

The Attitude Of Consumers Towards Online Grocery Shopping

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ABSTRACT

The quickly expanding online retail industry now covers the most significant marketing domains. It has been highlighted that online grocery buying is a relatively new yet promising field of internet commerce. However, only a small amount of research has concentrated on customers' attitudes toward online grocery shopping. This essay aims to comprehend customer perceptions of online grocery shopping and to pinpoint key elements that may encourage or restrict consumer adoption. Through the use of snowballing techniques, a questionnaire was created and circulated to Tri-online City's consumers. The data obtained was then analyzed using ANOVA, Mean, and Standard Deviation. The findings imply that family income and age are important demographic determinants and that knowing how people behave concerning their education or employment status may also assist internet marketers in encouraging people to purchase groceries online. However, among the many fears associated with online grocery shopping, consumers are also increasingly worried about the quality of the items. The relevance of social influence elements is minimal, however, consumer reviews have some weight. Additionally, the findings show that users want to start using or keep using the service even when they are hesitant to buy groceries online.

Keywords: E Grocery; Perceived Value; Attitude; Consumer Behaviour

INTRODUCTION

Because decisions are frequently made daily and because customers' actions are typically mechanical, ingrained, and unconsidered, grocery shopping is categorized as routine purchase behavior. The benefit of online grocery shopping is that customers may place orders for products from merchant websites by simply clicking a mouse button for the things they need. Kurnia and Chien (2003) and the bought foods are then delivered to their homes (Burke 1997; Peterson et al.1997). However, questions have been raised about whether the Internet is an appropriate purchase medium for all types of items, despite the web-based shopping trends' ever-growing popularity. According to global online sales, Internet grocery transactions are still small (Huang and Oppewal, 2006). For the sector's strategic management, a deeper knowledge of the factors influencing the adoption (and abandonment) of online grocery shopping is essential. According to Huang and Oppewal (2006), a lack of consumer confidence in the level of service and product quality offered by e-grocery sellers is a contributing factor to the poor adoption of Internet grocery.

Many businesses sought to break into the online grocery market when e-commerce was initially understood to represent a major shift in the industry. Online grocery sales have expanded considerably more slowly than the general e-commerce business in the past ten years since many of these pioneers failed when the Internet bubble burst. Consumer views of OGS have been investigated thus far in Western, European, and Southeast Asian nations, primarily in the USA (Siu and Cheng, 2000; Ghazali, Mutum, and Mahboob, 2006). Consumers' intentions to make future online grocery purchases have been examined in research on consumer uptake of this practice (Verhoef and Langerak, 2001). Although there are exceptions, very few comparable research has been carried out in Malaysia (Morganosky & Cude, 2000). (Ahmed, Ghingold, and Dahari, 2007). The customer uptake of online grocery shopping was also the subject of a discriminant analysis study undertaken by (Hansen, 2005). Four situational elements were discovered by Yan and Oppewal (2006) in their investigation. Furthermore, (Selvidge et al., 2002) discovered that a longer waiting period (delay) causes participants to get more frustrated, which ultimately causes them to fail to finish activities. (Davis, 1989) investigated customer perceptions of the

usefulness, usability, and acceptability of information technology in online grocery shopping. However, India has 402 million users of the Internet as of December 2015, up 49% over the previous year. IAMAI Report cited. India now has the third-largest internet user base in the world, however, it is predicted that it will pass the US by December 2016 (as the second-largest base). Due to the continued development of the internet, mobile communications, growing disposable income, changing work cultures, etc., online shopping has become more and more popular, and OGS has also carved out a little niche in the online retailing business in the Western and southern parts of India. However, consumer adoption of online grocery shopping is taking longer than expected. Numerous websites and *erationstore.com*, are in operation in metropolises like Mumbai, Hyderabad, and Bengaluru Tri - for the FMCG, CPG, E-Grocery, Fresh Fruits & Vegetables, and other food articles - and are Although many consumers are in favor of the notion of buying online, they do not see it as a substitute for their habitual in-store purchasing (Tong, 2006). Success, however, will depend on fulfilling consumer expectations for increased choice, reliable quality, convenience, and improved direct participation in retail-consumer interactions. After being open for a few months to many years, several internet shops have closed their doors. Observing the enterprises as a model, it is noticed that grounds for closure include a lack of funding or clients (Prashar, K 2024)

Problem Distribution

Online grocers face a variety of difficulties. The construction of a successful e-grocery strategy is made more challenging by the widespread lack of practical knowledge of consumers' requirements and desires. The following inquiries are raised by these factors: What are the prospects for an online grocery store to satisfy the requirements and desires of customers? What enablers and impediments exist to the acceptability of online grocery shopping? What technological obstacles do customers confront, and what kind of websites should be created for simple browsing? What type of distribution and logistical channels are customers anticipating? What does the consumer anticipate from this channel in terms of meeting their requirements daily? Because of the aforementioned, it is crucial to comprehend customer attitudes concerning online grocery shopping. Therefore, this study will concentrate on analyzing consumer attitudes towards OGS in Tri, where internet usage is prevalent for acceptance of this innovative new distribution and service channel for the fulfillment of consumers' daily needs. This is because the online grocery market is expanding slowly and steadily in India over time. However, this study will look into the important factors influencing their choice and determine the amount of OGS adoption among Indian consumers shortly.

