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Consumers' Awareness and Acceptance of Grocery Shopping from the Online Platforms

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Abstract

According to the Central Bank of Bangladesh's report, the growth and total e-Commerce transactions held during the Covid-19 pandemic were remarkable (Bangladesh Bank, 2021). Studies indicated that due to technological advancements and customers' interests, "Online Shopping" has gained substantial popularity. Grocery products are considered one of the prime items in consumers' shopping lists. During the Covid-19 pandemic, people have experienced various convenient purchasing options from online marketplaces. Therefore, the researchers have taken this initiative to analyze and identify the dimensional factors that impact consumers' awareness and acceptance of purchasing their grocery items from online platforms. The researchers followed the quantitative approach to collect and analyze the data using a non-probability purposive sampling method. A total of 673 responses were analyzed in Bangladesh's urban, suburban, and rural areas. In addition, a self-administrated questionnaire was created on the prior studies related to the Unified Theory of Acceptance and Use of Technology (UTAUT). The collected data were analyzed with SPSS 23 version. The study outcomes show a significant positive relationship between the customers' awareness and acceptance of online grocery shopping. The results identified that the behaviors of the consumers are highly affected by the User Influence, User Experience, Facilitating Conditions for enhancing consumers' awareness, and the Payment Methods and Awareness factors, respectively, impact the acceptance of online grocery shopping. The significant findings would eventually benefit online marketers in articulating effective strategies to penetrate the market for future business sustainability.

Keywords: Online Grocery Shopping, Awareness and Acceptance, Covid-19, User Influence, User Experience.

1.0 Introduction:

The world is getting digitalized in almost every step of our personal life, business, and economic transactions. Due to the rapid growth of Internet Communication Technology (ICT) globally, consumers are now completing many of their required retail shopping from online platforms. The reason behind this behavior; online platforms are more convenient, time-saving, exciting, and options for new dimensions of product options (Szymanski & Hise, 2000) (Aylott & Mitchell, 1998). The ongoing development of communication technologies, particularly the Internet, has increased retailers' potential to reach consumers worldwide and the consumers' access to these retailers (Ilagan, 2009). Keeping pace with global communication practices, Bangladeshi consumers in urban and rural areas are also habitual in using mobile phones and the Internet.

Moreover, internet usage and users have substantially increased since COVID-19, which impacted in March 2020 in Bangladesh. According to Bangladesh Telecommunication Regulatory Commission (BTRC) (2022), as of March 2022, the total number of mobile phone subscribers is 182.92 million, and the number of internet subscribers is 124.89 million, among which 113.90 million are mobile internet users. It indicated a growth of 11 percent, 21 percent, and 20 percent, respectively, compared to March 2020. These figures suggested an enormous potential for online shopping in Bangladesh for marketers and consumers. Among the daily necessities consumers generally purchase are groceries, one of the essential items on their shopping list for proper nutrition, fitness, and survival (Capaldi, 1996). The grocery items primarily include food, non-food, beverages, dairy, bakery, culinary, and other products. Usually, consumers purchase these items from supermarkets, chain stores, exclusive brand outlets, wet markets (Kacha Bazar), mobile van sellers, and local retail shops (Law Insider, 2022) (Islam, Sarker, & Rodrick, 2019).

According to (Business Haunt, 2021), a report by Bangladesh Supermarkets Owners' Association (BSOA), around 40 supermarket companies currently operate more than 250 superstores, primarily located in cities and urban areas. Five years back, the count of these outlets was half. Thus, supermarkets have gradually taken a sales lead in the country's retail sector. As of 2019, organized retail grocery sales were about Tk 2,300 crore, 19 percent greater than the

previous year. With fast urbanization, the supermarket industry is estimated to grow more prominent throughout the country. Taking this market growth opportunity, two of Bangladesh's popular super shops; 'Meena Bazar' and 'Shwapno' have extended their sales and service through their online sites.

