Project Dissertation

On

A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING

Submitted by:

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CERTIFICATE FROM THE INSTITUTE

This is to certify that the project dissertation report titled "A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING" is a bona fide work carried out by Mr. Sachin Gupta of MBA 2015-17 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, New Delhi-110042 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

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DECLARATION

I, Ananthu Bharat kumar, student of MBA 2015-17 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-110042, declare that the project dissertation report on "A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING", submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Name of the student:

Place:

Date:

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Ananthu Bharat kumar
DSM, 2015-2017

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EXECUTIVE SUMMARY

The Internet has been increasingly used to facilitate online business transactions between business entities and consumers for various products and services. One of the applications that has received much attention in the last few years is Online Grocery Shopping (OGS). However, the study of Online Grocery Shopping has been limited in number. To enrich the existing studies, this project examines the potential of OGS in India through a survey study. In general, the findings indicate that the conditions of the Indian market support the use of Online Grocery Shopping in India.

Online groceries are gone up against with various difficulties. The general lack of practical experience in consumer needs and demands inhibits the growth of a profitable online grocery strategy even more complex.

What different technological challenges consumers are facing and what kind of websites should be developed for the convenience and easy browsing? What is the customer expectations to fulfil their daily needs? In the context of above, understanding the consumer attitude towards online grocery shopping is very crucial. This study, will try to find key factors affecting their decision and finding out the acceptance level of online grocery services among Indian Consumers in near future.

The findings of this study have demonstrated that apart from indifference between genders, more specifically family income was the most significant factors in the demographic variables in regard to online grocery purchase intention and age factor is also one of the significant factors. However understanding behaviour dimension related to education level or working members in the family can help online marketers to develop positive tendency to online shopping for grocery product while in this study marital status and occupation of the respondent does not seems to be impacting the attitude of respondents towards e-grocery In addition to the factors of the delivery scheduling and costs, the aspects of time spent on ordering (whether perceived as time lost or time saved) also appears to be something of a systematic issue. It can be said that most of the respondents agree that online shopping can be done at any time because there is no limit in browsing the internet. Also, as most of the respondents are from working class so it seems that they want their order to be delivered as per their

convenient time for which they are even ready to pay the extra delivery charges. One of the important implication of this study to practice is that Indian grocery retailers need to ensure that website developed to facilitate online grocery shopping be useful and easy to use by consumers. Website design, content, platform and product pics require more diversification which should be parallel with easy ordering process and adequate search option. Intriguingly, the perceived risk which has been found to be one of the major obstacles to the adoption of e-commerce technology influence were discovered to have little influence on the attitude towards online grocery shopping in this study. One possible reason for this finding is that online grocery shopping is still a relatively new in India. As a result, May consumers do not have a high level of understanding of risks involved and there is no strong social influence to motivate them to use online grocery shopping channel. With regard to overall attitude customers are ready to adopt this facility as soon as it will come within their reach. Surprisingly customers are little dependent on the recommendation of others to use this option as they themselves are ready to experience the same. It might be due to that they do not have enough time to shop for the routine, low involvement and low risk task and they are ready to adopt online grocery shopping.

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CHAPTER 1

1.INTRODUCTION

Grocery shopping is considered as common buying behaviour, not only because buying decisions are made at regular intervals, but also the behaviour of a consumer is mostly common and habitual. The process of online grocery shopping is that consumers' purchase grocery products through different retailers websites by simply clicking the required items (Kurnia and Chen 2003) and the subsequent delivery of those ordered groceries at home (Burk 1997; Peterson et al.1997). Even though popularity of the web-based purchasing trends is increasing, concerns are arising as to whether Internet is suitable to purchase for all kind of products or not.

Worldwide, the Internet Grocery purchases are very low compared to the overall online figure of sales (Huang and Oppewal2006) .A better understanding can identify which influences the adoption of online grocery shopping is important for the strategic management of this segment The low uptake of the online grocery is related to, according to Huang and Opewal (2006) the lack of consumers' trust in the online service and product quality that has been provided by e-grocery retailers. When e-commerce was first recognized as a huge change in business, many companies tried to enter the realm of online grocery. But many of these pioneers failed when the Internet bubble burst, and in the decade since, online grocery sales have grown much slower than the overall e-commerce market. Investigating the consumers'" discernments towards OGS has done as such far in the western, European and South East Asian nations mostly in USA (Siu and Cheng, 2000; Ghazal, Mutum and Mahboob, 2006). Examine concerning buyer reception of on the online shopping for groceries has examined consumers'" expectations to do online basic need buy at near future (Verhef and Langerak, 2001). Although exceptions are there (Morganosky and Cude, 2000), only few studies have been conducted in Malaysia (Ahmed, Ghingold and Dahar, 2007). A discriminant analysis research related with the consumer adaptabilty is also conducted by (Hansen, 2005). Yan and (Oppwal, 2006) identified four situation factors in their study (trip purpose, time available for shopping, delivery charges and travelling time). Other possible reasons includes issues that are surrounded by privacy and security (Maignan and Lukas, 1997; Miyazaki and Fernandez, 2001). (Neilsen,2011) found that consumers' are most likely to not get interested in a website. Further, (Selvidg et al.2002)had noticed that as longer waiting times increases the frustration, which eventually results in the participants losing interest to complete tasks. (Davis, 1989) studied the consumes

attitude towards online grocery shopping in terms of Perceived Usefulness, Perceived Ease of Usage and User Acceptability of IT. However, India's Internet base, as of December 2016, was at 465 million users, registering a growth of 48% over last year. Currently, India has the second largest internet user base in the world.

Somehow online services has gained popularity and Online grocery services has created its own space in the online industry in the west and southern part of India due to rapid development of internet, rising income levels etc.

Consumer growth on the Online Grocery Shopping is much slower than what is expected. BigBasket.com,AaramShop.com,LocalBanya.com,Zopnow.com, Farm to Kitchen.com, Fresh N Daily, EkStop.com, shopping mantraonline.com, erationstore.com are operating in different Metro Cities like Mumbai, Delhi , Bangalore Hyderabad for the FMCG, E-Grocery, Fresh Fruits & Vegetables and other different food articles which are constantly trying to grab the urban population needs and wants through hybrid model. Most of the Consumers' had welcomed the idea to shop online, however, they don't take it as an option for abandoning the traditional shopping (Tong, 2006). But success is mostly dependent on meeting the consumer expectations of good choice, persistent quality, convenience and mostly interactive direct engagement. Most of the online stores have been closed after operating for a few months to a years. It can be noted that reasons of shut down are due to lack of funds or customers.

1.1 PROBLEM STATEMENT AND STUDY

Online groceries are gone up against with various difficulties. The general lack of practical experience in consumer needs and demands inhibits the growth of a profitable online grocery strategy even more complex. These contemplations bring up the following questions:
What are the required things for an e-grocery business to meet the consumers' expectations?
What are the different factors and different barriers to accept online grocery shopping?

What different technological challenges consumers are facing and what kind of websites should be developed for the convenience and easy browsing? What is the customer expectations to fulfil their daily needs? In the context of above, understanding the consumer attitude towards online grocery shopping is very crucial. This study, will try to find key factors affecting their decision and finding out the acceptance level of online grocery services among Indian Consumers' in near future.

1.2 OBJECTIVES OF THE STUDY

- To study the customers' demographic characteristics influence on their Attitude and their online grocery shopping.
- To determine which factors perceived to be important in purchase of Grocery Products through Online/Internet.

1.2.1 Sub Objectives:

1. To understand user's willingness to buy groceries online.
2. To know the preference of the customers to buy groceries online.
3. To enumerate the satisfaction level of customers to buy groceries online.
4. To determine what factors influence the consumer on the decision to buy groceries online.
5. To understand the perceived sense of risk and trust concerning quality of the goods.
6. To get an idea about what customer thinks of online grocery services and the extent to which a user perceives that using online grocery services is costly.
7. This is to understand what variety of services and offers and discount affects the customer perception in using online grocery services.
8. To understand the intention of customers about whether they want to continue using the service.

CHAPTER 2

2. LITERATURE REVIEW

According to Shahad Khan (2012) attitude is the, nature, conduct, thought, temperament and way of behaving. Attitude can be liking or disliking to perform a very important function in purchasing a product. Lars Pernr (2010) defines consumer attitude can be mixture of a consumer feelings, beliefs and behavioural kind of intentions toward some object within the boundary of marketing. Noel (2009) has mentioned that attitude is a powerful way to access the consumer mentality and the thought process of thinking and it can be an individual or entity or a matter. Attitudes are formulated through practical experience and learning and that attitude will influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes has a powerful influence on the failure or success of the firm.

