

# **CONSUMER BEHAVIOUR TOWARDS ONLINE GROCERY SHOPPING**

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## **ABSTRACT**

Nowadays online shopping has been developing rapidly. However, few studies have been done on consumer behaviour towards online grocery shopping. This paper seeks to understand the awareness and behaviour of people towards online grocery shopping. A questionnaire is framed and circulated to the buyers of grocery shopping in Rohtak city through a convenience sampling technique and then collected data was analyzed by frequency, percentage, charts, mean and standard deviation. According to the findings of the study, 95.7% of people were aware about online grocery shopping and 67.5% of people did online grocery shopping. Most of the people want online grocery shopping as it saves lot of time and efforts and it can be done at any time. Availability of cash on delivery option, lucrative discounts, offers and user-friendly apps are some of the attractive features of online grocery shopping. Despite the positive points of online grocery shopping, there are some negative points also as people are concerned about the quality of perishables, delays in delivery, difficult refund process, lack of actual feel and touch, creating the need for unnecessary products.

**KEYWORDS:** Awareness, Consumers, Consumer Behaviour, Grocery, Online shopping.

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## **I. INTRODUCTION**

Groceries are the food items purchased from supermarkets usually at regular periods. Groceries are the basic requirement of every household. Regardless of the economic situation of any country, everyone needs to buy groceries. People may forego holidays, restaurants, and movies, but they cannot forego purchasing essential necessities like fruits, vegetables, rice, pulses, and oils. Everyone needs to buy groceries for their livelihood. Groceries are traditionally purchased in a set-

up where the customer can inspect the product before purchasing. As a result, food shopping becomes a physical adventure in which strong senses aid in decision-making. On the other hand, people in today's society, are exceedingly busy and unwilling to spend time and energy on grocery shopping. Grocery shopping is time-consuming and frustrating. Many people postpone buying groceries due to excessive traffic and long working hours. Ankar et al. (2002) found that "consumers generally dislike shopping for groceries; they have the desire to accomplish the task as fast as possible". The advancement of e-commerce has opened up new avenues for conducting business. As a result, online grocery shopping is becoming increasingly popular (Ankar et al, 2002; Wu and Teng, 2011). Entrepreneurs have spotted the possibility to build online grocery stores as Internet access has improved and online grocery shopping has grown in popularity.

There are many platforms for online grocery shopping in the Indian market. Amazon, Flipkart, Grofers, JioMart, Big basket are the name of a few online grocery platforms in the Indian market. Although online grocery shopping becoming popular, there are several reasons why customers are reluctant to buy for groceries online. In the United States, over 70% people cite convenience and time savings as the primary reasons for shopping grocery items online, while 15% cite physical constraints which make the shopping at grocery stores difficult. Consumers have become more technologically aware as time has passed, culminating in the widespread use of the Internet and mobile phones. Comparative pricing offers and coupons, home delivery choices, and other services are available through the online grocery platform. When compared to other online items, online grocery shopping appears to be promising.

## II. REVIEW OF LITERATURE

- **Walters and D. M. et al. (2005)** His study added to the body of knowledge in the field of e-business and consumer behaviour. Many studies have looked into the world of online buying, but only a handful has concentrated on grocery purchasing. The objective of this paper is to describe a study that was done with students and staff from a UK university to determine consumer attitudes toward both in-store and online food purchasing. The data show that, although a majority of people had done online shopping but just a small percentage of them actively buy groceries online. This paper examines some of the reasons for this, arguing that the most important difficulties concern consumer trust and confidence in both off- and online components of the business. It is suggested that if these difficulties are addressed, more individuals will be encouraged to participate in online grocery shopping.

