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## **Consumer's Attitude towards Online Grocery Shopping In Delhi City**

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### **ABSTRACT**

*Shopping on the internet has been developing rapidly, covering most of the important spheres of marketing. Online grocery shopping has been noted of being a relatively young but promising area of electronic commerce. However, only a sparse number of studies have been focusing on consumers' attitude to purchase grocery products through online. This paper seeks to understand the consumer's attitude towards online grocery shopping and to identify some factors that may foster or hinder its acceptance. A Questionnaire was developed and distributed to the online shoppers in Delhi city through snowballing techniques and then collected data was analysed by using ANOVA, Mean and Standard Deviation. The results suggest that among demographic variables family income and age is one of the significant factors while understanding behavior dimension related to education level or working members in the family can also help online marketers to develop positive tendency to online grocery shopping. Moreover results indicate that time slot option among product delivery factors and user friendly website among website designing factors are the most important variables for the respondents. However, Consumers are also more concerned about the quality of products among the various fear factors related to online grocery shopping. Social influence factors have least importance, albeit customer review has moderate weightage. Moreover, the results also indicate that, even though customers are skeptical of using the internet for grocery products, they intent to start using/continue using service.*

**Keywords:** Online Grocery Shopping, Attitude, Delhi

### **INTRODUCTION**

Grocery shopping is regarded as routine buying behaviour, not only because decisions are frequently made at regular intervals, but also the behaviour of a consumer is largely habitual, automatic and unthinking. The feature of online grocery shopping is that consumers purchase grocery products through retailers websites by simply clicking the mouse button for the required items (Kurnia and Chien 2003) and the subsequent delivery of those ordered groceries at home (Burke 1997; Peterson et al.1997). But despite the ever increasing popularity of the web-based purchasing trends, concerns have been addressed as to whether Internet is a suitable purchasing tool for all kind of products. Worldwide, Internet Grocery purchases are still low compared to the overall online sales ( Huang and Oppewal,2006) .A better understanding of the triggers which influence the adoption (and the discontinuation) of online grocery shopping is vital for the strategic management of this sector . The low uptake of the Internet grocery is related to, according to Huang and Oppewal(2006) the lack of consumers trust in the service and product quality provided by e-grocery retailers.

When e-commerce was first recognized as a sea 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. Exploring the consumers' perceptions towards OGS has done so far in the western, European and South East Asian countries mainly in USA (Siu and Cheng, 2000; Ghazali, Mutum and Mahboob, 2006). Research concerning consumer adoption of online grocery shopping has studied consumers' intentions to carry out online grocery purchase at some point in the future (Verhoef and Langerak, 2001). Although exceptions exist (Morganosky and Cude, 2000), very few similar studies have been conducted in Malaysia (Ahmed, Ghingold and Dahari, 2007). A discriminant analysis research related with the consumer adoption of online grocery buying also conducted by (Hansen, 2005). Yan and (Oppewal, 2006) identified four situation factors in their study (trip purpose, time available for shopping, delivery charges and travelling time). Other reasons include issues surrounding privacy and security (Maignan and Lukas, 1997; Miyazaki and Fernandez, 2001). (Nielsen, 2011) found that consumers are likely to lose interest in a website. Further, (Selvidge et al., 2002) noticed that a longer waiting time (delay) leads to increased frustration, which eventually results in the participant's failing to complete tasks. (Davis, 1989) studied the consumer's attitude towards online grocery shopping in terms of Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology.