The study conducted by Morgnosky and Cude (2000) on Consumer behaviour towards online grocery shopping at The University of Georgia Athens, USA on 244 US consumers' who buy their groceries online and reports that demographic and different online shopping variables that are more significant related to the main reason for shopping online, willingness to purchase grocery items online, amount of total time spent shopping online vs shopping in the store. Miyzaki and Fernandez (2001) conducted a study on Consumer perceptions of security risks and privacy for online shopping at University of Miami, Coral Gabes concluded that Risk perceptions about internet security & privacy have been major concern for both new and experienced users of internet. The study was conducted by Brown et al. (2003) on Buying or browsing, exploration of how shopping patterns and online purchase intentions at University of Queensland, Australia and concluded the findings that even though the common belief that Internet shoppers are mainly motivated by convenience, the authors show that consumers' shopping patterns have no significant impact on their inclination to buy products online. Factors mostly influence buying intention that include prior purchase, product type and to a lower extent, gender. Kurnia and Chien (2003) conducted a study on the consumer behaviour of Online Grocery Shopping at University of Melbourne, Australia and found that the applicability of the Technology Acceptance Model in exploring the Online Grocery Shopping in Australia, The perceived Usefulness of e- Grocery Shopping is influenced by Perceived Ease of use. Interestingly, perceived risk, can be identified as one of the major threat to the adoption of e-commerce technologies. Rams and Nielsen (2005) conducted a study on online grocery retailing: what do consumers' think? At Aarhus School of Business, Denmark. The study

looked into the various aspects of online shopping in modern era and to identify which factors mostly affect the attitudes towards online shopping. Coupey al. (2009) conducted a study on online Grocery Shopping and the Internet: Exploring French consumers'" perceptions of the terms "hyper market" and "cyber market" formats at University Francois Rabelais, Tours, France and found different motivating framework was used to build the interview that is performed in all focus groups, the consumers' mind, online grocery shopping is an advantage compared with traditional grocery shopping in terms of product range, convenience and price .Disadvantages, can act as barriers, for example, the risk of receiving inferior or low quality groceries and the loss of the positive aspect of grocery shopping. Chris Hand et al. (2008) conducted a study on Online Grocery Shopping: the influence of situational factors at Kingston University Business School, Kingston, UK. Both qualitative and quantitative results establish the critical importance of important situational factors, such as having a new born baby or developing the health related problem can trigger for starting to buy the groceries online. Noor et al. (2011) conducted a study on Online Grocery Shopping: The effect of Time usage on Malaysian Consumer Preferences at Universiti Teknologi MARA, Malaysia Given study examines the perceptions and preferences of Malaysian consumer toward online grocery services. It examines the time availability and convenience of the online grocery services. It was found that most of the respondents disagree that they have enough time to search online grocery and to place a purchase order and then wait for the confirmation of order. Mattila (2013) conducted a study on Online Shopping Adoption Factors at Laurea University of Applied Sciences, Espoo, Finland. This study also showed that consumers' valued several factors in e-grocery shopping such as different and familiar products and brands, freedom from place and time, time saving, and as stated, convenience.

In an exploratory studies via survey of literature to locate the prospects of grocery e-tailing, profile of on line grocery consumer, sustainability of e-tailers, the important thing success factors and impediments to fulfilment via (KEh&Shieh, 2001) it was discovered that grocery shopping online appeals to time pressed, elderly, infirm .however traits like impulse buying, browsing ,immediate gratification and product freshness are hard to copy on line .In their opinion ,likely each e-tail and retail might co-exist (Lynch & Beck, 2001) .

The theoretical foundation of adoption of technology along with banking and payment were examined, with focus given on Online Grocery Shopping. There is a fair amount of study carried out in developed countries to understand the factors that affect the consumer adoption of mobile wallet. Several theoretical frameworks to understand the adoption intentions for various information technologies and information systems have been developed. Few notable among them are the theory of reasoned action (Fishbein and Ajzen, 1975), the technology acceptance model (TAM) (Davis, 1989), the technology-organization and environment framework (Tornatzky and Fleischer, 1990), the theory of planned behaviour (Ajzen, 1991), the diffusion of innovations theory (Roger, 1995) and the unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2003). These theories have been based on behavioural science and individual psychology. Researches have been conducted in the area of Online Grocery Shopping and the theoretical framework foundation that is used is either TAM (Slade et al., 2015). A classical TAM consists of perceived usefulness, perceived ease of use, attitude to understand the adoption behaviour.

Venkatesh et al. (2000) excluded attitude and added two essential variables like social influence and cognitive instrumental processes which was an essential factor to understand the adoption intentions while extending the original TAM model (Wu et al., 2008). Later TAM model was criticized for not considering the characteristics of individual characteristics and thus accepting or rejecting technology on the basis of that (Agarwal and Prasad, 1999; McMaster and Wastell, 2005; Slade et al., 2015).Venkatesh et al., (2003) later researched on factors effecting the integration of new technology innovations to consumers'. This helped him in forming a new model called the Unified Theory of Acceptance and Use of Technology (UTAUT) and suggested that the actual use of information technology comes from the intention to use information technology which comes from the individual reaction to using an information technology.

Individual psychology and behavioural sciences plays a very important role in determining the adoption of Online Grocery Shopping was suggested by Lu, Yao and Yu (2005). They suggested that variables like personal innovativeness and social influence should be taken into consideration even if perceived usefulness and perceived ease of use are strong variables when determining consumer acceptance.

Lee (2005) investigated on the impact of customer trust and transactions done in Online Grocery Shopping. He concluded that in determining customer transaction intentions trust

plays an important role. Lin and Wang (2006) investigated on the factors that effected the customer satisfaction and loyalty in mobile commerce. He concluded his research study by finding out that perceived value and trust were related directly with customer satisfaction and customer loyalty. They found out that customer loyalty was positively affected by customer satisfaction. They also found out that perceived value, trust and habit also directly affected customer loyalty. For the acceptance of Online Grocery Shopping customer loyalty was found out to be a very strong determining factor.

Amoroso and Hunsinger (2009) expanded the original TAM model by including variables like perceived risk, trust, privacy, website quality, e-satisfaction, e-loyalty and expectations of internet information to better understand the consumer behaviour over the intention to purchase through internet. This research work showed that convenience, perceived value, e-loyalty all played an important role in determining the customer satisfaction with respect to the mobile applications which they use frequently.

Kuo, Wu, and Deng (2009) found out the relation between perceived value, customer satisfaction and post purchase intention and found out how these variables are positively influenced by service quality. He found out that both customer satisfaction and post purchase intentions are positively influenced by perceived value and also he found that customer satisfaction influenced post purchase intention positively.

F. He along with Mykytyn (2007) investigated on the factors that affect the consumer adoption of online payment services. They found out that the consumer had a consideration towards risk involved and apart from that everyone favored the concept of online payment.

Consumers' actual use of online payment was associated with perceived usefulness, perceived ease of use and intention to use as suggested by a model developed by Rigopoulos and Askounis (2007).

Deng, Chen (2010) suggested that perceived use, perceived ease of use, perceived risk and compatibility as four factors which influenced the consumer intention to use mobile payments. He suggested that compatibility was among the strongest factor among these. The extent to which payment compatible with the prospective customer's lifestyle is referred to as compatibility.

Mbogo (2010) research work on factors that determine the use of mobile payments with microbusinesses in Kenya concluded that behavioural intention to use and actual usage of

mobile payments were related to convenience of money transfer technology along with accessibility, cost support and security factors. He stated that perceived convenience, perceived ease of accessibility and perceived support had positive and direct impact on the intention to use mobile payment services.

Social influence, self-efficiency, security and trust were four factors proposed by Shin (2009) after he examined the adoption of Online Grocery Shopping by consumers'. He stated that factors which are very familiar like perceived usefulness and ease of use are key determinants in adoption and acceptance of Online Grocery Shopping. Also he stated that perceived security and risk also positively influenced mobile wallet adoption. The research stated that social influence plays a key role in enhancing the security and trust among the consumers'.

According to Shahad (2012) attitude is the, nature, conduct, thought, temperament and way of behaving. Attitude can be liking or disliking to perform a very important function in purchasing a product. Lars Pernr (2010) defines consumer attitude can be mixture of a consumer feelings, beliefs and behavioural kind of intentions toward some object within the boundary of marketing. Noel (2009) has mentioned that attitude is a powerful way to access the consumer mentality and the thought process of thinking and it can be an individual or entity or a matter. Attitudes are formulated through practical experience and learning and that attitude will influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes has a powerful influence on the failure or success of the firm.

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shopping online appeals to time pressed, elderly, infirm .however traits like impulse buying, browsing ,immediate gratification and product freshness are hard to copy on line .In their opinion ,likely each e-tail and retail might co-exist.

Sathye (1999) concentrated the adoption of Online Grocery Shopping by Australian consumers' using factors, for example, security, convenience, mindfulness, valuing, imperviousness to change and framework. The outcomes demonstrated that security concerns and absence of attention to Online Grocery Shopping and its advantages were considered as the obstructions to the reception of Online Grocery Shopping in Australia.

Guru et al., (2000) inspected different electronic channels utilized by the Online Grocery Shopping and furthermore evaluated the consumers' responses to those conveyance channels. It was found that internet banking was about truant in Online Grocery Shopping amid that period, because of absence of satisfactory legitimate system and security concerns. However more than 60 percent of the respondents were having web access at home and along these lines spoke to a positive sign for Online Grocery Shopping in future.

Trocchia and Janda (2000) contend that consumers'' reception rate of the web is related with their past encounters with the advances. Non-clients' negative encounters were recommended to greatly affect their discernment's about the web. This rationale is in accordance with the exemplary mentality speculations of Fishbein and Ajzen (1975), which asserts that the more constructive the individual's past involvement around a protest is, the more positive convictions he will hold about it. Therefore, the positive convictions make positive recognitions.

