Study of the Customer Behavior in Buying Groceries Online after the Global Pandemic in Nepal

Nancy Parajuli*

Abstract

This study examines customer behavior in buying groceries online after the global pandemic in Nepal. Customer satisfaction/decision is the dependent variable. The independent variables are perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior. The primary source of data is used to assess the opinions of the respondents regarding customer behavior in buying groceries online after the global pandemic in Nepal. The study is based on primary data from 122 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and factors affecting customer satisfaction/decision in buying groceries online after the global pandemic in Nepal.

The study showed that perceived ease of use has a positive impact on the customer satisfaction/decision. It indicates that ease of use provided by OGS platform leads to the customer satisfaction/decision in OGS. Likewise, perceived service quality has a positive impact on the customer satisfaction/decision. It implies that quality of service provided by OGS platform leads to customer satisfaction/decision in OGS. Similarly, perceived security has a positive impact on the customer satisfaction/decision. It indicates that the security provided by OGS platform would result in customer satisfaction/decision in OGS. Similarly, the online payment process has a positive impact on the customer satisfaction/decision indicating that that good online payment process leads to the customer satisfaction/decision in OGS. Further, trust and interest have positive impact on the customer satisfaction/decision. This indicates that that trust and interest on OGS service provider would result in customer satisfaction/decision in OGS. Furthermore, consumer purchase behavior has a positive impact on the customer satisfaction/decision. This implies that positive consumer purchase behavior leads to customer satisfaction/decision in OGS.

Keywords: perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior, customer satisfaction/decision

1. Introduction

The word consumer is derived from the Latin word consumers which means to buy (goods or services) for immediate use or possession (Rybowska, 2010). According to Chevalier *et al.* (2014), Online shopping is among the most popular e-commerce activities globally, and in 2019 it is anticipated that

* Ms. Parajuli is a Freelance Researcher, Kathmandu, Nepal. E-mail: nancyparajuli123@gmail.com

global e-commerce sales would top 3.5 trillion dollars.

According to Harris *et al*. (2009), situational factors have an influence on customers' online purchase intentions. Likewise, the study demonstrated that the coronavirus pandemic has a favorable impact on the proportion of food that customers purchase online (Neuninger and Ruby, 2020). Similarly, Erickson and Stenius (2020) excluded that the increased sensitivity toward the shopping environment led to new shopping procedures. Special online delivery offers and free home delivery services became popular to attract customers. Furthermore, People are satisfied with online shopping due to various facilities like convenience, less procedure, timely delivery, safety, product offers, low cost, convenience etc. during covid pandemic (Gopinath, 2020).

According to Grashuis *et al.* (2020), in situations where COVID-19 was spreading at an increasing rate, consumers were generally less willing to shop inside the grocery store. Similarly, Maat and Konings (2018) explained that households with greater incomes are more likely to shop for groceries online. The study concluded that higher-income households are less sensitive to the fact that grocery delivery to the home is subject to a delivery cost. Likewise, Bauerová and Klepek (2018) examined shoppers' motivations for shopping and opinions toward grocery store digitization as they discovered disparities between customer generations. Young professionals and mothers who work benefit greatly from time savings. Generation Y who are seen as the most numerous and valuable take center stage (Kumar and Sadarangani, 2018). Further, Droogenbroeck and Hove (2020) explained that there are generational differences between how people perceive online grocery shopping and their intention to do so, as well as between how people perceive gender roles.

According to Alaimo (2020), the COVID-19 pandemic boosted food hoarding and food shopping over the internet. The pandemic led people to purchase items and food online to follow government-implemented rules such as social distancing and lockdowns, which led to the increase of e-commerce. Similarly, Dannenberg *et al.* (2020) found that the coronavirus pandemic has a favorable impact on the proportion of groceries individuals purchase online. Likewise, the shift might be a result of people thinking that doing their grocery shopping online is a good strategy to stop the virus from spreading (Neuninger and Ruby, 2020). Further, in the area of online food purchasing, these modifications are largely favorable. Similarly, Hao *et al.* (2020) discovered that contextual component triggers stock panic behavior both offline and while making food purchases online, and businesses struggle

to resolve logistical issues and adapt to new business models. Furthermore, although the situational factor has these unfavorable impacts, many retailers are increasing their online capabilities to meet the rising demand in the online grocery sector (Neuninger and Ruby, 2020).

