

Consumer Motivations for Shopping Online in Omni channel Supermarkets

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Abstract-

The unprecedented occurrence of the COVID pandemic has altered the shopping behaviour of consumers. With consequent lockdowns and restrictions, people are forced to shift to online shopping which was never a preferred channel for Indian consumers to purchase daily essentials and groceries. Despite this, e-grocery retailers witnessed a rapid growth during pandemic, whereas brick-and-mortar stores with no online presence suffered huge setback. However, amidst tough competition from e-grocers, brick and click supermarkets were able to survive and retain some customer base due to their digital shopping platform. While most recent studies focussed on understanding shopping behaviour change during pandemic in general, none of them focused specifically on digital shift of brick and click supermarket consumers which served as an impetus for this research. This study aimed to explore the motivations causing consumers' digital shift to the online shopping (click) feature of brick and click supermarkets and develop a scale encapsulating the same. The scale development process yielded a seven-dimensional Pandemic-enforced Digital Shift (PEDS) scale representing various consumer motivations: avoidance of meeting people, avoidance of shop personnel, avoidance of psychological fear, avoidance of sanitization post shopping, better shopping efficacy, in-home shopping convenience and click and collect benefits. The research implications for the proposed scale are discussed along with limitations and future research directions.

Keywords – Brick and click supermarkets, Digital shift, Consumer motivations, COVID pandemic

I. INTRODUCTION

The proliferation of internet has led to the emergence and boom of ecommerce over the past decade due to its convenience and economic advantages compared to traditional shopping [1]. But the COVID pandemic served as a catalyst which drastically accelerated the penetration and adoption rate of online shopping. There has been a radical change in the shopping attitude, mode and behaviour of the consumers during this pandemic with a reduction in their overall shopping intent, but witnessed an increase in grocery spending causing a surge in online grocery shopping [2-4]. Pre-COVID urban and semi-urban Indian consumers did favour online shopping, but never preferred it for purchasing groceries, fresh produce and household essentials who always sought physical verification and wished to check, compare and bargain before making a purchase [5]. However, the pandemic forced Indian consumers to shift from local markets, grocery stores and supermarkets to digital channels to even purchase their daily essentials [6].

Indian e-grocery market has gained substantially from demand created by successive lockdowns and restrictions. The online grocery market, which contributed 0.3 percent of the \$603 billion food and beverages market in India, has grown 73 percent in 2020 from the previous year and is likely to grow to \$5.3 billion in size in 2021 and up to \$26 billion by 2025 [7]. During the COVID pandemic, e-grocery retailers like Big Basket, Grofers, Amazon Pantry, Dunzo, JioMart and others have shown a rapid growth reporting 3-4 times surge in daily orders [8]. Recent research on shopping behaviour changes during pandemic established that the major motivations of consumers to shift to online shopping via pure e-grocery retailers are pandemic fear, avoidance of crowding, convenience and doorstep deliveries [3,9-10]. Reports showed that brick and mortar stores with no online presence suffered considerable setback and losses [11]. However, brick and click supermarkets with physical stores as well as online shopping platform have survived this pandemic despite facing a tough competition from pure e-grocery retailers. It was observed that a segment of consumers moved to digital shopping platform of their preferred brick and click supermarkets [12]. It will be worthwhile to analyse the motivations of consumers who shifted primarily to the digital (click) channel of brick and click supermarkets which is the aim of this research. The specific objectives of the study are:

- To identify the various motivations of brick and click supermarket consumers for shifting to its digital/click channel (online shopping) during the COVID pandemic.
- To develop and validate a Pandemic-enforced Digital Shift (PEDS) motivation scale encapsulating the various consumer motives causing their shift to the digital channel of their preferred brick and click supermarkets during the COVID pandemic.

This paper is structured as follows: It begins with a brief introduction of the research followed by a detailed review of existing literature on consumer motivations for online shopping and digital shift during the COVID pandemic. It then presents the scale development and sampling procedure. The next section provides the scale development analysis results and interpretation. The final section presents concluding remarks summarizing the study findings along with limitations and directions for future research.

