth in online grocery spending. The study also stated that Malaysia had an increase of 39% in the value of consumer online grocery purchase in 2018 compared to 2017. Based on the data, Malaysia is already ahead of the US in buying groceries online (Moey, Kemp, & Sarah, 2019).

In Malaysia, there are a few choices for the consumer to buy groceries online. According to Team (2020), there are a few supermarkets that provide online grocery shopping options for the
consumer which include Tesco, Jaya Grocer, RedTick and Mydin. Other than that, there are some other online grocery shopping services available such as Happy Fresh, Potboy, and PantryExpress. Some of these online grocery shopping services do not have any physical stores. These websites or apps work with their partners which are the supermarkets to obtain the products that were ordered by customers.

The improvement of the e-commerce industry in recent years had successfully made the online business bigger. However, the sales for grocery online are incomparable to any other product categories that are selling online. According to Huang & Oppewal (2006), online grocery is growing a lot slower than expected compare to other product categories. Although the choices for online grocery had increased in recent years, there is still a lot of Malaysian refuse to buy grocery online. Hence, the online grocery sales in Malaysia are still considered as low (Toh, 2017). A study from Madina, et al. (2011) states that consumers prefer physical stores to buy their groceries when compared with online grocery. Hence, in order to improve online grocery shopping in Malaysia, it is crucial to understand the factors that affect the behaviour of consumers being reluctant towards online grocery shopping should be identified to understand it deeper.

Even though some Malaysian will choose to buy groceries online, they do not buy them frequently or use online as a long-term method to buy groceries. Going to physical stores to buy groceries is still their first choice. Online groceries are not popular among Malaysians and most of them still prefer physical stores (Zaini, 2011). For example, according to Augustin (2020), a lot of Malaysian choose to buy groceries online due to Movement Control Order and Covid-19 pandemic. This causes the sales of online grocery to increase drastically, but this is not a long-term situation. Hence, it shows that online grocery is still not the long-term choice for people to shop for groceries.

Therefore, these issues are affecting the overall performance of online grocery shopping. Although Malaysia is improving in the online grocery sector, there are still many factors affecting the consumers’ desire to choose to buy groceries online that needed to be investigated. In short, this research is conducted to find out the factors that are affecting the consumer buying behaviour towards online grocery shopping in order to improve the quality of the product, service and the whole quality performance of online grocery shopping. The research objectives are mentioned as below:

1) To determine the factors that affecting consumer buying behaviour towards online grocery shopping.
2) To investigate the most significant factors that affecting consumer buying behaviour towards online grocery shopping.

**LITERATURE REVIEW**

Supermarkets are now going through their revolution digitally (Taschler & Hauer, 2017). Online grocery shopping is growing rapidly and it is predicted the channel will grow exponentially in the few upcoming years (Mortimer, Hasan, Andrews, & Martin, 2016). Online grocery shopping is a way for a consumer to use the internet to buy the grocery without the need of meeting the seller or going out (Testa, 2020).

An empirical study by Amarsela (2018) reveals that Perceived Risk has significant influence on consumer buying behaviour in Ahmedabad. A study on intention to shop groceries online using Technology Acceptance Model suggests that Perceived Usefulness have a direct effect on
intention to purchase hence shows the awakening interest in buying food online (Bauerová & Klepek, 2018). Another study on online shopping motivations conducted by CheChen, Lin & To (2007) investigate the influence of hedonic value on intention to purchase online. The study reveals that hedonic motivation has direct impact on intention to search and indirect impact on intention to purchase. Therefore, based on previous research, the underlying theory that this study will use include Technology Acceptance Model and Hedonic Motivation theory.