According to Mehta (2020), the online grocery retail sector is one of the areas where IOT (internet of things) is set to change grocery retail. Initially, there were apprehensions regarding grocery shopping from the consumer's point of view; later on, with the emerging digitalization consumer adoption in the enterprise is currently experiencing a boom as consumers are able to analyze the benefits of online grocery shopping. Similarly, Borsellino *et al.* (2020) discovered that a large share of customers started purchasing healthier and more sustainable meals despite price volatility and worries about future family finances. Further, Hao *et al.* (2020) stated that the pandemic has had a significant impact on current civilization at many different levels, including public health, quality of life, food, and economic and financial stability.

Contrary to normal online buying, where users frequently cite expediency and usability as motivating factors for adoption (Sin and Tse, 2002). Similarly, According to Citrin *et al.* (2003), fresh food items, baked goods, and meat generally fall under the see, touch, and smell, which makes them difficult to sell online. Further, if higher freshness and quality can be advertised online, a customer must deal with the possibility that the item they have ordered may degrade before it is delivered (Tsiros and Heilman, 2005). Furthermore, as the grocery shopping is habitual, it is repetitive, and thus, online grocery shopping tends to be more common than general internet shopping (Opreana, 2013).

Gomes and Lopes (2022) found that age, education, and income are some sociodemographic factors that affected people's propensity to shop online during the pandemic. Similarly, the study showed that young male consumers with higher levels of education and income has a favorable impact on the experience of shopping for groceries online. Similarly, Shamim *et al.* (2021) stated that the Covid-19 pandemic epidemic has caused a substantial acceleration in the market for online groceries. This contextual aspect has hastened the acceptability of grocery shopping in this fashion, but it is unclear whether it also affected the demographics of people who make supermarket purchases online. Likewise, Gruntkowski and Martinez (2022) explained that the perceived risk is still significant in online grocery buying and continues to have a negative impact on purchase intentions.

Bauerová (2021) found that consumers of practically all studied age groups (millennials and Baby Boomers) accepted online grocery shopping more quickly, indicating that the situational component under study did not only affect millennials. The study showed the ongoing changes in the makeup of online grocery shoppers. Similarly, Rout *et al.* (2022) concluded that factors such as self-isolation intention, perceived ease of use, perceived usefulness, and customer perceived value, have positively and significantly predicted online grocery shopping intention. The study also showed that the perceived usefulness and self-isolation intention positively and greatly influence the customer perceived value. Further, Kim Dang *et al.* (2018) found underlying consumers' concerns with regard to food safety information, especially for online food products.

Driediger and Bhatiasevi (2019) found that there is a significant relationship between perceived ease of use, perceived usefulness, intention to use, subjective norm, and perceived enjoyment, all of which are factors in Thailand consumers' acceptance of online grocery shopping. Similarly, Mortimer *et al.* (2016) stated that the perceived risk completely mediates the effect of trust on repurchase intentions for infrequent online grocery buyers, customer satisfaction predicts trust for both frequent and infrequent users of the service. Likewise, Oliveira *et al.* (2021) found that throughout the pandemic, consumers changed their buying habits, particularly regarding frequency, mode of transportation utilized for purchases, amount of funds set aside for such purchases, and channels used.

Likewise, product assortment was found to have a significant impact on both perceived ease of use and perceived usefulness, it supports the notion of a one-stop solution as a major driver to attract buyers to buy groceries online (Kesharwani and Desai, 2017). According to Gomes and Lopes (2022), healthier consumer behavior towards food and beverages during the pandemic, compared to before the pandemic, may influence a greater propensity for online grocery shopping. Sociodemographic characteristics (age, education, income) were also determinants of the propensity to shop online during the pandemic.

Similarly, Fatima *et al. (*2022) found that brand equity acts as a mediator between social media involvement and both online and offline purchasing intentions. The study also showed that during COVID-19 trust in online purchases reduces the association between social media activity and intentions for physical purchases but strengthens the relationship with those for online purchases. Further, Adibfar *et al.* (2022) concluded that in-person buying will

maintain a healthy balance after the pandemic and would follow their pre-pandemic trends. Likewise, AL-Hawari *et al.* (2021) stated that there is a bright future for electronic grocers in Oman, especially with the rise in internet shoppers brought on by Covid-19. Furthermore, Gomes and Lopes (2022) found that there is a positive online buying experience during the pandemic can have a significant impact on future online shopping aspirations. Similarly, it is projected that in the next decade, online platforms will transform people's purchasing behaviors, especially with regard to acquiring food items (Hua and Shaw, 2020).

