2.1 Perceived Cost

Perceived costs in the current study are those concerning the difference in monetary cost perceived by consumers when comparing online and in-store grocery shopping. ([Yan Huang and Harmen Oppewal, 2006](https://www.researchgate.net/profile/Harmen-Oppewal/publication/241284882_Why_consumers_hesitate_to_shop_online_An_experimental_choice_analysis_of_grocery_shopping_and_the_role_of_delivery_fees/links/0deec51f39303e4636000000/Why-consumers-hesitate-to-shop-online-An-experimental-choice-analysis-of-grocery-shopping-and-the-role-of-delivery-fees.pdf)). Bell et al. (2010) identified fixed costs as travel costs associated with going to a store plus a shopper’s inherent preference and historic loyalty for the store. A study ([E. Brynjolfsson, M. Smith 2018](https://www.google.com/search?client=firefox-b-d&q=E.+Brynjolfsson%2C+M.+Smith%2C+Frictionless+Commerce%3F+A+comparison+of+internet+and+conventional+retailers%2C+Management+Science+46+%284%29+%282000%29+563%E2%80%93585.)) on both book and CD shows that price dispersion may be lower on the Internet than in conventional stores due to the dominance of certain heavily branded retailers, asymmetric information, search costs and retailer heterogeneity in these industries.

Ring and Tigert ([2015](file://C:\Users\Earth\Downloads\Brand_et_al_2020_online_omnivores_or.pdf)) described time pressure in retail grocery shopping mentioned that customers may not be willing to pay the delivery fee. Yan and Oppewal ([2019](file://C:\Users\Earth\Downloads\Brand_et_al_2020_online_omnivores_or.pdf)) stated that delivery fees charged by the online grocers were one of the reasons why consumers had the hesitation to shop grocery products online.

H1: There are both positive and negative relationships between perceived cost and attitude toward online grocery shopping.

2.5 Perceived Enjoyment

Perceived enjoyment is defined as,” the degree to which the activity of using the computer is perceived to be enjoyable in its own, away from any performance side effect that may be expected”. ([Syed Danish Ali Zaid, Anum Yasmin 2014](https://d1wqtxts1xzle7.cloudfront.net/82888454/5403-libre.pdf?1648583015=&response-content-disposition=inline%3B+filename%3DAntecedents_of_Online_Shopping_Intention.pdf&Expires=1673711651&Signature=GkX5Yjy91KAyaKOZYiAhNHTVcoFCQovc45wUTjgo73~asMNRR8-EvB0oQFxPTxl~~ieeg85hGnRNVvSl4IeVWhX82WfHIwXELiZUe41EOBleicEN3h9C80dseQdrDrtsVulSquIZeQHi9yicUKWaFS8~Z2GtfWJAGWc7dz1m9quGGbGPpwQu95ftabOjgAxSJQ-WwGoVLHvrE2itNIZd-Z-ndy0tc~Sveb2rWOz5ZNwMQ45iHbhdEd5VY2Jsp0Zxj5c24TOV1Bm1UbOsX-s3wP0-UzYq~KzJmQshfM83olVyp04HyRK5QBAX5qOSMsdEcfpQjEZqZ~Q3L-AnH5y55A__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)) For many consumers, shopping is an experience that transcends product purchase. The concept of perceived enjoyment thus relates to the difference between hedonic and utilitarian shoppers. ([Yan Huang and Harmen Oppewa,2017](https://www.researchgate.net/profile/Harmen-Oppewal/publication/241284882_Why_consumers_hesitate_to_shop_online_An_experimental_choice_analysis_of_grocery_shopping_and_the_role_of_delivery_fees/links/0deec51f39303e4636000000/Why-consumers-hesitate-to-shop-online-An-experimental-choice-analysis-of-grocery-shopping-and-the-role-of-delivery-fees.pdf)). Hsu and Lu ([2007](https://d1wqtxts1xzle7.cloudfront.net/82888454/5403-libre.pdf?1648583015=&response-content-disposition=inline%3B+filename%3DAntecedents_of_Online_Shopping_Intention.pdf&Expires=1673711651&Signature=GkX5Yjy91KAyaKOZYiAhNHTVcoFCQovc45wUTjgo73~asMNRR8-EvB0oQFxPTxl~~ieeg85hGnRNVvSl4IeVWhX82WfHIwXELiZUe41EOBleicEN3h9C80dseQdrDrtsVulSquIZeQHi9yicUKWaFS8~Z2GtfWJAGWc7dz1m9quGGbGPpwQu95ftabOjgAxSJQ-WwGoVLHvrE2itNIZd-Z-ndy0tc~Sveb2rWOz5ZNwMQ45iHbhdEd5VY2Jsp0Zxj5c24TOV1Bm1UbOsX-s3wP0-UzYq~KzJmQshfM83olVyp04HyRK5QBAX5qOSMsdEcfpQjEZqZ~Q3L-AnH5y55A__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)) recommended that enjoyment positively affects the constancy of online customers. The minority of researchers have linked intrinsic motivation (in sense of perception of joy and satisfaction) with the act of shopping online, but it is obvious that examining how enjoyment affects acceptance intention in this context is a variable line of inquiry. Firthermore Lacher ([1989](https://d1wqtxts1xzle7.cloudfront.net/82888454/5403-libre.pdf?1648583015=&response-content-disposition=inline%3B+filename%3DAntecedents_of_Online_Shopping_Intention.pdf&Expires=1673711651&Signature=GkX5Yjy91KAyaKOZYiAhNHTVcoFCQovc45wUTjgo73~asMNRR8-EvB0oQFxPTxl~~ieeg85hGnRNVvSl4IeVWhX82WfHIwXELiZUe41EOBleicEN3h9C80dseQdrDrtsVulSquIZeQHi9yicUKWaFS8~Z2GtfWJAGWc7dz1m9quGGbGPpwQu95ftabOjgAxSJQ-WwGoVLHvrE2itNIZd-Z-ndy0tc~Sveb2rWOz5ZNwMQ45iHbhdEd5VY2Jsp0Zxj5c24TOV1Bm1UbOsX-s3wP0-UzYq~KzJmQshfM83olVyp04HyRK5QBAX5qOSMsdEcfpQjEZqZ~Q3L-AnH5y55A__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA)) indicates that, those people who listen to music are seeking for dream accomplishment  
and bottomless emotional inspiration.

H5: There is a positive relationship between perceived enjoyment and attitude toward online grocery shopping.

* <https://www.researchgate.net/profile/Harmen-Oppewal/publication/241284882_Why_consumers_hesitate_to_shop_online_An_experimental_choice_analysis_of_grocery_shopping_and_the_role_of_delivery_fees/links/0deec51f39303e4636000000/Why-consumers-hesitate-to-shop-online-An-experimental-choice-analysis-of-grocery-shopping-and-the-role-of-delivery-fees.pdf>
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* <https://www.researchgate.net/profile/Harmen-Oppewal/publication/241284882_Why_consumers_hesitate_to_shop_online_An_experimental_choice_analysis_of_grocery_shopping_and_the_role_of_delivery_fees/links/0deec51f39303e4636000000/Why-consumers-hesitate-to-shop-online-An-experimental-choice-analysis-of-grocery-shopping-and-the-role-of-delivery-fees.pdf>
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