The journey of Bangladesh's e-commerce industry started operations back in 2011 with the introduction of 'Ekhoni.com' as the B2C and C2C marketplace for consumers. Later, some other local and foreign companies, 'Chaldal.com,' 'Daraz,' 'Ali Express,' and others, joined the industry and successfully maintained their operations. The industry flourished further when renowned companies 'Pathao,' 'Foodpanda,' and others launched their parcel and delivery services in Bangladesh (Islam, 2022). Furthermore, many consumers have shifted their shopping behavior from traditional marketplaces to online platforms due to COVID-19 movement restrictions. According to the report (LightCastle Partners, 2020), the COVID-19 pandemic in Bangladesh has been a significant catalyst for the retail sphere as it has forced shops to close and people to stay at home.

This research intends to explore and analyze the level of consumers' awareness and acceptance of online grocery shopping among consumers in Bangladesh. A list of independent variables such as media channels, user influence, user experience, facilitating conditions, and payment methods have been considered to determine their impact on the awareness and acceptance of purchasing grocery items from online platforms compared to traditional markets. However, the opportunities and restraining factors of online grocery shopping practices are to be emphasized in this research.

1.1 Objectives of the Study:

- To measure the impacts of a set of independent variables on the consumers' awareness and acceptance of online grocery shopping in Bangladesh.
- To analyze consumers' existing patterns of purchasing grocery items from traditional marketplaces and online shopping platforms.
- To evaluate the current market practices, positive and negative aspects of online shopping platforms

2.0 Literature Reviews:

The study is concerned with measuring the consumers' awareness and acceptance of purchasing grocery products from online platforms; it is to rationalize the terminologies of awareness, acceptance, and online shopping. Therefore, different authors and researchers have discussed these matters from their respective viewpoints.

Consumer awareness and acceptance are essential for marketers to plan and set their strategies for marketing communication, branding, and sales promotional tools. Kotler & Keller (2016) described awareness as the extent to which consumers are conversant about the product's characteristics and persuaded to try it. Eventually, it reminded them to repurchase the desired products, which can extend the consumers' acceptance of trying new product offerings. The authors emphasized that acceptance is the dominant factor in the framework and that design, in turn, is at the root of acceptability.

Generally, consumers have different options for purchasing their daily necessities, including food products, groceries, lifestyle items, fruits, and vegetables. Traditional retail outlets and online shopping platforms are the most significant sources of consumers' purchases (Sarker, Rodrick, & Islam, 2018). Kotler & Armstrong (2014) mentioned that online shopping differs from traditional offline shopping regarding consumer approaches to buying and consumer responses to marketing. In the online exchange process, customers initiate and control the contact. Buyers actively select which online sites and shopping apps they will use and what marketing information they will receive about which products. Thus, online marketing requires new marketing approaches.

In today's world, we cannot think of our daily life and businesses without the help of online platforms. This phenomenon has created a new phase of opportunity for manufacturers, service providers, marketers, and resellers of goods and services worldwide. Under this reality, online platforms have replaced the position of traditional retail stores in most cases to attract their existing and potential customers (Limayem, Khalifa, & Frini, 2000).

In 2022, worldwide retail e-commerce sales have reached approximately USD 5.55 trillion. Just two years ago, in 2020, the growth of purchases online was 17.8 percent; in 2022, it will be 21 percent, and it is estimated to be 24.5 percent in 2025 (Keenan, 2022). As the competition in the e-commerce industry is gradually becoming influential, it is essential for online retailers to know the consumer's behavior and expectations towards online shopping and eventually retain them towards the new dimension of online trade (Zhou, Dai, & Zhang, 2007). Previous studies have observed that consumers prefer online shopping for convenience, time-saving, best prices, availability of product options, and better customer service (Howladar, Mohiuddin, & Islam, 2012). Therefore, online business in Bangladesh is a potential and viable sector. However, some measures must be taken; the government should facilitate the infrastructural benefits, and online transactions should be widened and secured (Suhan, 2015). Moreover, enhancing trust is necessary to raise the acceptance level among consumers, on-time delivery should be maintained, and a product return policy has to be ensured (Pachauri, 2002). Furthermore, to increase the satisfaction level of online customers, measures like website design, product varieties, and service reliability are considered elements (Alam & Yasin, 2010).