II. LITERATURE REVIEW

The past two decades of extensive research on consumer motivations to shop online has been primarily dominated by the utilitarian and hedonic perspectives until the unprecedented interruption of the COVID pandemic. The common utilitarian motivations for online shopping identified in past studies include convenience [13-17], cost-saving or cost effectiveness [17-20], wider selection, product availability or choice [14,19,21-22], information availability [13,17,19,21], searchability or navigation [14,21], privacy or lack of sociality from a psychological perspective [17-18,20,22] and customization or personalization of products and services [16-18]. From the hedonic or experiential perspective, the common online shopping motivations recognized in past research include exploration or learning new trends or idea shopping [17-18,22-23], sociality or social experience [13,20,23-24], value shopping or pleasure of bargaining [16-17,19,23], adventure or entertainment or enjoyment [14,20,23-24], gratification or relaxation [23-24] and authority or status [18,20]. Researchers have also focused on consumers' affinity to physical stores and hesitation to adopt online shopping given the perceived risk in online transactions, physical orientation of consumers, lack of tangible inspection, lack of security or trust, etc. [25-26]. But consumers have been pressurized to overlook these apprehensions amidst the fear of COVID pandemic and shift to the digital mode.

Recent studies focussing on the shifting shopping behaviour of consumers during the pandemic have captured this offline-to-online shopping trend. Jalaja [5] highlighted the Indian consumers' averseness and dissatisfaction towards online shopping for groceries during the initial lockdown, but eventually adapted and embraced the digital way of shopping with persistent retention strategies by giant as well as local retailers. Kulkarni and Barge [9] investigated the factors influencing online shopping post COVID outbreak and found convenience, comparison, variety of products, delivery times and reduced risk of infection as the leading online shopping motives. Lo et al. [10] identified the top reasons for online grocery shopping as avoidance of germs and COVID-19 (claimed by 81 percent respondents) followed by convenience (41 percent) and access to better selection (17 percent). Rai et al. [27] found that peoples' intention to isolate, anxiety of unemployment and avoidance of going out for purchases were the strong predictors of unusual buying behaviour during COVID-19. Sinha et al. [28] identify previous positive experience as the most influencing factor affecting consumer buying pattern followed by product reviews, customer service and support, website/mobile app user-friendliness and real-time feedback providing ability. Varma [29] explored the factors influencing consumers' choice of online shopping and found that 24/7 availability, time saving, convenience, product information and online payment were the top five factors. Santoso [30] posits the advantages of online shopping as accessibility of products world-wide, easy knowledge of latest fashion trends, flexibility in payment and avoiding crowd during COVID pandemic. Apart from these studies on online shopping motives, few researchers examined the differences in consumer purchase behaviour during pandemic based on their socio-demographic characteristics [31-33].

Based on the extensive review of literature, it was observed most studies on COVID-induced change to online shopping were conducted in a general context and none of them analysed the reasons for shift to click channel of brick and click supermarkets. Besides, no studies

focused on developing a scale exclusively for digital shift motivations in the context of brick and click supermarkets which served as an inspiration for this study.

III. SCALE DEVELOPMENT

The study adopted the conventional approach for scale development [34-35] which involved qualitative research, item generation, data collection, exploratory and confirmatory factor analysis to develop a reliable and valid scale for digital shift motivations of brick and click supermarket consumers.

3.1. Item Generation –

An initial list of items was generated based on two approaches: deductive and inductive [36]. In the inductive approach, interviews were conducted with 12 online shoppers to qualitatively explore their motivations for the digital shift during the COVID pandemic who regularly shopped in supermarkets prior to the pandemic. The sample of interviewees were selected based on purposive sampling technique which involves selection based on the researcher's judgement. The sample comprised five men and seven women with an age range of 21 to 58 years. The interviewees were asked about the supermarkets they frequently shopped at and explain the reasons for their shift to its online shopping channel. In the deductive approach, few items were adopted from literature based on their relevance to this study context. A total of 42 items were generated whose content validity was evaluated by three marketing professors. Redundant and irrelevant items were removed retaining 35 items for further study. A structured questionnaire was designed using these 35 generated items which were evaluated using the 5-point Likert scale (where 1 – strongly disagree and 5 – strongly agree).

