RE-CALIBRATING NEXT NORMAL CUSTOMER RELATIONSHIP FOR REPURCHASE IN ONLINE GROCERY SHOPPING

Dewi Tamara[1*], Asnan Furinto[2], Willy Gunadi[3], Arif Aji Mukti[4], Bernadetta I.N Kusumawaty[5], and Josehp Liauw[6]

[*1, 2, 3, 4, 5, 6]*Magister Manajemen BINUS Business School, Universitas Bina Nusantara, Jl. Hang Lekir I No. 6, Senayan, Kebayoran Baru, Jakarta Selatan, DKI Jakarta, Indonesia,*

[*]*Corresponding author:-*
E-mail:- dtamara@binus.edu

Abstract:-

Purpose – This study aims to identify key experiences driving customer's online grocery shopping behavioural outcomes for repurchase intention and intention to stay.

Methodology – Using disproportionate random sampling method continued with cross-sectional method, 250 useful samples from customers who experienced online grocery shopping during pandemic, were tested one time. Findings – The study confirmed a clear shift from traditional to online grocery shopping during pandemic, revealing customer service, delivery service, online shopping experiences and customer satisfaction were key experiences driving customers' repurchase intention and intention to switch, while product experience was not supported.

Practical implications – for sustainable future, industry players should be adaptive to COVID-19 crisis by recalibrating their relationships

Originality/ value – responding to the call for recalibrating customer relationship, this research paper establishing online grocery shopping clear shift with customer experiences as key drivers driving customers experiences, expectations, repurchase intentions and intention to switch, both in positive and negative manner, during pandemic covid-19.

Keywords:-*Online grocery; consumer behaviour, customer satisfaction, repurchase intention, intention to switch, COVID-19 Paper type Research Paper*

INTRODUCTION

The COVID-19 with the large-scale social distancing and movement restrictions being enforced worldwide have drastically changed how people live and disrupted many industries. The grocery shopping, as basic human needs, during this pandemic has shifted to online grocery shopping with the rise of new additional health and hygiene standards, contactless and cashless way of shopping to minimise the chance of virus spreading. Then, it is likely will remain as a habit worldwide and in the long run for Indonesia's households as a foreseeable future (Potia and Dahiya, 2020); (Deloitte, 2020); (Mehta et al, 2020). In the light of COVID-19 pandemic, the grocery shopping has dramatically changed.

As reported on JakartaPost (2020) during the early stage COVID-19 pandemic, Indonesian online shopping consumers data recorded 16% rise with highest penetration still around greater Jakarta. Kompas (2020) reported a surge in agritech platform's B2C sales and new users acquirement, online grocery retailer claimed for high increase in transactions resulted unprecedented boosts in app downloads and orders. This data highlighted the level of global preparedness and considering the foregoing profit opportunities, industry players urgently need to adopt innovative solution to overcome pandemic challenges, to increase customer positivity, to remain competitive and relevant with digital transformation (Potia and Dahiya, 2020), we need to investigate the customer experience to anticipate what kind of consumer is emerging.

This study seeks to contribute to current knowledge of customer behaviour and online grocery shopping experience are key drivers during COVID-19 pandemic. Based on the study of Singh (2019), key drivers of OCE are website, product, delivery, customer service, brand experience, customer satisfaction and customer service. Earlier studies indicated behavioural changes in consumers during crisis and has the tendency to continue postcrisis where consumers purchase simpler offerings with great value. As part of this study, insights were sought the most important key drivers in online grocery shopping customers' decisions for customer services.

LITERATURE REVIEW

Customer experience as subjective response, holistic, has cognitive, emotional, affective, also social and physical response, from the customer towards the product or retailers (Meyer and Schwager, 2007), Verhoef et al. 2009). The information about customer behavior such as repurchase intention, satisfaction, intention to switch and increased word of mouth (WOM) become a key success factors for retailers and market researchers (Singh, 2019).