Research shows that control Media Channels campaigns can influence the awareness of consumers' behavior (Cowling, Modayil, & Stevens, 2010). In addition, user influence is likely helpful in achieving awareness (Spears & Barki, 2010). To justify the study, the researchers have applied the adapted concept of the UTAUT model (Venkatesh, Thong, & Xu, 2012) as a primary guideline for examining the consumers' awareness and acceptance using different independent variables such as media channels, user influences, user experiences, facilitating conditions, and payment methods.

3.0 Methodology:

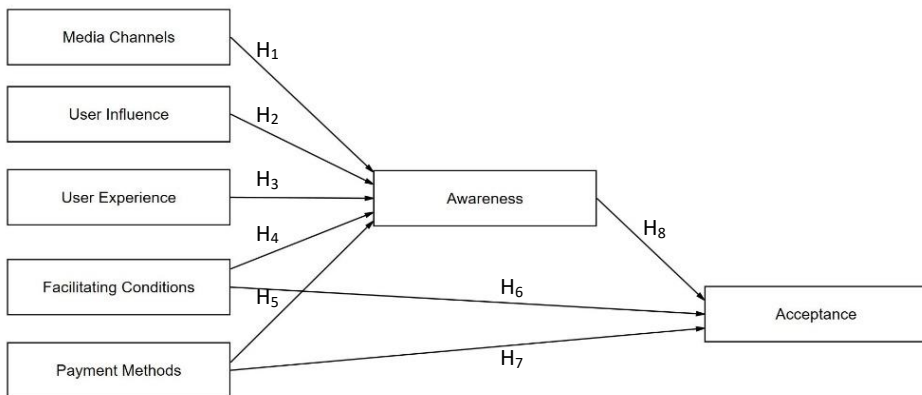
The study is a simple adopted footprint research approach in which all the samples are collected through an online survey at google form. A survey was conducted among 700 respondents from different backgrounds. After cleaning the incomplete data total of 673 respondents were taken for further study. A brief discussion on online grocery shopping was given before the survey. All respondents willingly participated and completed the self-administrated

questionnaire measuring their responses on a five-point Likert scale. The question is made to reach respondents with five Likert scales with five evaluation points. their skill designed purposively range from 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree and 5 = strongly agree. The items used in the study were mainly adopted from the prior studies related to the Unified Theory of Acceptance and Use of Technology (UTAUT) developed by Venkatesh, Morris, Davis, & Davis (2003). The SPSS software version 23.0 is used to analyze the data.

3.1 Research Design:

Figure 3.1 shows the study's research model required to be tested and verified. The study model has been adapted from the original UTAUT model first presented in 2003 by V. Venkatesh and associates. The original model replaces a few variables. The adopted model has seven variables; five are independent variables, and two are dependent variables. Although awareness is also an independent variable tested on acceptance, it is one of the two dependent variables. The arrows formed the causal relationships among the variables. To make the model simple, the moderators are excluded.

Figure 3.1: Research model



Source: Adopted from Venkatesh et al. (2003)

3.2 Hypotheses:

The study proposed the following eight hypotheses to be analyzed based on the literature review.

H₁: There will be a significant positive relationship between Media Channels (MC) and Awareness (AW).

H₂: There will be a significant positive relationship between User Influence (UI) and Awareness (AW).

H₃: There will be a significant positive relationship between User Experience (UE) and Awareness (AW).

H₄: There will be a significant positive relationship between Facilitating Conditions (FC) and Awareness (AW).

H₅: There will be a significant positive relationship between Payment Method (PM) and Awareness (AW).

H₆: There will be a significant positive relationship between Facilitating Conditions (FC) and Acceptance (AC).

H₇: There will be a significant positive relationship between Payment Methods (PM) and Acceptance (AC).

H₈: There will be a significant positive relationship between Awareness (AW) and Acceptance (AC).

3.3 Structural Equation:

Two equations have been derived from the study model illustrated in figure

3.1. The equations are as follows:

$$AW = \gamma_{11}MC + \gamma_{12}UI + \gamma_{13}UE + \gamma_{14}FC + \gamma_{15}PM + \epsilon_1$$

$$AC = \beta_{21}FC + \beta_{22}PM + \beta_{23}AW + \epsilon_2$$

Note:

- γ = Gamma
- β = Beta
- ϵ = Epsilon
- MC = Media Channels
- UI = User Influence
- UE = User Experience
- FC = Facilitating Conditions
- PM = Payment Methods
- AW = Awareness
- AC = Acceptance

4.1 Sample Characteristics:

This section aims to obtain knowledge about the respondents; the sample characteristics are essential to ensure that the right sets of individuals were participating in the research; however, the study is significant to understanding the qualitative techniques such as the descriptive statistics on frequency to understand the respondents.