3.2. Sampling Procedure –

The sample consisted of consumers of five prominent brick and click supermarkets in Chennai which have strong offline and online presence. These stores were selected for this study by the researcher based on judgement sampling technique. The selection was based on the criteria that the supermarkets/stores were popular shopping destinations before the COVID pandemic which survived and sustained consumer traffic through their digital presence i.e. online shopping feature. The list of recent consumers (past three months) shopping on their digital channel (website/app) were acquired from the supermarkets. The respondents were selected using convenience sampling technique based on their consent, availability and convenience. The questionnaire was mailed to the selected respondents and were followed up to ensure they filled the questionnaire. A total of 500 questionnaires were administered of which 229 valid responses were obtained. The distribution of the respondents based on their characteristics and supermarkets they shop in is presented in Table 1.

Table 1: Distribution of Respondents based on their Characteristics and Supermarkets

Characteristics		Number of Respondents	Percentage
Gender	Male	106	46.3
	Female	123	53.7
Age	25 years and below	67	29.3
	26 - 40 years	74	32.3
	41 - 55 years	63	27.5
	Above 55 years	25	10.9
Family Income	Rs. 50K and below	66	28.8
	Rs. 51K - 1L	89	38.9
	Above Rs. 1L	74	32.3
Household Size	1	46	20.1
	2	77	33.6
	3	64	27.9
	4 or more	42	18.3
Supermarket	Big Bazaar	64	27.9
	Grace Supermarket	43	18.8
	Spar Hypermarket	19	8.3
	Saravana Selvarathnam	49	21.4
	Pothys Mart	54	23.6
Total		229	100

3.3. Exploratory Factor Analysis –

The 35 item responses were subjected to exploratory factor analysis (EFA) in SPSS Statistics v26 using the principal components method and varimax rotation to determine the number of factors to be extracted [35,37-38]. A seven-factor solution was estimated and three items with low factor loadings (<0.4) and high cross-loadings (>0.4) were eliminated [38]. The rest of the items were subjected to EFA which yielded a seven-factor solution with 32 items. The factor solution explained 72.4 percent of the variance and exhibited a Kaiser-Meyer-Olkin measure of sampling adequacy of 0.874 indicating that the data was suitable for factor analysis. The factor loadings of the items ranged from 0.715 to 0.888 which were above the prescribed limit of 0.5. The validity and reliability of the factor solution was assessed using Average Variance Extracted (AVE), Composite Reliability (CR) and Cronbach's Alpha reliability coefficient. The AVE representing the amount of variance explained by the dimensions/factors ranged from 0.587 to 0.717 which were above the approved limit of 0.5. The CR values of the dimensions/factors ranged from 0.852 to 0.910 and the Cronbach's alpha reliability coefficients ranged from 0.832 to 0.925 which were above the acceptable threshold of 0.7 [37,39]. The exploratory factor analysis results have been summarized in Table 5.2.

