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Evaluation of consumers' motivations to do online food shopping in Turkey

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Abstract

Purpose – This study aims to reveal consumers' internal and external motivations to prefer online food shopping. The paper proposes an integrated model including aspirations, capabilities, subjective norms (divided into online resources and offline resources), perceived value and traditionalism to examine their effects on consumers' intention to do online food shopping.

Design/methodology/approach – A cross–sectional design was used to understand which factors affect consumers' intention to do online food shopping. The data were collected from a total of 400 people via an online survey. The conceptual model was tested using structural equational modeling to understand the relationships between the factors.

Findings – The results suggest that the conceptual framework can be used to have a better understanding of consumers' internal and external motivations to do online food shopping. The study proves that aspirations have a considerable direct effect on and a mediating role between capabilities, subjective norms from online resources, traditionalism and the effect of COVID-19 pandemics and the intention. Also, traditionalism was found to be an antecedent for consumers to prefer online food shopping.

Practical implications – This study reveals better insights for the sellers, marketers and system providers dealing with supplying food products through online channels. The findings suggest that the stakeholders take into consideration aspirations, capabilities, subjective norms, perceived value and traditionalism to organize their activities in food marketing in the online area.

Originality/value – In this study, aspirations–capabilities framework was adopted and confirmed within consumers' online food shopping domain. Also, it was proved that traditionalism was a driver of individuals' intention to do online shopping for food products.

Keywords Online food shopping, Aspirations–capabilities framework, Traditionalism

Paper type Research paper

1. Introduction

Online food shopping, as a fast-growing market, has been focused on by an increasing number of company owners, individual entrepreneurs, marketers, academics and policymakers worldwide (Gil *et al.*, 2020; Shen *et al.*, 2022a). Recently, consumers have preferred online food shopping more. According to a report by Nielsen (2022), 28% of consumers worldwide used online shopping for food products in 2021, while this ratio was 19% in 2019. In other words, a quarter of consumers have started to do online food shopping. Especially consumers in Latin America (from 9% to 30%) and Europe (from 14% to 25%) left their traditional shopping habits and shifted to online shopping areas. According to a report

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by a Turkish organization (2021), 33% of consumers used online shopping for food products in 2021, while this ratio was 27% in 2019 in Turkey (TUIK, 2019).

The benefits of online marketing for consumers, companies and the community as a whole and the current dynamics of the world have given an impulse to expand this tendency. It gives the opportunity to save money and time, reach a wide range of products from different locations, be safe at home during shopping, compare the prices of products and find comments from other consumers by providing low-cost in–home entertainment, information and communication services (Aswini and Bama, 2018; Anwar *et al.*, 2021). Also, some improvements in the digital era such as the widespread use of the Internet, the increase in the number of companies in the online area and efforts to make online shopping more user-friendly and faster have stimulated consumers to do online food shopping.

Considering society as a whole, this marketing tool promises some direct or indirect advantages to satisfy United Nations-Sustainability Development Goals (UN-SDG) such as End Poverty (SDG 1), End Hunger (SDG 2), Good Health and well-being (SDG 3), Gender Equality (SDG 5), Decent Work and Economic Growth (SDG 8) and so on (UN, 2022). Since farm-to-fork thinking is based on a process from sustainable production to consumption through processing and distribution, this shopping area may be a catalyst to reach the sustainability goal.

Focusing on the last few years, consumers have substantially engaged in food shopping through the Internet because of the COVID-19 pandemic (Eriksson and Stenius, 2022; Gomes and Lopes, 2022). The pandemic has stimulated the consumers' perception and habits positively towards online shopping for food due to some unexpected changes in people's daily lives such as temporary curfews, the disrupted supply chain and fear of being in crowded places (Rout *et al.*, 2022; Oliveira *et al.*, 2021). A report by Eikelmann *et al.* (2022) stressed that online food shopping in the total retailing market will increase and consumer behaviors will continue to transform during the post-COVID-19 period. Furthermore, it is expected that Britons will buy up to 26% of their food via online channels by 2030. This ratio is estimated at 25% in the Netherlands, 23% in France and 10% in Turkey. According to market experts, the market share of online food shopping in total retailing will increase between 35% and 50% in these countries.

Consumers have had a similar tendency toward food shopping in other countries and food demand has been provided via online shops in Turkey (Toktaş, 2020). The study conducted by Telli Danışmaz (2020) determined that customers' online shopping preferences shifted by 64.60% from traditional shopping to online shopping during the COVID-19 pandemic process in Turkey. Moreover, it was realized that the most preferred product group by consumers has been food products (61.50) during the pandemic while it was clothing (38.50%) before the pandemic. Güney and Sangün (2021) supported these findings and found that consumers tended to do online food shopping more than in the pre-COVID-19 period and preferred food that was popular with other consumers (Güney and Sangün, 2021). Also, Bolek (2021) agreed that there was an increase in online food shopping and 40.00% of consumers adopted this purchasing type in Turkey.