In the context of Nepal, Vaidya (2019) concluded that the competition has been rapidly increasing day-by-day since there is an increasing number of online stores in Nepal, which ultimately will benefit the future of e-commerce in Nepal. Similarly, Parajuli *et al.* (2022) found that consumers prefer online shopping over going to a physical store in person. The study that consumers were aware of the perceived health risks associated with the pandemic. Further, Malla (2018) found that Kathmandu's current internet buyers are price conscious and customers anticipate accurate product representation on the website, as well as efficient customer and post-purchase support. Likewise, Koirala *et al.* (2021) found that there are still a lot of concerns and challenges with online shopping in Nepal, such as the legitimacy of the products, quality control, brand configuration, etc. Furthermore, Tamang *et al.* (2021) found that a rise in the use of digital payments due to a number of reasons, including COVID-19 risk, perceived utility, and simplicity of use.

The above discussion reveals that the empirical evidences vary greatly across the studies concerning the Study of the customer behavior in buying groceries online after the global pandemic in. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to examine customer behavior in buying groceries online after the global pandemic in Nepal. Specifically, it examines the that perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior on customer satisfaction/decision in buying groceries online in Nepal.

The remainder of this study is organized as follows. Section two describes the sample, data, and methodology. Section three presents the

empirical results and final section draws the conclusion and discuss the implication of the study findings.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 122 respondents through questionnaire. The respondents' views were collected on the perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest, consumer purchase behavior and the customer satisfaction/decision in OGS.

The model

The model estimated in this study assumes that the customer satisfaction/ decision depends on the perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest, consumer purchase behavior. Therefore, the model takes the following form:

$S = \beta_0 + \beta_1 EU + \beta_2 SQ + \beta_3 PS + \beta_4 OP + \beta_5 TI + \beta_6 PB +$

Where,

S = Customer satisfaction/decision

EU = Perceived ease of use

SQ = Perceived service quality

PS= Perceived security

OP = Online payment process

TI = Trust and interest

PB= Consumer purchase behavior

Perceived ease of use was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "The grocery items are easy to order online.", "It is easy for me to remember how to perform tasks needed for grocery shopping using the website.", and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.875$).

Perceived service quality was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " I am happy with the delivery time.", " The grocery items I purchase online

is fresh.", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.781).

Perceived security was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " One risk of buying groceries online is receiving low quality products or incorrect items ", " Security around payment and personal data on the internet is not good enough ", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.768).

Online payment process was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " I am aware about different online payment portals in Nepal.", " I am well adept in online payment procedure. ", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.773).

Trust and interest were measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " I tend to buy groceries online without thinking and planning.", " I believe the OGS website would keep its commitments.", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.875).

Consumer purchase behavior was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " I buy groceries online based on review and recommendations.", " I tend to buy groceries online without thinking and planning ", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.864).

Customer satisfaction/decision was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include " I prefer shopping groceries online than shopping in physical stores.", " I am able to save my time by OGS.", and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.877).

The following section describes the independent variables used in this study along with hypothesis formulation.

Perceived ease of use

According to Davis (1989), perceived ease of use is the degree to which the user perceives that the technology or system can be utilized simply and without issues. The system's usability can also be determined by how frequently it is used and how the users interact with it. Similarly, Perceived ease of use could be understood as the extent in which whether or not using a specific system is easy (Dong *et al.,* 2017). Further, Wahyuningtyas and Widiastuti's (2015) revealed that perceived ease of use has a favorable and significant impact on consumers' decisions to shop online. Even while online purchasing has its benefits, not all consumers use it. Similarly, Mandilas *et al.* (2013) revealed that perceived usefulness has a bigger impact on consumers' decisions to shop online than perceived ease of use. Furthermore, the following indicators are used to gauge perceived usability: ease of learning, controllability, clarity and understanding, flexibility, easy to become skilled with, and ease of use (Ha and Stoel, 2009). Likewise, perceived ease of use is especially important as ways of measuring user satisfaction (Venkatesh and Davis, 1996). Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between perceived ease of use and customer satisfaction/decision in OGS.

