

[Appendix-A2]

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What factors influence online switching intention of
customers to the Online Grocery Stores



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Abstract

This research is carried out with the objective to determine what are the factors that affect the decision of online grocery shoppers to switch from one online grocery store to another. In order to do so, four main factors were considered in the study to fulfill the objectives including hedonic value, price perceptions, customer services and issues associated with the delivered products.

The online grocery shoppers from Punjab province of Pakistan along with capital city Islamabad are taken as target population of the study and a sample of 310 was collected online from shoppers. Data was collected online through Google form and then analyzed with reliability statistics, correlation statistics and regression analysis to predict the factors significantly contribute in switching intention of customers.

The results of analysis show that all four factors i-e hedonic value, prices perception, customer services and issues of delivered products significantly negatively influence the decision of online grocery shoppers to switch.

Keywords: *Online Grocery Shoppers, Switching Intention, Hedonic Value, Prices Perception, Customer Services and Issues with Delivered Products*

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