4.2 Descriptive Analysis:

Descriptive statistics is a quantitative discipline used to describe the main feature of the data collection of information (Mann, 1995). It can summarize a sample relatively and then expand the data to study the population that the sample of the data is supposed to represent. This means that descriptive statistics merely do not develop on the promise of probability theory (Dodge, 2008). However, there are some major that is usually applied when it is needed to describe a set of data or majors of central tendency, which includes the mean, the median mode, and the measure of variability and dispersion, which include the standard deviation (also known as variance the variables), of minimum and maximum values.

Table 4.1: Descriptive Statistics of Online Grocery Shopping

	Media Channels	User Influence	User Experience	Facilitating Conditions	Payment Methods	Awareness	Acceptance
Mean	25.16	9.93	32.32	14.50	18.76	9.85	13.02
Median	26.00	10.00	34.00	15.00	19.00	10.00	13.00
Mode	24.00	12.00	36.00	16.00	18.00	12.00	12.00
Std. Deviation	7.73	2.80	8.03	3.48	5.80	2.98	3.66
Skewness	-0.38	-0.37	-0.80	-0.84	-0.10	-0.26	-0.15
Kurtosis	-0.28	-0.32	0.59	0.87	-0.40	-0.50	-0.22
Minimum	8.00	3.00	9.00	4.00	6.00	3.00	4.00
Maximum	40.00	15.00	45.00	20.00	30.00	15.00	20.00

4.2.1 Test of Normality:

Table 4.3 shows that the values of skewness of all the seven variables are between -1.0 to +1.0. None of the variables is right or left-skewed. On the other hand, the values of the Kurtosis show that all the variables also fall between -1.0 to +1.0, known as mesokurtic. So, from the skewness and kurtosis result, it is clearly described the data are normally distributed.

4.3 Demographic Information:

The primary demographics statistics, including the frequency percentages, means, and standard divisions, were used to explore the demographic variable of their gender, age, level of studies, etc. For age 460, respondents, which is 68.4 percent, are from the category between 21 to 30 years old range. Most participants were male, representing 433 respondents representing 64.3 percent, while the remaining 240 were female representing 35.7 percent. It was also found that the highest number of participants were undergraduate students, with 449 participants, are 66.7 percent. Most respondents were students in occupational status, with 463 respondents, 68.8 percent of the total sample. Table 4.4 shows that the highest participants of thirty-one participants (34.3 percent) were monthly family incomes between fifty thousand to one lac Taka. More than 75 percent of participants are living in metropolitan areas. A total of 514 of 673

people are from that location, precisely 76.4 percent, and the ratio between the suburban and rural areas is marginal.

Table 4.2: Descriptive statistics of demographic variables from 673 respondents

Attribute	Category	Frequency	Percent
Age	Less than 20	65	9.7
	21 to 30	460	68.4
	31 to 40	45	6.7
	41 to 50	53	7.9
	More than 50	50	7.4
Gender	Female	240	35.7
	Male	433	64.3
Educational Attainment Level	Less than SSC	11	1.6
	SSC	12	1.8
	HSC	99	14.7
	Bachelors	449	66.7
	Masters or above	102	15.2
Occupational Status	Not Employed	63	9.4
	Blue Collar (Working class)	6	0.9
	Student	463	68.8
	Government Employee	29	4.3
	Private Service	45	6.7
	Business/Entrepreneurship	67	10
Monthly family income (in BDT)	BDT 25,000 or less	137	20.4
	BDT 25,001 to BDT 50,000	134	19.9
	BDT 50,001 to BDT 100,000	231	34.3
	BDT 100,001 to BDT 200,000	104	15.5
	More than BDT 200,000	67	10
Residential Location	Metropolitan City (Urban Areas)	514	76.4
	Suburban Areas	79	11.7
	Rural Areas	80	11.9