In the literature, there has been an increasing interest in consumer behaviors in online food shopping, especially with the changes in the market during the COVID-19 pandemic. Some researchers focused on revealing the relationship between socio-demographic characteristics (gender, age, education, household size and so on) and food purchasing preferences and habits online (Bryła, 2018; Dominici *et al.*, 2021; Figliozzi and Unnikrishnan, 2021; Zatz *et al.*, 2021; Van Hove, 2022). Some others examined the effects of behavioral factors on consumers' intention or final behavior toward online food shopping in detail such as attitudes (Quevedo-Silva *et al.*, 2016; Wang and Somogyi, 2018; Wang and Scrimgeour, 2022), motivations (Eneizan *et al.*, 2020; Wen *et al.*, 2022; Agrawal and Gupta, 2022; Thomas-Francois and Somogyi, 2022) or perceptions (Quevedo-Silva *et al.*, 2016; Zhao *et al.*, 2017; Wang and Somogyi, 2018; Wen *et al.*, 2022; Thomas-Francois and Somogyi, 2022). These factors have also expanded with additional

ideas such as subjective norms (Quevedo-Silva *et al.*, 2016; Wen *et al.*, 2022), trust (Wen *et al.*, 2022), consumer learning (Thomas-Francois and Somogyi, 2022) and lifestyle (Quevedo-Silva *et al.*, 2016). Recently, the effects of the COVID-19 pandemic on consumer behavior toward online shopping for food and groceries have been investigated widely (Ali *et al.*, 2020; Rout *et al.*, 2022; Shen *et al.*, 2022b; Gomes and Lopes *et al.*, 2022; Wen *et al.*, 2022). We reviewed the previous studies, to the best of our knowledge, there are no studies on consumers' drivers affecting online food shopping.

This study aims to examine the effects of consumers' motivations affecting intention to do online food shopping. Specifically, to reach these goals, the study proposes an integrated model including aspirations – capabilities framework, value-based model, subjective norms, traditionalism and the effect of the COVID-19 pandemic. The current study aims to (1) develop and test a model to reveal the impact of aspirations, capabilities, social norms and traditionalism on consumers' intention to do online food shopping and to (2) have better understanding of the relationships among these factors using aspirations as a mediator.

The contribution of this study is threefold. Firstly, the aspirations-capabilities framework is used in the online food shopping domain for the first time. This framework provides knowledge on both the feelings and environmental conditions of consumers and allows us to evaluate the individuals from the point of different perspectives. Secondly, aspirations–capabilities framework and value-based model (VBM) were integrated and extended by subjective norms, traditionalism and the effect of the COVID-19 pandemic. This broad model can give the understanding to evaluate consumers' both internal and external motivations which stimulate them toward online shopping. Thirdly, a new scale of traditionalism was introduced to shed a light on the cultural attachment of consumers toward online food shopping. This factor also points out consumers' inner motivations and contributes to having a better understanding of drivers affecting consumers' behavior.

2. Literature review

In this study, aspiration–capability framework and VBM were integrated to achieve the research goal. The integrated model was expanded by including subjective norms, traditionalism, and the effect of the COVID-19 pandemic. The conceptual framework is presented in Figure 1.

2.1 Aspirations–capabilities framework

Aspirations are widely described as hopes, desires, wishes, or values to achieve an action or have an object (Cai *et al.* 2014; Carling and Schewel, 2018). Similarly, this term is stated by Bernard and Taffese (2012, p. 2) as "aspirations combine or summarize the preferences maintained, the beliefs held, and possibly the constraints acknowledged by an individual about aspects of the future". It can be concluded that individuals' aspirations can shape their future-regarding behavior. In the marketing domain, Truong *et al.* (2010) studied the relationships between aspirations and luxury brand preference and found a positive and significant relationship between the two. Sreejesh (2015) also conducted a study to examine the impact of consumers' perceived brand aspiration on intention to pay price premiums that found a positive relationship between these variables. Moreover, it is revealed that consumers, especially housewives and students, choose brands based on their aspirational values (Rehman and Jamil, 2016). So, we can say that individuals who have more positive aspirations about online shopping will tend to shop more online.

Haas (2011) indicated that people would only act if they perceived better opportunities and had the capabilities to do it. Capabilities can also be defined as the performance or ability to do a certain behavior. As some studies have revealed, consumers' capabilities have a positive