Perceived Usefulness
Davis (1989) defines perceived usefulness as the degree to which a person believes in the extent of use of a specific system will improve his or her job performance. For online purchases, the perceived usefulness is the degree to which people believe that value can be created for them by adopting online purchases (Mandilasa, Karasavvoglou, Nikolaidis, & Tsourgiannis, 2013). Another research from Zaidi, Gondal, Yasmin, & Rizwan (2014) state that perceived usefulness is about how customers think after their purchase online and perceived usefulness is one of the essential factors that affect online shopping. Perceived usefulness was found to have a positive impact on online shopping and it is the most important factor which may affect the online purchase intention from consumers (Mandilasa, Karasavvoglou, Nikolaidis, & Tsourgiannis, 2013). The detailed product information and visual guides in the online shopping store and the available independent choices will positively influence online shopping behaviour intentions of consumers through perceived usefulness as the consumer can know whether the product is useful to them (Cho & Sagynov, 2015). Based on a study from Bauerová & Klepek (2018), the perceived usefulness of online grocery shopping is important in stimulating the interest of consumers to purchase groceries online. The more extended the usefulness, the more probably the technology is adopted (Weng, Yang, Ho, & Su, 2018). The perceived usefulness is also adapted by Li & Zhang (2002); Lim, Osman, Salahuddin, Romle, & Abdullah (2016); Aghdaie, Piraman, & Fathi (2011) as one of the factors affecting buying behaviour of consumers towards online shopping.

Perceived Ease of Use
Based on Cruz-Cunha, Moreira, & Varajão (2013), perceived ease of use is about whether an individual feels effortless to use a specific system. The description of perceived ease of use in the context of online shopping is how easy is the interaction with e-commerce sites in the perception of the customers (Cheema, Rizwan, Jalal, Durrani, & Sohail, 2013). The study also added that when customers find that it is easy to interact with online shopping websites and easily search for product information and pay online, they will prefer online shopping rather than the traditional shopping method. According to Hamida, Razak, Bakar, & Abdullah (2016), if a website is relatively easy to use, consumers will be more willing and encouraged to learn about its functions and eventually plan to continue using it. Consumers usually do not want to use complex technology or a complicated way to buy any products or services online (Amarsela, 2018). It is argued that the relationship between perceived ease of use and consumer buying behaviour towards online shopping is positive based on some research for example by Aghdaie, Piraman, & Fathi (2011), Bauerová & Klepek (2018) and Amarsela (2018).
Social Influence
According to Smith, Louis, & Schultz (2011), social influence is very common in daily life in which people are trying to influence others or are influenced by others every day. The study also added that social influence occurs when a person's observations, perceptions, feelings, and behaviours are influenced by others. Social recommendations from friends and family will have an effective impact on whether a product is worth buying online and recommendations from close friends and family members are considered to be an influential factor on reputation and have a positive impact on e-commerce trust (Meskaran & Ismail, 2012). In addition, social media is considered as a trend that may affect consumers to some extent during the purchase process and therefore will affect consumer buying behaviour (Sufian et al., 2020; Permatasari & Kartikowati, 2018). People that are affected by information will be usually driven by some validity concerns (Sassenberg & Jonas, 2007). The relationship between social influence and behaviour towards online shopping is positive directly or indirectly according to some studies for example by Kurnia & Chen (2003) and Phang (2016).

Hedonic Motivation
According to Kaczmarek (2017), hedonic motivation is the willingness to initiate behaviours that enhance positive experiences and reduce negative experiences. On the other hand, hedonic motivation also refers to personal enjoyment of using technology, despite the affection on performance (Liébana-Cabanillas, Kalinić, Luna, & Rodríguez-Ardura, 2019). According to a study by CheChen, Lin, & To (2007), hedonistic buyers are seeking natural experiences based on physical, psychological encouragement or motivation, and value to increase the gratification and fun of online shopping. The study also added that since the motivation for attracting consumers to visit the website is very obvious, it can be shown that hedonic motivations are always important in affecting consumer behaviour in online shopping. The consumer can be positively affected and hedonically motivated by the user-friendly websites and the atmosphere of the website design (Brown, 2016).

Perceived Risk
Bhasin (2018) defines perceived risk as to the ambivalence of consumers before buying any products or services and it is also referring to the customer's opinions of the risks associated with any purchase. The types of a perceived risk that usually occur in online shopping include financial risk, product risk, delivery risk, time convenience risk and privacy risk (Panwar, 2018). The perceived risks are different in the perception of every consumer, some buyers think the products they buy on websites contain many risks, but some are more aware of the benefits of e-commerce (Martin & Camarero, 2009). Perceived risk can directly affect the consumer’s trust and also the buying intention of the consumers (Mortimer, Hasan, Andrews, & Martin, 2016). When the perceived risk of the consumer is high, the possibility of consumers buying or repurchasing online will be reduced (Ariff, Sylvester, Zakuan, Ismail, & Ali, 2014). Hence, the consumer will have negative behaviour towards online shopping when the perceived risk is high. Perceived risk has a negative effect on consumer’s buying behaviour towards online shopping (Hong & Yi, 2012).
Conceptual Framework