4.4 Analysis of Correlation:

In statistics, the Pearson product-moment correlation coefficient is a degree of the linear correlation dependence between the variables X and Y, which is given +1 and -1 comprehensive, where the value of +1 is a perfect positive correlation, and the value of zero is no correlation. The value of minus one is a perfect negative correlation. It also defines the level of Correlation between the independent variables and the dependent variables. Below, the table shows Pearson's correlation scales that explain the relationship's strength between the independent and dependent variables. The hypothesis is presented as whether a significant relationship between both variables existed. The Pearson product-

moment correlation coefficient measures the state of the linear relationship between the two variables. It is preferred. So as Pearson’s Correlation or simply as the correlation coefficient. If the relationship between the variables is not linear, then the correlation coefficient does not adequately represent the strength of the relationship between the variables.

Table 4.3: Pearson’s Correlation Scale among each of the dependent and independent variables

	User Influence	User Experience	Facilitating Conditions	Payment Methods	Awareness	Acceptance
User Influence	1					
User Experience	0.609**	1				
Facilitating Conditions	0.553**	0.721**	1			
Payment Methods	0.325**	0.424**	0.409**	1		
Awareness	0.596**	0.641**	0.565**	0.322**	1	
Acceptance	0.558**	0.635**	0.538**	0.424**	0.695**	1

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.3 shows the result of the Pearson Correlation (2-tailed). The Pearson Coefficient (r) values for all the pairs of variables are positive, indicating that all the variables are positively related to each other. Furthermore, the results gathered from the testing show the existence of high significance between each pair of determinants where p-values are smaller than the significance value (p= 0.000, which is <0.01).

Among all the pairs of variables facilitating conditions and user experience has the strongest Correlation of 0.721. The other strong correlations are present between Awareness and Acceptance (0.695), user experience and awareness (0.641), user experience and acceptance (0.635), and user influence and user experience (0.609). In comparison, the payment methods and awareness have the weakest Correlation of 0.322.

4.5 Regression Analysis:

Two regression analyses were conducted using SPSS to examine the hypothesized relationships between the independent and dependent variables. In addition, a standardized and unstandardized regression analysis is being applied to explore the effect of the independent and dependent variables.

Figure 4.1: A regression analysis between the independent and dependent variables

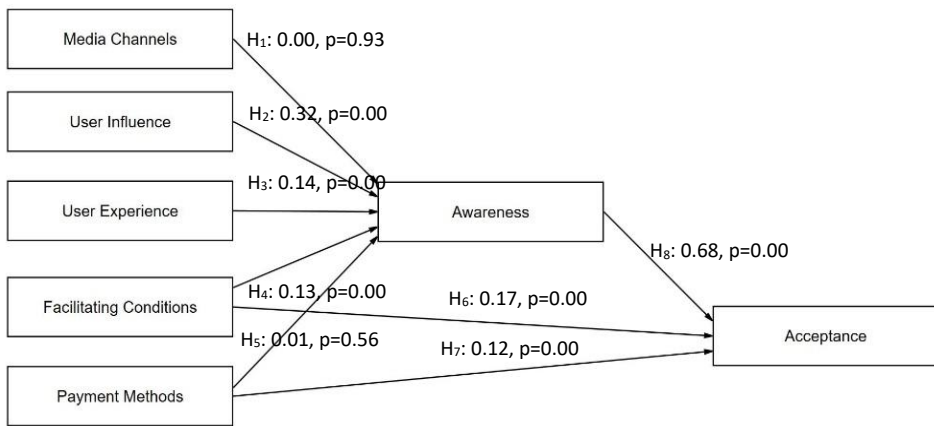


Table 4.4: The Regression Analysis of Coefficient between Media Channels, User Influence, User Experience, and Facilitating Conditions on Awareness

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.21	0.43		0.48	0.63
Media Channels	0.00	0.01	0.00	-0.08	0.93
User Influence	0.32	0.04	0.30	8.24	0.00
User Experience	0.14	0.02	0.35	7.91	0.00
Facilitating Conditions	0.13	0.04	0.14	3.34	0.00
Payment Methods	0.01	0.02	0.02	0.58	0.56