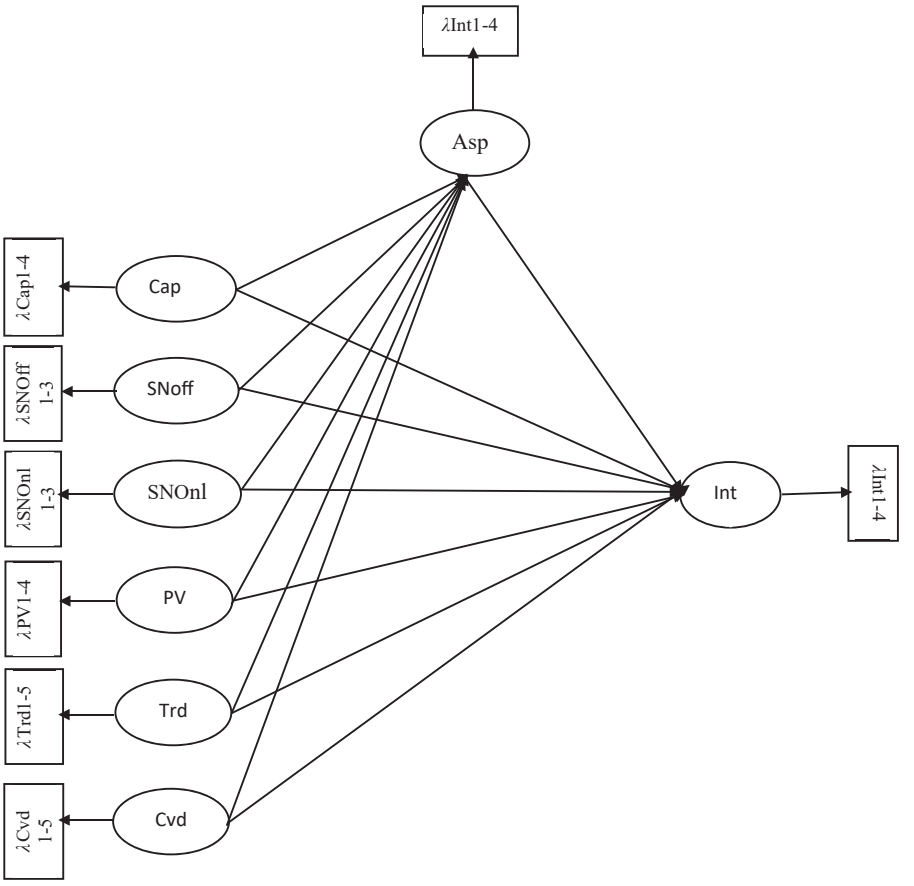


Figure 1.
Conceptual framework

Source(s): Authors' work

and significant impact on online purchase intention (Rehman *et al.*, 2019; Pena-Garcia *et al.*, 2020; Salem and Baidoun, 2022). Consumers' online food shopping behavior can be defined as the capability to accomplish how to access online shopping facilities (having a computer, having an Internet connection and finding the websites) and buying the products in the online environment. In the current study, we suggest that the aspirations and capabilities framework can explain consumer behavior well, in particular consumers' online food shopping behavior. So, research hypotheses related to the effects of consumers' aspirations and capabilities on intention to do online food shopping are.

H1. Aspirations have a positive and direct impact on consumers' intention to do online shopping.

H2. Capabilities have a positive and direct impact on consumers' intention to do online shopping.

H3. Aspirations have a mediator role between capabilities and consumers' intention to do online shopping.

2.2 Subjective norms

According to Ajzen (1991, p. 188), subjective norms are described as "the perceived social pressure to perform or not to perform the behavior". In this case, subjective norms are taken into account as the perceived pressure received by others such as family members, colleagues, or social interest groups who carry out the behavior. Individuals' actions may be influenced directly or indirectly by their environment. Even though there are many studies that aimed to have a better understanding of the effects of subjective norms on consumers' purchasing behavior, the results are still controversial. For example, Hasbullah *et al.* (2016) proved that youth consumers are affected positively by subjective norms to do online shopping in Malaysia. Along the same line, people, who had never done online shopping for fashion products, were positively affected by the pressure from their environment in the Greater Jakarta area (Yusuf and Zulfitri, 2021). Contrary to this evidence, Pena-Garcia *et al.* (2020) revealed that subjective norms are the driver of intention to do online shopping in both Colombia and Spain. Also, Irawan and Hurriyati (2020) confirmed that there was no significant relationship between these two variables. It shows that individuals who receive positive messages about doing online food shopping may have more tendency to use this channel to meet their needs. Social norms may occur from both offline sources such as family members, friends or colleagues and online sources (social media, comments on websites, advertisements, etc.) or comments (Secer and Boga, 2017). To understand the differences between these sources on consumers and compare their effects of them, it is hypothesized that.

H4. Subjective norms have a positive and direct impact on consumers' intention to do online shopping.

H5. Aspirations have a mediator role between subjective norms and consumers' intention to do online shopping.

2.3 Value-based model (VBM)

Perceived value is defined as the consumers' overall evaluation of the benefit of a product, process, or action depending on their perceptions of what is taken and what is given (Yeh *et al.*, 2016; Xiong and Zuo, 2022). Namely, consumers explain the value of the choice of an object, process, or action by taking into consideration all related benefits and sacrifice elements. VBM is accepted as a good estimator to explain the adoption of technological processes or devices easily and directly by taking a small number of items or factors (Kim *et al.*, 2007; Liao *et al.*, 2022). For example, researchers mostly have used this model to explain how perceived value influences consumers' intention to use mobile Internet (Kim *et al.*, 2007; Liao *et al.*, 2022), adopt mobile platforms (Dimitrova and Chen, 2006; Chunxiang, 2014; Xiong and Zuo, 2022) and purchase technological devices (Bayarcelik and Doyduk, 2019; Mustafa *et al.*, 2021). Besides, some researchers aimed to use the model to have a better understanding of the relationship between consumers' intention to use fitness wearables and perceived value towards these products (Yang *et al.*, 2016; Niknejad *et al.*, 2020; Mathavan *et al.*, 2022). It can be said that perceived value might be a good predictor to explain consumers' intention to use online shopping for food products. So we can hypothesize that.

H6. Perceived value has a positive and direct impact on consumers' intention to do online shopping.

H7. Aspirations have a mediator role between perceived value and consumers' intention to do online shopping.

2.4 Traditionalism

This term is defined as "Traditionalism involves respecting and upholding traditional values, morality, norms and practices of one's social group. It also includes active resistance to

changing traditional values, morality, norms and practices." by Bizumic (2017). It is accepted that traditionalism is one of the most important personality traits in the social behavior domain, and most human behavior is motivated by this trait (Tellegen and Waller, 2008) related to online food purchasing behavior. At this point, it is very important to mention Schwartz Theory of Basic Values. According to the theory values refer desirable goals or values motivate final action or behavior (Schwartz, 1994). This theory classified basic values in nine groups and traditionalism is defined one of them (while the others are self-direction, stimulation, hedonism. achievement, power, security, conformity, benevolence, universalism). This value is expressed as "Respect, commitment, and acceptance of the customs and ideas that traditional culture or religion provide the self." As Schwartz (2012) stressed that traditionalism requires responsiveness to constant expectations or social norms from the past and has conflicts with corollary, hedonism or openness to change.