Table 5.2: Exploratory Factor Analysis – Validity and Reliability Assessment

Items	Factor Loadings	Cronbach Alpha	AVE	CR
Need not worry about crowding	0.888	0.891	0.641	0.899
Avoid unnecessary meeting of people	0.730			
Not possible to maintain social distancing	0.761			
Avoid standing in queue for checkout	0.768			
Avoid unknown people during commute	0.844			
Avoid shop personnel during checkout	0.877	0.832	0.637	0.875
Shop personnel may not follow safety measures	0.776			
Need not meet salesmen face to face	0.760			
Avoid being influenced by salesperson	0.774			
Avoid spending time in fear in supermarket	0.833	0.925	0.597	0.881
Need not panic about being infected	0.715			
Need not worry about wearing PPEs	0.779			
Satisfaction of obeying lockdown rules	0.755			
Spared the temptation to touch products	0.775			
Need not wash clothes, mask	0.827	0.875	0.590	0.852
Need not worry about sanitizing home	0.726			
Need not sanitize wallet, mobile, bags	0.751			
Avoid safety measures like steam inhalation	0.766			
Pandemic fear may cloud selection ability	0.812	0.873	0.587	0.876
Can see more selection online	0.761			
Need not hurry due to COVID fear	0.734			
Can effectively browse & compare online	0.741			
Can add items in e-cart and order anytime	0.780			
Can shop from safe confines of my home	0.853	0.873	0.717	0.910
Online shopping saves a lot of time	0.846			
No time limitation while shopping online	0.851			
Spared hassle of commute to supermarket	0.836			
Visit store to just collect order	0.851	0.903	0.632	0.895
Transaction quick for collecting/returning	0.781			
Need not pay delivery charges	0.728			
Need not fear that returns will be rejected	0.738			
Pleasure of offline shopping with selection online	0.868			

The discriminant validity of the factor solution was assessed by comparing the AVE values of factors and their correlations with other factors using the correlation matrix as presented in Table 5.3. Since, the AVE values (diagonal elements) were significantly greater than their corresponding correlation coefficients (non-diagonal elements), the factors/dimensions are considered to exhibit adequate discriminant validity [39].

Table 5.3: Exploratory Factor Analysis – Discriminant Validity Assessment

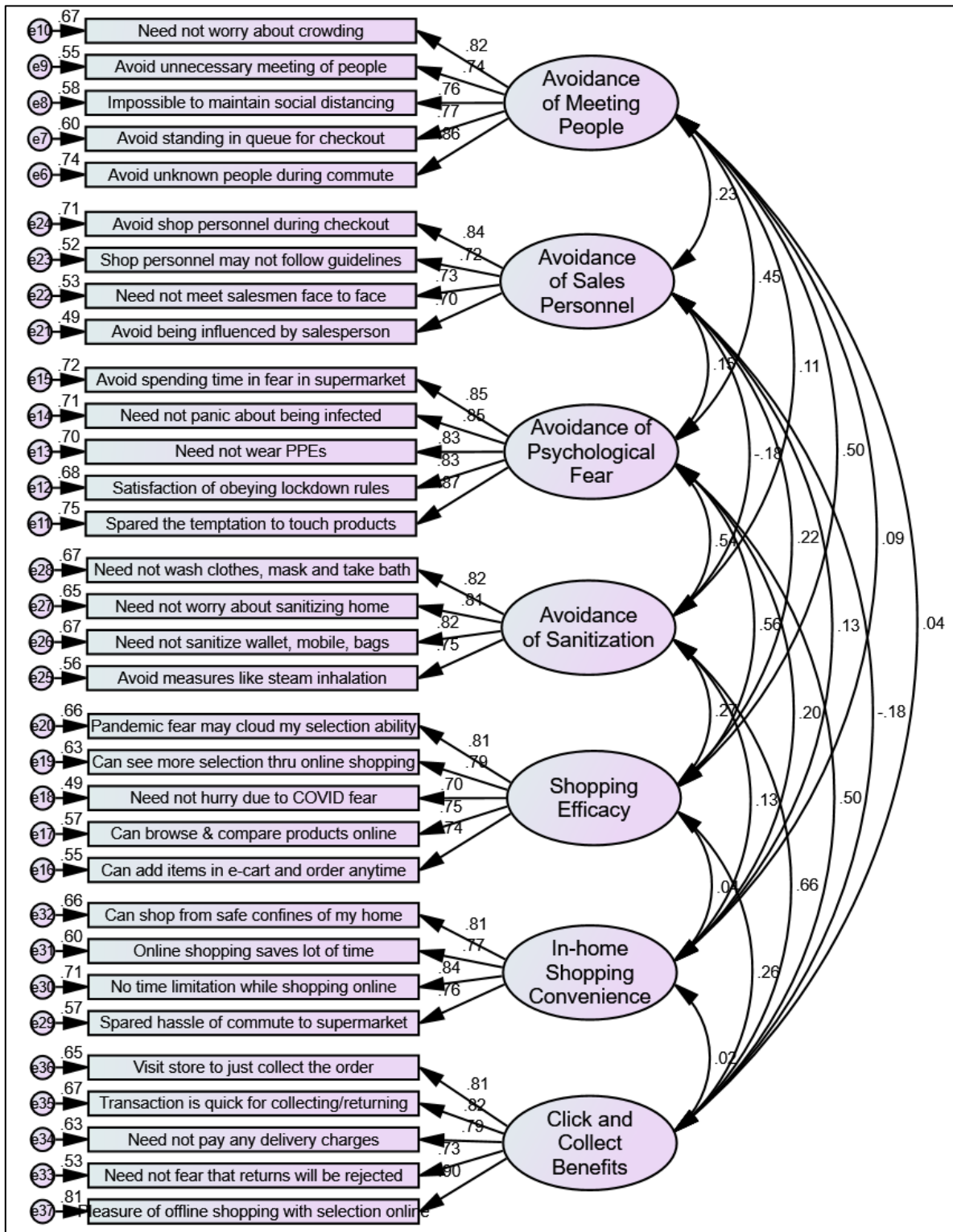
Factors	1	2	3	4	5	6	7
1	0.641						
2	0.049	0.637					
3	0.178	0.019	0.597				
4	0.009	0.029	0.224	0.590			
5	0.204	0.040	0.259	0.056	0.587		
6	0.005	0.010	0.030	0.011	0.001	0.717	
7	0.003	0.028	0.225	0.359	0.054	0.001	0.632