- **Zaini and Z. M. M. et al. (2011)** This study examined Malaysian consumers' perceptions and preferences towards online grocery buying. This study looked at three important aspects of online grocery buying: pricing and charges, availability of time and ease of online grocery shopping. Three significant ethnic groups in Malaysia were represented using quota sampling (Chinese, Malay and Indian). According to the findings of the survey, Malaysian consumers have disagreed on the additional costs and fees associated with online grocery shopping. They voiced the same sentiments about their time availability as well as the time used to browse the pages of the internet. The majority of respondents were adamant that they would not make a repeat purchase of groceries on the internet.
- **Baheti and Kaushal (2015)** The purpose of his study was to see how different variables influenced consumers' attitudes towards online grocery shopping. The four attributes that were addressed in this study are perceived cost, convenience, enjoyment, and risk. This study employed a quantitative approach. Data was gathered by giving participants online questionnaires and employing snowball sampling methods. Data was analyzed by one-way ANOVA which revealed that the consumers were willing to make more and more online grocery purchases.
- **S. K. and Timalisina (2016)** This research looked at some of the present difficulties and customer attitudes concerning online grocery buying in the Kathmandu area. Purposive non-random sampling is used and data was collected through a questionnaire and analyzed through SPSS software. The majority of respondents, 86 percent, were found to be aware of online shopping after a qualitative examination of their responses. From the customers' perspective ease of ordering, variety and time saving are important advantages of internet purchasing. 89 percent of respondents said online grocery shopping was a good idea, while the rest thought it was a bad one. In addition, 52 percent of respondents were aware of existing internet portals. The freshness and promptness while shopping and the significance of timing were given precedence over the payment method and pricing while shopping groceries items online.
- **Hanus (2016)** Examined the consumer behaviour towards online purchasing of grocery items. Secondary sources of information were used in this study. This research highlighted the differences between conventional modes and online modes of grocery shopping. Furthermore, the benefits and drawbacks of online shopping for food according to buyers' perspectives were shown. The major advantages of online shopping were convenience and time savings, while

the biggest disadvantages for consumers were the risk of incorrectly valuing certain items, such as perishables (vegetables, eggs, and meat items).

- **Kaur and Shukla (2016)** The purpose of this study was to understand how consumers feel when they do grocery shopping online and to pinpoint some of the factors that may facilitate or impede their adoption. A questionnaire was created and given to online grocery consumers of Delhi city by using snowball sampling techniques and then anova, mean, and standard deviation were used to analyze the data. The findings imply that among demographic variables, age and family income are important elements to consider when analyzing behaviour dimension. The data show that among the product delivery options, time slot option is the most popular. Among website design aspects, the most significant factor is a user-friendly website. However, of the different fear concerns associated with online grocery shopping, consumers were more anxious about product quality and social influence factors had the least importance.
- **Gutama and Intani (2017)** This study was conducted on public acceptance of online grocery shopping in Malang City as a prospective online market. The information was gathered through a questionnaire filled out by 140 Loka Mart customers by using a non-probability sampling technique. The technology acceptance model was used in this study (TAM). In this work, data was analyzed through multiple regression analysis, pearson correlation, and biserial point. The findings demonstrated that the basic TAM model which included perceived utility, perceived ease of use, and social impact variables that could be used to predict public acceptability of internet grocery buying in Malang City. This research also found that perceived utility was the most important element influencing online grocery acceptance, and perceived ease of use was strongly correlated to perceived usefulness.
- **Vikram and Shinde (2017)** This study highlighted the behaviour of semi-urban youth consumers towards online shopping. His study found various factors that influence online shopping via apps and his study also explained that whether online shopping creates need for unnecessary products. His research was descriptive in nature. Stratified random sampling was used. A questionnaire was framed to acquire the data. Data were analyzed with the help of average, percentage etc. Chi-square technique was used to test the hypothesis. Gender, age differences, income and educational level all were linked to online shopping behaviour. 24x7 convenience is one of the significant feature which attracted people towards online grocery shopping.

- **Saleem and M. et al. (2018)** This study titled as “Online grocery shopping and consumer perception: A case of Karachi market in Pakistan”. The goal of his study was to learn about Pakistani customers’ attitudes and behaviour when it comes to online grocery shopping. This study identified many factors (product quality, service quality, product guarantee, consumer comfort, etc.) that influence consumers to switch to online grocery shopping. Buyers who were less acquainted with technological gadgets think that it is hard to trust the present innovation, these incorporate homegrown housewives while youthful age was generally amped up for the arising medium.
- **Driediger and Bhatiasevi (2019)** This study examined consumer acceptance and usage patterns for online grocery shopping in Thailand. To better understand the factors and the extent to which they lead to the acceptance or rejection of online grocery shopping, this study suggested an expansion of the technology acceptance model that takes into account subjective norm, visibility, perceived risk, and perceived enjoyment. To gather information from the residents of Bangkok, a questionnaire has been created. This study used partial least squares structural equation modeling (PLS-SEM). It was found that visibility or perceived risk had no impact on the perceived usefulness of online food buying.