Previous studies show that traditionalist motivations give impulse consumers to shape their food purchasing online. Liang and Lim (2011) researched online shopping for specialty food and divided respondents into two categories as adventurous consumers (active online shopping users) and traditionalists consumers (inactive online shopping users). They found that traditional consumers are older and persistent to continue their customary. Similarly, Pandey *et al.* (2015) segmented online shoppers taking into consideration their lifestyle and one group of the segments was named "Mature traditionalists". They concluded that consumers in this group give priority to offers given by stores and the convenience and enjoyment of doing online shopping. Another study classified the respondents based on their attitudes and intention to adopt virtual grocery shopping and revealed that the traditionalist group has the least technological readiness and the least engagement in consumer learning (Thomas-Francois and Somogyi (2022). It is also stressed that conservative demand is one of the main disadvantages of the growth in online grocery shopping (Munson *et al.*, 2017).

H8. Traditionalism has a positive and direct impact on consumers' intention to do online shopping.

H9. Aspirations have a mediator role between traditionalism and consumers' intention to do online shopping.

2.5 COVID-19 pandemic

In Turkey, the first COVID-19 case has been diagnosed on 11 March 2020 and spread course through the country in a short time. COVID-19 measures to mitigate the cases have resulted in some dramatic changes, in particular, consumers' food purchasing behavior has been modified in Turkey. Tradition channels of food products and consumers' habits shifted and changed and moved to online areas. (Telli Danışmaz, 2020; Yılmaz and ve Mutlu, 2020). Thompson *et al.* (2022) indicated that the most common effects of COVID-19 on markets have been disruption to supermarket shopping routines and moving to online shopping. Moreover, some other studies identified that to reduce health risks during the pandemic, consumers avoided eating out and prepared their food at home, stocked more, preferred healthier food products and reduced their food waste (Toiba *et al.*, 2022; Gordon-Wilson *et al.*, 2021). In the case of shopping channels, it is generally stressed that traditional shopping channels shifted to online channels (Bohlouli *et al.*, 2021). Thus, in our study, it is hypothesized that.

H10. COVID-19 pandemic has a positive and direct impact on consumers' intention to do online shopping.

H11. Aspirations have a mediator role between the COVID-19 pandemic and consumers' intention to do online shopping.

3. Methodology

This study adopted the positivist paradigm. This paradigm is used to verify with quantitative methods whether there is a relationship between the variables used in research. According to the paradigm, real events can be observed empirically and explained through logical analysis (Corry *et al.*, 2019). A cross-sectional study was conducted to reveal factors affecting consumers' intention to do online shopping for food products. To collect the data, a standardized questionnaire form was used and qualitative data were converted into quantitative data with a Likert Scale. A quota sampling method helped to choose the samples. Finally, the data were analyzed by structural equation modeling (SEM), which allows us to confirm the conceptual framework, test the hypothesis and understand relationships between both independent and dependent variables and different independent variables.

3.1 Questionnaire design

The data were collected from consumers via a standardized questionnaire form. The questionnaire was divided into two parts. Firstly, data on demographic characteristics (gender, age, education, occupation, marital status, household size, household income and household food expenditure) were collected to describe the participants. Secondly, factors affecting consumers' food shopping online were gathered by measurement constructs. These constructs and related items were mainly adapted from previous studies. However, some items were added by authors in these scales. Additionally, as a new construct, traditionalism and related items were developed by the researchers. All items were designed focusing on home delivery by professional couriers arranged by a store. A five-point Likert scale was used to measure consumers' agreement on these items (1: strongly disagree ….3: neither agree nor disagree ….5: Strongly agree). The measurement constructs, related items and resources were presented in Table A1. The scale measurement was approved ethically by Committee on Research and Publication Ethics in Applied Sciences, Cukurova University.

3.2 Data collection process and definition of sample

During the data collection process, initially a pre-test was performed with 30 people to ensure that the items were comprehensible, and the questionnaire was revised considering the suggestions. Then, the survey was conducted by a research agency to the consumers randomly between 6th and 20th of June, 2021 in Adana. This city is considered a location that represents Turkey economically and socially (Atac, 2015). The city is the 7 th place in terms of population and has the average income per capita ($15.521) which is quite close to Turkey ($15.137).

The questionnaires were conducted online since the research is on consumers' intention to shop for food online, considering the pandemic conditions.

In this research, sample size was determined by "One Stage Simple Random Sampling" method. Formula of this method is given at the below (Malhotra, 2004).

$$n = z^2 \frac{(p * q)}{d^2}$$

n: Sample size

z: 1,96 (z value for confidence interval of 95%)

q: (1−p) The ratio of the main population without the relevant feature.

d: Accepted error level isaccepted as 5%.

p: the ratio of the main population with a specific feature based on preliminary information or prediction on the subject under consideration (0.5).

The sample size is calculated as 384 persons with 95% confidence interval and 5% error level.

The sample size is calculated as 384 persons with 95% confidence interval and 5% error level. A total of 420 questionnaires were collected in the survey and 20 of them were eliminated due to missing data. Thus, the data of the research consisted of answers gathered from 400 individuals. The sample was selected randomly according to their percentage of gender (48.75% of them is women in Adana; 49,90% is in Turkey), average age (30.42 years in Adana; 33.10 years in Turkey), average household size (3.75 people in Adana, 3.23 people in Turkey) and average income (360 Euro in Adana; 319 Euro in Turkey) being close the country average and also their role and responsibility in food purchase in the household (TUIK, 2023). In this way, a representative sample was provided to generalize the data to Turkey.