Online Customer Experience (OCE)

OCE is defined as experience contract of mental perception from customer with their online interactions or ecommerce website (Klaus, 2013 and Rose et al. 2012). The experiential importance of OCE for example is website improvement (Shobeiri et al., 2013), e-retailer preferences (Mathwick et al., 2001), customer satisfaction (Overby and Lee, 2006), attitudes toward an online retailer (Fiore et al., 2005) and shoppers' purchasing intention (Fiore et al., 2005; Mathwick et al., 2001).

However, website is not the only factor that matters for consumers. The consumers' journey made them despise the inconsistent or bad services, and most likely can make the customer directly leave the website if they are not satisfied (Antón et al., 2007). The OCE is effective where there is alignment between the provider's online services and customer's goals (Kahn, 2018).

Online Groceries Shopping Experience.

According to Melis et al, (2016), grocery shopping is often mention in the literature as utilitarian, goal-driven, and a chore. This online customer want a convenient, quick, and interesting customer experience, which more than just the mode and time delivery, returnable and refund policy (Galipoglu et al., 2018). Singh and Soderlund (2019) measured the online groceries shopping experiences from five dimensions such as customer service, website experience, product experience, delivery experience, and brand experience. As relating with pandemic Covid-19, this study will have objective to measure the shopping experience to customer service, product experience and delivery experience.

Customer satisfaction is achieved when customers are content shopping from stores (Belanche, et al., 2012). Customer satisfaction is an output of good service value and service quality (Cronin et al. 2000).

Repurchase intention is when customer justified the service and buy again (Lacey, Suh & Morgan, 2007). Customer satisfaction relates positively with repurchasing intention or re-buying plan (Yu Dean, 2001).

Intention to switch is the "customers' perceptions of the extent to which viable competing alternatives are available in the marketplace" (Ghazali et al., 2016). A customer will switch when other retailer provides better services, give better promotion, and depend on their belief that the competitor is better (Dick and Basu, 1994 and Schlosser et al., 2006).

Theoretical Framework

Several studies (Rose et al., 2012, Singh, 2019, Singh and Soderlund, 2019) identified that online customer experience has significant relationship with customer satisfaction. This research will focus only to customer experience, online grocery shopping experiences, customer satisfaction, repurchase intention, and intention to switch. Figure 1 shows the details.

Figure 1. Online Groceries Shopping Experience theoretical framework

Customer Service
Customer service is the heart of companies to reach its customer. Better customer service will impact the customer experience in shopping at the retailer's shop. Customer service includes supports, to be heard and talked to the person and reliability of the service (Ramus and Asger Nielsen (2005). In the online shopping, the good customer service experience will have better online groceries shopping experience. Therefore, we hypothesize:
H1: Customer Service Experience has significant positive impact on online groceries shopping experience.

Product Experience
The online product experience is when the customer expects the freshness, the exact product, the wide choice when the product is out-of-stock, perhaps include looking from another stores where the product is available. The good product experience can lead to better online groceries shopping experience. That makes our second hypothesis as follows:
H2: Product Experience has significant positive impact on online groceries shopping experience.

Delivery Experience
Delivery experience in online grocery shopping covers the convenience through time. They chose online because they can shop from home, avoid traffic, waste time to get parking slot, and queuing in the cashier. The customer expects the delivery will be on time, acceptable cost, and receive goods without any defect. The good delivery experience will increase the online groceries shopping experience. Our third hypothesis is the following:
H3: Delivery Experience has significant positive impact on online groceries shopping experience.

The good experience from the customer will lead to better customer satisfaction. We follow Singh and Soderlund (2019) to justify our fourth hypothesis that more favorable the overall online groceries shopping experience, the greater the customer satisfaction will be.
H4: The Online Grocery Shopping Experience has significant positive impact on customer satisfaction.

A satisfied customer originally will make them would come back to the same store and buy again. They fell the store is fulfilled their expectations. Then we postulate our fifth hypothesis as follows:
H5: Customer satisfaction has significant positive impact on repurchase intention.

On the contrary, if the customers are not happy with goods or services, they will not come back to the same store again. They look for another retailer that can fulfill their expectations. Herewith we build our sixth hypothesis as follows:
H6: Customer satisfaction has significant negative impact on intentions to switch.