However, India's Internet base, as of December 2015, was at 402 million users, registering a growth of 49% over last year. [Source: IAMA Report]. "Currently, India has the third largest internet user base in the world but it is estimated that by December 2016, India will overtake the US (as the second-largest base). Online Shopping has somehow or rather gaining popularity and OGS has also created some space in the online retailing industry in the west and southern part of India due to ongoing development of internet, mobile communications, rising disposable income, working culture etc. But consumer uptake on the Online Grocery Shopping is slower than anticipated. There are various websites such as AaramShop.com, Fresh N Daily, Zopnow.com, Farm to Kitchen.com, Local Banya.com, EkStop.com, BigBasket.com, shopping mantraonline.com, erationstore.com are operating in Metro Cities like Mumbai, Hyderabad, Bangalore Delhi for the FMCG, CPG, E-Grocery, Fresh Fruits & Vegetables and other food articles which are trying to capture the urban population's needs and wants through direct e-tailing, franchise or hybrid model. Many Consumers welcome the idea to shop online, however, they don't feel it as an option for them to abandon the traditional in-store shopping (Tong, 2006). But success will be dependent on meeting expectations of greater choice, consistent quality, convenience and more effective direct engagement in retail-consumer relationships. Many online stores have been shuttered after operating for a few months to a few years. Taking cue from the ventures it is noted that reasons of shut down are due to lack of funds or customers.

## **PROBLEM STATEMENT AND NEED OF STUDY**

Online grocers are confronted with numerous challenges. The general lack of practical experience in consumer's needs and demands renders the development of a profitable e-grocery strategy even more difficult. These considerations raise the following questions: What are the prospectus for an e-grocery business to meet the consumer's needs and demands? What are the facilitating factors and barriers to the acceptance of online grocery

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shopping? What are the technological challenges are faced by consumers and what type of websites should be developed for the easy browsing? What kind of logistics and distribution channel consumers are expecting? What is the customer's expectation from this channel to fulfill their daily needs?

In the light of above, role to understand the consumer's attitude towards online grocery shopping is very important. That's why, when the online grocery market is spending their wings in India slow and steadily with the time, then this study will focus on to analyze the consumer's attitude towards OGS in Delhi where the internet usage density is high, for acceptance of this new innovative distributions and service channels for the fulfillment of consumer's daily needs. This study, however, will investigate key issues affecting their decision and find out the level of acceptance of OGS among Indian Consumers in near future.

### **LITERATURE REVIEW**

According to Shahzad khan (2012) attitude is the conduct, nature, temperament, thought and way of behaving. It can be positive or negative and perform a very essential function in purchasing a product. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Noel (2009) defined attitude that is a powerful and long term assessment for which the customers are having well-built way of thinking and it can be an individual, entity, announcement or a matter. Attitudes are formed through experience and learning and that attitudes influence buying behaviour (Kotler and Keller, 2009). Consumer attitudes toward a firm and its products greatly influence the success or failure of the firm. The study conducted by Morganosky and Cude (2000) on Consumer response to online grocery shopping at The University of Georgia, Athens, USA on 243 US consumers who currently buy their groceries online and reports that demographic and online shopping variables that are significantly related to the primary reason for shopping online, willingness to buy all grocery items online, perception of time spent shopping online vs in the store, and experience with online grocery shopping. Miyazaki and Fernandez (2001) conducted a study on Consumer perceptions of privacy and security risks for online shopping at University of Miami, Coral Gables, FL. and concluded that Risk perceptions regarding Internet privacy and security have been identified as issues for both new and experienced users of Internet technology. The study was conducted by Brown et al. (2003) on Buying or browsing? An exploration of shopping orientations and online purchase intention at University of Queensland, Australia and gave the findings that despite the widespread belief that Internet shoppers are primarily motivated by convenience, the authors show empirically that consumers' fundamental shopping orientations have no significant impact on their proclivity to purchase products online. Factors that are more likely to influence purchase intention include product type, prior purchase, and, to a lesser extent, gender. Kurnia and Chien (2003) conducted a study on The Acceptance of Online Grocery Shopping at University of Melbourne, Australia and found that the applicability of the Technology Acceptance Model in assessing the acceptance of the Online Grocery Shopping in Australia, The perceived Usefulness of Online Grocery Shopping is influenced directly by Perceived Ease of use. Intriguingly, perceived risk, which has been found one of the major obstacles to the adoption of e-commerce technologies. Ramus and Nielsen (2005) conducted a study on online grocery retailing: what do consumers think? at Aarhus School of Business, Denmark. The TPB