Perceived service quality

The definition of service quality is the customer's evaluation of the thorough superiority or privilege of a good or service (Kuswanto, 2009). Similarly, Gloria K.Q (2010) found that the relationship between service quality and customer satisfaction in the utility industry (telecom). Likewise, Firdausy and Idawati (2017) found that service quality influences buying decisions favorably. Further, Indiani *et al.* (2015) found that the effectiveness of websites influences customers' online impulse purchases positively. However, Muchen (2011) found that the service quality is more important than information and system quality in influencing customer satisfaction and purchase intention. Furthermore, the study revealed that the relationship between perceived playfulness and perceived flow is reciprocal. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between perceived service quality of use and customer satisfaction/decision in OGS.

Perceived security

Security involves overseeing personal information, safety, and payment

security. Several factors that affect online security include the security credentials offered by the online retailer, privacy policies, and trust (Maditinos and Theordoridis, 2010). Similarly, Trong *et al*. (2014) revealed the following factors are also important determinants of online customer satisfaction: transaction capacity, security/privacy, payment, and customer service. Further, Park and Kim (2003) found that customers expect comprehensive information on how their personal and transaction data are secured before disclosing any personal information and making a purchase from an online retailer. Likewise, the customers are reluctant to engaged in online buying activities, mostly because of the risk associated in communicating sensitive information like credit card information. Customers who divulge this information think that online actions may jeopardize their security (Chang *et al.,* 2009). Further, more security elements added to e-retailers' websites lead to higher levels of customer satisfaction (Maditinos and Theordoridis, 2010). Similarly, security has a considerable and advantageous impact on consumer happiness (Thilakarathne and Abeysekara, 2015). Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between perceived security and customer satisfaction/decision in OGS.

Online payment process

E-money offers a number of benefits over non-cash payment methods, including speed, convenience, and efficiency (Priambodo and Prabawani, 2016). Similarly, Firdaus (2019) revealed that e-payment influences consumers' purchasing decisions. Further online payments have advantages and disadvantages when compared to traditional payment instruments (Mallat, 2007). Likewise, overall online payments provide secure transactions thanks to appropriate technologies, including encryption and lower the risk of theft (Wenner *et al.,* 2018). Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between online payment process and customer satisfaction/decision in OGS.

Trust and interest

Trust is related to someone paying attention to what they value, and it is crucial to the decision-making process (Comegys *et al.,* 2009). Similarly, consumer behavior in the market is significantly impacted by consumer trust (Goedde-Menke *et al.*, 2014). Likewise, consumer trust ultimately conveys indications about the reliability of the businesses it evaluates (Hartmann *et*

al., 2015). Furthermore, consumer purchasing decisions, especially those made online, have a relationship with consumer trust (Comegys *et al.*, 2009). Likewise, Putra and Pramudana (2021) found that trust is a perfect mediating variable in online buying experience and intention. Similarly, Aurelia and Nawawi (2021) stated that customer trust significantly affects the likelihood that they will make another transaction. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between trust and interest and customer satisfaction/decision in OGS.

Consumer purchase behavior

Ahmed *et al.* (2014) revealed that customers place a greater emphasis on packaging components including color, packaging material, packaging design, and innovation. Further, impulse buying refers to a decision that is taken hastily without careful thought, consideration of all the information, and other options (Bhakat and Muruganantham, 2017). Similarly, consumer decision-making is reflected in their mobile grocery shopping behavior, which ranges from exposure to attitude to buy intention (Kim, 2021). Likewise, convenience, aggressive pricing, app service quality, delivery, and a variety of payment choices are the things considered by the people while making payments (Pandey *et al.,* 2021). Further, Kim (2021) found that South Korean consumers has a positive sentiment toward mobile grocery shopping and other people's opinions may affect their decision to utilize the services. Based on it, this study develops the following hypothesis:

H_6: There is a positive relationship between consumer purchase behavior and customer satisfaction/decision in OGS.

3. Result and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 122 observations. The dependent variable is S

(Customer satisfaction/decisions). The independent variables are is EU (Perceived ease of use), SQ (Perceived service quality), PS (Perceived security), OP (Online payment process), TI (Trust and interest) and PB (Consumer purchase behavior).

