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Abstract

According to the Central Bank of Bangladesh's report, the growth and total e-Commerce transactions held during the Covid-19 pandemic were remarkable (Bangladesh Bank, 2021). Studies indicated that due to technological advancements and customers' interests, "Online Shopping" has gained substantial popularity. Grocery products are considered one of the prime items in consumers' shopping lists. During the Covid-19 pandemic, people have experienced various convenient purchasing options from online marketplaces. Therefore, the researchers have taken this initiative to analyze and identify the dimensional factors that impact consumers' awareness and acceptance of purchasing their grocery items from online platforms. The researchers followed the quantitative approach to collect and analyze the data using a non-probability purposive sampling method. A total of 673 responses were analyzed in Bangladesh's urban, suburban, and rural areas. In addition, a self-administrated questionnaire was created on the prior studies related to the Unified Theory of Acceptance and Use of Technology (UTAUT). The collected data were analyzed with SPSS 23 version. The study outcomes show a significant positive relationship between the customers' awareness and acceptance of online grocery shopping. The results identified that the behaviors of the consumers are highly affected by the User Influence, User Experience, Facilitating Conditions for enhancing consumers' awareness, and the Payment Methods and Awareness factors, respectively, impact the acceptance of online grocery shopping. The significant findings would eventually benefit online marketers in articulating effective strategies to penetrate the market for future business sustainability.

Sustainable Development Goal(s) (SDG)

Goal 9: Industry, Innovation and Infrastructure