Table 4.5: The Regression Analysis of the Coefficient between Facilitating Conditions, Payment Methods, and Awareness on Acceptance

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.71	0.47		3.61	0.00

Facilitating Conditions	0.17	0.04	0.15	4.54	0.00
Payment Methods	0.12	0.02	0.19	6.35	0.00
Awareness	0.68	0.04	0.55	17.05	0.00

Two equations have been derived from the analysis in figures 4.4 and 4.5. The equations from the result are as follows:

$$AW = 0.00MC + 0.32UI + 0.14UE + 0.13FC + 0.01PM + \epsilon_1$$

$$AC = 0.17FC + 0.12PM + 0.68AW + \epsilon_2$$

4.6 Hypothesis Testing:

H₁ (Media Channels on Awareness): Table 4.4 of the regression analysis of coefficient shows a zero effort of Media Channels on awareness from the regression analysis, as the standard coefficient value is $\beta=0.0$ and the p-value of $0.93>0.05$. This means that hypothesis H₁: Media Channels have no impact on student awareness of online grocery shopping and is not accepted. Thus, it should be eliminated from the list because the Media Channels are not a good predictor for this statement.

H₂ (User Influence on Awareness): Table 4.4 of regression analysis of coefficient also shows the coefficient between the user influence on awareness of online grocery shopping. There is a positive effect of awareness in shopping grocery online. The standardized coefficient value is $\beta=0.32$, and the p-value of $0.00>0.05$. Hypothesis H₂: user influence positively impacts the awareness of online shopping, which is accepted and a better predictor for this statement.

H₃ (User Experience on Awareness): Table 4.4 of regression analysis of coefficient also shows the coefficient between the user experience on awareness of online grocery shopping. There is a positive effect of awareness in shopping grocery online. The standardized coefficient value is $\beta=0.14$, and the p-value of $0.00>0.05$. Hypothesis H₃: user experience has a weak positive impact on the awareness of online shopping, which is accepted and a good predictor for this statement.

H₄ (Facilitating Conditions on Awareness): Table 4.4 of regression analysis of coefficient also shows the coefficient between the facilitating conditions on awareness of online grocery shopping. There is a positive effect of awareness in online grocery shopping. The standardized coefficient value is $\beta=0.13$, and the p-value of $0.00>0.05$. Hypothesis H₄: facilitating conditions have a weak but positive impact on the awareness of online shopping, and it is accepted and a good predictor for this statement.

H₅ (Payment Methods on Awareness): Table 4.4 of regression analysis of coefficient also shows the coefficient between the payment methods on awareness of online grocery shopping. There is a bit positive effect of the awareness in shopping grocery online. The standardized coefficient value is just $\beta=0.01$ and the p-value of $0.56>0.05$. Hypothesis H₅: payment methods have a shallow positive impact on the awareness of online grocery shopping, which is not accepted and not a good predictor for this statement.

H₆ (Facilitating Conditions on Acceptance): The regression analysis of coefficient table 4.5 shows the coefficient between the facilitating conditions on acceptance of online grocery shopping. There is a positive effect of acceptance in shopping grocery online. The standardized coefficient value is $\beta=0.17$, and the p-value of $0.00>0.05$. Hypothesis H₆: facilitating conditions have a weak positive impact on the acceptance of online grocery shopping, which is accepted and a good predictor for this statement.

H₇ (Payment Methods on Acceptance): Table 4.5 of regression analysis of coefficient also shows the coefficient between the payment method on acceptance of online grocery shopping. There is a slight positive effect of acceptance in shopping grocery online. The standardized coefficient value is $\beta=0.12$, and the p-value of $0.00>0.05$. Hypothesis H₇: the payment method has a weak positive impact on the acceptance of online grocery shopping, which is accepted and a good predictor for this statement.

H₈ (Awareness on Acceptance): The regression analysis table of coefficient also shows the coefficient between the Awareness on Acceptance of online grocery shopping. There is a strong positive effect of acceptance in online grocery shopping. The standardized coefficient value is $\beta=0.68$, and the p-value of $0.00>0.05$. Hypothesis H₈: Awareness has a strong positive impact on the

acceptance of online grocery shopping, and it is accepted and a good predictor for this statement.