Variables	Mean	S.D.	EU	SQ	PS	OP	TI	PB	S
EU	3.678	0.782	1						
SQ	3.722	0.740	0.289**	1					
PS	3.578	0.828	-0.12	-0.177*	1				
OP	3.638	0.793	0.435**	0.342**	-0.24*	1			
TI	3.741	0.790	0.189**	0.382**	0.155*	0.341**	1		
PB	3.659	0.748	0.551**	0.549**	0.25	0.633**	0.516**	1	
S	3.714	0.773	0.568**	0.245**	0.124	0.535**	0.320**	0.574**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows that perceived ease of use is positively correlated to customer satisfaction/decision indicating that ease of use leads to customer satisfaction/decision in OGS. Likewise, perceived service quality is a positively correlated to customer satisfaction/decision. This implies that quality of service provided by OGS leads to the customer satisfaction/decision in OGS. Similarly, perceived security is positively correlated to customer satisfaction/decision. It indicates that the security provided by OGS website would result in customer satisfaction/decision. Likewise, online payment process is also positively correlated to customer satisfaction/decision indicating that good online payment process leads to the customer satisfaction/decision in OGS. Similarly, trust and interest are positively correlated to customer satisfaction/decision which indicates that trust and interest on OGS service provider would result in customer satisfaction/decision. Further, consumer purchase behavior is also positively correlated to customer satisfaction/decision. It shows that positive consumer purchase behavior leads to customer satisfaction/decision in OGS.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior on the customer satisfaction/decision regarding OGS in Nepal.

Table 2

Estimated regression results of perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior on the customer satisfaction/decision regarding OGS

The results are based on 122 observations using linear regression model. The model is $S = \beta_0 + \beta_1 EU + \beta_2 SQ + \beta_3 PS + \beta_4 OP + \beta_5 TI + \beta_6 PB +$ where the dependent variable is S (Customer satisfaction/decisions). The independent variables are is EU (Perceived ease of use), SQ (Perceived service quality), PS (Perceived security), OP (Online payment process), TI (Trust and interest) and PB (Consumer purchase behavior).

Model	Intercept	Regression coefficients of						Adj. R_bar^2	SEE	F-value
		CF	TP	TS	SN	VO	MF			
1	0.801 (3.285) **	0.773 (12.035) **						0.531	0.535	144.831
2	1.301 (5.930) **		0.664 (11.125) **					0.492	0.558	123.755
3	0.821 (4.150) **			0.786 (14.789) **				0.632	0.475	218.709
4	0.728 (3.572) **				0.789 (14.803) **			0.632	0.474	219.120
5	0.576 (2.838) **					0.848 (15.583) **		0.656	0.459	242.834
6	0.617 (3.114) **						0.824 (15.787) **	0.662	0.455	249.217
7	0.615 (2.654) *	0.492 (5.614) **	0.344 (4.398) **					0.591	0.500	92.625
8	0.297 (1.444)	0.327 (4.107) **	0.091 (1.171)	0.505 (6.617) **				0.695	0.432	97.477
9	0.233 (1.157)	0.275 (3.447) **	0.004 (0.050)	0.365 (4.079) **	0.289 (2.821) **			0.711	0.420	79.201
10	0.184 (0.931)	0.207 (2.500) *	-0.016 -(0.202)	0.289 (3.109) **	0.193 (1.1795)	0.276 (2.487) **		0.723	0.412	67.270
11	0.144 (0.742)	0.163 (1.976) *	-0.043 -(0.547)	0.203 (2.108) *	0.154 (1.456)	0.212 (1.903) *	0.267 (2.635) *	0.736	0.402	59.948

Notes:

i. Figures in parenthesis are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. Customer satisfaction/decision is dependent variable.

Table 2 shows that the coefficients for perceived ease of use are positive with the customer satisfaction/decision. It indicates that perceived ease of use has positive impact on the customer satisfaction/decision in OGS. This finding is consistent with the findings of Rout *et al.* (2022). Likewise, the beta coefficients for perceived service quality are positive with the customer satisfaction/decision. It indicates that perceived service quality has positive impact on the customer satisfaction/decision. This finding is consistent with the findings of Vaidya (2019). In addition, the beta coefficients for perceived security are positive with customer satisfaction/decision. It indicates that perceived security has a positive impact on customer satisfaction/decision.