framework was used to construct the interview guide that was followed in all focus groups. In the minds of consumers, internet grocery shopping is an advantage compared with conventional grocery shopping in terms of convenience, product range and price. Disadvantages, which could act as mental barriers, are, for instance, the risk of receiving inferior quality groceries and the loss of the recreational 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 importance of situational factors, such as having a baby or developing the health problem as triggers for starting to buy the groceries online. Many shoppers are found to discontinue the online grocery shopping as the initial trigger has disappeared or they have experienced the problem with service. Sahney et al. (2008) conducted a study on Consumer attitude towards online retail shopping in the Indian context at The ICFAI University and the objective of the study here is to look into the various aspects of online shopping in modern day environment and to identify those factors that affect the development of attitudes towards online shopping. Coupey et al. (2009) conducted a study on Grocery Shopping and the Internet: Exploring French consumers' perceptions of the "hypermarket" and "cyber market" formats at University Francois Rabelais, Tours, France and found various motivating and inhibiting factors cited by consumers towards online shopping behavior for food and grocery items. Motivating factors were Time saving, Shopping at any time, A Physical impossibility to shop in a store (pregnancy, disability), an allergy to the hypermarket format and on the other side Inhibiting factors were home delivery constraints, costs, waiting time, uncertainty on the quality of products, the 'best- before- date' problem, not being able to choose the products and having trust the cyber market operators, high prices, limited choices, loss of social ties and opportunities to see people, costs or fears of learning something new. Noor et al. (2011) conducted a study on Online Grocery Shopping: The Affect of Time Availability on Malaysian Consumer Preferences at Universiti Teknologi MARA, Malaysia Given study examines the perceptions and preferences of Malaysian consumer toward OGS. It examines the time availability and convenience of the OGS. It was found that most of the respondents disagree that they have enough time to search online grocer 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 electronic grocery shopping such as wide range of and familiar products and brands, freedom from time and place, time saving, and as stated, convenience.

### **OBJECTIVE OF THE STUDY**

- To study the customer's demographic characteristics have influence on their attitude towards online grocery shopping.
- To determine factors perceived to be important in purchase of Grocery Products through Online/Internet.

### **METHODOLOGY**

The study follows quantitative methodology. Data was collected by sending questionnaire to the online people in Delhi city, using convenient and snowball sampling. For measuring the basic information about their purchasing pattern for the grocery and use of internet for the online shopping, multiple choice questions have been asked in the questionnaire, and for measuring the consumer attitude towards various factors of online grocery shopping 3-point likert scale has been used. Within the timeframe, questionnaires were filled by 100 respondents and their responses were analyzed by using SPSS software and One way Anova Mean and Standard Deviations was used to find out significant differences between the attitudes of sub-populations of demographic traits and other attributes to study the attitude towards online grocery shopping in India.

#### ANALYSIS AND INTERPRETATION:

**Table 2 : Influence of Demographic Profile on overall Attitude towards online grocery shopping**

Demographic Variables		N	Mean	Std. Deviation	F	Sig.
<b>Age</b>	15-24 years	28	1.761	0.572		
	25-34 years	48	1.520	0.576		
	35-44 years	16	1.777	0.583		
	45-54 years	6	2	0.557		
	above 55 years	2	1.833	0.707		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>	<b>4.486</b>	<b>0.013</b>
<b>Gender</b>	Female	55	1.751	0.567		
	Male	45	1.740	0.594		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>		
<b>Qualification</b>	Under Graduate	3	1.888	0.509		
	Graduate	36	1.712	0.504		
	Post Graduate	56	1.708	0.609		
	Professional	5	2.333	0.527		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>		
<b>Occupation</b>	Business	4	2.166	0.333		
	Govt. Service	9	1.666	0.5		
	Private Service	67	1.776	0.592		
	Students	9	1.518	0.647		
	Home Maker	4	2.111	0.693		
	Self employed	7	1.523	0.377		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>		
<b>Marital Status</b>	Married	63	1.761	0.540		
	Unmarried	35	1.714	0.647		
	Divorce	2	1.833	0.707		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>		
<b>Working</b>	One	24	1.791	0.620	<b>0.509</b>	<b>0.047</b>