Wang et al., (2003), made an exact review on the determinants of client acknowledgment of Online Grocery Shopping in Taiwan, utilizing the Technology Acceptance Model (TAM) as a hypothetical system. As indicated by TAM Perceived Ease of Use and Perceived Usefulness are accepted to be principal in deciding the acknowledgment of different data innovations (IT). The review presented "Saw Credibility" as another variable that mirrors the client's security and protection worries in the acknowledgment of Online Grocery Shopping. In light of an example of 123 clients from a phone meeting, the outcomes emphatically upheld the augmented TAM in anticipating the aim of clients to embrace internet banking. It additionally showed the noteworthy impact of PCs Self-Efficacy on behaviour expectation through Perceived Ease of Use, Perceived Usefulness and Perceived Credibility.

Eriksson et al., (2005) examined client acknowledgment of Online Grocery Shopping in Estonia utilizing the Technology Acceptance Model (TAM). The elements that were

considered were Trust, Perceived Usefulness, Ease of Use and use. The discoveries proposed that internet banking expanded in so far as clients saw it as helpful. The perceived usefulness is focal on the grounds that it decides if the perceived ease of internet use will prompt expanded utilization of the Online Grocery Shopping. The review likewise recommended that the models of innovation acknowledgment ought to be reformulated to concentrate more on the key part of the Perceived Usefulness of the administration implanted in the innovation.

Islam (2005) explored the connections of Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, client Attitude, and client Adaptation of Online Grocery Shopping with regards to one of the main Online Grocery Shopping specialist co-ops in Bangladesh. It was expressed that all the deliberate free factors (i.e., Perceived Usefulness, Perceived Ease of Use, Perceived Credibility, and client Attitude) were factually associated with client adoption of Online Grocery Shopping.

Perceived Usefulness is characterized by Davis, Bagozzi and Warshaw (1989) as "how much a man trusts that utilizing a specific framework would improve his or her occupation execution. Perceived Usefulness is one of the crucial components in the first Technology Acceptance Model. If a man trusts that utilizing a specific innovation or framework will build his execution of that employment, he will probably utilize it.

Perceived Image can be clarified as the client's stereotyping of an item or administration in his brain because of relationship of some specific signals with the item. Such affiliations may come about as the item or administration's nation of-birthplace picture. The item class to which the products belong or could basically be their opinions about the item. The more positive the picture is in the client's brain, the more probable is he to utilize it.

Past research has utilized Perceived Ease of Use widely both in the first and broadened Technology Acceptance Models (Davis, Bagozzi, and Warshaw, 1989; Venkatesh and Davis, 1996, Wang, Lin and Luarn, 2006).In less difficult sense, Perceived Ease of Use alludes to how much the customer feels a specific innovation will be anything but difficult to learn and utilize (Davis, Bagozzi, and Warshaw, 1989).

In a state of harmony with past hypothetical establishments, the review observed Perceived Risk to be related with the view of the level of risk utilizing another innovation or development entails (Ram and Sheth, 1989).

Perceived value alludes to the customer's discernment that contrasted with different substitutes,

the innovation was better on the performance than cost quality (Laukkanen, Sinkkonen, Kivijarvi and Laukkanen, 2007).

In the utilization of another technology, for example, mobile banking, issues of protection and security wind up plainly essential. Perceived Credibility has been characterized as one's judgment on the protection and security issues.

Sathye (1999) concentrated the adoption of Online Grocery Shopping by Australian consumers' using factors, for example, security, convenience, mindfulness, valuing, imperviousness to change and framework. The outcomes demonstrated that security concerns and absence of attention to Online Grocery Shopping and its advantages were considered as the obstructions to the reception of Online Grocery Shopping in Australia.

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CHAPTER 3

3. RESEARCH METHODOLOGY

The proposed research model is illustrated in the figure given below. It is based on the extensive literature review which was explained in the previous section. The model advocate that the adoption of online grocery services by consumer depends on the users' personal convenience, online market place, Delivery of online groceries, Value added services, Influence on consumer, Constraints.
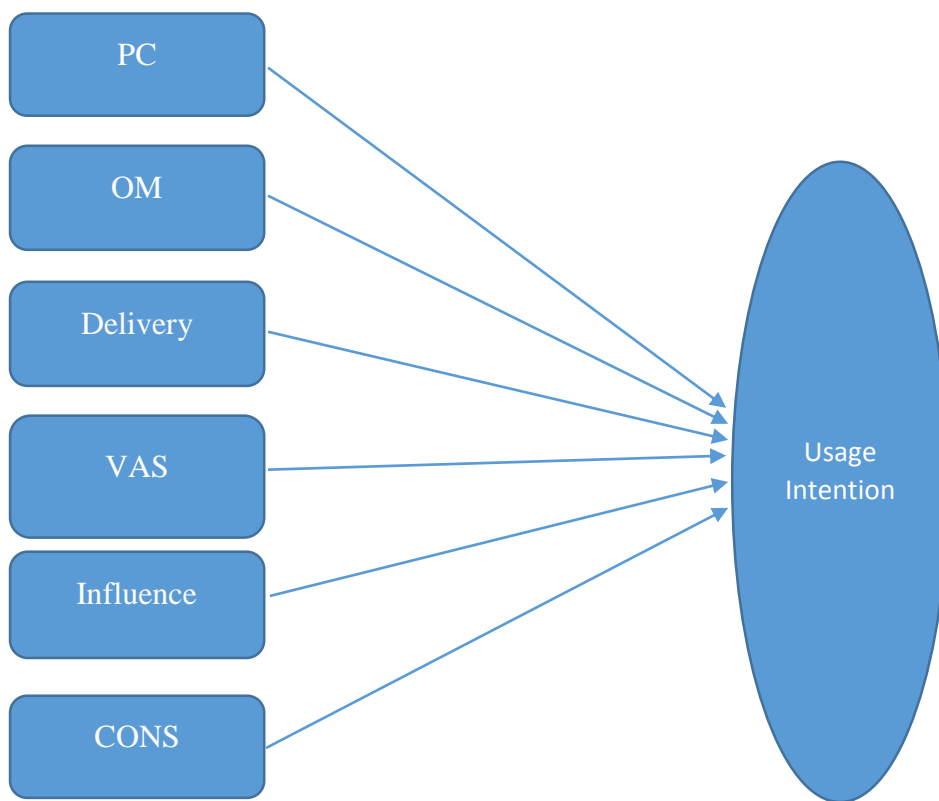
[Source: Compiled by Author]

Figure: Conceptual model

Scientific and systematic search for relevant information on a specific topics is what is meant by research. Research is a careful analysis for search of new facts in any branch of knowledge. In an research paper problems are defined and redefined, hypothesis are formulated, and solutions are suggested, collection, organization and evaluation of data is done; deductions are made and conclusions are reached and careful testing of conclusion is done to determine whether it fit with the formulated hypothesis.

The study of methods through which we gain knowledge is known as methodology. The problems arising from the nature of its subject matter is studied and the methodology deals with the cognitive processes applied on the research work.

3.1 SOURCE OF DATA

Primary Data

Essential information has been gathered specifically from clients through organized questionnaires (Individual sample units).

Secondary Data

Secondary information has been gathered from the different magazines, diaries, site of different Websites and so forth.

3.2 SAMPLING METHOD

The populace incorporates male and female clients of MBA universities, Internet users, with the criteria: Customers utilizing online grocery services. In this venture convenience sampling technique is taken into account. So with the help of convenience sampling data responses for the main survey was obtained.

3.2.1 Definition: Convenience Sampling

In convenience sampling, a specimen is acquired by choosing required populace components from the given populace.

The initial Sample size was 153.

3.3 Data collection method

Self-directed Personal study strategy was utilized to gather the vital information. For this reason proper questionnaires were outlined. This questionnaire was then sent through different online networking channels, for example, WhatsApp, Facebook and so forth and furthermore sent through mails.

3.3.1 Research instrument:

The research instrument consisted of two parts. In the first part information related to General demographic details like gender, age, education, income and the marital status were recorded.

The respondent's agreement or disagreement towards the selected 35 items selected were recorded on the second part. The third part consisted of items in which customers attitude towards the rest of the payments services were recorded along with the amount to which they value each variable for those services. The analysis tools used for the research purpose were excel and SPSS. The data cleaning part was done using excel and later the analysis test was conducted using SPSS. During the analysis there were a number of test conducted to find out the customer perspective as well as customer preference. In the early stage mean of each parts were found out to know how customers have answered the questionnaire. After that independent t-test and Anova was conducted on the responses to find out the relation between demographics and construct variables. Later paired t-test was used to find out the relation between constructs. The response values and test values were shown in tables. During the course of this research paper PC will be represented as personal convenience, OM will be represented as online market place, DELIVERY will be represented as Delivery of online groceries, and VAS will be represented as Value added services. INFLUENCE will be represented as Influence on consumer, CONS will be represented as Constraints.

3.3.2 Structure of Questionnaire:

The questions defined were organized and non-camouflaged. The questions were designed in such a way to get all the fundamental data and to see that the respondents could answer them with ease. This pattern helped in dissecting the information.

3.3.3 Types of questions asked:

1. Multiple choice questions

Numerous selections of reactions are given and the respondent picks one reaction. The upside of this sort is simple classification and brisk reaction by the respondent.

2. Open ended questions

These are otherwise called 'free-answer' based questions.

3.3.4 Constructs measurement

There are around 6 dependent variables considered for the research study of which one have been developed for the first time. Multi scale is used for the research study which consists of around 35 questions were identified to measure the dependent variables. All items were measured using five point Likert scale ranging from strongly agree to strongly disagree.