![Conceptual Framework Diagram]

**Figure 1: Conceptual Framework**

The research conceptual framework created for this research is mainly referring and utilizing the Technology Acceptance Model (TAM). There are additional three elements added to the framework according to the independent variables which are social influence, hedonic motivation and perceived risk. The hedonic motivation is one of the variables that is newly contributed to the study for the topic of consumer buying behaviour towards online grocery shopping. The actual usage of TAM also changed consumer buying behaviour towards online grocery shopping in the research framework for this research. There are a total of five hypotheses created according to the research conceptual framework. The hypothesis stated below were formed based on conceptual framework and literature review:

H1: Consumer buying behaviour towards online grocery shopping is positively influenced by perceived usefulness.

H2: Consumer buying behaviour towards online grocery shopping is positively influenced by perceived ease of use.

H3: Consumer buying behaviour towards online grocery shopping is positively influenced by social influence.

H4: Consumer buying behaviour towards online grocery shopping is positively influenced by hedonic motivation.

H5: Consumer buying behaviour towards online grocery shopping is negatively influenced by perceived risk.
METHOD
This research is using the primary data collection; which online questionnaire conducted in this research to investigate the consumer buying behaviour towards online grocery shopping. The data is collected by using Google form which contains the questionnaires to the target respondents. The questionnaire of this research is distributed online to the target respondents randomly. The questionnaire for this research contains a total of four sections. Section A contains the questions to figure out the demographic information of the respondents. The types of questions in section A are list questions that mainly ask about the demographics information of the respondents such as gender, race, age and educational level. Section B contains the questions to investigate the respondents’ personal experience to shop grocery online. This section contains category questions. Section C is the section with the questions related to factors affecting the behaviour of the respondents towards online grocery shopping. Lastly, Section D asks about the respondents’ consumer buying behaviour and future intention to buy groceries online. Section C and D contain rating questions. Likert Scale with ranging from 1 to 5 which is ‘strongly disagree’, ‘disagree’, ‘neutral’, ‘agree’ and ‘strongly agree’ are used in sections C and D.

In this research, the probability sampling method is used and the selected type of probability sampling is simple random sampling. Since this research is focused on investigating the consumer buying behaviour towards online grocery shopping in Malaysia, the targeted population to investigate are the adults which are Malaysian above the age of 18 in Malaysia. According to Hirschmann (2019), the estimated number of individuals above 18 in Malaysia is approximately 21.82 million. Therefore, the calculated sample size according to the targeted population for this research is 384.

The data analysis is done by using SPSS software. The data analysis methods are descriptive statistics analysis, reliability test and Multiple Regression Analysis.

RESULTS
Reliability Test

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Independent Variables</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Perceived Usefulness</td>
<td>0.836</td>
<td>5</td>
</tr>
<tr>
<td>2. Perceived Ease of Use</td>
<td>0.867</td>
<td>5</td>
</tr>
<tr>
<td>3. Social Influence</td>
<td>0.708</td>
<td>4</td>
</tr>
<tr>
<td>4. Hedonic Motivation</td>
<td>0.808</td>
<td>4</td>
</tr>
<tr>
<td>5. Perceived Risk</td>
<td>0.865</td>
<td>5</td>
</tr>
<tr>
<td><strong>Dependent Variables</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Consumer Buying Behaviour</td>
<td>0.871</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td><strong>Overall</strong></td>
<td><strong>0.941</strong></td>
</tr>
<tr>
<td></td>
<td><strong>28</strong></td>
<td></td>
</tr>
</tbody>
</table>

Table 1: Reliability Test Summary

The table above shows the results of the reliability test after analysis by using SPSS. The value of Cronbach’s Alpha achieved is considered valid when it exceeds 0.70 (Nunnally, 1978). The reliability test for perceived usefulness and perceived ease of use had come out with Cronbach’s
Alpha value of 0.836 and 0.867 respectively. On the other hand, the Cronbach’s Alpha values of social influence, hedonic motivation and perceived risk are 0.708, 0.808 and 0.865 respectively. For dependent variable which is consumer buying behaviour towards online grocery shopping obtained 0.871 Cronbach’s Alpha value. In short, the reliability test of all variables is acceptable since all of it obtained more than 0.70. For the overall Reliability test, this research had obtained 0.941 which means its internal consistency is Excellent according to Cronbach’s Alpha Level Consistency. Hence, this research can be concluded as highly reliable based on this reliability test done.