<b>Members</b>						
	Two	46	1.623	0.537		
	Three	20	1.966	0.470		
	Four	10	1.766	0.754		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>		
<b>Family Income</b>	Less than5 Lac	48	1.902	0.583		
	5.00lac - 9.99 lac	36	1.722	0.519		
	10 lac-20 lac	13	1.307	0.440		
	more than 20 lac	3	1.444	0.769		
	<b>Total</b>	<b>100</b>	<b>1.746</b>	<b>0.576</b>	<b>11.622</b>	<b>0.001</b>

The above table shows the influence of age on overall attitude of the respondents towards online grocery shopping. In order to find out the influence, Anova was performed and the result shows a significant outcome ( $F = 4.486$ ;  $p = 0.013$ ). That is the respondents differ significantly with respect to their age towards their attitude towards online grocery shopping. Mintel (2009) acknowledged that the respondents are most positive about online grocery shopping appears to be under age 45. On observing the mean values, it is noted that the respondents who are in the age group of 25 to 34 years (mean = 1.52; SD = 0.58) significantly differ from the respondents who are in the age group of 15 to 24 years (mean = 1.76; SD = 0.57) and between 35 to 44 (mean = 1.77; SD = 0.57). Hence, it is concluded that the middle aged people have positive attitude towards online grocery shopping as compared to young aged people.

Next, the table shows the influence of Qualification on overall attitude of the respondents towards online grocery shopping. In order to find out the influence, Anova result shows a significant outcome ( $F = 0.828$ ;  $p = 0.036$ ). Hence it is concluded that the Qualification of the respondent influence the attitude towards online grocery shopping. On observing the mean value, it is noted that the respondents carry the Graduate ( $M=1.71$ ,  $SD=0.50$ ) and post graduate qualification (Mean=1.70,  $SD=0.60$ ) are more inclined towards online grocery shopping as compared to under graduate ( $M=1.88$ ,  $SD=0.50$ ) and professional degree holders ( $M=2.33$ ,  $SD=0.52$ ).

Also, the table shows the influence of Occupation on overall attitude of the respondents towards online grocery shopping. Anova result does not shows a significant outcome ( $F = 1.983$ ;  $p = 0.162$ ). That is, the respondents are not differ significantly with respect to their occupation towards their attitude on online grocery shopping.

And, the table shows the influence of marital status on overall attitude of the respondents towards online grocery shopping. ANOVA result shows a non -significant outcome ( $F = 0.066$ ;  $p = 0.797$ ). That is, the respondents are not differ significantly with respect to their marital status towards their attitude on online grocery shopping.

Next, the table shows the influence of working members in the family on overall attitude of the respondents towards online grocery shopping. In order to find out the influence, Anova result shows a significant outcome ( $F = 0.509$ ;  $p = 0.047$ ). Hence it is concluded that the

working members in the family of the respondent influence the attitude towards online grocery shopping. On observing the mean value, it is noted that the three working members (M=1.96, SD=0.47) and two working members (M=1.62,SD=0.53) in the family are more positive towards the online grocery shopping as compared to single working member. It might be due to their busy schedule they don't get enough time to go to the market and that is because they considered the online grocery shopping is a more convenient method.

In the Table it is also noted that Family income also influences the attitude of respondent to shop online for grocery products. As Anova results indicate a significant outcome (F=11.62, p=0.001) and respondents have more income are more positive towards on line grocery shopping.

**TABLE-3 : Mean and Standard Deviation of the individual Factors**

Measurement Items	Mean	Std. Deviation
<b>Personnel convenient Factors</b>		
No time	1.58	0.75
No Queues	1.51	0.71
health problem	1.62	0.708
Traffic problem	1.93	0.742
parking problem	1.87	0.774
Children	1.82	0.796
Convenience & Flexibility of 24*7	1.38	0.582
Super market far away	1.91	0.753
<b>Oveall Personnel Convenient Factors</b>	<b>1.70</b>	<b>0.728</b>
<b>Website Designing Factors</b>		
User friendly website	1.21	0.456
Adequate search options	1.36	0.595
Easy ordering Process	1.30	0.560
product assortment	1.38	0.632
Display pics of products	1.27	0.468
comparison with other brands	1.39	0.618
Access of last shop list	1.43	0.640
<b>Oveall Website Designing Factors</b>	<b>1.33</b>	<b>0.567</b>
<b>Delivery Factors</b>		
Free Delivery	1.33	0.570
same day delivery	1.37	0.544
Time slot options	1.16	0.420
<b>Over all Delivery Factors</b>	<b>1.29</b>	<b>0.511</b>
<b>Add-on Services Factors</b>		
Customer Care services	1.30	0.560
Loyalty BonusSchemes	1.40	0.636
Discount /Offers alert messages	1.32	0.566