RESEARCH METHODS
Sampling is carried out by the cross-sectional method, once during the pandemic. The answer question contains a five (5) scale of probability. Likert scale: 1-5 (Strongly Disagree - Disagree - Neutral - Agree - Strongly Agree). Questionnaire answer data were processed using Factor Analysis, Reliability and Multiple Regression, using data analysis software in the form of SPSS or excel spreadsheet add in data analysis. As a sampling of questions taking from several references for the variables. Customer services (Taylor and Baker, 1994; Collier and Beinstock, 2006; Cronin and Taylor, 1992; Wolfinbarger and Gilly, 2003), Product Experience (Boyer and Hult, 2005), Delivery Experience (Collier and Beinstock, 2006; Boyer and Hult, 2005), Online Grocery Customer Experience (Deloitte, 2020; Singh, 2019), Customer Satisfaction (Fornell, 1992), Repurchase Intention (Zeithaml et al., 1996; Rose et al., 2012), and Intention to Switch (Singh, 2019).

The research data to test the hypotheses collected using convenience sampling method through online questionnaires. The questionnaire will be distributed to 250 respondents that have experienced with online grocery during Pandemic Covid-19 in Jakarta, Bogor, Depok, Tangerang, and Bekasi. The questionnaires in this study consists of for three parts. The first one is for demographic data of the respondents. The second is related with customer experience about online grocery experience including frequency of buying, total expenses per month, online grocery platform, products priority, and payment method. The last part is measurement questions answered by selecting the appropriate Likert scale given.

Data will be analyzed using SPSS through several stages of analysis involving factor analysis, reliability, and hypothesis testing through multiple regression to examine the relationship. The factor analysis to ensure all instruments are valid with value above 0.5. The reliability test conducted to ensure all variables are reliable because of exceeding the minimum acceptable Cronbach's Alpha value of 0.6 (Hair, 2014). Multi regression will tested to seek the value of Beta, t-value test, and p-value to seek if the hypothesis was supported or not.

RESULT AND ANALYSIS
Demographic results and Customer Profiles

Table 1 shows most respondents were female (70.80%), for the age is around 41-50 years old (42.80%) and had an educational level of a bachelor's degree (72.10%), the number of family is around four or five people with average 33%, mostly the respondence is working as employee with 63.20 %, frequency of online grocery shopping mostly 1-2 times per month with 53.20%, expenses for grocery online in a month is less than IDR 500,000 with 41.20%, the most of online grocery platform is Happy Fresh with 26.40%, the first choice for online grocery products is food (56%), household (42%), and medicine and vitamin (2%), payment method by E-wallet is the most favorite with 44.80%, and finally the respondents comes from Jakarta (51%), Bekasi (22%), Tangerang (18%), Bogor (4%), and Depok (4%).

Demographic	(%) of sample	Total Person
Gender		
Male	29.20	73
Female	70.80	177
Age		
20-30	19.60	49
31-40	32.80	82
41-50	42.80	107
51-60	4.80	12
60+	0.00	0
Latest Education Level		
SD or equivalent	0.00	0
Junior high school or equivalent	0.00	0
High school or equivalent	2.70	7
Associate Degree	5.40	14
Bachelor's degree	72.10	180
Postgraduate Degree	19.80	50
The number of family members in one house		
1 person	4.00	10
2 persons	9.20	23
3 people	20.80	52
4 people	32.80	82
5 people or more	33.20	83
Occupation		
Employees	63.20	158
Entrepreneur	16.80	42
Housewife	15.60	39
Others	4.40	11
Frequency of online Grocery Shopping		
1-2 times a month	53.20	133
3-4 times a month	32.40	81
More than 4 times in one month	14.40	36
Expenses in Grocery Online shopping		
Less than IDR 500,000	41.20	103
IDR 500,000 - IDR 1,000,000	37.60	94
More than IDR 1,000,000	21.20	53
Online Grocery Platform		
HappyFresh	26.40	66
Blibimart	8.00	20
GoMart	14.80	37
Sayurbox	11.20	28
Others	39.60	99
First choices of the products		
Food	56.00	139
Household appliances	42.00	106
Medicines and Vitamins	2.00	5
Payment method		
Bank Transfer	26.80	67
Debit and Credit cards	24.80	62
E-Wallet (For example OVO, GOPAY, SHOPEE PAY, and others)	44.80	112
Others	3.60	9
Residence		
Jakarta	51.00	128
Bogor	4.00	11
Depok	4.00	11
Tangerang	18.00	45
Bekasi	22.00	55

Table 1. Sample demographic profile.