Table 4.9: Summary Table of the hypothesis testing result

H _x	Hypothesis	Result
H ₁	Media Channels have a positive impact on awareness of the online grocery shopping	Not Supported
H ₂	User Influence has a positive impact on awareness of the online grocery shopping	Supported
H ₃	User Experience has a positive impact on awareness of the online grocery shopping	Supported
H ₄	Facilitating Conditions have a positive impact on awareness of the online grocery shopping	Supported
H ₅	Payment Methods have a positive impact on awareness of the online grocery shopping	Not Supported
H ₆	Facilitating Conditions has a positive impact on the acceptance of the online grocery shopping	Supported
H ₇	Payment Methods have a positive impact on the acceptance of the online grocery shopping	Supported
H ₈	Awareness has a positive impact on the acceptance of the online grocery shopping	Supported

So, all the hypotheses have been examined, which is easier discussed in the literature review. However, after hypothesis testing, it was found that eight hypotheses (User Influence, User Experience, and Facilitating Conditions) are supported, which are significant for awareness of online grocery shopping. In comparison, two hypotheses (Media Channels and Payment Method) are not supported. The Regression analysis was also applied to determine the hypothesis and significance. Meanwhile, it is also found that three hypotheses (Facilitating Conditions, Payment Method, and Awareness) are supported significantly towards acceptance of online grocery shopping.

5.0 Discussion and Conclusion:

The research outcomes indicate that the consumers' awareness level significantly impacts the acceptance of adapting online platforms for purchasing grocery

items. According to (Belch & Belch, 2018), referring to the AIDA Model of the consumer's response process, consumers first get the idea when they are exposed to a particular product or marketing communication. As a result, they become aware, eventually directing them to develop an interest in consumption. This model further illustrates the consumer's desire and leads them towards purchase action. To ensure an adequate level of consumer awareness, marketers need to ensure that suitable product placements, visibility of platforms, and media presentations are highly required for the expected shopping behavior (Kurnia & Chien, 2003). Future research can highlight the dimensions of different media platforms available in a developing country like Bangladesh and verify each tool's implications in creating effective awareness among consumers.

This study also identified that the media channels did not get the expected positive responses from the sample population. This indicates that traditional and digital media channels do not significantly influence consumers' awareness and acceptance levels for purchasing grocery items online. It may happen due to a particular age range of most respondents who reside from scattered geographical regions of Bangladesh, as the survey was conducted online during the Covid-19 pandemic. However, other articles mentioned that media channels influence consumer awareness and purchase behavior. According to a study (Rahman, Islam, Rodrick, & Nusrat, 2018), media channels have a strong positive impact on consumers' understanding, awareness, and acceptance of products if the message contents are clear to understand and carried by credible sources.

Another significant investigation highlighted that the impact of payment methods on awareness was not supported. This may happen due to consumers' lack of trust and confidence in online payment methods. However, a Newspaper report (Chowdhury, Anir, 2021), mentioned that Bangladesh's market is adapting to online business platforms satisfactorily following the government's digital vision for 2021. Still, it is not yet fully prepared for online transactions due to insufficient availability of POS machines, lack of transaction security, and hidden terms & conditions, etc. (Rodrick, Islam, Sarker, & Tisha, 2021). Furthermore, according to research by the e-Commerce Association of Bangladesh (e-CAB); it has been identified that, despite having several payment options offered by the eCommerce companies, more than 90 percent of current users prefer cash-on-

delivery payment method for their transactions (The International Trade Administration, 2020).

Due to the limitations of the COVID-19 circumstances, the researchers had to reach the respondents online based on a non-probability purposive sample method. Not being able to conduct face-to-face interviews and focus group discussions with the respondents and industry experts may be considered an unintentional limitation of this study. However, for future in-depth analysis for measuring the consumers' awareness and acceptance of purchasing groceries from online platforms, a more structured sample population can be included from diverse demographic segments to analyze their behavioral patterns. This paper intends to show the present scenario of grocery shopping from online platforms in Bangladesh. The behavioral outcome influencing the consumers' awareness and acceptance levels have been presented here. Future researchers can use the findings of this study for further research.

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