### III. OBJECTIVES OF THE STUDY

- A. To study the awareness of people towards online grocery shopping.
- B. To study the behaviour of consumers towards online grocery shopping.

### IV. RESEARCH METHODOLOGY

#### A. Research Method

The survey method is used for this research work. The behaviour of the consumer towards online grocery shopping in Rohtak city is studied with the help of a survey which is carried out with the help of a questionnaire. The behaviour of consumer are studied and described in this research; hence this research is descriptive in nature.

#### B. Data Collection

Data is collected with the help of a questionnaire.

**C. Questionnaire**

A questionnaire is created to acquire the data from the respondents.

**D. Sampling**

Data were collected from 117 respondents in Rohtak city situated in the Haryana state. Respondents are chosen from Rohtak city because it is convenient for the author to collect the data from them and hence convenience sampling technique is used in the present study.

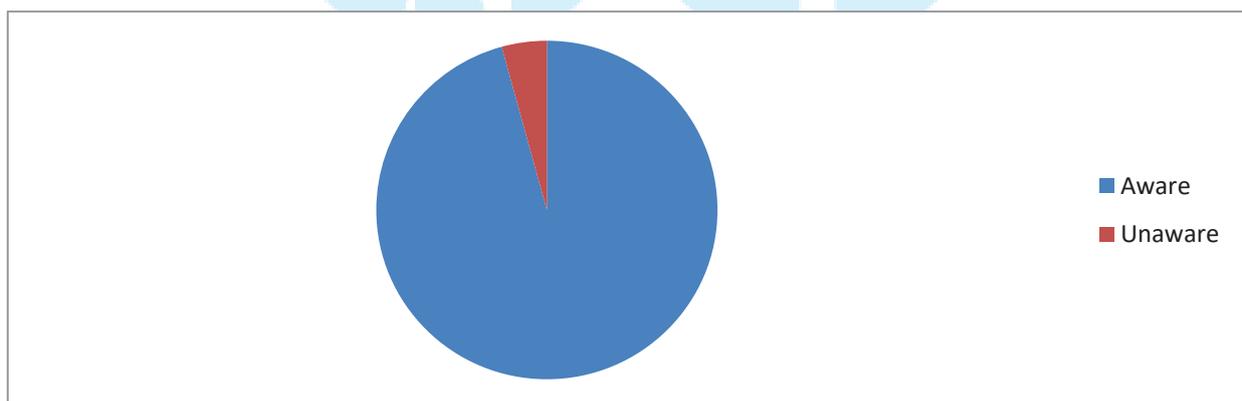
**V. DATA ANALYSIS AND INTERPRETATION**

Percentage, frequency, charts, mean, and standard deviation are used to analyze the data.

**A. Awareness of Online grocery shopping**

Figure 1 shows that out of 117 respondents 112 (95.7%) respondents are aware and 5 (4.27%) are unaware about online grocery shopping. KC, S. K., & Timalisina, A. K. (2016) found that 86% of consumers are aware about online grocery shopping and 14% are unaware about online grocery shopping. So we can say that the awareness rate of online grocery shopping is increasing.

**Figure 1: Awareness of the term ‘online grocery shopping’ among people**

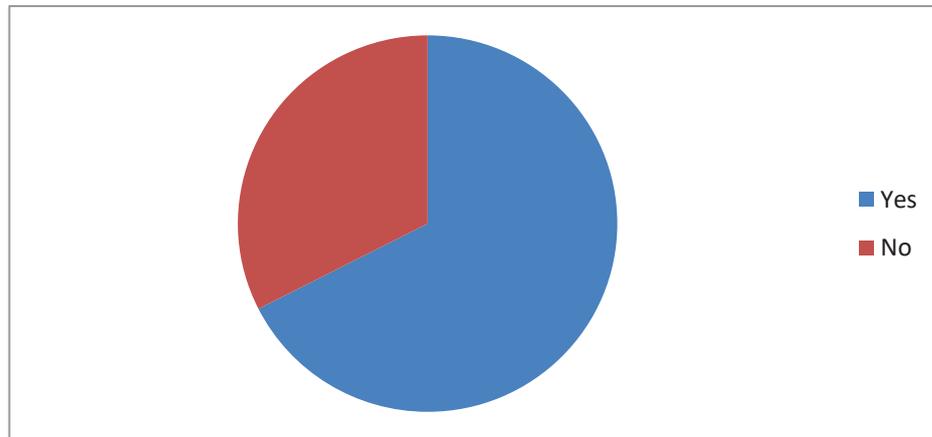


**Source: Compiled by Author Using SPSS**

**B. People who shop grocery items online**

Figure 2 shows that out of 117 respondents, 79 (68%) respondents purchase groceries items online and 38 (32%) respondents do not purchase groceries items online.