3.4 TESTS USED

T-test

A t-test is an investigation of two populaces' methods using factual examination; a t-test with two specimens is ordinarily utilized with little sample sizes, testing the distinction between the samples when the fluctuations of two ordinary appropriations are not known.

A t-test takes a gander at the t-statistic, the t-dispersion and degrees of freedom to decide the likelihood of contrast between populaces; the test measurement in the test is known as the t-statistic.

In this dissertation we have used the **Independent Samples T-test.**

The independent samples t-test is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two populaces being looked at.

Paired Sample T-Test

The paired sample t-test, sometimes called the dependent sample t-test, is a statistical procedure used to determine whether the mean difference between two sets of observations is zero. In a paired sample t-test, each subject or entity is measured twice, resulting in pairs of observations.

ANOVA

Analysis of variance (Anova) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't. Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or one-way Anova assesses the effect of a sole component on a sole reaction variable. It decides if every one of the samples are the same.

Two-way Anova enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.

In this dissertation we have used the **One-Way Anova.**

CHAPTER 4

4. DATA ANALYSIS AND INTERPRETATION

After finalizing the questionnaire and then conducting the survey, the resulting data is gathered. It is necessary that the gathered data is subjected to data analysis techniques which are appropriate and later the information is analysed properly so as to accept or reject the hypothesis. It is the researcher's responsibility to select the appropriate method for doing the data analysis even though it can be done in several ways.

Table 4.1: Demographic analysis

Sample Characteristics	Frequency (n=153)	percentage
Gender		
Male	124	81%
Female	29	19%
AGE		
15-20	24	15.7%
20-25	81	52.9%
25-30	24	15.7%
30-35	12	7.8%
35-40	5	3.3%
40-45	3	2%
50 & Above	4	2.6%
Education		
Under graduate	48	31.6%
Graduate	55	36.2%
Post Graduate	47	30.9%
Other	3	2.3%
Income Level		
Less than 5 Lac	30	19.7%
5.00lac - 10 lac	66	43.4%
10 lac-20 lac	47	30.9%

more than 20 lac	9	5.9%
OCCUPATION		
Business	15	9.8%
Govt. Service	29	19%
Student	81	52.9%
Home Maker	7	4.6%
Private service	21	31.8%
MARITAL STATUS		
Married	47	37.7%
Unmarried	106	69.3%

[Source: Compiled by Author]

When categorizing the respondent on the basis of age, it was found that the maximum amount of respondents were college going students within the age of 20-25. Respondents in this category comprised of 52.9% which was around 81 respondents out of the total 153. From the age category of 25-30 there were around 24 respondents which was around 15.7%. Rest comprised is low percent due to the fact that internet is more used among youth and working people who are generally young.

The demographic character of education was studied and out of the 153 respondent around 48 were undergraduates and 55 were graduates which is around 31.6% and 36.2 % of total respondents.47 were post graduates which is around 30.9%.

When the income level of respondents were studied, people from all category was using online grocery services. Around 43.4% had a monthly salary of 5 lakhs or more and 19.7% of the respondents were having an income of below 5 lakh.

Among the respondents majority are unmarried. They comprise of around 69.3 % and married respondents are around 37.7 %.

Coming to occupation most of them are students, they comprise of around 52.9% and least are home maker only 4 %.

4.1 HYPOTHESES OF THE STUDY

Where

PC= personal convenience

OM= online market place

DELIVERY= Delivery of online groceries

VAS= Value added services

INFLUENCE= Influence on consumer

CONS= Constraints

H_{01}: There is no significant difference in Males' and Females' observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A1}: There is significant difference in Males' and Females' observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{02}: There is no significant difference in Age and recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A2}: There is significant difference in Age and observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{03}: There is no significant difference in Education and recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A3}: There is significant difference in Education and observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{04}: There is no significant difference in Income Level and recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A4}: There is significant difference in Income Level and observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{05}: There is no significant difference in the occupation recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A5}: There is significant difference in the occupation and recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H₀₆: There is no significant difference in marital status and recognition for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H_{A6}: There is significant difference in marital status and observation for PC, OM, DELIVERY, VAS, INFLUENCE, CONS

H₀₇: There is no significant difference between the pairs of dependent variables.

H_{A7}: There is significant difference between the pairs of dependent variables.

4.2 INDEPENDENT T-TEST AND ANOVA ANALYSIS

From table 4.2.1 ,After analysing the independent variable gender with the dependent variables with the help of data available using independent T-test, it can be inferred that Males and Females perception of PC, OM, DELIVERY, VAS, INFLUENCE, CONS are same (Value of P>0.05).

From table 4.2.2, After analysing the independent variable of age groups with the dependent variables with the help of data available using independent Anova test, it can be inferred that all ages groups perception of DELIVERY, VAS, INFLUENCE, are same (Value of P>0.05) except for their perspective of PC, OM, CONS.

From table 4.2.3, After analysing the independent variable of EDUCATION groups with the dependent variables with the help of data available using independent Anova test, it can be inferred that all ages groups perception of OM, DELIVERY, VAS, INFLUENCE, CONS are same (Value of P>0.05). Except for their perspective of PC.

From table 4.2.4, After analysing the independent variable of age groups with the dependent variables with the help of data available using independent anova test, it can be inferred that all ages groups perception of PC, OM, VAS, INFLUENCE, CONS are same (Value of P>0.05). Except for their perspective of DELIVERY.

From table 4.2.5, After analysing the independent variable with the dependent variables with the help of data available using independent T- test, it can be inferred that all ages groups perception of PC, OM, DELIVERY, VAS, INFLUENCE, CONS are same (Value of P>0.05).

From table 4.2.6, After analysing the independent variable of MARITAL STATUS groups with the dependent variables with the help of data available using independent T test, it can be inferred that all ages groups perception of OM, DELIVERY, VAS, INFLUENCE, CONS are same(Value of P>0.05) except for PC perspective is different.

4.2.1 PAIRED T-TEST ANALYSIS

From table 4.3 After analysing the dependent variables and comparing with each other with the help of data available using paired T- test, it can be inferred that all dependent variables have no significant difference in their order of importance from customer group's perception except for the pairs of PC and INFLUENCE, PC and CONS, OM and INFLUENCE, OM and CONS, DELIVERY and INFLUENCE, DELIVERY and CONS, VAS and INFLUENCE, VAS & CONS, INFLUENCE and CONS.
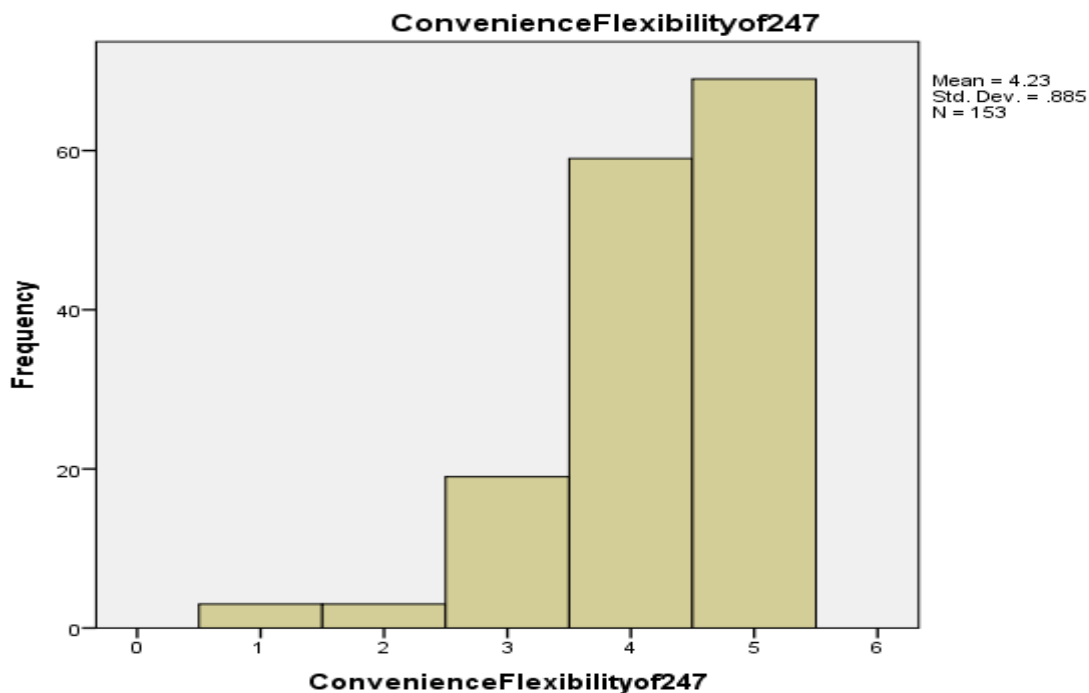

Figure 1 : Frequency of Convenience & Flexibilityof24/7

[Source: Compiled by Author]