Factor Analysis and Reliability.

Scale reliability and exploratory factor analysis were conducted to investigate the performance of each variables and the relation refer to our hypothesis development. From below Table 2, all items have Cronbach's alpha more than 0.7 are considered the reliability of the variables are acceptable.

Variable	Item	Factor Loading	Cronbach's Alpha
Customer Services (CS)	CS1	0.81	0.90
	CS2	0.78	
	CS3	0.79	
	CS4	0.58	
	CS5	0.65	
	CS6	0.80	
	CS7	0.81	
	CS8	0.80	
	CS9	0.79	
Product Experience (PE)	PE1	0.79	0.88
	PE2	0.74	
	PE3	0.82	
	PE4	0.77	
	PE5	0.77	
	PE6	0.83	
Delivery Experience (DE)	DE1	0.83	0.88
	DE2	0.83	
	DE3	0.83	
	DE4	0.80	
	DE5	0.84	
Online Grocery Customer Experience (OGCE)	OGCE1	0.92	0.84
	OGCE2	0.84	
	OGCE3	0.86	
Customer Satisfaction (CS)	CS1	0.90	0.90
	CS2	0.90	
	CS3	0.94	
Repurchase Intention (RI)	RI1	0.94	0.92
	RI2	0.94	
	RI3	0.91	
Intention to Switch (ITS)	ITS1	0.82	0.81
	ITS2	0.88	
	ITS3	0.85	

Table 2. Factor Analysis and Reliability of the variables measures.

Structural Model

Next, we will evaluate the hypothesized relationships among variables that we can seek from the theoretical framework. The path analysis results indicated that the hypothesized paths from customer service, delivery experience to online shopping groceries experience were significant ($\rho < 0.00$). However, the path from product experience were not significant ($\rho > 0.05$), therefore H2 was not supported. (Table 3)

All the antecedents of online shopping groceries experience accounted for 52 percent of the variance in the experience, which further accounted for 58 percent variance in the satisfaction (Figure 2)

Hypothesized path	Beta	t-statistics	p-values
H1: Customer service -> online shopping groceries experience	0.33	5.57	0.000
H2: Product experience -> online shopping groceries experience	0.13	1.79	0.075
H3: Delivery experience -> online shopping groceries experience	0.36	5.34	0.000
H4: Online shopping groceries experience -> customer satisfaction	0.76	18.54	0.000
H5: Customer satisfaction -> Repurchase Intention	0.70	15.60	0.000
H6: Customer satisfaction -> Intention to switch	-0.16	-2.50	0.013

Table 3. Hypothesis and structural model path coefficient.
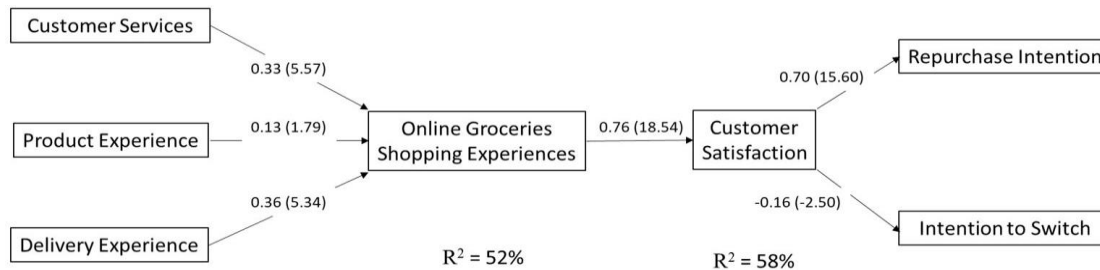

Figure 2. Online grocery shopping experience.