**Figure 2: Users and non- users of online grocery shopping**



**Source: Compiled by Author Using SPSS**

**C. Age analysis**

Table 1 shows that 47(59.5%) respondents belong to the age group of 15- 24 years, 27 (34.2%) respondents are from the 25- 34 years age group and the remaining 5(6.3%) belong to the category of 35 years and above. So the maximum number of respondents belonged to the age group 15-24 years.

**Table 1: Age of the respondents**

Age	Frequency	Percentage
15-24 Years	47	59.5
25-34 Years	27	34.2
35 years and above	5	6.3
Total	79	100.0

**Source: Compiled by Author Using SPSS**

**D. Gender analysis**

Table 2 shows that 25 (31.6%) respondents are male and the remaining 54 (68.4%) respondents are female.

**Table 2: Gender of the respondents**

Gender	Frequency	Percentage
Male	25	31.6
Female	54	68.4
Total	79	100.0

Source: Compiled by Author Using SPSS

**E. Qualification analysis**

Table 3 shows that 4 (5.1%) respondents were from the 12<sup>th</sup> class, 15 ( 19%) respondents were undergraduate,1 (1.3%) respondent was graduated, 51 (64.6%) respondents were postgraduate, 2 (2.5%) respondents were research scholar and 6 (7.6%) respondents were doctorate. So the maximum number of respondents were postgraduate.

**Table 3: Qualification of the respondents**

Qualification	Frequency	Percentage
12th	4	5.1
Under Graduate	15	19.0
Graduated	1	1.3
Post Graduate	51	64.6
Research scholar	2	2.5
Doctorate	6	7.6
Total	79	100.0

Source: Compiled by Author Using SPSS

**F. Occupation analysis**

Table 4 shows that 57 (72.2%) respondents were students, 5 (6.3%) respondents did government jobs, 8 (10.1%) respondents did private service, 4 (5.1%) respondents were homemakers, 4 (5.1%) respondents were self-employed and 1 (1.3%) respondent did business. So the maximum number of respondents were students.

**Table 4: Occupation of the respondents**

Occupation	Frequency	Percentage
Student	57	72.2
Government service	5	6.3
Private service	8	10.1
Homemaker	4	5.1
Self-employed	4	5.1
Business	1	1.3
Total	79	100.0

**Source: Compiled by Author Using SPSS**

**G. Marital status analysis**

Table 5 shows that 61(77.2%) respondents were unmarried and 18 (22.8%) respondents were married.

**Table 5: Marital status of the respondents**

Marital Status	Frequency	Percentage
Unmarried	61	77.2
Married	18	22.8
Total	79	100.0

**Source: Compiled by Author Using SPSS**

**H. Apps used for online grocery shopping**

Table 6 shows that 38 (48.1%) respondents used the amazon app, 16 (20.3%) respondents used the Flipkart app. 17 (21.5%) respondents used jiomart app, 3 (3.8%) respondents used paytm mall app, 5 (6.3%) respondents used grofers app. Among all the apps Amazon is the most widely used for online grocery shopping in Rohtak city and paytm mall, grofers are the least preferred app for grocery shopping in Rohtak city.

**Table 6: Usage of different online grocery apps by the respondents**

Online apps	Frequency	Percentage
Amazon	38	48.1
Flipkart	16	20.3

JioMart	17	21.5
Paytm mall	3	3.8
Grofers	5	6.3
Total	79	100.0

**Source: Compiled by Author Using SPSS**

**I. Analysis of consumer behavior towards online grocery shopping**

All significant factors that influence online grocery purchasing were examined with the help of mean and standard deviation as shown in the table 7. According to the findings customers value online grocery shopping as online apps can be accessed 24\*7 (Mean=4.43, SD=0.812) followed by saving of time and effort (Mean=4.35, SD=0.752). Marganovsky and Cude (2000) conducted consumer market research in the USA and they found that time savings is the major motivation for those who shop groceries online. Walters, D. M. et al., (2005) found that respondents believed that purchasing groceries online saved their time and convenience was the major motivation for online grocery shopping. Users of online grocery shopping like the interface of online grocery shopping apps, they think that online grocery apps are user-friendly (Mean=4.24, SD= 0.835). This study showed that respondents prefer online grocery shopping when they get lucrative discounts and offers (Mean=4.27 SD=0.970). Respondents like the customer care services in online grocery shopping (Mean=3.85 SD= 0.864).