The demographic characteristics are presented in Table 1. The sample was very slightly unbalanced toward men (51.25%) and the average age of the respondents was defined as 30.42 years. They mostly graduated from university (55.50%) and worked as government staff (31.75%). Moreover, 50.75% of the respondents had a household size of 3 or 4 components. Almost half of them (44.9) had more than 601 Euros household income and one-third of them spent more than 151 Euros on household food expenditure.

3.3 Data analysis

The data analysis was performed in three steps. Firstly, descriptive statistics were calculated to describe the demographic characteristics of respondents. Secondly, confirmatory factor analysis (CFA) was conducted to evaluate the fitness of the measurement tool. Thirdly, the conceptual model was tested using path analysis to reveal the significance of the relationships and the importance of their effect size. The analyses were run with IBM statistical software package of Statistical Product (SPSS 25.0) and Analysis of Moment Structures (AMOS 25.0).

4. Results

4.1 Confirmatory factors analysis

The reliability and validity of the measurement model were evaluated in three criteria that are internal consistency, convergent validity and discriminant validity (Hair *et al.*, 2010).

The internal consistency of each scale was tested by Cronbach's alpha value as one of the most used reliability measures for the Likert scales. According to numerous studies, Cronbach's alpha should be more than a minimum internal consistency value of 0.70 (Field, 2005; Hair *et al.*, 2010; Tavakol, 2011). As given by Tavakol (2011) if the value occurs between 0.80 and 1.00, the scale is accepted as highly reliable. According to Table 2, Cronbach's alpha values of the scales were higher than 0.80. Convergent validity shows that all items in a structure combine the elements necessary to measure the same conceptual domain of the structure. To understand if the scales have reasonable convergent validity, standardized loadings, composite reliability (CR) and average variance extracted (AVE) should be evaluated. To demonstrate reasonable convergent validity, Fornell and Larcker (1981) suggested that standardized loading for each item should exceed 0.5 and reach a significant level ($p < 0.05$), CR for each construct should exceed 0.7 and AVE should exceed 0.5. As suggested by Raykov *et al.*, 2016, factor loadings come out by confirmatory factors analysis and should be greater than 0.5. Composite reliability is a value calculated using factor loadings that are used to measure the overall reliability of multiple heterogeneous but similar statements on a scale. When the CR of a scale is 0.70 and above, the CR requirement of that scale is accepted (Raykov, 1997; Raykov *et al.*, 2016). As for the AVE, it also confirms the convergent validity and the AVE value of a scale must be greater than the threshold value of

Characteristics	Frequency	Valid percentage
Gender		
Women	195	48.75
Men	205	51.25
Total	400	100.00
Age		
18–24	122	30.50
25–32	136	34.00
33–65	142	35.50
Total	400	100.00
Education level		
Primary school	7	1.75
Middle school	10	2.50
High school	76	19.00
Vocational School	144	36.00
University	78	19.50
Master and doctorate	85	21.25
Total	400	100.00
Occupation		
Private Sector	93	23.25
Government Staff	127	31.75
Self-Employed	36	9.00
Retired	4	1.00
Unemployed	34	8.50
Housewives	13	3.25
Student	93	23.25
Total	400	100.00
Marital Status		
Single	238	59.50
Married	162	40.50
Total	400	100.00
Household Size		
1–2	90	22.50
3–4	203	50.75
Above 5	107	26.75
Total	400	100.00
Household Income per month (Euro)		
0–300	89	22.20
301–600	132	32.90
601-	180	44.90
Household Food Expenditure per month (Euro)		
Below 80	119	29.70
81–150	143	35.70
Above 151	139	34.60

Note(s): 1 Euro = 20.00 Turkish Liras in December 2022
Source(s): Authors work

Table 1. Demographic characteristics of respondents

0.50 (Fornell and Larcker, 1981; Hair *et al.*, 2010; Ab Hamid *et al.*, 2017). As presented in the table, all factor loadings were calculated as more than 0.5, CR values were greater than 0.7 and AVE values exceeded 0.5 (except for construct of capabilities which was quite close to the threshold).

Latent variables	Items	Factor loadings	CR	AVE	Cronbach alpha
Intention (Int)			0.799	0.717	0.903
	Int 1	0.772***			
	Int 2	0.762***			
	Int 3	0.917***			
	Int 4	0.922***			
Aspiration (Asp)			0.833	0.562	0.916
	Asp 1	0.713***			
	Asp 2	0.891***			
	Asp 3	0.830***			
	Asp 4	0.875***			
	Asp 5	0.844***			
Capability (Cap)			0.749	0.498	0.859
	Cap 1	0.904***			
	Cap 2	0.729***			
	Cap 3	0.802***			
Social Norms (SNs) – Offline Resources			0.75	0.877	0.954
	SN 1	0.929***			
	SN 2	0.956***			
	SN 3	0.924***			
Social Norms (SNs) – Online Resources			0.75	0.706	0.843
	SN 4	0.787***			
	SN 5	0.779***			
	SN 6	0.848***			
Perceived Value (PV)			0.799	0.777	0.929
	PV 1	0.874***			
	PV 2	0.924***			
	PV 3	0.929***			
	PV 4	0.792***			
Traditionalism (Trd)			0.833	0.709	0.923
	Trd 1	0.796***			
	Trd 2	0.835***			
	Trd 3	0.866***			
	Trd 4	0.895***			
	Trd 5	0.814***			
Covid-19			0.833	0.65	0.901
	Cvd 1	0.817***			
	Cvd 2	0.790***			
	Cvd 3	0.876***			
	Cvd 4	0.733***			
	Cvd 5	0.810***			

Table 2. Confirmatory factor analysis

Source(s): Authors work

Discriminant validity can be revealed when the square root of the AVE for each construct is greater than the correlations between it and all other constructs (Fornell and Larcker, 1981). As given in Table 3, all the diagonal values were higher than the inter-construct correlations (except for capabilities) and thus it can be said that discriminant validity is provided. Furthermore, the goodness of fit indices of (X2/df = 2.732, RMSA = 0.066, CFI = 0.935, NFI = 0.902, TLI = 0.926, SRMR = 0.0502) indicates that the proposed model allows us to do further analysis. Thus, it can be said that the proposed model can satisfy reliability and validity requirements for further analysis (Table 3).