**Demographic Profile**
The demographic profile is analyzed through descriptive statistics analysis.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Description</th>
<th>Number</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>161</td>
<td>41.7</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>225</td>
<td>58.3</td>
</tr>
<tr>
<td>Age Group</td>
<td>18-30</td>
<td>284</td>
<td>73.6</td>
</tr>
<tr>
<td></td>
<td>31-40</td>
<td>57</td>
<td>14.8</td>
</tr>
<tr>
<td></td>
<td>41-50</td>
<td>31</td>
<td>8.0</td>
</tr>
<tr>
<td></td>
<td>51-60</td>
<td>14</td>
<td>3.6</td>
</tr>
<tr>
<td></td>
<td>61 and above</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Nationality</td>
<td>Malaysian</td>
<td>386</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Foreigner</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Highest Educational Level</td>
<td>UPSR</td>
<td>5</td>
<td>1.3</td>
</tr>
<tr>
<td></td>
<td>SPM</td>
<td>48</td>
<td>12.4</td>
</tr>
<tr>
<td></td>
<td>Pre-U/STPM/Diploma/Matriculation/A-Level</td>
<td>153</td>
<td>39.6</td>
</tr>
<tr>
<td></td>
<td>Degree</td>
<td>157</td>
<td>40.7</td>
</tr>
<tr>
<td></td>
<td>Master</td>
<td>22</td>
<td>5.7</td>
</tr>
<tr>
<td></td>
<td>PhD</td>
<td>1</td>
<td>0.3</td>
</tr>
<tr>
<td>Race</td>
<td>Malay</td>
<td>137</td>
<td>35.5</td>
</tr>
<tr>
<td></td>
<td>Chinese</td>
<td>223</td>
<td>57.8</td>
</tr>
<tr>
<td></td>
<td>Indian</td>
<td>23</td>
<td>6.0</td>
</tr>
<tr>
<td></td>
<td>Other</td>
<td>3</td>
<td>0.6</td>
</tr>
<tr>
<td>Household Income</td>
<td>Less than RM 2,000</td>
<td>59</td>
<td>15.3</td>
</tr>
<tr>
<td></td>
<td>RM 2,001- RM 4,000</td>
<td>144</td>
<td>37.3</td>
</tr>
<tr>
<td></td>
<td>RM 4,001- RM 6,000</td>
<td>114</td>
<td>29.5</td>
</tr>
<tr>
<td></td>
<td>RM 6,001- RM 8,000</td>
<td>50</td>
<td>13.0</td>
</tr>
<tr>
<td></td>
<td>RM 8,001 and above</td>
<td>19</td>
<td>4.9</td>
</tr>
<tr>
<td>State of Region</td>
<td>North Region (Perlis, Pulau Pinang, Kedah, Perak)</td>
<td>146</td>
<td>37.8</td>
</tr>
<tr>
<td></td>
<td>Central Region (Kuala Lumpur, Selangor, Putrajaya)</td>
<td>98</td>
<td>25.4</td>
</tr>
<tr>
<td></td>
<td>South Region (Malacca, Negeri Sembilan, Johor)</td>
<td>79</td>
<td>20.5</td>
</tr>
</tbody>
</table>
Table 2: Demographic Profile of Respondents

