Exploring intention to recommend mobile grocery shopping applications (MGSA) using a text mining approach

Rituparna Basu
International Management institute, Kolkata
Arghya Ray
International Management Institute Kolkata

Cite as:
Basu Rituparna, Ray Arghya (2024), Exploring intention to recommend mobile grocery shopping applications (MGSA) using a text mining approach. *Proceedings of the European Marketing Academy*, 53rd, (119887)

Exploring intention to recommend mobile grocery shopping applications (MGSA) using a text mining approach

Abstract

The growing popularity of mobile commerce in grocery shopping is transforming markets and consumers across the world. The use of mobile grocery shopping applications (MGSA) not only offers smarter shopping experiences for tech-savvy customers but also aids marketers with critical insights based on user feedback. The present paper in an attempt to identify the forming consumer sentiments that are currently driving the adoption of MGSA and detect new possibilities of expanding this market powered by consumer-driven recommendation and eWOM triggers uses a big data-based NLP analysis covering 5 popular grocery shopping apps. The analysis highlights the potential for consumers' intention to recommend the app in light of the identified sentiments. The findings on the impact of technological advancement on the sentiments suggest the need for mobile app management as an important indicator for effective customer management that in turn will influence the long-term market performance of app-based grocery shopping.

Subject Areas: *Consumer Behaviour, Retailing*

Track: Retailing & Omni-Channel Management