Literature Review

Shahzad Khan (2012) defined attitude as the behavior, conduct, temperament, thought, and method of acting. It serves an extremely important purpose in purchasing a product, whether it is good or negative. Consumer attitude is essentially a total of a consumer's thoughts, sentiments, and behavioral intentions towards a product in the context of marketing, according to Lars Perner's (2010) definition. According to Noel (2009), attitude may refer to a human, entity, announcement, or subject and is a potent and long-term assessment for which the consumers have a well-built way of thinking. Experience and education shape attitudes, which in turn impact consumer behavior (Kotler and Keller, 2009). They concluded that both novice and seasoned users of Internet technology have problems with how they perceive these risks. Brown et al. (2003) conducted a research titled "Buying or browsing? Despite the common belief that Internet shoppers are primarily motivated by convenience, the authors of a study on shopping orientations and online purchase intention at the University of Queensland in Australia found that consumers' fundamental shopping orientations have no discernible influence on their propensity to make purchases online. Product type, past purchases, and, to a lesser extent, gender, are variables more likely to affect buy intention. At the University of Melbourne in Australia, Kurnia and Chien (2003) did a study on the acceptability of online grocery shopping. They discovered that the Technology Acceptance Model could be used to gauge the acceptance of online grocery shopping in Australia. The perceived ease of use has a direct impact on the perceived usefulness of online grocery shopping. It's interesting to note that one of the main barriers to the adoption of e-commerce technology is perceived risk. What do customers think about online grocery retailing? was studied by Ramus and Nielsen in 2005. at the Danish Aarhus School of Business. The interview guide used in all focus groups was created using the TPB. In terms of convenience, selection, and cost, customers perceive online grocery shopping as superior to traditional supermarket shopping. Examples of disadvantages that might serve as mental obstacles include the possibility of acquiring food of subpar quality and the loss of the enjoyable part of grocery shopping. At Kingston University Business School, Kingston, UK, Chris Hand et al. (2008) did a study on online grocery shopping: the effect of situational circumstances. The relevance of situational variables, such as having a baby or suffering a health issue, as triggers for starting to buy food online is established by both quantitative and qualitative data. Once the initial motivation has worn off or a service issue has occurred, many customers stop doing their food shopping online. At the ICAI University, Sahney et al. (2008) conducted a study on consumer attitudes toward online retail shopping in the Indian context. The goal of the study was to examine

the various facets of online shopping in the contemporary environment and to pinpoint the variables that influence how attitudes toward online shopping develop. In their 2009 study, "Grocery Shopping as well as the Internet: Discovering French Consumers' Perceptions of the "Hypermarket" and "Cyber Market" Formats," Coupey and others at the University Francois Rabelais in Tours, France, discovered both motivating and discouraging factors for consumers to shop for food and grocery items online. Saving time, having access to shopping at all times, an antipathy to the hypermarket model, a physical inability to buy in a store (pregnancy, handicap), and on the other hand home delivery restrictions, costs, waiting times, uncertainty about product quality, the "best-before" date issue, not being able to choose the products and having to trust the cyber market operators, expensive prices, a lack of selection, the loss of social ties and opportunities to interact with others, costs, or fears of learning something new were all inhibiting factors. At Universiti Teknologi MARA in Malaysia, Noor et al. (2011) performed a research titled "Online Grocery Shopping: The Impact of Availability on Malaysian Consumer Preferences." The current study investigates Malaysian consumers' attitudes and preferences about OGS. It looks at the OGS's time flexibility and convenience. The majority of respondents don't believe they have enough time to look for a grocery store online, make an order, and then wait for an order confirmation, it was discovered. In 2013, Matila performed research on the factors influencing the adoption of online shopping at Finland's Laurea University of Applied Sciences in Espoo. This survey also demonstrated that customers valued several aspects of electronic grocery shopping, including a broad selection of well-known brands and goods, flexibility about time and location, time savings, and convenience.

Methodology

The study uses a quantitative approach. Data was gathered through easy and snowball sampling by emailing questionnaires to online residents of Tri-City. Multiple choice questions were included in the questionnaire to gauge basic information about respondents' grocery shopping habits and internet usage for online shopping, and a 3-point Likert scale was used to gauge respondents' attitudes on various aspects of online grocery buying. 100 respondents completed surveys over the period, and the results were examined using SPSS software. When examining the attitudes of subpopulations of demographic variables and other qualities to research the attitude towards online grocery shopping in India, Anova Mean and Standard Deviations were one method utilized to identify significant variations.