Based on the table above, 58.30% which is 225 of the respondents are female while 41.70% which means another 161 of the 386 respondents that answered the questionnaire are male. The majority of the respondents which include 284 (73.60%) of the respondents are 18-30 years old while no respondent is 61 years old and above. All of the 386 respondents are Malaysian which is 100% of them. 157 (40.70%) of the respondents which is the most number of respondents had stated their highest educational level as Degree, only 1 respondent (0.6%) is Ph.D. 223 of the total respondents (57.80%) are Chinese which recorded the highest percentage of race among the respondents and only 3 (0.60%) of the total respondents had stated ‘Other’ which means they are neither Chinese, Malay nor Indian. The highest percentage among the household income range is RM2,001-RM4,000 which is 37.30% or 144 of the 386 respondents. The lowest percentage of household income among the respondents is 4.90% which is 19 of the total respondents’ household income is RM8,001 and above. North Region (Perlis, Pulau Pinang, Kedah, Perak) had recorded the highest percentage of the state of the region which is 37.80% (146 of the respondents). The lowest percentage is 4.40% which means 17 of the total respondents are from East Malaysia (Sabah, Sarawak, Labuan).

Hypothesis Testing

Table 3: Multiple Regression Analysis (Coefficients)

Hypothesis Testing for this research was done by referring to the p-value (significance value) in the table above. H1, H2, and H4 are accepted as the p-value of the perceived usefulness, perceived ease of use and hedonic motivation are less than 0.05. The p-value of hedonic motivation is 0.000 which is the lowest among all the independent variables and the Beta is
0.319 which shown that it has the largest effect on the consumer buying behaviour towards online grocery shopping. Since the p-value of social influence is 0.125 while the perceived risk is 0.097, both of the p-value are larger than 0.05 and therefore H3 and H5 need to be rejected.

DISCUSSION
This research aimed to investigate the factors and the most significant factor that are affecting the consumer buying behaviour towards online grocery shopping in Malaysia. The results and findings in this research could contribute to the online grocery sectors to have a deeper understanding of how consumers behave towards online grocery and the online grocers can plan the strategies to improve their business.

The findings of this research had clarified that the perceived usefulness is positively affecting the consumer buying behaviour towards online grocery shopping which also proved that there is a relationship between these two variables. This had been figured out by referring to the Multiple Regression Analysis as the p-value of perceived usefulness 0.037 which is less than 0.05 and this proves that there is a positive relationship between perceived usefulness and consumer buying behaviour towards online grocery shopping. A study by Lim, Osman, Salahudin, & Romle (2016) and Choi (2013) also found a positive relationship between perceived usefulness and consumer approach towards online grocery shopping.

Other than perceived usefulness, perceived ease of use is also another factor that do to be affecting the consumer buying behaviour towards online grocery shopping. Based on the Multiple Regression Analysis the perceived ease of use is accepted as the p-value is 0.001 which is also less than 0.05. The result is supported by Phang (2016) and Kurnia & Chien (2003) that found how the perceived ease of use will affect the consumer acceptance of online grocery shopping. Phang (2016) stated that consumers are more willing to do online grocery shopping when they found that the website is easy to use. Since perceived ease of use is one of the important factors that affect the consumer buying behaviour towards online grocery shopping, the online grocery websites or apps should make sure that their platforms are easy to navigate.

Another factor that was proposed in this research is social influence. However, it was found that there is no positive relationship between social influence and consumer buying behaviour towards online grocery shopping. The p-value of social influence is 0.125 according to the results gained in thorough Multiple Regression Analysis. Since the 0.125 is more than 0.05, the researcher had to reject the alternative hypothesis and accept the null hypothesis. This finding is similar with a study by Kurnia & Chien (2003). However, this finding did not support previous by Kian, Loong, & Fong (2018) which state that there is a significant relationship between social influence and the buying intention of consumer towards online grocery shopping. The finding might shows that consumers are not easily influenced by their family members, friends and influencers.

Hedonic motivation has gained less attention by previous studies on consumer buying behaviour towards online grocery. Despite this, this research had found that there is a strong relationship between hedonic motivation and consumer buying behaviour towards online grocery shopping. This is because the p-value gained by hedonic motivation in Multiple Regression Analysis is 0.000. This factor is even proved to be the most significant factor that is affecting the consumer buying behaviour towards online grocery shopping since its p-value is the lowest and the Beta value is the highest among the factors. This result is consistent with a research by Fard, Alkelani, & Tamam (2019) that proposed hedonic motivation as one of the factors that affect customer online buying intention. The consumer may get motivated to shop groceries online when the
apps or websites design is attractive which make the shopping process interesting, and special features or offer that consumer cannot gain by buying groceries at physical stores. The experience that leaves a good impression for consumers will also motivate them to choose to buy groceries online. It is surprising to find that hedonic motivation is the most significant factor that affecting consumer buying behaviour towards online grocery shopping as there are very few studies had included this factor in their studies. To create a whole complete purchasing experience that can hedonically motivate the consumers, the online grocers need to pay attention to every single detail throughout the process of selling the groceries. Online grocers need to provide attractive websites, easy process of purchase, good customer service, promotions and discounts, selling fresh groceries, deliver the groceries by trusted delivery partners, return and refund process, and even more to provide hedonic motivation for consumers to choose to buy groceries online.