Cash on delivery (COD) (Mean=3.67 SD=1.237) is not an important factor in online grocery shopping. Among the various aspects of risk towards online grocery shopping refund policy (Mean= 4.27, SD=1.071) is the most critical aspect perceived by the consumers. Consumers are concerned about their money if they got spoiled or damaged products. At the same time, consumers are also concerned about the quality of perishable products (M=4.22, SD=0.970). As a result, internet retailers must ensure that their clients receive fresh groceries. This is consistent with earlier research (Jarvenpaa& Todd, 1997; Bhatanagar et al, 2000 ) which showed that customers are hesitant to buy groceries because they are concerned about product quality. Respondents are also concerned about delays in delivery orders (Mean= 4.04, SD=1.043). Respondents are not much concerned about the lack of actual feel and touch (Mean= 3.80, SD=1.005) in online grocery shopping. It is observed that respondents do not believe that online grocery shopping creates demand for unnecessary products (Mean=3.56, SD=1.227)

**Table 7: Descriptive statistics of different statements asked from the respondents**

Statements	N	Min	Max	Mean	Std. Deviation
I can do online grocery shopping at any time	79	2	5	4.43	.812
Online grocery shopping saves a lot of time and effort.	79	2	5	4.35	.752
I prefer online grocery shopping when I get discounts and offers.	79	1	5	4.27	.970
Online grocery shopping apps are user friendly	79	1	5	4.24	.835
Customer care services are very helpful in online grocery shopping	79	2	5	3.85	.864
I prefer online grocery shopping when there is the availability of cash on delivery (COD) option.	79	1	5	3.67	1.237
I am concerned with the quality of perishables ( fruits vegetables, milk, etc.) in online grocery shopping	79	1	5	4.22	.970
I am concerned about the refund if I got a damaged/spoiled product.	79	1	5	4.27	1.071
I am concerned about the delay in my delivery order	79	1	5	4.04	1.043
There is a lack of actual feel and touch in online grocery shopping	79	1	5	3.80	1.005
Online grocery shopping creates unnecessary needs for products	79	1	5	3.56	1.227

**Source: Compiled by Author Using SPSS**

## VI. FINDINGS OF THE STUDY

- A. Data were collected from 117 respondents and it was found that 112 (95.7%) respondents were aware about online grocery shopping and 5 (4.27%) respondents were unaware about online grocery shopping.
- B. Out of 117 respondents, 79 (67.5%) respondents shop grocery items online and 38 (32.5%) respondents don't shop grocery items online.
- C. It was found that Amazon app is the most widely used for online grocery shopping. 48.1% of respondents used Amazon app for grocery shopping whereas paytm and grofers were the least preferred apps for grocery shopping.
- D. Respondents agreed that online grocery shopping apps are user-friendly and they can do online grocery shopping at any time and it saves a lot of time and effort.
- E. Respondents preferred online grocery shopping when they get discounts, offers and cash on delivery option.
- F. Respondents agreed that customer care services are very helpful in online grocery shopping.
- G. Risk factors in online grocery shopping are quality of perishables, refund in case of damaged product, delay in delivery, lack of actual feel and touch and demand for unnecessary products.

## VII. CONCLUSION

From the customers' point of view, it was found that the majority of respondents i.e. 95.7% were found to be aware about online grocery shopping. The results of the present study reveal that 79 (67.5%) respondents purchased grocery items online. Amazon is the most widely used online grocery app in Rohtak city whereas paytm and grofers are the least preferred apps for grocery shopping. People prefer online grocery shopping as it can be done anytime and anywhere, interface of online grocery apps are user friendly, saving of time and effort, availability of cash on delivery option, discounts and offers. There are some negative factors towards online grocery shopping as people are concerned about the quality of perishables, refund process, lack of actual feel and touch and creation of an unnecessary need for the products.

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