Mobile Applications	1.35	0.575
Tracking of order option	1.32	0.548
<b>Overall Add-on Services</b>	<b>1.34</b>	<b>0.577</b>
<b>Social Influence Factors</b>		
Friends	2.09	0.805
Customer Reviews	1.77	0.750
Relatives	2.11	0.803
Family	2.09	0.805
<b>Overall Social influence</b>	<b>2.02</b>	<b>0.791</b>
<b>Fear/Issues Factors</b>		
Quality of Products	1.00	0.000
Refund on spoil items	1.23	0.489
Hacking of Personnel information	1.50	0.718
Mismatching of items ordered	1.41	0.637
Difference from actual image	1.53	0.731
Problem in Transferring Money	1.61	0.709
Delay Del of order	1.52	0.674
Extra Delivery Charges	1.59	0.726
Difficult ordering Process	1.70	0.689
Delivery of products without addon in scheme/offers	1.66	0.794
Out of Stock items	1.77	0.763
<b>Overall Fear/Issues Factors</b>	<b>1.50</b>	<b>0.630</b>
<b>Consumer's Attitude Factors</b>		
I would favour to buy grocery through online	1.79	0.769
I will go for Online grocery shopping on someone 's recommendation.	1.81	0.732
I will go for purchase through online as soon as the facility will come to my reach.	1.64	0.677
<b>Overall Attitude Factors</b>	<b>1.74</b>	<b>0.570</b>

\*Likert Scale : 1=Very Important, 2 =Somewhat Important 3=Not Important

The mean and standard deviation of perceived personal convenience variable were analysed. The result showed that customers value the convenience and flexibility (Mean=1.38, SD=0.58) which comes with online grocery shopping followed by not having to stand in queues at billing counter (Mean=1.51, SD=0.75) and No Time (Mean=1.58, SD=0.75). USA consumer market research by Marganovsky and Cude (2000) has demonstrated that for people currently shopping for groceries online, time saving is their primary reason for doing so. Motivating factors to online grocery shopping are convenience and time saving (Morganosky and Cude 2002; Hansen 2005; Teller, Kotzab, Grant 2006; Verhoef and Langerak 2001). The types of convenience consumers perceive with cyber markets is the flexibility in timings for shopping, the saving of physical efforts involved in visiting stores and the avoidance of standing in line and crowding (Darian 1987; Morganosky and Cude

2000; Childers et al.2001) However, Health Problem (M= 1.62,SD=0.70) have somewhat importance which is also supported by literature that situational variables and life events in particular (e.g having a baby, health problems ) have emerged as the trigger for starting online grocery shopping( F Dall'Olmo Riley, 2007). The other factors avoid shopping along with children (M=1.82, SD=0.79) and Parking Problem(M=1.87, SD=0.77) , supermarket far away(M=1.91, SD=0.75) and Traffic Problem (M=1.93,SD=0.74) does not seems to be very important factors to influence their attitude towards online grocery shopping.

The above table shows the mean and standard deviation of website designing factors which are influencing the attitude of respondents for the online grocery shopping on different parameters. Respondents give most importance to user friendly website (Mean=1.21, SD=0.45), followed by product pics displayed on the website(Mean=1.27, SD=0.46) and Easy process of Ordering(Mean=1.30, SD=0.56) among the various website designing factors. However, adequate search option (M= 1.36,SD=0.59) , product assortment option (M=1.38, SD=0.63) and comparison with the other products and brands (M=1.39,SD=0.61) have somewhat importance among the website designing factors and respondents does not give the too much importance to the option of access of last shopping list (M=1.43,SD=0.64) .Hence, it is concluded that the respondents expects that the website should be user friendly through which process of ordering can easily be made.