The results also indicated that the path coefficient from delivery experience to online groceries shopping experience (0.36, t = 5.34) were the highest compare to customer service (0.33, t = 5.57) and product experience (0.13, t = 1.79).
The other result that we can highlight is how customer satisfaction is give negative impact to intention to switch that we can see from the result (-0.16, t = -2.5).

DISCUSSION
This study has presented a unique perspective on experiences related to the experience of previous studies (Singh and Sunderland, 2019) which show that from five dimensions (customer service, website experience, product experience, delivery experience, and brand experience) towards online grocery shopping experience. Singh and Sonderlund (2019) examined that product experience and delivery experience were not supported. Meanwhile, from questionnaires and examiners' hypotheses in the conditions of the Covid-19 pandemic, it shows that customer service and delivery experience support the online groceries shopping experience, only product experiences which do not provide significant and unsupportive results. This means that consumers looking for customer service and delivery experience when buying wholesale products from wholesale online retail can be accepted and helped during the Covid-19 pandemic. Therefore, it can be concluded that the experience that needs to be improved in order to sustain online grocery shopping is based on this research.

The online groceries experience supports customer satisfaction. This is evidenced from the results of hypothesis testing through questionnaires during the Covid-19 pandemic. Shopping for groceries online can enhance the customer experience and also maintaining the standards of customer service and delivery experience will help sustain the online grocery shopping retailer business in the near future. In addition, the online grocery shopping experience is one solution in supporting programs to prevent Covid-19 prevention, such as maintaining social and physical distancing which usually occurs when customers have to buy wholesale products through offline platforms such as traditional. and modern markets. From testing the hypothesis about customer satisfaction repurchase intention and intention to switch. Customer satisfaction supports and has a significant positive effect on repurchase intention. From these results, we can find that customer satisfaction during the Covid-19 pandemic has shown good results that can contribute to the sustainability of the online shopping experience. In addition, we can also see that customer satisfaction has a negative effect on the intention to switch from the results of hypothesis testing. This means that the higher the level of consumer satisfaction, the less willing the consumers are to switch from the online groceries experience.

CONCLUSION
This study aimed to examine the online shopping groceries and customer experience during pandemic. Given the current quantity of experience studies in the retailing literature (Lemon and Verhoef, 2016), (Rose et al, 202), (Verhoef, et al, 2009), there is much to learn about Online Customer Experience especially in online grocery shopping in this time of crisis.

The study revealed customer service, delivery service, online grocery shopping experiences and customer satisfaction were key drivers, resulting higher satisfaction repurchase intention and negative intention to switch, while product experience was not supported. During COVID-19 pandemic, customers demanded for responsive, reliable and care customer service. This study supports the idea that customer experience' should include every point of contact at which customers interacts with the business". This study unfolded that when customer is satisfied with their good online grocery shopping experience, they will buy again in the same platform and reject to switch.

From a managerial perspective, the findings discovered the online grocery shopping experience during COVID19 pandemic is important factors in online grocery shopping customers' decisions whether to repurchase or to switch to other online retailers or to switch back to offline retailers/ conventional grocery shopping. Online grocery shopping customers look for seamless and enjoyable customer experience for their shopping journey (delivery, product experience and customer service).

As change of behaviours in online grocery shopping during COVID-19 pandemic increased attention from scholars and producers. The findings of this study exhibited that customer service and delivery experience were acceptable and helpful in this time of crisis. Future research needs to identify whether more vulnerable consumers: the elderly, disabled and person requiring assistance or socio-economically disadvantaged consumers have the same access to online grocery shopping. The future study must ensure the need to address how those most affected can reliably have access to human basic needs under future pandemic conditions. This study has also uncovered relationship between customer satisfaction's key drivers and the behavioural outcome of Online Grocery Shopping Customer Experience: repurchase intention and intention to switch that play important role to the sustainability of online grocery retailers' business during crisis. The latter is crucial as the downside of pandemic in relation to how social net worked, as well as supply chain of the local food. Grocery shopping customers' positive and negative responses to online grocery retailers that offers a comprehensive, practically applicable conceptual foundation for future research.

The limitation of this study is grocery shopping customers in Jakarta, Bogor, Depok, Tangerang and Bekasi only. Future study can comprise outside Java Island to more varies online shopping groceries' attitude.

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