From table 4.4.1 mean and standard deviation has been calculated for all the factors in convenience. It clearly shows that Convenience & Flexibilityof24/7 has the maximum influence on the respondent. Whereas the average mean of convenience is 4.015, while

compared to other factors it is on higher side. Respondents are more inclined towards convenience. The mean of convenience and flexibility 24/7 is 4.23. It clearly shows that flexibility and 24/7 buying facility attracts majority of respondents.
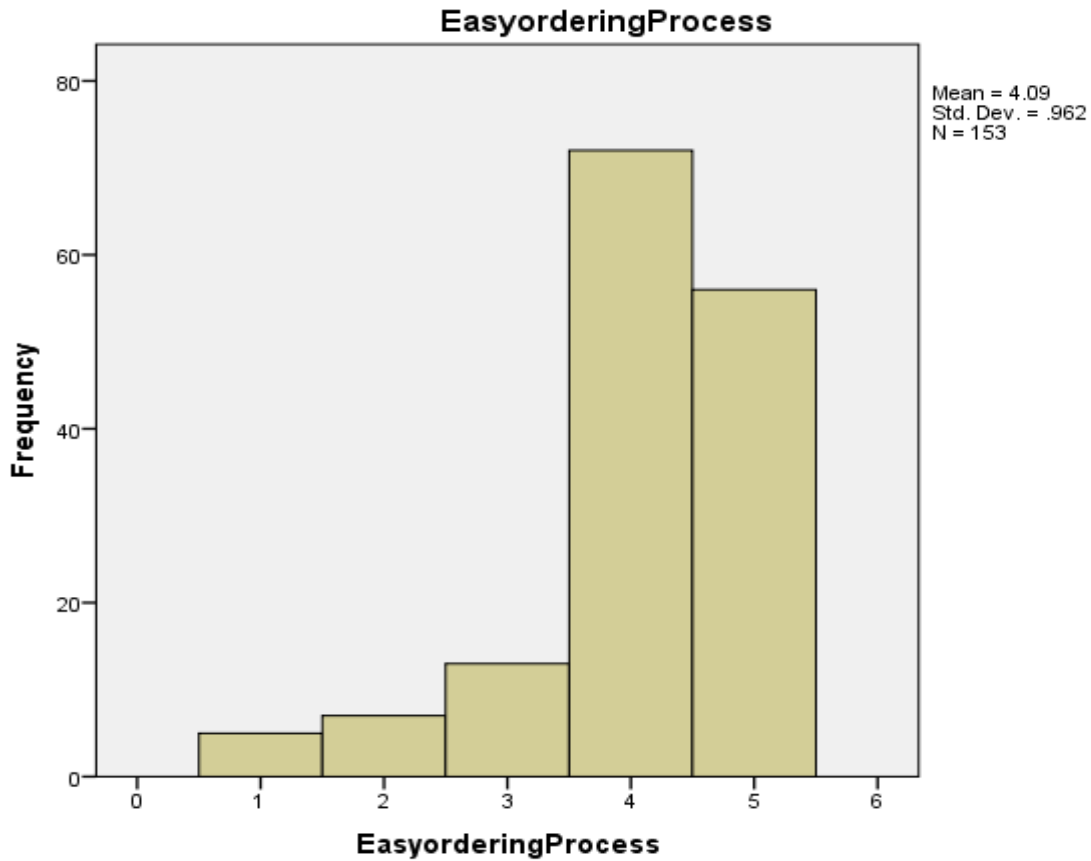

Figure 2: Frequency of easy ordering process

[Source: Compiled by Author]

From table 4.4.2, Mean and standard deviation has been calculated for all the factors in online market place. It clearly shows that easy ordering process has the maximum influence on the respondent. Whereas the average mean of online market place is 3.98, while compared to other factors it is on slightly higher side. Respondents are more inclined towards easy ordering process. The mean of easy ordering process is 4.09. It clearly shows that easiness in ordering facility attracts majority of respondents.
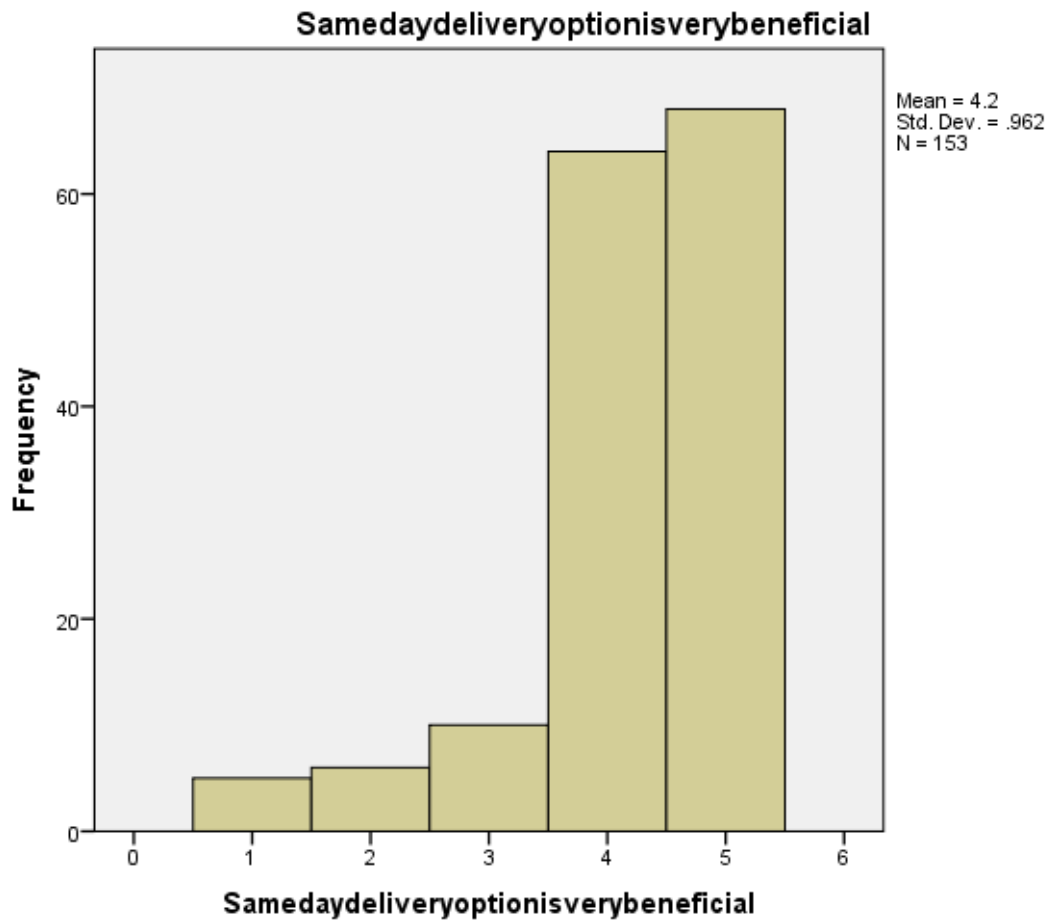
Figure 3: Frequency of same day delivery

[Source: Compiled by Author]

From table 4.4.3, Mean and standard deviation has been calculated for all the factors in delivery. It clearly shows that same day delivery option has the maximum influence on the respondent. Whereas the avg mean of delivery is 4.09, while compared to other factors it is on slightly higher side. Respondents are more inclined towards same day delivery. The mean of same day delivery is 4.2. It clearly shows that getting the order delivered on same day facility attracts majority of respondents.
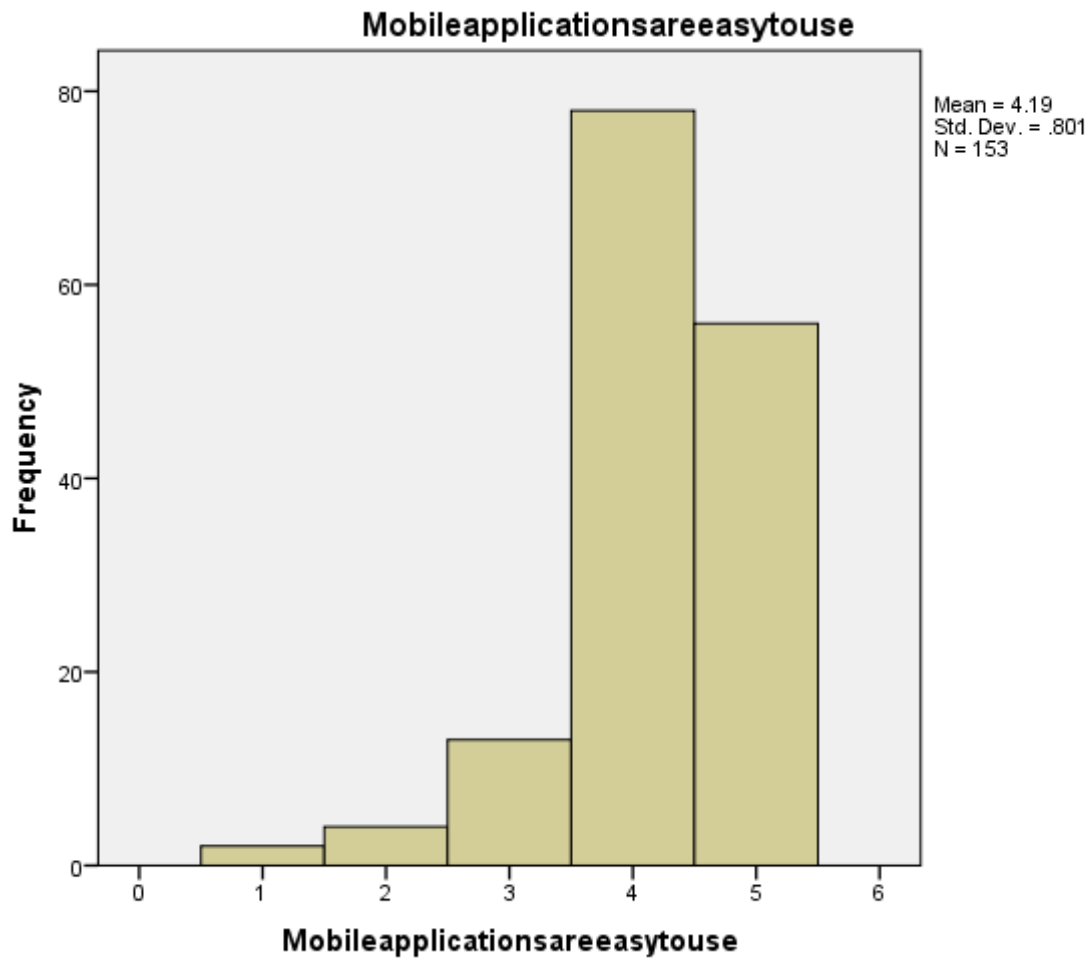
Figure 4: Frequency of ease to use mobile applications