For perceived risk, the discoveries and results from Multiple Regression Analysis had clarified that there is no significant relationship between perceived risk and consumer buying behaviour towards online grocery shopping. The p-value of perceived risk is 0.097 which is also more than 0.05. Therefore, the researcher had to reject the alternative hypothesis as well. The studies by (Choi, 2013; Phang, 2016) had also gained similar results that caused the researcher to deny that there is a negative relationship between perceived risk and attitude of customers towards online grocery shopping. However, a study by Kian, Loong, & Fong (2018) still found that perceived risk has a significant relationship with customer buying intention or attitude.

Recommendation for future research
It is recommended that future researchers to include other types of online grocers since this research only focused on the online grocers that have physical supermarkets. Future researchers can also identify more factors that may affect the consumer buying behaviour towards online grocery shopping for example, expectancy of consumers, enjoyment during the purchasing process and any other possible factors. Future research can also be carried out on different states or cities. This is because some highly populated city such as Klang Valley has more choices for online grocery but some lower populated town will have fewer choices and even face the problem such as higher delivery charges as the lifestyle of the consumer in the different cities varies. Another recommendation for future research is identifying the consumer buying behaviour towards online grocery shopping based on age groups. Different age groups will have different thoughts, attitudes and intentions towards online grocery shopping. Thus, future studies this field could focus on specific age group in order to examine if age groups significantly affect consumer behaviour.

CONCLUSION
This research had concluded that there is a significant and positive relationship between perceived usefulness, perceived ease of use, and hedonic motivation with the consumer buying behaviour towards online grocery shopping in Malaysia. However, the results from the data analysis shown that there is no significant relationship between social influence and perceived risk with consumer buying behaviour towards online grocery shopping in Malaysia. The most significant factor that has an impact on the consumer buying behaviour towards online grocery shopping in Malaysia from this research is hedonic motivation. Therefore, online grocers could focus on the significant factors and plan strategies based on the factors to attract and satisfy their
customers. Online grocers need to come up with ways to increase the consumers’ trust towards online grocery and plan out strategies to retain their customers.

LIMITATION
The limitation of this research is that this research only studied the online grocers that are selling the grocery on both online and offline methods at the same time. However, the data collected from the respondents in this research may be slightly affected by the online grocers that are not selling the grocery on both online or offline methods. Hence, the results in this research cannot represent the consumer buying behaviour towards all types of online grocers.

Another limitation of this research is that only a few types of factors were studied in this research. It is believed that more factors are affecting the consumer buying behaviour towards online grocery shopping since the results in Multiple Regression analysis had found that the consumer buying behaviour is 53.7% affected by the factors that are not studied in this research. Furthermore, the population cover in this research is huge as this research is studying the consumer in Malaysia. The consumer in different cities or states in Malaysia may have different behaviour as the lifestyle are quite different for an urban area in comparison to a rural area. The availability and choices of online grocers are also different in different cities or areas. Therefore, the results in this research may not apply to some of the consumers in particular cities or areas in Malaysia.

The age group studied in this research includes Malaysian who is 18 years old and above. It is hard to specify the buying behaviour based on each age group in this research since this research is a randomly distributed questionnaire to any Malaysian that is 18 years old and above. Different age groups may have different buying behaviour as their background, experience, financial ability and perspectives are different.

ACKNOWLEDGEMENTS
Authors wish to acknowledge UniversitiTeknikal Malaysia Melaka and SuITE, Center of Technopreneurship Development (C-TeD) for the support.

REFERENCES


www.turkjphysiotherrehabil.org 31914