The above table shows the mean and standard deviation of product delivery which are also creating somehow impact on the consumer's attitude for acceptance of online grocery shopping. Respondents are much more concerned about the convenient delivery time slots (M=1.16, SD=0.42) rather than free delivery option (M=1.33, SD=0.57) and same day delivery (M=1.37, SD=0.54) . Inhibiting factors to online grocery shopping at the cost of the service, the slow delivery system and difficulties with delivery personnel (Morganosky and Cude 2002). Consumers are not conscious of the logistic costs required in grocery shopping and do not relate it to a willingness to pay for home delivery(Teller, Kotzab, and Grant 2006). Among the add-on services it can be concluded that customer care services(M=1.30, SD=0.56) are most important variable followed by Discount /offers alert messages on phone (M=1.32, SD=0.56) , tracking of the order (M=1.32, SD=0.56) & mobile apps (M=1.35, SD=0.57) by having almost equal weightage. However, loyalty bonus/schemes (M=1.40, SD=0.636) does not have much importance for the respondents. Hence customer are looking for the customer care services.

Among the individual variable of Social Influence customer review information have the highest importance (M=1.77, SD=0.75) as compared to the friends & Family (M=2.09, SD=0.80) & relative (M=2.11, SD=0.80) to influence the customers attitude towards online grocery shopping.

Among the various variables of perceived risk towards online grocery shopping it is observed that the quality(M=1.00, SD=0.00) of the products delivered is the most significant variable perceived by the customers. So, online grocers should make sure that they provide customers with fresh groceries. This is in harmony with the previous literature Jarvenpaa & Todd, 1997; Bhatanagar et al,2000 where consumers hesitate to buy groceries as they doubt the product quality .At the same time customers are also concerned about the other variables i.e refund on bad quality & mismatching of products (M=1.41, SD=0.63) with the refund policy factor (M=1.23, SD=0.48). In this way consumers are willing to pay if they perceived worth value where the product has high quality, attractive attributes & low in price (Chen, 2008).Though

hacking of personal information (M=1.50, SD=0.71) is an average factor which is influencing the attitude of customers towards online grocery shopping. On the other side the study indicates that the consumers are also not much worried about delay delivery process (M=1.52, SD=0.67) & extra delivery charges (M=1.59, SD=0.72) in contrary to the various literatures such as Baker,2000; and Kacen, Hess and Chiang,2003, where delivery fee is one of the major reasons for consumers hesitating to purchase groceries online . so it is observed in this study that majority of the people would not mind paying extra delivery fee for groceries and value services. Some other issues money transfer (M=1.61, SD=0.70), delivery of products without add-on in scheme/offers (M=1.66, SD= 0.79) & out of stock items (M=1.77, SD=0.76) have the least importance among the consumers to influence their attitude towards online grocery shopping.

With regard to overall factors of among the overall factors ,delivery factors (M=1.29, SD= 0.51) becomes the most important criteria in influencing the consumers attitude towards online grocery shopping followed by website design factor (M= 1.33, SD=0.56) value added services (M=1.34, SD= 0.57). Fear factors (M=1.50, SD= 0.63), personal convenient factors (M=1.70, SD=0.72) & are the average factors to influence the consumer attitude while social influence(M=2.02, SD= 0.79) has the least impact on the consumer's attitude towards online grocery shopping.

Respondents showed a positive behavioural intention to start or to continue using internet for grocery purchase. On analysis ,customer were positive in terms of their decision to start (M=1.64,SD=0.677),favour (M=1.79,SD=0.769) However some of the respondents are looking for the recommendation of others (M=1.81,SD=0.732) These mean score indicates that customer have a positive intention towards internet usage for grocery shopping.

## CONCLUSION & DISCUSSION

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 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. 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 (Ostlund 1974; Kurnia & Johnson 1999) and social 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, many 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.

### **FUTURE SCOPE**

One of the limitation is that this is a market review and there can always be other factors that influence consumer's 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.

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