[Source: Compiled by Author]

From table 4.4.4, Mean and standard deviation has been calculated for all the factors in Value added services. It clearly shows that ease to use mobile applications option has the maximum influence on the respondent. Whereas the average mean of Value added services is 4.02, while compared to other factors it is on slightly higher side. Respondents are more inclined towards ease to use mobile applications. The mean of ease to use mobile applications is 4.19. It clearly shows that getting the ease to use mobile applications facility attracts majority of respondents.

Customerreviewsinfluencemetopurchasegroceriesonline
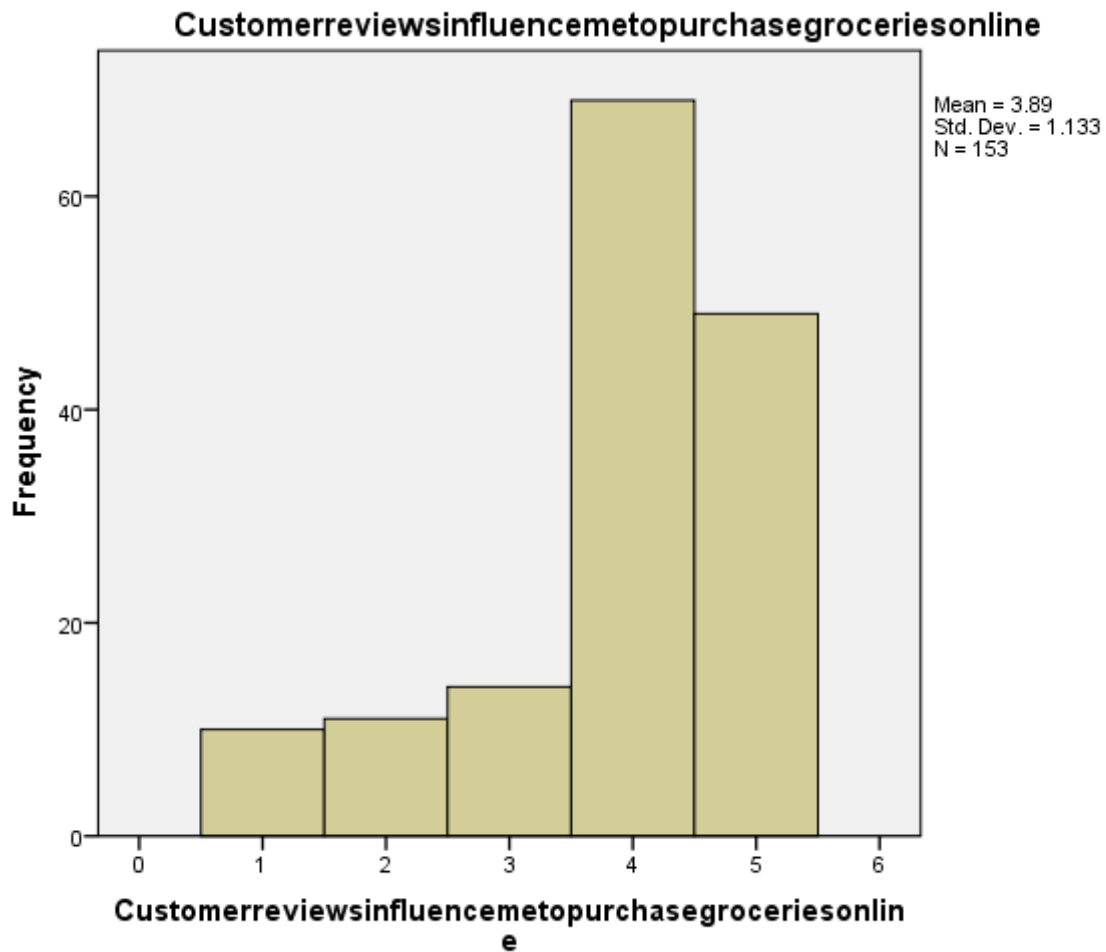
Mean = 3.89
Std. Dev. = 1.133
N = 153

Figure 5: Frequency of customer reviews has maximum influence on the respondent

[Source: Compiled by Author]

From table 4.4.5, Mean and standard deviation has been calculated for all the factors in Influential factors. It clearly shows that customer reviews has maximum influence on the respondent. Whereas the average mean of Influential factors is 3.66. Respondents are more inclined towards customer reviews. The mean of influence of customer reviews is 3.89. It clearly shows that customer reviews on online groceries is high influence on buying groceries on respondents.

From table 4.4.6, Mean and standard deviation has been calculated for all the factors in constraints. It clearly shows that respondents don't think ordering online is difficult process. Whereas the avg mean of constraints is 2.69, while compared to other factors it is on lower side. Delay in delivery order makes majority respondents avoid buying groceries online.
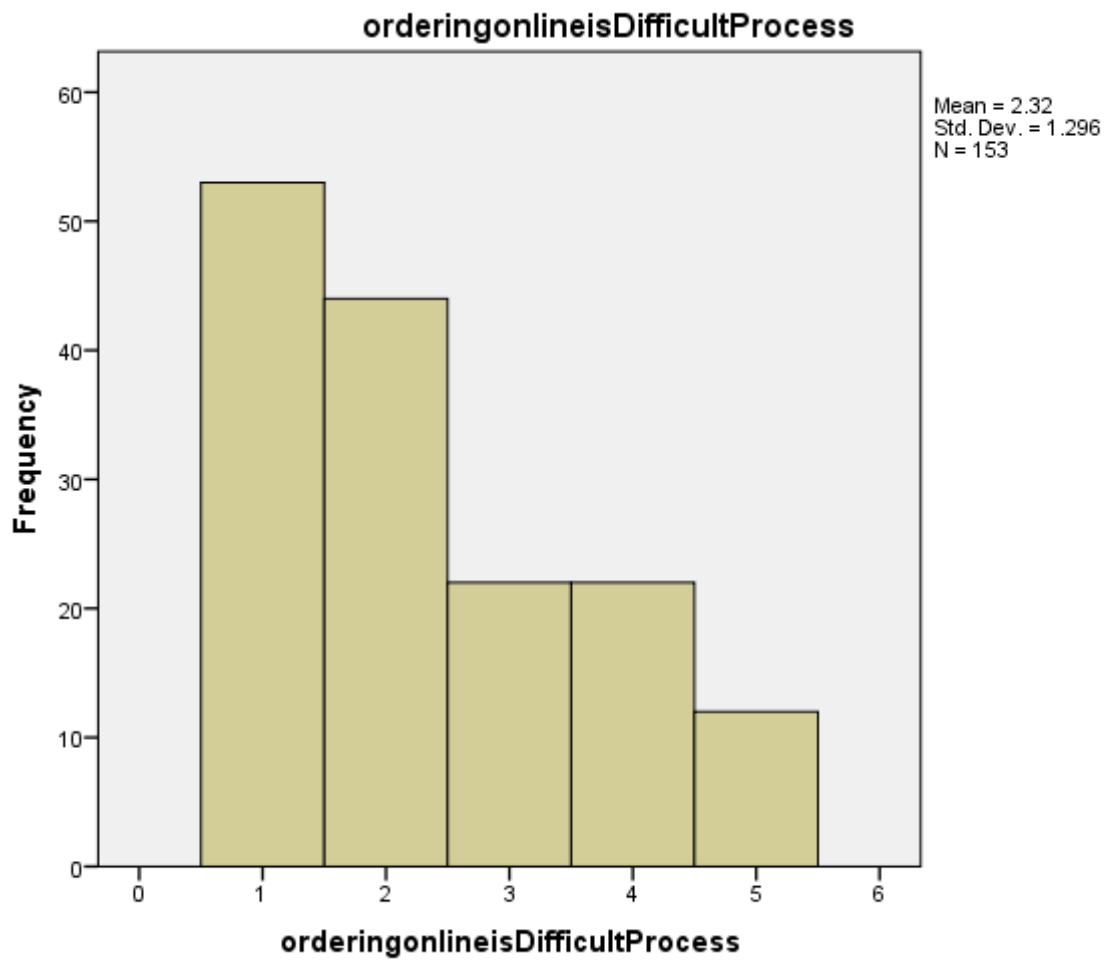
26

Figure 6: Frequency of ordering online is difficult process

[Source: Compiled by Author]

Data clearly shows that delivery factor affects the consumer buying behaviour mostly and constraints factor least affects the consumer buying behaviour.