Thus, the exploratory factor analysis yielded a seven-factor solution with adequate validity and reliability.

3.4. Confirmatory Factor Analysis –

The confirmatory factor analysis (CFA) was conducted for a thorough examination of the scale's psychometric properties [40]. Based on the EFA results, a 32-item seven-factor measurement model was built as presented in figure 1 and estimated using the maximum likelihood (ML) method in SPSS AMOS v26. The evaluation of the measurement model fit revealed that the fit indices were close to or above the acceptable thresholds ($\chi^2_{(439)} = 584.86$, $p = .00$; GFI = .871; CFI = .967; NFI = .881; IFI = .968; standardized RMR = .059; RMSEA = .038) indicating adequate model fit [41]. Based on the content of the items grouped together, the seven factors were appropriately labelled as the different motivations for the digital shift of the brick and click consumers. The CFA results showed that the factor loadings of 32 items ranged from 0.700 to 0.898 which were significant and above 0.5. The squared multiple correlations (SMCs) of the items ranged from 0.490 to 0.806 [38]. Hence, no items were removed. The measurement model constructed during CFA along with the factor loadings and SMCs is presented in figure 1.

Figure 1: Confirmatory Factor Analysis – Measurement Model



Similar to the EFA, the validity and reliability of the scale was tested using CR and AVE estimates and its comparison with the inter-factor correlations. As presented in Table 5.4, the CR estimates of the dimensions ranged from 0.836 to 0.926 while the AVE estimates ranged from 0.562 to 0.714 which were above their prescribed thresholds [37,39]. The AVE estimates of all dimensions were found to considerably higher than their squared correlations with other dimensions exhibiting adequate discriminant validity as presented in Table 5.4.

Table 5.4: Confirmatory Factor Analysis – Validity and Reliability Assessment

Dimensions	CR	Avoidance of Meeting People	Avoidance of Sales Personnel	Avoidance of Psychological Fear	Avoidance of Sanitization	Better Shopping Efficacy	In-home Shopping Convenience	Click and Collect Benefits
Avoidance of Meeting People	0.894	0.629						
Avoidance of Sales Personnel	0.836	0.053	0.562					
Avoidance of Psychological Fear	0.926	0.203	0.021	0.714				
Avoidance of Sanitization	0.875	0.013	0.033	0.288	0.637			
Better Shopping Efficacy	0.873	0.246	0.049	0.317	0.075	0.580		
In-home Shopping Convenience	0.874	0.008	0.016	0.042	0.016	0.002	0.636	
Click and Collect Benefits	0.905	0.002	0.032	0.250	0.434	0.066	0.001	0.658