This result is consistent with the findings of Trong *et al*. (2014). Further, the beta coefficients for online payment process are positively related with the customer satisfaction/decision. It indicates that online payment process has a positive impact on customer satisfaction/decision. This finding is consistent with the findings of Kotler and Keller (2012). In addition, the beta coefficients for trust and interest are positive with the customer satisfaction/decision. It indicates that trust and interest have positive impact on customer satisfaction/decision. This finding is similar to the findings of Putra and Pramudana (2021). The beta coefficients for consumer purchase behavior are positively related with the customer satisfaction/decision. It indicates that consumer purchase behavior has a positive impact on the customer satisfaction/decision. This finding is consistent with the finding of Lee *et al.* (2016).

4. Summary and conclusion

Online grocery shopping (OGS) platform is an online store that offers an assortment of groceries and beverages that the customers may order online and have delivered to their home without having to go to a brick-and-mortar shop. the primary factors for consumers to choose online buying are time savings, deals, an easy ordering process, and information available at the online shopping portal.

This study attempts to examine customer behavior in buying groceries online after the global pandemic in Nepal. The study is based on primary data with 122 observations.

The study found that perceived ease of use, perceived service quality, perceived security, online payment process, trust and interest and consumer purchase behavior have positive impact on the customer satisfaction/decision. The study concluded that perceived security followed by perceived ease of use are the most influencing factor that determines the customer behavior in buying groceries online in Nepal.

References

Adibfar, A., S. Gulhare, S. Srinivasan, and A. Costin, 2022. Analysis and modeling of changes in online shopping behavior due to COVID-19 pandemic: A Florida case study. *Transport Policy* 126(1), 162-176.

Alaimo, L. S., M. Fiore, and A. Galati, 2020. How the COVID-19 pandemic is changing online food shopping human behaviour in Italy. *Sustainability* 12(22), 9594-9595.

Al-Hawari, A. R. R. S., A. P. Balasa, and Z. Slimi, 2021. COVID-19 impact on online

purchasing behaviour in Oman and the future of online groceries. *European Journal of Business and Management Research* 6(4), 74-83.

Ari Putra, S., and K. Pramudana, 2021. The role of trust mediates effect of customer experience on repurchase intention. *American Journal of Humanities and Social Sciences Research (AJHSSR)* 5(1), 80-85.

Aurelia, F., and M. T. Nawawi, 2021. The effect of customer satisfaction, perceived value, and trust on online repurchase intention on fashion on Instagram in Jakarta. *Journal of Managerial and Entrepreneurship* 3(1), 117-126.

Bauerová, R., 2021. Online grocery shopping is a privilege of millennial customers-still truth in COVID-19 pandemic. *Acta Acad. Karviniensia* 21(1), 15-28.

Borsellino, V., E. Schimmenti, and H. E. Bilali, (2020. Agri-food markets towards sustainable patterns. *Sustainability* 12(6), 2193-2194.

Chen, Y. F., C.W. Tsai, and P.V. Kuswanto, 2009. Impact of premium and price cuts on consumer purchase intention: Comparison between Taiwan and Indonesia. *International Journal of Technology and Human Interaction (IJTHI)* 18(1), 1-26.

Citrin, A. V., D. E. Stem Jr, E. R. Spangenberg, and M. J. Clark, (2003. Consumer need for tactile input: an internet retailing challenge. *Journal of Business Research* 56(11), 915-922.

Comegys, C., M. Hannula, and J. Váisánen, 2009. Effects of consumer trust and risk on online purchase decision-making: A comparison of Finnish and United States students. *International Journal of Management* 26(2), 295-304.

Davis, F. D., 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Management Information System (MIS) quarterly* 13(1*),* 319-340.

Dong, X., Y. Chang, Y. Wang, and J. Yan, 2017. Understanding usage of Internet of Things (IOT) systems in China: Cognitive experience and affect experience as moderator. *Information Technology and People* 30(1)*,* 117–138.

Driediger, F., and V. Bhatiasevi, (2019. Online grocery shopping in Thailand: consumer acceptance and usage behavior. *Journal of Retailing and Consumer Services* 48(2), 224-237.

Fatima, T., A. R. Bilal, and S.I. Khan, 2022. I am more inclined to buy online–novel social media engagement stimulated purchase intentions post-COVID-19: a case of Pakistani market. *American Journal of Business* 7(2), 153-157.