The below is the research model according to the test analysis done.
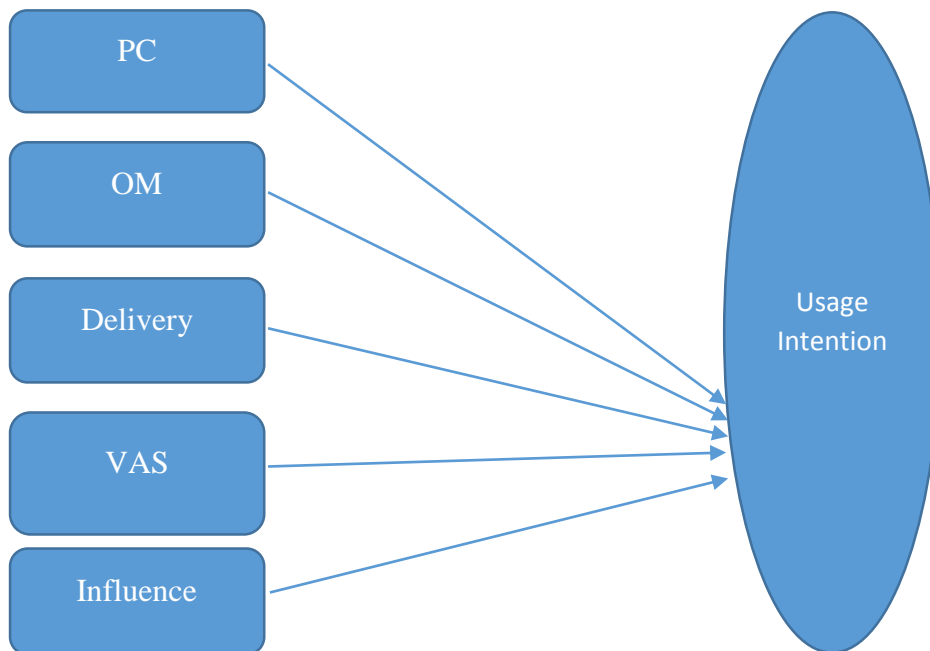
Figure: Final model

[Source: Compiled by Author]

Based on the test analysis done it was found that personal convenience, online market place, Delivery of online groceries, Value added services, Influence on consumer, plays a very significant role in determining the customer adoption of online grocery services. Even if consumers find constraints as a significant factor as found from the frequency test (table 4.4.2), these variable doesn't play a significant role in determining customer intention to continue using online grocery services. The proposed model we found that there will only the five factors which really affect the consumer adoption. The below is the research model according to the test analysis done.

CHAPTER 5

5. FINDINGS

- The findings of this study have demonstrated that apart from indifference between genders, more specifically family income was the most significant factors in the demographic variables in regard to online grocery purchase intention and age factor is also one of the significant factors.

- Internet is more used among youth and working people who are generally young. 52.7 % of the respondents are between 20 & 25.

- Coming to occupation most of them are students, they comprise of around 52.9% and least are home maker only 4 %.

- Males and Females perception of all factors are same.

- All ages groups perception of delivery, value added services, influence are same) except for their perspective of personal convenience and online market place.

- However understanding behavior dimension related to education level or working members in the family can help online marketers to develop positive tendency to online shopping for grocery product while in this study marital status and occupation of the respondent does not seems to be impacting the attitude of respondents towards e-grocery

- In addition to the factors of the delivery scheduling and costs, the aspects of time spent on ordering (whether perceived as time lost or time saved) also appears to be something of a systematic issue

- It can be said that most of the respondents agree that online shopping can be done at any time because there is no limit in browsing the internet.

- Website design, content, platform and product pics require more diversification which should be parallel with easy ordering process and adequate search option.

- Intriguingly, the perceived risk which has been found to be one of the major obstacles to the adoption of e-commerce technology (Ostlund 1974; Kurnia & Johnson 1999) and social influence were discovered to have little influence on the attitude towards online grocery shopping towards the study.

- One possible reason for this finding is that online grocery shopping is still a relatively new in India. As a result, May consumers' do not have a high level of understanding of risks involved and there is no strong social influence to motivate them to use online grocery shopping channel.

- With regard to overall attitude customers are ready to adopt this facility as soon as it will come within their reach. Surprisingly customers are little dependent on the recommendation of others to use this option as they themselves are ready to experience the same.

- It might be due to that they do not have enough time to shop for the routine, low involvement and low risk task and they are ready to adopt online grocery shopping.

- Although the majority of the survey respondents have not shopped online for grocery items, many have experienced benefits of online shopping for other products and services, particularly in terms of convenience and time saving. Their positive experience in online shopping may foster the use of Online Grocery Shopping.

5.1 RECOMMENDATIONS

- As indicated in the findings, this grocery retail format appears to be relevant in the Australian market, since the attitude of the survey respondents in terms of grocery shopping frequency and weekly expenditure supports the use of Online Grocery Shopping.

- In addition, the results of the survey analysis show that the majority of the respondents emphasis the importance of convenience in grocery shopping, which can be obtained through Online Grocery Shopping. Likewise, a number of severe problems in grocery shopping cited by the survey respondents, including waiting in queues and slow service, imply that the consumers are demanding a way that enables them to save their time in grocery shopping.

- The phenomenon of buying groceries online has not been experienced by a large majority of the respondents included in this study. Thus, since most of the respondents have never shopped for groceries online, the study has focused only on knowing the formation of intention towards online shopping of such goods. With the market capitalization of such online grocery companies in the future and more and more increase in the consumption of such services, the buying intention leading to behavior would also become accurately predictable.

- The "quantity to quality" tendency of ecommerce is also becoming more and more obvious, as the Internet has excluded geographical factor from the sale. So it doesn't matter anymore whether your store is situated in city or in a small town. To survive, merchants will have to adapt rapidly to the new conditions. To attract more customers e-store-owners will have not only to increase the number of available services, but to pay more attention to such elements like attractive design, user-friendliness, appealing goods presentation, they will have to opportunely employ modern technologies for their businesses to become parts of ecommerce future.

5.2 CONCLUSION:

From the above data analysis, it can be concluded that consumer buys goods from the online shopping website on the basis of factors like offers and discounts, variety of product available, free home delivery, website user friendliness and cash of delivery payment option. The outcome of the research paper also revealed that the demographic variables, such as gender, age group don't have influence of the factors of customer satisfaction. The customers expects improvement user friendliness of the website, in order to choose online as a medium to buy grocery items rather than shopping of grocery with the traditional method.

Out of the agreed respondent to buy online grocery, most of the respondent would think that it would be beneficial to shop grocery online on the basis of factors like easy to order, variety, discounts/ offers, saves time and avoid long queues. The more consumers think they can control the transaction; knowledge and ability to buy groceries online; feel comfortable and perceive easy buying of groceries without anyone's help, the more likely it is that they will buy groceries online. The attitude and subjective norm factor also influence consumer behavioral intention by validating the sequential changes in users' beliefs and attitude and examining their effects on the intentions for shopping groceries online.

CHAPTER 6

6.1 FUTURE SCOPE

One of the limitation is that this is a market review and there can always be other factors that influence consumer attitude to shop on the Internet that may not be included in this study. All in all, future study can be extend the study on other elements of online grocery retailing to prove the exact reason for online shopping convenience . Understanding the consumer needs in turn will help them to position their services and be more competitive in this rapid growth of food retail industry.

6.2 LIMITATIONS

The research relied on response data from 153 respondents. So there is chance that the sample may suffer from selection bias. The demographics of the respondents taken for the survey is in disproportionate manner and this might have an influence on the results. This study consider only 6 factors to determine that customer's attitude towards online groceries. There are lot of other constructs too which can be considered and which might give a more focussed perspective about customers behaviour towards adoption of mobile wallet. These factors alone won't determine the success of online grocery services.

CHAPTER 7

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CHAPTER 8

8. ANNEXURES

8.1 TABLES SHOWING SIGNIFICANCE LEVEL OF RESPONDENTS ON DEPENDENT VARIABLES ALONG WITH INDEPENDENT VARIABLES.

Table 4.2.1: T-Test analysis between GENDER and dependent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
GENDER	Personal convenience	0.992	accepted
	Online market place	0.455	accepted
	Delivery	0.207	accepted
	Value added services	0.621	accepted
	Influence	0.178	accepted
	Constraints	0.592	accepted

[Source: Compiled by Author]

Table 4.2.2: ANOVA between AGE and Independent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
AGE	Personal convenience	0.002	rejected
	Online market place	0.020	rejected
	Delivery	0.635	accepted
	Value added services	0.177	accepted
	Influence	0.239	accepted
	Constraints	0.008	rejected

[Source: Compiled by Author]

Table 4.2.3: ANOVA between EDUCATION and Independent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
EDUCATION	Personal convenience	0.016	rejected
	Online market place	0.265	accepted
	Delivery	0.885	accepted
	Value added services	0.699	accepted
	Influence	0.819	accepted
	Constraints	0.702	accepted

[Source: Compiled by Author]

Table 4.2.4: ANOVA between MONTHLY INCOME and Independent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
MONTHLY INCOME	Personal convenience	0.219	accepted
	Online market place	0.218	accepted
	Delivery	0.028	rejected
	Value added services	0.354	accepted
	Influence	0.543	accepted
	Constraints	0.369	accepted