Results

ANOVA was used to determine the effect of age on respondents' general attitudes toward online grocery shopping, and the results revealed a significant result ($F = 4.486$; $p = 0.013$). That is, the respondents' attitudes regarding doing their food shopping online vary greatly depending on their age. According to Mintel (2009), those under 45 seem to have the most favorable opinions about online grocery shopping. When comparing the mean values, it can be seen that respondents who are between the ages of 25 and 34 (mean = 1.52; SD = 0.58) and those who are between the ages of 15 and 24 (mean = 1.76; SD = 0.57) and 35 and 44 (mean = 1.77; SD = 0.57) considerably vary from each other. Therefore, it can be said that middle-aged adults are more favorable about doing their food shopping online than young people.

To ascertain the impact of qualification on respondents' general attitudes toward online grocery shopping, the results of the ANOVA analysis are significant ($F = 0.828$; $p = 0.036$). Therefore, it can be said that the respondent's qualifications have an impact on their attitude about online food shopping. By looking at the mean value, it can be shown that respondents with graduate degrees (Mean=1.71, SD=0.50) and postgraduate degrees (Mean=1.70, SD=0.60) are more likely to buy groceries online than respondents with undergraduate degrees (Mean=1.88, SD=0.50) and professional degrees (Mean=2.33, SD=0.52).

Additionally, the perceived personal convenience variable's mean and standard deviation were examined. Customers value the ease and flexibility of online grocery shopping (Mean=1.38, SD=0.58), which is followed by not having to wait in line at the billing counter (Mean=1.51, SD=0.75) and No Time (Mean=1.58, SD=0.75). Time savings are the main justification for consumers who already buy groceries online, according to Marganovsky and Cude's 2000 study of the US consumer market. Convenience and time savings are driving forces behind online food buying (Morganosky 2002). Cyber marketplaces provide consumers with a variety of conveniences, including the ability to shop at any time, the reduction of physical effort required to visit establishments, and the avoidance of crowds and lines (Darian 1987). Health Problems, on the other hand, (Mean=1.62, SD=0.70) have some significance and are also supported by the literature that situational factors and life events, in particular (having a baby, health problems), have emerged as the catalyst for beginning online grocery shopping (F Dall'Olmo Riley, 2007). The other factors, such as avoiding shopping with kids (Mean=1.82, SD=0.79), parking issues (Mean=1.87, SD=0.77), supermarket distance (Mean=1.91, SD=0.75), and traffic issues (Mean=1.93, SD=0.74), don't seem to have a big impact on how they feel about online grocery shopping.

Regarding overall aspects, website design elements (Mean=1.33, SD=0.56), value-added services (Mean=1.34,

SD=0.57), and delivery factors (M=1.29, SD=0.51) emerge as the most crucial determinants of customers' attitudes about online grocery shopping. The average elements that affect customer attitudes include fear factors (M=1.50, SD=0.63), personal convenience factors (M=1.70, SD=0.72), and while social influence (M=2.02, SD=0.79) has the least influence on the consumer's attitude towards online grocery shopping.

Conclusion

The results of this study have shown that, in addition to gender differences, family income, especially, was the most important element in the demographic factors with relation to the desire to purchase groceries online. Age is also one of the major components. While in this study marital status and invasion of the respondent do not seem to have an impact on the attitude of survey participants towards e-grocery, understanding behavior dimensions related to educational level or working members of the family can help online marketers develop a positive propensity to online shopping for grocery products. The time spent on ordering (whether viewed as time lost or time saved) appears to be something of a systemic issue, in addition to the issues of delivery schedule and pricing. Given that there is no time restriction for surfing the internet, it can be claimed that the majority of respondents concur that online buying may be done whenever. Additionally, given that the majority of respondents are from the working class, it appears that they are willing to pay the additional delivery fees to have their purchase delivered at a time that is convenient for them. One significant application of this study's findings is that Indian grocery sellers must make sure that any websites created to enable online grocery shopping are helpful and simple for customers to utilize. There has to be greater variety in website layout, content, platform, and product images, along with a simple ordering process and a suitable search option.

It is interesting to note that social influence and perceived risk, which have been determined to be key barriers to the adoption of e-commerce technology (Johnson 1999), did not affect respondents' attitudes toward online grocery shopping in this study. The fact that online food purchasing is still relatively new in India may be one explanation for this outcome. Because of this, many customers do not fully comprehend the hazards involved, and there is no societal pressure to encourage them to utilize the online grocery shopping channel. Customers are prepared to use this facility as soon as it is within their means in terms of attitude overall. Customers, surprisingly, rely less on recommendations from others to utilize this option since they are willing to go through the same thing themselves. They may not have enough time to go food shopping, a normal job with little danger or commitment, therefore they are prepared to switch to online grocery buying.

Future Scope

The fact that this is a market evaluation and there may always be more elements that impact consumers' attitudes towards online shopping makes this study limited in several aspects. To show the precise explanation for the ease of online purchasing, future research can expand the study to other aspects of online food retailing. In turn, this will help businesses position their services and become more competitive in this quickly expanding food retail sector.

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