Firdausy, C. R., and A. Idawati, 2017. Effects of service quality, Price and promotion on customers purchase decision of Traveloka online airline tickets in Jakarta, Indonesia. *International Journal of Management Science and Business*

Administration 3(2), 42-49.

Gloria, K.Q., 2010. The effect of service quality on customer satisfaction in the utility industry – a case of Vodafone (Ghana). *International Journal of Business and Management* 6(5), 203-210.

Goedde-Menke, M., T. Langer, and A. Pfingsten, 2014. Impact of the financial crisis on bank run risk–Danger of the days after. *Journal of Banking and Finance* 40(1), 522-533.

Gomes, S., and J. M. Lopes, 2022. Evolution of the online grocery shopping experience during the COVID-19 Pandemic: Empirical study from Portugal. *Journal of Theoretical and Applied Electronic Commerce Research* 17(3), 909-923.

Grashuis, J., T. Skevas, and M. S. Segovia, 2020. Grocery shopping preferences during the COVID-19 pandemic. *Sustainability* 12(13), 5369-5380.

Gruntkowski, L. M., and L. F. Martinez. (2022). Online grocery shopping in Germany: Assessing the impact of COVID-19. *Journal of Theoretical and Applied Electronic Commerce Research* 17(3), 984-1002.

Ha, S., and L. Stoel. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research* 62(5), 565-571.

Hand, C., O. Riley, P. Harris, P. Singh, and R. Rettie. (2009). Online grocery shopping: the influence of situational factors. *European Journal of Marketing* 45(4)*,* 419-445.

Hao, N., H. H. Wang, and Q. Zhou, 2020. The impact of online grocery shopping on stockpile behavior in Covid-19. *China Agricultural Economic Review* 12(3), 459-470.

Hartmann, M., J. Klink, and J. Simons, 2015. Cause related marketing in the German retail sector: Exploring the role of consumers' trust. *Food Policy* 52(1), 108-114.

Hua, J., R., and S. Shaw, 2020. Corona virus (Covid-19) infodemic and emerging issues through a data lens: The case of china. *International journal of Environmental Research and Public Health* 17(7), 2309-2321.

Kim Dang, A., B. Xuan Tran, C. Tat Nguyen, H. Thi Le, H. Thi Do, and H. Duc Nguyen, 2018. Consumer preference and attitude regarding online food products in Hanoi, Vietnam. *International Journal of Environmental Research and Public Health 15*(5), 981-984.

Kim, H., 2021. Use of mobile grocery shopping application: motivation and decision-making process among South Korean consumers. *Journal of Theoretical and Applied Electronic Commerce Research* 16(7), 2672-2693.

Lee, H. J., and J. Hwang, 2016. The driving role of consumers' perceived credence

attributes in organic food purchase decisions: A comparison of two groups of consumers. *Food Quality and Preference* 54(2), 141-151.

Lopes, J. M., S. Gomes, T. Santos, M. Oliveira, and J. Oliveira, 2021. Entrepreneurial Intention before and during COVID-19—A case study on Portuguese University Students. *Education Sciences* 11(6), 273-290.

Maditinos, D. I., and K. Theodoridis, 2010. Satisfaction determinants in the Greek online shopping context. *Information Technology and People* 23(4), 312–329.

Mahendrayana, I. M. A., S. Yasa, and L. P. Indiani, 2015. The effect of service quality on patient loyalty mediated by patient satisfaction in Bali Siloam hospital. *Journal of Economics and Business JAGADITHA* 5(1), 1-7.

Malla, S., 2018. Online Shopping Behavior among young consumers in Kathmandu, Nepal. *Satakunta University of Applied Science* 4(2), 1-69.

Mallat, N., 2007. Exploring consumer adoption of mobile payments–A qualitative study. *The Journal of Strategic Information Systems* 16(4), 413-432.

Mandilas, A., A. Karasavvoglou, M. Nikolaidis, and L. Tsourgiannis, 2013. Predicting consumer's perceptions in online shopping. *Procedia Technology* 8(1), 435-444.

Mehta, S., T. Saxena, and N. Purohit, 2020. The new consumer behavior paradigm amid COVID-19: Permanent or transient? *Journal of Health Management* 22(2), 291-301.

Mortimer, G., S. Fazal e Hasan, L. Andrews, and J., Martin, 2016. Online grocery shopping: the impact of shopping frequency on perceived risk. *The International Review of Retail, Distribution and Consumer Research* 26(2), 202-223.