Table 4.2.5: T-Test analysis between OCCUPATION and Independent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
OCCUPATION	Personal convenience	0.529	accepted
	Online market place	0.688	accepted
	Delivery	0.094	accepted
	Value added services	0.187	accepted
	Influence	0.488	accepted
	Constraints	0.368	accepted

[Source: Compiled by Author]

Table 4.2.6: T TEST between MARITAL STATUS and Independent Variables

Independent variable	Dependent variable	Significant level	Null Hypothesis
MARITAL STATUS	Personal convenience	0.016	rejected
	Online market place	0.265	accepted
	Delivery	0.885	accepted
	Value added services	0.699	accepted
	Influence	0.819	accepted
	Constraints	0.702	accepted

[Source: Compiled by Author]

Table 4.3 PAIRED T-TEST

Paired Samples Correlations

		N	Correlation	Sig.
Pair 1	PC & OM	153	.625	0.480
Pair 2	PC & DELIVERY	153	.415	0.224
Pair 3	PC & VAS	153	.394	0.930
Pair 4	PC & INFLUENCE	153	.542	0.000
Pair 5	PC & CONS	153	-.401	0.000
Pair 6	OM & DELIVERY	153	.631	0.030
Pair 7	OM & VAS	153	.597	0.522
Pair 8	OM & INFLUENCE	153	.614	0.000
Pair 9	OM & CONS	153	-.449	0.000
Pair 10	DELIVERY & VAS	153	.547	0.320
Pair 11	DELIVERY & INFLUENCE	153	.426	0.000
Pair 12	DELIVERY & CONS	153	-.254	0.000
Pair 13	VAS & INFLUENCE	153	.549	0.000
Pair 14	VAS & CONS	153	-.348	0.000
Pair 15	INFLUENCE & CONS	153	-.499	0.000

[Source: Compiled by Author]

Table 4.4.1: PERSONAL CONVENIENCE

		Less time	No queues	No traffic problems	No parking problem	Convenience Flexibilityof 247	Super market is far away
		Statistics					
N	Valid	153	153	153	153	153	153
	Missing	0	0	0	0	0	0
Mean		3.96	3.96	4.10	4.00	4.23	3.84
Std. Deviation		.917	1.057	.933	1.064	.885	1.187

[Source: Compiled by Author]

Table 4.4.2 : ONLINE MARKET PLACE

		User friendly website	Adequate search options	Easy ordering Process	Buying easy	More options	comparison	Order history
		Statistics						
N	Valid	153	153	153	153	153	153	153
	Missing	0	0	0	0	0	0	0
Mean		3.96	4.03	4.09	3.97	3.89	3.93	3.99
Std. Deviation		.952	1.016	.962	1.126	1.150	1.027	1.032

Table 4.4.3: DELIVERY

		Free delivery	Same day delivery	Time slot option
Statistics				
N	Valid	153	153	153
	Missing	0	0	0
Mean		4.12	4.20	3.96
Std. Deviation		.941	.962	.993

[Source: Compiled by Author]

Table 4.4.4: VALUE ADDED SERVICES

		Better customer service	Loyalty bonus schemes	Discount Offers	Mobile applications	Tracking of orders
Statistics						
N	Valid	153	153	153	153	153
	Missing	0	0	0	0	0
Mean		3.91	4.09	3.97	4.19	3.95
Std. Deviation		1.132	3.425	1.063	.801	1.155

[Source: Compiled by Author]

Table 4.4.5: INFLUENCE

Statistics

	Friends influence	Customer reviews influence	Relatives influence	Family influence
N Valid	153	153	153	153
Missing	0	0	0	0
Mean	3.73	3.89	3.48	3.57
Std. Deviation	1.124	1.133	1.456	1.332

[Source: Compiled by Author]

Table 4.4.6 : CONSTRAINTS

Statistics

	I am doubtful about Quality	I dont get refund for spoiled items	Misuse of personal information	mismatched	Image shown online is different
N Valid	153	153	153	153	153
Missing	0	0	0	0	0
Mean	2.75	2.77	2.76	2.69	2.71
Std. Deviation	1.349	1.350	1.404	1.294	1.342

[Source: Compiled by Author]

Statistics

	Problems in Transferring Money	Delay Delivery	Extra Delivery Charges	Scheme offers	Difficult Process	Out of Stock
N Valid	153	153	153	153	153	153
Missing	0	0	0	0	0	0
Mean	2.55	2.87	2.90	2.71	2.32	2.56
Std. Deviation	1.230	1.351	1.366	1.327	1.296	1.376

[Source: Compiled by Author]

Table 4.5: MEAN OF ALL FACTORS

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
PC	Male	124	4.0161	.76196	.06843
	Female	29	4.0172	.51437	.09552
OM	Male	124	4.0000	.78542	.07053
	Female	29	3.8916	.67618	.12556
DELIVERY	Male	124	4.1290	.79600	.07148
	Female	29	3.9540	.62820	.11665
VAS	Male	124	4.0097	1.12816	.10131
	Female	29	4.0828	.57450	.10668
INFLUENCE	Male	124	3.6190	1.09483	.09832
	Female	29	3.8793	.88039	.16348
CONS	Male	124	2.7111	1.06769	.09588
	Female	29	2.5987	.99512	.18479

[Source: Compiled by Author]

5. QUESTIONNAIRE

A STUDY ON CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING

DEAR RESPONDENT,

The primary objective of this research is to understand ***CONSUMER ATTITUDE TOWARDS ONLINE GROCERY SHOPPING.*** *It also measures the market situation of mobile consumers' toward mobile wallet.* Your opinion is very important to us. The *questionnaire* will take no more than 10 minutes to complete.

Research Questionnaire

Part-1 Demographic Profile

1. Gender
o Male
o Female

2. Which category describes your age?
o 15-20
o 20-25
o 30-35
o 35-40
o 40-50
o 50 & Above
3. What is your Educational Qualification?
o Under Graduate
o Graduate
o Post Graduate
o Professional
4. What is your occupation?
o Business
o Govt. Service
o Private Service
o Student
o Home Maker

o Self employed

5. What is your marital status?

o Married

o Unmarried

6. What is your Family Income?

o Less than5 Lac

o 5.00lac - 10 lac

o 10 lac-20 lac

o more than 20 lac

7. Supporting device for internet connection?

o Desktop

o Laptop

o Mobile

o Table

Part-2 Factors

Convenience

Rate the following factors given below in terms of how it influences to buy groceries online:

	1	2	3	4	5
It takes less time to purchase groceries online	○	○	○	○	○
I purchase groceries online because there won't be any queues	○	○	○	○	○
Purchasing online helps me avoid traffic problems	○	○	○	○	○
Purchasing online helps me avoid parking problem	○	○	○	○	○
I purchase groceries online because of Convenience & 24*7 Flexibility	○	○	○	○	○
I purchase groceries online because Super market is far away	○	○	○	○	○

Website Designing Factors

Rate the following factors given below in terms of how it influences to buy groceries online:

	1	2	3	4	5
Online grocery websites are user friendly	○	○	○	○	○
Online grocery websites provide adequate purchase Options	○	○	○	○	○
Ordering groceries online is an easy process	○	○	○	○	○
Product assortment makes buying easy	○	○	○	○	○
Display of picture of products helps me choose better	○	○	○	○	○
I can easily compare with other brands	○	○	○	○	○
I can easily access to my order history	○	○	○	○	○

Delivery Factors

Rate the following factors given below in terms of how it influences to buy groceries online:

	1	2	3	4	5
Free delivery option attracts me to purchase groceries Online.	○	○	○	○	○
Same day delivery option is very beneficial.	○	○	○	○	○
Timeslot option for grocery delivery provides hassle free Experience.	○	○	○	○	○

Add-on Services

Rate the following factors given below in terms of how it influences to buy groceries online:

	1	2	3	4	5
Online groceries provide better customer service.	○	○	○	○	○
Loyalty bonus schemes is very beneficial for customer.	○	○	○	○	○
Discount /Offers alert messages attracts customer.	○	○	○	○	○
Mobile applications are easy to use.	○	○	○	○	○
Tracking of orders is easy in online grocery shopping.	○	○	○	○	○

Social Influence Factors

Rate the following factors given below in terms of how it influences to buy groceries online:

	1	2	3	4	5
Friends influence me to purchase groceries online.	○	○	○	○	○
Customer reviews influence me to purchase groceries online.	○	○	○	○	○
Relatives influence me to purchase groceries online.	○	○	○	○	○
Family influences me to purchase groceries online.	○	○	○	○	○

Fear/Issues Factors

Rate the following factors given below in terms of how it effects to avoid buying groceries online:

	1	2	3	4	5
I am doubtful about Quality of groceries online.	○	○	○	○	○
I don't get refund for spoiled items.	○	○	○	○	○
	○	○	○	○	○

There is a chance for misuse of personal information.

Items ordered online often gets mismatched.   ○   ○   ○   ○   ○

Image shown online is different from actual product. ○   ○   ○   ○   ○

Problem in Transferring Money   ○   ○   ○   ○   ○

Delay in Delivery of order   ○   ○   ○   ○   ○

Extra Delivery Charges   ○   ○   ○   ○   ○

Delivery of products without add-on in scheme/offers ○   ○   ○   ○   ○

Difficult ordering Process   ○   ○   ○   ○   ○

Out of Stock items   ○   ○   ○   ○   ○

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