Thus, the CFA validated the seven-dimensional factor structure obtained from EFA with sufficient evidence of factor structure stability, reliability, and validity. The seven dimensions represent the various motivations driving the digital shift of brick and click supermarket consumers during the COVID pandemic i.e. avoidance of meeting people, avoidance of shop personnel, avoidance of psychological fear, avoidance of sanitization post shopping, better shopping efficacy, in-home shopping convenience and click and collect benefits. Each of these dimensions is explained below:

PEDS Motivation 1: Avoidance of Meeting People

The first dimension was termed as ‘Avoidance of Meeting People’ which refers to the consumers’ perception of avoiding meeting people as a motive behind using the supermarkets’ online shopping feature during the pandemic. It consists of statements related to worry about crowding, unnecessary meeting of people, difficulty in maintaining social distancing, standing in queue to checkout and meeting unknown people while shopping in supermarket.

The recent studies on the shift in consumer shopping behaviour amid the COVID pandemic have highlighted the drastic decrease in the number of people visiting marketplace for making household purchases [28,29]. The thought of avoiding the crowds and being in isolation or separation to avoid contact has been one of the primary reasons for the change in the shopping behaviours of consumers moving from physical markets, brick and mortar stores and family shopping to online shopping [28,42]. Taylor et al. [43] found that over-responders i.e. people who feel COVID-19 is a great threat to themselves and their family who constitute a significant percentage showed excessive avoidance behaviour including avoidance of grocery stores and public places where chances of contracting the virus is amplified. Hence, adopting the click/online shopping feature of the supermarket helps

consumers to avoid meeting people during this COVID pandemic which is identified as an important motivation for the digital shift.

PEDS Motivation 2: Avoidance of Shop Personnel

The second dimension was labelled as 'Avoidance of Shop Personnel' which refers to the consumers' perception of avoiding employees working at the supermarket as a motive for using its online shopping feature during the pandemic. It comprises statements related to apprehension of meeting shop personnel during checkout, personnel not following strict safety guidelines, having face to face interaction and being influenced by sales person.

The recent research on the shift in shopping behaviour during COVID pandemic emphasized the worry of meeting people due to the risk of being infected [3,27,29]. Taylor et al. [43] claimed that an individual's risk of exposure to coronavirus significantly varies by occupation where healthcare workers, supermarket/grocery store workers, etc. are more exposed to unknown people and face additional risk. Being on the frontline, supermarket and grocery store workers claimed that they feel vulnerable and scared for themselves and their family's health since they are unable and unequipped to follow all safety guidelines [44-45]. It was found that store employees have been stigmatized i.e. people tend to fear and avoid employees working in retail stores including pharmacies, grocery outlets, supermarkets, etc. given their higher vulnerability to the disease [42-43]. Hence, shifting to the click/online shopping feature of the supermarket helps consumers to avoid the supermarket employees during this COVID pandemic which is recognized as a key motivation for the digital shift.

PEDS Motivation 3: Avoidance of Psychological Fear

The third dimension was termed as 'Avoidance of Psychological Fear' which refers to the consumers' perception of avoiding the psychological fear, stress and anxiety of visiting the supermarket as a motive for using its online shopping feature during the pandemic. It includes statements related to spending time in a supermarket with pandemic fear, panic about being quarantined or infected post shopping, wearing PPEs, obeying lockdown rules and avoiding temptation to touch and see products on the shelf.