4.2 Structural analysis

In this study, intentions are used as the dependent variable, aspirations are used as mediating aspirations, capabilities, subjective norms from offline sources, social norms from online

	Int	Asp	Cap	SNOff	SNOnl	PV	Trad	COVID-19
Int	*0.847*							
Asp	0.681**	*0.75*						
Cap	0.698**	0.531**	*0.706*					
SNOff	0.656**	0.530**	0.687**	*0.936*				
SNOnl	0.667**	0.619**	0.710**	0.730**	*0.84*			
PV	0.612**	0.671**	0.617**	0.544**	0.545**	*0.881*		
Trad	0.155**	0.145**	0.369**	0.316**	0.290**	0.361**	*0.842*	
COVID-19	0.611**	0.653**	0.620**	0.551**	0.567**	0.768**	0.378**	*0.806*

Note(s): Numbers on the diagonal give the square roots of the AVE. Other numbers represent the correlations between constructs
Source(s): Authors work

Table 3.
Discriminant validity

sources, perceived value, traditionalism and the COVID-19 pandemic are used as independent variables. So, the relationships between these variables were tested with structural equation modeling (SEM). According to analyses, these constructs explained 76% of the variance in the intention to do online shopping for food products. Model fit indices (X2/df = 2.732, RMSA = 0.066, CFI = 0.935, NFI = 0.902, TLI = 0.926, SRMR = 0.0502) provided reasonable evidence to prove the goodness of fitness of the proposed model.

In the model, both aspirations ($\beta = 0.522$, $p < 0.001$), capabilities ($\beta = 0.604$, $p < 0.001$), and subjective norms from offline sources ($\beta = 0.169$, $p = 0.005$) had positive effects on the intention to do online food shopping, while traditionalism ($\beta = -0.149$, $p < 0.001$) was negatively related to the intention. On the other hand, there is no significant relationship between subjective norms from online sources, perceived value and the COVID-19 pandemic. Considering the effects of the variables on aspirations, subjective norms from online sources ($\beta = 0.475$, $p < 0.001$), perceived value ($\beta = 0.433$, $p < 0.001$) and COVID-19 pandemic ($\beta = 0.213$, $p = 0.003$) show positive relationships with the behavioral intention. However, capabilities ($\beta = -0.225$, $p = 0.016$) and traditionalism ($\beta = -0.139$, $p < 0.001$) negatively affect online food shopping. Lastly, subjective norms were not significantly related to the intention.

Regarding the mediating effect of aspirations, the factor mediated positively between subjective norms from online sources ($\beta = 0.228$, $p < 0.001$), perceived value ($\beta = 0.175$, $p < 0.001$), COVID-19 pandemic ($\beta = 0.008$, $p < 0.001$) and the intention to do online shopping for food products, but capabilities ($\beta = -0.102$, $p = 0.027$) and traditionalism ($\beta = -0.092$, $p = 0.008$) had a negative mediating effect on the intention (Table 4).

5. Discussions and conclusions

This study aimed to have a better understanding of consumers' intention to do online food shopping by integrating the aspirations–capabilities framework and VBM as the conceptual basis. Starting from this base, this study determined the influence of aspirations, capabilities, subjective norms (separately from offline and online sources), perceived value, traditionalism and COVID-19. It can be said that the findings of the current study are unique since they targeted to provide a holistic approach to reveal both the internal and external drivers affecting consumers' intention to do online food shopping. The results have proved that the aspirations-capabilities framework can bring an explanation in the domain of consumers' behavior toward online food shopping. This study also proves that aspirations have a mediating role between capabilities, subjective norms from online resources, traditionalism and the effect of COVID-19 pandemic and intention. Finally, it can be easily said that traditionalism is an antecedent for consumers' technology usage behavior. This study

Paths	Standardized coefficients	*p*-value	Hypothesis evaluation
Asp — > Int	0.522	***	Accepted
Cap — > Int	0.604	***	Accepted
SNOff— > Int	0.169	0.005	Accepted
SNOnl— > Int	−0.05	0.677	Rejected
PV — > Int	0.02	0.823	Rejected
TRD — > Int	−0.149	***	Accepted
CVD — > Int	−0.033	0.701	Rejected
Cap — > Asp	−0.225	0.016	Accepted
SNOff — > Asp	−0.033	0.532	Rejected
SNOnl — > Asp	0.475	***	Accepted
PV — > Asp	0.433	***	Accepted
TRD — > Asp	−0.139	***	Accepted
CVD — > Asp	0.213	0.003	Accepted
Cap — > Asp — > Int	−0.102	0.027	Accepted
SNOff — > Asp — > Int	−0.017	0.591	Rejected
SNOnl— > Asp — > Int	0.228	***	Accepted
PV — > Asp — > Int	0.175	***	Accepted
TRD — > Asp — > Int	−0.068	0.001	Accepted
CVD — > Asp — > Int	0.092	0.008	Accepted

Note(s): *** denotes significance at 0.001 level
Source(s): Authors work

Table 4. Results of path analysis

suggests not only the aspirations-capabilities framework as a conceptual background but also traditionalism as a driver of consumer behavior toward the technology usage domain.