Muchen, C., 2011. The impact of website quality on customer satisfaction and purchase intention: Perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management* 10(12), 549-570.

Muruganantham, G., and R. S. Bhakat, 2013. An empirical study of impulse buying behavior in online bookstores. *International Journal of Online Marketing (IJOM)* 3(3), 1-17.

Opreana, A., 2013. Examining online shopping services in relation to experience and frequency of using internet retailing. *Expert Journal of Marketing* 1(1), 17-27.

Pandey, R., D. Dillip, J. Jayant, K. Vashishth, N. Nikhil, and L. Y. Qhi, 2021. Factors influencing organization success: A Case study of Walmart. *International Journal of Tourism and Hospitality in Asia Pacific (IJTHAP)* 4(2), 112-123.

Park, C. H., and Y. G. Kim, 2003. Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail and*

Distribution Management 31(1), 16-29.

Priambodo, S., and B. Prabawani, 2016. The influence of perceived benefit, perceived ease of use, and perceived risk on interest in using electronic money services (case study in communities in Semarang city). *Journal of Business Administration* 5(2), 127-135.

Raheem, A. R., R. Vishnu, and A. M. Ahmed, 2014. Impact of product packaging on consumer's buying behavior. *European Journal of Scientific Research* 122(2), 125-134.

Rout, K., P. R. Sahoo, A. Bhuyan, A. Tripathy, and Smrutirekha, 2022. Online grocery shopping behavior during COVID-19 pandemic: An interdisciplinary explanation. *Cogent Business and Management* 9(1), 208-228.

Rybowska, A., 2014. Consumers attitudes with respect to ecological cosmetic products. *Scientific Journals of the Maritime University of Szczecin* 84(1), 158-164.

Shamim, K., S. Ahmad, and M.A. Alam, 2021. COVID-19 health safety practices: Influence on grocery shopping behavior. *Journal of Public Affairs* 21(4), 2624-2637.

Sin, L., and A. Tse, (2002). Profiling internet shoppers in Hong Kong: demographic, psychographic, attitudinal and experiential factors. *Journal of International Consumer Marketing* 15(1), 7-29.

Sreeram, A., A. Kesharwani, and S. Desai, 2017. Factors affecting satisfaction and loyalty in online grocery shopping: an integrated model. *Journal of Indian Business Research* 9(2), 107–132.

Tamang, A., P. K. Bhaskar, and J. M. Chatterjee, 2021. Acceleration of digital payment adoption during Covid-19 pandemic: A case study of Nepal. *Lord Buddha Education Foundation (LBEF) Research Journal of Science, Technology and Management* 3(2), 1-13.

Thilakarathne, C., and N. Abeysekara, 2016. Influencing factors for customer satisfaction of mobile-money services, with special reference to mobile cash service by Mobitel Sri Lanka. *Asia Pacific Journal of Marketing and Retail Management* 7(2), 2317-2349.

Trong Lin, C., H. Chiu, and Y. H. Tseng, 2005. Agility evaluation using fuzzy logic. *International Journal of Production Economics* 3(1), 1-16.

Tsiros, M., and C. M. Heilman, 2005. The effect of expiration dates and perceived risk on purchasing behavior in grocery store perishable categories. *Journal of Marketing* 69(2), 114-129.

Vaidya, R., 2019. Online shopping in Nepal: Preferences and problems. *Journal of*

Nepalese Business Studies 12(1), 71-86.

Van Droogenbroeck, E., and L. Van Hove, 2020. Intra-household task allocation in online grocery shopping: Together alone. *Journal of Retailing and Consumer Services* 56(1), 102-153.

Venkatesh, V., and F. D. Davis, 1996. A model of the antecedents of perceived ease of use: Development and test. *Decision Sciences* 27(3), 451-481.

Wahyuningtyas, Y. F., and D. A. Widiastuti, 2015. Analysis of the influence of perceived risk, convenience and benefits on online purchasing decisions: Case studies on fashion goods consumers on Facebook. *Business Studies College of Economics Widya Wiwaha* 23(2), 112-120.

Wenner, C., 2018. Reinventing medical payments: the urgency for digital transformation to prioritize patients. *Healthcare Financial Management* 72(7), 24-28.