The recent research on COVID pandemic ramifications have highlighted fear, anxiety, stress and worries as the major psychological consequences [46-47]. The reported outcomes of COVID-19 included functional impairment eventually leading to hopelessness, coping deficits, anxiety, depression while coping with the 'new normal' [48]. Arora et al. [49] defined the term 'coronaphobia' as an excessive triggered response of fear of contracting the COVID-19 virus exhibited in the form of physiological symptoms, cognitive symptoms (stress from personal/occupational loss) and behavioural symptoms (safety seeking behaviours, avoidance of public places and situations). A health website report by Brehaut [50] highlighted the pandemic-induced anxiety issues arising from basic grocery shopping ranging from the worry of effectively evading other shoppers, facing empty shelves, loaded with anxious thoughts, praying for quick check-out, racing hearts and clenched jaws, indicating that even a routine visit to supermarket can be loaded with anxiety. Although intensity of store anxiety varies from person to person, it is an additional level of stress on everyone and worse for those with health conditions and anxiety disorders who feel like going to war [50]. Hence, shifting to the click/online shopping feature of the supermarket

helps consumers to avoid the COVID-induced psychological fear and anxiety which is identified as a crucial motivation for the digital shift.

PEDS Motivation 4: Avoidance of Sanitization Post Shopping

The fourth dimension was named as 'Avoidance of Sanitization' which refers to the consumers' perception of avoiding the sanitization process after shopping as a motive for using online shopping feature of the supermarket during the pandemic. It comprises statements related to the effort of washing clothes, mask and taking bath after shopping, sanitizing home, sanitizing personal items and adopting health-related safety measures post shopping.

Recent studies observed that people fear and/or avoid situations involving meeting people and when they face such situations, most of them indulge in health-related safety behaviours like washing hands [49]. Safety reassurance behaviours such as constantly checking vitals and absence of illness, self-medicating and rechecking sanitation breeds fear [51], eventually leading to coronaphobia affecting the quality of everyday life [49]. The qualitative research revealed that Indian consumers adopted sanitization measures such as washing reusable masks, clothes and taking bath, de-sanitizing personal items such as bags, mobile phones, etc. after shopping. They also claimed to perform health-related safety practices such as steam inhalation, drinking hot water and checking oxygen levels post shopping which have not been highlighted in past research. This dimension emphasizing the added stress and hassle of sanitization serves as a stimulus for consumers' selecting the online shopping feature of the supermarket which helps avoid the trouble and danger of getting infected as well as bringing the infection home possibly endangering the family members.

PEDS Motivation 5: Better Shopping Efficacy

The fifth dimension was identified as 'Better Shopping Efficacy' which refers to the consumers' perception of browsing and shopping efficiently without pandemic fear as a motive for using the supermarket's online shopping feature. It includes statements related to pandemic fear clouding selection ability, access to more variety, avoiding rushing due to COVID fear, efficiently browse and compare products, adding items in e-cart and ordering anytime.

Though COVID pandemic has traumatized the world, technology has made our daily lives much more comfortable and online shopping more convenient and resourceful compared to traditional store shopping [30]. In this pandemic situation, consumers feel the pressure to shop quickly with minimal contact with others in supermarket which has a significant impact on their choices and purchase behaviour [3]. Consumers generally stick to their shopping lists with no time to browse and process new product information thereby trusting the heuristics [52]. Vasic et al. [1] stated that online shopping offers consumers with more selection, opportunities and information along with convenience and ease of finding products. Based on a KPMG Global online consumer report [53], the top reasons for consumers choosing online shopping includes the ability to shop 24/7, ability to compare prices, online sale/better prices, saving time and avoiding store visit. Besides these standard benefits, consumers can escape the fear and anxiety involved in store shopping which diminishes their ability to effectively search and purchase during pandemic.

PEDS Motivation 6: In-home Shopping Convenience

The sixth dimension was labelled as 'In-home Shopping Convenience' which refers to the consumers' perception of convenience of shopping from home with time saving and flexibility avoiding the pandemic fear as a motive for using the online shopping feature of the supermarket. It comprises statements related to shopping in safe confines of home, saving time, no time limitation to do shopping and avoiding commute to the supermarket.