As indicated by previous research, intrinsic aspirations such as attitudes (Quevedo-Silva *et al.*, 2016; Wen *et al.*, 2022), motivations (Rivaroli *et al.*, 2021; Wang and Scrimgeour, 2022) and trust (Agrawal and Gupta, 2022; Ab Hamid *et al.*, 2022) can act as drivers affecting consumers' behavior towards online shopping for food products. In this study, we understand that hedonic aspirations affect online food shopping such as being an ascending trend in the community, being a way to reduce stress and giving pleasure to the people. It can be simply said that people who have more positive aspirations will tend to do more online shopping. Capabilities are the strongest driver influencing the intention to do online food shopping in the model. This finding also collaborated with the result of Wen *et al.* (2022) that some facilities, such as the ability to reach the Internet environment easily, use shopping websites and have enough financial resources, stimulate consumers to do online food shopping, while it does not agree with the results in other studies (Quevedo-Silva *et al.*, 2016; Shen *et al.*, 2022a; Ab Hamid *et al.*, 2022). This study revealed that consumers' intention to do online food shopping was also related to subjective norms from offline sources that generally mean the comments coming from family members, friends, or reference groups. This result was also confirmed by others as Wang and Scrimgeour (2022). Lastly, and differently, the intention towards online food shopping was found to be affected negatively by traditionalism. Namely, consumers who had more attachment to conventional shopping habits or enjoy shopping in person tended to do online food shopping less.

In the current study, the aspirations are positively stimulated by subjective norms from online sources, perceived value and the COVID-19 pandemic. On the other hand, it was found that aspirations were negatively related to capabilities and traditionalism. In other words, the results of the current study confirmed that consumers' capabilities, subjective norms from online sources, perceived value, traditionalism, and the COVID-19 pandemic predicted their aspirations. A negative relationship between aspirations and capabilities may not be expected, but it can be ignored since the significance value is not small enough.

Finally, we can say that the aspirations have a considerable positive mediating role between intention to do online food shopping and subjective norms from online sources, perceived value, and the COVID-19 pandemic, but it has a negative mediating role between capabilities and traditionalism.

5.1 Theoretical implications

First, this study adapted an aspirations-capabilities framework to have a better understanding of consumers' online food shopping behavior. This framework has been developed to get insight into individuals' migration behavior and expanded to use topics such as brand loyalty and entrepreneurship in the marketing domain. In this study, aspirations and capabilities to do online shopping for food products within the framework were introduced and confirmed. This framework provides an opportunity to know consumers' feelings and environmental conditions to some extent. These findings may be applied to lead future studies about technology usage in other contexts in the online shopping domain. Second, in the current study, aspirations–capabilities framework and VBM were integrated and extended by subjective norms, traditionalism and the effect of the COVID-19 pandemic. The comprehensive model allows researchers to understand consumers' behavior from a broad perspective from the point of both inner motivations and external drivers. Third, the results collaborate the need of integrating traditionalism with the model to present broader comprehension of the main antecedents of consumers' intention to involve in the online environment.

5.2 Practical implications

This study provides some practical implications for the sellers, marketers and system providers dealing with supplying food products through online channels. The findings of this study stand upon five keystones. First of all, the capabilities are the most robust driver of consumers' behavior and act a determinative role in their decision-making process. Consumers who can access and manage online websites will have more willing to do online shopping for food products. For this reason, the main practical implication of this study is to observe and understand consumers' needs to maintain higher consumer capability towards the online environment. Sellers via the Internet and other stakeholders should provide more user-friendly applications, explanatory information on taking advantage of the system and online self-service assistance for consumers. These advantages may bring more customers and also increase their loyalty to both the online environment and the companies in this channel.

Secondly, consumers' aspirations have an important effect on consumers' behavioral intention to do online food shopping. It refers that individuals' feelings, desires or values have a direct power on consumers' intention to do online food shopping. It suggests that when marketers focus on customers' intrinsic motivation to capture their interest, this may create positive attitudes and perceptions of consumers toward online companies and increase the sells sales. Additionally, it is worth noting that aspirations act as a good mediator for capabilities, subjective norms from online sources, perceived value, traditionalism and the COVID-19 pandemic. It can be said that aspirations are very important since they influence the intention directly and help other factors to increase the tendency to do online shopping. taking this into account, companies should give great weight to exploring and pleasing the consumers' intrinsic motivation. This can be achieved by observing and examining consumers' complaints in detail, conducting marketing research, observing them in their real-life experiences and doing sensory analysis.

Thirdly, other important antecedents of behavioral intention are subjective norms from both offline and online sources. This suggests that the subjective norms from family members, friends and reference groups have a direct impact on intention, while the subjective norms from online comments of other customers, celebrities, or online advertisements of

companies have a direct effect on aspirations and an indirect effect on intention through aspirations. It means that social pressure and perceived opinion play a significant role in the consumer's decision-making process. Thus, it can be said that companies need to take into account the power of interaction among consumers. Some tools may be provided to get consumers' contribution to the popularity of companies or products. For example, a consumer may get extra benefits such as discounts or some gifts in case of sharing their positive experiences and bringing new customers to the company. Consumers may also become volunteers of companies by taking responsibility for social programs or activities and sharing these experiences with their social environment and contributing to creating a better reputation for companies or products. This can bring good prestige when considering the great increase in social responsibility activities in the communities. Moreover, a smooth and quick response system may be developed to mitigate the power of negative online comments.

Moreover, perceived value also affects the intention to do online food shopping both directly and indirectly through the aspirations. It means that when consumers evaluate the costs and benefits of using the Internet to meet their need for food products, they have more tendency to continue doing this. In other words, consumers who have higher perceived value tend to do more online shopping. Companies should give attention to increasing the positive perception towards different value aspects such as quality, price, or placing of the company or products. This can be provided by constant and detailed marketing campaigns and by using different communication channels.

Finally, it is proved that traditionalism is one of the drivers for consumers to take benefit from other shopping channels. This study shows that more traditionalist customers tend less to adopt online shopping for food products. These people think that conventional shopping is a way to involve in the community and social interaction, observe market tendencies and support small entrepreneurs. Companies should make clear and visible benefits of online shopping and provide traditionalist consumers to have some interaction opportunities via forums or technical assistance.

5.3 Limitations and future research

This study has some limitations. The data were gathered from 400 individuals due to time constraints and COVID-19 restrictions. The survey was conducted in Turkey. The country still has heterogeneity in the case of Internet connection facilities and online food shopping activities throughout the geographical regions. So, the results may not represent consumer behaviors from other countries at different development levels. Because of this, future studies can gather information on consumers' online food shopping behavior in other countries to test the conceptual framework in the online food shopping domain. This study tried to test the aspirations-capabilities framework and VBM altogether, including subjective norms, traditionalism and the effect of the COVID-19 pandemic. Future studies could focus on other theories and drivers and provide information on other aspects of online shopping behavior toward food products. Moreover, this study evaluated all consumers in the same model and revealed solutions for the whole population. Other studies may be detailed by demographic characteristics such as gender, age groups, or education level.

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(The Appendix follows overleaf)

Appendix

Table A1.
The constructs, related items, and the resources

Constructs	Items	Codes of items	Resources
Intention	As much as possible, I intend to use online shopping methods to buy groceries	Int1	Kurnia and Chien (2003)
	If the price is better, I intend to use online shopping for groceries	Int2	Added by authors
	I guess I will go on using online shopping for groceries regularly in the future	Int3	Nguyen *et al.* (2019)
	While I am buying groceries, I recommend online shopping for groceries to others	Int4	Lien *et al.* (2015)
Aspirations	The increasing trend of online shopping for groceries affects me	Asp1	Added by authors
	Online shopping for groceries makes me happy	Asp2	Wang *et al.* (2021)
	Online shopping for groceries can be a way of decreasing stress	Asp3	Wang *et al.* (2021)
	I think online shopping for groceries is fun	Asp4	Chen *et al.* (2020)
	I continue online shopping for groceries because I want to, not because I have to	Asp5	Chen *et al.* (2020)
Capability	I can use the Internet for online shopping for groceries	Cap1	Peña-García *et al.* (2020)
	I have the sources, knowledge and skills to buy groceries from the Internet	Cap2	Peña-García *et al.* (2020)
	Finding the products and opportunities I need takes little time in online shopping for groceries	Cap3	Chen *et al.* (2020)
	It is difficult to receive answers to my questions about the product before buying it online	Cap4	Walters *et al.* (2005)
Social norms (Offline sources)	Views of people I give importance to regarding online shopping for groceries are valuable to me	SNOff1	Peña-García *et al.* (2020)
	Views of my friends about online shopping for groceries are important to me	SNOff2	Added by authors
	Views of my family and relatives about online shopping for groceries are important to me	SNOff3	Added by authors
Social norms (Online Sources)	Before online shopping for groceries, I often read online views	SNOnl1	ENEIZAN *et al*
	Famous people's comments concerning online shopping for groceries affect my confidence in online grocery shopping positively	SNOnl2	Moqadamsalimi (2019)
	Buying products liked by others in online shopping for groceries is important to me	SNOnl3	Added by authors
Perceived Value	When their quality is considered, the products I buy in online shopping for groceries are reasonably priced	PV1	Lien *et al.* (2015)
	The products I buy using online shopping for groceries have good quality	PV2	Chen *et al.* (2020)
	The quality of the products I buy in online shopping for groceries is consistent	PV3	Chen *et al.* (2020)
	I find a wide range of products that meet my needs in online shopping for groceries	PV4	Lien*et al.* (2015)

(*continued*)

Constructs	Items	Codes of items	Resources
Traditionalism	Going to local markets or supermarkets makes me feel like I am part of society	Trd1	Added by authors
	It is easier to observe other consumers' tendency to buy food products in traditional shopping environment	Trd2	Added by authors
	I think that buying groceries from little shops or other shops contributes to the financial maintenance of these sales units	Trd3	Added by authors
	Using a traditional shopping method in our society is important because it enables social interaction	Trd4	Added by authors
	Before online shopping for groceries, information exchange with the seller of the product is important to me	Trd5	Added by authors
Effect of the COVID-19 pandemic	Online shopping for groceries has become a trend during the COVID-19 pandemic	CVD1	Added by authors
	More products were presented for online shopping for groceries during the COVID-19 pandemic	CVD2	Added by authors
	Online shopping for groceries during the pandemic was important to me as it enabled me to be away from crowded places	CVD3	Added by authors
	Advertisements about online shopping for groceries during the COVID-19 pandemic affected my decision on online grocery shopping	CVD4	Added by authors
	I began to have online shopping for groceries due to the restrictions during the COVID-19 pandemic process	CVD5	Constantinides. 2004

Source(s): Authors work

Table A1.

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