Convenience is the backbone of ecommerce and has been identified as the fundamental utilitarian motivation for consumers to adopt online shopping [13-14,16-18,21-22]. Varma [29] observed that shoppers found online as a convenient mode to shop with 24/7 accessibility and time saving. Childers et al. [14] conceptualized online shopping convenience using two aspects i.e. usefulness (effective accomplishment of shopping task) and ease of use (shopping process made easy and appealing). Convenience is also reflected in terms of time and energy saving, no transportation cost, avoiding crowd and queues in stores besides unlimited time and space [21]. The convenience offered by online shopping is two-fold since it also helps evade the stress and anxiety involved in traditional store shopping. Hence, shifting to the click/online shopping feature of the supermarket offers consumers the all-important in-home shopping convenience which is identified as an important motivation for the digital shift.

PEDS Motivation 7: Click and Collect Benefits

The seventh dimension was termed as 'Click and Collect Benefits' which refers to the consumers' perception of benefits of click and collect option offered by brick and click supermarkets which involves shopping online and collecting the order in store. It consists of statements related to avoid being in the store for long during pandemic, quick transaction whether its collecting or returning, no delivery charges, no fear that returns will be rejected and experiencing pleasure of offline shopping with selection done online.

An established and popular delivery method in developed countries, click and collect is comparatively new and emerging in India which combines online shopping with real-life transactions offering high delivery convenience and flexibility [54]. Click and collect service enables users to shop and pay online and go to their preferred/designated store to collect the order [55]. Click and collect offers an array of benefits to the consumers such as full control over delivery, no delivery costs, immediate possession, checking products and easy returns [54]. Rohm and Swaminathan [15] proposed physical store orientation as a motivation for shopping online which refers to immediate possession of products purchased along with social contact. Thus, click and collect feature offers the pleasure of online shopping along with the satisfaction of visiting the store and collecting it quickly. The qualitative research showed that respondents were delighted to have the click and collect option offered by SPAR hypermarket. The COVID pandemic is here for a long haul and it's not possible to completely restrict people at home who need to go out for work and essential jobs. In such challenging times, click and collect feature offers safety through online shopping with minimal contact and flexible delivery option especially for working individuals. Hence, the click and collect benefit offered by brick and click supermarkets is a unique motivation for consumers' digital shift during COVID pandemic.

IV. CONCLUSION

This study illustrates the development of the Pandemic-enforced Digital Shift (PEDS) Motivation scale consisting of 32 items classified across seven types of motivations of brick and click supermarket consumers. This study helped validate some of the existing consumer motivations as well as unearth some new motives that enabled the digital shift. The scale development validated the in-home shopping convenience motive which has been recognized in past research. It demonstrated the severity of pandemic fear indicated by four related motivations i.e. avoidance of meeting people, sales personnel, psychological stress and hassle of sanitization post shopping which presents an exhaustive list of pandemic-induced motives never conceptualized before. The shopping efficacy motive represents better browsing and selecting ability in the absence of pandemic fear and pressure which has never been conceptualized as a shopping motive before. Finally, the click and collect feature, a unique benefit offered by brick and click supermarkets is one of the emergent shopping motives of consumers who can achieve safety and efficiency of online shopping as well as delivery flexibility and pleasure of offline shopping by personally collecting the order. The PEDS motivation scale is a valuable addition offering constructive insights to the existing literature on pandemic-induced change in consumer shopping behaviour.

IV. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

The PEDS motivation scale was developed in the context of popular brick and click supermarkets in Chennai city, India and hence researchers and retailers must exercise caution before direct application of the scale to other shopping contexts and regions. The seven motivations were identified based on qualitative research, literature review and scale development process conducted by the researcher in this study context which might not be exhaustive. Moreover, the supermarkets selected based on judgement sampling and respondents chosen using convenience sampling are non-probability sampling techniques which restrict the generalizability of the results.

Future research can focus on validating the PEDS motivation scale on a larger and geographically diverse sample. The scale can be modified and tested for other retail channels such as independent grocery stores, apparel stores, etc. The scale can be used to develop a digital shopper taxonomy to understand the profile of the shifted brick and click supermarket consumers. It can also be utilized to evaluate the impact of the motivations on consumers' satisfaction and repeat purchase intention with digital channel of brick and click supermarkets.

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